

# Paper mills' TV ad campaign will address Fox cleanup

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PRESS-GAZETTE

Paper mills targeted in the cleanup of widespread PCB contamination in the Fox River will begin airing a TV ad Monday promoting the upcoming results of their scientific peer review of river cleanup models.

The seven mills, which face a cleanup estimated to cost hundreds of millions of dollars, are financing a peer review of two computer models used to predict how PCB-tainted soils move along the riverbed.

One model, used by the U.S. Environmental Protection Agency and state Department of Natural Resources, shows PCBs and riverbed sediment move from the Fox River into the bay of Green Bay — where the chemicals have been linked to deformities and reproductive problems in bay fish and birds.

The other model, developed by the paper mills by making changes to the government model, shows that PCBs in the riverbed don't move. That model supports the mills' view that the polychlorinated biphenyls should be left where they are rather than be re-

moved from the river.

"Peer review will provide an independent, scientific evaluation of critical Fox River studies," Dennis Hultgren of Appleton Papers Co., one of the targeted mills, said in a news release. "If the scientific foundation for the restoration solutions is weak, any plan built upon it will be disastrous."

The ad, which features a duck on a treadmill meant to represent citizen frustration with the lack of cleanup progress, will run five weeks on the four local network TV stations during newscasts and prime-time programming.

The mills say the ad is part of a stepped-up "awareness advertising campaign." The campaign also includes hiring a public outreach director.

The effort comes as state and federal regulators gear up to release a proposed cleanup plan for the river, along with final studies assessing the health of the river and Green Bay, and the contaminant risks to people and wildlife.

The plan is scheduled for release for public comment in late May or June, nearly two years after the EPA proposed listing 39 miles of the river as a federal Superfund cleanup site.