

**Governor Ronnie Musgrove's
2001 Agenda
Communication Plan**

Week 2 January 8 – January 12

Monday, January 8, 2001 – Energy Crisis Press Conference

Wednesday, January 10, 2001 – Press Conference to announce expansion of the \$20 finders fee for schools enrolling eligible children in Mississippi Health Benefits to private schools and Head Start Centers. (Include call to reauthorize CHIP until 2004)

Wednesday, January 10, 2001 – One On One With The Governor

Thursday, January 11, 2001 – Announce appointments of the Land, Water and Timber Resources Board – Press release

Friday, January 12, 2001 – Medicaid/MHA press conference – 10:00 a.m. Capitol Rotunda

State flag announcement. 1:30 p.m. Capitol Rotunda

MESC/Nissan jobs press conference 2:30 p.m. MESC office

Week 3 January 15 – January 19

Monday, January 15, 2001 – Press Conference to announce MHA/Medicaid money. 9:00 a.m. Capitol Rotunda

Tuesday, January 16, 2001 – Press Conference to make seatbelt violation a primary offense – (Danny Cooper) 11:30 a.m. MHP office

– Meeting with Capitol Press Corp. 10:00 a.m. Capitol Office

Thursday, January 18, 2001 – Press Conference prior to the reception for National Board Certified Teachers to congratulate accomplishments and to challenge other teachers to work toward certification. (use opportunity to push for removal of 5%) 3:45 p.m. Central High N. Atrium

Friday, January 19, 2001 – Trip to Smyrna, TN to tour Nissan plant.

Week 4 January 22 – January 26

Tuesday, January 23, 2001 – Introduce the members of the Infant Mortality Task Force and push for the reauthorization of the Task Force 9:30 a.m. Capitol Rotunda

Wednesday, January 24, 2001 – Press Conference at a school – announce proposal for 5% growth rate provision removal from teacher pay raise bill 10:30 a.m. local school

Thursday, January 25, 2001 – Announce desire to obtain funding for the Municipal Crime Prevention Program at the MS Municipal League Mid-Winter Legislative Luncheon (Local Option Sales Tax??)

Thursday, January 25, 2001 – Press Conference to push the strengthening and reauthorization of the “Mississippi Individual on-site Wastewater Disposal System Law” 9:30 a.m. Capitol Rotunda

Friday, January 26, 2001 – Meeting With Capitol Press 11:00 a.m.

Saturday, January 27, 2001 – Habitat For Humanity Build with staff – Press Conference to push for Community Service Leave for public employees. 10:00 a.m. Habitat House site.

Week 5 January 29 – February 2

Tuesday, January 30, 2001 – Announce and introduce the Minority Business Director for MDA (include rural and urban issues) 9:30 a.m. Capitol Rotunda

Wednesday, January 31, 2001 – Press release to give update on the CHIP

Thursday, February 1, 2001 – Press conference to promote funding for breast and cervical cancer research. (include the First Lady) 9:30 a.m. Capitol Rotunda

Week 6 February 5 – February 9

Monday, February 5, 2001 – Press Conference to announce needed establishment of authorized leave for parents participating in parent-teacher conferences/Media Advisory to announce following day's meeting. 10:00 a.m. local school

Tuesday, February 6, 2001 – First "National Commission on the High School Year" regional meeting will be held in Mississippi. Dr. Rod Paige is a member of the commission and has been invited to attend the meeting. Hold press conference to highlight meeting and to push 5% removal. 10:30 a.m. Central High School

Wednesday, February 7, 2001 – Press Conference at a workforce training site at a Community or Junior College to promote training and retraining as a follow up to meeting the prior day. 10:00 a.m. Hinds Community College

Thursday, February 8, 2001 – Press Conference with James (Jim) Lott to give/show update of Employment Training accomplishments since he came on board. (Pressure to maintain funding for MDA) 10:00 a.m. TBD

Friday, February 9, 2001 – reserved for Governor's Arts Awards

Friday, February 9, 2001 – Meeting with Capitol Press 11:00 a.m. Capitol Office

Week 7 February 12 – February 16

Monday, February 12, 2001 – Press Conference with the Governor's Task Force on Classroom Technology at a school where they are installing the 1st set of computers. 1:00 p.m. local school with task force members.

Tuesday, February 13, 2001 – Introduce "the box" concept – hold press conferences at schools across the state that have implemented the program. All day fly around to schools who have implemented the program.

Wednesday, February 14, 2001 – Press Conference to introduce 11 new local emergency management officials and push for expanded funding for civil defense. 1:00 p.m. Capitol Rotunda

- One On One With The Governor

Thursday, February 15, 2001 – Press Conference to announce and introduce the e-Government Advisory Board and a push to authorize appropriations for e-Government implementation. 9:30 a.m. Capitol Rotunda.

Week 8 February 19 – February 23

Monday, February 19, 2001 – Press Conference to highlight Bureau of Narcotics and to push funding for MBN 10:00 a.m. Rotunda

Tuesday, February 20, 2001 – Press conference with Victims Assistance Program 9:30 a.m. Rotunda

Wednesday, February 21, 2001 – Press conference to highlight the upholstery vocational rehabilitation program in Rankin County 10:30 a.m. Rankin County Facility

Thursday, February 22, 2001 – Press conference with Prison Industries Board to review specifics of Governor’s Homes for Seniors Program. 10:30 a.m. Rotunda

Friday, February 23, 2001 – Meeting with Capitol Press Corp. 11:00 a.m. Capitol Office

Week 9 February 26 – March 2

Wednesday, February 28, 2001 – Press Conference to announce the opening of the Majesty of Spain Exhibit. 10:00 a.m. Arts Pavilion

Thursday, March 1, 2001 –Friday, March 2, 2001 –Majesty of Spain Exhibit (tour the exhibit with a class of students) 10:00 a.m. Arts Pavilion

Start to leave time during the next three weeks for bill signings that we want to highlight according to the Governor’s Agenda!!!!!!

Week 10 March 5 – March 9

Monday, March 5, 2001 – Press Conference to announce and introduce Water & Sewer Task Force members 1:30 p.m. Rotunda

Friday, March 9, 2001 – Meeting with Capitol Press Corp. 11:00 a.m. Capitol Office

Week 11 March 12 – March 16

Tuesday, March 13, 2001 – Press release on Governor’s Trade Conference

Wednesday, March 14, 2001 – Press Conference to open Governor’s Trade Conference and to introduce King and Queen of Spain 9:00 a.m. TBD

Thursday, March 15, 2001 – Opening of the World Trade Center 1:30 p.m. TBD

Week 12 March 19 – March 23

Monday, March 19, 2001 – Press conference with state employees to highlight improvements to the state employees health insurance plan 1:30 p.m. Rotunda

Wednesday, March 21, 2001 – Press Conference to announce and introduce MDHS Advisory Council members 10:00 a.m. Rotunda

Friday, March 23, 2001 – Meeting with Capitol Press 11:00 a.m. Capitol Office

Week 13 March 26 – March 30

Last week of Legislative Session.

Line up interviews with media across the state for an end-of-the-session update

April 2 – April 6

Governor reviewing and signing bills

Friday, April 6, 2001 – Meeting with Capitol Press 11:00 a.m. Capitol Office

Friday, April 6, 2001 – Groundbreaking for Nissan Auto Plant in Canton, Mississippi

Tuesday, April 17, 2001 – date for flag vote.

April 17 (10-12 p.m.) & April 18 (1-3 p.m.) – Ceremonial Bill Signings

For these bill signings we will need the name of the bill, the number of the bill, the author/authors of the bill, the names and contact numbers of anyone, or any group that should be involved in the signing. Photographs will be taken and given to those involved.

Other –

- 1. Depending on the time frame for the start-up of the Washington office, we need to insert that announcement into the calendar.**
- 2. Does the tier-one center require legislation? If not, then I would schedule a press conference at the end of April. (This could be a big one.)**