



# 2018 MED-Project Annual Report

City and County of San Francisco, California  
April 25, 2019 Revised July 15, 2019

**Prepared By:** MED-Project LLC

**Submitted To:** San Francisco Department of the Environment

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## I. Executive Summary

MED-Project LLC (“MED-Project”) operates a Product Stewardship Plan for Unwanted Medicine from Households (“Plan”) in the City and County of San Francisco, California (“County”) under the San Francisco Safe Drug Disposal Stewardship Ordinance, Chapter 22, Division 1, Sections 2200-2219 (“Ordinance”) and the San Francisco Department of the Environment Regulation #SFE-16-01-SDDSO (“Regulation”). This 2018 County Revised Annual Report (“Report”) originally submitted on April 25, 2019, describes the activities of MED-Project between January 1, 2018, and December 31, 2018, in compliance with Ordinance Section 2209. All capitalized terminology not defined in this Report is derived from the approved Plan dated May 31, 2018.

Unwanted Medicine collection began in 2017 with the initial Plan approved on July 25, 2016. A revised Plan was submitted on May 31, 2018, and approved by the San Francisco Department of the Environment (“Department”) on July 3, 2018. In keeping with the Plan, MED-Project implemented the San Francisco Product Stewardship Program (“Program”) in phases. During 2018, priority was given to establishing Kiosk Drop-Off Sites throughout the County, conducting Take-Back Events in alignment with approved Plan goals, and performing outreach to eligible pharmacies and Law Enforcement Agencies (“LEAs”) throughout the County. As a result of these efforts, MED-Project’s Program collected and disposed of “Unwanted Medicine” (as defined in Plan Section V) from 47 kiosks at 46 Kiosk Drop-Off Sites and seven Take-Back Events in 2018.

As outlined in the approved Plan, the ultimate goal of the Program is to provide Residents with convenient, safe, and accessible methods to dispose of Unwanted Medicine. MED-Project anticipates a steady increase in Kiosk Drop-Off Sites throughout 2019 as a result of Program activities between January 1, 2018, and December 31, 2018 (the “Reporting Period”), especially if there is increased retail chain pharmacy participation in the Program.

Kiosks were installed in pharmacies and LEAs that meet all local, state, and federal requirements and have executed agreements with MED-Project. In addition, outreach and educational materials, including signage and/or brochures, were distributed to Kiosk Drop-Off Sites that were activated during the Reporting Period.

MED-Project continues to communicate with Kiosk Drop-Off Site Hosts to distribute outreach materials, review procedures as needed, and improve overall Program design.

The following sections of the Report respond to specific reporting requirements in Ordinance Section 2209. Each section of the Report restates the corresponding Ordinance requirement and provides the required information.

## II. Participating Producers

*Ordinance Sec. 2209 (a)(1): "A list of Producers participating in the Stewardship Plan."*

See Appendix A; List of 2018 Program Participants

## III. Collection Method and Weight

*Ordinance Sec. 2209 (a)(2): "The amount, by weight, of Covered Drugs collected, including the amount by weight from each collection method used."*

### A. Kiosks

- A total of 22,929 pounds of Unwanted Medicine was collected via Kiosk Drop-Off Sites.

See Appendix B; List of 2018 Kiosk Drop-Off Sites.

### B. Take-Back Events

- A total of 378 pounds of Unwanted Medicine was collected via Take-Back Events.

See Appendix C; Take-Back Events.

### C. Mail-Back Services

- MED-Project collected 167 pounds of Unwanted Medicine through the return of 497 Mail-Back Services packages.

### D. Total Weight of Collected Unwanted Medicine

- A total of 23,474 pounds of Unwanted Medicine collected through all methods.

## IV. Kiosk Drop-Off Sites, Mailers and Take-Back Events

*Ordinance Sec. 2209 (a)(3)-(6): "(3) A list of drop-off sites; (4) The number of mailers provided for disabled and/or home-bound residents; (5) The locations where mailers were provided, if applicable; (6) The dates and locations of collection events held, if applicable;"*

### A. List of Kiosk Drop-Off Sites

See Appendix B; List of 2018 Kiosk Drop-Off Sites.

### B. Number of Mailers Provided to Disabled and/or Home-Bound Residents

A total of 221 mail-back packages were distributed directly to Residents. MED-Project identifies a total number of mail-back packages provided directly to Residents because it is unable to verify whether the recipient is disabled and/or home-bound.

See Appendix D; Mail-Back Packages Distributed by Zip Code.

### C. Locations Where Mailers Were Provided

MED-Project distributed 3,802 Standard Mail-Back Packages to 73 Mail-Back Distribution Locations.

See Appendix E; Mail-Back Distribution Locations.

### D. Dates and Locations of Take-Back Events

See Appendix C; Take-Back Events.

## V. Disposal and Transporter Information

*Ordinance Sec. 2209 (a)(7): “The transporters used and the disposal facility or facilities used for all Covered drugs.”*

### A. Disposal Facility Information

See Appendix F; Disposal Facilities.

### B. Transporter Information

See Appendix G; Transporters.

## VI. Safety and Security Report

*Ordinance Sec. 2209 (a)(8): “Whether any safety or security problems occurred during collection, transportation or disposal of Unwanted Covered Drugs during the reporting period and, if so, what changes have or will be made to policies, procedures or tracking mechanisms to alleviate the problem and to improve safety and security in the future.”*

See Appendix H; Safety and Security Report

## VII. Educational Efforts and Public Outreach

*Ordinance Sec. 2209 (a)(9): “A description of the public education, outreach and evaluation activities implemented during the reporting period.”*

*Regulation Sec. 2.0-2.5: “Each Plan Operator shall include the following information on outreach activities in the Annual Report, as required in Section 2209(a)(9) of the Ordinance:*

- 2.1 A discussion of whether and how the outreach activities undertaken during the reporting year achieved the reach and frequency requirements in Sections 1.3 and 1.4 of [the Regulation].*
- 2.2 The identity of all media used to promote the collection program in the reporting year.*
- 2.3 Target Rating Points by medium as a demonstration that the outreach activities undertaken during the reporting period were sufficient to meet the combined target reach percent and frequency requirements in Sections 1.3 and 1.4 of [the Regulation].*
- 2.4 Proof of Performance for each medium utilized in the outreach activities undertaken during the reporting year.*
- 2.5 A discussion of outreach effectiveness as described in Section 3.0 of [the Regulation] and a description of additional future outreach activities required by Section 3.5, if any.”*

### A. Outreach and Education Activities

MED-Project provided print, digital, radio and television advertisement campaigns, distributed signage, flyers and brochures, held Take-Back Events in the community, and posted information on social media sites during the Reporting Period. Take-Back Events were posted on social media sites, and flyers were distributed electronically, via Twitter, Facebook, and email blasts to inform Residents. A list of the outreach activities is provided in Appendix I.

MED-Project provided instructions for the types of collection and disposal options offered through the approved Stewardship Plan, including for Kiosk Drop-Off Sites, Mail-Back Services, and Take-Back Events. All posters and brochures were available in the Required Languages, including English, Spanish, Chinese,

Russian, and Filipino (Tagalog). See Appendix J for examples of brochures and posters. Appendix K provides brochure and poster distribution information.

MED-Project lists all Kiosk Drop-Off Sites, Mail-Back Distribution Locations, and Take-Back Events on the MED-Project Website. See, for example, Appendix L. MED-Project Website information and statistics are provided in Appendices L and M, respectively.

## **B. Outreach Reach and Frequency**

The Combined Target Reach Percentage was 99.1% for the Reporting Period, met through a variety of media channels. MED-Project outreach activity was at a 2+ frequency for the duration of one-month, six times during the Reporting Period.

MED-Project conducted the following activities, each with a 2+ frequency for the duration of at least one month:

1. Digital Campaign – April 2018 (2 frequency / 1-month)
2. Digital Campaign – May 2018 (2.4 frequency / 1-month)
3. Broadcast Television – June/July 2018 (4.3 frequency / 6-weeks)
4. Digital Campaign – Sept 2018 (2.3 frequency / 1-month)
5. Broadcast Radio – Oct 2018 (1.9 frequency / 1-month)
6. Digital Campaign – Dec 2018 (4.6 frequency / 1-month campaign)

MED-Project performed the following additional activities throughout the Reporting Period:

1. Print Activity (San Francisco Examiner print advertisements) – March: (2-week campaign)
2. Digital Campaign ([SFExaminer.com](http://SFExaminer.com) digital advertisements) – March: (3-week campaign)
3. Print Activity (San Francisco Examiner print advertisements) – December: (3-week campaign)
4. Digital Campaign ([SFExaminer.com](http://SFExaminer.com) digital advertisements) – December: (3-week campaign)

The Target Rating Points calculated for the Reporting Period are 837.7 for digital media; 50 for television, 77.3 for radio, and 213.2 for print, with a Combined Target Reach Percentage of 99.1% and a frequency of 11.8.

## **C. Promotion Media**

MED-Project used various media platforms to promote the Program including the MED-Project Website, television and radio broadcasts, digital marketing, social media, newspapers, brochures, and email blasts. The reach percentage for each campaign is provided in the Media Outreach Summary. See Appendix O.

Detailed information is provided in the list below:

List of outreach media promoting the Program during the Reporting Period:

1. Print and Digital Media – San Francisco Examiner/www.SFExaminer.com
2. Television Broadcasts – KRON
3. Radio Broadcasts – Alice 97.3; KRBQ102; KITS Alt 105.3; KCBS 740AM/106.9FM
4. Digital Marketing – yahoo.com; msn.com; sfgate.com; cnn.com; newsweek.com, etc. (See Appendix N for a more extensive list of top publishers)
5. Social Media – SF Station; Eventbrite
6. Social Media – MED-Project Facebook page
7. Social Media – MED-Project Twitter account

## D. Proof of Medium Performance

MED-Project offers the following documents as “proof” to support the outreach efforts:

- Examples of print advertisements that ran (February, March, December)
- List of static publishers (host sites) for Digital campaign (April)
- List of static publishers (host sites) for Digital campaign (May)
- Broadcast television schedule log (June, July, August)
- List of static publishers (host sites) for Digital campaign (September)
- List of radio campaign placement and spots (October)
- List of static publishers (host sites) for Digital campaign (December)
- Image of flyer sent with email blast and posted on social media (February)
- Example of social media posting (April)

For additional detail, reference:

Appendix I; 2018 Outreach Activities Detail.

Appendix J; MED-Project Brochure and Posters.

Appendix K; Brochure and Poster Distribution.

Appendix L; MED-Project Website Pages.

Appendix M; 2018 Website Statistics.

Appendix N; Electronic and Media Advertisement Proof of Performance Examples.

Appendix O; Media Outreach Summary.

## E. Biennial Survey

The first biennial survey was performed, and results were posted to the MED-Project Website on May 25, 2018.

## VIII. Packaging Recycling

*Ordinance Sec. 2209 (a)(10): “A description of how collected packaging was recycled to the extent feasible, including the recycling facility or facilities used.”*

As described in the Plan, while drug packaging is expected to constitute a significant amount of the waste incinerated under the Program, MED-Project has concluded that separation of inner and/or outer packaging from Unwanted Medicine and/or recycling of packaging would raise three significant concerns:

1. Separating and recycling drug packaging could result in the disclosure of confidential patient information appearing on prescription drug packaging;
2. Separating and recycling drug packaging could increase the potential for releases and leakage of Unwanted Medicine; and
3. Separating and recycling drug packaging could increase diversion risk by adding additional steps to the collection process and, because drug packaging is often used in drug counterfeiting, the drug packaging could be a diversion target itself.

For these reasons, the Program does not provide for the separation and recycling of packaging from Unwanted Medicine.

MED-Project education and outreach materials instruct Residents to return Unwanted Medicine at a Kiosk Drop-Off Site, via Mail-Back Services, or at a Take-Back Event, in its original container or in a sealed bag.



These materials encourage Residents who transfer their Unwanted Medicine in a sealed bag to recycle all remaining packaging.

## IX. Program Goals

**Ordinance Sec. 2209 (a)(11):** *“A summary of the Stewardship Plan’s goals, the degree of success in meeting those goals in the past year, and, if any goals have not been met, what effort will be made to achieve the goals in the next year.”*

### A. Collection Goals

MED-Project satisfied the Service Convenience Goals in Ordinance Section 2205(b)(1) during the Reporting Period through a combination of established Kiosk Drop-Off Sites, Mail-Back Distribution Locations, and Take-Back Events as provided in Appendix P; Convenience Standard Results. MED-Project continues to strive to meet these Service Convenience Goals through the establishing of Kiosk Drop-Off Sites by, for example, pursuing increased participation by retail chain pharmacies throughout the County. Additionally, MED-Project issued letters to all potential Kiosk Drop-Off Sites on January 25<sup>th</sup>, 2018. Phone calls were performed, and emails were sent to eligible sites that did not respond to the letter. Eligible non-participating sites were contacted until either the site began participating in the Program or the site indicated they no longer want to be considered for participation. MED-Project anticipates the average pounds per Kiosk Drop Off Site to increase in 2019 with increasing public awareness of the Program. Refer to sections III and IV of this Report for specific collection information. The toll-free number for the Call Center continues to be available in the Required Languages.

### B. Education and Public Outreach Goals

MED-Project performed outreach via television and radio campaigns, print advertisements, digital marketing, social media postings, and email blasts. Additionally, MED-Project distributed materials, including brochures and posters, to new Kiosk Drop-Off Sites, as well as to LEAs, clinics, veterinary facilities, hospitals, and community groups upon request. Social media platforms were used to post information prior to Take-Back Events.

The Call Center returned voicemails within one business day as provided in the approved Plan. Website statistics and the media outreach summary for the Reporting Period are provided in Appendices I and P, respectively. Refer to section VII of the Report for additional outreach information detail.

As required by Ordinance § 2206, MED-Project conducted biennial surveys of Residents and of pharmacists, veterinarians, and other health care professionals who interact with members of the community after the first full year of Program operation.

MED-Project also intends to increase public awareness of the Program in 2019 through the production and placement of animation ads on digital, social media, and broadcast media platforms.

Outreach activities from the previous reporting period that were not included in the 2017 MED-Project Annual Report, are provided in the 2017 Annual Report Addendum (See Appendix Q).

## X. Program Costs

**Ordinance Sec. 2209 (a)(12):** *“The total expenditures of the Stewardship Plan during the reporting period.”*

The total Program cost for the Reporting Period was \$1,273,487.

## Appendix A

### List of 2018 Program Participants

PARENT COMPANY	COMPANY
3M Corporation	3M Corporation
3M Corporation	3M Drug Delivery Systems
3M Corporation	3M ESPE
3M Corporation	3M Health Care
3M Corporation	3M Personal Care
3M Critical and Chronic Care	3M Critical and Chronic Care
3M Critical and Chronical Care	3M Critical and Chronical Care
3M Infection Prevention	3M Infection Prevention
3M Oral Care	3M Oral Care
AbbVie Inc.	AbbVie Inc.
AbbVie Inc.	Pharmacyclics, subsidiary of AbbVie Inc.
ACADIA Pharmaceuticals Inc.	ACADIA Pharmaceuticals Inc.
Accord Healthcare Inc.	Accord Healthcare Inc.
Acorda Therapeutics, Inc.	Acorda Therapeutics, Inc.
Acorda Therapeutics, Inc.	Civitas Therapeutics, Inc.
Actavis Elizabeth LLC	Actavis Elizabeth LLC
Actavis LLC	Actavis LLC
Actavis Mid Atlantic LLC	Actavis Mid Atlantic LLC
Actavis South Atlantic LLC	Actavis South Atlantic LLC
Actelion Pharmaceuticals US, Inc.	Actelion Pharmaceuticals US, Inc.
Aegerion Pharmaceuticals, Inc.	Aegerion Pharmaceuticals, Inc.

PARENT COMPANY	COMPANY
Afaxys Inc.	Afaxys Inc.
Afaxys Inc.	Afaxys Pharmaceuticals (a division of Afaxys Inc.)
Akorn, Inc.	Advanced Vision Research Inc. d.b.a. Akorn Consumer Health
Akorn, Inc.	Akorn Animal Health, Inc.
Akorn, Inc.	Akorn, Inc.
Akorn, Inc.	Clover Pharmaceuticals Corp.
Akorn, Inc.	Hi-Tech Pharmacal Co., Inc.
Akorn, Inc.	Oak Pharmaceuticals, Inc.
Akorn, Inc.	Olta Pharmaceuticals Corp.
Akorn, Inc.	Versapharm, Incorporated
Akrimax Pharmaceuticals, LLC	Akrimax Pharmaceuticals, LLC
AKRON COATING & ADHESIVES	AKRON COATING & ADHESIVES
Al Jazeera Pharmaceutical Industries Ltd	Al Jazeera Pharmaceutical Industries Ltd
Alembic Pharmaceuticals Inc.	Alembic Pharmaceuticals Inc.
Allergan, Inc.	Actavis Pharma, Inc. (only for labeler code 52544)
Allergan, Inc.	Allergan Sales, LLC
Allergan, Inc.	Allergan USA, Inc.
Allergan, Inc.	Allergan, Inc.
Allergan, Inc.	Aptalis Pharma US, Inc.
Allergan, Inc.	Durata Therapeutics US Limited
Allergan, Inc.	Forest Laboratories, LLC
Allergan, Inc.	Pacific Pharma, Inc.
Allergan, Inc.	Warner Chilcott (US), LLC

PARENT COMPANY	COMPANY
Allergan, Inc.	Watson Laboratories, Inc. (only for labeler code 52544)
Alva-Amco Pharmacal Companies, Inc.	Alva-Amco Pharmacal Companies, Inc.
Alvogen Pharma US, Inc.	Almatica Pharma, Inc.
Alvogen Pharma US, Inc.	Alvogen Pharma US, Inc.
Alvogen Pharma US, Inc.	Alvogen, Inc.
Alvogen Pharma US, Inc.	County Line Pharmaceuticals LLC
Alvogen Pharma US, Inc.	Norwich Pharmaceuticals, Inc.
AMAG Pharmaceuticals, Inc.	AMAG Pharma USA, Inc.
Amarin Pharma, Inc.	Amarin Corp
Amarin Pharma, Inc.	Amarin Corp. PLC
Amarin Pharma, Inc.	Amarin Pharma, Inc.
Amarin Pharma, Inc.	Amarin Pharmaceuticals Ireland Ltd.
Amerisource Health Services, LLC DBA: American Health Packaging	Amerisource Health Services, LLC DBA: American Health Packaging
Amgen Inc.	Amgen Inc.
Amgen Inc.	Amgen USA
Amgen Inc.	Immunex Corporation
Amgen Inc.	Onyx Pharmaceuticals
Amneal Pharmaceuticals LLC	Amedra Laboratories LLC
Amneal Pharmaceuticals LLC	Amneal Pharmaceuticals LLC
Amneal Pharmaceuticals LLC	CorePharma, LLC
Amneal Pharmaceuticals LLC	Gemini Laboratories, LLC
Amneal Pharmaceuticals LLC	Impax Laboratories, Inc.

PARENT COMPANY	COMPANY
Amneal Pharmaceuticals LLC	Lineage Therapeutics Inc.
Amphastar Pharmaceuticals, Inc.	Amphastar Pharmaceuticals, Inc.
Amphastar Pharmaceuticals, Inc.	Armstrong Pharmaceuticals, Inc.
Amphastar Pharmaceuticals, Inc.	International Medication Systems, LTD
Amring Pharmaceuticals Inc.	Amring Pharmaceuticals Inc.
Apotex Holdings, Inc.	ApoPharma USA, Inc.
Apotex Holdings, Inc.	Apotex Corp.
Apotex Holdings, Inc.	Aveva Drug Delivery Systems, Inc.
Aptalis Pharma Inc	Aptalis Pharma Inc
Aptevo BioTherapeutics LLC	Aptevo BioTherapeutics LLC
Aqua Pharmaceuticals an Almirall Company	Aqua Pharmaceuticals an Almirall Company
Arbor Pharmaceuticals Ireland Ltd.	Arbor Pharmaceuticals Ireland Ltd.
Arbor Pharmaceuticals, Inc.	Wilshire Pharmaceuticals
Arbor Pharmaceuticals, LLC	Arbor Pharmaceuticals, LLC
Aristos Pharmaceuticals, Inc.	Aristos Pharmaceuticals, Inc.
Ascend Laboratories, LLC	Ascend Laboratories, LLC
Ascend Therapeutics US, LLC	Ascend Therapeutics US, LLC
Assertio Therapeutics, Inc.	Assertio Therapeutics, Inc.
Astellas Pharma US, Inc.	Astellas Pharma US, Inc.
AstraZeneca LP	AstraZeneca LP
AstraZeneca Pharmaceuticals LP	AstraZeneca Pharmaceuticals LP
Aurobindo Pharma USA, Inc	Aurobindo Pharma USA, Inc
Aurobindo Pharma USA, Inc	AuroHealth, LLC

PARENT COMPANY	COMPANY
Aurobindo Pharma USA, Inc	AuroLife Pharma LLC
Aurobindo Pharma USA, Inc	AuroMedics Pharma, LLC
Avadel Pharmaceuticals (USA), Inc.	Avadel Pharmaceuticals (USA), Inc.
Avanir Pharmaceuticals	Avanir Pharmaceuticals
B.F. Ascher & Co., Inc.	B.F. Ascher & Co., Inc.
Bausch Health Companies	Bausch + Lomb
Bausch Health Companies	Bausch Health Companies
Bausch Health Companies	Salix
Baxalta US Inc.	Baxalta US Inc.
Baxter Healthcare Corporation	Baxter Healthcare Corporation
Bayer HealthCare LLC	Bayer HealthCare Pharmaceuticals LLC
Bayer HealthCare LLC	MSD Consumer Care Inc.
Beach Products, Inc.	Beach Products, Inc.
Beach Products, Inc.	Pharmaceutical Associates, Inc.
Bedford Laboratories, Inc.	Bedford Laboratories, Inc.
BestCo, Inc.	BestCo, Inc.
Biogen Inc.	Biogen Inc.
BioMarin Pharmaceutical Inc.	BioMarin Pharmaceutical Inc.
Bionpharma Inc.	Banner Life Sciences LLC
Bionpharma Inc.	Bionpharma Inc.
Blistex Inc.	Blistex Inc.
Boehringer Ingelheim Roxane, Inc.	Boehringer Ingelheim Roxane, Inc.
Boehringer Ingelheim USA, Inc.	Boehringer Ingelheim Pharmaceuticals, Inc.

<b>PARENT COMPANY</b>	<b>COMPANY</b>
Boehringer Ingelheim USA, Inc.	Boehringer Ingelheim USA, Inc.
Boehringer Ingelheim USA, Inc.	Boehringer Ingelheim Vetmedica, Inc.
Boehringer Ingelheim USA, Inc.	Merial Barceloneta, LLC
Boehringer Ingelheim USA, Inc.	Merial Select, Inc.
Boehringer Ingelheim USA, Inc.	Merial, Inc.
Boehringer Ingelheim USA, Inc.	Newport Laboratories, Inc.
Bristol-Myers Squibb & Gilead Sciences, LLC	Bristol-Myers Squibb & Gilead Sciences, LLC
Bristol-Myers Squibb Company	Bristol-Myers Squibb Sanofi Pharmaceuticals Holding Partnership
Bristol-Myers Squibb Company	E.R. Squibb & Sons, LLC
Bristol-Myers Squibb Company	Medarex, LLC
Bristol-Myers Squibb Company	ZymoGenetics, Inc.
Carrie's MED-Project Drug and Sharp Manufacturing, LLC	Carrie's MED-Project Drug and Sharp Manufacturing, LLC
Celgene Corporation	Celgene Corporation
Cetylite Industries, Inc.	Cetylite Industries, Inc.
Chiesi USA, Inc. (formerly Cornerstone Therapeutics, Inc.)	Chiesi USA
Chiesi USA, Inc. (formerly Cornerstone Therapeutics, Inc.)	Cornerstone Therapeutics Inc.
Church & Dwight Company, Inc.	Church & Dwight Company, Inc.
Clarion Brands LLC	Clarion Brands LLC
Clovis Oncology, Inc.	Clovis Oncology, Inc.
Cobalt Laboratories LLC	Cobalt Laboratories LLC
Colgate-Palmolive Company	Colgate Oral Pharmaceuticals, Inc.

PARENT COMPANY	COMPANY
Colgate-Palmolive Company	Colgate-Palmolive Company
Concordia Pharmaceuticals Inc.	Concordia Pharmaceuticals Inc.
Confab	Confab
Consumer Health	Consumer Health
Corcept Therapeutics	Corcept Therapeutics
CSL Behring, LLC	CSL Behring, LLC
CutisPharma, Inc.	CutisPharma, Inc.
Daiichi Sankyo, Inc.	American Regent, Inc.
Daiichi Sankyo, Inc.	Daiichi Sankyo, Inc.
Davion Inc.	Davion Inc.
Dechra Veterinary Products North America	Dechra Veterinary Products North America
Dechra Veterinary Products North America	Putney, Inc.
Dr. Reddy's Laboratories, Inc	Dr. Reddy's Laboratories, Inc
Dr. Reddy's Laboratories, Inc	Promius Pharma, LLC
DSE Healthcare Solutions, LLC	DSE Healthcare Solutions, LLC
DSE Healthcare Solutions, LLC	Numark Brands, Inc.
Duchesnay USA, Inc.	Analog Pharma, Inc.
Duchesnay USA, Inc.	Duchesnay USA, Inc.
Duchesnay USA, Inc.	Medunik USA, Inc.
Edenbridge Pharmaceuticals, LLC	Edenbridge Pharmaceuticals, LLC
Edgemont Pharmaceuticals LLC	Edgemont Pharmaceuticals LLC
Eisai, Inc.	Eisai, Inc.
Elan Corporation Limited	Elan Corporation Limited



PARENT COMPANY	COMPANY
Eli Lilly and Company	Elanco US Inc.
Eli Lilly and Company	Eli Lilly and Company
EMD Serono, Inc.	EMD Serono, Inc.
Endo Pharmaceuticals Inc.	Anchen Pharmaceuticals, Inc. (d/b/a Par Pharmaceutical)
Endo Pharmaceuticals Inc.	Auxilium Pharmaceuticals, Inc.
Endo Pharmaceuticals Inc.	BOCA Pharmacals, Inc.
Endo Pharmaceuticals Inc.	DAVA Pharmaceuticals, Inc.
Endo Pharmaceuticals Inc.	Endo Pharmaceuticals Inc.
Endo Pharmaceuticals Inc.	Generics Bidco I, LLC (d/b/a Par Pharmaceutical)
Endo Pharmaceuticals Inc.	Generics Bidco II, LLC (d/b/a Par Pharmaceutical)
Endo Pharmaceuticals Inc.	Innoteq, Inc. (d/b/a Par Pharmaceutical)
Endo Pharmaceuticals Inc.	Par Pharmaceuticals, Inc. (d/b/a Par Pharmaceutical)
Endo Pharmaceuticals Inc.	Par Sterile Products, LLC (d/b/a Par Pharmaceutical)
Endo Pharmaceuticals Inc.	Quartz Specialty Pharmaceuticals, LLC (d/b/a Par Pharmaceutical)
Endo Pharmaceuticals Inc.	Vintage Pharmaceuticals, LLC (d/b/a Par Pharmaceutical)
Exelixis, Inc.	Exelixis US, LLC
Exelixis, Inc.	Exelixis, Inc.
Famy Care Ltd.	Famy Care Ltd.
Fera Pharmaceuticals, LLC	Fera Pharmaceuticals, LLC
Ferring Pharmaceuticals Inc.	Ferring Pharmaceuticals Inc.
Foundation Consumer Healthcare, LLC	Foundation Consumer Healthcare, LLC
Fresenius Kabi USA, LLC	Fresenius Kabi USA, LLC

PARENT COMPANY	COMPANY
G&W NC Laboratories LLC	G&W NC Laboratories LLC
G&W PA Laboratories LLC	G&W PA Laboratories LLC
Galderma Laboratories, L.P.	Galderma Laboratories, L.P.
Garcoa Laboratories, Inc.	Garcoa Laboratories, Inc.
Genus Lifesciences Inc.	Genus Lifesciences Inc.
Gilead Sciences, Inc.	Asegua Therapeutics LLC
Gilead Sciences, Inc.	Gilead Sciences Limited
Gilead Sciences, Inc.	Gilead Sciences, LLC
GlaxoSmithKline, LLC	GlaxoSmithKline Holdings (US) LLC
GlaxoSmithKline, LLC	Novartis Consumer Health, Inc.
GlaxoSmithKline, LLC	Stiefel Laboratories, Inc.
GlaxoSmithKline, LLC	ViiV Healthcare Company
Glenmark Pharmaceuticals Inc., USA	Glenmark Pharmaceuticals Inc., USA
Grifols Shared Services North America Inc.	Grifols Biologicals LLC
Grifols Shared Services North America Inc.	Grifols Therapeutics LLC
Grifols Shared Services North America Inc.	Instituto Grifols S.A.
Grifols Shared Services North America Inc.	Laboratorios Grifols S.A.
Grifols Shared Services North America Inc.	Talecris Biotherapeutics, Inc.
GS Cosmeceutical USA, Inc	GS Cosmeceutical USA, Inc
H Lundbeck A/S	H Lundbeck A/S
Harris Pharmaceutical, Inc.	Harris Pharmaceutical, Inc.
Heritage Pharmaceuticals Inc.	Heritage Pharmaceuticals Inc.
Hikma Americas	Hikma Americas

PARENT COMPANY	COMPANY
Hikma International Pharmaceuticals LLC	Hikma International Pharmaceuticals LLC
Hikma Pharmaceuticals PLC	Hikma Pharmaceuticals PLC
Hikma Pharmaceuticals, PLC	Hikma Algeria - Manufacturing Plant
Hikma Pharmaceuticals, PLC	Hikma Asia Pacific
Hikma Pharmaceuticals, PLC	Hikma Austria
Hikma Pharmaceuticals, PLC	Hikma Bahrain
Hikma Pharmaceuticals, PLC	Hikma Belgium
Hikma Pharmaceuticals, PLC	Hikma Egypt - 6th October
Hikma Pharmaceuticals, PLC	Hikma Egypt - Badr City
Hikma Pharmaceuticals, PLC	Hikma Egypt - Beni Suef
Hikma Pharmaceuticals, PLC	Hikma Egypt - Head Office
Hikma Pharmaceuticals, PLC	Hikma Germany - Thymoorgan
Hikma Pharmaceuticals, PLC	Hikma Italy
Hikma Pharmaceuticals, PLC	Hikma Jordan - Jordan Souq
Hikma Pharmaceuticals, PLC	Hikma Jordan - Salt
Hikma Pharmaceuticals, PLC	Hikma Kuwait
Hikma Pharmaceuticals, PLC	Hikma Lebanon
Hikma Pharmaceuticals, PLC	Hikma MENA Building
Hikma Pharmaceuticals, PLC	Hikma Morocco
Hikma Pharmaceuticals, PLC	Hikma Oman
Hikma Pharmaceuticals, PLC	Hikma Pharmaceutcals USA, Inc.—Non-Injectables Manufacturing Facility
Hikma Pharmaceuticals, PLC	Hikma Pharmaceuticals USA, Inc.—Distribution Warehouse

PARENT COMPANY	COMPANY
Hikma Pharmaceuticals, PLC	Hikma Pharmaceuticals USA, Inc.—Injectable Manufacturing Facility
Hikma Pharmaceuticals, PLC	Hikma Qatar
Hikma Pharmaceuticals, PLC	Hikma Saudi Arabia
Hikma Pharmaceuticals, PLC	Hikma Slovakia
Hikma Pharmaceuticals, PLC	Hikma Tunisia - Ibn Al Bitar
Hikma Pharmaceuticals, PLC	Hikma Tunisia - Medicef
Hikma Pharmaceuticals, PLC	Hikma Yemen
Hikma Portugal	Hikma Portugal
Horizon Pharma plc.	Horizon Orphan LLC
Horizon Pharma plc.	Horizon Pharma plc.
Horizon Pharma plc.	Horizon Therapeutics, Inc.
Horizon Pharma plc.	HZNP USA, Inc.
Horizon Pharma Rheumatology LLC	Horizon Pharma Rheumatology LLC
Humco Holding Group, Inc.	Humco Holding Group, Inc.
Impax Laboratories (Taiwan), Inc. Jhunan Science Park	Impax Laboratories (Taiwan), Inc. Jhunan Science Park
Incyte Corporation	Incyte Corporation
Indivior Inc	Indivior Inc
Ingenus Pharmaceuticals, LLC	Ingenus Pharmaceuticals, LLC
Intergel Pharmaceuticals Inc.	Intergel Pharmaceuticals Inc.
Intervet, Inc.	Intervet, Inc.
Invagen Pharmaceuticals, Inc.	Cipla Limited
Invagen Pharmaceuticals, Inc.	Cipla USA, Inc.

PARENT COMPANY	COMPANY
Invagen Pharmaceuticals, Inc.	Exelan Pharmaceuticals, Inc.
Invagen Pharmaceuticals, Inc.	Invagen Pharmaceuticals, Inc.
Ipsen Biopharmaceuticals, Inc	Ipsen Biopharmaceuticals, Inc
Iroko Pharmaceuticals, LLC	Iroko Pharmaceuticals, LLC
ISG Solutions LLC	Oakleytech
Jacobus Pharmaceutical Company, Inc.	Jacobus Pharmaceutical Company, Inc.
Jai Pharma LTD (20/21)	Jai Pharma LTD (20/21)
Jazz Pharmaceuticals, plc	Jazz Pharmaceuticals, International Division
Johnson & Johnson	Actelion
Johnson & Johnson	Janssen Biotech, Inc.
Johnson & Johnson	Janssen Pharmaceuticals, Inc.
Johnson & Johnson	Janssen Products, LP
Johnson & Johnson	Johnson & Johnson Surgical Vision Inc
Johnson & Johnson	McNeil Consumer Healthcare Latin America LLC
Johnson & Johnson	McNeil Consumer Pharmaceuticals Co.
Johnson & Johnson	McNeil Healthcare LLC
Johnson & Johnson	McNeil MMP, LLC
Johnson & Johnson	McNeil Nutritionals LLC
Johnson & Johnson	McNeil-PPC, Inc.
Johnson & Johnson	Ortho-McNeil Finance LLC
Johnson & Johnson	Patriot Pharmaceuticals, LLC
Jubilant Cadista Pharmaceuticals Inc.	Jubilant Cadista Pharmaceuticals Inc.
Kadmon Corporation, LLC	Kadmon Pharmaceuticals, LLC

PARENT COMPANY	COMPANY
Kaleo Inc.	Kaleo Inc.
Kowa Pharmaceuticals America, Inc.	Kowa Pharmaceuticals America, Inc.
Kramer Laboratories Inc. dba Kramer Consumer Health	Innovative Science Solutions
Kramer Laboratories Inc. dba Kramer Consumer Health	Kramer Laboratories Inc. dba Kramer Consumer Health
Kyowa Kirin, Inc.	Kyowa Kirin, Inc.
L. Perrigo Company	Athena Neurosciences, LLC
L. Perrigo Company	Cobrek Pharmaceuticals, Inc.
L. Perrigo Company	Elan Pharmaceuticals, LLC
L. Perrigo Company	L. Perrigo Company
L. Perrigo Company	Paddock Laboratories, LLC
L. Perrigo Company	Perrigo Company of Tennessee
L. Perrigo Company	Perrigo Corporation Designated Activity Company
L. Perrigo Company	Perrigo Florida, Inc.
L. Perrigo Company	Perrigo LLC
L. Perrigo Company	Perrigo New York, Inc.
L. Perrigo Company	Perrigo Pharma International Designated Activity Company
L. Perrigo Company	Perrigo Pharmaceuticals Company
Lannett Company, Inc.	Cody Laboratories
Lannett Company, Inc.	Kremers Urban Pharmaceuticals Inc.
Lannett Company, Inc.	Lannett Company, Inc.
Lannett Company, Inc.	Silarx Pharmaceuticals
Leadiant Biosciences, Inc.	Leadiant Biosciences, Inc.

PARENT COMPANY	COMPANY
LEO Pharma A/S	LEO Pharma Inc.
LF Beauty/ Lornamead	Lornamead Inc.
LNK International, Inc.	LNK International, Inc.
Luitpold Pharmaceuticals, Inc.	Luitpold Pharmaceuticals, Inc.
Lumara Health Inc.	Lumara Health Inc.
Lundbeck LLC	Lundbeck LLC
Lupin Pharmaceuticals. Inc	GAVIS Pharma LLC
Lupin Pharmaceuticals. Inc	GAVIS Pharmaceuticals LLC
Lupin Pharmaceuticals. Inc	Lupin Pharmaceuticals, Inc.
Lupin Pharmaceuticals. Inc	Novel Laboratories Inc.
Mallinckrodt Pharmaceuticals	Mallinckrodt Pharmaceuticals
Matrixx Initiatives, Inc.	Matrixx Initiatives, Inc.
Mayne Pharma Inc.	Libertas Pharma Inc
Mayne Pharma Inc.	Mayne Pharma Inc.
Mayne Pharma Inc.	Metrics Inc DBA Mayne Pharma
Meda Consumer Healthcare, Inc.	Meda Consumer Healthcare, Inc.
MedImmune LLC	MedImmune LLC
Merck & Co., Inc.	Cherokee Pharmaceutical LLC
Merck & Co., Inc.	Cubist Pharmaceuticals
Merck & Co., Inc.	Intervet, Inc., doing business as Merck Animal Health
Merck & Co., Inc.	Merck & Co., Inc.
Merck & Co., Inc.	Merck Sharp & Dohme Corp.
Merck & Co., Inc.	Organon Teknika Corporation, LLC

PARENT COMPANY	COMPANY
Merck & Co., Inc.	Organon Teknika LLC
Merial Limited	Merial Limited
Merz North America, Inc.	Merz N.A. f/k/a Merz Aesthetics, Inc
Merz North America, Inc.	Merz North America, Inc.
Merz North America, Inc.	Merz Pharmaceuticals, LLC
Midatech Pharma US Inc.	Midatech Pharma US Inc.
Mikart, LLC	Mikart, LLC
Millennium Pharmaceuticals, Inc.	Millennium Pharmaceuticals, Inc.
Mission Pharmacal Company	Mission Pharmacal Company
Mission Pharmacal Company	Prosolus, Inc.
Mist Pharmaceuticals, LLC	Mist Pharmaceuticals, LLC
Moberg Pharma North America LLC	Moberg Pharma North America LLC
Mylan Inc.	Alphapharm Pty Ltd
Mylan Inc.	DPT Laboratories LTD (DD)
Mylan Inc.	Meda Pharmaceuticals, Inc.
Mylan Inc.	Mylan Consumer Healthcare, Inc. (fka Meda Consumer Healthcare Inc.)
Mylan Inc.	Mylan Institutional LLC
Mylan Inc.	Mylan Laboratories Limited (1606-1609JP)
Mylan Inc.	Mylan Laboratories Limited (H12/H13OSD)
Mylan Inc.	Mylan Laboratories Limited (OTL)
Mylan Inc.	Mylan Laboratories Limited (SPD)
Mylan Inc.	Mylan LLC
Mylan Inc.	Mylan Pharmaceuticals, Inc.



PARENT COMPANY	COMPANY
Mylan Inc.	Mylan Specialty L.P.
Mylan Inc.	Mylan Technologies, Inc.
Mylan Inc.	Mylan.D.T., Inc. (fka Renaissance Pharma, Inc.)
Mylan Inc.	Prestium Pharma, Inc.
Mylan Inc.	Somerset Pharmaceuticals, Inc.
Mylan Inc.	Wallace Pharmaceuticals, Inc.
Mylan Teoranta	Mylan Teoranta
Neos Therapeutics, Inc.	Neos Therapeutics, Inc.
Nephron Pharmaceuticals Corporation	Nephron Pharmaceuticals Corporation - Distribution Center 2
Neurocrine Biosciences, Inc.	Neurocrine Biosciences, Inc.
Nexgen Pharma, Inc.	Nexgen Pharma, Inc.
NEXTSOURCE BIOTECHNOLOGY LLC	NEXTSOURCE BIOTECHNOLOGY LLC
Novartis Group Companies	Alcon Laboratories, Inc.
Novartis Group Companies	Eon Labs, Inc.
Novartis Group Companies	Fougera Pharmaceuticals Inc.
Novartis Group Companies	Novartis Group Companies
Novartis Group Companies	Novartis Pharmaceuticals Corporation
Novartis Group Companies	Sandoz Inc.
Noven Pharmaceuticals, Inc.	Hisamitsu America, Inc.
Noven Pharmaceuticals, Inc.	Noven Pharmaceuticals, Inc.
Noven Pharmaceuticals, Inc.	Noven Therapeutics, LLC
Novo Nordisk Inc.	Novo Nordisk Inc.
Obagi	Obagi

PARENT COMPANY	COMPANY
Optinose US, Inc.	Optinose US, Inc.
OrchidPharma, Inc.	Orchid Pharma Ltd.
OrchidPharma, Inc.	OrchidPharma, Inc.
Orexigen Therapeutics, Inc.	Orexigen Therapeutics, Inc.
Otsuka America Pharmaceutical, Inc.	Otsuka America Pharmaceutical, Inc.
Owen Laboratories, Inc.	Owen Laboratories, Inc.
PARI Respiratory Equipment, Inc.	PARI Respiratory Equipment, Inc.
Pegasus Laboratories, Inc.	Pegasus Laboratories, Inc.
Performance Health, LLC	Performance Health, LLC
Perrigo Company of South Carolina, Inc.	Perrigo Company of South Carolina, Inc.
Pfizer Inc.	Greenstone LLC
Pfizer Inc.	Hospira
Pfizer Inc.	Meridian Medical Technologies, Inc.
Pfizer Inc.	Pfizer Consumer Health
Pfizer Inc.	Pfizer Inc.
PGC Labs	PGC Labs
Pharmasphere, Inc.	Pharma-C, LLC
Pharmasphere, Inc.	Pharmasphere, Inc.
Pharmasphere, Inc.	WG Critical Care, LLC
Pharming Healthcare Inc.	Pharming Healthcare Inc.
PL Developments	PL Developments
Prestige Consumer Healthcare, Inc.	C.B. Fleet Company, Incorporated
Prestige Consumer Healthcare, Inc.	DenTek Oral Care, Inc.

PARENT COMPANY	COMPANY
Prestige Consumer Healthcare, Inc.	Insight Pharmaceuticals LLC
Prestige Consumer Healthcare, Inc.	Medtech Products Inc.
Prestige Consumer Healthcare, Inc.	Prestige Brands, Inc.
Prestige Consumer Healthcare, Inc.	Prestige Consumer Healthcare, Inc.
Primus Pharmaceuticals, Inc.	Primus Pharmaceuticals, Inc.
Product Quest Mfg.	Product Quest Mfg.
PuraCap International, LLC	Epic Pharma, LLC
PuraCap International, LLC	PuraCap Caribe
PuraCap International, LLC	PuraCap Laboratories LLC dba Blu Pharmaceuticals
PuraCap International, LLC	PuraCap Pharmaceuticals, LLC
Purdue Pharma L.P.	Purdue Pharma L.P.
Purdue Pharma L.P.	Purdue Pharmaceuticals L.P.
Purdue Pharma L.P.	Purdue Products L.P.
Purdue Pharma L.P.	Rhodes Pharmaceuticals L.P.
RB Health (US) LLC	RB Health (US) LLC
Regeneron Pharmaceuticals, Inc	Regeneron Healthcare Solutions, Inc
Renaissance Pharma, Inc.	Renaissance Pharma, Inc.
Roche Holdings	Genentech USA, Inc.
Roche Holdings	Genentech, Inc.
Roche Holdings	Roche Holdings
Rouses Point Pharmaceuticals, LLC	Rouses Point Pharmaceuticals, LLC
Roxane Laboratories, Inc.	Roxane Laboratories, Inc.
Sanofi-Aventis US LLC.	Chattem, Inc.

PARENT COMPANY	COMPANY
Sanofi-Aventis US LLC.	Sanofi-Aventis US LLC.
Sebela Pharmaceuticals Inc.	Affordable Pharmaceuticals LLC
Sebela Pharmaceuticals Inc.	Braintree Laboratories Inc.
Sebela Pharmaceuticals Inc.	Sebela Pharmaceuticals Inc.
Shionogi Inc.	Shionogi Inc.
Shire HGT, Inc.	Shire HGT, Inc.
Shire Pharmaceuticals LLC	Baxalta US Inc.
Shire Pharmaceuticals LLC	Dyax Corporation
Shire Pharmaceuticals LLC	Shire Human Genetic Therapies, Inc.
Shire Pharmaceuticals LLC	Shire LLC
Shire Pharmaceuticals LLC	Shire NPS Pharmaceuticals (f/k/a NPS Pharmaceuticals, Inc.)
Shire Pharmaceuticals LLC	Shire Orphan Therapies Inc.
Shire Pharmaceuticals LLC	Shire Pharmaceuticals LLC
Shire Pharmaceuticals LLC	Shire US Inc.
Shire Pharmaceuticals LLC	Shire US Manufacturing Inc.
Shire Pharmaceuticals LLC	Shire ViroPharma, Inc.
Shire Pharmaceuticals LLC	ViroPharma Biologics Inc.
SigmaPharm Laboratories LLC	SigmaPharm Laboratories LLC
Silvergate Pharmaceuticals, Inc.	Silvergate Pharmaceuticals, Inc.
Smith & Nephew, Inc. (Smith & Nephew Biotherapeutics)	Smith & Nephew, Inc. (Smith & Nephew Biotherapeutics)
Stallergenes Greer	Stallergenes Greer
Strides Arcolab Limited	Strides Arcolab Limited

PARENT COMPANY	COMPANY
Strides Shasun Limited	Strides Shasun Limited
Sun Pharmaceutical Industries, Inc.	AR Scientific, Inc.
Sun Pharmaceutical Industries, Inc.	Caraco Pharma, Inc.
Sun Pharmaceutical Industries, Inc.	Chattem Chemicals, Inc.
Sun Pharmaceutical Industries, Inc.	Dungan Mutual Associates, LLC
Sun Pharmaceutical Industries, Inc.	DUSA Pharmaceuticals, Inc.
Sun Pharmaceutical Industries, Inc.	Mutual Pharmaceutical Company, Inc.
Sun Pharmaceutical Industries, Inc.	Ohm Laboratories Inc.
Sun Pharmaceutical Industries, Inc.	Pharmalucence, Inc.
Sun Pharmaceutical Industries, Inc.	Ranbaxy Laboratories Limited
Sun Pharmaceutical Industries, Inc.	Sirius Laboratories, Inc.
Sun Pharmaceutical Industries, Inc.	Sun Pharmaceutical Industries, Inc.
Sun Pharmaceutical Industries, Inc.	Taro Pharmaceuticals U.S.A., Inc.
Sun Pharmaceutical Industries, Inc.	United Research Laboratories, Inc.
Sun Pharmaceutical Industries, Inc.	URL Pharma, Inc.
Sun Pharmaceutical Industries, Inc.	URL PharmPro, LLC
Sunovion Pharmaceuticals Inc.	Sunovion Pharmaceuticals Inc.
Sunstar Americas, Inc.	Sunstar Americas, Inc.
Supernus Pharmaceuticals, Inc.	Supernus Pharmaceuticals, Inc.
Takeda Pharmaceuticals U.S.A., Inc.	Millennium Pharmaceuticals, Inc. (d/b/a Takeda Oncology)
Takeda Pharmaceuticals U.S.A., Inc.	Takeda Pharmaceuticals U.S.A., Inc.
Tec Laboratories, Inc.	Tec Laboratories, Inc.
Teligent Pharma, Inc.	Teligent Pharma, Inc.

PARENT COMPANY	COMPANY
TerSera Therapeutics LLC	TerSera Therapeutics LLC
TESARO, Inc.	TESARO, Inc.
Teva Pharmaceuticals USA, Inc.	Actavis Generics
Teva Pharmaceuticals USA, Inc.	Barr Pharmaceuticals, Inc.
Teva Pharmaceuticals USA, Inc.	Cephalon, Inc.
Teva Pharmaceuticals USA, Inc.	Teva Neuroscience Inc.
The Mentholatum Company	Mentholatum (China) Pharmaceuticals Co., Ltd.
The Mentholatum Company	Rohto Pharmaceutical Co. Ltd.
The Mentholatum Company	The Mentholatum Company
The Procter & Gamble Manufacturing Company	The Procter & Gamble Manufacturing Company
The Ritedose Corporation (TRC)	The Ritedose Corporation (TRC)
TherapeuticsMD, Inc.	TherapeuticsMD, Inc.
Theratechnologies Inc.	Theratechnologies Inc.
TOLMAR, Inc.	TOLMAR, Inc.
Trigen Laboratories, LLC	Trigen Laboratories, LLC
Trigen Laboratories, LLC	Vertical Pharmaceuticals, LLC
Tris Pharma, Inc.	Tris Pharma, Inc.
UCB Inc.	UCB Inc.
UCB Inc.	Upstate Pharma LLC
Unichem Pharmaceuticals (USA), Inc.	Unichem Laboratories Limited
Upsher-Smith Laboratories, LLC	Upsher-Smith Laboratories, LLC
Validus Pharmaceuticals LLC	Validus Pharmaceuticals LLC
Vertex Pharmaceuticals Incorporated	Vertex Pharmaceuticals Incorporated

PARENT COMPANY	COMPANY
Vi-Jon, Inc.	Vi-Jon, Inc.
Virtus Pharmaceuticals, LLC	Virtus Pharmaceuticals, LLC
VIVUS, Inc.	VIVUS, Inc.
WellSpring Pharmaceutical Corporation	WellSpring Pharmaceutical Corporation
Welmedix Consumer Healthcare	Welmedix Consumer Healthcare
West-Ward Pharmaceuticals	West-Ward Pharmaceuticals International Limited
Wisconsin Pharmacal Company, LLC	Lake Consumer Products, Inc. (subsidiary of Wisconsin Pharmacal)
Wisconsin Pharmacal Company, LLC	Wisconsin Pharmacal Company, LLC
Wockhardt USA LLC	Morton Grove Pharmaceuticals, Inc.
Wockhardt USA LLC	Wockhardt Limited
Wockhardt USA LLC	Wockhardt USA LLC
X-GEN Pharmaceuticals, Inc.	X-GEN Pharmaceuticals, Inc.
Xttrium Laboratories, Inc.	Xttrium Laboratories, Inc.
Zoetis	Zoetis
Zydus Pharmaceuticals USA Inc	Sentynl Therapeutics, Inc.
Zydus Pharmaceuticals USA Inc	Zydus Pharmaceuticals USA Inc

*Table 1: List of 2018 Program Participants*

## Appendix B

### List of 2018 Kiosk Drop-Off Sites

District	Site Name	Site Street Address
1	CVS Pharmacy # 4675	377 32nd Avenue
1	Kaiser French Outpatient PHY 322	4141 Geary Blvd First Floor
1	NEMS - Clement Clinic	1019 Clement Street
1	SF Police Department - Richmond Station	461 6th Avenue
2	CVS Pharmacy # 10330	3600 Geary Blvd
2	CVS Pharmacy # 11004	799 Beach Street
3	Chinese Hospital Pharmacy	845 Jackson Street
3	Clay Medical Pharmacy	929 Clay Street, Unit 103
3	CVS Pharmacy # 10080	1059 Hyde Street
3	CVS Pharmacy # 10189	1285 Sutter Street
3	CVS Pharmacy # 10368	400 Sutter Street
3	CVS Pharmacy # 7657	351 California Street
3	NEMS - Stockton Clinic	1520 Stockton Street
3	SF Police Department - Central Station	766 Vallejo Street
4	NEMS - Noriega Clinic	1400 Noriega Street
4	SF Police Department - Taraval Station	2345 24th Ave
5	Charlie's Pharmacy	1101 Fillmore Street
5	CVS Pharmacy # 10188	499 Haight Street
5	*Kaiser Permanente PHY San Francisco Geary	2238 Geary Blvd. 1st Floor (#1)



District	Site Name	Site Street Address
5	*Kaiser Permanente PHY San Francisco Geary	2238 Geary Blvd. 1st Floor (#2)
5	Post and Divisadero Pharmacy	2299 Post Street, Unit 109
5	Reliable Rexall Sunset Pharmacy	801 Irving Street
5	SF Police Department - Northern Station	1125 Fillmore Street
5	SF Police Department - Park Station	1899 Waller Street
6	CVS Pharmacy # 2852	731 Market Street
6	Community Behavioral Health Services	1380 Howard Street #130
6	CVS Pharmacy # 10035	581 Market Street
6	CVS Pharmacy # 10164	601 Mission Street
6	CVS Pharmacy # 10622	995 Market Street
6	CVS Pharmacy # 4770	1101 Market Street
6	Kaiser Permanente Pharmacy 941	1600 Owens St 1St Floor
6	SF Police Department - Southern Station	1251 Third Street
6	SF Police Department - Tenderloin Station	301 Eddy Street
6	SF Sheriff's Department	70 Oak Grove Street
7	CVS Pharmacy # 1983	701 Portola Drive
7	CVS Pharmacy # 5131	1900 19th Avenue
7	San Francisco State University Student Health	1600 Holloway Avenue
8	Aids Healthcare Foundation (AHF)	4071 18th Street
8	SF Police Department - Mission Station	630 Valencia Street
9	Mission Wellness Pharmacy	2424 Mission Street
9	NEMS - San Bruno Clinic	2574 San Bruno Ave

District	Site Name	Site Street Address
10	Alto Pharmacy	1400 Tennessee Street, Unit 2
10	San Francisco General Hospital	1001 Potrero Ave
10	SF Police Department - Bayview Station	201 Williams Ave.
10	Visitacion Valley Pharmacy	100 Leland Avenue
11	Central Drug Pharmacy	4494 Mission Street
11	SF Police Department - Ingleside Station	1 Sergeant John V. Young

*\*Site has two kiosks at this location*

*Table 2: List of 2018 Kiosk Drop-Off Sites*

## Appendix C

### Take-Back Events

Date Of Event	Take-Back Event Site	District
01/13/2018	Bernal Heights Branch Library	9
01/20/2018	Ocean View Branch Library	11
01/27/2018	Marina Branch Library	2
02/02/2018	Visitacion Branch Library	10
02/03/2018	North Beach Branch Library	3
02/10/2018	Ortega Branch Library	4
02/17/2018	Merced Branch Library	7

*Table 3: Take-Back Events*

## Appendix D

### Mail-Back Packages Distributed by Zip Code

Total No. of Mail-Back Packages	Zip Code
8	94102
16	94103
1	94104
3	94105
6	94107
1	94108
26	94109
18	94110
2	94111
14	94112
7	94114
10	94115
11	94116
17	94117
10	94118
10	94121
14	94122
6	94123
3	94124
11	94127
13	94131

Total No. of Mail-Back Packages	Zip Code
3	94132
7	94133
3	94134
1	94158

*Table 4: Mail-Back Packages Distributed by Zip Code*

## Appendix E

### Mail-Back Distribution Locations

District	Site Name	Site Address	Zip Code
1	Anza Branch	550 37th Avenue	94121
1	Richmond Branch	351 9th Avenue	94118
1	SF Department Station # 14	551 26th Street @ Geary Blvd	94121
1	SF Department Station # 31	441 12th Avenue @ Geary Blvd	94118
1	SF Department Station # 34	499 41st Avenue @ Geary Blvd	94121
2	Golden Gate Valley Branch	1801 Green Street	94123
2	Marina Branch	1890 Chestnut Street	94123
2	Presidio Branch	3150 Sacramento	94102
2	SF Department Station # 10	655 Presidio@ Avenue @ Bush Street	94118
2	SF Department Station # 16	2251 Greenwich Street @ Fillmore Street	94123
2	SF Department Station # 38	2150 California Street @ Laguna Street	94115
2	SF Department Station # 51	218 Lincoln Blvd @ Keyes Avenue	94129
3	Chinatown/Him Mark Lai Branch	1135 Powell Street	94108
3	North Beach Branch	850 Columbus Avenue	94133

District	Site Name	Site Address	Zip Code
3	SF Department Station # 2	1340 Powell Street @ Broadway	94133
3	SF Department Station # 13	530 Sansome Street @ Washington Street	94111
3	SF Department Station # 28	1814 Stockton Street @ Greenwich Street	94133
3	SF Department Station # 41	1325 Leavenworth Street @ Jackson Street	94109
4	Ortega Branch	3223 Ortega Street	94122
4	Parkside Branch	1200 Taraval Street	94116
4	SF Department Station # 18	1935 32nd Street @ Ortega Street	94116
4	SF Department Station # 23	1348 45th Avenue @ Judah Street	94122
4	Sunset Branch	1305 - 18th Avenue	94122
5	Park Branch	1833 Page Street	94117
5	SF Department Station # 5	1301 Turk Street @ Webster Street	94115
5	SF Department Station # 12	1145 Stanyan Street @ Grattan Street	94117
5	SF Department Station # 21	1443 Gove Street @ Broderick Street	94117
5	SF Department Station # 22	1290 16th Avenue @ Irving Street	94122
5	SF Department Station # 36	109 Oak Street @ Franklin	94102
5	Western Addition Branch	1550 Scott Street	94115

District	Site Name	Site Address	Zip Code
6	Main Branch	100 Larkin Street	94102
6	Mission Bay Branch	960 - 4th Street	94158
6	SF Department Station # 1	935 Folsom Street @ 5th	94107
6	SF Department Station # 3	1067 Post Street @ Polk Street	94109
6	SF Department Station # 4	449 Mission Rock @ 3rd Street	94158
6	SF Department Station # 8	36 Bluxome Street @ 4th Street	94107
6	SF Department Station # 35	Pier 22 ½ The Embarcadero @ Harrison Street	94105
6	SF Department Station # 48	800 Avenue I @ 10th Street Treasure Island	94130
7	Ingleside Branch	1298 Ocean Avenue	94112
7	Merced Branch	155 Winston Drive	94132
7	SF Department Station # 19	390 Buckingham Way @ Winston Street	94132
7	SF Department Station # 15	1000 Ocean Avenue	94112
7	SF Department Station # 20	285 Olympia Way @ Clarendon Avenue	94131
7	SF Department Station # 39	1091 Portola Drive @ Miraloma Drive	94127
7	SF Department Station # 40	2155 18th Avenue	94116
7	West Portal Branch	190 Lenox Way	94127



District	Site Name	Site Address	Zip Code
8	Eureka Valley/Harvey Milk Memorial Branch	1 Jose Sarria Ct.	94114
8	Glen Park Branch	2825 Diamond Street	94131
8	Noe Valley/Sally Brunn	451 Jersey Street	94114
8	SF Department Station # 6	135 Sanchez Street @ Henry Street	94114
8	SF Department Station # 11	3880 26th Street @ Church Street	94131
8	SF Department Station # 24	100 Hoffman Avenue @ Alvarado Street	94114
8	SF Department Station # 26	80 Digby Street @ Addison Street	94131
9	Bernal Heights Branch	500 Cortland Avenue	94110
9	Mission Branch	300 Bartlett Street	94110
9	Portola Branch	380 Bacon Street	94110
9	SF Department Station # 7	2300 Folsom Street @ 19th Street	94110
9	SF Department Station # 32	194 Park Street @ Holly Circle	94110
9	SF Department Station # 42	2430 San Bruno Avenue @ Silver Avenue	94134
10	Bayview Branch	5075 - 3rd Street	94124
10	Potrero Branch	1616 - 20th Street	94107
10	SF Department Station # 9	2245 Jerrold Avenue @ Upton Street	94124

District	Site Name	Site Address	Zip Code
10	SF Department Station # 17	1295 Shafter Avenue @ Ingalls Street	94124
10	SF Department Station # 25	3305 3rd Street @ Cargo Way	94124
10	SF Department Station # 29	299 Vermont Street @ 16th Street	94103
10	SF Department Station # 37	798 Wisconsin Street @ 22nd Street	94107
10	SF Department Station # 44	1298 Girard Street @ Wilde Avenue	94134
10	SF Department Station # 49	1415 Evans Avenue @ Mendell Avenue	94124
10	Visitacion Valley Branch	201 Leland Avenue	94134
11	Excelsior Branch	4400 Mission Street	94112
11	Ocean View Branch	345 Randolph Street	94132
11	SF Department Station # 33	8 Capital Street @ Broad Street	94112
11	SF Department Station # 43	720 Moscow Street @ France Avenue	94112

*Table 5: Mail-Back Distribution Locations*

## Appendix F

### Disposal Facilities

Name	Address
Clean Harbors – Aragonite	3 Miles E 7 Miles N of Knolls, Wendover, UT 84083
Covanta Huntsville, Inc.	5251 Triana Blvd, SW, Huntsville, AL 35805
Covanta Marion, Inc.	4850 Brook Lake Rd, NE, Brooks, OR 97305
Heritage Thermal Services – Ohio	1250 Saint George Street, East Liverpool, Ohio 43920
Stericycle, Inc. – Warren	1901 Pine Avenue, S.E., Warren, OH 44483
Veolia – Port Arthur	7665 Texas Highway 73, Beaumont, TX 77705

*Table 6: Disposal Facilities*

## Appendix G

### Transporters

Name	Address
GPB Logistics, Inc.	2115 W Farwell Avenue # 103, Chicago, IL 60645
Heritage Transport	1626 Research Way, Indianapolis, IN 46231
Lula Logistics, Inc.	8268 Nelson Ridge Lane, Las Vegas, NV 89178
Stericycle Specialty Waste Solutions, Inc.	2850 100th Court NE, Blaine, MN 55449
United Parcel Service, Inc.	55 Glenlake Parkway NE, Atlanta, GA 30328
United States Postal Service	475 L'Enfant Plaza, S.W., Washington, DC 20260

*Table 7: Transporters*

# Appendix H

## Safety and Security Report

### **Event 1:** Change in Unwanted Medicine Mail-Back Package Disposal Facility

**Date:** May 18, 2018. (MED-Project notified the Department of the following events on May 22, 2018.)

**Detail:** On Friday May 18, 2018, MED-Project was notified by its Vendor that mail-back packages managed as part of the Plan were being destroyed at the Vendor's United States Drug Enforcement Administration registered collector medical waste incinerator located at 1901 Pine Ave. SE, Warren, Ohio 44483 ("Stericycle, Inc. Warren Ohio Facility"). In addition, the Vendor informed MED-Project on Monday, May 21, 2018 that the Vendor's Mail-Back Service destruction process located at 2670 Executive Drive, Indianapolis, Indiana 46241 had discontinued operation on April 3, 2018. The relevant address change by the Vendor of the mail-back packages went into effect during the first quarter of 2017. The Vendor certified that it managed all MED-Project materials in accordance with applicable legal requirements (certification included with the May 22, 2018 notice).

**Corrective Action Taken:** Upon being notified by the Vendor, MED-Project: (1) suspended Call Center and MED-Project Website distribution of mail-back packages to San Francisco Residents; and (2) requested that the Vendor suspend processing of any MED-Project mail-back packages at the Stericycle, Inc. Warren Ohio Facility and store such packages in compliance with all applicable laws, regulations, and other legal requirements. The Vendor informed MED-Project on May 21, 2018 that it could not suspend the destruction of MED-Project mail-back package received at the Stericycle, Inc. Warren Ohio Facility.

The Vendor notified MED-Project that it has implemented a new change management policy specifically pertaining to any MED-Project scope of work changes.

MED-Project filed a revision request with the Department for the Plan on May 25, 2018 in order to minimize public service disruption. The Plan revision was approved by the Department on June 14, 2018.

### **Event 2:** Change in Disposal Facility for Unwanted Medicine Boxes and Liners (MED-Project notified the Department of the following events on November 26, 2018.)

**Date:** November 7 and 12, 2018

**Detail:** Vendor reported that it could not send kiosk boxes and inner liners containing unwanted medicine ("Unwanted Medicine Liners") to the primary destruction facility, Heritage Thermal Services, located at 1250 Saint George Street in East Liverpool, Ohio ("Heritage Thermal Services East Liverpool"), due to destruction appointment cancellations in October 2018. In addition, Vendor reported that Heritage Thermal Services East Liverpool could not provide a confirmed destruction appointment before November 16, 2018, making it necessary to send Unwanted Medicine Liners to the Veolia Port Arthur permitted hazardous waste facility located at 7665 Texas Highway 73, Beaumont, Texas 77705 ("Veolia Port Arthur Facility") and the Stericycle, Inc. Warren Ohio Facility for destruction as soon as possible. MED-Project notified the Department that Unwanted Medicine Liners managed as part of the Plan would need to be destroyed at a back-up destruction facility because of these cancelled appointments at Heritage Thermal Services East Liverpool. Unwanted Medicine Liners were destroyed at the Veolia Port Arthur Facility on November 7, 2018 and then at the Stericycle, Inc. Warren Ohio Facility on November 12, 2018, because of scheduling and logistical issues at the Veolia Port Arthur Facility. In some cases, these cancellations delayed the destruction of Unwanted Medicine Liners beyond what MED-Project policies require.

**Corrective Action:** Upon being notified of these issues by Vendor, MED-Project: (1) confirmed with Vendor that Unwanted Medicine Liners remained securely stored; (2) requested the complete inventory of

impacted Unwanted Medicine Liners; and (3) approved Vendor proposed plans to destroy Unwanted Medicine Liners as soon as practicable at either the Veolia Port Arthur Facility, or at the Stericycle, Inc. Warren Ohio Facility, if the Veolia Port Arthur Facility was unavailable.

Vendor notified MED-Project that capacity limits were a contributing factor to the destruction appointment cancellation and that the Heritage Thermal Services East Liverpool facility had reached capacity for taking Unwanted Medicine Liners. MED-Project is working with Vendor to approve additional disposal facilities for MED-Project's Unwanted Medicine Liners in order to reduce the volume of Unwanted Medicine Liners being disposed at Heritage Thermal Services Ohio East Liverpool and the Veolia Port Arthur Facility.

**Event 3:** Unwanted Medicine box shipment deviation.

**Date:** November 28, 2018

**Detail:** Vendor reported to MED-Project on December 11, 2018 that an Unwanted Medicine box and liner prepared for shipment on November 28, 2018 at a law enforcement agency did not enter the common Carrier's tracking system indicating that the Unwanted Medicine box and liner were not picked up by the common Carrier. The host site confirmed to MED-Project that the Unwanted Medicine package was no longer in the host site's custody. Subsequently, the Vendor reported that an Unwanted Medicine box arrived at the Vendor's reverse distribution collection site on January 16, 2019. The box had a shipping label that did not match the Vendor's known shipment tracking numbers and was not shipped from a host location. The Vendor opened the box because the shipping tracking number did not match the Vendor's known shipment tracking numbers. The unique identifier on the Unwanted Medicine liner matched the unique identifier of the missing Unwanted Medicine liner packaged on November 28, 2018. The Vendor discovered that the Unwanted Medicine liner inside the box was open.

**Corrective Action Taken:** MED-Project requested that the Vendor and host site preserve and share all records and information related to the Unwanted Medicine box and liner at issue.

Vendor notified common Carrier to put an alert on the Unwanted Medicine box tracking number.

MED-Project reviewed the Unwanted Medicine box and liner management procedures with the host site.

MED-Project will create enhanced instructional materials and make them available to host sites to support the training of host site staff. The enhanced materials will provide additional detailed step-by-step instructions on how to complete documentation, as required by DEA, and review host site responsibilities.

MED-Project requested the Vendor provide all information available on the event including: 1) any trends of similar issues; 2) efforts to address any potential security gaps identified as a result of this event; and 3) any conclusions from internal inquiries related to this event. Vendor has changed its procedure to now initiate host site shipment confirmation for packages that are not entered into the common Carrier's tracking system within two days of being prepared for shipment.

# Appendix I

## 2018 Outreach Activities Detail

TYPE	PRINT / AIR DATE	AD PAGE	PUBLICATION / STATION	OUTREACH ACTIVITY
Event Site	01/13/2018	Announce SF TBE at Bernal Heights Library	EventBrite	Event Post
Event Site	01/13/2018	Announce SF TBE at Bernal Heights Library	SFStation	Event Post
Event Site	01/20/2018	Announce SF TBE at Ocean View Library	EventBrite	Event Post
Event Site	01/20/2018	Announce SF TBE at Ocean View Library	SFStation	Event Post
Event Site	01/27/2018	Announce SF TBE at Marina Library	EventBrite	Event Post
Event Site	01/27/2018	Announce SF TBE at Marina Library	SFStation	Event Post
Event Site	02/02/2018	Announce SF TBE at Visitacion Library	EventBrite	Event Post
Event Site	02/02/2018	Announce SF TBE at Visitacion Library	SFStation	Event Post
Event Site	02/03/2018	Announce SF TBE at North Beach Library	EventBrite	Event Post
Event Site	02/02/2018	Announce SF TBE at North Beach Library	SFStation	Event Post
Event Site	02/10/2018	Announce SF TBE at Ortega Library	EventBrite	Event Post
Event Site	02/10/2018	Announce SF TBE at Ortega Library	SFStation	Event Post
Event Site	02/17/2018	Announce SF TBE at Merced Library	EventBrite	Event Post
Event Site	02/17/2018	Announce SF TBE at Merced Library	SFStation	Event Post

Table 8: Electronic Distribution

### Take-Back Event Email Blast Activity

TYPE	DATE	Email Subject
Email Blast	01/13/2018	Save the Date for January Take-Back Events
Email Blast	02/01/2018	Save the Date for February Take-Back Events
Email Blast	05/18/2018	Announce Medication Take-Back Program
Email Blast	08/30/2018	Announce Medication Take-Back Program
Email Blast	12/14/2018	Announce Medication Take-Back Program

*Table 9: Email Blast Activity*



### Social Media Posts

TYPE	DATE	Subject	Platform
Social Media	01/08/2018	Announce SF TBE at Bernal Heights Library	Twitter
Social Media	01/13/2018	Announce SF TBE at Bernal Heights Library	Facebook
Social Media	01/13/2018	Event Post – Bernal Heights Library	Facebook
Social Media	01/15/2018	Announce SF TBE at Ocean View Library	Facebook
Social Media	01/15/2018	Announce SF TBE at Ocean View Library	Twitter
Social Media	01/20/2018	Event Post – Ocean View Library	Facebook
Social Media	01/24/2018	Event Post – Marina Library	Facebook
Social Media	01/24/2018	Announce SF TBE at Marina Library	Facebook
Social Media	01/24/2018	Announce Event at Marina Library	Twitter
Social Media	01/30/2018	Announce SF TBE at Visitacion Library	Facebook
Social Media	01/30/2018	Announce SF TBE at North Beach Library	Facebook
Social Media	02/02/2018	Event Post – Visitacion Valley Library	Facebook
Social Media	02/03/2018	Event Post – North Beach Library	Facebook
Social Media	02/10/2018	Event Post – Ortega Library	Facebook
Social Media	02/12/2018	Announce SF TBE at Merced Library	Twitter
Social Media	02/12/2018	Announce SF TBE at Merced Library	Facebook
Social Media	02/17/2018	Event Post – Merced Library	Facebook
Social Media	03/29/2018	Announce Kiosk at Aids Healthcare Foundation Pharmacy	Twitter
Social Media	03/29/2018	Announce Kiosk at Aids Healthcare Foundation Pharmacy	Facebook
Social Media	04/12/2018	Announce Kiosk at Alto Pharmacy	Twitter
Social Media	04/12/2018	Announce Kiosk at Alto Pharmacy	Facebook
Social Media	04/16/2018	Announce Kiosk at St Sheriff's Department	Facebook

TYPE	DATE	Subject	Platform
Social Media	04/16/2018	Announce Kiosk at St Sheriff's Department	Twitter
Social Media	04/16/2018	Event Post – Grace Cathedral Informational Event	Facebook
Social Media	04/25/2018	Announce Kiosk at Community Behavioral Health Pharmacy	Twitter
Social Media	04/25/2018	Announce Kiosk at Community Behavioral Health Pharmacy	Facebook
Social Media	05/04/2018	Announce Kiosk at Central Drug Store	Twitter
Social Media	05/04/2018	Announce Kiosk at Central Drug Store	Facebook
Social Media	05/09/2018	Announce Kiosk at Charlie's Drugs	Facebook
Social Media	05/16/2018	Announce Kiosk at Chinese Hospital Pharmacy	Facebook
Social Media	05/16/2018	Announce Kiosk at Chinese Hospital Pharmacy	Twitter
Social Media	05/24/2018	Announce Kiosk at Clay Pharmacy	Twitter
Social Media	05/24/2018	Announce Kiosk at Clay Pharmacy	Facebook
Social Media	06/14/2018	Announce Kiosk at Kaiser Permanente Pharmacy 941	Twitter
Social Media	06/14/2018	Announce Kiosk at Kaiser Permanente Pharmacy 941	Facebook
Social Media	07/25/2018	Announce Kiosk at AIDS Healthcare Foundation	Twitter
Social Media	07/25/2018	Announce Kiosk at AIDS Healthcare Foundation	Facebook
Social Media	08/10/2018	Announce Kiosk at Visitacion Valley Pharmacy	Twitter
Social Media	08/10/2018	Announce Kiosk at Visitacion Valley Pharmacy	Facebook

*Table 10: Social Media Posts*

### MED-Project Website Take-Back Event Posts

TYPE	DATE	Subject	PUBLICATION/STATION
Website Post	01/13/2018	Event Post - Bernal Heights Library	MED-Project Website
Website Post	01/20/2018	Event Post - Ocean View Library	MED-Project Website
Website Post	01/27/2018	Event Post - Marina Library	MED-Project Website
Website Post	02/02/2018	Event Post - Visitacion Valley Library	MED-Project Website
Website Post	02/03/2018	Event Post - North Beach Library	MED-Project Website
Website Post	02/10/2018	Event Post – Ortega Library	MED-Project Website
Website Post	02/17/2018	Event Post - Merced Valley Library	MED-Project Website

*Table 11: MED-Project Website Posts*

### Take-Back Event Flyer Distribution Via Email

TYPE	DATE	Subject	PUBLICATION LOCATION
Event	01/13/2018	Take-Back Event	Bernal Heights Library
Event	01/20/2018	Take-Back Event	Ocean View Library
Event	01/27/2018	Take-Back Event	Marina Library
Event	02/02/2018	Take-Back Event	Visitacion Valley Library
Event	02/03/2018	Take-Back Event	North Beach Library
Event	02/10/2018	Take-Back Event	Ortega Library
Event	02/17/2018	Take-Back Event	Merced Library

*Table 12: Flyer Distribution Via Email*

**List of Senior and Community Centers via Email Blast**

Facility	Center Type	Address	City	ZIP Code
All Pets Hospital	Veterinary Services	269 S Van Ness Ave	San Francisco	94103
Animal Farm Pet Hospital	Veterinary Services	5601 Mission Street	San Francisco	94112
API Wellness Center	Health Services	730 Polk Street	San Francisco	94109
Arguello Pet Hospital	Veterinary Services	530 Arguello Blvd	San Francisco	94118
Avenues Pet Hospital	Veterinary Services	2221 Taraval Street	San Francisco	94116
Balboa Pet Hospital	Veterinary Services	3329 Balboa Street	San Francisco	94121
Banfield Pet Hospital	Veterinary Services	2024 Lombard Street	San Francisco	94123
Bay Area Bird Hospital	Veterinary Services	2145 Taraval Street	San Francisco	94116
Bayview Senior Services	Religious Services	1753 Carroll Avenue	San Francisco	94123
Bethany Center Senior Housing	Senior Living	580 Capp Street	San Francisco	94110
California Pharmacist Association	Health Services	4030 Lennane Drive	Sacramento	95834
Campus for Jewish Living	Senior Living	302 Silver Avenue	San Francisco	94112
Care Practice	Government Services	508 14th Street	San Francisco	94103
Chinese American Community Foundation	Community Center	1305 Franklin Street #500	San Francisco	94612
Christ United Presbyterian Church	Religious Services	1700 Sutter St	San Francisco	94115

Facility	Center Type	Address	City	ZIP Code
Circle Medical	Health Services	333 1st Street #A	San Francisco	94105
City Church of San Francisco	Religious Services	2460 Sutter Street	San Francisco	94118
Cornerstone Church	Religious Services	3459 17th Street	San Francisco	94110
Curry Senior Center	Senior Living	333 Turk Street	San Francisco	94102
Duggan's Funeral Service	Funeral Services	3434 17th Street	San Francisco	94110
Episcopal Community Services SF	Religious Services	165 8th Street	San Francisco	94103
Especially Cats Veterinary Hospital	Veterinary Services	1339 Taraval	San Francisco	94116
Filipino Community Center	Senior Living	4681 Mission Street	San Francisco	94112
First Baptist Church of San Francisco	Religious Services	22 Waller Street	San Francisco	94102
First Orthodox Presbyterian	Religious Services	1350 Lawton Street	San Francisco	94122
First Unitarian Universalist Society of San Francisco	Religious Services	1187 Franklin Street	San Francisco	94109
Fog City Medical	Health Services	3115A Geary Blvd	San Francisco	94118
Glad Tidings Church	Religious Services	1280 Webster Street	San Francisco	94102
Glide	Religious Services	330 Ellis Street	San Francisco	94121
Golden Gate Park Senior Center	Senior Living	6221 Geary Blvd	San Francisco	94121
Grace Cathedral	Religious Services	1100 California Street	San Francisco	94108

Facility	Center Type	Address	City	ZIP Code
Halsted N Gray - Carew & English Funeral Directors	Funeral Services	1123 Sutter Street	San Francisco	94109
Healthy Pets Veterinary Hospital	Veterinary Services	373 W Portal Ave	San Francisco	94127
Irving Pet Hospital	Veterinary Services	1434 Irving Street	San Francisco	94122
Kaiser Permanente	Health Services	2425 Geary Blvd	San Francisco	94115
Latino Community Foundation	Community Center	235 Montgomery Street, Ste 1160	San Francisco	94104
Lincoln Park Church	Religious Services	417 31st Ave	San Francisco	94121
Lyon-Martin Health Services	Health Services	1735 Mission Street	San Francisco	94103
Mercy Housing	Community Center	1256 Market Street	San Francisco	94102
Mission Pet Hospital	Veterinary Services	720 Valencia Street	San Francisco	94110
National Association of Social Workers California	Community Center	116 23rd Street	Sacramento	95816
Nob Hill Cat Clinic	Veterinary Services	1540 California Street	San Francisco	94109
North East Medical Services	Health Services	1520 Stockton Street	San Francisco	94133
Ocean Avenue Veterinary Hospital	Veterinary Services	1001 Ocean Avenue	San Francisco	94112
Old Saint Mary's Cathedral	Religious Services	660 California Street	San Francisco	94108
On Lok Senior Center	Senior Living	1333 Bush Street	San Francisco	94109
One Medical	Health Services	2410 California Street	San Francisco	94115

Facility	Center Type	Address	City	ZIP Code
Openhouse LGBT Senior Housing	Senior Living	65 Laguna Street	San Francisco	94102
Pacific Interment	Funeral Home	2100 Folsom Street	San Francisco	94110
Park Animal Hospital	Veterinary Services	1207 9th Avenue	San Francisco	94122
Presidio Way Veterinary Hospital	Veterinary Services	3619 California Street	San Francisco	94118
Rhoda Goldman Plaza	Senior Living	2180 Post Street	San Francisco	94115
Saint Agnes Church	Religious Services	1025 Masonic Avenue	San Francisco	94117
San Francisco Fire Department	Government Services	698 - 2nd Street	San Francisco	94107
San Francisco Department of Public Health	Government Services	25 Van Ness Ave # 500	San Francisco	94102
San Francisco LGBT Center	Community Center	1800 Market Street	San Francisco	94107
San Francisco Pet Hospital	Veterinary Services	1371 Fulton Street	San Francisco	94117
San Francisco Public Utilities	Government Services	525 Golden Gate Avenue	San Francisco	94102
San Francisco Recreation and Parks	Government Services	501 Stanyan Street	San Francisco	94117
San Francisco SPCA	Veterinary Services	201 Alabama Street	San Francisco	94103
San Francisco State University	Education Institution	1600 Holloway Avenue	San Francisco	94132
San Francisco Unified School District	Education Institution	555 Franklin Street	San Francisco	94102
San Francisco Veterinary Specialists	Veterinary Services	600 Alabama Street	San Francisco	94110



Facility	Center Type	Address	City	ZIP Code
Sequoia Living	Senior Living	1525 Post Street	San Francisco	94109
Seven Hills Veterinary Hospital	Veterinary Services	5264 Diamond Heights Blvd	San Francisco	94131
Sinai Memorial Chapel	Funeral Home	1501 Divisadero Street	San Francisco	94115
South of Market Health Center	Health Services	229 7th Street	San Francisco	94103
St Cecilia Church	Religious Services	2555 17th Avenue	San Francisco	94116
St James Catholic Church	Religious Services	1086 Guerrero Street	San Francisco	94110
St. Anthony Foundation	Community Center	150 Golden Gate Avenue	San Francisco	94102
St. Gregorys Episcopal Church	Religious Services	500 De Haro Street	San Francisco	94107
St. Ignatius Church	Religious Services	650 Parker Avenue	San Francisco	94118
St. Patrick's Catholic Church	Religious Services	756 Mission Street	San Francisco	94103
St. Teresa of Avila Church	Religious Services	1490 19th Street	San Francisco	94107
Sunset Church	Religious Services	3638 Lawton Street	San Francisco	94122
Sunset Veterinary Hospital	Veterinary Services	3741 Noriega Street	San Francisco	94122
Supervisor Cohen	Government Services	1 Dr. Carlton B. Goodlett Place, Room 244	San Francisco	94102
Supervisor Fewer	Government Services	1 Dr. Carlton B. Goodlett Place, Room 244	San Francisco	94102
Supervisor Kim	Government Services	1 Dr. Carlton B. Goodlett Place, Room 244	San Francisco	94102

Facility	Center Type	Address	City	ZIP Code
Supervisor Morales	Government Services	1 Dr. Carlton B. Goodlett Place, Room 244	San Francisco	94102
Supervisor Peskin	Government Services	1 Dr. Carlton B. Goodlett Place, Room 244	San Francisco	94102
Supervisor Safai	Government Services	1 Dr. Carlton B. Goodlett Place, Room 244	San Francisco	94102
Supervisor Sheehy	Government Services	1 Dr. Carlton B. Goodlett Place, Room 244	San Francisco	94102
Supervisor Tang	Government Services	1 Dr. Carlton B. Goodlett Place, Room 244	San Francisco	94102
Supervisor Yee	Government Services	1 Dr. Carlton B. Goodlett Place, Room 244	San Francisco	94102
Sutter Health	Health Services	595 Buckingham Way	San Francisco	94132
Temple Baptist Church	Religious Services	3355 19th Avenue	San Francisco	94132
Thompson's Funeral Home	Funeral Home	950 Gilman Avenue	San Francisco	94124
Unity San Francisco	Religious Services	2222 Bush Street	San Francisco	94115
University of California San Francisco	Education Institution	1701 Divisadero Street	San Francisco	94115
University of San Francisco	Education Institution	2130 Fulton Street	San Francisco	94117
Urban Pet Hospital	Veterinary Services	2308 Lombard Street	San Francisco	94123

*Table 13: List of Senior and Community Centers*

# Appendix J

## MED-Project Brochure and Posters

### WHAT SHOULD YOU DO WITH YOUR UNWANTED OR EXPIRED MEDICINES?


**MED-Project™**  
Medication Education & Disposal

## SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES

*There are a number of ways to dispose of expired or unwanted medicines.*

For more information about the MED-Project program, go to [www.med-project.org](http://www.med-project.org) or call 1-844-MED-PROJECT


What should you do with your expired or unwanted medicines?



Medicines help treat diseases, manage chronic conditions, and improve health and well-being for millions of Americans. It's vitally important that patients take their medicine as prescribed by their health care provider and as indicated on the label or packaging. It's also important to be sure to store medications securely to prevent accidental ingestion or misuse by others in your household, especially children.

If you have expired or unwanted medication, proper disposal is easy. To protect your privacy, consumers are reminded to remove all personally identifiable information on prescription labels or materials before using any of the following disposal options.

(Source: U.S. Food and Drug Administration)



*This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the views of MED-Project or the Producers participating in the MED-Project Product Stewardship Plan.*

**MED-Project™**  
Medication Education & Disposal  
[www.med-project.org](http://www.med-project.org)

- CHECK THE PACKAGE
- CONVENIENT LOCATIONS
- MAIL BACK
- TAKE-BACK EVENTS

Figure 1: MED-Project Brochure English (front)

## DISPOSAL OPTIONS

### 1 CHECK THE PACKAGE



If there are specific instructions for disposal on the label, package or package insert, please follow those instructions.

### 2 CONVENIENT LOCATIONS



To find the drop-off sites in your area, visit the Convenient Locations section of [www.med-project.org](http://www.med-project.org). Mail-Back Distribution Locations may also be available in your area.

## What items can I dispose of at a kiosk?



**ACCEPTED:**  
MEDICATIONS IN ANY DOSAGE FORM, EXCEPT FOR THOSE LISTED BELOW, IN THEIR ORIGINAL CONTAINER OR SEALED BAG.\*

*\*If transferring medications to a sealed bag, please be sure to recycle all remaining packaging.*



**NOT ACCEPTED:**  
HERBAL REMEDIES, VITAMINS, SUPPLEMENTS, COSMETICS, OTHER PERSONAL CARE PRODUCTS, MEDICAL DEVICES, BATTERIES, MERCURY-CONTAINING THERMOMETERS, SHARPS, AND ILLICIT DRUGS.

## DISPOSAL OPTIONS

### 3 MAIL-BACK



Mail-Back Services for Unwanted Medicines, Pre-filled Injector Products, and Inhalers may be available. Visit the Mail-Back section of [www.med-project.org](http://www.med-project.org) to order a Mail-Back Package.

### 4 TAKE-BACK EVENTS



Local Take-Back events offer residents a free and convenient way to dispose of expired or unwanted Medicines. Visit the Take-Back Events section of [www.med-project.org](http://www.med-project.org) for information on events in your area.



To protect your privacy, consumers are reminded to remove all personally identifiable information on prescription labels or materials before using any of the disposal options listed above.

Figure 2: MED-Project Brochure English (back)

# ¿QUÉ DEBE HACER CON SUS MEDICAMENTOS CADUCADOS O NO DESEADOS?

**MED-Project**<sup>TM</sup>  
Educación y eliminación de medicamentos

**ELIMINE DE  
FORMA SEGURA LOS  
MEDICAMENTOS CADUCADOS O NO  
DESEADOS**

*Existen varias maneras de  
eliminar los medicamentos  
caducados o no deseados.*

Para obtener información  
adicional sobre el programa  
MED-Project, visite  
[www.med-project.org](http://www.med-project.org)  
o llame al 1-844-MED-PROJECT

¿Qué debe hacer con  
sus medicamentos  
caducados o no  
deseados?



Los medicamentos ayudan a tratar enfermedades, manejar enfermedades crónicas y mejorar la salud y el bienestar de millones de estadounidenses. Es de vital importancia que los pacientes tomen los medicamentos como lo indicó el profesional de la salud y como se indica en la etiqueta o el envase. Asimismo, es importante asegurarse de almacenar los medicamentos de forma segura para evitar la ingestión accidental o el uso inadecuado por parte de otras personas en su hogar, en particular, niños.

Si tiene medicamentos caducados o no deseados, es sencillo eliminarlos de manera adecuada. Para proteger su privacidad, se recuerda a los consumidores quitar toda información de carácter personal de las etiquetas de prescripción médica o los materiales antes de utilizar cualquiera de las siguientes opciones de eliminación.

(Fuente: Administración de Alimentos y Medicamentos de EE. UU.)



*Este material se proporciona con la finalidad de cumplir con la legislación y no refleja necesariamente el pensamiento de MED-Project ni de los productores participantes en el Plan de Administración de Productos de MED-Project.*



**MED-Project**<sup>TM</sup>  
Educación y eliminación de medicamentos  
[www.med-project.org](http://www.med-project.org)

Figure 3: MED-Project Brochure Spanish (front)

# OPCIONES DE ELIMINACIÓN

## 1 REVISE EL ENVASE



Si hay instrucciones específicas para la eliminación, ya sea en la etiqueta, en el envase o en el prospecto, siga esas instrucciones.

## 2 PUNTOS DE DEPÓSITO CONVENIENTES



Para encontrar lugares de depósito en su zona, visite la sección Puntos de depósito convenientes de [www.med-project.org](http://www.med-project.org). También pueden estar disponibles en su zona puntos de distribución de devolución por correo.

# ¿Qué objetos puedo eliminar en un quiosco?



**SE ACEPTAN:**  
MEDICAMENTOS CON CUALQUIER FORMA DE DOSIFICACIÓN, EXCEPTO LOS QUE SE MENCIONAN A CONTINUACIÓN, EN SU ENVASE ORIGINAL O BOLSA HERMÉTICA.\*

\* Si se transfieren medicamentos a una bolsa hermética, asegúrese de reciclar todo el envase restante.



**NO SE ACEPTAN:**  
MEDICAMENTOS A BASE DE HIERBAS, VITAMINAS, SUPLEMENTOS, COSMÉTICOS, OTROS PRODUCTOS DE CUIDADO PERSONAL, DISPOSITIVOS MÉDICOS, BATERÍAS, TERMÓMETROS QUE CONTIENEN MERCURIO, OBJETOS CORTOPUNZANTES Y DROGAS ILÍCITAS.

# OPCIONES DE ELIMINACIÓN

## 3 DEVOLUCIÓN POR CORREO



Puede haber disponibles servicios de devolución por correo para medicamentos no deseados, productos con inyectores precargados e inhaladores. Visite la sección de devolución por correo de [www.med-project.org](http://www.med-project.org) si desea solicitar un paquete de devolución por correo

## 4 EVENTOS DE RECICLAJE



Los eventos de reciclaje locales en su zona ofrecen a los residentes una forma gratuita y conveniente de eliminar los medicamentos no deseados o caducados. Visite la sección de eventos de reciclaje de [www.med-project.org](http://www.med-project.org) para obtener información sobre los eventos en su área



Para proteger su privacidad, se le recuerda a los consumidores quitar toda información de carácter personal de las etiquetas de prescripción médica o los materiales antes de utilizar cualquiera de las opciones de eliminación mencionadas anteriormente.

Figure 4: MED-Project Brochure Spanish (back)

## 應該如何處理 不要的或 過期的藥品?

**MED-Project**<sup>TM</sup>  
藥品教育和棄置

**安全**  
棄置  
不要的和過期的  
藥品

棄置過期或  
不要的藥品有多種方式。

更多有關MED-Project  
計畫的資訊, 請至  
網站: [www.med-project.org](http://www.med-project.org)  
或致電:  
1-844-MED-PROJECT

應該如何處過期  
或不要的藥品?



藥品能協助治療疾病、管理慢性病況，並改善數百萬美國人的健康與福祉。病患按照其健康照護提供者所開立的處方，以及標籤或包裝上的指示服用藥品是至關重要的。確保安全地儲存藥品以防止您的其他家庭成員(尤其是兒童)意外攝入或誤用也非常重要。

若您有過期或不要的藥品，正確棄置一點都不困難。為保護消費者的隱私，提醒您在使用任何下列的棄置選項之前，務必移除所有在處方標籤或資料上的個人可辨識資訊。

(來源: 美國食品藥物管理局  
(U.S. Food and Drug Administration))



這份資料為符合法規而提供，  
不一定反映 MED-Project 或參與  
MED-Project 產品監護責任計畫之生產者的觀點。



**MED-Project**<sup>TM</sup>  
藥品教育和棄置  
[www.med-project.org](http://www.med-project.org)

Figure 5: MED-Project Brochure Chinese (front)

## 棄置選項

### 1 查看包裝



標籤、包裝或藥品仿單上如有棄置的特殊說明，請遵循那些說明。

### 2 便利地點



如需尋找您所在地區的投遞箱地點，請造訪 [www.med-project.org](http://www.med-project.org) 網站上的便利地點。您所在地區也可能有寄回服務的分布地點。

## 我可以在服務站中棄置的物品有哪些？



### 可接受：

位於原本容器或密封袋內之任何劑型的藥品，列於下方者除外。\*

\*如果將藥品移至密封袋內，請確保回收所有的剩餘包裝。



### 不可接受：

草藥、維生素、營養補充品、化妝品、其他個人照護產品、醫療器材、電池、含汞溫度計、尖銳物品和違禁藥品。

## 棄置選項

### 3 寄回服務



寄回服務可能包括不想要的藥品、預載式注射器產品以及吸入器。如需訂購「寄回服務包裹」，請前往以下網址造訪「Mail-Back」（寄回服務）部分：[www.med-project.org](http://www.med-project.org)。

### 4 回收活動



當地「回收活動」為居民提供免費又便利的方式，棄置過期或不想要的藥品。更多有關您所在地區活動的資訊，請造訪以下網址的「Take-Back Events」（回收活動）部分：[www.med-project.org](http://www.med-project.org)。



為保護消費者的隱私，提醒您在使用任何上方所列的棄置選項之前，務必移除所有在處方標籤或資料上的個人可辨識資訊。

Figure 6: MED-Project Brochure Chinese (back)



## ЧТО СЛЕДУЕТ ДЕЛАТЬ С НЕНУЖНЫМИ ИЛИ ПРОСРОЧЕННЫМИ ЛЕКАРСТВАМИ?

**MED-Project™**  
Информация о лекарствах и их утилизации

**БЕЗОПАСНАЯ  
УТИЛИЗАЦИЯ  
НЕНУЖНЫХ И ПРОСРОЧЕННЫХ  
ЛЕКАРСТВЕННЫХ  
ПРЕПАРАТОВ**

*Существует множество способов  
утилизации ненужных или  
просроченных лекарств.*

Подробные сведения  
о программе MED-Project  
можно найти на веб-сайте  
[www.med-project.org](http://www.med-project.org)  
или узнать по телефону  
1-844-MED-PROJECT

Что следует делать  
с просроченными  
или ненужными  
лекарствами?



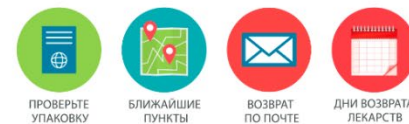
Лекарства помогают лечить болезни, справляться с хроническими заболеваниями, а также улучшать состояние здоровья и самочувствие миллионов американцев. Жизненно важно, чтобы пациенты принимали свои лекарства согласно предписаниям врачей, а также в соответствии с инструкциями на этикетке или упаковке препарата. Также очень важно хранить лекарства в надежном месте, чтобы их не могли по ошибке принять или неправильно использовать члены вашей семьи, в особенности дети.

Если у вашего лекарства истек срок годности или оно стало вам не нужно, его очень легко утилизировать. Для защиты своих персональных данных сначала необходимо удалить всю идентифицирующую личностную информацию, которая содержится на аптечных ярлыках или в других местах, а после этого воспользоваться каким-либо из описанных ниже способов утилизации.

(Источник: Управление США по надзору за качеством пищевых продуктов и лекарственных препаратов (FDA))



Данный материал предоставляется в целях обеспечения соответствия законодательным нормам и не обязательно отражает точку зрения создателей MED-Project или поставщиков услуг, участвующих в программе обслуживания продукции MED-Project.



**MED-Project™**  
Информация о лекарствах и их утилизации  
[www.med-project.org](http://www.med-project.org)

Figure 7: MED-Project Brochure Russian (front)

## СПОСОБЫ УТИЛИЗАЦИИ

### 1 ПРОВЕРЬТЕ УПАКОВКУ



Если на этикетке лекарства, его упаковке или листке-вкладыше имеются какие-то особые инструкции по утилизации, необходимо им следовать.

### 2 БЛИЖАЙШИЕ ПУНКТЫ



Специальные ящики для сбора лекарств, находящиеся в вашем районе, можно найти на веб-сайте [www.med-project.org](http://www.med-project.org) в разделе «Ближайшие пункты». В вашем районе также могут находиться пункты возврата лекарств по почте.

Что я могу положить в специальный ящик для сбора лекарств?



**ДОПУСКАЮТСЯ:**  
**МЕДИЦИНСКИЕ ПРЕПАРАТЫ В ЛЮБОЙ ЛЕКАРСТВЕННОЙ ФОРМЕ, КРОМЕ УКАЗАННЫХ НИЖЕ, В ОРИГИНАЛЬНОЙ УПАКОВКЕ ИЛИ ГЕРМЕТИЧНОМ МЕШКЕ\***

*\*Если вы кладете лекарства в герметичный мешок, обязательно позаботьтесь об утилизации оставшихся упаковок.*



**НЕ ДОПУСКАЮТСЯ:**  
**ЛЕКАРСТВЕННЫЕ СРЕДСТВА ИЗ РАСТИТЕЛЬНОГО СЫРЬЯ, ВИТАМИНЫ, ДОБАВКИ, КОСМЕТИЧЕСКИЕ СРЕДСТВА, ДРУГИЕ СРЕДСТВА ИНДИВИДУАЛЬНОГО УХОДА, МЕДИЦИНСКИЕ УСТРОЙСТВА, БАТАРЕЙКИ, РТУТНЫЕ ТЕРМОМЕТРЫ, КОЛЮЩИЕ И РЕЖУЩИЕ ИНСТРУМЕНТЫ, НАРКОТИКИ**

## СПОСОБЫ УТИЛИЗАЦИИ

### 3 ВОЗВРАТ ПО ПОЧТЕ



Могут предоставляться услуги возврата по почте ненужных лекарств, предварительно заполненных шприцев и ингаляторов. Чтобы заказать пакет для возврата по почте, зайдите в раздел «Возврат по почте» веб-сайта [www.med-project.org](http://www.med-project.org).

### 4 ДНИ ВОЗВРАТА ЛЕКАРСТВ



В районных пунктах приема организируются дни возврата лекарств, которые позволяют местным жителям бесплатно, удобным для них способом сдать просроченные или ненужные лекарства. Сведения о днях возврата лекарств в вашем районе можно найти на веб-сайте [www.med-project.org](http://www.med-project.org) в разделе «Дни возврата лекарств».



Для защиты своих персональных данных сначала необходимо удалить всю идентифицирующую личность информацию, которая содержится на аптечных ярлыках или в других местах, а после этого воспользоваться каким-либо из описанных выше способов утилизации.

Figure 8: MED-Project Brochure Russian (back)

# ANO ANG DAPAT MONG GAWIN SA IYONG HINDI GUSTO O NAG-EXPIRE NANG MGA GAMOT?

**MED-Project™**  
Kaalaman sa Gamot at Pagtatapon Nito

# LIGTAS NA ITAPON ANG HINDI GUSTO AT NAG-EXPIRE NANG MGA GAMOT

*May ilang paraan upang itapon ang nag-expire na o hindi gustong mga gamot.*

Para sa higit pang impormasyon tungkol sa programang MED-Project, pumunta sa [www.med-project.org](http://www.med-project.org) o tumawag sa 1-844-MED-PROJECT

Ano ang dapat mong gawin sa iyong nag-expire na o hindi gustong mga gamot?



Ang mga gamot ay nakakatulong na makagamot ng mga sakit, makontrol ang mga pabalik-balik na kundisyon, at mapabuti ang kalusugan at kapakanan ng milyun-milyong Amerikano. Napakahalagang gamitin ng mga pasyente ang kanilang gamot alinsunod sa tagubilin ng kanilang provider ng pangangalagang pangkalusugan at ayon sa nakasaad sa label o pakete. Mahalaga ring tiyaking itabi ang mga gamot nang ligtas upang maiwasan ang aksidenteng pagkalunok o maling paggamit ng ibang tao sa iyong bahay, lalo na ng mga bata.

Kung mayroon kang nag-expire na o hindi gustong gamot, madali lang ang wastong pagtatapon. Upang protektahan ang iyong privacy, pinapaalalahanan ang mga mamimili na alisin ang lahat ng impormasyong nakakatukoy ng pagkakakilanlan sa mga label o materyal ng gamot bago gamitin ang alinman sa mga available na opsyon sa pagtatapon.

(Pinagmulan: U.S. Food and Drug Administration)



*Ibinigay ang materyal na ito bilang pagsunod sa batas at hindi ibig sabihing sinasalamain nito ang mga pananaw ng MED-Project o ng Mga Producer na kalahok sa MED-Project Product Stewardship Plan.*



**MED-Project™**  
Kaalaman sa Gamot at Pagtatapon Nito  
[www.med-project.org](http://www.med-project.org)

Figure 9: MED-Project Brochure Tagalog (front)

## MGA OPSYON SA PAGTATAPON

### 1 SURIIN ANG PAKETE



Kung may mga partikular na tagubilin para sa pagtatapon na nasa label, pakete o papel sa loob ng pakete, mangyaring sundin ang mga naturang tagubilin.

### 2 MGA LOKASYONG NASA MALAPIT



Upang mahanap kung saan maaaring magtapon na malapit sa iyong lugar, bisitahin ang seksyong MGA LOKASYONG NASA MALAPIT ng [www.med-project.org](http://www.med-project.org). Maaaring available din ang Mga Lokasyon ng Distribusyon ng Mail-Back sa iyong lugar.

Anu-anong bagay ang maaari kong itapon sa isang kiosk?



**TINATANGGAP:**  
MGA GAMOT SA ALINMANG URI NG DOSIS, MALIBAN SA MGA NAKALISTA SA IBABA, NA NASA ORIHINAL NA LALAGYAN O SELYADONG BAG-NITO.

*\*Kung maglilipat ng mga gamot sa isang selyadong bag, pakitayak na i-recycle ang lahat ng natirang lalagyan.*



**HINDI TINATANGGAP:**  
MGA HERBAL NA GAMOT, BITAMINA, SUPPLEMENT, PANG-MAKE-UP, IBA PANG PRODUKTO PARA SA PERSONAL NA PANGANGALAGA, MEDIKAL NA DEVICE, BATERYA, THERMOMETER NA MAY MERCURY, MATUTULIS NA BAGAY, AT IPINAGBABAWAL NA GAMOT.

## MGA OPSYON SA PAGTATAPON

### 3 MAIL-BACK



Maaaring available ang Mga Serbisyo ng Mail-Back para sa Hindi Gustong Gamot, mga may laman nang Pang-iniksyon, at Inhaler. Bisitahin ang seksyong Mail-Back ng [www.med-project.org](http://www.med-project.org) upang mag-order ng Mail-Back Package

### 4 MGA TAKE-BACK EVENT



Ang mga Take-Back event sa iyong lugar ay nag-aalok sa mga residente ng libre at madaling paraan upang itapon ang nag-expire na o hindi gustong mga gamot. Bisitahin ang seksyong Mga Take-Back Event ng [www.med-project.org](http://www.med-project.org) para sa impormasyon tungkol sa mga kaganapan sa iyong lugar



Upang protektahan ang iyong privacy, pinapaalalahanan ang mga mamimili na alisin ang lahat ng impormasyong nakakatukoy ng pagkakakilanlan sa mga label o materyales ng gamot bago gamitin ang alinman sa mga opsyon sa pagtatapon ng nakalista sa itaas.

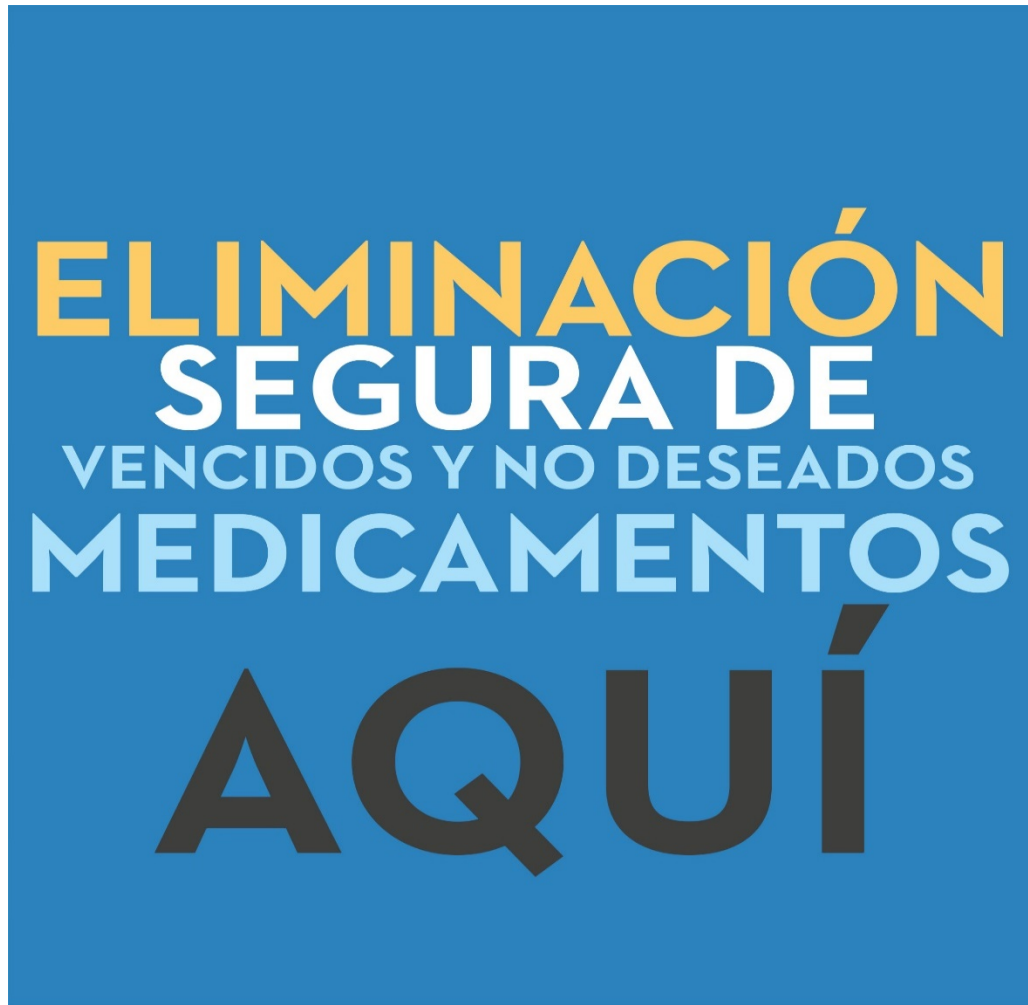
Figure 10: MED-Project Brochure Tagalog (back)

**SAFELY**  
**DISPOSE OF**  
**UNWANTED & EXPIRED**  
**MEDICINES**  
**HERE**

**MED-Project**<sup>TM</sup>

Medication Education & Disposal

*Figure 11: MED-Project Poster English*



**Programa MED-Project™**  
Educación y eliminación de medicamentos

*Figure 12: MED-Project Poster Spanish*

安全  
处置  
不需要和  
过期的药品  
这里

**MED-Project™**

用药指导与药品处理

*Figure 13: MED-Project Poster Chinese*



**MED-Project**<sup>™</sup>  
Сведения о препаратах и их утилизация

*Figure 14: MED-Project Poster Russian*



**LIGTAS**  
**NA PAGTATAPON**  
**NG**  
**HINDI NA KAILANGAN**  
**O PASO NA**  
**GAMOT**  
**DITO**

**MED-Project**<sup>™</sup>  
Kaalaman at Pagtatapon ng Gamot

*Figure 15: MED-Project Poster Tagalog*

## Appendix K

### Brochure and Poster Distribution

Type	Site Name	Street Address	Zip Code	Date Delivered
Kiosk	SF Sheriff's Department	70 Oak Grove Street	94107	01/28/2018
Kiosk	SF Police Dept Ingleside	1 Sgt John V Young	94112	06/12/2018
Kiosk	CVS Pharmacy # 7657	351 California Street	94104	08/06/2018
Kiosk	CVS Pharmacy # 2852	731 Market Street	94103	08/06/2018
Kiosk	CVS Pharmacy # 4770	1101 Market Street	94103	08/06/2018
Kiosk	CVS Pharmacy # 10035	581 Market Street	94105	08/06/2018
Kiosk	CVS Pharmacy # 10368	400 Sutter Street	94108	08/06/2018
Kiosk	CVS Pharmacy # 10164	601 Mission Avenue	94105	08/06/2018
Kiosk	CVS Pharmacy # 4675	377 32nd Avenue	94121	08/06/2018
Kiosk	CVS Pharmacy # 10188	499 Haight Street	94158	08/06/2018
Kiosk	CVS Pharmacy # 1983	701 Portola Drive	94127	08/06/2018
Kiosk	CVS Pharmacy # 10080	1059 Hyde Street	94109	08/06/2018
Kiosk	CVS Pharmacy # 10330	3600 Geary Blvd	94118	08/06/2018
Kiosk	CVS Pharmacy # 11004	799 Beach Street	94109	08/06/2018
Kiosk	CVS Pharmacy # 10622	995 Market Street	94103	08/06/2018
Kiosk	CVS Pharmacy # 10189	1285 Sutter Street	94117	08/08/2018
Kiosk	CVS Pharmacy # 5131	1900 19th Avenue	94116	09/21/2018

Table 14: Brochure and Poster Distribution

# Appendix L

## MED-Project Website Pages (English)

**MED-Project™**  
Medication Education & Disposal

MEDhome MEDinfo MEDfaq Contact

### SAN FRANCISCO CITY AND COUNTY, CA

Medicines help treat diseases, manage chronic conditions, and improve health and well-being for millions of Americans. It's vitally important that patients take their medicines as prescribed by their health care provider. However, if you have expired or unwanted medication, proper disposal is important and easy.

[查看本页面 \(中文\)](#)  
[Посмотреть страницу на русском языке](#)  
[Ver esta página en español](#)  
[Tingnan ang page na ito sa Tagalog](#)

**EXPIRED** **UNWANTED**

**CHECK THE PACKAGE** **CONVENIENT LOCATIONS** **MAIL BACK** **TAKE-BACK EVENTS**

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the view of MED-Project or the Producers participating in the MED-Project Product Stewardship Plan.

Figure 16: MED-Project Website Home Page

## CHECK THE PACKAGE

Follow any specific disposal instructions on the prescription drug labeling or patient information that accompanies the medicine.

Do not flush medications down the toilet. It is illegal to dispose of medicines down the drain or toilet in San Francisco.

To protect your privacy, consumers are reminded to remove all personally identifiable information on medication labels or packaging before disposing of Unwanted Medicine.

(Source: U.S. Food and Drug Administration)



CHECK THE  
PACKAGE



CONVENIENT  
LOCATIONS



MAIL  
BACK



TAKE-BACK  
EVENTS

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the view of MED-Project or the Producers participating in the MED-Project Product Stewardship Plan.

Figure 17: MED-Project Website Check the Package Page

## CONVENIENT LOCATIONS

Community kiosk sites drop-off sites allow residents to bring expired or unwanted medicines to a convenient location for proper disposal. Residents may also go to selected locations to request a mail-back package for expired or unwanted medicines.

**ACCEPTED: MEDICATIONS IN ANY DOSAGE FORM, EXCEPT FOR THOSE LISTED BELOW, IN THEIR ORIGINAL CONTAINER OR SEALED BAG.\***

**\*Including medications in a sealed bag, please do not use in original or resealing packaging**

**NOT ACCEPTED: HERBAL REMEDIES, VITAMINS, SUPPLEMENTS, COSMETICS, OTHER PERSONAL CARE PRODUCTS, MEDICAL DEVICES, BATTERIES, MERCURY-CONTAINING THERMOMETERS, SHARPS, AND ILLICIT DRUGS.**

To find the nearest disposal or mail-back distribution locations, enter your zip code below.

Starting Point:  Radius:

Refine your results:  Community Medication Drop-off Sites  Mail Back Package Distribution Sites



CHECK THE PACKAGE



CONVENIENT LOCATIONS







MAIL BACK



TAKE-BACK EVENTS

Figure 18: MED-Project Website Convenient Locations Page

**MED-Project™**  
Medication Education & Disposal

**MAIL-BACK**

**UNWANTED MEDICINES:**

Mail-Back Services for Unwanted Medicines are available to disabled and home-bound residents upon request. Medications in any dosage form in their original container or sealed bag are accepted. Each Unwanted Medicine Mail-Back Envelope is 8 by 11 inches in size and will hold up to 8 ounces of Unwanted Medicine. Home healthcare professionals providing services to disabled and home-bound residents may request a Mail-Back Package on their behalf.\*\*

\*\*Including medication in a sealed bag please be sure to wrap all remaining packaging.

**Note:** The following items are not accepted in Unwanted Medicine Mail-Back Envelopes: Herbal remedies, vitamins, supplements, cosmetics, other personal care products, medical devices, batteries, mercury-containing thermometers, inhalers, sharps, and illicit drugs.

**INHALER MAIL-BACK SERVICES:**

Mail-Back Services for Inhalers are available to disabled and home-bound residents upon request. Home healthcare professionals providing services to disabled and home-bound residents may request a Mail-Back Package on their behalf. Each Inhaler Mail-Back Package is 2.5 gallons.

**Note:** Only place undamaged inhalers in their original containers in the Inhaler Mail-Back Package. Inhaler Mail-Back Package can only be used for inhalers and cannot accept other types of items.

**INJECTOR MAIL-BACK SERVICES:**

Mail-Back Services for Pre-filled Injector Products are available to all residents upon request. Each Injector Mail-Back Package is a 1.4 quart or 1.2 gallon in size.

**Note:** Injector Mail-Back Packages can only be used for Pre-filled Injector Products and cannot accept other types of items.

[Mail-Back Distribution Locations](#) may also be available in your area.

Please complete the below form to request a pre-paid, pre-addressed mail-back package. Instructions for disposal will be provided with all mail-back services. This form may be submitted more than once if multiple packages are needed.

Select your Package type\*

-----

Contact Information

First Name\*

Last Name\*

Email

Address\*


Address 2


City\*


County


Zip Code\*

**SUBMIT REQUEST**

  
**CHECK THE PACKAGE**

  
**CONVENIENT LOCATIONS**

  
**MAIL BACK**

  
**TAKE-BACK EVENTS**

This website has been provided for the purpose of compliance with regulations and does not constitute an offer of insurance or any other financial product. Please contact your insurance agent for more information.

Figure 19: MED-Project Website Mail-Back Page

## TAKE-BACK EVENTS

Local Take-Back Events offer residents a free and convenient way to dispose of expired or Unwanted Medicines. The local authorities and MED-Project may also sponsor local drug Take-Back Events in your area.

### MATERIALS ACCEPTED FOR TAKE-BACK

**ACCEPTED:** MEDICATIONS IN ANY DOSAGE FORM, EXCEPT FOR THOSE LISTED BELOW, IN THEIR ORIGINAL CONTAINER OR SEALED BAG.\*

*\*If transferring medications to a sealed bag, please be sure to recycle all remaining packaging.*

**NOT ACCEPTED:** HERBAL REMEDIES, VITAMINS, SUPPLEMENTS, COSMETICS, OTHER PERSONAL CARE PRODUCTS, MEDICAL DEVICES, BATTERIES, MERCURY-CONTAINING THERMOMETERS, SHARPS, AND ILLICIT DRUGS.

### CALENDAR OF LOCAL TAKE-BACK EVENTS

Take-Back Events will be added as locations become available.



CHECK THE  
PACKAGE



CONVENIENT  
LOCATIONS




MAIL  
BACK







TAKE-BACK  
EVENTS

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the view of MED-Project or the Producers participating in the MED-Project Product Stewardship Plan.

Figure 20: MED-Project Website Take-Back Events Page



**MED-Project™**  
Medication Education & Disposal

 MEDhome
 MEDinfo
 MEDfaq
 Contact

MEDinfo

Medicines help treat diseases, manage chronic conditions and improve health and well-being for millions of Americans. It's vitally important that patients take their medicines as prescribed by their health care provider and as indicated on the label or packaging. It's also important to be sure to store medications securely to prevent accidental ingestion or misuse by others in your household, especially children.

There are a number of ways to dispose of expired or unwanted medicines. To protect your privacy, consumers are reminded to remove all personally identifiable information on labels or materials before using any of the available disposal options.

For additional information on the program, MED-Project has developed an educational toolkit, including:

**Brochure:**

<a href="#">English</a>	<a href="#">中文</a>	<a href="#">Русском</a>	<a href="#">Español</a>	<a href="#">Tagalog</a>
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**Frequently Asked Questions:**

<a href="#">English</a>	<a href="#">中文</a>	<a href="#">Русском</a>	<a href="#">Español</a>	<a href="#">Tagalog</a>
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**Radio Public Service Announcement (PSA):**

[PLAY](#)

**Video Public Service Announcement (PSA):**

[PLAY](#)

**Survey Information & Results:**

[Survey Results 2018](#)

If you would like any of the materials emailed to you, contact [sanfrancisco@med-project.org](mailto:sanfrancisco@med-project.org).

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the view of MED-Project or the Producers participating in the MED-Project Product Stewardship Plan.

Figure 21: MED-Project Website MEDinfo Page



**MED-Project™**  
Medication Education & Disposal

MEDhome MEDinfo **MEDfaq** Contact

## MEDfaq

- + [What is the MED-Project?](#)
- + [What should I do if I am having a medical emergency?](#)
- + [What should I do if I think I have ingested something poisonous?](#)
- + [What should I do if my pet has ingested medication?](#)
- + [Whom should I call with a question about my medication?](#)
- + [Where can I find information about the safe storage of medication?](#)
- + [Where can I find information about California's Prop 65?](#)
- + [Can I flush my medication down the toilet?](#)
- + [Should I remove my personal information before disposing of my medication?](#)
- + [Where are the MED-Project disposal locations nearest me?](#)
- + [Will it cost me anything to dispose of my expired or unwanted medications?](#)
- + [What items can I dispose of in the MED-Project kiosks?](#)
- + [Will there be a take-back event in my area?](#)
- + [I am disabled and home-bound and unable to go to a kiosk or attend a take-back event. How can I dispose of my expired or Unwanted Medicines?](#)
- + [Where else can I find information about the safe disposal of expired or unwanted medicines?](#)
- + [I have a question not answered by this website. Is there someone I can contact with a question about MED-Project?](#)
- + [What is recommended for safe disposal of expired or unwanted medicine in my area?](#)
- + [查看本页面 \(中文\)](#)
- + [Просмотреть страницу на русском языке](#)
- + [Ver esta página en español](#)
- + [Tingnan ang page na ito sa Tagalog](#)

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the view of MED-Project or the Producers participating in the MED-Project Product Stewardship Plan.

Figure 22: MED-Project Website MEDfaq Page

## CONTACT

If you are experiencing a medical emergency, please dial 911. If you are experiencing a non-emergency but suspect that you or a family member has ingested something poisonous, please call Poison Control at 1 (800)-222-1222.

If you have questions about your medication, please call your health care provider.

For answers to some frequently asked questions about MED-Project, [click here](#).

### Residents

If you are a resident of San Francisco City and County and have questions about MED-Project, please contact:

1 844-MED-PROJECT or 1 (844) 633-7765

### Pharmacies and Law Enforcement Offices

If you are a retail pharmacy, hospital/clinic pharmacy or law enforcement agency interested in hosting a drop-box, contact:

Dr. Victoria Travis, PharmD, MS, MBA  
National Program Director  
MED-Project LLC  
Phone: 1 (844) 677-6532  
Fax: 1 (510) 686-8837  
Email: [sanfrancisco@med-project.org](mailto:sanfrancisco@med-project.org)

### Drug Producers

If you are drug producer interested in participating in the MED-Project stewardship plan contact:

Phone: 1 (202) 495-3131  
Email: [compliance@med-project.org](mailto:compliance@med-project.org)

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the view of MED-Project or the Producers participating in the MED-Project Product Stewardship Plan.

Figure 23: MED-Project Website Contact Page

# Appendix M

## 2018 Website Statistics

WEB PAGE NAME	WEB PAGE URL	VISITS
Home Page	<a href="https://www.med-project.org/locations/san-francisco">https://www.med-project.org/locations/san-francisco</a>	13,263
Convenient Locations	<a href="https://www.med-project.org/locations/san-francisco/convenient-locations">https://www.med-project.org/locations/san-francisco/convenient-locations</a>	2,461
Mail-Back	<a href="https://www.med-project.org/locations/san-francisco/mail-back">https://www.med-project.org/locations/san-francisco/mail-back</a>	1,652
MEDinfo	<a href="https://www.med-project.org/locations/san-francisco/medinfo">https://www.med-project.org/locations/san-francisco/medinfo</a>	470
Take-Back Events	<a href="https://www.med-project.org/locations/san-francisco/take-back-events">https://www.med-project.org/locations/san-francisco/take-back-events</a>	518
Contact	<a href="https://www.med-project.org/locations/san-francisco/contact">https://www.med-project.org/locations/san-francisco/contact</a>	329
MEDfaq	<a href="https://www.med-project.org/locations/san-francisco/medfaq">https://www.med-project.org/locations/san-francisco/medfaq</a>	386
Check the Package	<a href="https://www.med-project.org/locations/san-francisco/check-the-package">https://www.med-project.org/locations/san-francisco/check-the-package</a>	296

Table 15: MED-Project Website Statistics

## Appendix N

### Electronic and Media Advertisement Proof of Performance Examples

**MED-Project**  
Medication Education & Disposal

1-844-MED-Proj

**FREE Medication Take-Back Program**

**ONE-DAY EVENT**  
**Saturday, February 17<sup>th</sup>, 2018**  
**10am – 2pm**

San Francisco Public Library  
Merced Branch  
155 Winston Dr  
San Francisco, 94132

**SAVE THE DATE**

For more event information and kiosk locations, please visit the website:  
[www.med-project.org/sf](http://www.med-project.org/sf)

San Francisco residents are welcome to participate, *(we cannot accept medicines from businesses)*  
We accept medications in any dosage form in the original container or sealed bag  
Remove all personally identifiable information on prescription labels and containers

These items cannot be accepted: Herbal remedies, vitamins, supplements, cosmetics and personal care products; compressed cylinders, aerosols, and inhalers; medical devices; sharps; illicit drugs; and iodine-containing medications.



The image shows several medication containers and pills. On the left, three orange pill bottles are lined up. The first bottle has a white label that says 'EXPIRED'. The second bottle has a white label that says 'UNWANTED'. The third bottle is empty. To the right of these bottles are several loose pills of various colors and shapes. Further right, there are two more pill bottles, one blue and one red, and a red pill bottle lying on its side with its cap off. The background is white.

Figure 24: MED-Project Email Blast Example (February 2018)

# Richard Longoria Wines

Years ago, while enjoying a dinner with friends at the Ballard Inn in the Santa Ynez Valley, we selected a local wine: the Richard Longoria Fe Ciega Vineyard Pinot Noir from the Santa Rita Hills. The wine began my appreciation for cool-climate chardonnay and pinot noir from this appellation, and of Richard as a winemaker who works the land.



**LYLE W. NORTON**  
ON THE VINE

Richard and Diana Longoria established their winery in 1982 after building a resume with other local producers. Richard's desire to make wines in the Burgundian style and the unique terroir of the region remains a successful partnership.

The Santa Rita Hills lie 40 minutes up the coast from Santa Barbara on the north side of Point Conception, California's only east-west coastal mountain range. The vineyards are directly exposed to cool nights, moderately warm days, wind and fog, protected only by the hills and valleys. The soils are rocky, somewhat stressed and infused with marine sediment that helps to define the wines.

The Fe Ciega Vineyard is a great property in a prestigious neighborhood that includes Fiddlestick, Sweeney Canyon and Seasmoke vineyards among others. The **2014 Longoria Chardonnay Fe Ciega Vineyard Santa Rita Hills (\$50)** is sourced from a few rows of Mt. Eden clone and is aged sur lie in only 26 percent new French oak. Although Richard usually avoids malolactic fermentation in his chardonnay releases, nearly three-quarters of this juice went through it. There is a distinctive herbal, earthy quality to the flavors and a balanced acidity on the finish.

Longoria is cautious with new oak and doesn't make any determinations until he analyzes the juice. His signature wine, the **2014 Longoria Pinot Noir Fe Ciega Vineyard Santa Rita Hills (\$55)**, was aged 15 months in 40 percent new French oak, resulting in complex herbal, fruit-forward flavors and soft but evident tannins. The "Fe Ciega," which translates to "blind faith,"



**Top:** Winemaker Richard Longoria in his Fe Ciega vineyard in Santa Barbara. **Left:** Longoria's 2012 Blues Cuvee label. **Above:** Longoria's tasting room and production facility.

expresses the finer qualities of pinot noir in the appellation.

Whole-clustered pressed, the **2016 Longoria Chardonnay "Cuvee Diana" Santa Rita Hills (\$45)**, with juice sourced from two vineyards, is aged separately for 14 months in 23 percent new oak, then blended before bottling. The rich, creamy texture and baked fruit flavors explode on the palate and last through the finish.

What a difference a vineyard can make. Sanford and Benedict is one of the oldest and most respected vineyards in the Santa Rita Hills.

In contrast to the Fe Ciega release, the **2014 Longoria Pinot Noir Sanford and Benedict Vineyard Santa Rita Hills (\$50)**, aged 15 months in 39 percent new French oak, exudes big, bold cherry pie aromas and flavors. Drinkable now, this wine will get even better with some time on the shelf.

Richard's favorite varietal from the region is actually cabernet franc. The problem with cabernet franc is that it suffers from an ailment called "cabernet sauvignon love." It can't compete. Years ago, he began using it in a unique Bordeaux blend with added syrah.

Are the French scorning or just envious?

Re-launching the disguised cabernet franc, he called the annual blend, "Blues Cuvee" to honor his love of blues and jazz. Each label contains original blues-themed artwork, a perfect gift for those passionate about vino and vibes.

To my fortune, Richard pulled out a 12-year-old bottle of syrah from the Alisos Vineyard, cooler than most that produce it. The **2006 Longoria Syrah Alisos Vineyard Santa Barbara County (\$40)** had spice notes, but the expressive flavors were so integrated and soft, I was surprised to find an alcohol level of 15.9 percent.

Two very different varietals, both sourced from the Clover Creek Vineyard in the Santa Ynez Valley, are worthy of mention. The **2016 Longoria Albarino Clover Creek Vineyard (\$25)** offers a spirited acidity and clean stone fruit on the palate. In the late-harvest dessert wine category, the **2012 Longoria Syrah "Wino Dulce" Santa Barbara County (\$23)** is at the top of my list. Albeit sweeter, the herbal spice qualities of the grape, along with rich fruit and berry flavors, are expressed throughout. To sip it after dinner is captivating, but to pair it with chocolate is simply decadent.

In honor of Richard, his 2014 "Fe Ciega" pinot noir was perfectly paired with the 1979 Bill Evans' "Paris Concert, Edition One" recording. It's always a pleasure to sip and listen to "Quiet Now."

*Lyle W. Norton is a wine enthusiast and blogger in Santa Rosa who has written a wine column for 15 years. Visit his blog at [www.lifebylyle.com](http://www.lifebylyle.com) or email him at [sfewine@gmail.com](mailto:sfewine@gmail.com).*

**MED-Project**  
Medication Education & Disposal  
1-844-MED-PROJ

**SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES**

Drop off expired or unwanted medications at a kiosk near you

MED-PROJECT.ORG/LOCATIONS

Free service for residents. We cannot accept medicines from businesses.

- 1 Cross out or remove personal identifying information on the medicine bottle.
- 2 Leave the product in its original container or place solid medicines in a sealed plastic bag.
- 3 Safely deposit into the kiosk



MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk or take-back event.







**388 Potrero Ave. SF**  
**415.626.4238**  
M-F 8:30am - 5pm



**COOLANT SERVICE**  
**\$59.99**

WITH FREE

- Full coolant inspection
- Pressure test inspection
- 20 point inspection
- Drain and refill

Most Cars. Up to 5 qts. Tax and disposal fee extra. SWSO Oil Drain.

**OIL CHANGE**  
**\$26.99**

WITH FREE

- Tire Rotation
- 20 Pt Inspection
- Top off all fluids

Most Cars. Up to 5 qts. Tax and disposal fee extra. Consume Filter Extra. SWSO Oil Drain.

**CHECK ENGINE LIGHT DIAGNOSTIC**  
**\$45**

WITH FREE

Most Cars.

**BRAKE SERVICE**  
**\$99**

Front or Rear

Most Cars. Pads only. Add! Parts or Labor Major Investment.

Figure 25: Example - San Francisco Examiner (February 25, 2018)



# Pairing Imagery

Life is good. On a Tuesday evening, I explored the emerging Dogpatch neighborhood in San Francisco, was introduced to young entrepreneurs and enjoyed a sublime dinner at Studio Table hosted by Jamie Benziger to introduce her new tier of Imagery wines.

After discovering that we were neighbors in Santa Rosa, Benziger, 31, and I discussed her new endeavor. She was articulate and passionate in describing the quality of and potential markets for her new wines. Yes, she is the daughter of Joe Benziger, who started the Benziger Winery 35 years ago. The kids, however, don't get special treatment and are expected to earn any role that they play in the business.

Jamie Benziger's story is one of a young woman who grew up in the wine industry, went off to study at Loyola Marymount University before transferring to Sonoma State University to study wine marketing. She has paid her dues inside and outside the family business, including a stint in New Zealand, and is now partnering with her dad to create tasteful, affordable, food-friendly wines intent on broadening the palates of the next generation or anyone seeking a good value enhancement to their next dinner party table.

By all accounts, she has succeeded. From my perspective, the pivotal needs of her market have been addressed: artistic labels (c'mon, how many of us have purchased wine solely for the label art?), screw caps that fit the modern lifestyle better than corks, affordability (\$16.99 per bottle) and complex wines that leave you with that "big bang for my buck" feeling. Let's speak to the wine in the context of the food pairing with comments by me and Chef Ben Roche.

**FIRST COURSE**

**Wine:** 2016 Imagery Sauvignon Blanc

**Dish:** Winter nicoise — "a hearty salad of frisee, scallops and potato cream to complement the minerality and citrusy acidity of the Sauvignon Blanc."

This sauvignon blanc blends 20 percent muscat from Lake County. In the New Zealand style, I found floral notes on the nose and balanced, fruit-forward flavors with hints of grapefruit and a soft mouthfeel. I enjoyed it solo as an introductory wine and with the scal-



**LYLE W. NORTON**  
ON THE VINE

lops in potato cream.

**SECOND COURSE**

**Wine:** 2016 Imagery Chardonnay

**Dish:** Butter-poached vegetables, buttermilk and Buddha's Hand — "a buttery-but-light dish with a floral touch bring out the mineral-forward quality of this unusual Chardonnay."

The blended chenin blanc adds to the crispness and citrus elements of this wine that paired well with the vegetables.

**THIRD COURSE**

**Wine:** 2016 Imagery Pinot Noir

**Dish:** Pancetta and leek quiche with cabbage and caviar — "rich, caramelized pancetta and eggs from the land and the sea make this Pinot Noir sing."

The addition of 20 percent petit verdot to pinot noir is unusual, but here it adds structure and body while softening the tannins for an accessible wine. A terrific value.

**FOURTH COURSE**

**Wine:** 2016 Imagery Cabernet Sauvignon

**Dish:** Duck breast with cherry, mushroom and spinach — "earthy, savory flavors, bright cherry puree and robust duck come together for this big Cabernet."

The enhanced spice element from the blended 15 percent petit sirah is evident throughout and there are



**Clockwise from top left:** A new tier of Imagery wines is seen at Studio Table; Jamie Benziger of Imagery wines; Pancetta and leek quiche with cabbage and caviar; Imagery wines and hand-painted menus by Heather Day.

ALL COURTESY PHOTOS

soft "code blue" and cherry notes on the palate. It would be difficult to find a better cab under \$20.

**FIFTH COURSE**

**Wine:** Port

**Dish:** Hazelnut brownie with goat cheese and raisins — "a rich and savory dessert, finished with olive oil and a sprinkle of flaky sea salt, help the chocolate and dried fruit notes of this delightful port shine."

This is a Sonoma County non-vintage blend of zinfandel, petite sirah and touriga nacional that is shipped direct to consumers. The high 18 percent alcohol level was balanced and paired well with both the sweet and savory aspect of the dessert.

Studio Table is located in the loft and working studio of artist Heather Day. She has partnered

with Michelle Wei and Chef Roche in creating a unique, artistic fine dining concept with stated goals "to challenge expectations and create conversations."

Jamie Benziger's wines, with the design representation of a drop of paint running down the label, matched the elegance of the table with Heather's hand-painted menus.

These are the finest food-friendly wines under \$20 that I have tasted in a while. The new tier of Imagery releases will help to grow interest in wine through good taste, quality and value. I recommend you try them.

*Lyle W. Norton is a wine enthusiast and blogger in Santa Rosa who has written a wine column for 15 years. Visit his blog at [www.lifebylyle.com](http://www.lifebylyle.com) or email him at [sfwine@gmail.com](mailto:sfwine@gmail.com).*

**MED-Project**  
Medication Education & Disposal  
1-844-MED-PROJ

**SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES**

Drop off expired or unwanted medications at a kiosk near you

[MED-PROJECT.ORG/LOCATIONS](http://MED-PROJECT.ORG/LOCATIONS)

Free service for residents. We cannot accept medicines from businesses.

- 1 Cross out or remove personal identifying information on the medicine bottle.
- 2 Leave the product in its original container or place solid medicines in a sealed plastic bag.
- 3 Safely deposit into the kiosk

MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk or take-back event.

**EXAMINER READERS CHOICE WINNER** **SF WEEKLY** **PERFORMANCE SERVICE STATION**

388 Potrero Ave. SF  
415.626.4238  
M-F 8:30am - 5pm

**COOLANT SERVICE**

**\$59.99**

WITH FREE

- Full coolant inspection
- Pressure test inspection
- Flap gasket inspection
- Drain and refill

Most Cars. Tax and Disposal Fee Extra. S-W-O-B Oil Only.

**OIL CHANGE**

**\$26.99**

WITH FREE

- Tire Rotation
- 20 PSI Inspection
- Top and Oil Change

Most Cars. Up to 5 qt. Tax and Disposal Fee Extra. Consume Filter/Extra. S-W-O-B Oil Only.

**CHECK ENGINE LIGHT DIAGNOSTIC**

**\$45**

WITH FREE

Most Cars.

**BRAKE SERVICE**

**\$99**

Front or Rear

Most Cars. Pads only. Add! Parts and Labor. Major Brakes only.

SUNDAY, MARCH 4, 2018 • SFEXAMINER.COM • SAN FRANCISCO EXAMINER 19

Figure 26: Example - San Francisco Examiner (March 4, 2018)

## TOP PUBLISHERS

List of top publishers of April 2018 Digital campaign across multiple jurisdictions

- yahoo.com
- msn.com
- Shazam - Shazam - Android (com.shazam.android)
- sfgate.com
- twentytwoords.com
- The Weather Channel - Android (com.weather.Weather)
- USA TODAY for iPhone - iOS (504631398)
- dailymotion.com
- Huffington Post - Android (com.huffingtonpost.android)
- cnn.com
- newsweek.com
- finance.yahoo.com
- oola.com
- lifedaily.com
- my.yahoo.com
- mercurynews.com
- 9NEWS - iOS (568147279)
- worldjournal.com
- ora.tv
- ign.com
- bleacherreport.com
- mobile.nytimes.com
- Solitaire - Android (com.mobilityware.solitaire)
- MLB.com At Bat - iOS (493619333)
- USA TODAY - Android (com.usatoday.android.news)
- Pandora® Radio - Android (com.pandora.android)
- apps.facebook.com
- The Huffington Post - iOS (306621789)
- SMS - Wear Messenger, Messages - Android (com.link.messages.sms)
- suggest.com
- weather.com
- marketwatch.com
- glassdoor.com
- DU Battery Saver & Fast Charge - Android (com.dianxinos.dxbx)
- chinatimes.com
- Spider Solitaire - Android (com.mobilityware.spider)
- The Weather Channel and weather.com
- timesofindia.indiatimes.com
- people.com
- sports.yahoo.com

Figure 27: Example – List of Digital Campaigns (April 2018)

## TOP PUBLISHERS

[List of top publishers of May 2018 Digital campaign across multiple jurisdictions](#)

- yahoo.com
- msn.com
- mail.yahoo.com
- sfgate.com
- Calorie Counter - MyFitnessPal - Android
- Shazam - Shazam - Android
- WeatherBug - Android
- The Weather Channel - Android
- spotify.com
- mail.aol.com
- howstuffworks.com
- Wattpad - Free Books & Stories - Android
- USA TODAY for iPhone - iOS
- oola.com
- Restaurant Finder - Android
- ndtv.com
- worldlifestyle.com
- finance.yahoo.com
- Huffington Post - Android
- Pandora Radio - Android
- dailymotion.com
- xfinity.com
- Solitaire - iOS
- mobile.nytimes.com
- cnn.com
- NYTimes Latest News - Android
- newsweek.com
- TETRIS - Android
- ebay.com
- USA TODAY - Android
- bleacherreport.com
- Slacker - Slacker Radio Android
- MLB.com At Bat - iOS
- The CW - iOS
- seattletimes.com
- worldjournal.com
- sports.yahoo.com
- people.com
- thesportster.com
- myyahoo.com
- mercurynews.com
- usmagazine.com
- weather.com
- ign.com
- buzzfeed.com
- huffingtonpost.com
- MLB.com At Bat - Android
- The Huffington Post - iOS

Figure 28: Example – List of Digital Campaigns (May 2018)



# MED PROJECT POST LOG TIMES - 6/19/18-8/5/18



Air Time	Advertiser	Order	C/T	Estimate #	Program (Placed)	Display Times	Length	Ad-ID
<b>Station: KRON</b>								
<b>Date: 06/19/18</b>								
5:46:22 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
6:53:22 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
10:21:26 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
2:29:25 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
9:24:42 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
<b>Date: 06/20/18</b>								
4:28:57 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
6:38:13 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
11:30:14 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
9:23:36 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
3:22:26 XM	Med Project	1566975	Cash		Doctors, The (SYN)	M-Su 1x-4x	:30	Med Project
<b>Date: 06/21/18</b>								
4:44:58 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
5:22:57 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
10:12:34 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
11:41:01 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
3:55:54 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
10:24:28 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
3:51:51 XM	Med Project	1566975	Cash		Doctors, The (SYN)	M-Su 1x-4x	:30	Med Project
<b>Date: 06/22/18</b>								
5:39:48 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
10:23:19 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
11:12:53 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
2:56:37 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
3:30:44 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
1:29:22 XM	Med Project	1566975	Cash		Inside Edition (SYN)	M-Su 1x-4x	:30	Med Project
<b>Date: 06/23/18</b>								
6:59:00 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
8:43:13 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
<b>Date: 06/24/18</b>								
8:13:47 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
9:23:32 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
<b>Date: 06/25/18</b>								
5:12:56 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
11:22:33 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
2:28:56 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
<b>Date: 06/26/18</b>								
4:26:54 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
10:39:08 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
11:50:20 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
2:59:16 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
3:59:04 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
<b>Date: 06/27/18</b>								

[Sorted by: Station]

# MED PROJECT POST LOG TIMES - 6/19/18-8/5/18



Air Time	Advertiser	Order	C/T	Estimate #	Program (Placed*)	Display Times	Length	Ad-ID
<b>Station: KRON</b>								
<b>Date: 06/27/18</b>								
4:14:15 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
5:45:08 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
6:24:52 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
10:11:43 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
3:31:49 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
<b>Date: 06/28/18</b>								
5:58:30 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 6a-7a	:30	Med Project
9:23:18 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
<b>Date: 06/29/18</b>								
4:12:11 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
5:27:25 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
10:41:02 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
9:13:18 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
<b>Date: 06/30/18</b>								
8:37:44 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
8:57:55 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
9:59:00 PM	Med Project	1566975	Cash		Sheriff's Of El Dorado County	930p-10p	:30	Med Project
<b>Date: 07/01/18</b>								
7:09:08 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
9:24:19 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
<b>Date: 07/02/18</b>								
4:58:54 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 5a-6a	:30	Med Project
5:37:50 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
6:13:44 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
10:23:02 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
9:28:48 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
12:18:48 XM	Med Project	1566975	Cash		Law & Order: SVU	12a-1a	:30	Med Project
<b>Date: 07/03/18</b>								
5:41:49 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
6:24:49 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
10:48:26 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
9:44:04 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
10:28:36 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	M-Su KRON News 10p	:30	Med Project
12:32:23 XM	Med Project	1566975	Cash		X-Files	12a-1a	:30	Med Project
<b>Date: 07/04/18</b>								
10:58:15 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
11:24:24 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
2:12:33 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
2:50:42 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
3:39:01 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
10:21:42 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
10:43:33 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	M-Su KRON News 10p	:30	Med Project
12:47:03 XM	Med Project	1566975	Cash		Dateline	12a-1a	:30	Med Project

[Sorted by: Station]

# MED PROJECT POST LOG TIMES - 6/19/18-8/5/18



Air Time	Advertiser	Order	C/T	Estimate #	Program (Placed*)	Display Times	Length	Ad-ID
<b>Station: KRON</b>								
<b>Date: 07/05/18</b>								
11:51:29 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
3:32:55 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
10:58:00 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
12:24:29 XM	Med Project	1566975	Cash		Law & Order:CI	12a-1a	:30	Med Project
<b>Date: 07/06/18</b>								
10:57:30 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	M-Su KRON News 10p	:30	Med Project
<b>Date: 07/07/18</b>								
7:14:37 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
7:40:56 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
10:36:37 AM	Med Project	1566975	Cash		Bay Area Living	SA-SU 10a-12p	:30	Med Project
10:58:15 AM	Med Project	1566975	Cash		Bay Area Living	SA-SU 10a-12p	:30	Med Project
11:53:22 AM	Med Project	1566975	Cash		Bay Area Living	SA-SU 10a-12p	:30	Med Project
<b>Date: 07/08/18</b>								
6:59:30 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
7:23:05 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
11:44:36 AM	Med Project	1566975	Cash		Bay Area Living	SA-SU 10a-12p	:30	Med Project
<b>Date: 07/09/18</b>								
5:26:45 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
6:43:59 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
11:51:02 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
2:18:52 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
9:40:04 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
10:22:00 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
<b>Date: 07/10/18</b>								
9:23:09 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	8p-11p	:30	Med Project
9:57:59 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
<b>Date: 07/11/18</b>								
4:58:31 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 5a-6a	:30	Med Project
5:57:44 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 6a-7a	:30	Med Project
3:56:20 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
<b>Date: 07/12/18</b>								
5:12:42 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
10:58:14 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
11:21:50 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
3:21:54 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
<b>Date: 07/13/18</b>								
10:53:54 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
2:12:24 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
10:58:00 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
11:58:28 PM	Med Project	1566975	Cash		American Ninja Warrior	M-Su 11p-1x	:30	Med Project
12:52:21 XM	Med Project	1566975	Cash		American Ninja Warrior	M-Su 11p-1x	:30	Med Project
2:59:12 XM	Med Project	1566975	Cash		KRON Paid Program	M-Su 1x-4x	:30	Med Project
<b>Date: 07/14/18</b>								

[Sorted by: Station]

# MED PROJECT POST LOG TIMES - 6/19/18-8/5/18



Air Time	Advertiser	Order	C/T	Estimate #	Program (Placed*)	Display Times	Length	Ad-ID
<b>Station: KRON</b>								
<b>Date: 07/14/18</b>								
7:39:04 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
8:54:25 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
10:24:04 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
12:29:11 XM	Med Project	1566975	Cash		KRON Paid Program	M-Su 1x-4x	:30	Med Project
1:29:26 XM	Med Project	1566975	Cash		KRON Paid Program	M-Su 1x-4x	:30	Med Project
<b>Date: 07/15/18</b>								
6:59:16 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
7:53:34 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
10:42:56 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
12:59:11 XM	Med Project	1566975	Cash		Jentezen Franklin	M-Su 11p-1x	:30	Med Project
1:28:56 XM	Med Project	1566975	Cash		KRON Paid Program	M-Su 1x-4x	:30	Med Project
<b>Date: 07/16/18</b>								
6:28:18 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
2:42:46 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
<b>Date: 07/17/18</b>								
4:57:32 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 5a-6a	:30	Med Project
6:59:17 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
9:12:47 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
<b>Date: 07/18/18</b>								
5:44:00 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
<b>Date: 07/19/18</b>								
4:14:40 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
5:12:45 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
8:28:26 PM	Med Project	1566975	Cash		KRON 4 News @ 8PM	8p-11p	:30	Med Project
8:58:16 PM	Med Project	1566975	Cash		KRON 4 News @ 8PM	8p-11p	:30	Med Project
9:22:57 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
9:53:09 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	8p-11p	:30	Med Project
<b>Date: 07/20/18</b>								
4:29:13 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
4:42:39 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
5:53:19 AM	Med Project	1566975	Cash			FRI 5-6A	:30	Med Project
8:12:43 PM	Med Project	1566975	Cash		KRON 4 News @ 8PM	8p-11p	:30	Med Project
<b>Date: 07/21/18</b>								
7:57:31 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
8:24:32 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
<b>Date: 07/22/18</b>								
7:37:07 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
8:37:50 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
8:43:15 PM	Med Project	1566975	Cash		KRON 4 News @ 8PM	8p-11p	:30	Med Project
<b>Date: 07/23/18</b>								
5:41:18 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
6:53:49 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
10:59:17 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project

[Sorted by: Station]

# MED PROJECT POST LOG TIMES - 6/19/18-8/5/18



Air Time	Advertiser	Order	C/T	Estimate #	Program (Placed*)	Display Times	Length	Ad-ID
<b>Station: KRON</b>								
<b>Date: 07/23/18</b>								
3:55:26 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
9:53:25 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
<b>Date: 07/24/18</b>								
2:56:59 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
<b>Date: 07/25/18</b>								
5:14:49 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
6:44:21 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
11:15:34 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
2:41:42 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
9:37:19 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
<b>Date: 07/26/18</b>								
5:11:28 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
10:12:52 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
3:59:25 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
<b>Date: 07/27/18</b>								
11:14:05 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
10:52:55 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
11:32:57 PM	Med Project	1566975	Cash		American Ninja Warrior	M-Su 11p-1x	:30	Med Project
12:31:08 XM	Med Project	1566975	Cash		American Ninja Warrior	M-Su 11p-1x	:30	Med Project
12:58:40 XM	Med Project	1566975	Cash		American Ninja Warrior	M-Su 11p-1x	:30	Med Project
<b>Date: 07/28/18</b>								
7:43:04 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
8:11:08 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
12:59:25 XM	Med Project	1566975	Cash		KRON Paid Program	M-Su 11p-1x	:30	Med Project
<b>Date: 07/29/18</b>								
7:14:58 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
9:27:09 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
<b>Date: 07/31/18</b>								
10:40:41 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
10:59:15 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
<b>Date: 08/01/18</b>								
5:55:46 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
7:42:14 PM	Med Project	1566975	Cash		Entertainment Tonight	M-F 7a-9a	:30	Med Project
<b>Date: 08/02/18</b>								
9:39:15 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	8p-11p	:30	Med Project
<b>Date: 08/03/18</b>								
5:44:11 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
7:27:21 AM	Med Project	1566975	Cash		KRON 4 Morning News @ 7AM	M-F 7a-9a	:30	Med Project
9:29:25 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	8p-11p	:30	Med Project
<b>Date: 08/04/18</b>								
10:40:34 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
<b>Date: 08/05/18</b>								
10:28:16 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project

[Sorted by: Station]

# MED PROJECT POST LOG TIMES - 6/19/18-8/5/18



Air Time	Advertiser	Order	C/T	Estimate #	Program (Placed*)	Display Times	Length	Ad-ID
<b>Station: KRON</b>								
<b>Date: 08/05/18</b>								
10:42:42 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project

[Sorted by: Station]

Figure 29: Example – List of Television Campaigns (July 2018)

	Date	Air Time	Length			
Advertiser : Med Project						
Property : KCBS-AM (Alice)						
	10/4/18	10:10:22 AM	:30		10/17/18	10:14:13 PM :30
	10/4/18	2:41:40 PM	:30		10/18/18	9:14:52 PM :30
	10/4/18	8:37:13 PM	:30		10/18/18	9:36:22 PM :30
	10/4/18	9:17:59 PM	:30		10/18/18	10:13:04 PM :30
	10/4/18	10:14:37 PM	:30		10/19/18	8:44:37 PM :30
	10/5/18	10:27:55 AM	:30		10/19/18	9:41:06 PM :30
	10/5/18	1:37:41 PM	:30		10/19/18	10:50:38 PM :30
	10/5/18	9:14:10 PM	:30		10/20/18	7:56:24 AM :30
	10/5/18	9:36:40 PM	:30		10/20/18	10:37:12 AM :30
	10/5/18	10:41:26 PM	:30		10/20/18	4:44:24 PM :30
	10/6/18	6:42:10 AM	:30		10/20/18	5:44:17 PM :30
	10/6/18	7:41:10 AM	:30		10/21/18	7:43:21 AM :30
	10/6/18	8:56:24 AM	:30		10/21/18	1:40:02 PM :30
	10/6/18	1:56:24 PM	:30		10/21/18	5:14:34 PM :30
	10/6/18	3:55:49 PM	:30		10/21/18	6:29:50 PM :30
	10/6/18	5:47:38 PM	:30		10/21/18	7:40:05 PM :30
	10/6/18	6:43:38 PM	:30		10/22/18	8:14:19 PM :30
	10/7/18	7:44:23 AM	:30		10/22/18	10:09:34 PM :30
	10/7/18	7:18:15 PM	:30		10/23/18	8:10:58 PM :30
	10/7/18	8:17:28 PM	:30		10/23/18	9:14:12 PM :30
	10/7/18	9:46:07 PM	:30		10/23/18	10:26:04 PM :30
	10/8/18	10:29:58 PM	:30		10/24/18	8:47:44 PM :30
	10/9/18	10:56:06 PM	:30		10/24/18	10:36:12 PM :30
	10/10/18	10:14:15 PM	:30		10/25/18	1:09:28 PM :30
	10/11/18	9:56:19 PM	:30		10/25/18	10:40:46 PM :30
	10/11/18	10:56:29 PM	:30		10/26/18	10:42:06 AM :30
	10/12/18	9:56:41 PM	:30		10/26/18	12:36:36 PM :30
	10/12/18	10:56:28 PM	:30		10/26/18	1:16:42 PM :30
	10/13/18	6:56:07 AM	:30		10/27/18	7:14:22 AM :30
	10/13/18	8:36:32 AM	:30		10/27/18	1:30:02 PM :30
	10/13/18	9:56:37 AM	:30		10/27/18	4:29:11 PM :30
	10/13/18	10:41:38 AM	:30		10/27/18	5:29:32 PM :30
	10/13/18	1:13:52 PM	:30		10/28/18	6:29:30 AM :30
	10/13/18	2:44:56 PM	:30		10/28/18	7:13:21 AM :30
	10/13/18	3:44:37 PM	:30		10/28/18	11:29:42 AM :30
	10/13/18	5:47:27 PM	:30		10/28/18	6:29:44 PM :30
	10/13/18	6:40:50 PM	:30		10/28/18	7:58:06 PM :30
	10/13/18	7:25:15 PM	:30			
	10/14/18	3:17:26 PM	:30			
	10/14/18	5:38:03 PM	:30			
	10/14/18	7:38:51 PM	:30			
	10/14/18	10:26:05 PM	:30			
	10/15/18	10:43:26 PM	:30			
	10/16/18	12:14:37 PM	:30			
	10/16/18	2:41:14 PM	:30			
	10/16/18	8:18:19 PM	:30			
	10/16/18	10:50:05 PM	:30			

Figure 30: Example – List of Radio Campaigns (October 2018)

# TOP PUBLISHERS, SAN FRANCISCO

Top publishers for December 2018 Digital campaign in San Francisco City and County

10101 - iOS (911793120)
AnonymTun - Android (com.anonymtun.android)
BeSoccer - Live Score - Android (com.resultadosfutbol.mobile)
Calculator for iPad Free - iOS (398129933)
Color by Number 4K* New Coloring Book - Android (com.pixel.art.coloring.color.number)
Crowd City - iOS (1444062497)
encoreTVB - iOS (1026575503)
Fake GPS Location & Routes & JoyStick - Android (com.itp.pro.fakelocation)
Fire Balls 3D - Android (com.NikSanTech.FireDots3D)
Fire Balls 3D - iOS (1437370468)
FlightAware Flight Tracker - iOS (316793974)
Glass Water Keyboard Theme - Android (com.cotek.smartinputv5.skin.keyboard_theme_water)
Helix Jump - Android (com.h8Games.helixjump)
Helix Jump - iOS (1345968745)
howstuffworks.com
Huffington Post - Android (com.huffingtonpost.android)
Imgur: Awesome Images & GIFs - iOS (639881495)
LINE WEBTOON - Daily Comics - Android (com.naver.linewebtoon)
m.ign.com
mail.aol.com
mail.yahoo.com
Malbuch 4K* Malen nach Zahlen - iOS (1407852246)

MetroZone - Android (com.metrocps.metrozone)
mp3n.com
Musi - Unlimited Free Music From YouTube & SoundCloud - iOS (591560124)
NYTimes Latest News - Android (com.nytimes.android)
Paper.io 2 - Android (io.voodoo.paper2)
people.com
Poke Genie - iOS (1143920524)
redd.it.com
stgite.com
Snake VS Block - iOS (1233739175)
spotify.com
Stark VPN - Android (net.starkvpn.starkvpn)
Sudoku - Classic Logic Game - iOS (1193508329)
The Weather Channel - Android (com.weather.Weather)
The Weather Channel and weather.com - local forecasts, radar, and storm tracking
thesitrcafemom.com
Turbo VPN Private Browser - iOS (1365309175)
twentytwowords.com
vChannel - iOS (799197193)
Wordscapes - Android (com.peoplefun.wordcross)
Wordscapes - iOS (1207472156)
yahoo.com

## Display

Sample of ads for April 2018 Digital campaign across all active jurisdictions

## Static Display Creatives

The image shows several static display creatives for MED-Project. Each creative includes the following elements:

- Text:** "Safely dispose of unwanted medicine." and "Free for residents. We cannot accept medicines from businesses."
- Logo:** MED-Project Medication Education & Disposal
- Call to Action:** "LEARN MORE" or "LEARN MORE >"
- Phone Number:** (844) MED-PROJECT
- Website:** med-project.org
- Image:** An image of various medications (bottles and pills) is present in one of the creatives.

Figure 31: Example – List of Digital Campaigns (December 2018)





# Lincoln continues perfect season with S.F. Section title

Ryan Gorey  
S.F. Examiner Staff Writer

**KEZAR STADIUM** — Ten years ago, on Thanksgiving night, Rocky Marania stood clutching a Nerf football on the sideline of Kezar Stadium and watched his brother Ronnie win Lincoln High School's fourth straight San Francisco Section football title.

He'd been a part of the Mustangs family since he was four-years old.

As he took his place under center in mop-up duty at the start of the fourth quarter on Friday, three months after switching from quarterback to middle linebacker, Lincoln's 11th section title was well in-hand. He looked over to that same sideline for a play.

"Quite honestly, I didn't see myself in this position at all," Marania said. "Knowing my two brothers were quarterbacks, I expected to be a quarterback in the game. A position change, it worked out for the better."

Marania had already tallied nine tackles, four tackles for loss, three sacks, two forced fumbles and three fumble recoveries. All that was left was a running clock fourth quarter. He had to do was hand the ball off. Twelve minutes later, Marania and the rest of the Mustangs celebrated a 53-0 win over Mission, winning the Academic Athletic Association and section title, securing a place in the state playoffs.

"We knew that once we stopped them on that first drive, they weren't going to be able to pass us," said

Marania, the third of three Marania brothers — after Ronnie and Roel, who graduated in 2017, to win a section title. "We had no doubt. We had no doubt. Our D-line, they're the best in the city. They broke up everything. All I had to do was pick up the ball."

The win — which saw a total of 11 fumbles and bad snaps by the Bears, including one of each on their first drive — was very much a family affair for Lincoln. As Ferrigno cradled the section trophy in one hand, and his 12-day old granddaughter Elizabeth Rose Pena Halloran in the other, he was surrounded by his extended family, including his nephew Brendan, the Mustangs' defensive coordinator. "She's my good luck charm," Ferrigno said, bouncing Elizabeth up and down.

Beyond the Marania clan — both of Rocky's older brothers Ronnie and Roel played under head coach Phil Ferrigno — one of Ferrigno's former tailbacks at Sacred Heart Cathedral, Jamar Williams, who graduated in 1997, saw his son Jalen called up from junior varsity two weeks ago. He scored the Mustangs' fourth touch-



Linebacker Rocky Marania celebrates the Lincoln Mustangs' San Francisco Section title over Mission on Friday.

down on an 80-yard end-around.

"Last week, I got it and I slipped, so I thought, I've got to get myself right," Jalen said. "Once I got it, I hit it and ran full speed."

"I was fired up," Jamar said. Ferrigno saw Williams's talent playing for junior varsity. In his final game, he ripped off over 150 yards against Balboa. With seniors Jovon Baker, Jack Gaughan and Desean Crawford graduating, Ferrigno figures Williams, a sophomore, will be one of the next group of playmakers.

He has some big shoes to fill. Crawford rushed 11 times for 51 yards and four touchdowns, taking just five handoffs after halftime, and none in the fourth quarter. Gaughan rushed four times for 29 yards, caught one pass for eight yards, made three tackles and delivered a 22-yard kickoff return that set up the Mustangs' second touchdown, a four-yard run by Crawford with 8:58 to go in the first quarter. He also delivered a key block for Crawford's third TD of the night, a four-yard trot with 1:36 to go in the second quarter.

Baker went 3-for-3 passing for 60 yards and a touchdown, while rushing four times for 119 yards, including an 89-yard touchdown.

On a bad PAT snap following Crawford's third score, Baker — the holder — made something out of nothing, scoring a two-point conversion to give the Mustangs a 36-0 lead. At that point, Ferrigno turned around and looked at the scoreboard. He hadn't realized, until then, that what was supposed to be a tight title game had turned into a rout.

"I'm looking for perfection," Ferrigno said. "That's what we do. Every year, we look for perfection. We're not there yet, but we're getting there."

After Mission fumbled on its next play from scrimmage at its own 15-yard line, it took just two plays for Crawford to score his fourth TD of the night with 1:14 to go before the half.

"You can't say too much about the seniors," Ferrigno said. "Jovon, Desean, Jack Gaughan, Albert Moore, Eugene [Larios-Felton], AJ [Ajani Adeyemi], they're the heart and soul of our team."

Larios-Felton hauled in the final touchdown of the day on a 22-yard play action pass with 9:15 to go in the third.

As the Mustangs lined up to receiver their championship medals, linebacker Julian Aguirre repeated to himself: "I want a state ring. I want a state ring."

For now, until Lincoln finds out where it's headed on Monday, perfection will have to do. The Mustangs are 12-0 for the first time under Ferrigno.

"It's awesome. It's unbelievable," he said. "We're undefeated. I don't know if we've ever been undefeated before in my time. I don't think it's ever happened in our school history."

"This means everything to me," Marania said. "I've been a part of the Lincoln program ever since I was four-years old. I've been around the program for so long. It means everything for me to be able to go out on top, perfect."

rgorey@sfxaminer.com

**MED-Project**  
Medication Education & Disposal  
1-844-MED-PROJECT

**SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES**

Drop off expired or unwanted medications at a kiosk near you  
[MED-PROJECT.ORG](http://MED-PROJECT.ORG)

Free service for residents. We cannot accept medicines from businesses.

- 1 Cross out or remove personal identifying information on the medicine bottle.
- 2 Leave the product in its original container or place solid medicines in a sealed plastic bag.
- 3 Safely deposit into the kiosk



MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk or take-back event.

DEC. 15-16 SONOMA CO. FAIRGROUNDS

**Emerald Cup**

**BIG GIGANTIC • GOGOL BORDELLO • STS9**  
ANTIBALAS • CHALI ZINA • CUT CHEMIST • DIRTY DOZEN BRASS BAND  
ELEVATORS • FUNKY METERS • MIKE LOVE • LYRICS BORN • MARGO PRICE  
NATTALI RIZE • PROTOJE • RISING APPALACHIA

**JAY AND SILENT BOB**  
LYDIA ABERNATHY • LORI AJAX • TOM ALEXANDER • DAVID BRONNER  
LOUIE BROWN • SWAMI CHAITANYA • CHRIS CONRAD • ALLISON DRAISIN  
OMAR FIGUEROA • DALE GIERINGER • KRISTIN HEIDELBACH-TERAMOTO  
CHRIS KILHAM • MICHAEL KRAWITZ • MATT LAPPLE • NIKKI LASTRETO  
MARTIN LEE • MARK LEWIS • SONYA LOGMAN • JEFF LOWENFELS  
RICHARD MENDELSON • MAX MEYERS • MIKKI NORRIS • CAT PACKER • LAUREN  
RUDICK • ETHAN RUSSO • JIM SERGI • SUE SISLEY • JAMES SWEENEY

**WILLIE NELSON**

Headed by: **NGAIO BEALUM and DOUG BENSON** Presented by: **PACEX PACIFIC EXHIBITORS**  
[www.TheEmeraldCup.com](http://www.TheEmeraldCup.com) EVNT18-000000F-LIC

Figure 32: Example - San Francisco Examiner (December 2, 2018)

# S.F. Glens Soccer Spotlight: Lowell looks to retain top spot

The San Francisco Glens Soccer Club of USL League Two are proud to partner with the Examiner in featuring a different boys' or girls' high school team every Sunday in our SF Glens Soccer Spotlight.

By Ryan Maquihana  
Special to S.F. Examiner

To say that Lowell has dominated girls' soccer in the CIF San Francisco Section would be an understatement.

For 21 straight seasons, the league championship trophy hasn't left campus. Last season in CIF-SF play, the Cardinals didn't concede a goal until the third month of the season and finished with a scoring differential of 67-2. They also captured a NorCal Division IV title for the first time to cement their place atop our preseason rankings.

But this winter, a different voice has been patrolling the sidelines. Longtime head coach Gene Vrana has stepped aside to make way for assistant Amber Wilson.

"I was looking to find coaches who were based at Lowell as faculty and staff in order to have some continuity," Vrana said, "and also to have women coaching young women."

Wilson, a current counselor at the school and former San Francisco Nighthawks player, is cognizant of the shoes she has to fill.

"There's definitely pressure, but I'm not afraid to say that," she said. "I'm very glad to have the support and the knowledge of Gene and our players."

Vrana is no longer the face of the program, but he hasn't ventured far. He will remain on staff, serving as an assistant along with Cheryl Fong. The talent pool is deep; out of the nine Cardinals that made the All-League First and Second Teams, seven have returned, including 2017-18 Most Valuable Forward Hannah McCord.

"We learned a lot from [going to NorCal] last year, especially different styles of play from schools outside San Francisco," said McCord, a senior whose creativity will shift her to attacking midfielder this season.

Up front, McCord will have plenty of options to pad her assist stats, with senior center forward Sabrina Lem and sophomore winger Alice Belshaw-Hood.

Lem and Belshaw-Hood are quintessential two-way players for Lowell. They terrorize opponents on offense and use that same tenacity to disrupt those same defenders with high pressure when they try to play the ball out of the back.



"As a freshman, there was a lot of learning because I never played wing before, but I'm ready for it now," said Belshaw-Hood, whose speed helps her get behind defensive back lines.

Lowell's reputation as an academic powerhouse is reflected in its girls' soccer team, with organization and discipline among their hallmarks.

"It's impressive, the type of family they're able to create on their own," Wilson said. "We don't initiate that, which is something I've learned from Gene."

According to Lem, those cohesive traits come out more organically thanks to team-bonding activities.

"We try to make an effort to get to know each other outside the field, so we'll do things like have everyone over at a player's house for a [Nintendo] Wii MarioKart party," she shared. "Also, we learned a lot about each other after driving for four hours to Redding and Ripon in [the

Nor-Cal playoffs]."

Though the Cardinals aim to defend their NorCal title, the immediate task at hand is a 22nd straight CIF-SF championship. While second-ranked Balboa aims to dethrone them, the Cardinals are wary of other contenders like Washington and Mission.

"Now that games outside the league are used for seeding in NorCal, we have a target on our back," Vrana said.

Wilson embraces it all. "When we were in NorCal, we felt like we were representing everyone in San Francisco, not just Lowell," she said. "We're ready for the chal-

lenge again. Together we dominate."

The SF Glens are entering their second season at Boxer Stadium, featuring the best college talent in the Bay Area and ex-U.S. National Team captain Jimmy Conrad as new technical director. Learn more at [SFGlens.com](http://SFGlens.com) or follow them on Facebook, Twitter, or Instagram @SFGlensSC.

**SAN FRANCISCO BOYS' SOCCER TOP 10**

- St. Ignatius
- University
- Leadership
- Mission
- Lick-Wilmerding
- Sacred Heart Cathedral
- June Jordan
- Urban
- Lowell
- Stuart Hall

**Game of the Week:** No. 2 University at No. 4 Mission, Wednesday 3 p.m.

**SAN FRANCISCO GIRLS' SOCCER TOP 10**

- Lowell
- Balboa
- Sacred Heart Cathedral
- St. Ignatius
- Urban
- Washington
- Mission
- Lincoln
- Leadership
- University

**Game of the Week:** No. 1 Lowell at No. 10 University, Saturday 1:30 p.m.

**MED-Project**  
Medication Education & Disposal  
1-844-MED-PROJECT

**SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES**

Drop off expired or unwanted medications at a kiosk near you  
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Free service for residents.  
We cannot accept medicines from businesses.

- 1 Cross out or remove personal identifying information on the medicine bottle.
- 2 Leave the product in its original container or place solid medicines in a sealed plastic bag.
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MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk or take-back event.

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NAOT Clarks earth walk your world VIONIC Walk More Live.

Plus, take an additional **15% OFF** Already reduced prices with this coupon

\*Valid in San Mateo Clearance Corner only. Not valid on previous purchases or with other offers. Not valid on Final Sale items. Expires 12/24/18. code:examiner

San Mateo 101 East 4th Ave.,  
650-348-1122  
[www.footwearetc.com](http://www.footwearetc.com)

Figure 33: Example - San Francisco Examiner (December 9, 2018)

# University soccer taking on tough early-season schedule

The San Francisco Glens Soccer Club of USL League Two are proud to partner with the Examiner in featuring a different boys' or girls' high school soccer team every Sunday.

By Ryan Maquifiana  
Special to S.F. Examiner

The path of least resistance is a foreign concept to the University High School boys' soccer team.

Though it would be more convenient to pad their win totals with easy games before entering league play, the Red Devils have set up a non-conference gauntlet that has featured marquee matchups with a trio of pre-season top-10 teams — St. Ignatius, Sacred Heart Cathedral and Mission.

"We try to schedule as many challenging games early," said head coach Deejae Johnson. "It's also a great showcase for soccer in The City."

University held its own but was unable to escape the aforementioned stretch fully unscathed, picking up a 1-1 draw against the Wildcats, a gutsy 2-1 victory over the Irish, and a 4-1 drubbing at the hands of a determined Bears team on Wednesday.

Based on Johnson's unwaveringly calm demeanor, though, his team is right on schedule.

"In soccer, anything can happen. You can dominate a game and lose, or sneak a win at the end. We don't try to get too hung up on the results," Johnson said. "Ultimately, we want to be the best version of ourselves so we can compete in whatever competitions we're in."

These early trials are a major reason why, during Johnson's tenure, the Red Devils have won 11 league titles, three North Coast Section crowns, and last season, runner-up honors in NorCal Division III.

"Every year you have the challenge of allowing for the new group to establish their own identity," said Johnson, who once played with the San Francisco Bay Seals of the old USL A-League. "When guys step into new positions or roles, some easily step into that moment, and others need time to figure it out."

Case in point: Star midfielders Marco da Cunha and Nico Petry-Mitchel left a gap in midfield following their graduation. As a result, Johnson has been forced to summon Max Edelman and Zeke Ume-Ukeje from their usual spots as forward and winger — respectively — to fill the void.

"Max is so smart on the field that he's picked things up so quickly," said senior captain Henry Gorelik,



who anchors the back line. "He can score, but also knows how to create chances. He's the heart and soul of our offense."

Edelman has already committed to Colgate and will be tasked with replacing graduating Raiders forward Abdel Sanogo, who also saw minutes for the San Francisco Glens' USL League Two team this past summer.

According to teammates, Ume-Ukeje is the hardest worker on the team and a "jack of all trades" due to his speed and agility.

"It's different from the wing, but I like being in the middle of the action all the time," Ume-Ukeje said. "There's a lot of responsibility that comes with my new position as far as moving box-to-box and taking care of the ball, and being a linking piece from the defense to the offense."

The Red Devils hope the new mid-field pairing jells before January. After competing independently for two years, University has rejoined the Bay Counties League with new objectives in mind.

"I want to win the BCL in our first year back and return to NorCal, but we're looking to win an NCS title," Gorelik said. "My sophomore year, we lost the NCS final by penalties,

and last year, we lost in the semifinals. This time we're looking to get over the hump and bring that trophy back to University, too."

The SF Glens are entering their second USL2 season at Boxer Stadium, featuring the best college talent in the Bay Area and ex-U.S. National Team

captain Jimmy Conrad as new technical director. Learn more at SFGlens.com or follow them on Facebook, Twitter, and Instagram @SFGlensSC.

University head coach Deejae Johnson coaches during a 2-1 loss to West Campus in the NorCal Division III final on March 10.



COURTESY: NOEL DANSECO

### SAN FRANCISCO BOYS' SOCCER TOP 10

1. St. Ignatius
2. Mission
3. University
4. Lick-Wilmerding
5. Leadership
6. Urban
7. Sacred Heart Cathedral
8. Lowell
9. Stuart Hall
10. Washington

### SAN FRANCISCO GIRLS' SOCCER TOP 10

1. Lowell
2. Mission
3. Sacred Heart Cathedral
4. Urban
5. St. Ignatius
6. Washington
7. Leadership
8. Balboa
9. University
10. Lincoln

**MED-Project**  
Medication Education & Disposal  
1-844-MED-PROJECT

**SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES**

Drop off expired or unwanted medications at a kiosk near you  
[MED-PROJECT.ORG](http://MED-PROJECT.ORG)

Free service for residents. We cannot accept medicines from businesses.

1. Cross out or remove personal identifying information on the medicine bottle.
2. Leave the product in its original container or place solid medicines in a sealed plastic bag.
3. Safely deposit into the kiosk

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**ONE OF AMERICA'S LARGEST MEN'S AND BOY'S CLOTHING STORES IS CLOSING!**

**ALL INVENTORY MUST BE SOLD**

UP TO

**30% OFF MOST MERCHANDISE**

Exclusions Apply

**CARHARTT • LEVI'S • DICKIES STACY ADAMS • BEN DAVIS**

**Suits, Dress Shirts, Shoes, Hats, Work Clothes, Tuxedos, Ties, Socks, Zoot Suits, Belts and Much More!**

**Free Tailoring On Most Purchases**

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415.824.7729  
[WWW.SIEGELS-CLOTHING-SUPERSTORE.SFPRINTMEDIA.COM](http://WWW.SIEGELS-CLOTHING-SUPERSTORE.SFPRINTMEDIA.COM)

Figure 34: Example - San Francisco Examiner (December 16, 2018)



**MED-Project LLC**

April 16, 2018 · ⚙

Drop-Off Kiosk now available at SF Sheriff's Department at 70 Oak Grove St, San Francisco, CA

MED-Project introduces FREE and safe options to dispose of unwanted and expired medicines for San Francisco City & County residents.

Check the MED-Project website for other locations near you  
<https://med-project.org/>



**Convenient Kiosks**

**8**

People Reached

**0**

Engagements

**Boost Post**

*Figure 35: Example - Social Media Posting (April)*



### MED Project San Francisco 2018 Media Buy

4/30 (digital campaigns for 2018): (April)

- Impressions: **619,076**
- **Total Reach: 302,778**
- Frequency: 2.0

4/30 (digital campaigns for 2018): (May)

- Impressions: **846,053**
- **Total Reach: 346,585**
- Frequency: 2.4

4/30 (digital campaigns for 2018): (September)

- Impressions: **1,297,420**
- **Total Reach: 570,448**
- Frequency: 2.3

6/19 (TV campaign): (San Francisco's 12% of the Bay Area TV buy)

- Impressions: **348,510**
- Reach: **81,833**
- Frequency: 4.3

10/1 (Radio campaign): (San Francisco's 9% of the Bay Area & Washington Radio buy)

- Impressions: **539,200**
- Reach: **280,500**
- Frequency: 1.9

11/27 (December digital campaign): (San Francisco's 33% of the December Digital Buy)

- Impressions: **3,014,599**
- Reach: **655,348**
- Frequency: 4.6

Total Media Buy: **██████████**

Figure 36: Creative Digital Agency Media Buy



835 Market Street, Suite 550, San Francisco, CA 94103

**ADVERTISING CONTRACT**  **ADDENDUM**

**CONTRACT START DATE:** \_\_\_\_\_ **FREQUENCY:** Package See Details Below \_\_\_\_\_

**CONTRACT END DATE:** \_\_\_\_\_ **DOLLAR AMOUNT:** \_\_\_\_\_

**DETAILS OF CONTRACT:**

Examiner Sunday Print Ads - Size 17V 4C  
2-25-18  
3-4-18

Examiner Desktop 60,000 IMP (728x90)  
2-25-18 - 3-18-18

Med-Project

**BUSINESS NAME OR DBA** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**PHONE** \_\_\_\_\_ **FAX** \_\_\_\_\_ **EMAIL** \_\_\_\_\_

**NAME OF PERSON AUTHORIZING AD (PLEASE PRINT)** \_\_\_\_\_ **AUTHORIZED SIGNATURE** \_\_\_\_\_

Credit Card

**PAYMENT AGREEMENT:** \_\_\_\_\_

**PREPAID/OTHER TERMS** \_\_\_\_\_

**CREDIT CARD NO.** \_\_\_\_\_ **EXPIRATION DATE** \_\_\_\_\_ **CVV#** \_\_\_\_\_

**TERMS OF ACCEPTANCE:**

**CREDIT TERMS:** Unless approved for credit, all ads must be prepaid. All credit is subject to the Credit Manager's approval. If you wish to apply for credit, please ask your account executive for a SFMC Credit Application. Be aware that media references are required in order to process all applications.

**RATE AND TERMS:** The publisher reserves the right to change advertising rates and conditions set forth on the rate card at any time, in which event the Advertiser may amend or cancel the contract or space reservation order as of the date the changes of rates or conditions take effect. Price reductions due to copy changes are not granted. When applicable, ad cancellations require a seven-day written notice with arrangements to re-schedule the ad. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to the publisher for advertising that advertiser or its agent ordered and that was published. It is agreed that the advertiser/agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claim or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.

**ERROR RESPONSIBILITY:** The publisher accepts no responsibility for typographical errors in advertisements. All claims for errors in advertisements must be made within 7 days of publication and claims for errors will be considered only for the first insertion of the advertisement containing the error. An error that does not materially affect the value of content of an advertisement is not subject to error allowance. Rate adjustment, if granted, will only be for the portion of the ad that was in error. All agencies must submit insertion orders for ordered space and changes in writing. Verbal space reservations and changes are not guaranteed. It is agreed that there are no cash refunds.

**SAN FRANCISCO MEDIA COMPANY:**

\_\_\_\_\_  
2-15-18

**ACCOUNT EXECUTIVE** \_\_\_\_\_ **DATE** \_\_\_\_\_

**PHONE** \_\_\_\_\_ **EMAIL** \_\_\_\_\_

**APPROVED BY SF MEDIA CO** \_\_\_\_\_ **DATE** \_\_\_\_\_

Figure 37: SF Examiner February/March Media Buy Invoice



835 Market Street, Suite 550, San Francisco, CA 94103

**ADVERTISING CONTRACT**  **ADDENDUM**

**CONTRACT START DATE:** \_\_\_\_\_ **FREQUENCY:** Package Details Below \_\_\_\_\_

**CONTRACT END DATE:** \_\_\_\_\_ **DOLLAR AMOUNT:** \_\_\_\_\_

**DETAILS OF CONTRACT:**

**Print Ads:**

- 12-2-18 Examiner 1/7 Vertical
- 12-9-18 Examiner 1/7 Vertical
- 12-16-18 Examiner 1/7 Vertical

**Digital Ads Targeted to San Francisco Only:**

- 12-2-18 - 12-16-18 SFExaminer.com Desktop 30,000 IMP (728x90)
- 12-2-18 - 12-16-18 SFExaminer.com Mobile 30,000 IMP (320 x 50)

Med-Project

**BUSINESS NAME OR DBA**

\_\_\_\_\_

Victoria Travis

**EMAIL**

**NAME OF PERSON AUTHORIZING AD (PLEASE PRINT)**

**AUTHORIZED SIGNATURE**

**PAYMENT AGREEMENT:**

\_\_\_\_\_

**PREPAID/OTHER TERMS**

**CREDIT CARD NO.**

**EXPIRATION DATE**

**CVV#**

**TERMS OF ACCEPTANCE:**

**CREDIT TERMS:** Unless approved for credit, all ads must be prepaid. All credit is subject to the Credit Manager's approval. If you wish to apply for credit, please ask your account executive for a SFMC Credit Application. Be aware that media references are required in order to process all applications.

**RATE AND TERMS:** The publisher reserves the right to change advertising rates and conditions set forth on the rate card at any time, in which event the Advertiser may amend or cancel the contract or space reservation order as of the date the changes of rates or conditions take effect. Price reductions due to copy changes are not granted. When applicable, ad cancellations require a seven-day written notice with arrangements to re-schedule the ad. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to the publisher for advertising that advertiser or its agent ordered and that was published. It is agreed that the advertiser/agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claim or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.

**ERROR RESPONSIBILITY:** The publisher accepts no responsibility for typographical errors in advertisements. All claims for errors in advertisements must be made within 7 days of publication and claims for errors will be considered only for the first insertion of the advertisement containing the error. An error that does not materially affect the value of content of an advertisement is not subject to error allowance. Rate adjustment, if granted, will only be for the portion of the ad that was in error. All agencies must submit insertion orders for ordered space and changes in writing. Verbal space reservations and changes are not guaranteed. It is agreed that there are no cash refunds.

**SAN FRANCISCO MEDIA COMPANY:**

\_\_\_\_\_

11-19-18

**ACCOUNT EXECUTIVE**

**DATE**

\_\_\_\_\_

\_\_\_\_\_

**PHONE**

**EMAIL**

**APPROVED BY SF MEDIA CO**

**DATE**

Figure 38: SF Examiner December Media Buy Invoice

**Subject:** FW: Examiner Package Contracts

**Sent:** Friday, February 23, 2018 1:02 PM

**Subject:** Re: Examiner Package Contracts

I don't have the exact, but would estimate

20% for the other counties (outside SF and San Mateo)

8 - 10% for San Mateo

This is an estimate based off of January numbers.

Have a great weekend!

57% - San Francisco and San Mateo area  
10% - San Mateo  
47% - San Francisco Area  
60,000 total impressions  
28,200 impressions for San Francisco

On Fri, Feb 23, 2018 at 9:57 AM, [redacted] wrote:

Thank you [redacted]

Are you able to tell me what percentage is SF and what is San Mateo?

And..

Are you able to break out how much is from these other Bay Area Counties:

Marin County  
Alameda County  
Santa Clara County  
Santa Cruz County

Sent from my iPhone

On Feb 23, 2018, at 8:27 AM, [redacted] wrote:

Here is what I have based on January 2018.

78% of Examiner Website traffic is from the entire Bay Area  
57% of that is from San Francisco and San Mateo County

Hope this helps.

Thank you, Maureen.

Figure 39: SF Examiner Email Correspondence





# MEDIA KIT 2018



Figure 40: SF Examiner Media Kit 2018 pg 1



The **San Francisco Examiner** is paving the way for the future of news and changing the way people think about daily local newspapers. The **San Francisco Examiner** uses a direct marketing approach to home deliver news to households throughout San Francisco and the Peninsula.

Our exclusive local reporting, combined with national and world coverage, gives readers a complete package. The paper is delivered free and is available via rack distribution in high-impact commuter locations such as BART and Caltrain stations, upscale neighborhoods and, of course, digitally through website and mobile site.

The **San Francisco Examiner** delivers hard-hitting daily news, wrapped up in a bold, colorful, concise issue.

UPDATED 08.02.2018

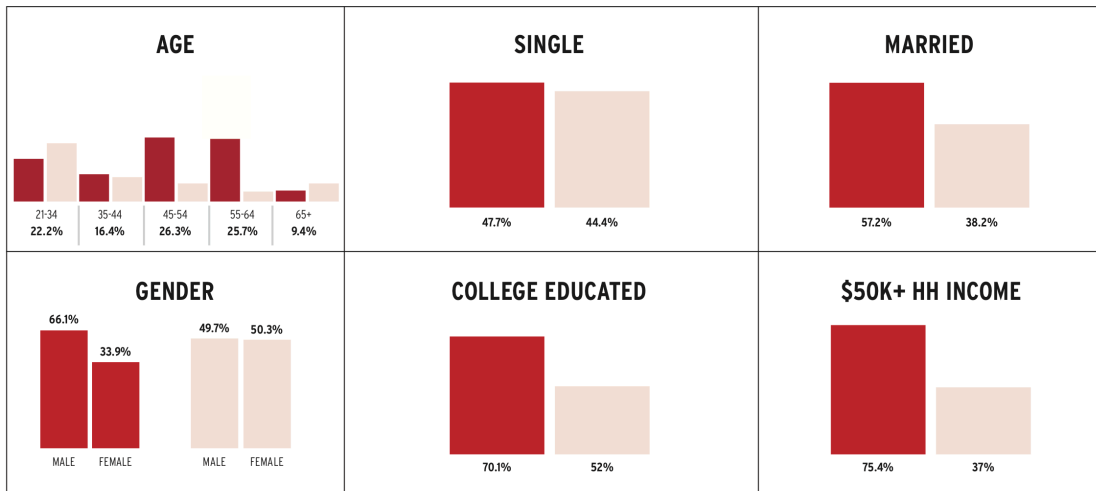
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Figure 41: SF Examiner Media Kit 2018 pg 2



## EDUCATED, AFFLUENT AND ENJOYING THE GOOD LIFE

The San Francisco Examiner engages a new audience that chooses to consume information quickly and from trusted sources. San Francisco Examiner readers are professionals, commuters, affluent homeowners and local residents. Whether they work, live or regularly visit San Francisco, they want to be informed, involved and in the know about local issues that affect them.



■ EXAMINER READERS ■ SF MARKET SOURCE: VAC READERSHIP SURVEY

## DAILY FEATURES

	WEDNESDAY	THURSDAY	SUNDAY
<b>ARTS SECTION</b>	X	X	X
<b>CAREERS &amp; EDUCATION</b>			
<b>HEALTHY LIVING</b>			X
<b>LEGAL COLUMN</b>		X	
<b>OPINION</b>	X	X	X
<b>MOVIES</b>		X	X
<b>MUSIC</b>	X	X	X
<b>SPORTS</b>	X	X	X
<b>SF/PEN/WIRE NEWS</b>	X	X	X
<b>THEATER</b>		X	
<b>FOOD &amp; DRINK</b>			X

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**JANUARY**

Careers and Education	1/18
Winter Arts Guide	1/25
Women In Business	1/28

**FEBRUARY**

Super Bowl	2/2
American Heart Awareness	2/15
Spring Training Preview	2/15

**MARCH**

March Mayhem (Basketball)	3/15 – 3/30
Baseball Season Preview	3/29

**APRIL**

Careers & Education	4/5
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**MAY**

Cancer Awareness	5/3
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**JUNE**

Stern Grove Festival: Official Season Guide	6/13
Pride	6/20

**JULY**

Women In Business	7/22
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**AUGUST**

Careers & Education	8/2
Fall Arts Guide	8/30

**SEPTEMBER**

Football Preview	9/2
Breast Cancer Awareness	9/30

**OCTOBER**

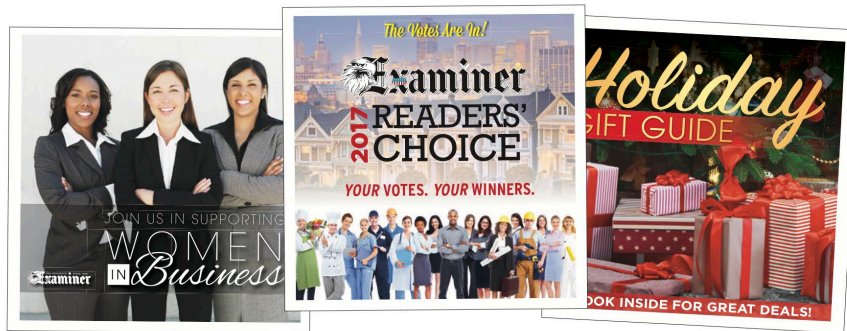
Examiner - Readers' Choice	10/18
Examiner - Readers' Choice Event	10/18

**NOVEMBER**

Gift Guide - SF Has It	11/19
Gift Guide #1	11/22

**DECEMBER**

Gift Guide #2	12/13
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Figure 43: SF Examiner Media Kit 2018 pg 4

With the highest circulation in San Francisco and on the Peninsula, The San Francisco Examiner allows you to own the San Francisco and San Mateo County markets through a number of different media channels.

**PRINT**  
**TOTAL WEDNESDAY CIRCULATION:**  
**60,000**

**TOTAL THURSDAY CIRCULATION:**  
**76,410**

**TOTAL SUNDAY CIRCULATION:**  
**255,000**

**ONLINE\***  
**MONTHLY ONLINE NUMBERS:**  
**1,810,899**  
**TOTAL PAGE VIEWS**  
**997,793**  
**UNIQUE PAGE VIEWS**  
**536,423**  
**UNIQUE VISITORS**  
**3.14**  
**AVERAGE PAGES/VISIT**

**NEWSLETTER SUBSCRIBERS:**  
**11,000+ E-EDITION**  
**7,500+ INSIDERS OPT IN SUBSCRIBERS**

\*Source: Google Analytics  
 July 2018

CIRCULATION	SUNDAY	THURSDAY
San Francisco Peninsula	135,200	49,054
<b>FULL RUN READERSHIP</b>	<b>255,000</b>	<b>76,410</b>
<b>FULL RUN READERSHIP</b>	<b>60,000</b>	<b>148,800</b>



\*ZIP NOT DELIVERED

**ZIP CODES INCLUDED BUT NOT PICTURED:**  
 94103, 94105, 94108, 94111, 94115, 94123, 94133, 94158, 94062, 94301, 94304, 94305, 94306

UPDATED 08.02.2018

Figure 44: SF Examiner Media Kit 2018 pg 5

# PRINT AD GUIDELINES

## CAMERA READY REQUIREMENTS

- All text should be converted to outlines
- Photos and raster artwork should be at least 300 dpi at full size
- Black and white ads should be saved as grayscale
- Color ads should be saved as CMYK (NO RGB, Index, or PMS colors)
- No text smaller than 6pt
- No 72 dpi web graphics or photos
- No rich black, use process black (100%K)
- Maximum ink density = 240%
- Line screen = 85 lpi
- 30% dot gain

## ACCEPTABLE FILE FORMATS

- PDF (Acrobat 4, fonts embedded)
- TIFF (flattened)
- EPS (text converted to outlines)

We don't accept native file formats or fonts from advertisers. (This includes native Quark, InDesign, Photoshop or Illustrator documents) Native files and client fonts can cause problems with our PDF workflow. Any files not meeting these guidelines may print incorrectly. The San Francisco Media Company is not responsible for printing problems due to improperly prepared files.

## NAMING YOUR FILE

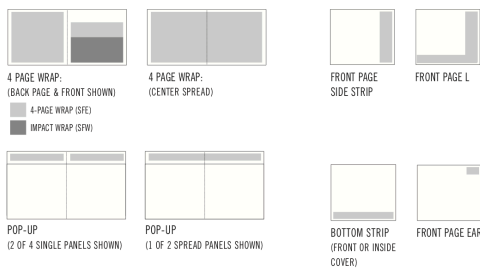
Name files with your account name, the issue run date of the ad and the publication(s) it will run in. For Example: *YourAccountName\_1-6-17\_SFEx.pdf*

## SENDING YOUR FILE

**SF EXAMINER**  
 5MB or less: Email your Account Representative  
 Larger than 5MB: Send via Dropbox, Google Drive or similar service

## PREMIUM AD SIZES (Inquire with Account Representative)

Pop-Up: 10.125" x 1.125" (x4-individual panels)  
 or 21" x 1.125" (x2-spread panels)  
 Front Page Strip, Inside Cover Strip: 10.125" x 1.75"  
 Impact Wrap (SFE): front-10.125" x 5.042", back-10.125" x 10.25", spread-21" x 10.25"  
 Front Page Ear: 2.330" x 1.684"  
 Front Page Side Strip: 1.89" x 10.25"  
 Front Page L: (See your Account Representative for dimensions)

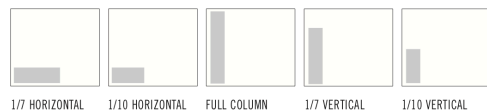
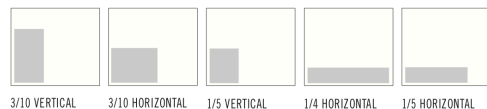
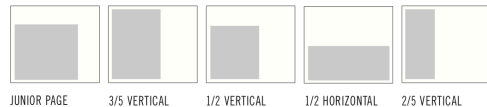
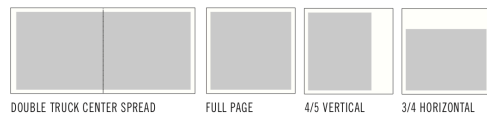


\*Sizes must be accurate. It is our policy not to alter camera ready ads.

## AD SIZE

## DIMENSIONS (W x H)

DOUBLE TRUCK (10col x 10.25")	21" x 10.25"
FULL PAGE (5col x 10.25")	10.125" x 10.25"
4/5 VERTICAL (4col x 10.25")	8.067" x 10.25"
3/4 HORIZONTAL (5col x 7.646")	10.125" x 7.646"
JUNIOR PAGE (4col x 7.646")	8.067" x 7.646"
3/5 VERTICAL (3col x 10.25")	6.01" x 10.25"
2/5 VERTICAL (2col x 10.25")	3.95" x 10.25"
1/2 VERTICAL (3col x 7.646")	6.01" x 7.646"
1/2 HORIZONTAL (5col x 5.042")	10.125" x 5.042"
3/10 VERTICAL (2col x 7.646")	3.95" x 7.646"
3/10 HORIZONTAL (3col x 5.042")	6.01" x 5.042"
1/5 VERTICAL (2col x 5.042")	3.95" x 5.042"
1/4 HORIZONTAL (5col x 2.437")	10.125" x 2.437"
1/5 HORIZONTAL (4col x 2.437")	8.067" x 2.437"
1/7 HORIZONTAL (3col x 2.437")	6.01" x 2.437"
1/10 HORIZONTAL (2col x 2.437")	3.95" x 2.437"
FULL COLUMN (1col x 10.25")	1.89" x 10.25"
1/7 VERTICAL (1col x 7.646")	1.89" x 7.646"
1/10 VERTICAL (1col x 5.042")	1.89" x 5.042"
1/15 VERTICAL (1col x 3.739")	1.89" x 3.739"
1/20 VERTICAL (1col x 2.437")	1.89" x 2.437"



1 column	1.89"
2 column	3.95"
3 column	6.01"
4 column	8.067"
5 column	10.125"

UPDATED 08.02.2018

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## Appendix O

### Media Outreach Summary

Calculations for Safe Drug Disposal Stewardship Ordinance (SDDSO) Outreach Activities in compliance with SDDSO Regulations Sections D.1.4 and 1.5.

Combined Target Reach Percent (CTRP) at 2+ Frequency (Year Two) <sup>1</sup> 50% of San Franciscans each must see a MED-Project outreach message at least 2 times in a one month-period (at least 3 times per year) Target Population (All San Francisco Residents 18+ ) = 697,111 Residents based on 2010 Census.								
Outreach Activity	Start Date	End Date	Frequency	Reach (# of individuals)	Reach Percent <sup>2</sup> 4-Week Period #1:	Reach Percent 4-Week Period #2:	Reach Percent 4-Week Period #3:	Additional Campaigns
					[5/16/2018-6/10/2018]	9/1/2018-9/30/2018	[12/1/2018-12/31/2018]	
CDA Digital/Static/Video	5/16/2019	6/10/2019	2.4	346,585	50%			
CDA Digital/Static/Video	9/1/2019	9/30/2019	2.3	570,448		82%		
CDA Digital/Static/Video	12/1/2019	12/31/2019	4.6	655,348			94%	
SF Examiner, Newspaper	2/25/2019	3/11/2019	2	297,448				43%
SF Examiner, Online	2/25/2019	3/18/2019	1	28,200 <sup>3</sup>				4%
CDA Digital/Static/Video	4/26/2019	5/14/2019	2	302,778				43%
Television Campaign	6/19/2019	8/5/2019	4.3	81,833				12%
Radio Campaign	10/4/2019	10/28/2019	1.9	280,500				40%

<sup>1</sup> Outreach activities shall, when considered together, achieve a combined target reach percent of 50% at a 2+ frequency for the duration of one month, at least three times per year for following years

<sup>2</sup> Reach Percent = Activity Reach/Target Population

<sup>3</sup> Purchased 60,000 impressions. Per SF Examiner Account manager email 47% of the 60,000 impressions are San Francisco residents (see backup).



SF Examiner, Newspaper	12/2/2019	12/23/2019	3	297,448				43%
SF Examiner, Online	12/2/2019	12/16/2019	1	28,200 <sup>3</sup>				4%
Combined Target Reach Percent at 2+ Frequency Total					50%	82%	94%	
Does 4-week period achieve at least 50% CTRP? (YES/NO)					YES	YES	YES	

*Table 16: Media Outreach Summary*

<sup>3</sup> Purchased 60,000 impressions. Per SF Examiner Account manager email 47% of the 60,000 impressions are San Francisco residents (see backup).

**Proof of Media Outreach Summary**

Outreach Activity	Start Date	End Date	Proof of Run Dates	Frequency	Proof of Frequency	Reach	Proof of Reach/Invoice
CDA Digital/Static/Video	5/16/2019	6/10/2019	Figure 36	2.4	Figure 36	346,585	Figure 36
CDA Digital/Static/Video	9/1/2019	9/30/2019	Figure 36	2.3	Figure 36	570,448	Figure 36
CDA Digital/Static/Video	12/1/2019	12/31/2019	Figure 36	4.6	Figure 36	655,348	Figure 36
SF Examiner, Newspaper	2/25/2019	3/11/2019	Figure 25,26	2	Figure 37	297,448	Figure 37,40-45
SF Examiner, Online	2/25/2019	3/18/2019	Figure 25,26	1	Figure 37	28,200	Figure 37
CDA Digital/Static/Video	4/26/2019	5/14/2019	Figure 36	2	Figure 36	302,778	Figure 36
Television Campaign	6/19/2019	8/5/2019	Figure 29,36	4.3	Figure 29,36	81,833	Figure 36
Radio Campaign	10/4/2019	10/28/2019	Figure 30,36	1.9	Figure 30,36	280,500	Figure 36
SF Examiner, Newspaper	12/2/2019	12/23/2019	Figure 32,33,34	3	Figure 38	297,448	Figure 38, 40-45
SF Examiner, Online	12/2/2019	12/16/2019	Figure 32,33,34	1	Figure 38	28,200	Figure 38

*Table 17: Proof of Media Outreach Summary*

## Appendix P

### Convenience Standard Results

District	No. of Sites	No. of Mail Back locations	No. of Take Back Events
1	4	5	0
2	2	7	1
3	8	6	1
4	2	5	1
5	8	7	0
6	10	8	0
7	3	8	1
8	2	7	0
9	2	6	1
10	4	10	1
11	2	4	1

Table 18: Convenience Standard Results

## Appendix Q

### 2017 Annual Report Addendum

#### Print Advertisements

TYPE	PRINT DATE	PUBLICATION / STATION	OUTREACH ACTIVITY	REACH / DISTRIBUTION
Print Advertisement	11/01/2017	Catholic San Francisco	Print Advertisement	45,000
Print Advertisement	12/06/2017	Catholic San Francisco	Print Advertisement	45,000

Table 19: Print Advertisements

#### Email Blast Activity

TYPE	PRINT / AIR DATE	AD PAGE	PUBLICATION / STATION	OUTREACH ACTIVITY
Email Blast	11/01/2017	Save The Date for SF TBE in November	Email	Email Blast
Email Blast	12/06/2017	Save The Date for SF TBE in December	Email	Email Blast

Table 20: Email Blast Activity

#### Electronic Distribution

TYPE	PRINT/AIR DATE	AD PAGE	PUBLICATION/STATION	OUTREACH ACTIVITY
Event Site	11/01/2017	Announce SF TBE at Excelsior Library	EventBrite	Event Post
Event Site	11/01/2017	Announce SF TBE at Excelsior Library	EventBrite	SFStation

TYPE	PRINT/AIR DATE	AD PAGE	PUBLICATION/STATION	OUTREACH ACTIVITY
Event Site	11/05/2017	Announce SF TBE at Richmond Library	EventBrite	Event Post
Event Site	11/05/2017	Announce SF TBE at Richmond Library	EventBrite	SFStation
Event Site	11/08/2017	Announce SF TBE at Ortega Library	EventBrite	Event Post
Event Site	11/08/2017	Announce SF TBE at Ortega Library	EventBrite	SFStation
Event Site	11/11/2017	Announce SF TBE at Marina Library	EventBrite	Event Post
Event Site	11/11/2017	Announce SF TBE at Marina Library	EventBrite	SFStation
Event Site	11/20/2017	Announce SF TBE at Merced Library	EventBrite	Event Post
Event Site	11/20/2017	Announce SF TBE at Merced Library	EventBrite	SFStation
Event Site	11/28/2017	Announce SF TBE at Ortega Library	EventBrite	Event Post
Event Site	11/20/2017	Announce SF TBE at Ortega Library	EventBrite	SFStation
Event Site	12/13/2017	Announce SF TBE at Eureka Valley Library	EventBrite	Event Post
Event Site	12/13/2017	Announce SF TBE at Eureka Valley Library	EventBrite	SFStation
Event Site	12/16/2017	Announce SF TBE at Bernal Heights Library	EventBrite	Event Post
Event Site	12/16/2017	Announce SF TBE at Bernal Heights Library	EventBrite	SFStation
Event Site	12/19/2017	Announce SF TBE at Visitacion Valley Library	EventBrite	Event Post
Event Site	12/19/2017	Announce SF TBE at Visitacion Valley Library	EventBrite	SFStation

TYPE	PRINT/AIR DATE	AD PAGE	PUBLICATION/STATION	OUTREACH ACTIVITY
Event Site	12/20/2017	Announce SF TBE at Excelsior Library	EventBrite	Event Post
Event Site	12/20/2017	Announce SF TBE at Excelsior Library	EventBrite	SFStation

Table 21: Electronic Distribution

### Social Media Posts

TYPE	PRINT / AIR DATE	AD PAGE	PUBLICATION / STATION	OUTREACH ACTIVITY
Social Media	11/01/2017	Event Post – Excelsior Library	Facebook	Social Media Post
Social Media	11/05/2017	Event Post – Richmond Library	Facebook	Social Media Post
Social Media	11/08/2017	Event Post – Ortega Library	Facebook	Social Media Post
Social Media	11/11/2017	Event Post – Marina Library	Facebook	Social Media Post
Social Media	11/15/2017	Announce Disposal Options for SF	Facebook	Social Media Post
Social Media	11/15/2017	Announce Sf TBE at North Beach Library	Facebook	Social Media Post
Social Media	11/20/2017	Announce Sf TBE at Merced Library	Facebook	Social Media Post
Social Media	11/20/2017	Event Post – Merced Library	Facebook	Social Media Post
Social Media	11/20/2017	Announce Sf TBE at Merced Library	Twitter	Social Media Post
Social Media	11/27/2017	Announce Sf TBE at Ortega Library	Facebook	Social Media Post
Social Media	11/27/2017	Announce Sf TBE at Ortega Library	Twitter	Social Media Post

TYPE	PRINT / AIR DATE	AD PAGE	PUBLICATION / STATION	OUTREACH ACTIVITY
Social Media	11/28/2017	Event Post – Ortega Library	Facebook	Social Media Post
Social Media	12/10/2017	Event Post – Merced Library	Facebook	Social Media Post
Social Media	12/13/2017	Event Post – Eureka Valley Library	Facebook	Social Media Post
Social Media	12/15/2017	Announce Disposal options SF	Facebook	Social Media Post
Social Media	12/15/2017	Announce Sf TBE at Bernal Heights Library	Facebook	Social Media Post
Social Media	12/15/2017	Announce Sf TBE at Bernal Heights Library	Twitter	Social Media Post
Social Media	12/16/2017	Event Post - Bernal Heights Library	Twitter	Social Media Post
Social Media	12/19/2017	Event Post – Visitacion Valley Library	Facebook	Social Media Post
Social Media	12/19/2017	Announce Sf TBE at Visitacion Valley Library	Twitter	Social Media Post
Social Media	12/20/2017	Event Post – Excelsior Library	Facebook	Social Media Post
Social Media	12/20/2017	Announce Sf TBE at Excelsior Library	Twitter	Social Media Post

Table 22: Social Media Posts

### MED-Project Website Posts

TYPE	PRINT / AIR DATE	AD PAGE	PUBLICATION / STATION	OUTREACH ACTIVITY
Website Post	11/01/2017	Event Post - Excelsior Library	MED-Project Website	Event Post
Website Post	11/05/2017	Event Post - Richmond Library	MED-Project Website	Event Post

TYPE	PRINT / AIR DATE	AD PAGE	PUBLICATION / STATION	OUTREACH ACTIVITY
Website Post	11/08/2017	Event Post - Ortega Library	MED-Project Website	Event Post
Website Post	11/11/2017	Event Post - Marina Library	MED-Project Website	Event Post
Website Post	11/18/2017	Event Post – North Beach Library	MED-Project Website	Event Post
Website Post	11/20/2017	Event Post - Merced Library	MED-Project Website	Event Post
Website Post	11/28/2017	Event Post - Ortega Library	MED-Project Website	Event Post
Website Post	12/13/2017	Event Post - Eureka Valley Library	MED-Project Website	Event Post
Website Post	12/16/2017	Event Post – Bernal Heights Library	MED-Project Website	Event Post
Website Post	12/19/2017	Event Post – Visitacion Valley Library	MED-Project Website	Event Post
Website Post	12/20/2017	Event Post - Excelsior Library	MED-Project Website	Event Post

*Table 23: MED-Project Website Posts*



