I just called Dr. Ross, as Dr. Whelan was out of the office. Gil is going to help.

Steve

Steve: will you be contacting Elizabeth?

Hi Steve—I just left you a voicemail. It might be worth a non-confrontational call or email into the producers of the show from either you or Elizabeth ahead of the story to make them aware of Duhigg’s misreporting of many of the facts on atrazine and his refusal to correct the record. Likely a long shot, but they might at least mention that the facts of his reporting have been disputed by some, they could always tag it onto the end of the pre-record. Or better they might grant us some degree of equal time later.

Just a thought, anyone else agree?

I’ll pull the producer contact info just in case.


Regardless, we need to prep some rapid responses to post online immediately after the show airs.