



**METROPOLITAN SERVICE DISTRICT**

1220 S. W. MORRISON ROOM 300 PORTLAND, OREGON 97205

(503) 248-5470

MSD BOARD OF DIRECTORS

WASHINGTON PARK ZOO  
EDUCATION BUILDING  
4001 SW CANYON ROAD

JULY 14, 1978  
2:00 P.M.

A G E N D A

78-1098

MINUTES

78-1099

PUBLIC COMMUNICATIONS

ADMINISTRATIVE DIVISION

78-1100

CASH DISBURSEMENTS

78-1101

SOFT DRINK BID AWARD

78-1102

CONTRACT 78-165 - ANNE KELLY FEENEY

SOLID WASTE DIVISION

78-1103

STATE MINIMUM STANDARDS DISCUSSION

ZOO DIVISION

78-1104

DEVELOPMENT PROGRAM UPDATE

78-1105

ELEPHANT ENCLOSURE PROGRESS REPORT -  
CH2M-HILL

OTHER BUSINESS

INFORMATIONAL REPORTS



# METROPOLITAN SERVICE DISTRICT

1220 S. W. MORRISON ROOM 300 PORTLAND, OREGON 97205

(503) 248-5470

## MSD BOARD OF DIRECTORS

WASHINGTON PARK ZOO  
EDUCATION BUILDING  
4001 SW CANYON ROAD

JULY 14, 1978  
2:00 P.M.

## A G E N D A

<u>PAGE</u>	<u>ACTION RECORD NUMBER</u>
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1	78-1098	MINUTES
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1	78-1099	PUBLIC COMMUNICATIONS
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### ADMINISTRATIVE DIVISION

12	78-1100	CASH DISBURSEMENTS
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13	78-1101	SOFT DRINK BID AWARD
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14	78-1102	CONTRACT 78-165 - ANNE KELLY FEENEY
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### SOLID WASTE DIVISION

15	78-1103	STATE MINIMUM STANDARDS DISCUSSION
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### ZOO DIVISION

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OTHER BUSINESS

78-1106

EXECUTIVE SESSION - UNION NEGOTIATIONS

INFORMATIONAL REPORTS

. ZOO DIVISION

PUBLIC SERVICE ANNOUNCEMENTS FOR TELEVISION

78-1098 MINUTES

THE FOLLOWING PAGES CONTAIN THE MINUTES FOR THE JUNE 23, 1978,  
BOARD MEETING. THE STAFF RECOMMENDS APPROVAL OF THE MINUTES.

78-1099 PUBLIC COMMUNICATIONS

THIS AGENDA ITEM ALLOWS THE BOARD TO RECEIVE COMMENTS FROM THE  
PUBLIC ON MATTERS NOT LISTED ON THE MEETING AGENDA.

78-1100 CASH DISBURSEMENTS

THE ACCOUNTING DEPARTMENT HAS PREPARED CHECKS NUMBERED FROM 2949 TO 3052 FROM PAYMENT REQUESTS RECEIVED, WHICH WERE APPROVED AS WITHIN MSD BUDGET.

THE STAFF RECOMMENDS APPROVAL FOR PAYMENT OF CHECK REGISTERS DATED JUNE 27, IN THE TOTAL AMOUNT OF \$11,243.23, AND JUNE 29, 1978, IN THE TOTAL AMOUNT OF \$61,110.41.

METROPOLITAN SERVICE DISTRICT  
BOARD ACTION

NO. 78-1100 DATE 7-14-78

	YES	NO	ABST.
BARTELS			
BUCHANAN			
McCREADY	✓		
<i>Davis</i> MILLER	✓		
ROBNETT			
SALQUIST	✓		
SCHUMACHER	✓		

*Jean M. [Signature]*  
Clerk of the Board

78-1101 SOFT DRINK BID AWARD

BIDS WERE SOLICITED FOR THE SUPPLY OF SNO CONE AND SOFT DRINK DISPENSER MACHINES AND SYRUPS TO BE USED IN THE CANTEENS AT THE WASHINGTON PARK ZOO. BIDS WERE RECEIVED FROM PORTLAND BOTTLING COMPANY AND FROM PEPSI-COLA BOTTLING COMPANY, WITH PORTLAND BOTTLING COMPANY THE LOW BIDDER.

IT IS STAFF'S RECOMMENDATION THAT THE CONTRACT BE AWARDED TO PORTLAND BOTTLING COMPANY AS LOW BIDDER, WITH AUTHORIZATION FOR THE CHAIRMAN TO SIGN THE AGREEMENT FOR A TWO-YEAR PERIOD TO BECOME EFFECTIVE SEPTEMBER 11, 1978. IT IS ALSO RECOMMENDED THAT IN THE EVENT OF DEFAULT OF THE BID SPECIFICATIONS BY PORTLAND BOTTLING COMPANY, <sup>prior to signing the contract</sup> THAT STAFF BE AUTHORIZED TO AWARD THE CONTRACT TO PEPSI-COLA AS SECOND BIDDER.

METROPOLITAN SERVICE DISTRICT  
BOARD ACTION

NO. 78-1101 DATE 7-14-78

- BARTELS
- BUCHANAN
- MCCREADY
- Quais* MILLER
- ROBNETT
- SALQUIST
- SCHUMACHER

	YES	NO	ABST.
BARTELS	/		
BUCHANAN	/		
MCCREADY	/		
MILLER	/		
ROBNETT	/		
SALQUIST	/		
SCHUMACHER	/		

*Paul M. [Signature]*  
Clerk of the Board

78-1102 CONTRACT 78-165 - ANNE KELLY FEENEY

(REMOVED FROM THE AGENDA)

78-1103 STATE MINIMUM STANDARDS DISCUSSION

THE PURPOSE OF THE ATTACHED CRITERIA IS TO PROVIDE GUIDELINES FOR LANDFILL OPERATORS AND METROPOLITAN SERVICE DISTRICT STAFF TO ASSIST IN SOLID WASTE DISPOSAL MANAGEMENT. IT IS OUR HOPE THAT THIS WILL SERVE AS OUR MAIN TOOL IN COMMUNICATING OUR INTENTIONS REGARDING SOLID WASTE DISPOSAL MANAGEMENT TO THOSE PEOPLE IN THE COMMUNITY WHO ARE AFFECTED BY OUR ACTS.

THIS FRAMEWORK HAS BEEN PREPARED BY MSD STAFF AND REVIEWED AND EDITED BY MSD SOLID WASTE ADVISORY COMMITTEE. IF THE MSD BOARD APPROVES THESE CRITERIA, THE STAFF CAN RETURN AT THE JULY 28, 1978, BOARD MEETING WITH JUSTIFICATION CONCERNING LANDFILL COVER REQUIREMENTS.

THE STAFF RECOMMENDS APPROVAL OF THE MSD LANDFILL OPERATIONS CRITERIA.

METROPOLITAN SERVICE DISTRICT  
BOARD ACTION

NO. 78-1103 DATE 7-14-78

BARTELS  
BUCHANAN  
McCREADY  
*Dur* MILLER  
ROBNETT  
SALQUIST  
SCHUMACHER

	YES	NO	ABST.
BARTELS	/		
BUCHANAN	/		
McCREADY	/		
MILLER	/		
ROBNETT	/		
SALQUIST	/		
SCHUMACHER	/		

*Jean M. Wood*  
Clerk of the Board



## MSD LANDFILL OPERATIONS CRITERIA

Part of the problem of understanding why a particular condition is required is that it is hard to follow the logic from a general mission like "to protect the public" to a specific requirement like "six inches of cover material is required daily." This framework is an attempt to fill this gap.

The staff has developed six major goals for landfill management that can be inferred from MSD's mission "to protect the health, safety and welfare of people in the district." These goals are as follows:

- (1) To control the transmittal of contaminated material from the site
- (2) To minimize landfill gas related problems
- (3) To provide a final fill that could be integrated into the community
- (4) To provide a site that is functional to users
- (5) To provide fire prevention management
- (6) To insure esthetic quality at the landfill site

Public health is related to both goals 1 and 2. Mismanagement of contaminant or explosive gases can produce serious problems for the public. The problems can take the form of polluted drinking water, explosions of buildings filled with gas associated with waste decomposition, and spreading of diseases.

Public safety is related to goals 2, 4 and 5, each of which can have an impact to those living in the surrounding area and/or using the site. Public welfare would be contained in goals 2, 3 and 6. These goals provide for the welfare of the

surrounding community by reducing nuisances such as visual impacts, odor and litter. In addition, they will provide a final fill that will fit into the community.

Each goal is supported by objectives and tasks in outline form, showing how the goals can be reached. They are presented so that one could easily interpret a particular task that would have to be accomplished to meet the goals. The specific tasks listed here are not necessarily our standards or required conditions. They are management or operational tasks which could satisfy the objectives in order to reach a primary goal. One should also keep in mind that each site has specific conditions and characteristics that would dictate which tasks would be necessary. The tasks in this report are general in nature and could be modified for a specific site. Other alternatives can be found for each task that would satisfy its parent objective.

I. TO CONTROL THE TRANSMITTAL OF CONTAMINATED MATERIAL FROM SITE BY:

A. Minimizing vector movement on and off of site by:

1. Providing controls for such large animals as dogs by:
  - a. Reducing access to food with the use of daily non-cohesive cover (References 1, 3)
  - b. Minimizing access to food with the use of daily compaction of waste (3)
2. Providing controls for such small animals as rats by:
  - a. Minimizing access to food source and harborage in waste by:
    - (1) Covering waste daily with a non-cohesive cover waste daily (1,2,3,4,5,6)
    - (2) Compaction of waste daily (3,6)
  - b. Providing an effective poisoning program
3. Providing controls for such vectors as birds by:
  - a. Minimizing access to food source by:
    - (1) Compacting of wastes as they come into site and (1)
    - (2) Covering wastes (1,6)
4. Providing controls for such vectors as flies by:
  - a. Reducing access to food sources and harborage by:
    - (1) Daily cover (1,2,3,4,5,6)
    - (2) Daily compaction (3,6)
  - b. Minimizing harborage by providing good drainage around site to reduce standing water

- B. Minimizing spreading of contaminates by groundwater by:
  - 1. Reducing surface water infiltration into fill by:
    - a. Increasing surface water runoff by:
      - (1) Providing impermeable material on surface of waste (2,5,6)
      - (2) Providing adequate surface drainage at site (2)
    - b. Increasing transpiration rate and cover layer moisture retensionable storage of the final cover (6)
  - 2. Minimizing movement of water in fill
    - a. Providing an impermeable separation between cells in fill.
  - 3. Minimizing ground water flow into fill
    - a. Providing an impermeable separation between fill and ground water table (2,6)
  - 4. Minimizing off site surface water flow into fill
  - 5. Providing a leachate collection system at the site (6)
- C. Minimizing spreading of contaminates by surface water
  - 1. Provide an effective separation between waste and surface runoff (2)
  - 2. Provide special handling for waste water from truck washing facility
- D. Minimizing spreading of contaminates by wind by:
  - 1. Providing adequate compaction
  - 2. Providing adequate cover
  - 3. Providing catch fences down wind of working face with policing of area daily

II. TO MINIMIZE GAS RELATED PROBLEMS BY:

A. Minimizing malodor around site by:

1. Covering wastes with adequate material at a frequency to constrain odors before they are produced (aerobic) (1,3,6)
2. Minimizing rate of decomposition by limiting the amount of water into fill by providing a water impermeable cover (anarobic) (1,2)
3. Providing cover to restrain gas movement to: (2,4,5,6)
  - a. Breaking out of the fill slowly and evenly dispersed or to
  - b. Flow to a designed vent, which facilitates gas movement out of the fill and disperses it into the atmosphere

B. Prevent an explosive gas condition from occurring by:

1. Containing gas from leaving site through the adjacent ground structure by:
  - a. Providing an effective gas movement barrier around the outside of the fill in area where the adjacent ground is susceptible to gas migration.
  - b. Provide gas vent dike around site
2. Providing a method of dispersion for gas
  - a. Provide a gas treatment system for vents to either burn or disperse gas
3. Minimizing possibilities of gas from concentration on surface by:
  - a. Providing cover to restrain gas movement to: (2,4,5)
    - (1) Breaking out of the fill slowly and evenly dispersed, or
    - (2) Flow to a desired vent, which facilitates gas movement out of the fill and disperses it into the atmosphere

III. PROVIDING A FINAL FILL THAT COULD BE INTEGRATED INTO THE COMMUNITY'S LAND USE PLAN BY:

A. Providing a satisfying final grade by:

1. Preparing a final grade plan before starting operation at the site.
2. Constructing fill according to the approved final grade plan.

B. Providing a fill that has structural integrity by:

1. Providing a reasonable non-decomposable waste to decomposable waste ratio by:
  - a. Applying a soil cover (2,3)
2. Providing high density compaction by:
  - a. Using an adequate size compactor
  - b. Providing compaction of waste in minimum depth layers (2)

IV. PROVIDING A SITE THAT IS FUNCTIONAL TO USERS BY:

A. Providing good access to and from the dumping face by:

1. Providing driving surface that is structurally adequate for hauling vehicles
2. Providing driving surface free of material that would damage tires or vehicles

B. Providing dumping space for a maximum number of trucks to lessen waiting to dump time

C. Provide traffic and dumping management to provide for user safety by:

1. Separating commercial truck dumping from public dumping

V. PROVIDING GOOD FIRE PREVENTION MANAGEMENT BY:

A. Minimizing air access to waste by:

1. Compaction of waste
2. Providing non-combustible cover

B. Reducing voids in fill by

1. Compaction of waste

- C. Increasing combustible waste in cells by
  - 1. Providing non-combustible cover
- D. Providing water and fire suppression equipment ready for immediate use.

VI. TO ENSURE AESTHETIC QUALITY AT A LANDFILL BY:

- A. Providing less visual impact to the landfill users by:
  - 1. Reducing the harsh appearance of the exposed solid waste
    - a. Covering harsh appearing solid waste with more natural looking material throughout the day (1,2,4,5,6)
    - b. Compaction of the waste throughout the day
  - 2. Reducing the visual impact of sorted recovered material by:
    - a. Providing for adequate storage facilities
    - b. Providing adequate screening.
- B. Increasing visual quality from the surrounding area by:
  - 1. Reducing outside viewing of working face by:
    - a. Covering working faces in visible areas with more natural looking material. So that during non-working hours the site has a more natural look (1,4,5,6)
    - b. Providing an operational plan that minimizes work faces in view of a high visibility direction.
    - c. Minimizing work face (6)
    - d. Providing for screening (3)
  - 2. Establishing vegetation on inactive areas as soon as possible by:
    - a. Providing soil structure on surface of fill to support plant life (1, 2)
    - b. Spreading seed, fertilizer and mulch to facilitate grass growth (1)
  - 3. Constraining blowing material by:
    - a. Providing cover over blowable material with a material that would restrain its movement(1,2,4,5)
    - b. Providing catch fences down wind of working face with policing of area daily (2,3,6)

## REFERENCES

1. Lutton, R. J. and Regan, G. L. Selection and Design of Cover for Solid Waste; Interim Report; U. S. Army Engineer Waterways Experiment Station; Vicksburg, Mississippi 1977
2. Brunner, D. R. and Keller, D. J. Sanitary Landfill Design and Operation; U. S. Environmental Protection Agency; 1972
3. Institute for Solid Wastes of American Public Works Association; Municipal Refuse Disposal; Public Administration Service, 1970
4. The National Solid Waste Management Association and Federal Solid Waste Management Program; Recommended Standards for Sanitary Landfill Design, Construction, and Evaluation & Model Sanitary Landfill Operation Agreement; U. S. Environmental Protection Agency; 1971
5. Jorgensen, R. S. Letter to Charles C. Kemper. E.P.A. June 22, 1978.
6. The ASCE Solid Waste Management Committee of the Environmental Engineering Division; Sanitary Landfill; ASCE; 1976.



78-1104 DEVELOPMENT PROGRAM UPDATE

REPRESENTATIVES OF THE ARCHITECTURAL CONSULTANTS, WARNER WALKER & MACY WILL GIVE AN INFORMAL PREVIEW OF THEIR PHASE IV WORK OF PREPARING SCHEMATIC DESIGNS AND PROGRAMS FOR THE PREVIOUSLY SELECTED DEVELOPMENT PROJECTS.

EACH PROJECT'S SCHEMATIC DESIGN WILL BE ILLUSTRATED AND EXPLAINED BY THE CONSULTANTS PRIOR TO A FINAL WRITTEN PRESENTATION FOR THE JULY 28, 1978, BOARD MEETING.

NO ACTION IS REQUIRED.

78-1105 ELEPHANT ENCLOSURE PROGRESS REPORT -- CH2M-HILL

(REMOVED FROM THE AGENDA)

10/31/77

K G W - T V 8

-----  
KGW-TV IS PLEASED TO ADVISE YOU OF THE FREQUENCY AND VALUE OF  
PUBLIC SERVICE ANNOUNCEMENTS AIRED FOR YOUR ORGANIZATION. WE  
TRUST THIS INFORMATION IS HELPFUL ....IF YOU HAVE QUESTIONS  
FEEL FREE TO CALL KGW-TV PUBLIC AFFAIRS DEPARTMENT.

THIS IS NOT AN INVOICE, THERE IS NO CHARGE FOR PUBLIC SERVICE  
ANNOUNCEMENTS.  
-----

PORTLAND ZOO  
4001 SW CANYON RD  
PORTLAND OR 97221

PUBLIC SERVICE FOR

ZOO/HALLOWEEN	1082	3	10 SECOND SPOTS @ 75.00	225.00
WASH PK ZOO/TRAIN	1804	5	60 SECOND SPOTS @300.00	1,500.00
ZOO/MORNING	1815	2	60 SECOND SPOTS @300.00	600.00
ZOO/GORILLA	1835	1	60 SECOND SPOTS @300.00	300.00
TOTAL			\$ 2,625.00*	

9/30/77

K G W - T V 8

-----  
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ANNOUNCEMENTS.  
-----

PORTLAND ZOO  
4001 SW CANYON RD  
PORTLAND OR 97221

PUBLIC SERVICE FOR

ZOO/RACCOON	1011	5	10 SECOND SPOTS @ 75.00	375.00
WASH ZOO/HNDPCD	1313	5	20 SECOND SPOTS @150.00	750.00
WASH PK ZOO/TRAIN	1804	11	60 SECOND SPOTS @300.00	3,300.00
ZOO/MORNING	1815	7	60 SECOND SPOTS @300.00	2,100.00
ZOO/GORILLA	1835	4	60 SECOND SPOTS @300.00	1,200.00
TOTAL			\$ 7,725.00*	

8/31/77

K G W - T V 8

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ANNOUNCEMENTS.  
-----

PORTLAND ZOO  
4001 SW CANYON RD  
PORTLAND OR 97221

PUBLIC SERVICE FOR

ZOO/RACCOON	1011	4	10 SECOND SPOTS @ 75.00	300.00
ZOO/ELEPHANT	1014	3	10 SECOND SPOTS @ 75.00	225.00
WASH PK ZOO/TRAIN	1804	7	60 SECOND SPOTS @300.00	2,100.00
ZOO/MORNING	1815	21	60 SECOND SPOTS @300.00	6,300.00
ZOO/GORILLA	1835	13	60 SECOND SPOTS @300.00	3,900.00
TOTAL			\$ 12,825.00*	

7/31/77

K G W - T V 8

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THIS IS NOT AN INVOICE, THERE IS NO CHARGE FOR PUBLIC SERVICE  
ANNOUNCEMENTS.  
-----

PORTLAND ZOO  
4001 SW CANYON RD  
PORTLAND OR 97221

PUBLIC SERVICE FOR

ZOO/RACCOON	1011	1	10 SECOND SPOTS @ 75.00	75.00
ZOO/ELEPHANT	1014	2	10 SECOND SPOTS @ 75.00	150.00
WASH PK ZOO/TRAIN	1804	15	60 SECOND SPOTS @300.00	4,500.00
ZOO/MORNING	1815	6	60 SECOND SPOTS @300.00	1,800.00
ZOO/GORILLA	1835	15	60 SECOND SPOTS @300.00	4,500.00
TOTAL			\$ 11,025.00*	

**KOIN-TV, Inc.**

140 S.W. Columbia Street • Portland, Oregon 97201 • (503) 243-6666

DATE April 1978

BILLING (TO)

Washington Park Zoo  
4601 S.W. Canyon Road  
Portland, Oregon 97221

KOIN-TV  
140 S.W. Columbia Street  
Portland, Oregon 97201

MAKE PAYMENT TO

REPRESENTATIVE	SALESMAN
ADVERTISER	PRODUCT

ORDER TYPE		AGENCY EST. NO.
INVOICE NO.	PAGE	BROADCAST MONTH
SCHEDULE DATES		CONTRACT YEAR
BILLING INSTRUCTIONS		

SCHEDULE						ACTUAL BROADCAST							RECONCILIATION		
1 Day	2 Time	3 Type	4 Rate/Detail	5 Rate	6 No. This Month	7 Dates	8 Day	9 Time	10 Type	11 Class	Rate	13 Product/Film No.	14 Rate	15 Remarks	16 Dr.-(Cr.)
1	759 A	2		100	10		14	827 A	2		30 <sup>00</sup>				
	859 A	2		100	10		14	329 P	7		50 <sup>00</sup>				
1	1129 A	2		100	10		14	828 P	2		375 <sup>00</sup>				
1	359 P	2		238	10		15	729 A	2		100 <sup>00</sup>				
5	825 P	2		413	00		15	829 A	2		100 <sup>00</sup>				
5	202 A	30		30	00		15	1000 A	2		100 <sup>00</sup>				
7	830 A	2		30	00		15	1229 P	2		100 <sup>00</sup>				
8	729 A	2		100	00		15	430 P	2		238 <sup>00</sup>				
8	859 A	2		100	00		15	529 P	10		148 <sup>00</sup>				
8	1159 A	2		100	00		16	103 P	2		45 <sup>00</sup>				
11	759 A	2		30	00		16	103 A	60		160 <sup>00</sup>				
11	330 P	7		50	00		17	828 A	2		30 <sup>00</sup>				
2	759 H	2		30	00		17	330 P	7		50 <sup>00</sup>				
12	329 P	7		50	00		17	829 P	2		375 <sup>00</sup>				
12	830 P	2		413	00		18	759 A	2		30 <sup>00</sup>				
13	829 H	2		30	00		18	559 P	2		168 <sup>00</sup>				
13	418 P	10		80	00		18	758 P	30		335 <sup>00</sup>				
MONTHLY COST PER CONFIRMATION													GROSS	TOTAL	
WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG.													A/C		
													NET		

PAYMENT OF THIS INVOICE IS DUE ON OR BEFORE \_\_\_\_\_

Lee Enterprises Incorporated

KOIN-TV, Inc.

140 S.W. Columbia Street • Portland, Oregon 97201 • (503) 243-6666

DATE April 1978

Washington Park Zoo  
 4001 S.W. Canyon Road  
 Portland, Oregon 97221

Page 2

MAKE  
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 TO

KOIN-TV  
 140 S.W. Columbia Street  
 Portland, Oregon 97201

REPRESENTATIVE	SALESMAN
ADVERTISER	PRODUCT

ORDER TYPE	AGENCY EST. NO.
INVOICE NO.	PAGE
SCHEDULE DATES	CONTRACT YEAR
BILLING INSTRUCTIONS	

SCHEDULE						ACTUAL BROADCAST							RECONCILIATION		
1 Day	2 Time	3 Type	4 Rate/Detail	5 Rate	6 No. This Month	7 Dates	8 Day	9 Time	10 Type	11 Class	Rate	13 Product/Film No.	14 Rate	15 Remarks	16 Dr.-(Cr.)
19	833 P	12		413	10		27	931 P	2		488	10			
20	759 A	10		30	10		28	659 A	10		30	10			
20	330 A	30		30	10		28	826 A	2		30	10			
21	533 A	2		30	10		28	834 P	2		375	10			
21	857 P	2		375	10		28	1240 A	2		40	10			
22	759 A	2		100	10		29	659 A	30		200	10			
22	1129 A	2		100	10		29	759 A	2		100	10			
22	929 A	2		45	10		29	1129 A	2		100	10			
23	149 A	2		45	10		29	929 P	2		45	10			
23	535 P	2		45	10		30	157 P	2		45	10			
23	829 P	2		515	10		30	300 P	2		45	10			
24	559 P	2		168	10		30	427 P	60		180	10			
25	759 A	2		30	10		30	829 P	2		515	10			
25	1236 P	2		45	10										
25	155 A	10		160	10										
26	259 P	2		50	10										
27	104 P	2		50	10										
MONTHLY COST PER CONFIRMATION													GROSS	TOTAL	
													A/C		
													NET	\$9782.00	

**PAID IN FULL**

We are able to mark this because of our license to commercial advertisements broadcast. Our public service advertisements support the ways KOIN-TV serves its community every day of the year.

*Karen Lee*  
 PUBLIC AFFAIRS DIRECTOR

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PAYMENT OF THIS INVOICE IS DUE ON OR BEFORE \_\_\_\_\_

Lee Enterprises Incorporate



Washington Park Zoo  
4001 S.W. Canyon Road  
Portland, Oregon 97221

KOIN-TV  
140 S.W. Columbia Street  
Portland, Oregon 97201

MAKE  
PAYMENT  
TO

REPRESENTATIVE	SALESMAN
ADVERTISER	PRODUCT

ORDER TYPE	AGENCY EST. NO.
INVOICE NO.	PAGE
SCHEDULE DATES	CONTRACT YEAR
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SCHEDULE						ACTUAL BROADCAST							RECONCILIATION		
1 Day	2 Time	3 Type	4 Rate/Detail	5 Rate	6 No. This Month	7 Dates	8 Day	9 Time	10 Type	11 Class	Rate	13 Product/Film No.	14 Rate	15 Remarks	16 Dr.-(Cr.)
1	206 P	2		50		15	709 A	30			60				
2	201 P	2		50		15	726 A	2			30				
2	759 P	5		168		15	202 P	2			50				
3	724 A	2		30		15	630 P	2			168				
3	759 P	5		168		15	924 A	2			450				
3	1031 P	2		450		16	959 A	5			40				
4	729 A	2		100		16	259 P	2			50				
4	859 A	2		100		16	759 P	2			168				
5	1140 A	60		180		16	925 P	2			550				
8	207 P	2		50		17	829 A	2			30				
9	759 P	5		168		17	959 A	5			40				
10	724 A	2		30		17	329 P	7			50				
10	759 P	2		168		17	759 P	5			168				
10	1030 P	2		450		17	1031 P	2			450				
11	859 A	2		100		18	729 A	2			100				
11	329 P	2		70		18	759 A	2			100				
11	929 P	2		450		18	859 A	2			100				
MONTHLY COST PER CONFIRMATION												GROSS	TOTAL		
WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG.												A/C			
												NET	10410.10		

**PAID IN FULL**

We are able to reach a large audience of commercial advertisers to our public service advertising spots. This is one of the ways KOIN-TV serves its community every day of the year.

*Lee*  
PUBLIC AFFAIRS DIRECTOR

PAYMENT OF THIS INVOICE IS DUE ON OR BEFORE \_\_\_\_\_

**KOIN-TV, Inc.**

140 S.W. Columbia Street • Portland, Oregon 97201 • (503) 243-6666

DATE March 1978

Washington Park Zoo  
Page 2

KOIN-TV  
140 S.W. Columbia Street  
Portland, Oregon 97201

MAKE  
PAYMENT  
TO

REPRESENTATIVE	SALESMAN
ADVERTISER	PRODUCT

ORDER TYPE	AGENCY EST. NO.
INVOICE NO.	PAGE
SCHEDULE DATES	CONTRACT YEAR
BILLING INSTRUCTIONS	

SCHEDULE						ACTUAL BROADCAST								RECONCILIATION	
1 Day	2 Time	3 Type	4 Rate/Detail	5 Rate	6 No. This Month	7 Dates	8 Day	9 Time	10 Type	11 Class	12 Rate	13 Product/Film No.	14 Rate	15 Remarks	16 Dr.-(Cr.)
18	1129 A	2		100		25	859 A	2			100				
18	431 P	2		238		25	1029 A	30			200				
18	929 P	2		450		25	1129 H	2			100				
19	1158 H	30		80		25	336 P	2			70				
19	550 P	30		90		25	438 P	2			238				
21	559 P	2		168		25	929 P	2			450				
22	203 P	2		50		29	759 A	30			60				
22	940 P	2		450		30	759 P	5			168				
23	259 P	2		50		31	831 A	2			30				
23	559 P	2		168		31	559 P	2			168				
23	759 P	5		50		31	759 P	2			168				
23	217 H	30		80		31	1029 P	2			450				
24	829 A	2		30											
24	759 P	2		168											
24	1030 P	2		450											
25	729 A	2		100											
25	759 A	2		100											
MONTHLY COST PER CONFIRMATION												GROSS	TOTAL		
WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG.												A/C			
												NET			

PAYMENT OF THIS INVOICE IS DUE ON OR BEFORE \_\_\_\_\_

Lee Enterprises Incorporated

KOIN-TV, Inc.

140 S.W. Columbia Street • Portland, Oregon 97201 • (503) 243-6666

DATE February 1977

BILLING TO

WASHINGTON PARK ZOO  
1001 S.W. Canyon Road  
Portland, Oregon 97221

KOIN-TV  
140 S.W. Columbia Street  
Portland, Oregon 97201

MAKE PAYMENT TO

REPRESENTATIVE	SALESMAN
ADVERTISER	PRODUCT

ORDER TYPE	AGENCY EST. NO.
INVOICE NO.	PAGE
SCHEDULE DATES	CONTRACT YEAR
BILLING INSTRUCTIONS	

SCHEDULE						ACTUAL BROADCAST						RECONCILIATION			
1 Day	2 Time	3 Type	4 Rate/Detail	5 Rate	6 No. This Month	7 Dates	8 Day	9 Time	10 Type	11 Class	12 RATE	13 Product/Film No.	14 Rate	15 Remarks	16 Dr.-(Cr.)
1	1229 P	2		50		14	829 P	2			375				
1	1250 A	20		80		15	959 A	5			40				
	859 A	20		60		15	159 A	2			50				
2	1229 P	2		50		16	725 A	2			30				
2	559 P	2		168		16	203 P	2			50				
2	932 P	2		488		16	329 P	7			50				
3	104 P	2		50		16	759 P	5			168				
7	829 P	2		375		16	929 P	2			550				
8	1229 P	2		50		17	124 A	2			30				
8	559 P	2		168		17	823 A	2			30				
9	229 P	2		50		17	900 A	2			30				
9	759 P	5		168		17	151 P	2			50				
9	932 P	2		488		17	329 P	2			50				
10	105 P	2		50		17	759 P	2			168				
12	828 A	2		30		17	1029 P	2			450				
13	551 P	2		168		18	729 A	2			100				
14	229 P	2		50		18	859 A	2			100				
MONTHLY COST PER CONFIRMATION						GROSS						TOTAL			
						A/C									
						NET						7731. <sup>00</sup>			

**PAID IN FULL**

We are able to provide this service because of our commercial and public service activities. This is one of the ways KOIN-TV serves the community every day of the year.

**PAID IN FULL**

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG.

PAYMENT OF THIS INVOICE IS DUE ON OR BEFORE \_\_\_\_\_

Lee Enterprises Incorporated

# KOIN-TV, Inc.

140 S.W. Columbia Street • Portland, Oregon 97201 • (503) 243-6666

DATE \_\_\_\_\_

LINE  
(TO)

WASHINGTON PARK ZOO  
Page 2

KOIN-TV  
140 S.W. Columbia Street  
Portland, Oregon 97201

MAKE  
PAYMENT  
TO

REPRESENTATIVE	SALESMAN
ADVERTISER	PRODUCT

ORDER TYPE	AGENCY EST. NO.
INVOICE NO.	PAGE
SCHEDULE DATES	CONTRACT YEAR
BILLING INSTRUCTIONS	

SCHEDULE						ACTUAL BROADCAST							RECONCILIATION		
1 Day	2 Time	3 Type	4 Rate/Detail	5 Rate	6 No. This Month	7 Dates	8 Day	9 Time	10 Type	11 Class	Rate	13 Product/Film No.	14 Rate	15 Remarks	16 Dr.-(Cr.)
20	8:27 A	2		30							50				
21	2:29 P	2		50							375				
21	7:58 A	2		375											
22	2:02 P	2		50											
22	9:51 A	2		40											
23	2:04 P	2		50											
23	7:51 P	2		168											
23	9:26 P	2		488											
24	7:26 A	2		30											
24	8:28 A	2		30											
24	7:51 P	2		168											
24	10:36 P	2		450											
25	7:29 P	2		100											
25	8:51 A	2		100											
25	3:26 P	2		128											
26	4:53 P	2		15											
27	8:30 A	2		30											
MONTHLY COST PER CONFIRMATION												GROSS	TOTAL		
WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG.												A/C			
												NET			

PAYMENT OF THIS INVOICE IS DUE ON OR BEFORE \_\_\_\_\_

Lee Enterprises Incorporated

# KOIN-TV, Inc.

140 S.W. Columbia Street • Portland, Oregon 97201 • (503) 243-6666

DATE JANUARY 1978

BILLING (TO) WASHINGTON PARK ZOO  
4001 S.W. Canyon Road  
Portland, Oregon 97221

MAKE PAYMENT TO KOIN-TV  
140 S.W. Columbia Street  
Portland, Oregon 97201

REPRESENTATIVE		SALESMAN		ORDER TYPE		AGENCY EST. NO.	
ADVERTISER		PRODUCT		INVOICE NO.	PAGE	BROADCAST MONTH	
				SCHEDULE DATES		CONTRACT YEAR	
BILLING INSTRUCTIONS							

SCHEDULE						ACTUAL BROADCAST								RECONCILIATION	
1 Day	2 Time	3 Type	4 Rate/Detail	5 Rate	6 No. This Month	7 Dates	8 Day	9 Time	10 Type	11 Class	12 M/G for	13 Product/Film No.	14 Rate	15 Remarks	16 Dr.-(Cr.)
10	12:51 P	30		80											
10	2:10 P	30		100											
11	6:57 P	30		375											
11	7:12 P	30		40											
25	6:57 P	30		180											
29	12:51 P	30		60											
30	7:25 P	30		20											
30	2:29 P	30		100											
31	12:51 P	30		50											
31	8:29 P	30		375											
MONTHLY COST PER CONFIRMATION														GROSS	TOTAL
WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG.														A/C	
														NET	1350. <sup>00</sup>

**PAID IN FULL**

We are able to mark this "PAID IN FULL" because of our response to broadcast. Our commercial advertisements support our public-service advertisements. This is one of the ways KOIN serves its community every day of the year.

**KOIN-AM-FM-TV**

PAYMENT OF THIS INVOICE IS DUE ON OR BEFORE \_\_\_\_\_

Lee Enterprises Incorporated

**KOIN-TV, Inc.**

140 S.W. Columbia Street • Portland, Oregon 97201 • (503) 243-6666

DATE May 1978

BILLING  
(TO)

Washington Park Zoo  
4001 S.W. Canyon Road  
Portland, Oregon 97221

KOIN-TV  
140 S.W. Columbia Street  
Portland, Oregon 97201

MAKE  
PAYMENT  
TO

REPRESENTATIVE		SALESMAN		ORDER TYPE		AGENCY EST. NO.	
ADVERTISER		PRODUCT		INVOICE NO.	PAGE	BROADCAST MONTH	
				SCHEDULE DATES		CONTRACT YEAR	
BILLING INSTRUCTIONS							

SCHEDULE						ACTUAL BROADCAST								RECONCILIATION	
1 Day	2 Time	3 Type	4 Rate/Detail	5 Rate	6 No. This Month	7 Dates	8 Day	9 Time	10 Type	11 Class	Rate	13 Product/Film No.	14 Rate	15 Remarks	16 Dr.-(Cr.)
1	759A	2		30	10		9	259P	2		50	10			
2	259P	2		50	10		9	700P	2		168	10			
2	150A	10		160	10		9	152A	10		160	10			
3	259P	2		50	10		10	759A	2		30	10			
4	759A	2		50	10		10	229P	2		50	10			
4	1029P	2		50	10		10	559P	2		168	10			
4	229P	2		50	10		10	837P	2		413	10			
4	805P	2		166	10		11	759A	2		30	10			
5	259A	2		30	10		11	104P	2		50	10			
5	229P	2		315	10		11	759P	2		168	10			
5	124A	2		40	10		11	314A	30		30	10			
6	759A	2		100	10		12	830A	30		30	10			
6	1129A	2		100	10		12	329P	10		50	10			
6	929P	2		450	10		12	659P	2		168	10			
7	529P	2		515	10		12	1241A	2		40	10			
8	1029A	10		40	10		13	759A	2		100	10			
9	129P	12		50	10		13	1129A	2		100	10			
MONTHLY COST PER CONFIRMATION												GROSS		TOTAL	
												A/C			
												NET			

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG.

PAYMENT OF THIS INVOICE IS DUE ON OR BEFORE \_\_\_\_\_

Lee Enterprises Incorporated

# KOIN-TV, Inc.

140 S.W. Columbia Street • Portland, Oregon 97201 • (503) 243-6666

DATE May 1978

Washington Park Zoo  
Page 2

KOIN-TV  
140 S.W. Columbia Street  
Portland, Oregon 97201

REPRESENTATIVE		SALESMAN		ORDER TYPE	AGENCY EST. NO.
ADVERTISER		PRODUCT		INVOICE NO.	BROADCAST MONTH
				SCHEDULE DATES	CONTRACT YEAR
BILLING INSTRUCTIONS					

MAKE PAYMENT TO

SCHEDULE						ACTUAL BROADCAST								RECONCILIATION	
1 Day	2 Time	3 Type	4 Rate/Detail	5 Rate	6 No. This Month	7 Dates	8 Day	9 Time	10 Type	11 Class	12 Rate	13 Product/Film No.	14 Rate	15 Remarks	16 Dr.-(Cr.)
13	730 P	10		168	10		20	129 P	2		160	10			
13	759 A	2		45	10		21	829 P	2		575	10			
14	155 P	2		45	10		22	759 A	2		30	10			
14	629 P	5		148	10		22	251 A	30		30	10			
14	829 P	2		575	10		23	129 P	2		50	10			
15	759 A	2		30	10		24	759 A	2		30	10			
15	829 P	2		50	10		24	859 A	60		120	10			
15	759 P	2		168	10		24	559 P	2		168	10			
16	759 A	2		30	10		24	828 P	2		413	10			
16	959 A	2		40	10		25	1035 P	2		450	10			
16	659 P	2		168	10		26	659 A	2		30	10			
16	206 A	60		160	10		26	259 P	2		50	10			
17	829 A	2		30	10		26	859 P	2		375	10			
17	330 P	7		50	10		27	1129 A	2		160	10			
18	102 P	2		50	10		27	401 P	2		238	10			
18	259 A	30		30	10		28	829 P	2		575	10			
19	829 A	2		30	10		30	740 P	2		168	10			
MONTHLY COST PER CONFIRMATION												GROSS	TOTAL		
WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG.												A/C			
												NET			

PAYMENT OF THIS INVOICE IS DUE ON OR BEFORE \_\_\_\_\_

Lee Enterprises Incorporated

**KOIN-TV, Inc.**

140 S.W. Columbia Street • Portland, Oregon 97201 • (503) 243-6666

DATE May 1978

BILLING (TO)

Washington Park Zoo  
Page 3

MAKE PAYMENT TO  
KOIN-TV  
140 S.W. Columbia Street  
Portland, Oregon 97201

REPRESENTATIVE	SALESMAN
ADVERTISER	PRODUCT

ORDER TYPE	AGENCY EST. NO.
INVOICE NO.	PAGE
SCHEDULE DATES	CONTRACT YEAR
BILLING INSTRUCTIONS	

SCHEDULE					ACTUAL BROADCAST										RECONCILIATION	
1 Day	2 Time	3 Type	4 Rate/Detail	5 Rate	6 No. This Month	7 Dates	8 Day	9 Time	10 Type	11 Class	12 M/G for	13 Product/Film No.	14 Rate	15 Remarks	16 Dr.-(Cr.)	
30	10:12 P	40		1800	10											
30	8:29 P	2		413	12											
MONTHLY COST PER CONFIRMATION													GROSS	TOTAL		
													A/C			
													NET	12,110. <sup>00</sup>		

**PAID IN FULL**

We are able to mark this "PAID IN FULL" because of our license to broadcast. Our commercial advertisements support our public service advertisements. This is one of the ways KOIN-TV serves its community every day of the year.

*Karen Lee*  
PUBLIC AFFAIRS DIRECTOR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG.

PAYMENT OF THIS INVOICE IS DUE ON OR BEFORE \_\_\_\_\_

Lee Enterprises Incorporated



WASHINGTON PARK ZOO

Public Service Announcements for Television

RECEIVED  
JUL 10 1978  
METRO SERVICE DISTRICT

Ted Hallock, Inc. and the Film Loft, Inc. have produced a series of public service announcements for the Washington Park Zoo over the past 2½ years. A PSA is a non-commercial message that benefits the community at large. In the case of the zoo, the PSA's make a broad appeal for public visitation and participation in zoo activities.

The Washington Park Zoo's PSA's are highly visible in the MSD area. Because they are so attention grabbing, they are run more frequently than other PSA's. There is no question that the zoo's public service spots account for a large percentage of the attendance.

The following is a list of public service spots produced from January 1976 through June 1978:

Gorilla on Bus:60	Evenings are Cool:10
Siberian Tiger:30	Bad Boy Raccoon:10
Chimp Artist:10	Your Zoo Awake:60
Asian Elephant:60	Singing Elephant:10
Running Animals:30	Take the Zoo Train:60
Bear:10	Polar Bear Cub/Zoo Baby:60
Chimp Enrichment:60	Rainy Day Zoo:60
Lions Drinking:10	Zebra:10
Keep in Touch:10	Your Zoo Asleep:60

New public service spots in production but not completed:

Turning Day into Night:60  
Your New Zoo Baby:30  
Play Around at Your Zoo:10

Ted Hallock, Inc. and the Film Loft, Inc. have received national and international recognition for their public service announcements. At the 1977 International Broadcasting Awards "Sing Along This Winter at Your Zoo", featuring a "singing" elephant was named a finalist in the "ten second" category; "Your Zoo, Asleep from Dusk to 10 a.m." was a finalist in the "public service announcement of any length" category. The PSA's received second place in the media competition at the 1976 annual convention of the American Association of Zoos and Aquariums and first place from the Portland Advertising Federation in 1977.

For information only, a selection of these public service announcements will be shown.

METROPOLITAN SERVICE DISTRICT

BOARD OF DIRECTORS

GUEST ATTENDANCE LIST

DATE: 7-14-78

NAME	REPRESENTATION
SB - Staff	
CRK - "	
BOB BROWN	DEQ
McKen Rich	WPZ-MSD
Charles Peter	MSD
J.M. [unclear]	City of Portland
[unclear]	Zoo
George Hall	The Film Loft
Douglas May	Warner Walker & May
John Hanker	Multnomah Co.
Yormandie Hand	DOC