

From: Roy Herron
Sent: Tuesday, March 10, 2009 11:56 AM
To: Senate Members
Subject: Getting out our message

TO: SENATE DEMOCRATIC CAUCUS MEMBERS
FROM: ROY HERRON
RE: MESSAGING – WHAT IS OUR AGENDA

Andy Berke was approached by a *Chattanooga Times* reporter yesterday, who said the House Democrats have made their message clear, but he is not hearing one from the Republicans or from us.

What about an **over-arching theme or themes** that we want as **our brand**?

It has been suggested that we focus on the **middle class**. If so, what are the **major issues** under that heading that we want to **roll out for the media** over the next few weeks?

I asked our media guru Terry Quillen to think about it, and she offers some ideas:

- Jobs and wages?
- Housing and mortgages?
- Family budget, as driven by food and energy costs?
- Public education, K-12 and beyond (including vocational)?
- Affordable, accessible health care?
- Public and personal safety?
- What other theme or themes would you like?

Tools for delivering the message

What if we tried to build a buzz that makes our voice heard throughout each remaining weekend? Terry says we could do it by:

- Weekly press availability Thursday pegged to an issue we are emphasizing.
- Op-ed columns on the same issue, available to members' papers, including the top tier (Memphis, Nashville, Chattanooga, Jackson, Clarksville and offer pieces to Knoxville, Tri-Cities and Murfreesboro).
- Book at least one member each week on radio talk show and/or Sunday TV.
- Pitch in-depth interviews to top-tier papers with Sunday editions.
- Create separate blog-style post on week's issue for our Web site (Terry to write).