

---

---

**INTEROFFICE MEMORANDUM**

---

---

**TO:** B RENICK, F GAVIN, L MAYO, AND J SEWELL

**FROM:** WESLEY ELLIS

**SUBJECT:** CAPITOL OFFICE PRESS BRIEFINGS

**DATE:** 12/7/01

During the last two legislative sessions the press office has used the Governor's Capitol Office to host press briefings with the media. The Governor typically sits behind his desk and members of the media gather around for a question and answer session. Since the 2002 session is a couple of weeks away I have a few suggestions that could help improve the technical aspects of these briefings.

In the past these briefings have been plagued with poor audio and even worse lighting. This makes it difficult for the media to gain useable sound bites and images. They are quite vocal about the problems they encounter when we have meetings there. The following are suggestions on how the press office can greatly improve these briefings.

1. Poor lighting is easily solved by creating our own light. Purchase a portable Lowel light kit that cost around \$500.
2. Audio problems are solved by purchasing a wireless lavalier microphone (\$445.00) and using the mult box and speaker we all ready own. This is much like the podium setup we use on the 2<sup>nd</sup> floor of the rotunda.

These improvements will greatly increase the effectiveness of the Governor's message by providing better quality images and audio for the media who then passes it on the people of Mississippi. Anything we can do to improve the technical side of press conference's and briefings can only add to the impact of the Governor's message.