



PREFACE

In autumn of 2010, near the start of my investigations into the Highway 12 megaloads controversy, activist Linwood Laughy mentioned his respect for Joseph Campbell's *The Hero with a Thousand Faces*. I immediately warmed to this, having often described Campbell's ideas about the hero's quest to my young daughter, who is fascinated by Greek and Roman mythology. I'd tell her how the hero has to capture a rare prize from the grasp of some dark, powerful figure. To find the prize, he must travel through dangerous country, crossing wild waters, battling demons, and doing other great deeds along the way. Someone old and wise helps him, and, finally, he emerges into a beautiful land. He snares the prize, but his work is not done—indeed, it is worthless until he brings this wonderful thing back to the people. All the old stories are like that, I'd say, and she'd nod, because she had read many of them. She knew the hero always brought the treasure, the victory, the wisdom back to the people.

To be called to such a task is also to find one's way. People in the midst of this kind of work, especially the leaders among them, are running on rarified air. If they were athletes, people would say they were in the zone. Religious folk would describe it as being in direct contact with the deity. They're swept up, immersed, given over completely to the cause—and often there isn't a penny in it for them. The next generation may well find that such commitment, such resistance to the crushing confor-

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Lin and Borg issued their first of seven mini-white papers or "alerts" to ITD and the governor, based on what they were learning, which they also posted on the website. These alerts continued through August. Borg likened the process of discovery to peeling an orange, uncovering one slice after another. "We did more and more research once the orange started getting peeled," she said. "As more people became interested, they reacted with shock, dismay, anger, and even crying, saying things like, 'I will lie down in the highway to stop that.'"

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USA Today picked up the megaloads story via an article by Montana Journalist John S. Adams of the Great Falls Tribune. Likening concern over Imperial Oil's plans to that of the then-current oil spill from the explosion and sinking of the Deepwater Horizon oil rig in the Gulf of Mexico, Adams quoted Gov. Schweitzer in favor of the transport project and Borg against it. Over the coming months, a number of other large publications and electronic media outlets began covering the story.

"I started with a core list of media contacts, and I just started using that," Borg told me. "I started sending information, and then we started having some telephone contact with them. And gradually, the media started contacting me beyond that core list, saying please put me on your list. And then we started having contacts from the New York Times and the Los Angeles Times, the Canadian Broadcasting Corporation and the Calgary Herald."

"We spent probably six hours with the gal from the Los Angeles Times, another six hours with the New York Times reporter, and more than four hours with the Canadian Broadcasting Corporation reporter," said Lin.

"I think as this story grew, the media were just like other people, drawn to it, and they wanted information," Borg said. "And

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