
OFFICE OF GOVERNOR RONNIE MUSGROVE
INTEROFFICE MEMORANDUM

TO: GOVERNOR
FROM: RILEY
SUBJECT: FLAG VOTE: ADVERTISING IN BLACK MEDIA
DATE 4/9/00
CC: TELL

This memo is for informational purposes only.

George Gaines left voicemail for me today requesting that I call him back. When I did, he identified himself as being with The Scoop, a local newspaper serving the black community. He stated that the flag campaign needed to advertise in the black media if the vote is going to be successful on the 17th. He said that he had spoken to George and that there are no plans to advertise in black newspapers. I explained that the Legacy Fund is separate of this office and that any advertising decisions would have to be made by George or others in the organization.

Gaines expressed concern that the campaign bypassed the black media, which he stated serves 100% of the black metro community, and went straight to the white radio market. He said that the vote is going to fail and that the black community is going to be blamed for not voting, when the campaign is not aggressively advertising to nor educating the black community.

I told Mr. Gaines that I would be happy to convey his concerns to you.