



To: NYSEC-ESEA
From: Marathon Strategies
Date: June 1, 2026
RE: 2025-26 NYSEC-ESEA media campaign

Op-eds published as of June 1:

- [Fixing New York's climate accounting is a long-term win | Opinion](#)
The Journal News (also published on Record Online, Daily Messenger, The Leader, Evening Tribune, Times Telegram, Utica Observer Dispatch, Ithaca Journal, PressConnects and Star Gazette)
- [Guest column: Caught in energy transition uncertainty, Hudson Valley can turn to biofuels](#)
Daily Freeman
- [Op-Ed: The Suffolk Need for Multiple Clean Energy Sources](#)
Huntington Now
- [Biofuels a 'right-now' solution to New York's energy needs](#)
Syracuse.com (also published on Olean Times-Herald)
- [Record-smashing cold snap proves why New York still needs renewable biofuels](#)
Empire Report (also published on Advanced Biofuels USA)
- [NY's economy's need reliable energy — including biofuels | Opinion](#)
The Journal News (also published on The Yonkers Times)
- [Op-Ed | NY needs affordable, 'right now' solutions for energy future](#)
QNS
- [Guest Column: Clean heat has more than one solution](#)
Gazette News Group (published across five newspapers, including Schenectady Daily Gazette, Amsterdam Recorder, Gloversville Leader-Herald, Catskill Daily Mail, Hudson Register-Star)
- [Letter: Biofuels a green solution that run on reality — not ideology](#)
Johnson Newspapers (published in the Watertown Daily Times and Malone Telegram)
- [Dam is breaking](#)
27 East (published in The Southampton Press, East Hampton Press, Sag Harbor Express)

Letters to the editor published as of June 1:

- [Energy future weighed by costs](#)
Newsday
- [Low-carbon fuels offer an affordable emissions solution](#)

Times Union

- [Biofuels belong in New York's clean energy plan](#)
Times Union

Earned media published as of June 1:

- [Bronx teens gain hands-on trades experience at Bronx Design and Construction Academy](#)
Bx Times
- [Bronx high school prepares next generation of construction pros](#)
News 12
- [Students building houses inside Bronx school](#)
PIX11
- [The 2026 Who's Who in Energy](#)
City & State
- [As state budget talks stall, perspective from other states](#)
Spectrum
- [New York finalizes emissions-reporting requirements](#)
Politico

Earned media pending as of June 1:

- Marathon is coordinating an interview to spotlight biofuels as a solution for school districts to lower emissions now as they face electrification mandates delays with WHEC and Kris De Lair.
- Marathon drafted an op-ed penned by Rocco Lacertosa in response to delays to electrification school bus mandates slated to be published in the Long Island Herald by June 11, 2026.
- Marathon is coordinating a post-budget CBS 6 segment on state climate law changes, arranging for a visit with Kris DeLair at the Sprague Rensselaer terminal to discuss renewable liquid fuels and the opportunity for accelerating biofuels as a result of the state's greenhouse gas accounting methodology changes.
- Marathon monitored final CLCPA-related budget amendments, issued a reactive press statement upon passage, and executed targeted follow-ups to maximize post-budget media opportunities.
- Marathon engaged reporters covering both the Columbia South Bronx air quality study with targeted follow-ups and amplified a Clean Fuels Alliance America press release spotlighting existing research on biofuels as a meaningful tool for lowering emissions in the borough. Marathon also drafted a long-form op-ed in response by Rocco Lacertosa — currently being placed — making the case for biofuels as a solution to South Bronx emissions stemming from congestion pricing.

- Marathon is coordinating for Spectrum to visit SUNY Morrisville as a jump off point for demonstrating the innovation and impact behind biofuels.
- Marathon coordinated two backgrounder interviews between Floyd Vergara from the Clean Fuels Alliance and Ezra Bitterman / Times Union as well as Justin Raga / Bloomberg to validate the Governor's emissions accounting proposals. Kris DeLair and Rocco Lacertosa also participated in an interview with the Times Union.
- Marathon is doing outreach to national trade publications outside the New York bubble to generate interest and encourage reporters to question legislators on current policy efforts. So far, the effort has generated proactive conversations with Advanced Biofuels USA around potential earned and thought leadership opportunities under their platform.
- Marathon connected with Will Kubzansky / Bloomberg about NORA lab and their biofuels research as a solution for decarbonizing home heating on Long Island amid New York's clean energy cost pressures. Marathon also connected with News 12 Long Island producing team utilizing the deep freeze as a hook for local-based research happening around home heating.
- Marathon is in conversation with Tom Zambito / The Journal News for a story on broad energy policy in Albany, using RD developments in Westchester as the local hook.
- Marathon is working on a local-media story idea built around Assemblymember Mike Cashman reintroducing the same RD blending standard bill former Assemblymember Billy Jones previously carried.

Ongoing opportunities as of June 1:

- Marathon is coordinating with the New York State Corn and Soybean Growers Association on an op-ed that highlights how waste soybean oil produced in New York can be refined into fuels that can be used for cleaner home heating and transportation uses, helping spur the agricultural economy and furthering the state's clean and reliable energy goals.
- Marathon is continuing outreach to reporters at the following publications and discussing with ESEA and NYSEC story opportunities (this list is not exhaustive of others Marathon would target outreach to in the future):
 - City & State New York
 - Mid-Hudson News
 - WSYR TV
 - News 12
 - Spectrum News
 - Nexstar Broadcasting (including local TV stations in Buffalo, Rochester, Elmira, Binghamton, Syracuse, Watertown, Albany, Plattsburgh, and New York City)
 - Finger Lakes 1
 - Utica Observer-Dispatch
 - WKTV TV
 - WUTR TV
 - Central New York Business Journal
 - Westchester/Rockland Journal News
 - WHEC TV

- WIVB
- Marathon has been in contact and will seek to continue conversations about potential third-party coordination with:
 - New York State Corn and Soybean Growers Association
 - Firefighters Association of New York State
 - Business Council of Westchester
 - NORA Liquid Heating Fuels Laboratory
 - Trucking Association of New New York
 - Clean Fuels Alliance America
 - New York State Association of Counties