

TO: Press Organizations

**FROM: Jason Gloyd
Campaign Director
513-240-4996**

RE: Cincinnati Herald Opposes Issue 27

DATE: November 5, 2007

Cincinnati Herald Opposes Issue 27

The Cincinnati Herald's Editorial Board officially came out against the new sales tax increase to be voted on in this November's election and has encouraged readers to vote NO on Issue 27. The Herald's opposition was stated in their voter guide that was included in the November 3rd edition: "We cannot support Issue 27 – money for a bigger, better jail." "Let's put more funding into reentry programs and prevention in the first place."

The Cincinnati Herald is a 50-year-old weekly publication reaching Cincinnati's African American community, and is the largest black newspaper based in Cincinnati.

"We are very pleased to have the support of the Cincinnati Herald in our opposition to this massive and unfair tax increase which fails to adequately tackle the real issues that plague our County justice system," said WeDemandABetterPlan spokesman Jason Gloyd. "The Cincinnati Herald joins a distinguished list of media outlets opposed to this plan." "This further proves how broad and far-reaching across the ideological spectrum the opposition to this bad plan is."