

MEMORANDUM

November 9, 2001

TO: Governor
FROM: John
RE: Media opportunities
CC: Lee Ann

Cynthia Milton at ETV called to invite you to appear on "Statewide Live" on Thursday, November 15. The other guests on the show are Billy McCoy, Jack Gordon and Willie Simmons. Charlie Capps declined to appear.

Your schedule has you at a private event in DeSoto County that evening, prior to flying out of Memphis for the NAGB meetings in Washington.

Do you want to try to work this in, or stick with your original schedule? I'd like to get an answer to Cynthia as soon as I can.

I spoke today with Nancy Hirst, who is doing the December cover story on Bob Rohrlack for the "Delta Business Journal." She has spoken with Bob already, and is extremely impressed with what she's found out so far in her research.

She would like to have a few words from you for her story. Her deadline is next Friday, November 16. If you would prefer to talk with her directly, her number is 504-527-6370. If not, I can draft some comments and get them to her.

I had a call from Cindy Sanders with "Mississippi Medical News." She is offering the opportunity for you to have a column on your health care proposal published in their next issue. We have up to 1,000 words to make the case (about double the size of the weekly column). Physician, hospital administrator and health care professional across the state read this publication. This is a great opportunity to continue selling the proposal, as well as playing up the endorsement by the State Board of Health.

I will go ahead and draft a column for your review.

First, I had a phone call last week from a woman named Ruth Ulrich, who helps produce the Moon Griffon show on Louisiana radio stations. The attached information offers a little more about Moon Griffon, but essentially he is a conservative radio talk show host, whose show is on almost statewide in Louisiana. According to Ruth, he has been following the news (probably the articles in the Times-Picayune) about what you're doing in terms of economic development compared to Governor Foster.

I've never heard this show and am somewhat hesitant about you calling in live to a radio show like this. However, I'm trying to see what else I can find out about Moon Griffon. I did come across a photo of him on the web, and he seems to be fairly young.

Second, the Clarion-Ledger is getting ready to publish a new "Profile" section for the newspaper. This will be a special section (they print it once or twice a year). The theme this year is "Mississippi By the Numbers." They will be reviewing census and demographic information, as well as talking about the number of jobs, tourists, farmers, etc. We have an opportunity to write a column of 350-500 words, and the placement will be near the front of the section.

I see this as a great opportunity to talk about economic development, and the fact that despite the sluggish economy, we've still got Nissan with its suppliers, as well as companies like Milwaukee Electric in Greenville and Foster Millworks in Monticello, locating in Mississippi.

I will go ahead and draft a column for your review.