

California AB 1788 Breitbart Pitch



Will California Go Medieval on Rodenticides This Summer? (Story Idea)

Susan Wirth
 To: jpollak@gmail.com
 From: PITCH - Will Californ... 155.1 KB
 John Murphy.jpg 2.2 MB

Hi Joel,

As you covered Drew Pinsky's recent comments on the California rat problems last week, I wanted to offer up national rodent expert, John Murphy, for a non-promotional, factual interview to expand on the dialogue. California is also just **weeks away** from banning rodenticides via Assembly Bill 1788 (California Ecosystems Protection Act) which **incredulously, coincides** with the ever-growing rat infestation in the state!

How do they plan on getting rid of the rats then? Politicians do not appear to have a plan. Mr. Murphy can help your news staff sort out the facts and paint a realistic, factual picture of what California is really facing when dealing with this large-scale rodent infestation while highlighting why a plan is needed.

Please let me know if we can help you present the complexities of this important issue with your validity and timeliness of the topic. Again, this is not an effort to be promotional, but to help provide further. Please let me know if there is someone within Breitbart that would be better matched with this.

Thanks for your consideration,

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STORY PITCH FOR IMMEDIATE RELEASE

Will California Go Medieval on Rodenticides?

EVERYONE'S TALKING ABOUT CALIFORNIA'S RATS - NOW, SOME ARE STARTING TO REALIZE A RODENTICIDE BAN (AB 1788) SWIFTLY MOVING THROUGH CALIFORNIA'S LEGISLATIVE PROCESS, WILL LEAVE RESIDENTS VULNERABLE TO DISEASE AS POLITICIANS LACK REAL SOLUTIONS FOR FIGHTING RATS

OVERVIEW

How do they plan on getting rid of the rats? Mainstream media is just starting to realize that this potential ban coincides with the ever-growing rat infestation in California. The state is just weeks away from banning rodenticides via Assembly Bill 1788 (California Ecosystems Protection Act), heavily promoted by animal protection groups, all while California's largest city is literally dominating headlines with its homelessness, rat infestation and rodent-borne disease issues. Rodenticides can knock down and get ahead of this problem before a larger health catastrophe such as the plague emerges and California finds itself mired in a medieval-esque public health threat with possible nationwide implications. California will be the first state in the country to impose an all-out ban on rodenticides and follows the state's precedent of introducing the strictest environmental legislation within the 50 states. National rodent expert, John Murphy, can help your news staff sort out the facts and paint a realistic, factual picture of what California is really facing when dealing with this large-scale rodent infestation while highlighting why a plan is needed (background news article links and supplemental information below).

<https://www.wired.com/story/2019/07/27/california-legislature-consider-ban-on-rat-poison-to-eradic-rodents-with-pest-ban-0108-100/>

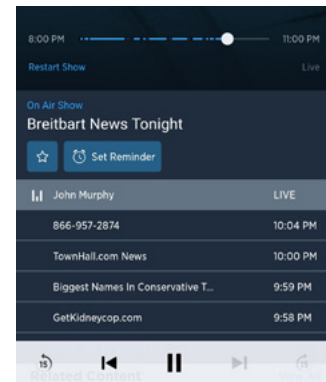
<https://www.washes.com/news/your-government/article/22487923.html>

<https://enr.com/news/california/2019/07/26/rat-poison-will-be-dead-rat-population-booming-california-city/>

<https://www.fox40.com/news/nature-of-life-and-death/2019/07/16-new-report-urges-governor-to-declare-public-health-emergency-over-rats-in-los-angeles/>

<https://www.abc10.com/story/news/local/los-angeles/2019/07/16/rats-are-a-problem-in-los-angeles-1.467541080771.html>

ANGLE



Company | Liphatech

The Goal

Liphatech was looking to educate and build awareness for the importance of rodenticides among the general public during an urgent public health situation. With legislation that would ban rodenticides swiftly moving through California's legislative process, Liphatech looked to capture the attention of California-based media outlets to secure timely coverage and inspire California news consumers to take action.

The Execution

Utilizing the buzzwords and timeliness of the Los Angeles rodent explosion and Liphatech's industry expertise, LePoidevin carefully planned the creation of a compelling pitch letter providing multiple sources and links for a ready-made media story. With the pitch, LePoidevin secured a 30-minute live segment for Liphatech's expert in urban rodent control to discuss the issue on Breitbart News Tonight, a national radio program airing on Sirius XM Satellite Radio and hosted by Joel Pollak and Rebecca Mansour. Liphatech's expert and the program's hosts asked listeners to contact their state representatives to encourage rejection of AB 1788.

The Results

Just weeks post-interview, AB 1788 was pulled from the legislative schedule and tabled until future notice. The interview, in conjunction with other grassroots and organized efforts, could have been a contributing influence in efforts to stop AB 1788. LePoidevin further leveraged the effort with leading pest industry publications who then included Liphatech's perspective in future cover stories.

