

MEMORANDUM

July 31, 2001

TO: Governor Musgrove

FROM: John Sewell

RE: NGA Media Opportunities

I've received some information from the NGA office about some media opportunities we should take advantage of.

- 1) David Broder and Dan Balz of the Washington Post want a 30-45 minute interview with you sometime during NGA. Is there a best time for you to do this, or do you want me to go ahead and try to schedule something? I can get something scheduled quickly with Dan Pfeiffer (he recommends Sunday afternoon).
- 2) Will Lester, political reporter for the AP in Washington, is working on a lead-in piece about NGA and wants to talk to some governors about issues of concern. Can you talk to him for about 10 minutes by phone tomorrow sometime (perhaps after your meeting with Beverly Sanders)? I have his phone number and can be sure he is available at this time.
- 3) At the conference itself, they will have television and radio facilities available. We can do a television interview on a set and have the interview available for local stations to download off satellite. NGA will contact the stations in our market to let them know when interviews are available. I can go ahead and schedule a specific day and time for an interview if you wish to do so, or we can just try to jump in whenever possible; they will be interviewing governors as they enter and leave the various sessions.
- 4) Like the television service, radio services will also be available. Crews will be roaming the meeting doing interviews, which will be taped and edited and made available to stations here. I spoke with Guy Austin and Wayne Sorge this morning at MHP about this potential and they were both very interested in being able to get something to use from NGA.

Finally, Dan Pfeiffer and DGA are trying to get three education-oriented governors (you, Vilsack and O'Bannon) to sign an op-ed piece calling for more education funding, that will run in a national paper during NGA. I have asked Dan to send a draft of it for your review. He said Vilsack and O'Bannon have already agreed, pending a review of the draft.

