

Destiny Image Billboards Send 'No Obama' Message

In this hotly contested **election**, here's a Christian publisher who puts his money where his mouth is.

Don Nori, CEO of Nori Media Group and Destiny Image Publishers, of Pennsylvania, used his own money to purchase several billboards placed in strategic locations in two of the state's biggest cities—Philadelphia and Pittsburgh—in an attempt to convince undecided voters to choose **Mitt Romney** for the nation's highest office.

And it may be making an impact. When Nori put up three billboards, a poll published by the *Philadelphia Inquirer* showed **President Obama** led Romney by three points in Pennsylvania heading into the final three weeks prior to the election. While most polls still have Obama ahead, on Oct. 18 Romney led Obama in a Susquehanna Polling and Research poll by 49 to 45 percent as reported in the *Washington Examiner*.

Pennsylvania is designated as one of the "swing" states for November's **presidential election**. That means, with 20 electoral votes, Pennsylvania is projected to have a big impact on the outcome of the race.

Nori said his motives for purchasing the billboards were simple: "I am a business owner, and I'm tired of the government taking what they want and taxing the rest," he said. "I'm just one little guy. I hope what I'm doing can help bring about some change."

The billboards read: "We need REAL hope, REAL change; NO OBAMA 2012," referencing President Obama's campaign of hope in 2008.

Initially, Nori wanted the billboard to read: "We need REAL hope, REAL change, Obama Must Go, OMG 2012." Nori said CBS and

TNT told him to revise the words.

The billboard also said that the message was paid for by DI, Inc. (Destiny Images), and provided a telephone number to call with any questions.

"There were 700,000 conservatives in Pennsylvania that didn't vote in the last presidential election," Nori said. "These billboards are meant to reach out to the voters who are on the fence in the two most-contested regions of Pennsylvania.

"The money I would have normally used to put into someone's campaign, I decided to put it to a different use this time out. I'm hoping that my investment in these billboards and my email campaign to conservatives will make an impact on this election."

Nori recently sent out an e-blast targeting 150,000 conservatives in Pennsylvania. The e-blast contained the message that change in leadership was needed to help turn around the country's fortunes, and a plea for conservatives to hit the polls on Nov. 6.

Nori said he has not received any backlash from the message of the billboards—yet.

Pennsylvania has voted for the Democratic candidate for president since 1988, when George H.W. Bush defeated Michael Dukakis on his way to the White House. However, in 2010, it elected a Republican senator, a Republican governor, and gave Republicans a majority in both the State House and State Senate.

Nori said a recent ruling by a Pennsylvania judge that state officials cannot enforce the new voter identification law for next month's presidential election is an obstacle that can be overcome. Republican Gov. Tom Corbett signed the law in March to help prevent voter fraud in his state.

“A similar law has been passed in other states, and it has produced some good results,” Nori said. “The judge declared that it was too close to the election to invoke the voter ID law, which can make a big difference. We’re hoping that it’s not a deterrent, however.”

Colorado, Florida, Iowa, Michigan, New Hampshire, Nevada, North Carolina, Ohio, Virginia and Wisconsin are also considered swing states in the upcoming election.