

April 26, 1983

TO: JH
FROM: Lynn
RE: DETROIT/LANSING MEDIA OPPORTUNITIES May 10, 1983

Mike Russell, Riegle's press secretary, was very helpful in giving me the rundown on what there is to do in Detroit. There's a lot there, but timing will be our number 1 problem. If JH agrees, I would recommend planning to be in Detroit two times on the 10th: first from 8:00-10:40 a/m before flying to Lansing to hit morning drive-time and television talk show; then from 4:00-6:00 for editorial board meeting before flying back to WDC.

Here are the options available to us:

- 1) Editorial board meeting(s) with Detroit News OR Free Press (Recommend News)
- 2) Live interview on WXYZ-TV's "Kelly and Company," Detroit's only live morning television news show
- 3) Taped interview with WXYZ-AM Radio 9-10
- 4) Live interview on Detroit's WJR-Radio, city's largest and a listener/call-in format
- 5) Interview with WWJ-Radio, Detroit's all-news station

In Lansing, Mike says the press conference at the State Capitol will guarantee exposure on television, radio and with print reporters based there. Only other thing he strongly recommends is walking across the street to the Michigan News Network office, a consortium of 37 stations across the state for quick interview.

Logistically, JH cannot do all the Detroit options unless there are two trips to the city. WXYZ-TV is 45 minutes from downtown and in the opposite direction of the airport. Rough schedule could break down something like this:

8:00 a/m	Arrive Detroit
8:10 a/m	Call WJR-Radio for 20 minute live interview
8:30 a/m	Call WWJ-Radio for live bottom-of-the-hour interview (to be used all day in cut-up taped segments)
8:40 a/m	Depart airport for WXYZ-TV
9:25 a/m	Arrive WXYZ-TV
9:30 a/m	15 minute interview on Kelly and Company
9:45 a/m	Quick interview with WXYZ-Radio upstairs (could scratch if a problem; Fred Walters, host of the station's morning talk show used to cover Harrisburg for KYW/KDKA Radio)
10:00 a/m	Depart for airport
10:40 a/m	Depart for Lansing
4:00 p/m	Arrive Detroit
4:30 p/m	Arrive Detroit News for Editorial Board meeting
5:30 p/m	Depart for airport

In Detroit, I would stress your economic/employment initiatives, painting yourself as Republican with alternative program: health benefits for unemployed, mortgage foreclosure assistance, industrial revitalization, etc. Detroit would probably be interested in JH aging initiatives, but I would recommend using this market for the issues not getting coverage in Lansing.