

Georgia-Pacific At-A-Glance

- Global leader in forest and consumer products
- Leading global producer of tissue, towels, napkins and tableware
- Global fluff pulp supplier
- Venerable brand name in North American building products
- Leading brown box business in North America
- 40,000+ employees globally
- 300+ facilities worldwide



About Koch Companies

- **Koch is one of the largest private companies in the world.**
- **Companies include:**
 - Flint Hills Resources – refining and chemicals
 - INVISTA – performance fibers
 - Koch Chemical Technology Group – process & pollution control equipment
 - Koch Fertilizer – fertilizers
 - Koch Minerals – energy-related commodities
 - Koch Supply & Trading – commodity trading and financial services
 - Georgia-Pacific – forest and consumer products

Major Businesses

Global Consumer Products

North America and Europe/ Middle East/ Africa (EMEA)



North America

Retail Tissue/Towels/
Napkins
Professional Tissue/
Towels
Foodservice
Communication
Papers
Industrial Wipers

EMEA

Retail Tissue/Kitchen
Towels
Professional
Tissue/Towels
Tabletop
Facial Care

Building Products



Plywood
Oriented Strand
Board
Engineered Lumber
Lumber
Gypsum
Chemicals

Packaging & Pulp



Linerboard
Corrugating
Medium
Packaging
Pulp
Bleached Board
Kraft
White-top Liner

Georgia-Pacific and U.S. Ports

- **Major exporter from the U.S.**
- **Cellulose – fluff and market pulps for absorbent and paper products**
- **Containerboard – Large brown paper rolls for boxes**
- **Recycled paper – GP Harmon brokers 6 million tons**
- **Major ports: Savannah, Jacksonville, Mobile, New Orleans, Los Angeles, New York**

What do good media relationships require?

Getting REAL

- **Responsiveness**
 - Recognize deadlines and respond accordingly
- **Engagement**
 - Keep in regular contact with reporters
- **Access**
 - Work to give them access to leadership, sources
- **Lead-time**
 - Give them enough time to do their jobs when generating news coverage

Case Study – Jobs Impact

- **Recognized that jobs were on everyone's minds**
- **Developed fact set on impact nationally, by state**
- **Created messages to fit in multiple uses**
 - News releases
 - Ads
 - Speeches
- **Weaving these into multiple media, public interactions**

Getting Messages into the Public Eye



It happens every week or two.

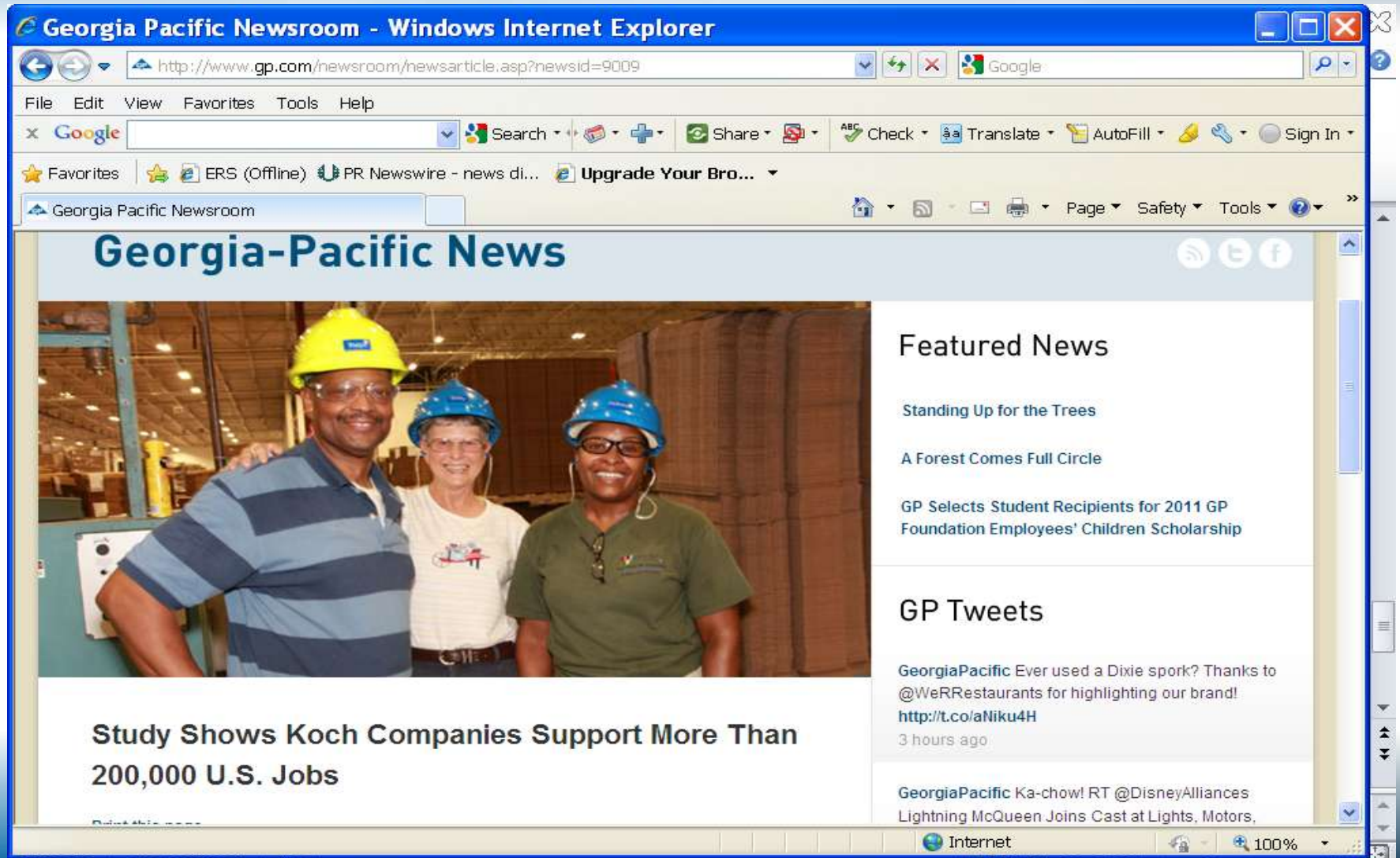
Over 35,000 people in more than 200 communities across the U.S. earn a paycheck from Georgia-Pacific.

These paychecks go to support families. They pay for groceries, college educations, winter coats and birthday presents.

But they go much further – spreading throughout the local communities where Georgia-Pacific operations are located. They're spent in local businesses and pay the taxes that support teachers, firefighters and police. Every week or two that journey is repeated in every community we call home. And Georgia-Pacific writes more than payroll checks in the communities we serve. We support local causes and improve the quality of life in these communities.

Georgia-Pacific is a proud member of the Koch companies. Koch companies add value to society by sustainably providing the products and services that customers and consumers need and want, which in turn, directly employ approximately 50,000 hard-working Americans and overall support a total of more than 200,000 jobs. In Georgia, Koch companies employ more than 7,800 directly, and support a total of more than 32,000 jobs.

Getting Messages into the Public Eye



Georgia Pacific Newsroom - Windows Internet Explorer


http://www.gp.com/newsroom/newsarticle.asp?newsid=9009

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Georgia Pacific Newsroom

Georgia-Pacific News



Study Shows Koch Companies Support More Than 200,000 U.S. Jobs

Featured News

- [Standing Up for the Trees](#)
- [A Forest Comes Full Circle](#)
- [GP Selects Student Recipients for 2011 GP Foundation Employees' Children Scholarship](#)

GP Tweets

GeorgiaPacific Ever used a Dixie spork? Thanks to @WeRRestaurants for highlighting our brand!
<http://t.co/aNiku4H>
3 hours ago

GeorgiaPacific Ka-chow! RT @DisneyAlliances Lightning McQueen Joins Cast at Lights, Motors,

Getting Messages into the Public Eye

Crossett mill getting \$250 million upgrade - Windows Internet Explorer

http://www.arkansasonline.com/news/2010/oct/20/crossett-mill-getting-250-million-...

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Crossett mill getting \$250 million upgrade

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Crossett mill getting \$250 million upgrade

Work will create up to 400 construction jobs, governor says

BY GAVIN LESNICK

LITTLE ROCK — Georgia-Pacific will spend more than \$250 million to upgrade its mill in Crossett, helping preserve positions for more than 1,300 people employed there currently

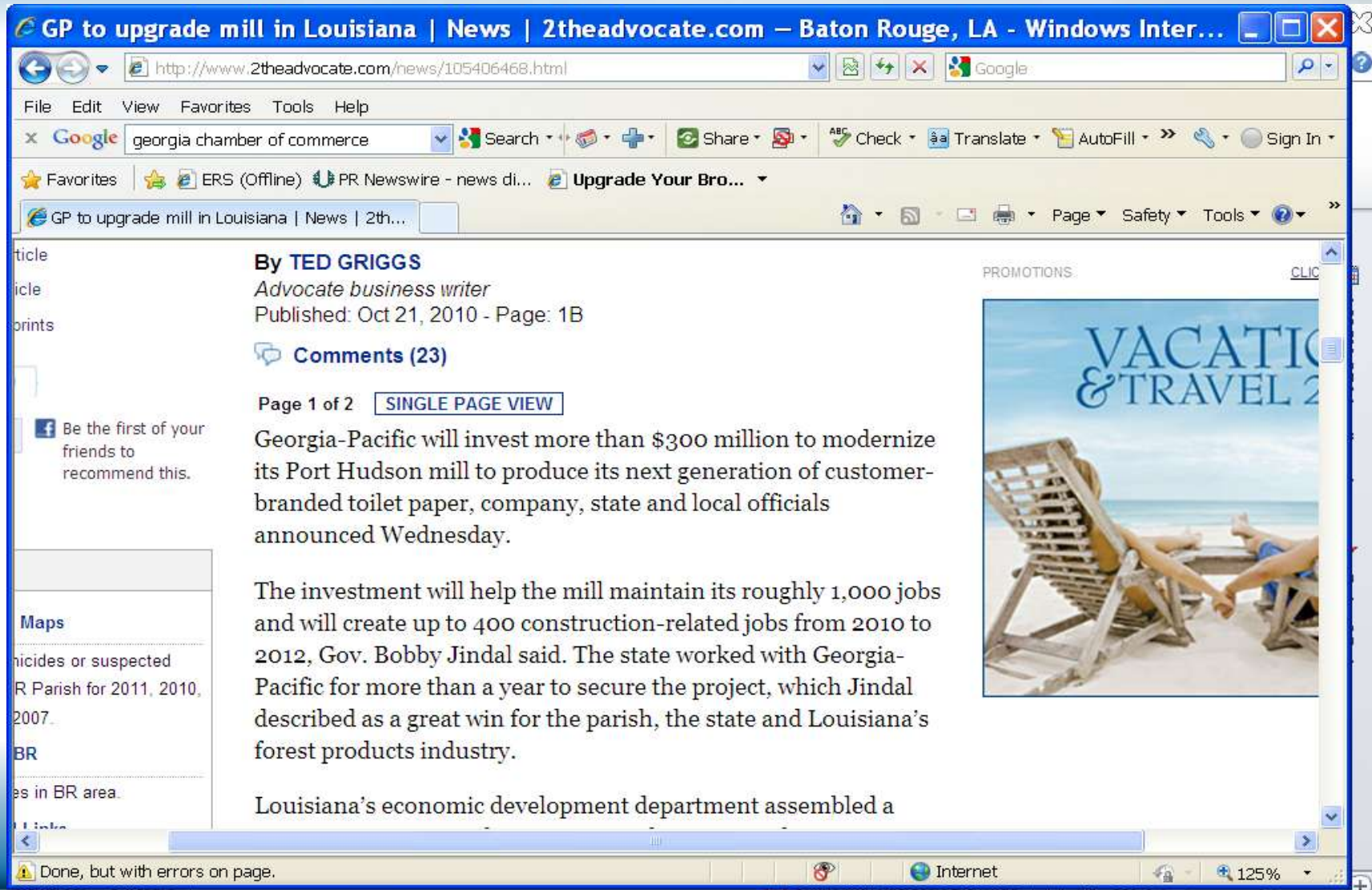
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Getting Messages into the Public Eye



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By **TED GRIGGS**
Advocate business writer
 Published: Oct 21, 2010 - Page: 1B

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Maps


icides or suspected
 R Parish for 2011, 2010,
 2007.
 BR
 es in BR area.

Georgia-Pacific will invest more than \$300 million to modernize its Port Hudson mill to produce its next generation of customer-branded toilet paper, company, state and local officials announced Wednesday.

The investment will help the mill maintain its roughly 1,000 jobs and will create up to 400 construction-related jobs from 2010 to 2012, Gov. Bobby Jindal said. The state worked with Georgia-Pacific for more than a year to secure the project, which Jindal described as a great win for the parish, the state and Louisiana's forest products industry.

Louisiana's economic development department assembled a

PROMOTIONS



Done, but with errors on page.

Internet 125%

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Creating Productive Media Relationships

Be REAL:

Responsive – key to develop relationships with reporters is being helpful; help them in calm times so they know you before a crisis strikes

Engaging – identify what they are interested in covering; seek them out to help; float story ideas

Accessible – Talk regularly and give media access to leadership/insiders

Look – for opportunities to work with the media; build relationships well in advance of a crisis