

## GENERAL COMMUNICATIONS AGENDA

### Immediate Tasks

- °Expand scheduling group to include press person and adapt scheduling to focused issues. Tie each Massachusetts trip to visibility on those issues.
- °Give each initiated story on economic development and education a Massachusetts angle (# jobs, examples, etc.)
  - Discuss Massachusetts angles or need for same at each AM staff meeting.
  - Send written memo to all staff on strategy and press plan. Alert to need for local angles, focused issues, etc.
- °Develop prioritized actuality list that reflects geographic priorities. You should have an "A" list and a "B" list so that when time is short and all stations cannot be fed, you feed at least the "A" list. All actualities to go out on day recorded.
- °Select one day each week for routinely recording and feeding an actuality. Fridays would be best in view of weekend slow news problem.
- °Update release and actuality style to reflect action, urgency, and relevance of news. (See samples)
- °Improvement of press relations through personal contact: Identify all reporters needing more or better contact including Providence television news personnel. Schedule phone contact list. For television and radio stations, such contact can update your information about who the programming person is, what special programming they offer, deadlines, policies and preferences on actualities. Develop individualized strategies where necessary for particular reporters.
- °Identify press from major outlets needing contact with Paul himself. Develop strategy for him to talk with them by phone or in person. For example, in certain cases, Paul can call them on breaking news, give them an exclusive story, or simply be mindful of having personal contact with them at next available opportunity in Massachusetts.
- °Think visually about all Massachusetts generated press. Limit press conferences in neutral settings.
- °Set goal of one Boston television hit with every Massachusetts visit. Design schedule so that two television hits per month occur in each of the Springfield and Providence markets. (Paul need not always appear in market to get on television)

## Specifics

Over the next three or four months, we suggest the following scenario on education and economic development:

1. Focus on education as number one priority--particularly in October through November leading up to Education Conference  
Economic Development is a strong number two focus here, but education takes precedence
2. After the education conference, reverse priorities and focus on economic development leading up to Economic Development Conference
3. The Morrill Act in a sense becomes an on-going bridge since it is both an economic development/education issue
4. Within education, create highly visual news and tie it into Paul's Massachusetts appearances. Focus on the following:

October: Cambridge Computer Program -  
in-state media event

Teacher Recognition Day -  
media event

Adopt-a-School -  
in-state media event

Education newsletter -  
with survey results (couple with release and actuality)

Morrill Act -  
Washington generated news with Massachusetts angle (actuality)

~~Education newsletter I  
use survey results as general releases and actuality~~

November: Begin education ~~forums~~

Announce teacher survey

Regional Adopt-a-School and computer literacy events -  
use Op-Ed pieces and talk show appearances in Springfield  
and Providence markets

Education Conference -  
do t.v. and radio talk shows before the conference

Continue Morrill Act story

Specifics, continued

Dec.-Jan.: Continue education town meetings

Announce teacher survey results and propose action

Education Newsletter II -  
to follow-up conference and print teacher survey results

Lowell Committee Report -  
media event

Report progress on Adopt-a-School, computer literacy -  
do outside of Boston media market

5. The following is an outline of a similar scenario on economic development. Here your most visual story is the U.S. Skills Corporation and the Economic Development Conference.

October: Morrill Act -  
see Education

Export Administration Act -  
in-state media event (couple with actuality)

U.S. Skills Corporation -  
visit Bay State Skills Corporation site, praise Massachusetts  
and talk about effort on U.S. Skills Corp. (couple with release  
and actuality)

Anti-Trust R&D Mark-Up -  
Washington based with Massachusetts examples

November: U.S. Skills Corp. Washington Seminar -  
invite Massachusetts people

°In-State media event -  
bring out-of-state key guests to view and discuss  
°Introduce bill

NAM Speech -  
focus on economic development with emphasis on your projects.  
Avoid being too general on covering all facets

General Newsletter -  
focus on economic development

Morrill Act and other legislative projects -  
Washington based

Specifics, continued

Dec.-Jan.: Economic Development Conference -

- °Who has been invited
- °What foreign and out-of-state visitors are coming
- °What you hope results will be
- °Tour with guests to Springfield & Provident markets
- °Coverage of event (actuality & releases for press out-of-state)
- °Follow-up: Take action immediately

Morrill Act and other legislative projects -  
Washington based with Massachusetts angles