

## **MEMORANDUM**

December 18, 2001

TO: Governor

FROM: John

RE: Interview opportunities

CC: Lee Ann

Greg Fetzer called to offer an interesting interview opportunity. He would like to interview for 10-15 minutes about this past year and what you hope to accomplish in 2002. Since he can't be on air, this interview would be done in streaming video at WJTV.com. This would be an exclusive interview for their website.

Doing something like this offers an opportunity to measure how many people log on to watch the interview, and it also gives viewers an opportunity to provide feedback.

Greg also offered you a few minutes on the 6 p.m. or 10 p.m. broadcasts on Thursday, December 20. You have an event that would prevent doing the 6 p.m. broadcast, but he said if you could come out for the 10 p.m. show it would have more viewers. You are already scheduled to visit all three stations Friday morning to talk about your trip and offer holiday greetings.