

MEMORANDUM

May 22, 2003

TO: Governor
FROM: John
RE: United Blood Services PSA

You're scheduled to videotape a PSA for United Blood Services at 2:15 in the Woolfolk office. Below is a copy of the script for you to familiarize yourself; I'll have a larger version of it for you tomorrow.

"Today we are faced with a critical challenge – a serious blood shortage. As your governor, I am asking each of you to join with me in the fight to save lives here in Mississippi by giving blood to United Blood Services. Be a hometown hero. Your one donation of blood can save as many as three lives. What a powerful way to make a difference! I donate blood; won't you please do the same? Call United Blood Services today. You, too, can save lives."