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## Exxon Valdez 'Whole Truth' campaign goes national

ROCHELLE VAN DEN BROEK and JENNIFER GIBBINS

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For The Cordova Times

With less than a week left before the U.S. Supreme Court hears oral arguments on Feb. 27 in the Exxon Valdez litigation, community members can help to ensure that the message is strong and resonant.

On Feb. 7, victims of the Exxon Valdez oil spill launched a public relations campaign entitled "The Whole Truth." This campaign was initiated by Cordova District Fishermen United and Prince William Soundkeeper and is designed to demonstrate the whole truth about the events surrounding the Exxon Valdez oil spill, using a variety of mediums such as recorded testimonials, historical facts and case information.

The campaign website [www.wholetruth.net](http://www.wholetruth.net) simultaneously went live, receiving over 35,000 hits daily in the first week of its launch.

[Campaign materials and messaging are focused on the victims and communities affected by the spill.](#)

[Responding media to date includes National Public Radio, the Los Angeles Times, Associated Press, CNN, Yahoo, Forbes.com and the Washington Post.](#)

[The campaign effort will continue through the end of May in conjunction with various dates and benchmarks. Locally, the story of the Whole Truth campaign has been covered by Channel 11 and Channel 2 TV news and Talk of Alaska radio.](#)

[A "Shame Pole," created by Cordova artist Mike Webber and commissioned by Bob Henrichs for the 18th anniversary of the Exxon Valdez oil spill, has been sent to Washington, D.C. with the support of Chugach Alaska Corp. for display during public events planned during the week of the oral arguments.](#)

[To get involved in this campaign, we urge you to visit the Website, \[www.wholetruth.net\]\(http://www.wholetruth.net\), where you can find information and tools to help you do your part. Sample letters to the editor as well as letters to representatives are available for download.](#)

[Anyone planning to be in Washington, D.C., around the time of the oral arguments, is urged to contact us.](#)

[Press events, lobbying and public activities are planned during this time, and we are encouraging participation by everyone interested in this case. Event information will be posted online and sent out to the campaign e-mail list as it becomes available.](#)

[Interested parties can sign up for email updates at \[www.wholetruth.net\]\(http://www.wholetruth.net\).](#)

[Contact Rochelle van den Broek at \(907\) 424 3447 or Jennifer Gibbins at \(907\) 424 5701 for additional information on the campaign.](#)

[Rochelle van den Broek is the executive director of Cordova District Fishermen United, and Jennifer Gibbins is the executive director of the Prince William Soundkeeper.](#)

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