

ABSOLUTELY**PUBLIC****RELATIONS**[®]

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**Community Issue Awareness Campaign
Save Mount Carbon – Lakewood, Colorado
2002-2003**

Print – Publication/column inches	Headline	Ad Value Equivalent	Circulation Exposure
5/22/02 – Bear Creek Sentinel – 36.5”	Resident hopes city flushes toilet idea <i>Construction halted on golf course outhouses</i>	\$ 766.50	13,500
5/23/02 – Lakewood Sentinel – 35”	Resident hopes city flushes latrine idea <i>Construction halted on golf course outhouses</i>	\$ 735.00	7,500
5/28/02 – E-Wire -- 394 words	Holben Building Corporation President <i>Questions Construction of Golf Course Toilet Structures On the Crest of Suburban Denver’s Mount Carbon, Interrupting 360-Degree View</i>	\$ NA	NA
5/29/02 – Bear Creek Sentinel – 16.5”	Latrines Lead to fire threats, <i>police report</i>	\$ 346.50	13,500
5/30/02 – Lakewood Sentinel – 12.75”	Latrines Lead to fire threats, <i>police report</i>	\$ 267.75	7,500
5/30/02 – Lakewood Sentinel – 10.25”	Toilets need to go away <i>Steve Holben Letter to the Editor</i>	\$ 215.25	7,500
6/1/02 – Bear Creek Sentinel – 4.5”	Structures would impact Mount <i>Carbon summit views – Letter to the Editor From Dave Chandler, Sierra Club-Rachel Carson Group chair</i>	\$ 94.50	13,500
6/5/02 – Bear Creek Sentinel – 16.5”	Pudim’s Potshot – Editorial Cartoon <i>Mt. Carbon Summit: He’s not getting off the pot until we, um, do our business elsewhere.</i>	\$ 346.50	13,500
6/6/02 – Lakewood Sentinel – 15.75”	Pudim’s Potshot – Editorial Cartoon <i>Mt. Carbon Summit: He’s not getting off the pot until we, um, do our business elsewhere.</i>	\$ 330.75	7,500
6/12/02 – Bear Creek Sentinel – 17.5”	Mount Carbon toilets remain despite <i>couple’s protest</i>	\$ 367.50	13,500

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6/13/02 – Lakewood Sentinel – 18.75”	Mount Carbon toilets remain topside <i>Holbens’ efforts fail to halt placement of toilets</i>	\$ 393.75	7,500
6/13/02 – Lakewood Sentinel – 4.5”	Structures would impact Mount Carbon <i>summit views– Letter to the Editor</i> <i>From Dave Chandler, Sierra Club-Rachel Carson</i> <i>Group chair</i>	\$ 94.50	7,500
6/27/02 – Westword – 13.5”	Fanny-ing the flames	\$ 425.25	105,000
7/18/02 – Lakewood Sentinel – 17.5”	Holben’s efforts to oust outhouses <i>remain in vain – “This will be the only toilet</i> <i>protest in my life – hopefully,” Maggie Holben,</i> <i>Lakewood resident.</i>	\$ 367.50	7,500
8/15/02 – Lakewood Sentinel – 6.75”	Lakewood has compromised scenic <i>values with Mount Carbon – Letter to the Editor</i> <i>from Larry B. Barrett, Scenic Colorado President</i>	\$ 141.75	7,500
9/3/02 – Rocky Mountain News – 36.25”	Outhouse has pair flushed with anger: <i>No need to move move mountain, they say, just</i> <i>offensive toilet. Photo cutline: This outhouse built</i> <i>by the city of Lakewood atop Mount Carbon has</i> <i>angered Steve and Maggie Holben. “This issue is</i> <i>not going away,” Steve Holben said. “Our concern</i> <i>is that those toilets are going to be there long after</i> <i>the people responsible for putting them there have</i> <i>gone on.”</i>	\$21,206.25	286,003
Oct 02 – Water Envionment & Technology	Mount Carbon View Flushed (trade publication distributed nationally)	\$ 3,231.90	31,064
10/9/03 – Lakewood Sentinel – 27.25”	Mount Carbon outhouses a stinker? <i>Engineers agree Mount Carbon outhouses poorly</i> <i>built</i>	\$ 572.25	6,000
10/16/03 – Lakewood Sentinel – 9.5”	The “Outhouse Man” takes a stand	\$ 199.50	6,000
<u>TOTAL</u>		<u>\$30,102.90</u>	<u>561,567</u>
Broadcast – Station	Package – reporter Kim Posey		
5/26/02 – Fox 31 TV – 9 pm	Package – reporter Dave Young		
5/29/02 – WB2 TV – 9 pm	Reader – anchor Adele Arakawa		
5/29/04 – 9News TV – 10 pm	<i>Man raises stink over pot-a-potty</i> (also posted on 9News.com)		