

**Mississippi
Capital For A Day
Proposed Plan of Action**

Purpose: The Mississippi Capital-For-A-Day (Week) program will enable the Governor to take the Capitol to the people instead of having the people come to the State Capitol for services. This brings state government closer to the people of Mississippi. The Governor, the Governor's staff and Agency/Department Directors and their staffs will locate in the designated city to work for the day. The Governor will have the opportunity for media exposure as he interacts with people in a variety of situations. He will also be able to highlight the administration's priorities for that particular region of the state.

Suggested cities:

Cleveland – one day
Meridian – one day
Natchez – one day
Tupelo – one day
Biloxi/Gulfport/Long Beach – one week

Suggested Times of Operation:

7:00 a.m. – 6:00 p.m. - This allows people who cannot leave their place of work to access Capitol-For-A-Day either one hour before they report to work or one hour after they leave work.

Suggested Dates:

TBA (All cities could be covered within a 3-week time span. Two cities could be covered during the first two weeks, and the 3rd week could be the Biloxi/Gulfport/Long Beach trip.)

Logistics:

Advance Team - Set-up Team - Breakdown Team
(This will be coordinated by Erich Howard)

Media:

A public service announcement will be created for radio, television and print media. The public service announcement will be run on the web site.

Three weeks prior to Capitol-For-A-Day: Press releases to all area Dailies, weeklies, television and radio stations within coverage range of the Capitol-For-A-Day city.

Each week prior the Capitol-For-A-Day: Run public service announcement in dailies, weeklies, television and radio stations.

The day before Capitol-For-A-Day: Finalize the Governor's schedule and release to all media outlets.

The morning of Capitol-For-A-Day: Make personal appearance at local television morning show to promote Capitol-For-A-Day.

(Photograph and video tape all of the Governor's activities for future use.)

Personal Appearances For the Governor:

Develop 2 or 3 personal appearance opportunities for the Governor in the Capitol-For-A-Day city. Examples: Breakfast with local elected officials, industrial plant, hospital/clinic, public school/university, boys and girls club, retirement home, Habitat house, etc.....

Personal Appearances For Governor's Staff:

Develop one community service-type of opportunity for the Governor's staff to work. Examples: soup kitchen, clean-up effort, homeless shelter, boys & girls club, etc.....