

Received: from e3000b.state.ms.us
by governor.state.ms.us; Mon, 27 Oct 2003 10:55:34 -0600
Received: from mx2.state.ms.us (mx2.state.ms.us [192.42.4.31])
by e3000b.state.ms.us (8.10.0/8.10.0) with SMTP id h9RGsjg15539
for <kriley@governor.state.ms.us>; Mon, 27 Oct 2003 10:54:45 -0600 (CST)
Received: from hotmail.com (bay8-f125.bay8.hotmail.com [64.4.27.125])
by mx2.state.ms.us (8.12.9/8.12.9) with ESMTP id h9RGt4vW005567
for <kriley@governor.state.ms.us>; Mon, 27 Oct 2003 10:55:05 -0600 (CST)
Received: from mail pickup service by hotmail.com with Microsoft SMTPSVC;
Mon, 27 Oct 2003 08:54:59 -0800
Received: from 65.126.162.244 by by8fd.bay8.hotmail.msn.com with HTTP;
Mon, 27 Oct 2003 16:54:57 GMT
X-Originating-IP: [65.126.162.244]
X-Originating-Email: [gregd_kelly@hotmail.com]
From: "greg kelly" <gregd_kelly@hotmail.com>
To: chrisl@ronniemusgrove.com, MrsFarj@aol.com, kriley@governor.state.ms.us,
paul@ronniemusgrove.com, owl116@att.net, AFLCIO@JAM.RR.COM
Subject: MAFT AD-vice
Date: Mon, 27 Oct 2003 10:54:57 -0600
Mime-Version: 1.0
Content-Type: multipart/mixed; boundary="-----_NextPart_000_74ce_73a1_795f"
Message-ID: <BAY8-F125GCl9FopYC90001049b@hotmail.com>
X-OriginalArrivalTime: 27 Oct 2003 16:54:59.0400 (UTC) FILETIME=[0E8D7C80:01C39CAB]

This is a multi-part message in MIME format.

-----_NextPart_000_74ce_73a1_795f
Content-Type: text/plain; format=flowed

Maryanne is stating what I have been hearing about running positive ads. I've written a letter to the editor to about 15 daily newspapers in Ms...All of the letters were positive about Musgrove...what he has DONE for Mississippi. I'm sure you guys know ads/voters better than I do and running a campaign etc...you're the professionals and ran a helluva campaign last time. Know that we are working hard to get across the finish line...as victors.

greg kelly
MAFT VP
601-214-9334

>From: MAFT1@aol.com
>To: gregd_kelly@hotmail.com
>CC: MAFT1@aol.com
>Subject: Fwd: Some insights
>Date: Mon, 27 Oct 2003 11:17:30 EST
>
>

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Content-Type: message/rfc822
Content-Disposition: inline

Return-path: <MAFT1@aol.com>
From: MAFT1@aol.com
Full-name: MAFT1
Message-ID: <175.2183ab08.2cce81f9@aol.com>
Date: Mon, 27 Oct 2003 09:13:13 EST
Subject: Some insights
To: chrisl@ronniemusgrove.com, MrsFarj@aol.com, kriley@governor.state.ms.us,

paul@ronniemusgrove.com, owl116@att.net, AFLCIO@JAM.RR.COM
CC: MAFT1@aol.com
MIME-Version: 1.0
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X-Mailer: 9.0 for windows sub 920

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Content-Transfer-Encoding: 7bit

would like to share the following with you:

I've spent about 36 hours this weekend making contacts of some kind with many people, most of whom live in Harrison County. With our members, we've written letters to newspapers (each letter went to ten of the dailies). Hopefully they'll get printed. We've also done "Women for Musgrove" postcards and will continue to do them every day/evening this week. We have an AFT Einstein postcard that we are using as well, with a handwritten message, the gist of which is - It doesn't take a genius to realize we need to reelect Governor Musgrove, the man who has done so very much for education and educators. (For your information, Einstein was an AFT member.) We have also placed Musgrove and Blackmon signs all over the outside of our building on Pass Road in Gulfport. (You'd be surprised how many people stopped by to argue with us about this support.) I spoke to several groups of nonmember citizens of Harrison County. We've started a countdown email program. We have two mail outs to members going out this week.

Now the insights: (All of which are sent to inform you of what I'm running into.)

1. While I understand the psychology of negative advertising, it is turning off many of our members. Several we can usually count on to work, and had started at the beginning, are now refusing to help because of the ads. "Musgrove's ads mentioned Haley Barbour more times than they mention Musgrove." "why doesn't Musgrove tell us why we should vote for him, what he's done, why it's important to be elected to a second term?" These members, and I suspect a lot of nonmembers, want to vote for Musgrove not against Barbour.
2. Very few voters have gone to the website to see Musgrove's accomplishments so they don't know much of what he has accomplished. This insight came mostly from nonmembers who do not have access to a computer.
3. Many who have gone to the website don't link the accomplishments to Harrison County. Think in terms of the questions/comments I got -
 - Many of the coast have good jobs and insurance. So how does CHIPS effect us? Of course this program is great in the poverty areas, but that's not us. How many children on the coast have benefited by being included in CHIPS? (You may want to have an ad that links CHIPS to all parts of the state, showing parents and children who have been helped, and how Musgrove got that done.)
 - So we got Internet in all the classrooms, how does that help us? We already have good schools, plenty of resources, good achievement (You may want to have an ad that shows Mississippi children linked with Smithsonian, other schools, expanded subjects, show how Musgrove got that done, include the lady from Desoto County who spearheaded the program, comments from the committees that got funds to put it in the schools, high school kids building the computers, Musgrove shaking hands with everybody on the celebration date, etc.)
 - "What has Musgrove done for south Mississippi - nothing." OK they'll give

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<DIV>- "what has Musgrove done for south Mississippi - nothing." = OK they'll give you Northrop Grumman - but that's in Jackson County and the= y don't connect to how that affects them in Harrison. And don't e= ven mention the Nissan deal because as far as these folks were concerned tha= t is in north Mississippi. How has building Nissan helped the coast? (= You may want to come up with an ad that links all the subgroups in every par= t of the state that have grown or started because of Nissan - parts makers,=20= florists, builders, food workers, etc. You might even do something about str= essing Musgrove has not pushed just for any jobs, but for good paying jobs.)= </DIV>
<DIV> </DIV>
<DIV>These are not my personal criticisms. II'm just sharing what I'm runing= into. I can answer all of the above, but I can't reach everyone here=20= ust by talking. People have to be reached in their homes and worksites= . Something has to be done to connect the accomplishments to real live= s. That's it for now. Have a good day.</DIV>
<DIV> </DIV>
<DIV>Maryann Graczyk</DIV>
<DIV>MAFT President</DIV></BODY></HTML>

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