

“AMBUSHED” – HOW TO MANAGE HOSTILE COMMUNICATIONS



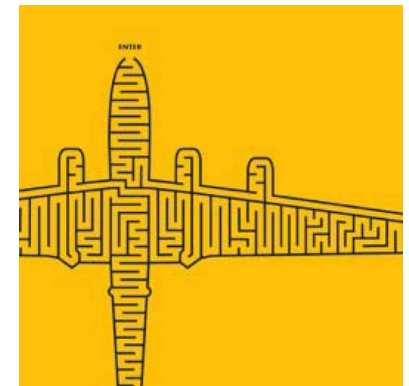
THE CHOICE SHOULD BE EASY.
SUPPORTING ETHANOL MEANS



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CHRIS THORNE, Managing Director

- 12 years as a newsman
- Seven years on Capitol Hill
- Six year trade association executive
- Third year in public affairs consulting



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IDIOMS THAT WORK

“If you get into a knife fight, expect to get cut.”



“Don’t bring a knife to a gun fight.”



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PLAN EARLY: THE BRIEF

Assessment

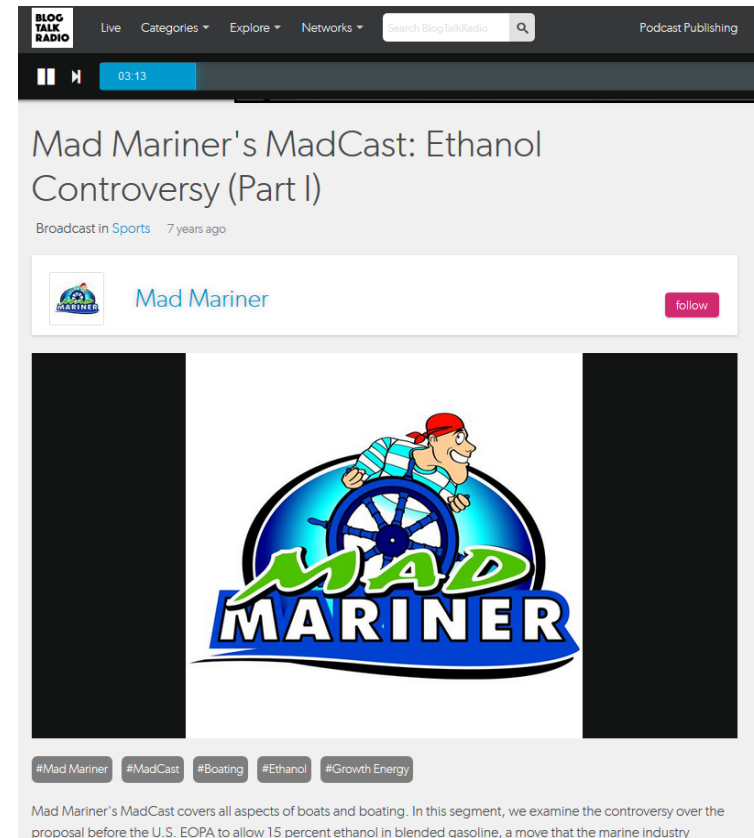
Audience

Messages

Tactics

Q&A for “worst possible question”

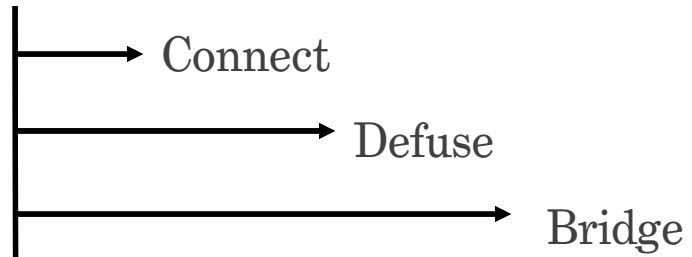
Alignment of Expectations



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TACTICS

Engage



"I would not ridicule people who believe you shouldn't eat animals ... But I would say we are committed to doing it right. I believe that when animals are handled with dignity and harvested carefully that that is the natural order of things."



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FIELD TIPS

Control the Set Up

Ice Water

Converse Don't Debate

Stick to Your Brief

ETHANOL has not
shipped a single job
overseas.



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THANK YOU



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