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02/07/2007 11:05 PM

To <jessica.schultz@chamber.state.ny.us>

cc

bcc

Subject Fw: Tomorrow

Sent from my BlackBerry Wireless Handheld

----- Original Message -----

From: Calhoun, Cathy (Clinton)

To: 'kristen.heath@chamber.state.ny.us' <kristen.heath@chamber.state.ny.us>

Sent: Wed Feb 07 22:56:10 2007

Subject: Tomorrow

So I'm thinking of a couple things for tomorrow for you. Just suggestions but a couple things I do on event days.

If you have a dvr, set it for noon and evening news coverage so you can report on the coverage.

Grab a newspaper for the Gov's car. If there is a story that mentions his visit put a sticky note on the page.

Watch the local news early in case something is happening that he might get a question about or can incorporate into his remarks (ex - the school one of the kids goes to just won a big game....)

While his car rides are fairly short it is always good to have some bottled water in the car just in case.

I always have the following couple things with me on event days: sharpie, sticky notes, extra pens, index cards, digital camera (charge the battery) and phone/berry charger (its amazing how quick you will burn up a battery on event days). Of course a copy of your briefings and schedule for the day - I know this sounds silly but.....never let those out of your possession! Yes, schedules and briefs have been found by the press and that becomes the story not to mention the security risk.

My last piece of advice is to be aware of the press!!!! Stay out of the press shot and be careful what you say. Those pesky press people will sneak up behind you when you least expect it!!! Assume they can always hear you and are always watching you for any type of reaction!!!

Hope you don't mind my sending this, just wanted to pass on my lessons learned. Yes, I've made every mistake that can be made!! (Not leaving a schedule or briefing behind anywhere, thank goodness!!)

You will do great tomorrow my friend!!

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