

Press Strategy

05/30/03

1. Tone - Successful partnership at MDA, Bob leaving for family reasons, Steve Hale stepping up to take the helm.
2. Vehicle - Release from Governor Musgrove out at 2:00 p.m. Draft attached, add quote from legislator and Blake Wilson or Bill Yates
(Note: Will impact Rural Economic Impact Authority announcement – we will have more big check events to highlight this program in the next couple of months. Steve Hale and Sherry Vance will attend announcement with Gov.)
3. Statement from Bob R. released by Steve Martin at MDA – Draft attached
4. Bob R. email out to his employees – sent by Alexis
5. Bill Renick phone calls starting at 1:00 p.m.
 1. McCoy – quote from him for release
 2. Blake Wilson – quote from him for release
 3. Speaker Ford
 4. Morris
 5. Minor
 6. Capps
 7. Holland
 8. Gordon
 9. Lt. Gov
 10. Bill Yates
 11. George Flaggs
6. Steve Hale Calls
 1. Wade Jones
 2. David Rumbarger
 3. Randy Kelly
 4. Jim Flanagan
 5. Mike Ferdinand
 6. David Baldwin - Create
7. Draft bullets on message and answers to questions
 1. Reason for leaving – Does your leaving have anything to do with the Governor's chance at reelection in November?
 2. Second head at MDA, is this a statement about the leadership style of Governor Musgrove, DHS, MBN, etc.
 3. Impact of leaving on economic development strategy