

CITIZENS' UTILITY BOARD

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EXXON MINE SUPPORTERS PUSHING ARROWHEAD *CUB Claims Exxon Mine PR Group Misleads Residents on Power Line*

The Citizens' Utility Board (CUB) today slammed the PR efforts of the American Transmission Company (ATC) promoting an unpopular transmission line in northern Wisconsin as "slick, misleading attempts to put a happy face on a disastrous proposal."

"The people who tried to sell Wisconsin's North Country on the Exxon Mine are back – this time trying to sell the North Country on the Arrowhead Transmission line, using the same kinds of lies and misleading tactics," said Steve Hiniker Executive Director of CUB.

CUB claims that the American Transmission Company has hired Wood Communications Group in Madison to put together a campaign to sell the public on the benefits of a transmission line that will permanently change the lives of northern Wisconsin residents and their environment. According to CUB, the Wood Communications Group led the failed public relations effort to build support for the Exxon mine on the headwaters of the Wolf River.

"The slick hucksters who failed to sell Wisconsin residents on a mine on the headwaters of the Wolf River have been hired by the American Transmission Company to put a happy face on the Arrowhead Transmission line," noted Hiniker.

The Wood firm put together a biased poll that claims northerners are evenly split on whether they support or oppose the line. According to CUB, the questions were slanted in a way to encourage responses in favor of the transmission line. Further, according to CUB, many of those contacted by the pollster refused to answer poll questions because they thought the questions were biased – affecting the outcome of the poll.

"The ATC poll is worthless for gauging public opinion – its only purpose was to issue a press release to promote the myth that many people in the north support the construction of the line," said Hiniker.

"ATC refuses to address the real problem with the line. The Arrowhead project was approved over the strong objections of the general public. The Public Service Commission of Wisconsin ignored those concerns and approved the project despite admitting that there were better alternatives. Now that the line has been approved, the ATC is trying to win support for the project."

"Usually, in a democracy, people are asked to support a project before it is approved, not after," said Hiniker.

CUB is suing the Public Service Commission of Wisconsin to stop the construction of the project. CUB noted it was confident that the line would never be built.

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