
NEW PITCH TO CREATE JOBS FOR AMERICANS



The American Petroleum Institute, one of many marketers that in the past launched jobs-themed ad campaigns, leveraged the message via a public-affairs play a day before Barack Obama made his highly anticipated speech on the topic. The trade group issued a release on a study it commissioned with Wood Mackenzie that found that expanded offshore drilling options and fewer regulations on controversial shale gas extraction, among other policy amendments, could create 1.4 million new jobs. Mike Lake, chairman of the U.S. public-affairs practice at Burson-Marsteller Southwest, said that for a new client, the public-affairs team responded to local opposition voicing concern about the plant's water source and obstruction of home views with a message about creating a number jobs that would then equate to more local tax dollars and community health.

Read the original article here:

[Marketers' Risky New Pitch: We'll Put America Back on Job](#)

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