

# I Liked You Better Before I Knew You So Well

Or: What Country Music Taught Me About the Media

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# I Have a Great Idea

- World Toilet Day 2010
- Board approval, tiny budget
- Participants
- Venue
- Global clean water crisis + local infrastructure discussion



# Made for media, right?

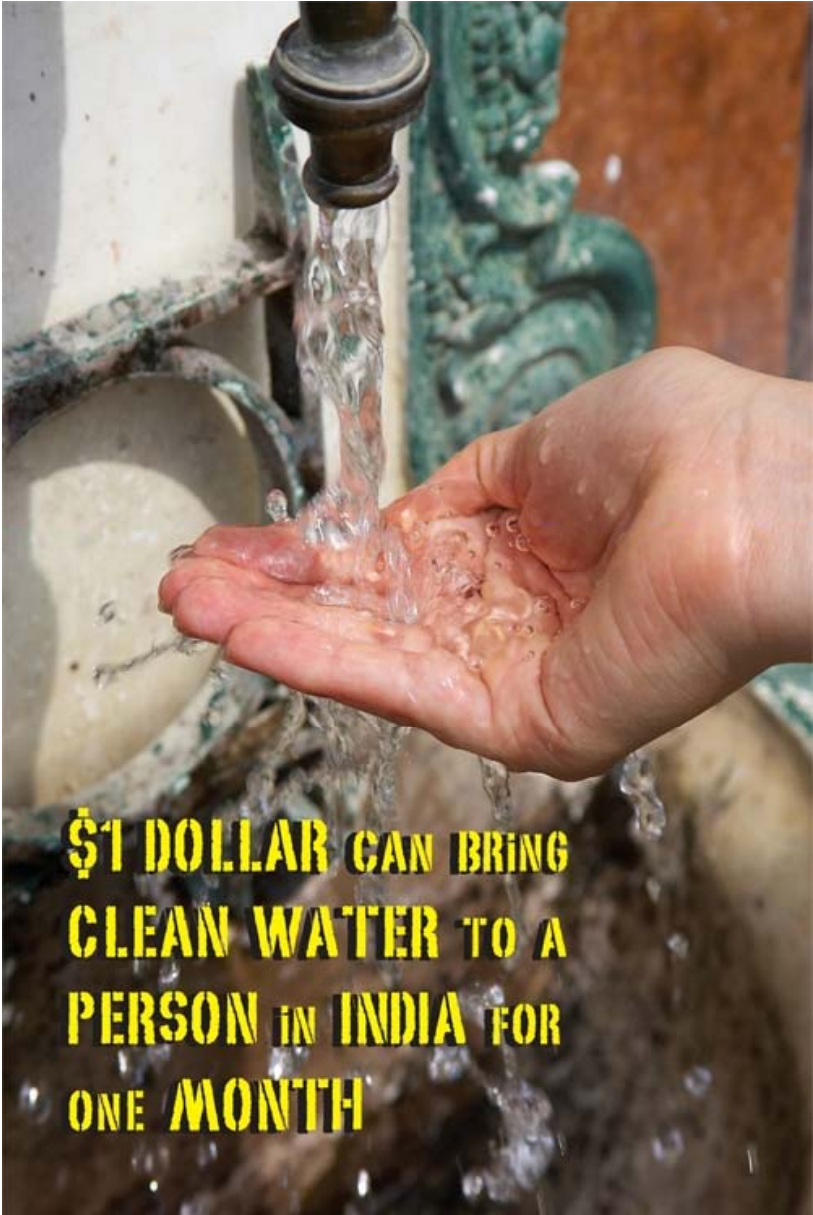
- Traditional outlets: print, TV, radio
- Environmental
- Educational
- Arts

If the Phone Don't Ring,  
You Know it's Me

If I Can't Be Number One  
in Your Life,  
Then Number Two on You

# Have You Hugged a Blogger Today?

- What do bloggers want?
- How do you find the right blogs?
- How to create a blog-worthy buzz?



**\$1 DOLLAR CAN BRING  
CLEAN WATER TO A  
PERSON IN INDIA FOR  
ONE MONTH**

THIS IS NO LOL MATTER...  
MORE PEOPLE IN THE  
WORLD HAVE CELL  
PHONES THAN ACCESS  
TO A TOILET



# Yay Blogs! We Love Blogs!

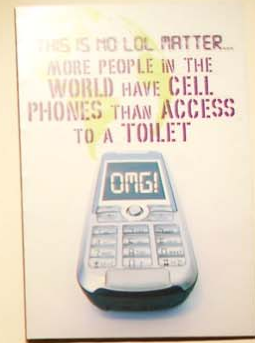
- [GoLocalProv.com](http://GoLocalProv.com)
- [ProvidenceDailyDose.com](http://ProvidenceDailyDose.com)
- RI Dept. of Education
- RI State Council on the Arts
- What Grows in RI
- Brown Student & Community Radio (and blog)
- Arts weeklies

“All right. You got my attention.”

- Full page, front of second section
- Video on front page of [projo.com](http://projo.com)
- Virtual gallery of toilet art on [projo.com](http://projo.com)
  
- Gallery: biggest opening night crowd ever
- Offers to purchase artwork
- Permanent exhibit in loo









500 MILLION  
DOLLARS A WEEK IS  
YEAR ON WASTED  
WATER WASTED  
500 MILLION  
IN THE USA ALONE





Countdown to purchase: 3...2...1...



She Got the Goldmine,  
I Got the Shaft

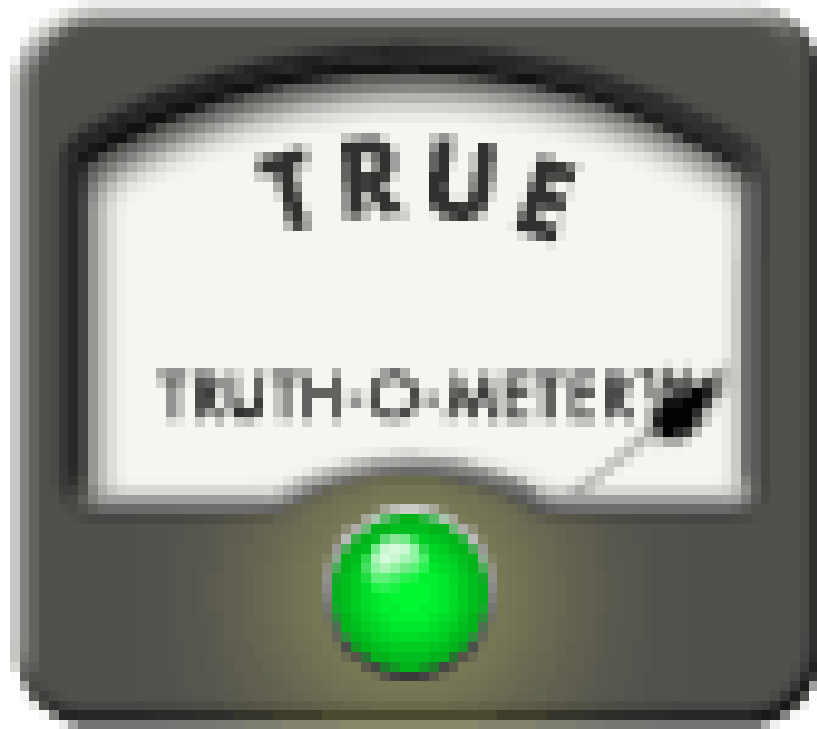
# PolitiFact: Truth-O-Meter



- All elected officials/candidates for office
- 4% “true” rate
- 12% “pants on fire” rate

Mama, Get a Hammer  
(There's a Fly  
on Papa's Head)

“We should be flushed with pride.”



Providence Journal, 11/28/10

How Can I Miss You  
if You Won't Go Away?