

Making the Media Work for You



Tracy Sabetta



CHILDHOOD ASTHMA ATTACKS. STRAIGHT FROM THE SOURCE.

Tell Washington: Don't weaken clean air protections.

FightingForAir.org

There Are Effective Public Advocacy Messages



And Less Effective Messages

Why do we work with media?

- ▶ Expands the reach of our message
- ▶ Influences decision-makers
- ▶ Motivates public to action



How do we work with the media?

- ▶ Times they are a-changing
 - ▶ Essential to make it as easy as possible
 - ▶ Media advisories for events
 - ▶ Press releases about reports, events
 - ▶ Letters to the editor, op-eds
 - ▶ Editorial board visits or reporter meetings
 - ▶ TV and radio interviews
 - ▶ Social media and digital news platforms
- 

If you learn one thing today...

**KNOW YOUR
AUDIENCE**



Media advisories vs. releases

- ▶ **Advisories:**
 - **Why come to or cover your event?**
 - Catchy headline
 - Brief description
 - Who, what, when, where? Visuals
 - Contact information
- 

How can you make it sexy?

IMMEDIATE RELEASE

June 13, 2019

Contact:

Rachael Belz, 513-602-4115 (rbelz@ohiocitizen.org)

Melissa English, 513-307-8527 (menglish@ohiocitizen.org)

No More Pork for FirstEnergy Solutions!

Giant inflatable pig will remind Bowling Green residents that FES wants to break the bank

BOWLING GREEN, OH – Join Bowling Green-area elected officials and leaders from Ohio's largest consumer and advocacy communities as they gather at Wooster Green in opposition to legislative efforts at the Statehouse to impose a consumer-funded bailout of two FirstEnergy Solutions nuclear plants and two of the area's dirtiest coal plants. House Bill 6 also repeals the state's effective renewable energy and efficiency programs, potentially making Ohio the first state in the nation to consider gutting clean energy standards to fund coal and nuclear bailouts.

The event will be hosted in the shadow of a giant inflatable pig, reminding area residents that FirstEnergy Solutions wants to bring home the bacon at the expense of all Ohio consumers. Bowling Green City Council members introduced and passed a resolution opposing House Bill 6 in early June. Following remarks by Bowling Green Mayor Dick Edwards and others, attendees will have the opportunity to offer brief testimony in response to House Bill 6 to be shared with decision-makers over social media.

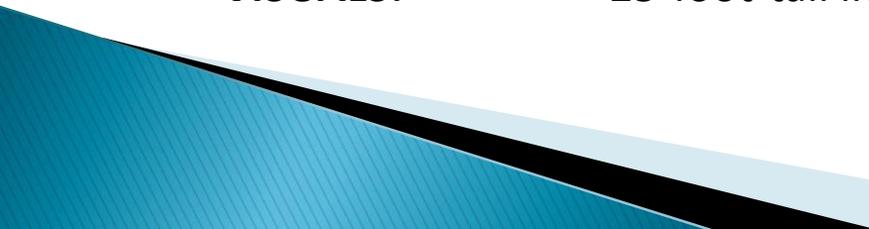
WHAT: Press conference in opposition to House Bill 6
Opportunity for citizen testimony on the legislation

WHO: Bowling Green Mayor Dick Edwards
Ohio Citizen Action
Ohio Consumers Power Alliance

WHEN: Monday, June 17, 2019
3:30pm

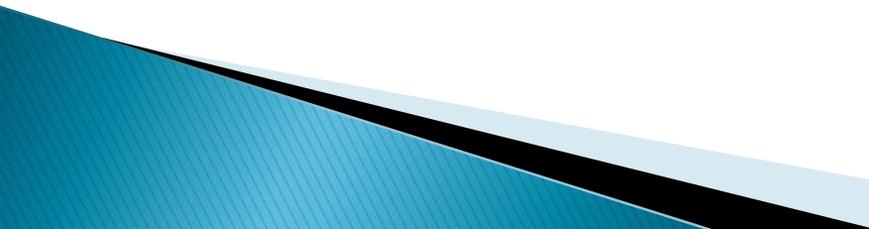
WHERE: Wooster Green
Corner of West Wooster and South Church
Bowling Green, OH

VISUALS: 25-foot-tall inflatable pink pig



Media advisories vs. releases

▶ Releases:

- Meat of your event or announcement
 - Sent after to supplement your event or can stand alone
 - Has a headline that captures attention
 - Information included is newsworthy and timely
 - Include citations if you include statistics and information
 - Use quotes from those impacted or participating in the event, will the messenger appeal to your audience?
 - Identify someone to be the contact and include information
 - Direct reporters to websites or reports for other information or visuals
- 



FOR IMMEDIATE RELEASE

Tuesday, May 29, 2018

MEDIA CONTACT:

Tracy Sabetta, Initiative Consulting
614-581-2907

tsabetta@initiativeohio.com

New Report Finds Energy Innovation Can Bring \$25 Billion in Investment, 20,000 Jobs to Ohio

Walmart, JPMorgan Chase, and others share their vision for the state's energy future

(Columbus, OH – May 29, 2018)—Leaders from some of Ohio's largest corporations, fast-growing companies, research institutions, and local economic development programs gathered in Columbus today to unveil a [new report](#) that outlines a vision for creating more than 20,000 jobs and sparking more than \$25 billion in investment in Ohio through energy innovation.

Synapse Energy Economics hosted the event to release *Powering Ohio: A Vision for Growth and Innovative Energy Investment*, completed in partnership with Case Western Reserve University's Great Lakes Energy Institute. A diverse group

of advisors from across the business, regulatory, academic, labor, and manufacturing sectors in Ohio shared their energy insights and experiences to develop the report.

"Investing in smarter, cleaner, and more efficient energy is simply good business," said Asa Hopkins, Principal Associate, Synapse Energy Economics, primary researchers for the report.

The report addresses five opportunities for growth in Ohio: attracting investment from corporate clean energy leaders; transforming transportation; building clean electricity generation; boosting Ohio's energy productivity; and harnessing a 21st century electric grid.

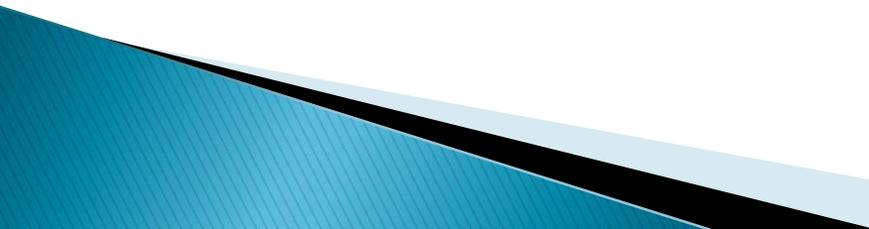
Integrating clean tech and energy innovation into Ohio's manufacturing base will be critical for economic growth. Fortunately, Ohio has a strong foundation: With over 15,500 manufacturers producing \$106 billion of annual industrial output, Ohio is a manufacturing powerhouse that ranks third in manufacturing employment nationally.

"The Powering Ohio report is useful to anyone interested in understanding the clean energy opportunities in Ohio that will elevate our state as a leader in job creation and application of technologies," said William Alexander, President of GEM Energy. "Ohio is well-positioned to embrace the opportunity of clean

Pitching your story

- ▶ Develop a media list and keep it updated
 - Watch for stories on your issue and make a note of the reporter and their contact information
 - Don't forget digital media sites that will run your release
 - ▶ Send a media advisory in writing, follow up
 - Personal call gives you the opportunity to make your case and gauge reporter interest
 - ▶ Television pitching is challenging but crucial
 - News directors need a reason why your story is more important than a house on fire
- 

How can you make it sexy?

- ▶ Make a clear connection as to why this is important to the local area of the outlet
 - Do you have local statistics?
 - Do you have a local or recognizable spokesperson?
 - ▶ Frame the issue as one they have not covered before—new angle, new messenger, visuals
 - ▶ Make it timely
 - This is something everyone will report today and by tomorrow it will be old news—don't miss out!
- 

If You Give a Pig a Platform



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BG protests 'pork' in HB 6 for nuclear and coal power

TOPICS: House Bill 6 Renewable Energy



Sentinel-Tribune

Updated: Rally - BG getting swine-dled on FirstEnergy bailout

Story Video (1)

Print Font Size

Posted: Monday, June 17, 2019 5:26 pm

By Debbie Rogers, Sentinel-Tribune Editor

If the smell of bacon was wafting through downtown Bowling Green on Monday afternoon, it may not have been the imagination.

An inflatable pink pig — as large as the Wooster Green gazebo it floated next to — swayed in the late spring breeze. The sow was a symbol for a rally against House Bill 6, which will add a new charge to individuals' and businesses' electricity bills to financially rescue two nuclear power plants.



LOG OUT MY PROFILE



THE BLADE/KURT STEISS

Giant, inflatable pig centers protest about bill involving Davis-Besse

ADVERTISEMENT
TAKE THE FAST TRACK TO YOUR FUTURE AT ATHENA!
BECOME A NURSE IN LESS THAN A YEAR!

Your turn

- ▶ Write a media advisory for an upcoming event
- ▶ Public health leaders speak out in support of action on climate change
- ▶ Remember to include the **hook**, who your **speakers** are, why it is **important to audience**
- ▶ **Headline**, brief **summary**, then **who**, **when** and **where**, and **contact information**



Your turn

- ▶ American Academy of Pediatrics is releasing a study linking an increase in the frequency of children's asthma attacks to carbon pollution
- ▶ Your speakers are:
 - Dr. Bob Roberts, AAP
 - Dr. Lisa Carr, Cleveland Clinic
 - Kelly Green, mother of asthmatic child

**HEADLINE, CONTACT INFO, SUMMARY, HOOK
WHAT, WHO, WHEN, WHERE, VISUALS**

Letters to the Editor

- ▶ Voice opinions or responses, does not have to be balanced
 - ▶ Demonstrates readers are paying attention
 - ▶ Local messengers are always more successful
 - ▶ Local messages get more attention
 - ▶ Newspapers do not have to print them
 - ▶ May run them online only
- 

Letters to the Editor

- ▶ **Be polite.** Comment on actions or policies. Avoid personal attacks.
 - ▶ **Be specific.** If you are responding to an article, mention the date and/or title of the article.
 - ▶ **Stick to one topic.** Deal with only one issue in one letter.
 - ▶ **Stick to YOUR topic.** Do not repeat your opponent's arguments or take the myth/fact approach. Restating a contrary position only serves to put it in print once again.
- 

Letters to the Editor

- ▶ **Use facts and figures to back up your arguments.** Talking points and reports.
- ▶ **State your qualifications,** if useful to the letter.
- ▶ **Be concise.** Short letters are more likely to be printed, stick to 200–250 words.
- ▶ **Be original.** Do not copy talking points or materials verbatim. Use your own voice and story.



Editorial boards and op-eds

- ▶ Editorial board meetings aim to influence opinion pieces written **BY THE PAPER**
- ▶ Issue experts and personal stories are critical to successful editorial board meetings
- ▶ Will typically be attended by editorial writers and reporters who cover the issue
- ▶ Op-eds are guest columns typically written by impacted individuals with credibility on the topic
- ▶ Both tactics are to be reserved, limited bites at the apple



Ohio's nuclear bailout bill will hurt children's health: Aparna Bole and Kristie Ross (Opinion)

We urge Ohio lawmakers to oppose those provisions of House Bill 6 that would weaken Ohio's clean energy standards and thereby harm our children, write Drs. Aparna Bole and Kristie Ross of Cleveland.

Ohio Editorial Boards Oppose House Bill 6

THE PLAIN DEALER

Why the "Ohio Clean Air" bill, HB 6, would take Ohio backwards and drive young people away: Bernie Moreno

July 7, 2019 — CLEVELAND — Last week's announcement to transform the Avenue Shops at Tower City into a one-of-a-kind entrepreneurial hub dubbed City Block was a step forward.

THE PLAIN DEALER

Editorial: Ohio nuclear bailout bill needs work — and more scrutiny

June 28, 2019 — Slow it down. The proposed Ohio nuclear bailout bill — which also seeks to monkey with other aspects of Ohio's energy future — is too consequential to rush into passage this week.

The Columbus Dispatch

Editorial: Ohio Lawmakers: Drop nuclear bailout and invest in the future

June 27, 2019 — Changes made by the Ohio Senate Wednesday to a proposed bailout of two nuclear power plants make a bad bill slightly better. But the substitute version of House Bill 6 still does too little for Ohio's energy future to justify saddling ratepayers with the mistakes of the past.

THE BLADE

Editorial: No nuke bailout

June 26, 2019 — The best thing that can be said about House Bill 6 — the bailout of FirstEnergy Solutions' Davis-Besse and Perry nuclear power plants — is that it is no longer masquerading as anything other than the ugly sweetheart deal that it is.

The Columbus Dispatch

Editorial: Don't pass nuclear bailout without plan for renewable energy

June 25, 2019 — On Tuesday the Ohio Senate likely is hearing testimony on one of the most obnoxious bills to come along in a while. If it passes without major changes, it will be an enormous disservice to Ohioans and to the state's future economy. You don't even have to know what the bill is about to know it's abhorrent; you can tell that by the massive advertising push behind it.

The Vindicator

Editorial: State should not bail out old nuclear power plants

June 24, 2019 — First Energy Solutions, which expects the state of Ohio to save its financially ailing Perry and Davis-Besse nuclear power plants, has perpetrated an advertising hoax that should be widely condemned.

Akron Beacon Journal

Marilou Johaneck: At the Statehouse, they're playing us for energy fools

June 9, 2019 — An army of utility lobbyists, aided and abetted by sell-outs in the Ohio General Assembly and statewide GOP leadership, are playing us for fools.

CRAIN'S Cleveland Business

Editorial: Fix it

June 9, 2019 — House Bill 6, a measure passed May 29 that would subsidize the state's struggling coal and nuclear plants, is bad policy. It's now up to the Ohio Senate to put consumers first, think more expansively about the future, and correct at least some of the bill's flaws before it makes its way to the desk of Gov. Mike DeWine.

The Columbus Dispatch

Editorial: Energy bailout bill needs Senate changes to truly be clean

June 3, 2019 — House Bill 6, passed out of the House Wednesday with Republican and Democratic votes, would wipe out Ohio's mandate for renewable energy and energy efficiency. It would make wind power all but impossible to develop in Ohio.

THE PLAIN DEALER

Ohio utilities may do politics better than electricity. Just look at HB 6: Thomas Suddes

June 2, 2019 — The Statehouse antics of Ohio's electric utilities call to mind what Anglo-Irish statesman Edmund Burke said about Britain's East India Co.: It was "a state disguised as a merchant."

THE REPOSITORY

Editorial: Flawed energy bill emerges from House

June 2, 2019 — Over the several days leading up to Wednesday's vote on House Bill 6, state Rep. Thomas West found himself in the same position as this Editorial Board, trying to understand complex legislation that seemingly was changing by the day.

Akron Beacon Journal

Editorial: Ohio needs its nuclear power plants and its renewable energy standard

May 10, 2019 — How important are the Davis-Besse and Perry nuclear power plants to the task of curbing climate change? Their closure would amount to losing all the renewable energy development of the past 25 years in Ohio and the dozen other states served by the PJM transmission grid operator.

THE PLAIN DEALER

Editorial: HB 6, the Ohio nuclear bailout bill, is a bad bill, but it can be made better

May 10, 2019 — The proposed ratepayer bailout of FirstEnergy's two Ohio nuclear plants is riven with problems. Among them: *House Bill 6 would force ratepayers to subsidize nuclear plants that, in today's low-cost-energy environment, are simply too expensive to operate.

TV and Radio Interviews

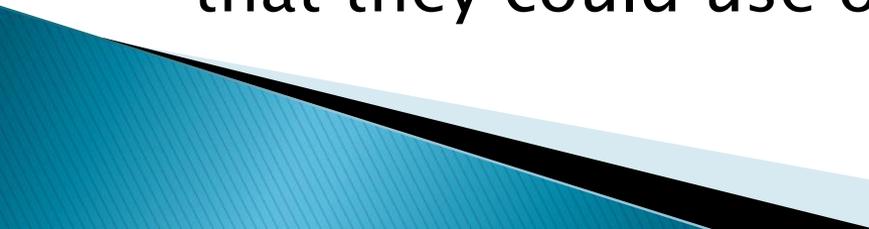
- ▶ May be live or recorded
- ▶ Keep answers short, repeat points, friendly
- ▶ Do not let reporters lead you astray
- ▶ It is perfectly fine to say you don't know the answer
- ▶ If you can't answer question, employ the Art of the Transition!!
 - That is an important issue that many people are working on. But today, we are talking about...
 - I'm not sure about that, but let me tell you what I do know...

Preparing for an interview

- ▶ What is your main message point?
 - Be familiar with the talking points and be sure you can clearly restate it a number of different ways
- ▶ Is there opposition to your message?
 - Know their typical argument against your message and be prepared with a counter point
- ▶ If you do not know the information, do not make up an answer



Social Media Tools

- ▶ Component of your campaign that fits into the overall strategy, cannot stand alone
 - ▶ Social media is meant to help spread your message, increase your supporters, and motivate people to action
 - ▶ Follow reporters and they may follow you back
 - ▶ Tweet out event information or report links to specific reporters that you may want to target
 - ▶ Send photos out to reporters over social media that they could use online or for stories
- 

Social media tools

- ▶ Use social media to amplify the coverage that you do get from more traditional media
 - ▶ Mention (@) reporters or news sources when you post their stories
 - ▶ Mentioning lawmakers means they will receive a notification of your tweet (New report released today shows....@matthuffman1)
 - ▶ Quote tweeting vs. retweeting vs. live tweeting
 - ▶ Use Facebook live for your events
 - ▶ Create a YouTube channel for your press events and videos
- 

repeal house bill 6 hearing



FULL REPEAL HB6!

B6 My website



Repeal HB6

4 subscribers

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HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



Uploads

▶ PLAY ALL



2:27

Repeal HB6 NOW!

25 views · 3 months ago



1:26:46

Repeal HB6 Business Leaders Hearing 11/16/2020

56 views · 4 months ago



1:32:30

Repeal HB6 Public Hearing 10/29/2020

100 views · 4 months ago



1:06:36

Repeal HB6 Public Hearing 10/27/2020

60 views · 4 months ago



1:04:16

Repeal HB6 Public Hearing 10/21/2020

235 views · 4 months ago



Jackie Borchardt ✓
@JMBorchardt

...

FirstEnergy CEO: "...I view our political arena activities, if you will, to be limited and very, very focused in the future. You will be able to count on openness and transparency around the accounting of those activities."
[@lbischoff](#) reports:



FirstEnergy tells shareholders it is focused on ethics, integrity
FirstEnergy Corp. told shareholders that it is hyper focused on ethics and that the company is still cooperating with multiple investigations.
[dispatch.com](#)

9:35 AM · May 18, 2021 · Twitter Web App



Matt Kuhns @mjkuhns · 5h
I don't believe him

...



Jackie Borchardt ✓ @JMBorchardt · 5h

FirstEnergy CEO: "...I view our political arena activities, if you will, to be limited and very, very focused in the future. You will be able to count on openness and transparency around the accounting of those activities."
[@lbischoff](#) reports: [dispatch.com/story/news/202...](#)



Laura Bischoff ✓ @lbischoff · 5h
[.@firstenergycorp](#) says it's turning a new leaf...

...



Jackie Borchardt ✓ @JMBorchardt · 5h

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[@lbischoff](#) reports: [dispatch.com/story/news/202...](#)



##Social Media Tools

2X

Tweets with hashtags receive 2X more engagement than those without hashtags.

21%

Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags.

17%

Tweets that use more than two hashtags actually show a 17% drop in engagement.



Helpful tips

- ▶ Respect the reporter's time
 - Return their calls quickly
 - Do not send too many emails, you want yours to stick out when you have an important event
 - Use enough evidence and data to establish yourself as the expert on the issue, but do not bury the message
- ▶ Have message discipline
 - Regardless of how badly you might want to, do not stray from your main message



Sometimes You Lose, But Still Win Messaging War

Nuclear bailout bill passes Ohio legislature, signed by Gov. Mike DeWine

Updated Jul 23, 2019; Posted Jul 23, 2019

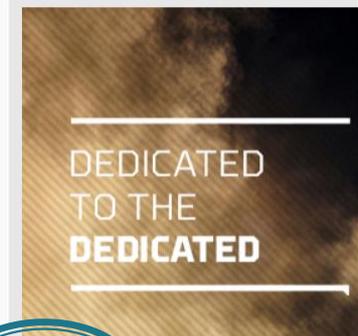


Ohio lawmakers have passed a bill that will bail out two FirstEnergy Solutions nuclear power plants, including the Perry

Ohio Gov. DeWine signs bill to bail out nuclear plants, slash renewable energy

Jessie Balmert, Cincinnati Enquirer Published 9:29 a.m. ET July 23, 2019 | Updated 5:02 p.m. ET July 23, 2019

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE



Nuclear bailout bill is signed into law despite flaws. Here are some of the Northeast Ohio legislators to blame: editorial

Posted Jul 23, 2019



NR ALL UPDATES SECTIONS / SEARCH



1 / 2 Dick Stein

Nuclear bailout bill passes Ohio legislature

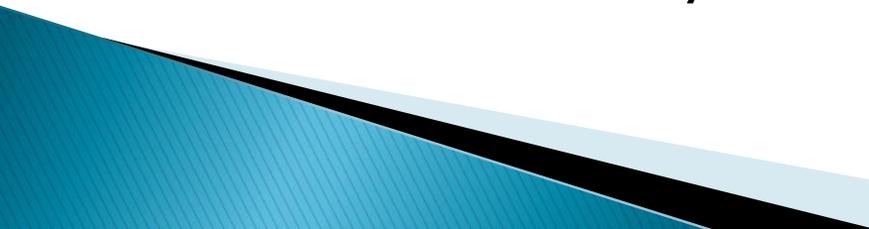
BY JEREMY... Updated Jul 23, 2019 AT 5:38 PM

COLUMBUS After 14 weeks of legislative negotiations, intense lobbying, and a deluge of ads, Ohio lawmakers on Tuesday gave final approval to legislation to subsidize nuclear and coal power plants with millions of dollars from the public and effectively gut the state's green-energy mandates for utilities.

Callender, Wilkin
Senate Amendments
Creates Ohio Clean Air Program
YEA: 51 NAY: 38 W/V: 10

ANTANI	GALONSKI	LEPORE-HAGAN	ROMANCHUK
ARNOT	GAMBARI	LIGHTBODY	RUSSO
BALDRIDGE	GINTER	LIPPS	RYAN
BECKER	GREEN	LIPSON	SCHERER
BLAIR	GREENSPAN	MANCHESTER	SEITZ
BLESSING	GRENDELL	MANNING, D	SHEEHY
BOGGS	HANBLEY	MANNING, G	SKINDELL
BOYD	HICKS-HUDSON	MCCLAIN	SMITH, K
BRENT	HILLVER	MERRIN	SMITH, R
BRINKMAN	HOLMES, A	MILLER, A	SMITH, T
BROWN	HOOD	MILLER, J	SOBECKI
BUTLER	HOOPS	MIRANDA	STEIN
CALLENDER	HOUSE	O'BRIEN	STOLTZFUS
CARFAGNA	INGRAM	DESLAGER	STRAHORN
CARRUTHERS	JONES	PATTERSON	SWEENEY
CERA	JORDAN	PATTON	SYKES
CLITES	KELLER	PERALES	UPCHURCH
CRAWLEY	KELLY	PLUMMER	VITALE
CROSS	KENT	POWELL	WEINSTEIN
CROSSMAN	KICK	REINEKE	WEST
CUPP	KOehler	RICHARDSON	WIGGAM
DEAN	LANESE	RIEDEL	WILKIN
DENSON	LANG	ROBINSON	ZELTWANGER
DEVITIS	LARE	ROEGER	SPEAKER
EDWARDS	LELAND	ROGERS	HOUSEHOLDER

Helpful tips

- ▶ Keep things as local as possible
 - Utilize local or county data when accessible
 - Work with local messengers or experts when possible, who will influence your audience?
 - ▶ Make their jobs easy
 - Ensure your quotes have been approved
 - If you list a media contact, make sure they are available during that time
 - Provide as much information as you can initially and be prepared to offer follow up resources
 - Tweet the story back at the paper or reporter
- 

Media Coverage Has Impact, Even in Defeat



IN THE COMING WEEKS, DON'T GIVE THE CHINESE GOVERNMENT YOUR PERSONAL INFORMATION, EMAIL, CELL PHONE, ADDRESS OR SIGN YOUR NAME ON THEIR PETITION.

CHINA IS QUIETLY INVADING OUR ENERGY GRID AND COMING FOR OUR OHIO JOBS.

**DON'T SIGN THEIR PETITION
ALLOWING CHINA CONTROL OVER OHIO**



DON'T SIGN THEIR PETITION allowing China control over Ohio!

- Keep Ohio's power grid out of the hands of the Chinese Government.
- Protect over 4,000 good-paying jobs.
- Help to preserve our environment. Ohio's nuclear power plants are carbon free and create no air pollution.

DECLINE TO SIGN! SAVE OUR JOBS!

**IF YOU SEE A CIRCULATOR
REPORT THEM TO OUR HOTLINE:**

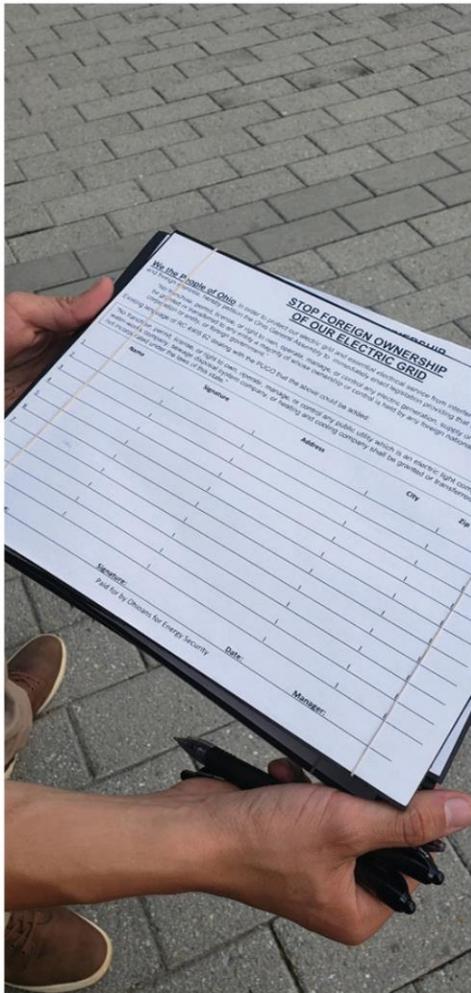
CALL: 888-308-2606 | TEXT: 614-591-4141
VISIT: OHIOANSFORENERGYSECURITY.COM



Media Coverage Has Impact, Even in Defeat

Opinion

Editorial: Don't believe the garbage put out by foes of HB 6 referendum



Media Coverage Has Impact, Even in Defeat



The Columbus Dispatch

House Bill 6 referendum petition circulator struck by opponent in Dublin

Media Coverage Has Impact, Even in Defeat

Yost warns House Bill 6 supporters to not harass referendum workers



The Columbus Dispatch

Opinion

Editorial: Intimidating petitioners? Knock it off

CantonRep.com
CONNECTING STARK COUNTY

By The Canton Repository Editorial Board

Posted at 6:15 AM

The Columbus Dispatch

Sports Entertainment Lifestyle Opinion USA TODAY Obituaries E-Edition Legals

■ FOR SUBSCRIBERS NEWS

'In a league of its own': Ohio is No.1 state when it comes to public corruption, experts say

Laura A. Bischoff The Columbus Dispatch

Published 5:40 a.m. ET May 10, 2021 | Updated 11:23 a.m. ET May 10, 2021



The Athens Messenger

Speaker Cupp: Still no plans to hold vote to expel Rep. Householder

By Tyler Buchanan Ohio Capital Journal Mar 18, 2021 Updated Mar 19, 2021

Current Speaker Bob Cupp, R-Lima, declined to offer any details of the caucus conversation from the night before. Cupp said he had no update to share about Householder's future in the chamber, just as the House leader had no update last week, the week before that, the week before that or the week before that.

Take Aways...

- ▶ Right messenger is as important as right message
 - ▶ Once you have decided on it, be vigilant about message discipline
 - ▶ Establish relationships with reporters and media outlets before you need them
 - ▶ Impacted individuals, timely information, and good visuals will get you the coverage you want...even if you don't win in the end
- 

And of course...

**KNOW YOUR
AUDIENCE**



It does matter...

OGLETHORPE SCHOOLS CHANGE POLICY

Threat disrupts plans to meet about threats

By Crystal Owens

crystal.owens@onlineathens.com

Oglethorpe County schools officials were mak-

the Oglethorpe County High School gym about 12:45 p.m., claiming that a bomb would go off by 1 p.m., said Sheriff Mike

It REALLY does matter...



'We hate math,' say 4 in 10
— a majority of Americans

WASHINGTON — People in this country have a love-hate relationship with math, a favorite school subject for some but just a bad memory for many others, especially women.

In an AP-AOL News poll almost four in 10 adults studied in school, a widespread dislik

Death is nation's top killer

Both your front page story on Nov. 10 ("Study shows tobacco is nation's biggest killer") and the study on which it reports are permeated by a fallacy that is becoming part of the fabric of

Death is not, under whatsoever, "pre-delayable. If everyone take up the report's

Cows lose their jobs as milk prices drop

By Scott Calvert
THE BALTIMORE SUN

EASTON, Md. — As his 100 dairy cows lumbered over for their Monday afternoon milking, farmer Eric Foster pondered his sudden misfortune. Those Holsteins and Jerseys, profit machines during a recent milk boom, are now cash money los-

This unlikely combination of forces has hit Foster's milking parlor and other dairy operators with a vengeance. After soaring in 2007 and remaining high in much of 2008, milk prices paid to farmers have collapsed and are expected to remain dismal, even as feed and fuel stay fairly costly.

Some dairy farmers have shut down. Others, like Foster, are

going to be in the dairy business."

Economists are concerned

Although consumers should benefit from somewhat lower prices at the supermarket, drop in the value of milk products a grim outlook for dairy farmers across the U.S.

Thank You!

Tracy Sabetta

Initiative Consulting

tsabetta@initiativeohio.com

614-581-2907

