BRADLEY ▪ TOWNSEND
PUBLIC AFFAIRS

2101 Highland Avenue ▪ Suite 120
Birmingham, Alabama 35205
(205) 933-6676 ▪ FAX (205) 933-5292

Stephen E. Bradley
President

770 Washington Avenue ▪ Suite 330
Montgomery, Alabama 36104
(334) 834-9685 ▪ FAX (334) 834-6307

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TO: Christy Beckman
Kevin Cahill

FROM: Steve Bradley

DATE: February 3, 1999

SUBJECT: Suggested Solutia Computers in Schools Program Guidelines

After discussions with you, Christy Beckman, Blake Hamilton and others, and after general discussion in our several weekly conference calls, the following are key components of the "Solutia Computers in Schools Program" and our recommendations as to how to proceed. If we need to amend, or make any changes, please let me know.

I. Program Name.

- The program does need an identifiable name. The two basic criteria are (1) "Solutia" included in the program's name; (2) the name should clearly communicate what the program is about.

II. General Program Guidelines.

- All schools in each county system as well as each city system in affected counties should be included. However, we recommend that private schools not be included because of a number of sensitive issues in regard to public versus private education in Alabama.

- Initially, the program should offer one computer per public school in each of the city and county systems to be included.

- Suggested timeframe is a two to three-year period.

- The program should be a statewide program in two distinct parts. Calhoun County schools should be completed first. Then, St. Clair and Talladega counties, along with the counties to be included in the

DSW 138438

Foley and Decatur areas, should be initiated as "part two" for reasons we have discussed.

III. Costs.

- Based on $1200 per computer, approximate costs can be determined as follows:

Per Computer		County	
$1200	(times)	36 Calhoun (17 co.-19 city) =	$43,200
$1200	(times)	20 St. Clair (15 co.-5 city) =	$24,000
$1200	(times)	33 Talladega (19 co.-14 city) =	$39,600
$1200	(times)	17 Lawrence (17 co.-0 city) =	$20,400
$1200	(times)	37 Morgan (15 co.-22 city) =	$44,400
$1200	(times)	17 Limestone (10 co.-7 city) =	$20,400
$1200	(times)	44 Baldwin (44 co.-0 city) =	$52,800

245,000

IV. Communication to School Administrators.

Document for Administrators

- There should be an initial communication to administrators for each system or district which should be a written piece broadly outlining the program, setting out the details and general guidelines of the program and requesting a face-to-face visit to further explain the program and its logistics. This initial communication should be coordinated closely with the public or media announcement of the program.

- Face-to-face meetings should then be scheduled with key administrators in each county and city school system.

- Based on those face-to-face meetings, any follow-up communication with individual schools can be completed as suggested by administrators.

V. Public Announcement of the Program.

- Seek endorsement for the program from the State Department of Education, the Governor's office, the Alabama Education Association, the Alabama Association of PTO's and the Alabama Association of

School Boards. Those entities can add credibility to the initial announcement and the program in general as it proceeds.

- Local site managers should be identified as the primary local spokespersons.

- The initial announcement of the overall program should be a general statewide news release concentrating on the local media in and adjacent to Anniston, Decatur and Foley but also in the major Alabama markets of Birmingham and Montgomery and its key media, both print and broadcast. The release should be "worked" in those markets to ensure adequate exposure.

- We should follow-up with a "Phase Two" portion involving face-to-face meetings with the several weekly and daily newspapers in each county as the program is rolled out locally. While it might take a commitment of time to complete, personal meetings at each newspaper offer the best possibility for favorable editorial and general news coverage.

- As computers are presented and delivered to each school, there will be an opportunity for additional local coverage to supplement the general announcement of the program.

- Some type of grassroots communication effort informing local opinion leaders in each market should also be undertaken. Local opinion leader lists including civic, business, educational and political leaders can be gathered for each of those markets.

Again, we would suggest proceeding along these general guidelines. Please let me know if we need to change or amend any of these points before proceeding further.

Finally, it is important to emphasize that important local elected officials and others supportive of Solutia be included in the initial phases of the program and have ample opportunity to partner with Solutia as the program develops.

cc: Blake Hamilton