

## **FOR IMMEDIATE RELEASE:**

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### **EmpowerU announces the Media Accountability Project.com**

*As part of its October 25 session on Bias in the Media EmpowerUOhio.org has started the MediaAccountabilityProject.com.*

The Media Accountability Project goal is to convince the Cincinnati Enquirer for the next two weeks (October 26-Nov 8) to provide fair and equal coverage of both candidates running for the US Presidency. (IE—last week the Enquirer published four editorials/columns or more against one candidate over another on Sunday). This project is an initiative of [www.empoweruohio.org](http://www.empoweruohio.org) and represents an experiment to determine if citizens can exert control and help regulate and influence media.

#### Key components of the Media Accountability Project

- Equal coverage for both candidates will be defined by inches of media in the paper. (Inches will be calculated inches and reported daily to participants)
- Coverage for one candidate should not exceed more than 20% of the other candidate.
- Editorials and letters to the editors count.
- One of the goals of the Media Accountability Project is to get 1000 people or more to sign up for the pledge below. Signers will be asked to post on their social media to increase the projects sphere of influence.

People joining the project will be able to get a daily update on how many inches of coverage each candidate gets. This Project is non-partisan—EmpowerUOhio.org is greatly concerned with integrity and bias in the media—regardless of candidate.

People joining the Media Accountability Project will be asked to take the following pledge:

#### **The Pledge**

As citizens, we require coverage in our local Cincinnati Enquirer and Cincinnati.com to be fair and balanced for the remaining 2 weeks of the election. If it is not:

\*\*We agree to give up our Enquirer subscription and not read the Enquirer and Cincinnati.com for at least 90 days.

\*\*We will forward the conclusion of this Media Accountability Project to Social Media and our circle of influence and ask people to boycott the Enquirer and Cincinnati.com for 90 days period if coverage is not fair.

Sign up for the pledge by going to: <http://www.mediaaccountabilityproject.com>

(continued)

**About EmpowerU:** <http://www.empoweruohio.org>

**EmpowerU** is a series of free seminars taught by subject matter experts designed to **educate \* \*enjoy\* engage \*** attendees. We empower attendees for future success. Most classes are free with advanced RSVP; our website contains course synopses, site locations, and reservations. The current semester runs September to November with courses held online and Northern Kentucky, Cincinnati, and Dayton. Some courses are “Virtual” courses which can be accessed on-line. **#EmpowerU @EmpowerUOhio**

To reserve a spot in the limited space, or for location maps and current schedule of classes (September 30<sup>th</sup> -November 22<sup>nd</sup>), visit: [www.empoweruohio.org](http://www.empoweruohio.org)

**Event Logistics**

To join the Media Accountability Project sign on at:  
<http://www.MediaAccountabilityProject.com>

**Future EmpowerU Sessions**

The Fall Semester of 20 classes is taught September 2016 to November 2016

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