



HURT, NORTON & ASSOCIATES, INC.
WASHINGTON, DC

Hurt, Norton & Associates, Inc.

***Presentation to Quad Cities' Mayors & County Board
Chairs***

Media placement & DC update

September 21 & 22, 2015

HNA Services



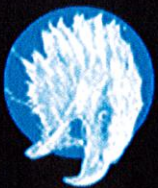
- Provide legislative and executive branch lobbying, government marketing, federal appropriations, media and public relations services
- Focus areas include defense, transportation, health care, energy, and regulatory affairs

- This part of the contract officially began in March of 2015
- Includes:
 - Media relations/placement services
 - Assistance with media inquiries or interview requests
 - Assistance with drafting press releases, media advisories, talking points
 - Daily monitoring/reporting of federal news, legislation and relevant federal agency reports (e.g. Government Accountability Offices [GAO])
 - HNA-Daily
 - Single notifications

- Within the beltway primarily, through article placements
- Successful article placements with two influential DC-area news compendiums
 - *Association of Defense Communities (ADC) 360 and Defense News Early Bird Brief*
- Rock Island Arsenal has the most *ADC 360* appearances of any Arsenal or Depot this year

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Defense News Early Bird Brief



EARLY BIRD BRIEF

By the editors of Defense News & Military Times

September 8, 2015

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Good morning and welcome to the Early Bird Brief. Please send news tips and suggestions to Early Bird Editor Oriana Pawlyk: opawlyk@militarytimes.com. And follow her on Twitter: [@Oriana0214](https://twitter.com/Oriana0214).

Today's Top 5

1. US builds up Arctic spy network as Russia, China increase presence

(Los Angeles Times) As China and Russia boost their military presence in the resource-rich far north, U.S. intelligence agencies are scrambling to study potential threats in the Arctic for the first time since the Cold War, a sign of the region's growing strategic importance.

Politics Puts Iowa Arsenal Between a Rock Island and a Hard Place (Sept. 16, 2015)

(DefenseOne) The military's largest weapons manufacturing arsenal is one of many facilities stymied by Washington's budgetary inaction. But you won't hear about it on the campaign trail.

Senator Ernst tours Rock Island Arsenal (Aug. 14, 2015)

(Quad City Times) U.S. Sen. Joni Ernst took her first tour of the Rock Island Arsenal on Thursday, visiting the island's manufacturing arm and saying afterward the nation's defenses need to be protected in the face of pending budget cuts.

Arsenal dodges a bullet, Congress can disarm next one (July 17, 2015)

(QC online) Even though the Rock Island Arsenal is expected to dodge a bullet when the Pentagon slashes its active-duty force by 40,000 and sheds 17,000 civilian jobs, it and other installations across the nation must still get by Oct. 1.

Bill introduced to bring more work to the Arsenal (April 30, 2015)

(Quad Cities) Congresswoman Cheri Bustos (IL-17), Congresswoman Tammy Duckworth (IL-8) and Congressman Dave Loebsack (IA-2) have jointly introduced the Make It At Home Act, a bill that would help increase workload at the nation's arsenals

- **Quad Cities Manufacturers Look to Benefit from Wisconsin Defense Contract** (Sept, 1, 2015)
- **Rock Island Arsenal Fabricates White House Fence Spikes**
(July 10, 2015)
- **ESPC to Help Rock Island Arsenal to Replace Coal-Fired Heating**
(May 12, 2015)
- **Governor to Consider Airport Subsidy to Benefit Illinois Arsenal**
(April 12, 2015)
- **Illinois' Kirk to Head Senate Milcon Spending Panel**
(January 13, 2015)
- **Defense Bill Eliminates Army's Authority to Shutter Arsenals**
(December 21, 2014)

- Large distribution list and growing
- Most complete and tailored federal government news compendium in DC
- Includes political developments, federal agency news, energy news, health care news, and of course, defense news
- Sent daily, most holidays, and occasionally on weekends
- Provided to clients and some Capitol Hill staffers as well as DoD, federal agency, and industry officials
- Many ‘forwards’ have been reported – the HNA-Daily goes far-and-wide
- Rock Island Arsenal-related articles are included and highlighted in ‘red’

External reporting

- Discussions with QCCDA identified a few topics for RIA-related coverage
- Three most prominent are:
 - JMTC's Humvee Ambulance M997A3
 - M119 Howitzer
 - Contracting Center of Excellence
- Must work through various RIA PAOs for access and facilitation

- Consider more active participation in ADC planning, activities and events
- Future goal might be Board of Directors' slot
- ADC a big BRAC discussion driver – maintains access to key DoD and congressional players

- Both are excellent, and provide opportunities for additional reporting
- Keep thinking of story ideas and inviting reporters to RIA
- Continue to encourage relevant and timely op-eds by local officials and RIA leadership

Congressional delegation

- Continue to organize visits for members and staff – keep them informed of successes/challenges
- Durbin remains very influential, Ernst rising
- The others members are consistently involved, responsive and effective
- RIA blessed with the two-state congressional punch

- **New Army Secretary**
- **New Army Chief of Staff**
- **Other relevant DoD/Army leaders as identified and appropriate**

- Shutdown?
- Continuing Resolution (CR)
- Sequestration/Budget Control Act (BCA) caps
- Additional Overseas Contingency Operations (OCO) Funding
- National Defense Authorization Act
- Veto threats
- Debt limit deadline
- Highway bill
- Federal Aviation Administration (FAA) extension

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Questions

