

Teacher Pay Raise
Strategies for Target Markets

1.) Mississippi's Business Community

A. Mississippi Economic Council

1.) Entire Organization –

- get the public support of the organization. – Executive Director and Board of Director to hold press conference to announce their support of the teacher pay raise. – blast media advisory and press release to all MS media.
- Have the Executive Director write an op-ed in support of the teacher pay raise issue. – blast fax to all MS Media.
- Have the Executive Director call the membership to action. – blast fax from Ex. Dir. To all members of MEC with a suggested To Do list.

2.) Individual Members

- Identify individual MEC members in key areas of the state who are well respected in their direct and surrounding communities.
- Have individual members write op-ed pieces to local media outlets.

A. Statewide Chamber of Commerce

3.) Entire Organization

- get the public support of the organization. – Executive Director and Board of Directors to hold press conference to announce their support of the teacher pay raise. – blast media advisory and press release to all MS media.
- Have the Executive Director write an op-ed in support of the teacher pay raise issue. – blast fax to all MS Media.
- Have the Executive Director call the membership to action. – blast fax from Ex. Dir. To all members of Chamber with a suggested To Do list.

4.) Individual Members

- Identify individual chamber members in key areas across the state who are well respected in their direct and surrounding communities.
- Have individual members write op-ed pieces to local media outlets.

2.) Educators

B. Mississippi Association of Educators

1.) Entire Organization

- get the public support of the organization. – President along with Board/Officers to hold press conference to announce their support of the teacher pay raise. – blast media advisory and press release to all MS media.
- Have the Executive Director write an op-ed in support of the teacher pay raise issue. – blast fax to all MS Media.
- Have the President call the membership to action. – blast fax from President to all members of MAE with suggested To Do list.

2.) Individual Members

- Identify individual teachers in key areas across the state who are well respected in their direct and surrounding communities.
- Have individual members write op-ed pieces to local media outlets.

C. Superintendent of Education

- Get the public support of the State Department of Education. – Superintendent and key individuals to hold press conference to announce their support of the teacher pay raise. – blast media advisory and press release to all MS media.
- Have the Superintendent write an op-ed in support of the teacher pay raise issue. – blast fax to all MS Media.
- Have the Superintendent call the membership to action. – blast fax from Superintendent to all teachers statewide a suggested To Do list.

D. Mississippi Association of School Superintendents

3.) Entire Organization

- Get the public support of the MS Assoc. of School Superintendents – President and key individuals to hold press conference to announce their support of the teacher pay raise. – blast media advisory and press release to all MS media.
- Have the President write an op-ed in support of the teacher pay raise issue. – blast fax to all MS Media.
- Have the President call the membership to action. – blast fax from President to all teachers statewide a suggested To Do list.

4.) Individual Members

- Have all local school Superintendents write op-eds to their local media outlets.
- Have Superintendents call their school board members to write op-ed pieces and call them to action.
- Have Superintendents call their teachers to action

E. Mississippi Professional Educators

5.) Entire Organization

- Get the professed public support of the organization. – President along with key members to hold press conference to announce their support of the teacher pay raise. – blast media advisory and press release to all MS media.
- Have the President write an op-ed in support of the teacher pay raise issue. – blast fax to all MS Media.
- Have the President call the membership to action. – blast fax or letter from President to all members of MPE with a suggested To Do list.

6.) Individual Members

- Identify individual teachers in key areas across the state who are well respected in their direct and surrounding communities.
- Have individual members write op-ed pieces to local media outlets.

F. Individual Teachers

- Identify individual teachers in key areas across the state who are well respected in their direct and surrounding communities and are not involved with MAE or MPE.

Have individual members write op-ed pieces to local media outlets.

3.) Parent Organizations

G. State Parent Teachers Association

- Get the professed public support of the organization. – President along with key members to hold press conference to announce their support of the teacher pay raise. – blast media advisory and press release to all MS media.
- Have the President write an op-ed in support of the teacher pay raise issue. – blast fax to all MS Media.
- Have the President call the membership to action. – blast fax or letter from President to all members the organization with a suggested To Do list.

4.) Legislators

H. House of Representatives

- Identify key members to help push votes.

A. Senate

- Identify key members to help push votes.

5.) Governor and First Lady

(Develop public appearances, op-ed piece, television appearances, radio appearances, visits with schools, visits with newspaper editorial boards and weekly visits with Capitol Press Corps.)