

December 31, 2007

NH Primary: Advocacy Groups Going "Out With the Old Year"

Concord, NH -- Because the New Hampshire Primary is so early this year, the New Year's holiday marks "the beginning of the end" of our months in the political spotlight. Comments from Steve Varnum with Priorities New Hampshire.

Intro: Here's something else that ends with the New Year: New Hampshire's "political season in the sun." When the Presidential candidates leave town next week, a lot of advocacy groups will shut down or go into hibernation after months of putting the issues in the primary spotlight. Steve Varnum with Priorities New Hampshire says it's ironic, because interest in politics has only begun to gain headway for many voters.

Cut 36999 :10 "The traction for us is really the most exciting story, and we think that's pretty good news in the media scrum that is the New Hampshire primary."

Tag: Varnum says the group promotes what it calls "sensible spending priorities" in the federal budget. A recent poll shows 67 percent of voters support the group's message.

Second Cut: And although many groups will be scaling back when the polls close, Varnum says many have built grass-roots foundations that keep their messages alive long after the big-money campaign ends.

Cut 37999 :09 "As a rule, the grass-roots organizations, despite the full page ads, are the ones that are more effective because they're engaging people year-round."

OPTIONAL REPORTER WRAP: uses first soundbite(s)

LEAD: The New Year is the beginning of the end for New Hampshire's "political season in the sun." John Robinson reports. Cut 38999 :39 Q...the group's message.

