

**New Economic Development Plan**  
**Communication Plan**

**Special Session Target Date – August ??**

**Seven and Eight Weeks Prior to Target Date: June 26<sup>th</sup> – July 7<sup>th</sup>**

Press Release naming appointments (and brief review of duties) to the Economic Development Advisory Council and Task Force.

**Five and Six Weeks Prior to Target Date: July 10<sup>th</sup> – 21<sup>st</sup>**

Run mock interviews with Governor Musgrove, Dwight Evans and J. C. Burns to prepare them for questions they may encounter from Legislators and media and to determine exact message. Begin meeting with Legislators to reveal specifics of the economic development plan.

**Four Weeks Prior to Target Date: July 24<sup>th</sup> – July 28<sup>th</sup>**

Neshoba County Fair Speech – first public announcement of the special session date. Introduce the outline of the economic development plan. Sunday Clarion Ledger article 7-30-00 to reiterate Neshoba speech.

**Three Weeks Prior to Target Date: July 31<sup>st</sup> – August 4<sup>th</sup>**

Governor's letter to weeklies statewide. Begin statewide tour with Governor, Dwight Evans and J. C. Burns hitting television morning, noon, 5:00 p.m. shows, radio and editorial boards in major markets: Tupelo-Columbus, Greenville-Greenwood, Natchez, Meridian, Biloxi-Gulfport, Jackson, Oxford, Starkville, Memphis market.

**Two Weeks Prior to Target Date: August 7<sup>th</sup> – 11<sup>th</sup>**

Governor's letter to dailies statewide. Continue statewide tour with Governor, Dwight Evans and J.C. Burns focusing on speaking engagements at rotaries, business clubs, town meetings etc.... Traveling to same markets as above.

**One Week Prior to Target Date: August 14<sup>th</sup> – 18<sup>th</sup>**

With the exception of August 18<sup>th</sup>, the Governor will be out of town at the Democratic National Convention. Dwight Evans and J.C. Burns should continue statewide speaking tour focusing on smaller markets. Morning and noon business clubs and meetings.

Clarion Ledger Articles – 7-30-00 – Governor Musgrove announcing special session date and outlining plan.

8-6-00 – Governor Musgrove talking about statewide tour

8-13-00 – Dwight Evans partnership in the development of the plan.

8-20-00 – J. C. Burns DECD perspective

8-27-00 – Governor Musgrove's thoughts on the special session.

Note: I would suggest that we include Rex Kelly early in the planning stages of the Communication plan. Rex is the Director of Corporate Communications with Mississippi Power and works very closely with Dwight Evans. He can help us with scheduling and crafting Dwight's message in concert with the Governor's message. I would also suggest involving J.C. Burn's Communication Director (currently Buddy Bynum at DECD) to do the same from J. C.'s side.

\*\*It will be a challenge to coordinate the schedules of 3 very busy people. As soon as there is an agreement on "the plan", we will need to get concrete dates, times and locations for calendars.

We need to be very conscious during scheduling meetings as to what are the best events to arrange during this economic development plan promotion. We must be careful not to schedule events that will not be beneficial to this process. We need to skillfully use those events currently scheduled to our advantage and *possibly even reevaluate some events currently scheduled.*