

The public is...

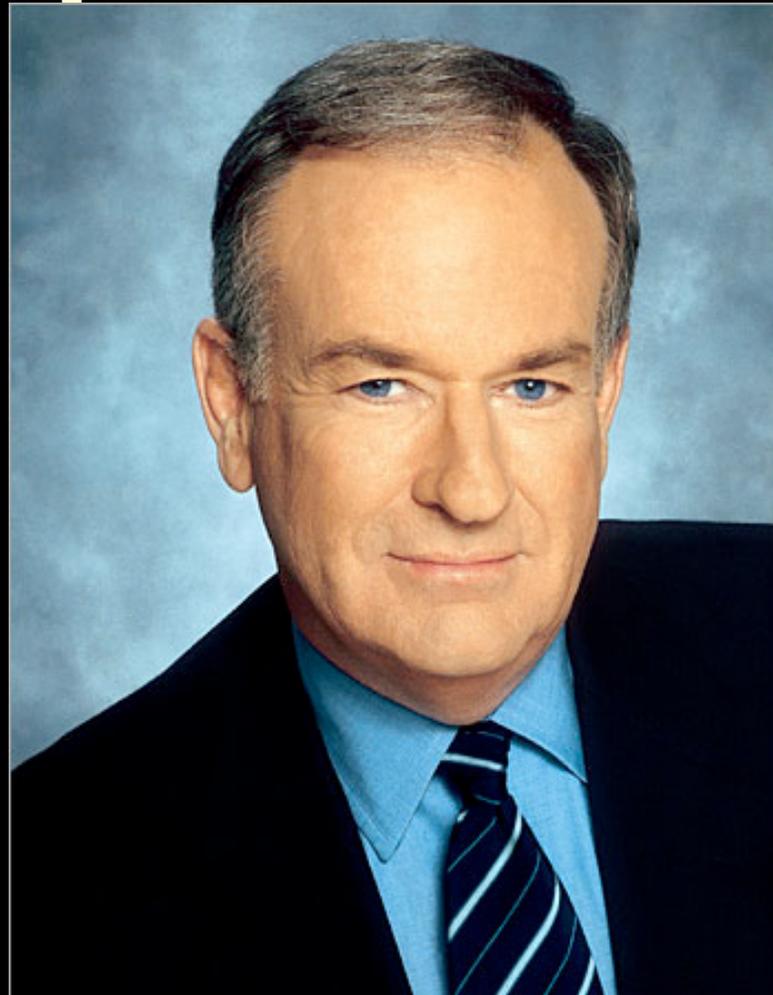
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The public is...



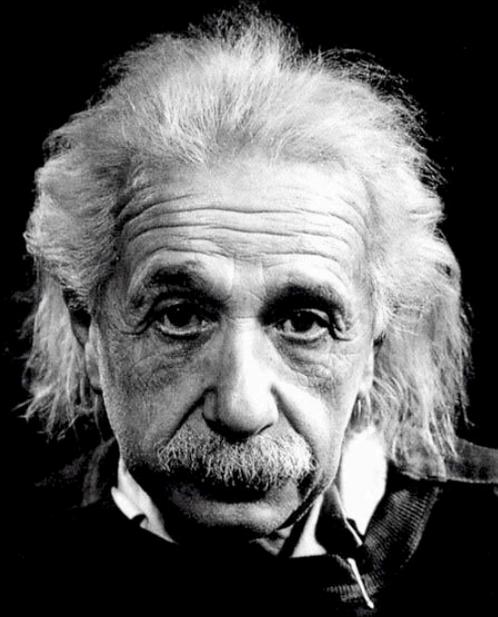
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The public is...



10/8/04

CNN is...



10/8/04

CNN is...



10/8/04

The public is...



The public is...



10/8/04

My Rule

O'Brien's
Sacred
Canons
Underlying
Risk
Estimation for
Newsmen
Engaged in
Space
Stories

My Rule

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My Rule

OBSCURENESS

My Rule

OBSCURENESS

**Rule #1 – The Public is
not as Wimpy as we might
think...**

My Rule

OBSCURENESS

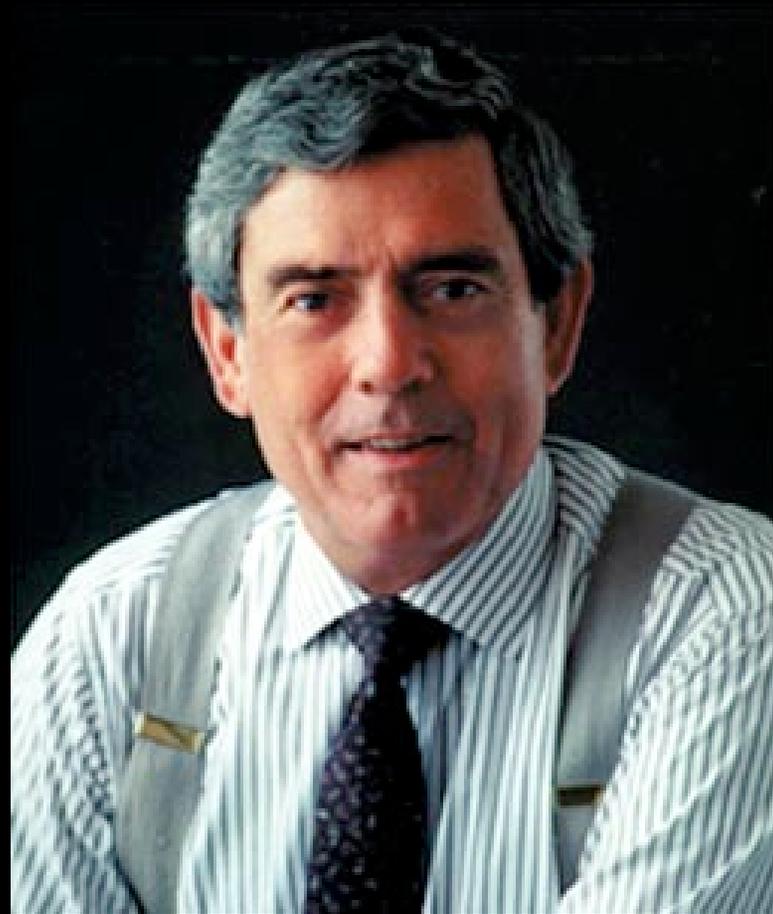
**Rule #2 – The media is
risk-averse...
and everything-else averse
as well...**

My Rule

OBSCURENESS

**Rule #3 -The media is
always accurate
(except when it isn't)...**

My Rule



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My Rule



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My Rule



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My Rule

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Rule #4 – There are statistics...damn statistics – and then there are stories.

My Rule



My Rule



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Rule #5 –

**Fear, Greed or
Curiosity**

My Rule



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Rule #6 –

**Minimize the Risk –
Minimize the Interest**

My Rule



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