



Spring 4-2003

# Tennessee Democratic Party Communications Re-Organization

Earl Isaac Wright

*University of Tennessee - Knoxville*

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Appendix E - UNIVERSITY HONORS PROGRAM  
SENIOR PROJECT - APPROVAL

Name: (Zac) Isaac Wright

College: Communications, Department: Journalism/Public Relations

Faculty Mentor: Dr. Lisa Fall, APR

PROJECT TITLE: Tennessee Democratic Party  
Communications Re-Organization

I have reviewed this completed senior honors thesis with this student and certify that it is a project commensurate with honors level undergraduate research in this field.

Signed: Ava Fall Faculty Mentor

Date: 4/11/03

General Assessment - please provide a short paragraph that highlights the most significant features of the project.

Comments (Optional):

Senior Honors Project, 2003  
Advisor: Lisa Fall  
Student: Zac Wright

Tennessee Democratic Party, Communications Reorganization  
--Public Relations Campaign--

The project, a public relations campaign for the communications restructuring plan for the Tennessee Democratic Party, proposes a possible plan to reorganize the Tennessee Democratic Party's statewide communications program. The campaign follows the model and methods used in the classroom in the University of Tennessee public relations program. The situation (SWOT) analysis of the Party, its structure and message creates the groundwork for the goals and objectives of the proposal included in the project.

Individual strategies and tactics are included in the project as part of the campaign to accomplish the objectives and goals of the Party and its communications program. A proposed two-year timetable for the implementation of the communications reorganization is included in the proposal.

Expanding Democratic control of the Tennessee Legislature, identified as a key strategy for the proposal, began with the election of Democrat Tommy Kilby as the 12<sup>th</sup> District Tennessee Senator. The campaign, as it relates to this project, is documented following the proposal. Another key strategy identified in the proposal, bringing a new generation to the Party, has also been initiated inline with the project, and documentation is included following the proposal.

The proposal was presented to the Chairman of the Tennessee Democratic Party and was a major factor in the hiring of the project's author, Zac Wright, as the Tennessee Democratic Party communications director. Wright will begin work on May 16 in Nashville where he will continue to pursue and implement many of the goals, objectives, strategies and tactics created in his senior project.

Tennessee Democratic Party

# Leadership, Not Politics.

Plan of Action

Communications Reorganization

**The Tennessee Democratic Party**  
**— Leadership, Not Politics. —**

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# SITUATION ANALYSIS

## STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

### STRENGTHS

1. Bredesen
2. New Face of Party – Innovation means opportunity.
3. Able volunteers

### WEAKNESSES

1. Funding
2. Stigma of “status quo”
3. Age of party base

### OPPORTUNITIES

1. Bredesen for fundraising
2. Election Cycle 2004
3. Bringing “new face” and innovation to the party
4. New Infrastructure
5. Growing Democratic base in East Tennessee
6. Distinct, active, effective message strategy

### THREATS

1. Lack of money
2. Perception of Tennessee as “Republican State”
3. Status of Bill Frist
4. Perception of TDP as “Old” or “Status Quo”

## **KEY PUBLICS**

- Tennessee Democrats
- Tennessee Voters
- Elected Officials
- Possible Donors
- Media

## **CRUCIAL COMPONENTS TO SUCCESS**

- Fundraising
- Staffing
- Updating Image
- Mobilizing the “Bredesen Effect”
- Communications Infrastructure
- Effective Message

**STRATEGY: Make TDP Visible, Create Effective New Infrastructure**

**TACTIC: *Grassroots Media Campaign***

\*Yard signs don't vote. They don't even carry a message. They only show support of the yard, or at best its owner, for a candidate or issue. The most effective field campaign FOCUSES on grassroots communication.

Create an infrastructure of "talkers" across Tennessee. Each county chairman should identify one or two individuals from each town and community in the county who would be effective speakers for Democratic issues and candidates.

These talkers will be trained at weekend workshops in Nashville on effective grassroots media communication. For instance, talkers will be trained for radio call-in shows and letters-to-the-editor campaigns for local newspapers. Talkers will learn to fit their individual story to the issue and the communication medium.

Talkers will be an integral part of getting a focused, unified, yet localized message out. They will receive weekly or possibly bi-weekly e-mail updates with talking points generated by TDP. This system will allow a unified, focused message to go to grassroots media with a localized edge.

Jon Christopher Beau and former Clinton White House Communications Director Ann Lewis organize grassroots training workshops. The Saturday workshop could feature Beau and Lewis, sponsored by TDP and the DNC.

**TACTIC: *Making the Message Work***

Develop a new, proactive umbrella message that can encompass issue messages and focus on relevance to Tennessee and energize young people and those new to the Democratic Party.

Provide talking points to all elected Democratic officials via legislative caucuses and a new Democratic network. This system will allow a united message that can more effectively combat the growing Republican threat and be localized as needed.



**STRATEGY: Make TDP Visible, Create Effective New Infrastructure**

**TACTIC: *Find and Utilize New Communication Outlets***

Identify and utilize media and communication outlets yet untapped by the party. Target the Democratic platform's relevance to Tennesseans in regional and trade publications. For instance, introduce the value of a state and federal Democratic platform for the agricultural industry in Farm Bureau's local and state newsletters and the Tennessee Farmers Co-Op newsletter.

**TACTIC: *Media, Media, Media***

Organize and publicize regular, dynamic, media-savvy events designed to put TDP in the news. Keep the new face of TDP in the news and in the public dialogue. Any event where TDP is represented will be publicized by TDP. A specific effort to build ties with the media must be made. This system will require a well-disciplined organization infrastructure and a great deal of effort.

**TACTIC: *Where the Money Goes***

Tailor a message for contributors and perspective contributors and send it via postal mail and e-mail. Demonstrate to donors the good their money is doing and why more money is needed.

**TACTIC: *Tennessee as a Presidential Stomping Ground***

Invite Presidential nominees to speak or attend this summer's Jackson Day dinner. Offer an Opryland suite, provided by TDP, that could be used for a pre-dinner, reception-fundraiser.

**STRATEGY:** Bring a new generation to the party while holding the traditional base

**TACTIC:** *Network Infrastructures*

Network TDP with other interested organizations (such as environmental organizations, women's organizations, etc.) in order to energize a broader base, especially among young people and East Tennesseans. Network with Bredeesen infrastructure, focusing on young professionals and those new to the party.

**TACTIC:** *Aggressive Appearance Calendar*

Have an official TDP representative at Democratic, civic, and professional meetings and events across the state. Have the representative prepared to STAY ON MESSAGE during the event and focus the message to the area, the organization, the community, or the profession. Speaking engagements with non-Democratic organizations will have to be issue marketed. All speaking engagements should be marketed to the press. Message for events should be threefold: (1) TDP umbrella message, (2) localized message, (3) Democratic-evangelical message.

**TACTIC:** *Focus on Young Professional Organizations & College Campuses*

Young professional organizations should be a major focus of issue marketed speaking engagements. Young professionals bring time, energy, and money to the party and represent a potential to bring more of those assets over a greater time than do any other demographic. The Tennessee Democratic Party MUST be effective at recruiting a new, younger base to survive and succeed in the long term.

College campuses represent an untapped block of voters and volunteers. College is the best time in a supporter's life to secure his or her loyalty. Develop college-savvy messages and target college media.

**STRATEGY: Bring a new generation to the party while holding the traditional base**

**TACTIC: *Proselytize, Proselytize, Proselytize***

Focus County Chairs on spreading the Democratic message, not in a confrontational way, but in an evangelical way. Host workshops and provide resources on how to “spread the Democratic word.”

Identify a target goal with each county chair and a time frame to accomplish it.

**TACTIC: *The Democratic Fountain of Youth***

TDP staffing decisions should consider a “fresh-face” and geographic origin as a factor in hiring. Emphasize the new, dynamic “young face” of TDP.

**STRATEGY: Make TDP an integral part of all Tennessee Democratic campaigns**

- Expand Democratic control of Tennessee Legislature
- Keep Congressional Delegation Democratic
- Re-elect Phil Bredesen
- Win Tennessee for Democratic Presidential nominee

\*\*TDP's 2004 efforts must be orchestrated with the Tennessee Coordinated Campaign.

**TACTIC: *Coordinated Campaign Statistical Center***

Equip the Tennessee coordinated campaign to analyze statistical surveys for flawed or coercive statistics. When any flawed political poll is published showing a relevant Democratic candidate behind in a poll of Tennessee voters, the poll will be "de-bunked" by the coordinated campaign. The coordinated campaign will launch an aggressive campaign discrediting the poll.

**Expand Democratic control of Tennessee Legislature**

**TACTIC: *Provide First Class Campaign Management***

Select 10 to 20 Tennessee young people of promise to attend the DLCC's summer state legislature campaign-management program or coordinate a Tennessee training program with the DLCC. Provide the trained young people as a pool of legislative campaign managers for targeted races in 2004. Publicize TDP's scholarships to the program and the attendees' experience.

**TACTIC: *Provide Message and Media Resources for Candidates***

In the months leading up to the 2004 election cycle, prepare opposition white papers on Republican candidates in targeted areas.

Offer workshops to train candidates/campaigns in campaign message. Provide resources in a series of weekend workshops to record radio ads for individual campaigns/candidates and send the candidates home with radio ads on CD. At the workshops, train candidates for local radio and newspaper relations and interviews. TDP could provide these workshops and resources or provide them in conjunction with a private consultant.

**STRATEGY: Make TDP an integral part of all Tennessee Democratic campaigns**

- Expand Democratic control of Tennessee Legislature
- Keep Congressional Delegation Democratic
- Re-elect Phil Bredesen
- Win Tennessee for Democratic Presidential nominee

\*\*TDP's 200+ efforts must be orchestrated with the Tennessee Coordinated Campaign.

**Keep Congressional Delegation Democratic**

**TACTIC: *Synergize TDP's Infrastructure with Individual Campaigns***

Coordinate TDP's grassroots media campaigning with the message of individual Congressional campaigns for a low-cost, effective, localized media campaign.

**TACTIC: *Build Incumbent Momentum***

Create momentum for Democratic incumbents by organizing campaigns to praise their successes in office and coordinate with Congressional and campaign staffs to locate and organize "real people" testimonials to be marketed at events and to the media.

**Re-elect Phil Bredesen**

**TACTIC: *Build a Positive Record***

Coordinate issue management with Bredesen administration in order to use TDP's grassroots media network to defend Bredesen's record as it is being made and to build momentum for his re-election campaign.

**Win Tennessee for Democratic Presidential nominee**

**TACTIC: *"It's a Tennessee Thing"***

Make the Presidential campaign localized to Tennessee by applying Tennessee facts and statistics and Tennessee "real people" testimonials to campaign messages by coordinating with campaign national offices. A Presidential campaign is challenged to target any media smaller than daily, metropolitan newspapers and network affiliate television. TDP has the opportunity to bridge the gap to local daily and weekly newspapers and radio.

**STRATEGY: Create regional focus for Tennessee Democratic Party**

**TACTIC: *Focus on East Tennessee***

A special emphasis on speaking engagements, forums, and infrastructure networking should be applied to East Tennessee. Vote-rich East Tennessee has the potential to develop a formidable Democratic base that could prove lethal to Republican, statewide candidates. This base must be attentively cultivated. An East Tennessee message should be developed and used to publicize a "growing Democratic tide" in East Tennessee in local media and at local events.

**TACTIC: *Regional Offices***

In order to communicate TDP's presence in major, metropolitan areas, TDP must open regional offices. The offices would not have to be a "physical address," so much as a distributing point for material for the local and regional party and a base for a localized message campaign. Regional offices will also serve to relay local issues and opinion in real time allowing TDP to seize opportunities in media coverage.

**TACTIC: *Regional Forums***

Hosting regional issue forums in vote-rich areas, especially in East Tennessee, presents the opportunity for media events, geared for television, featuring Democratic officials and candidates. These events must be on message and tied to the umbrella message to be effective. The forum will serve to publicize TDP, increase the base, and showcase a positive record for Democratic officials. Regional issue forums will also allow the Bredeesen record to be cast in a positive light as it is being made.

**TACTIC: *Kilby Victory***

By aiding in the Kilby victory for State Senate, TDP will have an initial victory to publicize as proof of its potency in its new format. This will also serve to mobilize and solidify a growing Democratic base in East Tennessee.

\*Primary Election February 27, Primary General April 15

## *PROSPECTIVE TIMELINE*

IMMEDIATE	2003	Begin research program
April 7	2003	All research data collected
May 10	2003	Research report
May 28	2003	Official invitations to Presidential candidates for Jackson Day Dinner
June 4	2003	Begin TDP campaign Media/Event blitz!
June	2003	East Tennessee event
June	2003	Select targeted state legislature races
June	2003	Begin opposition white papers for state legislature
July	2003	Jackson Day Dinner *This year, Jackson Day should NOT conflict with Humphrey reporters' weekend, hence crippling media coverage.
July 4	2003	TDP Independence Day media event
July 26	2003	First TN Talkers workshop
August	2003	TDP Back to School campaign. Message: Education
August	2003	Begin donors message campaign
August	2003	Launch collegiate message campaign
August	2003	Trade publication hit
September	2003	Young professionals event
September	2003	East Tennessee event
September	2003	Talkers Workshop

September	2003	DEADLINE: Network infrastructures with former Bredesen campaign
September	2003	DLCC Workshop
October	2003	Open regional offices
October	2003	North West Tennessee forum
October	2003	Southern Middle Tennessee forum
November	2003	Nashville area forum
November	2003	Southern Middle forum
November	2003	Memphis forum
November	2003	"Democrats Give You Something to be Thankful For" event
December	2003	Finish legislature white papers opposition white papers
December	2003	Talkers Workshop
December	2003	Begin research program
January	2004	COLLECT DATA for 2003 progress report
January	2004	Young professionals event
January	2004	East Tennessee event
February	2004	DLCC Workshop
February	2004	COLLECT DATA for 2003 progress report
February 24	2004	2003 TDP Progress Report
March	2004	Talkers workshop
March	2004	East Tennessee Event
March	2004	Young professionals event
April	2004	Coordinated campaign transition



May	2004	Coordinated Campaign
June	2004	
August	2004	
September	2004	
October	2004	
November	2004	
November	2004	Collect data
December	2004	Collect and interpret data
January	2004	Release TDP Success Report

Please take a moment to answer the following questions for a non-partisan survey of Tennessee voters by the Tennessee Democratic Party. Your responses will be kept confidential. Please do not identify yourself on the questionnaire. Answer as honestly and accurately as you can. Respond to the questions in your opinion, without the input of others. Simply return this form to the person who gave it to you and it will be mailed, anonymously, to Tennessee Democratic headquarters in Nashville where statewide results will be tallied.

***Please, do not answer these questions unless you are a registered Tennessee voter.***

	<u>CIRCLE ONE</u>				
	<i>LEAST</i>				<i>MOST</i>
On a scale of 1 to 5, with 1 being the least effective and 5 being the most effective, how do you rate the effectiveness of the Tennessee Democratic Party at promoting Democratic <b>candidates</b> in Tennessee?	1	2	3	4	5
On the same scale, how do you rate the effectiveness of the Tennessee Democratic Party at promoting Democratic <b>issues</b> in Tennessee?	1	2	3	4	5
On a scale of 1 to 5, with 1 being the least relevant and 5 being the most relevant, how relevant is the Democratic platform of issues <b>to your life</b> ?	1	2	3	4	5
On the same scale, how relevant is the Democratic platform of issues <b>to the State of Tennessee</b> ?	1	2	3	4	5
On the same scale, how relevant are Tennessee's elected Democrats to your life?	1	2	3	4	5
On the same scale, how relevant are Tennessee's elected Republicans to your life?	1	2	3	4	5
On the same scale, how relevant is the Tennessee Democratic Party to your life?	1	2	3	4	5
On a scale of 1 to 5, with 1 being the least active and five being the most active, how active is the Tennessee Democratic Party in your region (Northwest, Southwest, Middle, Southern Middle, Southeast, East, North East) of Tennessee?	1	2	3	4	5
On a scale of 1 to 5, with 1 being the least effective and 5 being the most effective, how do you rate the effectiveness of the Tennessee Democratic Party at promoting Democratic <b>issues</b> in your region of Tennessee?	1	2	3	4	5
On a scale of 1 to 5, with 1 being the least effective and 5 being the most effective, how do you rate the effectiveness of the Tennessee Democratic Party at promoting Democratic <b>candidates</b> in your region of Tennessee?	1	2	3	4	5
On the same scale, how do you rate the Tennessee Democratic Party's use of the funds it has available?	1	2	3	4	5

**CIRCLE ONE**  
**LEAST**                      **MOST**

On a scale of 1 to 5, with 1 being the least understood and 5 being the most understood, how well do you understand the Tennessee Democratic Party's platform of issues?

1    2    3    4    5

Have you ever contributed money to the Tennessee Democratic Party?

YES                      NO

\*If you have contributed money to the Tennessee Democratic Party: On a scale of 1 to 5, with 1 being the least effective and five being the most effective, how effectively do you feel your money was used?

**LEAST**                      **MOST**  
1    2    3    4    5

Please rate the following issues from 1 to 9, with 1 being the least important and 9 being the most important, according to how important you consider each issue to be.

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Healthcare, Prescription Drugs  | <input type="checkbox"/> Education       | <input type="checkbox"/> Military, Foreign Affairs    |
| <input type="checkbox"/> Terrorism and Homeland Security | <input type="checkbox"/> TennCare        | <input type="checkbox"/> Economy and Jobs             |
| <input type="checkbox"/> The Tennessee State Budget      | <input type="checkbox"/> Social Security | <input type="checkbox"/> Environment and Conservation |

Please take a moment to answer a few questions about yourself. This information will not be shared and your questionnaire will remain totally anonymous.

Are you (circle one) male or female?                      How old are you? \_\_\_\_\_

Do you consider yourself (circle one) African American, Asian, Hispanic, Native American, White, Other \_\_\_\_\_?

Do you (circle one) always vote, sometimes vote, rarely vote, never vote?

When you vote, do you vote (circle one) (1) totally Democratic, (2) mostly Democratic, (3) a mixture of Democratic and Republican, (4) mostly Republican, (5) totally Republican?

Would you most accurately describe yourself to be a Democrat, Green Party member, independent, Libertarian, Republican, or other: \_\_\_\_\_ (circle one)?

Would you describe your annual household income as (circle one): \$50,000 or less, 50,001-100,000, 100,001 – 150,000, or above \$150,000?

What is the highest level of education you have completed? Circle one: (1) some high school, (2) high school or G.E.D, (3) two-year, associates degree or technical degree, (4) some college, (5) four-year college degree, (6) graduate degree

Circle the region of Tennessee you live in. Northwest, Southwest, Middle, Southern Middle, Southeast, East, North East

What county do you live in? \_\_\_\_\_

Do you have any ideas or opinions you would like to share with TDP? (Please use the space below)

# RESEARCH AND EVALUATION

## RESEARCH

- 1) Design a quantitative and qualitative survey instrument to gauge the opinion of TDP among key publics. The survey instrument will generate qualitative data to qualify and focus TDP's restructuring, message, perception of the Democratic platform, and regional values. It will generate quantitative data to understand the course of the perception of TDP.
- 2) Collect data from county chairs reflecting county enrollment and participation. Measure online sign-up via TDP's Web Site.
- 3) *NA*
- 4) Combine data generated by research method one (1) with number of voters in 2002 Democratic primary and Democratic ballots cast in 2002 general election.

## EVALUATION

- 1) Administer the same quantitative instrument to gauge opinion shift. A new qualitative instrument would be used to refine strategies and tactics in the future.
- 2) Data from county chairs and TDP's online presence will be compared to that from 2003 to measure success in 2004.
- 3) Election results will evaluate objective three.
- 4) Combined research data from method one (1) with a comparison of voter turn out will evaluate objective four.

## **SUGGESTED MESSAGE STRATEGY**

Possible Umbrella messages:

The Tennessee Democratic Party.  
Leadership, Not Politics.

The Tennessee Democratic Party.  
Leadership, Not Rhetoric.

The Tennessee Democratic Party.  
Promise, Not Politics.

FOR IMMEDIATE RELEASE  
February 25, 2003

CONTACT: Kilby for Tennessee Senate  
PHONE: 615-477-9033

**KILBY CELEBRATES PRIMARY RESULTS WITH LOCAL SUPPORTERS,  
GOVERNOR PHIL BREDESEN, CONGRESSMAN LINCOLN DAVIS**

(Wartburg, Tenn.) – Tommy Kilby will celebrate the February 27 Democratic primary election results at a chili supper, Friday, February 28, 6 p.m., at Central Middle School in Wartburg, Tennessee.

Kilby supporters from Campbell, Fentress, Morgan, Rhea, Roane and Scott County will attend the chili supper. Congressman Lincoln Davis and Governor Phil Bredesen will attend the event in Morgan County to celebrate the primary results.

"I am proud to serve Campbell, Fentress, Morgan, Roane and Scott County and I look forward to working with Tommy when he becomes the next Tennessee Senator from the 12<sup>th</sup> District," Davis, former 12<sup>th</sup> District Senator said.

**MEDIA NOTE:** Kilby, Bredesen and Davis will be available for comment and direct interviews at the event. To schedule media arrangements or requirements, call 615-477-9033.

**Kilby for Tennessee Senate Chili Supper with  
Bredesen and Davis**

**WHEN:** February 28, 2003, 6 p.m.

**WHERE:** Central Middle School, Liberty Road,  
Wartburg, Tennessee

DRIVING DIRECTIONS

From Oliver Springs Tennessee, travel Highway 62 East. At Liberty Church, turn left on Liberty Road. Travel ¼ mile. Central middle school is on the right.

###

FOR IMMEDIATE RELEASE  
February 28, 2003

CONTACT: Zac Wright  
PHONE: 615-477-9033

**GOVERNOR BREDESEN, CONGRESSMAN DAVIS  
SHARE CHILI, SUPPORT WITH KILBY**

(Warthburg, Tenn.) – Governor Phil Bredesen and Congressman Lincoln Davis joined supporters from Campbell, Fentress, Morgan, Rhea, Roane and Scott Counties in support of Tommy Kilby, Friday night at a chili supper celebrating the primary election results for the 12<sup>th</sup> district special election primary.

"I want to thank everyone here for their support. This election is about the families of 12<sup>th</sup> District," Kilby said. "We are fighting for more jobs, a better economy and a better education for our children. I hope everyone in Campbell, Fentress, Morgan, Rhea, Roane and Scott County will continue to stand with me and fight for the families of the 12<sup>th</sup> District in the April election."

Those attending the chili supper, held at Central Middle School on Liberty Road, showed their support for Kilby as the next 12<sup>th</sup> District Senator. The special election is to fill the seat left empty by Congressman Lincoln Davis, former 12<sup>th</sup> District Tennessee Senator, after his election to the U.S. House.

"I've represented the 12th District in Nashville and continue to serve many of those counties in Washington," Davis said. "I know from experience, Tommy Kilby is the right man to represent the families of District 12 in the Tennessee Senate."

Davis was not alone in his faith in Kilby.

"I am honored to join Tommy and support him in his race for the Tennessee Senate," Bredesen said. "Our state faces many challenges ahead. Tommy is the right man to tackle the problems facing the families of the 12<sup>th</sup> District."

Kilby, Morgan County executive, took the opportunity to thank the crowd for their support in Thursday's primary and encouraged their support in the April general election.

"We are only half-way there," Kilby said of the primary election results. "I thank everyone who has worked so hard in the primary and I ask you to keep up the energy, keep up the pace, in the next six weeks as we approach the April 15 special election."

###

FOR IMMEDIATE RELEASE  
March 4, 2003

CONTACT: Zac Wright  
PHONE: 615-477-9033

## **KILBY OPENS ROANE COUNTY HEADQUARTERS**

**(Kingston, Tenn.)** – Tommy Kilby will host a grand opening of the Roane County offices for the Kilby for Tennessee Senate campaign, Saturday, March 8 at 815 East Race Street, Kingston.

“This election is about the families of Roane County. This is about bringing more jobs and a better economy to our district.” Kilby said of the Roane County office. “As the next servant of Roane County in the Tennessee Senate, I am going to work to bring new businesses, better paying jobs and more opportunity to our area.”

All Roane Countians are invited to show their support for Kilby at the headquarters’ grand opening at 9 a.m.

“I am going to work closely with Roane Countians to take the fight for the families of District 12 to Nashville. Together, we are going to improve our schools, put more jobs in Roane County and improve state government,” Kilby said.

### **Kilby for Tennessee Senate Roane County HQ Grand Opening**

**WHEN: Saturday, March 8, 9 a.m.**

**WHERE: 815 East Race Street, Kingston,  
Tennessee**

###



FOR IMMEDIATE RELEASE  
March 8, 2003

CONTACT: Zac Wright  
PHONE: 615-477-9033

## **LINCOLN DAVIS AND TOMMY KILBY SHARE FIGHT FOR FENTRESS COUNTY WORKING FAMILIES**

*Kilby and Davis meet with Fentress Countians at Jamestown Community Center*

(Jamestown, Tenn.) – Tommy Kilby, candidate for the Tennessee Senate from District 12, and Congressman Lincoln Davis met with Fentress Countians at a Chili supper Saturday night at the Jamestown Community Center.

“This election is about the families of Fentress County,” Kilby said. “This is about bringing more jobs and a better economy, improving our schools and keeping Tennessee tax free.”

Davis, whose election to the U.S. Congress left the 12<sup>th</sup> District seat vacant, agreed Kilby was the right man to represent Fentress County.

“I served the families of Fentress County in Nashville and I continue to in Washington,” Davis said. “I know, firsthand, there is no better person to keep up the fight against an income tax on the working families of Fentress County than Tommy Kilby. Tommy is working to put Fentress County families first.”

Kilby met with Fentress County supporters over chili to discuss the campaign and his work as the next servant of the Fentress County in the Tennessee Senate.

“I am going to work closely with Fentress Countians to take the fight for the families of District 12 to Nashville,” Kilby pledged. “Together, we will move Fentress County forward with better schools, more jobs, a stronger economy, and a tax free Tennessee.”

###

FOR IMMEDIATE RELEASE  
March 17, 2003

CONTACT: Zac Wright  
PHONE: 615-477-9033  
423-346-2300

## **KILBY NAMES 'JOBS' AS TOP CAMPAIGN PRIORITY**

*Deputy Governor Dave Cooley Meets with Kilby, Roane County Chamber of Commerce*

(Harriman, Tenn.) – Deputy Governor and Roane County native Dave Cooley will meet with Tommy Kilby, candidate for the Tennessee Senate, and the Roane County Chamber of Commerce about bringing more jobs to Roane County and the surrounding area on the Roane State Community College campus, noon, Tuesday.

"We have to work together to strengthen the economy of our area and make sure every man and woman in District 12 who can work has the chance to do so," Kilby said. "Providing jobs is about providing families with the security of a solid income. It is my top priority."

Cooley recognizes Kilby's commitment to the local economy.

"Tommy Kilby is ready to roll up his sleeves and go to work to bring more jobs and better pay to the 12<sup>th</sup> District," Cooley said. "I look forward to working with him in Nashville to strengthen our economy."

Neither Kilby nor Cooley are glossing over the economic situation with Tennessee's war-time economy.

"Our nation and our state are facing serious economic challenges," Kilby said. "Everyone in our area has faced lean economic times. I am going to focus on building a stronger economy and bringing more jobs to the region."

Kilby is making clear his plan to expand the number of jobs in the 12<sup>th</sup> District as its next state Senator.

"We have to work together to bring more jobs to our area. That means new businesses and strengthening the local economy so the businesses already here can grow and expand," Kilby said. "As the next state senator for the 12<sup>th</sup> District, I will work to bring new businesses into the district, strengthen the economy and make sure that every small business owner in our area has the opportunity for success."

Cooley agrees. "I am a Roane County native and I work with these issues everyday in Nashville," he said. "I know Tommy Kilby is the right man to fight for jobs in the 12<sup>th</sup> District because he can get things done in the Tennessee Senate."

"People need to get out and vote for Tommy Kilby on April 15," Cooley said. "The simple facts are: Tommy Kilby in the state senate means more jobs in the 12<sup>th</sup> District."

Cooley was senior strategist and director of transition for the Bredesen for Governor Campaign before becoming deputy governor.

###

FOR IMMEDIATE RELEASE  
March 19, 2003

CONTACT: Zac Wright  
PHONE: 615-477-9033  
+23-346-2300

## KILBY STANDS UP FOR VALUES IN THE CLASSROOM

*State Education Commissioner to campaign with Kilby in 12th District*

(Wartburg, Tenn.) -- Tennessee Commissioner of Education Lana Seivers will travel to East Tennessee on Thursday, March 20, to support Morgan County Executive Tommy Kilby's bid for Tennessee State Senate in District 12 and to discuss recently announced pay raises with teachers. Seivers and Kilby will meet with teachers and students at Wartburg Elementary School.

"Improving education in East Tennessee is one of my top priorities," Kilby said. "These teacher pay raises, along with accountability and character education in our schools, will go a long way towards reaching this goal."

Kilby has also voiced his support for teaching children values like honesty and hard work and starting each school day with the Pledge of Allegiance and a moment of prayer.

Throughout his 21 years of public service in Morgan County, Kilby has a record of leading efforts for better pay for teachers and for the building and renovation of new schools.

"Tommy Kilby will be a strong voice in Nashville advocating for teachers and children and working to improve education in this area," said Commissioner Seivers. "On April 15 people in this area who want to make real improvements in education should exercise their right to vote. A vote for Tommy Kilby is a vote for Tennessee children and schools."

Governor Bredesen's proposed budget includes a \$27 million down payment toward resolving teacher pay equity issues in addition to \$33 million in new funding for the basic education program, all without any new taxes. Tommy Kilby's election to the State Senate will help make this goal a reality.

Tommy Kilby will work to improve schools by reducing class sizes and restoring discipline. He will hold schools accountable for results and support character education that teaches values like respect and hard work.

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FOR IMMEDIATE RELEASE  
March 19, 2003

CONTACT: Zac Wright  
PHONE: 423-346-2300  
615-477-9033

## STATEMENT OF TOMMY KILBY: *The War in Iraq*

"I support the men and women of America's armed forces. My family and I are praying for a peaceful Iraqi surrender.

"As men and women from across Tennessee are being called to duty overseas to put their lives on the line, the families of East Tennessee offer them our prayers, our support and our hope for a safe and successful return home

"Many of our local families, including my own, have loved ones, neighbors and friends who are answering the call of duty. Our hopes and prayers are with the families of the soldiers and guardsmen of our community and all those families who have sons, daughters, brothers, sisters, moms and dads who are defending our freedom and our way of life.

"In this time of crisis, I urge all Tennesseans to join us in our support and our prayer for our troops and their families as they face the dangers ahead. We hope and pray for a quick and peaceful resolution."

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FOR IMMEDIATE RELEASE  
April 3, 2003

CONTACT: Kilby for Senate  
PHONE: 615-477-9033  
423-346-2300

**CONGRESSMAN AND TV STAR  
BEN "COOTER" JONES TO CAMPAIGN FOR TOMMY KILBY**  
*TV's "Dukes of Hazzard" Star and former Georgia Congressman to Campaign with Kilby*

Ben "Cooter" Jones, former Georgia Congressman and star of television's "The Dukes of Hazzard" will campaign for Tommy Kilby for Tennessee Senate, Friday, April 4. Jones played the role of "Cooter Davenport" from 1978 until the show's end in 1986. He served in the U.S. House of Representatives from 1988 to 1992 as a moderate to conservative Democrat representing the people of Georgia. Jones will bring the "Dukes of Hazzard" famous stunt car, "The General Lee," as he reminds 12<sup>th</sup> District voters to support Tommy Kilby for Tennessee Senate

**FRIDAY APRIL 4<sup>th</sup>**

- 8 a.m.**                    **Morgan County Early Vote Rally**  
Morgan County Courthouse  
Court Street  
Wartburg, TN
- 10 a.m.**  
[Note: EST]              **Fentress County Early Vote Rally**  
Mark Twain Park  
Main Street (across from Courthouse)  
Jamestown, TN
- 12 p.m.**                    **Scott County Early Vote Rally**  
Food City Parking Lot (across from Oneida City Hall)  
1992 Alberta Street  
Oneida, TN
- 2 p.m.**                     **Campbell County Early Vote Rally**  
Location: TBD  
Jacksboro, TN
- 4 p.m.**                     **Roane County Early Vote Rally**  
Gazebo of the Historic Roane County Courthouse  
Corner of Court Street and North Kentucky  
Kingston, TN
- 4:30 p.m.**                **Media Availability**  
Roane County Kilby Campaign Headquarters  
413 East Race Street  
Kingston, TN

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FOR IMMEDIATE RELEASE  
April 15, 2003

CONTACT: Zac Wright  
PHONE: 615-477-9033

**STATEMENT OF STATE SENATOR-ELECT TOMMY KILBY:  
ELECTION VICTORY**

"I am proud of the campaign we have run and proud of the people who have been a part of it. We have worked long days of countless hours and fought for the things important to the families of this district. Together, we focused on the issues that count – senior-care and healthcare, bringing more jobs and better pay to our communities and improving our children's education.

"With the election results tallied, I am proud to take these issues to Nashville as the next State Senator serving the 12<sup>th</sup> District. I will work with Governor Bredesen and my colleagues in the Tennessee Legislature to see that we have a voice in every decision in state government.

"It has been an honor to run this race. I thank everyone who has helped us for their labor, their support, and their prayers.

"As the next Tennessee Senator from the 12<sup>th</sup> District, I will fight for the issues that matter to the people of our district and I will make sure that our communities have a voice on every issue facing Tennessee."

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FOR IMMEDIATE RELEASE  
APRIL 16, 2003

Contact: Zac Wright  
Communications Director  
Tennessee Democratic Party  
Phone: 615-477-9033, 615-327-9779

## TENNESSEE SPECIAL ELECTION SIGNALS DEMOCRATIC MOMENTUM

*Election Results Evidence of Democratic Victories in 2004*

(Nashville, Tenn.) – This week, in Tennessee's 12<sup>th</sup> District special election, Tennessee voters sent a message to the Republican Party that Democrats on the ballot in 2004 will do well in Tennessee. Despite state and national GOP efforts to swing the special election for the Tennessee legislature with national Republican figures, money and GOP campaign professionals, voters chose the Democratic candidate and Democratic platform focusing on the economy, healthcare and senior-care.

"This is a sign of things to come. This election is a bellwether for the rising Democratic tide in 2004," Randy Button, Tennessee Democratic Party chairman said. "Top Republicans came from Washington and across Tennessee to swing this election and went back empty-handed."

In the 2002 elections, Tennessee Democrats took back the majority of the state's Congressional delegation and elected Democratic Governor Phil Bredesen after eight years of Republican Governor Don Sundquist.

In Tennessee's District 12 special election, April 15, to fill the state Senate seat vacated by the election of U.S. Rep. Lincoln Davis to Congress, Democrat Tommy Kilby beat his Republican opponent, Mark Goins, despite the Republican Party's rallying of top GOP figures, including President George W. Bush, U.S. Senate Majority Leader Bill Frist, U.S. Senator Lamar Alexander and virtually every member of Tennessee's Congressional Delegation, to support the Republican candidate.

Democrats narrowly control Tennessee's state Senate. A Republican victory would have reduced the Democrats' two-vote margin to a single vote margin. The GOP made the race a top priority, using its national Republican leadership to back a local candidate.

"Tennessee families and families across America are catching on that the state and national GOP's Republican-spin-machine is breaking down," Button added.

Republican Congressman and U.S. Senators campaigned in the district for Goins and his endorsement by Bush was publicized in Tennessee newspapers and a direct mail piece prepared for the campaign.

"The Tennessee Democratic Party is energizing Tennesseans on the issues that count," Button pointed out. "The Party is mobile, energetic, dynamic and fighting for the families of Tennessee."

-more-

## BACKGROUND

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**"... And Mark Goins is an important part of that vision, a compassionate conservative who will help make America stronger, safer and better."**

– President George W. Bush  
Republican Party Mailer

**"President George W. Bush has endorsed Goins."**

**"He [Goins] has also received aid from all Republican members of the state's congressional delegation, including Senate Majority Leader Bill Frist..."**

*Race for State Senate Getting Down and Dirty*

Tom Humphrey, *Knoxville News-Sentinel*, April 14, 2003

**"... said Goins, whose campaign got a boost this week with a GOP mailer that includes an endorsement by President Bush."**

*Special Election to Fill Vacant State Senate Seat Set for Tuesday*

Bill Poovey, Associated Press Writer, April 9, 2003

**"...Senate Majority Leader Bill Frist and Sen. Lamar Alexander are offering support [for Goins] along with virtually all the state's GOP congressmen and state legislators..."**

*Special 12th District Race has Major Implications: Result May Help Decide State Senate Control*

Tom Humphrey, *Knoxville News-Sentinel*, March 30, 2003

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## MEMORANDUM

**TO:** Tennessee Democratic Party Executive Committee  
**FROM:** Tennessee Federation of College Democrats (TFCD)  
**RE:** College Democrats Executive Committee Seat  
**DATE:** April 23, 2003

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### ***HISTORY AND CURRENT DEVELOPMENT***

Since its founding four years ago, the Tennessee Federation of College Democrats (TFCD) has begun linking College Democrats chapters across Tennessee in an organized effort to disseminate the Democratic message among college students and to rally support for Democratic candidates among the youngest voting bracket.

Current chapters and chapters under development include those at Lee University, Vanderbilt University, East Tennessee State University, Middle Tennessee State University, University of Tennessee (Knoxville), University of Tennessee (Martin), Tennessee Tech, Sewanee University of the South, Carson Newman College, Volunteer State and Pellissippi Community College. Chapter development at Austin Peay University and in the Memphis area is planned for the coming year.

### ***WHY COLLEGE STUDENTS AND COLLEGE DEMOCRATS ARE NOT REPRESENTED ON THE TDP EXECUTIVE COMMITTEE***

College students are a unique branch of the Democratic Party, mostly unutilized in Tennessee, and not represented in the current structuring of the TDP Executive Committee. College Democrats are unique as “temporary” or “campus” residents of their respective communities. As temporary residents, College Democrats in Tennessee bring different needs, talents, and resources to the Party. While the College Democrats program encourages students to vote in their college communities, many still choose to vote absentee in their home area. Students have little money but great enthusiasm and energy to offer the Party. Furthermore, students are a mostly untapped voting block. College Democrats is the most effective and direct method of reaching university voters.

### ***BENEFITS OF AN EXECUTIVE COMMITTEE SEAT FOR TFCD AND TDP***

When a line of communication is opened between the Party and TFCD, college students are able to mobilize their resources for Democratic candidates in Tennessee. For example, in the recent Kilby for Tennessee Senate race in the 12<sup>th</sup> District, College Democrats organized more than 50 volunteers from across the state that traveled to the district and personally touched more than 1,000 voters for Kilby. They staffed events, went door-to-door, phone banked, drove people to the polls, and formed a major part of the campaign’s labor force.

By empowering College Democrats with a seat on the TDP Executive Committee, it ensures an open line of communication between the Party and TFCD and invests college students in the Party. A joint effort between TDP and TFCD to reach college students ensures a future generation of Tennessee Democrats by reaching them at an early age and keeping them involved in other TDP programs, such as Young Democrats, after college graduation.

The Federation would be represented on the TDP Executive Committee by its state-president or another state-officer in the president’s absence.

**UT College Democrats**  
**KILBY CAMPAIGN REPORT**

<b>EVENT</b>	<b>STUDENT PARTICIPATION</b>	<b>RESULTS</b>
Post-Primary Chili Supper with Kilby, Gov. Bredesen, Rep. Lincoln Davis	4 UT Students/Recent Alumni	Help organize event and press conference following event
Roane County Campaign HQ Opening and Canvassing	2 UT Students 2 Carson Newman College Democrats	Helped organize event and canvassed for candidate afterwards
March 29 Canvassing	6 UT Undergraduate and Graduate Students	UT students personally touched approximately 250 voters for the Kilby campaign
April 4 Ben Jones Visit	4 UT Student, 2 Maryville College Democrats	Participated in early vote rally for Kilby featuring Ben Jones
April 5 Canvassing	10 UT Students/ recent alumni	Tennessee college students personally touched approximately 450 voters for the Kilby campaign
April 5: Tennessee Federation of College Democrats	College Democrats from Vols State (3), UT Martin (2), and Lee University (1)	
April 12 Canvassing	7 UT Students/3 Vols State	325 voters personally touched
April 15 Election Day	9 UT Students /3 UTM Students/ 1 Tennessee Tech Student	300 voters personally touched
TOTAL	<b>59</b>	<b>1325 Voters Touched by TN College Students</b>

## KILBY COLLEGE VOLUNTEERS (ELECTION DAY)

NAME	NUMBER	TIME	REIMBURSEMENT
Zac Wright (DRIVER)	615-477-9033	ALL DAY	
Joe Rayzor	865-207-7953	ALL DAY	\$50
Tyler Junion	865-595-8426	ALL DAY	\$50
Patrick Williams (DRIVER)	865-382-5717	ALL DAY	\$50
Faith Nichols	865-595-8139	ALL DAY	\$50
Tyler Tapley	865-414-4883	MORNING	\$25
John Lankford	UT Martin	Afternoon	\$25
Garrett Salmon (DRIVER)	865-386-7041	AFTERNOON 3:30 PM	\$25
Gary Mitchell	865-599-4361	AFTERNOON 3:30 PM	\$25
Jonathan Youngwirth	865-387-9502	AFTERNOON 3:30 PM	\$25
Will Hammond (COMING FROM UT MARTIN)	731-588-4495	AFTERNOON 3:30 PM	\$25
Michael Baggat	UT Martin	AFTERNOON 12:30 PM	\$25
Matt Lamb (DRIVER)	865-973-5402	AFTERNOON 4:30 PM	\$25
<b>13</b>			<b>\$425</b>