

**Communication Plan
for
Mississippi Governor
Ronnie Musgrove
2001 – 2003**

Issue: Convey the message – Your life is better today than it was one, two or three years ago because.....

Purpose: Our purpose is to communicate the changes and improvements that have been implemented by the Musgrove administration to improve the quality of life for all Mississippians. We will communicate this to people inside and outside the borders of Mississippi. We will create a positive public opinion of Governor Ronnie Musgrove and establish his position in history as a statesman. By targeting improvements in education, health care, job growth, public safety and the environment Governor Musgrove is making a positive difference in the lives of the people of Mississippi.

Background: On January 4, 2000, Ronnie Musgrove was elected Mississippi's 62nd Governor. His term as Governor is part of a distinguished career of public service. As a two-term State Senator, he chaired the Education Committee. As Lieutenant Governor, he was recognized nationally as a leader among his peers, and served as chairman of the National Conference of Lieutenant Governors.

Strategies: Governor Musgrove will bring attention to advancements in education, health care, job growth, public safety and the environment by:

- Answering the question – “How is my life better today than it was one, two or three years ago?”
- Communicating improvements in education, health care, job growth, public safety and the environment through the media both directly and *indirectly.
- Encouraging state agencies/departments to adopt Governor Musgrove's policies and strategies.
- Continuing the ‘grass roots’ efforts, and interacting with people across the state of Mississippi, i.e. One-On-One With the Governor.
- Increasing the involvement of the private sector in Governor Musgrove's initiatives.
- Increasing Governor Musgrove's exposure to national media outlets.
- Expanding the involvement of members of the Legislature's involvement in positive press events surrounding joint legislative efforts with the Office of the Governor.
- Listening to the people of Mississippi to determine the needs and priorities of the state.

*Indirectly refers the efforts of Lamar Life to integrate communication efforts from an external standpoint.

Tactics: Use television, radio, print media, special events, Internet technology, business and social organizations and public/media appearances to highlight the Governor's commitment to improving the quality of life for Mississippi's people.

2001 Agenda Communication Plan "Agenda For Opportunity"

Week 2 January 8 – January 12

Monday, January 8, 2001 – Energy Crisis Press Conference

Wednesday, January 10, 2001 – Press Conference to announce expansion of the \$20 finders fee for schools enrolling eligible children in Mississippi Health Benefits to private schools and Head Start Centers. (Include call to reauthorize CHIP until 2004)

Wednesday, January 10, 2001 – One On One With The Governor

Thursday, January 11, 2001 – Press release announcing appointments of the Land, Water and Timber Resources Board

Friday, January 12, 2001 – Press Conference to announce new Medicaid/MHA initiative – 10:00 a.m. Capitol Rotunda

State flag announcement. 3:00 p.m. Capitol Rotunda

MESC/Nissan jobs press conference 2:30 p.m. MESC office

Week 3 January 15 – January 19

Tuesday, January 16, 2001 – Press Conference making seatbelt violation a primary offense – (Danny Cooper) 11:30 a.m. MHP office

– Meeting with Capitol Press Corp. 10:00 a.m. Capitol Office

Thursday, January 18, 2001 – Press Conference prior to the reception for National Board Certified Teachers to recognize accomplishments and to challenge other teachers to work toward certification. (use opportunity to push for removal of 5%) 3:45 p.m. Central High N. Atrium

Friday, January 19, 2001 – Trip to Smyrna, TN to tour Nissan plant.

Week 4 January 22 – January 26

Monday, January 22, 2001 – Press Conference to announce Nissan supplier companies opportunities

Tuesday, January 23, 2001 – Statewide press conferences to announce Nissan supplier companies opportunities

Wednesday, January 24, 2001 – Press Conference at a school – announce proposal for 5% growth rate provision removal from teacher pay raise bill 10:30 a.m. local school

Thursday, January 25, 2001 – Speak at the MS Municipal League Mid-Winter Legislative Luncheon address Nissan supplier companies opportunities and local option sales tax

Meeting with press corp. at 11:00 a.m.
Meeting with Clarion Ledger at 11:30 a.m.
Press briefing on Governor's meeting with President Bush at 3:30 p.m.
Saturday, January 27, 2001 – Habitat For Humanity Build with staff – Press
Conference to push for Community Service Leave for public employees. 10:00 a.m.
Habitat House site.

Week 5 January 29 – February 2

Tuesday, January 30, 2001 – Announce and introduce the Minority Business Director for MDA (include rural and urban issues) 9:30 a.m. Capitol Rotunda

Wednesday, January 31, 2001 – Press release to give update on the CHIP

Thursday, February 1, 2001 – Press conference to promote funding for breast and cervical cancer research. (include the First Lady) 9:30 a.m. Capitol Rotunda

Week 6 February 5 – February 9

Monday, February 5, 2001 –

Tuesday, February 6, 2001 – First “National Commission on the High School Year” regional meeting will be held in Mississippi. Dr. Rod Paige is a member of the commission and has been invited to attend the meeting. Hold press conference to highlight meeting and to push 5% removal. 10:30 a.m. Central High School

Wednesday, February 7, 2001 – Press Conference at a workforce training site at a Community or Junior College to promote training and retraining as a follow up to meeting the prior day. 10:00 a.m. Hinds Community College

Thursday, February 8, 2001 – Press Conference with James (Jim) Lott to give/show update of Employment Training accomplishments since he came on board. (Pressure to maintain funding for MDA) 10:00 a.m. TBD

Friday, February 9, 2001 – reserved for Governor's Arts Awards

Friday, February 9, 2001 – Meeting with Capitol Press 11:00 a.m. Capitol Office

Week 7 February 12 – February 16

Monday, February 12, 2001 – Press Conference with the Governor's Task Force on Classroom Technology at a school where they are installing the 1st set of computers. 1:00 p.m. local school with task force members.

Tuesday, February 13, 2001 – Introduce “the box” concept – hold press conferences at three schools across the state that have implemented the program. All day fly around to schools who have implemented the program.

Wednesday, February 14, 2001 – Press Conference to introduce 11 new local emergency management officials and push for expanded funding for civil defense. 1:00 p.m. Capitol Rotunda

- One On One With The Governor

Thursday, February 15, 2001 – Press Conference to announce and introduce the e-Government Advisory Board and a push to authorize appropriations for e-Government implementation. 9:30 a.m. Capitol Rotunda.

Week 8 February 19 – February 23

Monday, February 19, 2001 – Press Conference to highlight Bureau of Narcotics and to push funding for MBN 10:00 a.m. Rotunda

Tuesday, February 20, 2001 – Press conference with Victims Assistance Program 9:30 a.m. Rotunda

Wednesday, February 21, 2001 – Press conference to highlight the upholstery vocational rehabilitation program in Rankin County 10:30 a.m. Rankin County Facility

Thursday, February 22, 2001 – Press conference with Prison Industries Board to review specifics of Governor’s Homes for Seniors Program. 10:30 a.m. Rotunda

Friday, February 23, 2001 – Meeting with Capitol Press Corp. 11:00 a.m. Capitol Office

Week 9 February 26 – March 2

Wednesday, February 28, 2001 – Press Conference to announce the opening of the Majesty of Spain Exhibit. 10:00 a.m. Arts Pavilion

Thursday, March 1, 2001 –Friday, March 2, 2001 –Majesty of Spain Exhibit (tour the exhibit with a class of students) 10:00 a.m. Arts Pavilion

Start to leave time during the next three weeks for bill signings that we want to highlight according to the Governor’s Agenda!!!!!!

Week 10 March 5 – March 9

Monday, March 5, 2001 – Press Conference to announce and introduce Water & Sewer Task Force members 3:00 p.m. Rotunda

Friday, March 9, 2001 – Meeting with Capitol Press Corp. 11:00 a.m. Capitol Office

Week 11 March 12 – March 16

Tuesday, March 13, 2001 – Press release on Governor’s Trade Conference

Wednesday, March 14, 2001 – Press Conference to open Governor’s Trade Conference and to introduce King and Queen of Spain 9:00 a.m. TBD

- One-On-One with the Governor

Thursday, March 15, 2001 – Opening of the World Trade Center 1:30 p.m. TBD

Week 12 March 19 – March 23

Monday, March 19, 2001 – Press conference with state employees to highlight improvements to the state employees health insurance plan 3:00 p.m. Rotunda

Wednesday, March 21, 2001 – Press Conference to announce and introduce MDHS Advisory Council members 10:00 a.m. Rotunda

Friday, March 23, 2001 – Meeting with Capitol Press 11:00 a.m. Capitol Office

Week 13 March 26 – March 30

Last week of Legislative Session.

Line up interviews with media across the state for an end-of-the-session update to be held the first week of April.

Attention: Two press events have been cancelled due to other priorities. They are:

- 1.) Press Conference to introduce the members of the Infant Mortality Task Force and push for the reauthorization of the Task Force
- 2.) Press Conference to push the strengthening and reauthorization of the “Mississippi Individual on-site Wastewater Disposal System Law”

April 2 – April 6

Governor reviewing and signing bills

Friday, April 6, 2001 – Meeting with Capitol Press 11:00 a.m. Capitol Office

Friday, April 6, 2001 – Groundbreaking for Nissan Auto Plant in Canton, Mississippi

Wednesday, April 11, 2001 – One-On-One With The Governor

Tuesday, April 17, 2001 – date for flag vote.

April 17 (10-12 p.m.) & April 18 (1-3 p.m.) – Ceremonial Bill Signings

For these bill signings we will need the name of the bill, the number of the bill, the author/authors of the bill, the names and contact numbers of anyone, or any group that should be involved in the signing. Photographs will be taken and given to those involved.

April –

- *Assess accomplishments of the Legislative Session* and determine follow-up during remaining months of 2001.
- *E-Government accomplishments and implementations* – assessment of where we are.

May –

- *Capitol for a Day* tours the State of Mississippi. Select six to eight cities to visit for a day taking the agency directors and their departments to set up the Capitol for a full day - This will take a full month. – full advantage of media opportunities

June –

- possible *special session* to redistrict – Media tours to support or redirect the work that is being done by the committee/s

July –

- Department of Marine Resources accomplishments
- DEQ accomplishments
- MBN accomplishments

August –

- Follow up with the Department of Corrections *Governor's Homes Program* Possibly beginning the first home
- *DHS program accomplishments*
- *CHIP follow-up* prior to start of school

September –

- Begin *budget process*
- Follow-up on "*the box*"
- *One-On-One goes On the Road*
- *World Trade Center Accomplishments*

October –

- Begin to *set 2002 Legislative Agenda*
- Begin *State of the State address*
- Follow-up on *E-Government advancements*
- *Prison overcrowding compliance update*

November –

- *Governor's Budget presentation* to the Joint Legislative Budget Committee
- Department of Public Safety – Safety (*seatbelt primary offense update*)
- *Tornado awareness month – follow-up* with local EMA directors and give updates on newly implemented programs.

December –

- *Finalize Legislative Agenda for 2002.*
- *Finalize State of the State*

External Communication will be coordinated with the assistance of Lamar Life. That communication will include telephone calls to positively affect radio/television appearances with the Governor, letters to the editor across the state to help "push" legislative agenda and generating attendance at the Governor's public appearances.

**2002 Agenda
Communication Plan
"Imagine The Excellence"**

When you imagine Mississippi, you imagine excellence. But it takes no imagination to see the excellence that has been achieved for the people of Mississippi during the past year. Now, imagine the excellence that we will achieve for our people through our agenda for 2002.

Timeline: To be determined

**2003 Agenda
Communication Plan
“Mississippi - The Picture Of Progress”**

Mississippi is a canvas on which we have painted a picture of progress. We have made accomplishments and achievements in education, job growth, health care, public safety and the environment during the last three years. Those accomplishments are clearly captured in the picture we have created. A picture of progress that is eager for new brush strokes, which paints a beautiful life for the people of Mississippi.

Timeline: To be determined