

this.

Do we have any connections with Marin press or Editorial Boards that can help us?

I do think that the NPS should be considering a Marin-based office with a community liaison in place.

Greg

-----Original Message-----

From: Howard Levitt and Wendy Scheffers [[mailto:howandwen@\(b\) \(6\) \[REDACTED\]](mailto:howandwen@(b) (6) [REDACTED])]

Sent: Sunday, September 7, 2014 10:43 AM

To: Greg Moore; frank and diane dean

Cc: Alex Picavet

Subject: Fimrite article

Greg and Frank:

Please keep responses to this on personal email.

I know you'll be flying today, Frank, and may not see this message. Greg, could you help us identify a few Marin residents to write rebuttal letters in response to today's Peter Fimrite's Chron article?

I believe the key points in a rebuttal would include:

1. The headline and article refer to "mistrust" of the NPS. In fact, it's not mistrust as much as it is a belief by some vocal people in Muir Beach that what they view as their private beach will be used by others.
2. Using the Muir Beach restoration as an example of the NPS as a "huge commercial developer" reinforces point #1.
3. The article represents very shoddy journalism. Fimrite has taken the Karl Rove approach to journalism -- "some folks have said...", "according to some...", "people fear" -- to provide a personal opinion masquerading as journalism. Because Fimrite is a Muir Beach resident - something not disclosed in the article - he is clearly serving as an advocate for a community viewpoint, not as an objective reporter.
4. The conclusion of the article, that the real issue is "can NPS get along with its neighbors?" has it wrong. The real issue is: Can the residents of Muir Beach understand that the national parklands adjoining their community belong to all of us?

This article needs a loud response.

I'll be available to talk about this in the late afternoon. I will also be reaching out by phone to Amy, and through her, to Neal Desai.

| Howard=