

FRIENDS OF THE RIVER  
Sacramento  
September 30, 1974

Hello ardent friends!

The Row for the River was incredible, seventy kayaks and seven rafts coming into a reception of over 500 people at San Francisco's Aquatic Park. It was the culmination of an eight day, 200 mile row done by about 30 people to generate public for Yes on 17. The rowers made the front page and fourth page of the Sunday San Francisco Chronicle, Examiner which was amazing. We had news coverage on the major network stations.

An even more valuable function of the Row was that it brought together an incredible amount of energy, and got it directed towards saving the river. The Row seemed to bring home to most of the folks the importance of what we are doing and the short amount of time we have to do it in. It was great to have that many people working in harmony towards a common goal. Don't think it's happened before with that many boat persons in one place.

What was the row worth? Roanoke figures that the free publicity we received in just the Chronicle/Examiner was worth about \$25,000 and the prime time news coverage from two of the major network stations was invaluable.

So the efforts were very well spent. The cost of the Row was between three and five hundred dollars for food, fuel for the support boat and a minor food disaster in San Francisco. Not a bad price for about \$30,000 worth of advertising.

If you were on the row and could possibly cover your food expenses they worked out to about \$1.50 to \$1.75 per day, after subtracting donations. So if you were on the Row and can cover some of that it would be really fine.

Thanks again for all the fine efforts on everyone's part, it was incredibly worthwhile.

For those of you who don't have a lot of time to donate but want to help, we have something you can do at home. We need to augment our letter writing efforts. There are many places letters can be effective. All of you can write your own state and national representatives expressing your opinion on Proposition 17 and New Melones and asking what their's is and why. Letters to the editor of any and all publications you receive are also most helpful in getting people aware of the proposition and curious about the issues. Let's not forget our local councilmen and women, supervisors, etc. If they haven't taken a stand, get their support. If they have, thank or question them. To write some of these letters all you will need is your sincerity but for most the more facts you know about the issues the more effective you can be. There is nothing like an informed advocate.

If you have already written all of these, call us, we have lots of letter topics

Another reason to drop by the FOR office is our library. We are developing a good amount of reading material and since we can't reproduce it all to send out, you will need to come by and read it. We might even loan some of it out. We've got news articles from papers throughout the state, magazine articles, technical reports, data and much general information as well as our own Fact Sheet. Stop by. You too can be an informed campaigner.

There has been much misinformation put out by the supporters of New Melones and the press. Some of this concerns a person on our side. Tom Johnson is the manager of the US Olympic Slalom Canoe Team and has often been quoted out of context by supporters of New Melones. By leaving out most of what he has said and written they have made it appear he supports the project.

The situation developed when he was consulted by the US Army Corps of Engineers as a whitewater expert. They sought his guidance in making a whitewater run between Goodwin Dam and Knights Ferry as part of mitigation development downstream of the construction site. He stated the area had excellent potential for development but would require certain necessary improvements including access roads, portage trails, lodging for trainees, storage facilities, changing two places for safety (removal of a dangerous steel structure), and changing the gradient of two major drops--one of which would have to be spread out for about  $\frac{1}{2}$  mile.

After making the Knights Ferry run he also made the Camp 9 run and stated there was really no comparison. This mitigation move was started almost two years ago and so far nothing tangible has developed. In November 1972 Tom Johnson wrote "As I understood it, this project was originated because the upper Stanislaus was thought to be a certain loss. I feel: Better something than nothing! Naturally the best thing would be to retain the upper run as-is." We agree.

Quote of the week: "LET MY RIVER GO!" -- Marcus to Pharoah Spocymra II

Go South Young Man and Young Woman! We're desperate for people in LA and the San Diego area. 62% of our electorate and about 2% of our volunteers are south of the Tehachapi Mountains. Our election will be won or lost depending on our volunteer effort in that area. This means that we have to get some people from up here down there. So if you are currently unemployed or can make yourself that way, we need you to go. Friends of the River has arranged places for us to stay and will try and cover our food expenses. So if there is anyway you can direct your energies to LA, get in touch with Tom at the Sacramento FOR office. Also, we will need as many vehicles down there as possible, especially motorcycles and anything cheap to run. So get it together and call us. We will arrange transportation for you.

Our T-Shirts are now being distributed state-wide. They are in great demand and are now in smashing yellow. If any of you darlings have some money still out please try to get it in so we can order more of them. Also, if you would like to buy or sell some or one you're welcome to come to the office for one--the going price is \$6.

On October 18, at 7:30 on Channel 3 Lois Irons is doing a show on Proposition 17. Chuck Koteen is doing the photography. It will be a good chance for you and your friends (spread the word) to find out more about the Proposition in an unbiased way.

Unfortunately this newsletter is getting out to late to tell you ahead of time about our benefit at Shire Road Pub on the 30th. We are planning to have a great variety of bands and music on hand. If you have a place for another benefit or dinner available for our cause we have contacts with some bands who would love to help out.

A major argument our opposition is using is that the lower Stanislaus will get alot more water with the dam. They are claiming the East Side Canal Plan is now dead--a canal which would take away all of the water from the Stanislaus. Very recently Congress put 10 million dollars into a study on the East Side Canal which makes it very probable the canal plan is not a dead issue. At least three major dams will be needed for the canal--one of which the Corps would like to be the New Melones. So LA gets more of our water? A discouraging figure ALWAYS USE of water is that 10% goes to private use while 90% is used by industries. Is all that water necessary? Wouldn't it be wiser to find less wasteful ways YOUR ZIP CODE than destroy all of our rivers (and the life they make possible)? The effect our dead rivers will have on the earth is hard to comprehend. NOW IS THE TIME TO ACT!!!

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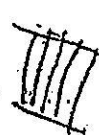
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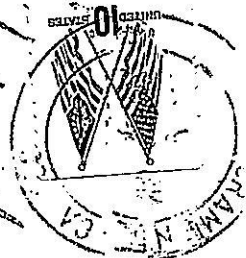
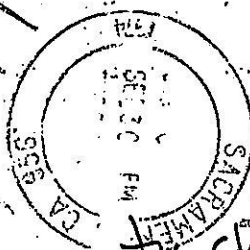
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