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**OFFICE OF GOVERNOR RONNIE MUSGROVE**  
**INTEROFFICE MEMORANDUM**

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**TO:** GOVERNOR  
**FROM:** RILEY  
**SUBJECT:** EDUCATION EXCELLENCE PARTNERSHIP: COMMUNICATIONS ASSISTANCE  
**DATE:** 10/9/2000  
**CC:** COLE  
SIMMONS  
BOYD  
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The Education Excellence Partnership (EEP) recently awarded the Mississippi Department of Education communications assistance to help build strong statewide support for standards-based education reform. Mississippi will serve as one of three pilot states for using communications effectively to 1) counter and surpass the opposition to the standards, assessment and accountability movement; and, 2) build support for the extra effort required to meet higher standards. MDE will serve as a “learning and testing laboratory” for one year. Work will include developing messages, testing messengers, developing third-party allies, using localized versions of national advertising and hosting events.

MDE will involve other organizations in this effort through an in-state advisory panel and has invited our office to serve on this advisory panel. The first meeting of the advisory panel is this Thursday, October 12. According to MDE’s Public Relations Director, Dane Linn of NGA is scheduled to be at Thursday’s meeting.

Unless advised otherwise, I will attend Thursday’s meeting on behalf of the Office of the Governor.