
OFFICE OF GOVERNOR RONNIE MUSGROVE
INTEROFFICE MEMORANDUM

TO: MAYO
SEWELL

FROM: RILEY

SUBJECT: DIVISION OF PUBLIC SAFETY PLANNING'S 2002 "CLICK IT OR TICKET" CAMPAIGN

DATE: 3/22/02

CC: FILE

Chelley Barnes in the Department of Public Safety's Division of Public Safety Planning and I were meeting last Friday on some other matters related to Drug and Safe Free Schools. She requested my assistance in the Governor's Office on this year's "Click It or Ticket" campaign because she has been assigned the job of coordinating this year's campaign. She worked on last year's campaign during its last 6 weeks. She is working with Warren Strain on this project.

This year's campaign is scheduled to begin with the media coverage on May 15 (for 2 weeks), followed by the enforcement on May 22 (for a week?). According to Chelley, states have to show dramatic effectiveness again this year in order for the federal funds to continue. She specifically mentioned needing a letter of support from the Governor, getting the Governor's approval of the attached logos, and setting up a press conference with the Governor.

I told Chelley that I knew that the Governor was very supportive of this program, but that it sounded like she needed to work with our Communications Staff. I told her that I'd have ya'll call her. I'm attaching the logos, but you need to get background from her on them before you present them to the Governor.

You may reach Chelley at 987-3783 or 594-0605 (cell).

Please let me know if I may be of any further assistance.