

Camryn Skinner } new in Press Office
Beth Dzier } Full-time
- handling clips → send to both of them.

DIANA
KEES

MAY 29, 2007

PIO MEETING

#1 press releases: write as if readers know absolutely nothing about the issue. Think of what reporters would ask.

end-of-day calls: Sherril launched. earlier the better. have ~~an~~ problem and solution.

e-mails - more + more public records requests (blogs?) be careful w/ e-mails;
delete e-mails to & from your office every day

drought calls

- Streams flows drying up across the state.
- groundwater low western mtns.
3 reservoirs below what they should be.

• Falls down

- Jordan close to guide curve

TVA 37% of average in last

calendar year 51% of average in last
driest May on record for Asheville

Ag.

starting to see damage to crops; difficulty in planting some crops.

May harvest looking thin, mostly wheat but
thunder still