

Teacher Pay Raise
Tactics

1.) Mississippi's Business Community

A. Mississippi Economic Council

1.) Entire Organization

- Hold press conference announcing the organizations public support of the teacher pay raise issue during the week of either March 13 or March 20 – blast fax to the media
- Have the Ex. Director write an op-ed to be blast faxed statewide the day before the press conference.
- Blast fax instructions to all MEC members with information outlining action they can take to raise awareness and support.

2.) Individual Members

- Identify one key MEC member in each large media market.
- Ask identified individuals to write op-ed piece to their local newspapers.

B. Statewide Chamber of Commerce

3.) Entire Organization

- Hold press conference announcing the organizations public support of the teacher pay raise issue during the week of either March 13 or March 20 – blast fax to the media
- Have the Ex. Director write an op-ed to be blast faxed statewide the day before the press conference.
- Blast fax instructions to all chamber members with information outlining action they can take to raise awareness and support.

4.) Individual Members

- Identify one key MEC member in each large media market.
- Ask identified individuals to write op-ed piece to their local newspapers.

2.) Educators

C. Mississippi Association of Educators

1.) Entire Organization

- Hold press conference announcing the organizations public support of the teacher pay raise issue during the week of either March 13 or March 20 – blast fax to the media
- Have the President write an op-ed to be blast faxed statewide the day before the press conference.
- Blast fax instructions to all MAE members with information outlining action they can take to raise awareness and support.

2.) Individual Members

- Identify one key MAE member in each large media market.
- Ask identified individuals to write op-ed piece to their local newspapers.

D. Superintendent of Education

- Hold press conference with the Superintendent of Education along with other key officials of the State Department of Education announcing the organizations public support of the teacher pay raise issue during the week of either March 13 or March 20 – blast fax to the media
- Have the Superintendent write an op-ed to be blast faxed statewide the day before the press conference.
- Blast fax instructions to all teachers with information outlining action they can take to raise awareness and support.

E. Mississippi Association of School Superintendents

1.) Entire Organization

- Hold press conference with President and key individuals announcing the Mississippi Association of School Superintendents public support of the teacher pay raise issue during the week of either March 13 or March 20 – blast fax to the media

- Have the President write an op-ed to be blast faxed statewide the day before the press conference. Blast fax instructions to all MASS members with information outlining action they can take to raise awareness and support.
- Blast fax instructions to all teachers with information outlining action they can take to raise awareness and support

2.) Individual Members

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

F. Mississippi Professional Educators

3.) Entire Organization

- Hold press conference with President and key individuals announcing the Mississippi Professional Educators' public support of the teacher pay raise issue during the week of either March 13 or March 20 – blast fax to the media
- Have the President write an op-ed to be blast faxed statewide the day before the press conference. Blast fax instructions to all MPE members with information outlining action they can take to raise awareness and support.
- Blast fax instructions to all members of MPE with information outlining action they can take to raise awareness and support

4.) Individual Members

- Identify one key MPE member in each large media market.
- Ask identified individuals to write op-ed piece to their local newspapers.

G. Individual Teachers

- Identify one key teacher not affiliated with MAE or MPE in each large media market.
- Ask identified individuals to write op-ed piece to their local newspapers

3.) Parent Organizations

H. State Parent Teacher Association

- Hold press conference with President and key individuals announcing the State Parent Teacher Association's public support of the teacher pay raise issue during the week of either March 13 or March 20 – blast fax to the media
- Have the President write an op-ed to be blast faxed statewide the day before the press conference. Blast fax instructions to all State Parent Teacher Assoc. members with information outlining action they can take to raise awareness and support.
- Blast fax instructions to all members of SPTA with information outlining action they can take to raise awareness and support

4.) Legislators

I. House of Representatives

J. Senate

5.) Governor and First Lady

- Develop an op-ed piece from the Governor to be blast faxed statewide - newspaper
- Appear at all other above-mentioned organization's press conference to show support of the effort and appreciation to the organization. – public appearance
- Media tour of the state to talk with newspaper editorial boards. - newspaper
- School visits to develop photo opportunities of Governor and First Lady talking with children and teachers. – public appearances
- Schedule opportunities for the Governor to make appearances on “live” broadcast television shows. - television

- Schedule opportunities for the Governor to meet with television news directors and station managers. - television
- Utilize Mississippi ETV to share the message. - television
- Use all speech opportunities to Deliver The Message – public appearances
- Develop a PSA that can be filmed by MS Resource Center and shown statewide. - television
- Use Radio talk shows to Deliver The Message – radio
- Organize weekly meetings with Capitol Press - newspaper