

Proposed Rollout Strategy for Foxconn Announcement

Week of July 24 (Note all dates are based upon a 7/26 announcement in DC)

- **Wednesday, July 26**

- Foxconn and White House to announce U.S. investment in D.C. Governor attends the ceremony
- Immediately after the White House announcement ends, Governor's office would send out a press release to statewide email distribution list and to national/international media outlets. **(Steve, Maley and Gov's Comms team)** The press release would include:
 - Governor's intention to call for a special session
 - More details on the project
 - Quotes from Governor and company official
 - Electronic press kit *(see details below)*
 - The release would also announce the time and location of press conference to be held by Governor and company officials
- As soon as announcement is made, begin social media blitz on Governor's social media accounts as well as all key agencies *(see details below)* **(Margaret/Jennifer G to coordinate)**
- Schedule interviews with Governor for that evening on select national cable TV programs **(Gov's comms team)**

- **Thursday, July 27**

- If White House announcement is in the morning, there would be a Milwaukee press conference, followed by a technology open house/reception that afternoon/evening at the Milwaukee Art Museum. In addition to We would notify media outlets worldwide about the press conference. The open house would be an invitation-only event with invited guests, including legislators, industry leaders, local officials from SE Wisconsin, etc. **(MMAC to work with Governor's advance team)**

Note: If the White House announcement is in the afternoon, this event would take place the following morning

- **Friday, July 28**

- Governor would do the first of several fly-arounds to stress the importance of this project not just to southeastern Wisconsin, but entire state. This trip would be scheduled in communities with populations of about 13,000. **(Governor's comms and advance teams)**
 - Invite local economic development and business leaders, city and county elected officials and state legislators from the area **(Governor's office/WEDC)**

- **Thursday, July 27, and Friday, July 28**

- Governor would do one-on-one interviews with national and international media outlets **(Gov's comms office)**
- Governor to write an op-ed exclusively for the Wall Street Journal or other national publication **(Gov's comms office)**

Press Packet

We would develop a primary press packet that would be provided to state and national media outlets when Governor's initial press release is distributed. Packet would include the following:

- Press release **(Maley/Steve to draft & provide to gov's comms team)**
- Details of the proposed agreement and/or MOU **(Steve)**
- Details on legislation creating Electronics Manufacturing Zone **(Steve/gov's office)**
- Fact sheet comparing this deal to others in Wisconsin and nationwide, including details on WEDC Enterprise Zones **(Maley)**
- ~~FDI fact sheet that explains what FDI is, lists other Wisconsin FDI wins and compares our FDI efforts to other states (Maley)~~
- Company history and details of what exactly they will be making in Wisconsin **(Maley)**
- FAQs on the project that would include job and capital investment estimates, infrastructure, state and local incentives, etc. **(Steve/Maley)**
- Timeline of how project came together and next steps – with emphasis on governor's role **(Steve/Maley)**

Talking Points

We will provide talking points on key messaging related to this project for Governor, Lt. Governor and secretaries. TPs will focus on the transformational nature of this deal and how it will benefit the entire state and will address some of the concerns that have been raised or will be raised about this project. **(Steve/Mark to provide to gov's comms team for review)**

ORR files

In anticipation of numerous Open Records Requests, we would have a file available showing all responsive records and emails relating to this project. This would include all responsive records from Governor's office, DOA and WEDC in one package. This file would be available immediately after the White House announcement only upon request. Regardless of a reporter's specific request, we would respond immediately with this file instead of attempting to fulfill each individual request. If a reporter wants more docs, he can follow up with us. **(Steve/Mark)**

Social media (to be further developed with Margaret and Jennifer Grinder)

- Hashtag: #WisconnValley
- Facebook live broadcast from White House announcement and Governor's Milwaukee presser
- Live-tweeting during White House announcement and Milwaukee presser
- Produce short social media videos in advance with governor, key CEOs, and leaders in industry organizations such as the Wisconsin Technology Council and BioForward. This would be used on social media throughout the week of the announcement – with main focus on Day One
- Develop graphics with facts and figures about project that can be tweeted throughout the week
- Develop graphics with quotes from thought leaders throughout the state about the significance of this project
- Create a compilation video from the week's events that would be shared through multiple channels

Dedicated microsite (TBD)

We would secure the appropriate domain name and develop a micro website dedicated to this project that would house content including:

- All press releases on project
- Details of legislation/special session
- Links to positive news articles on project
- Timeline of project
- Links to company history, videos, etc.
- Information on how Wisconsin business learn more about being vendors, contractors, etc.
- Information on job opportunities with the company

Additional fly-arounds

After Week One, the governor would embark on several other statewide tours to promote the project and its impact on the entire state. Each fly-around will have a specific theme, including:

- Education: Education is vital at all levels to ensure that we have the skilled workers we need to fill these jobs. Tour would include:
 - A high school fab lab
 - A technical college
 - An engineering school (MSOE?)
 - A UW campus (UW-Green Bay, which has new engineering technology program)
- Foreign-direct investment: Foxconn is largest FDI investment in US history. Tour would visit other international companies based in Wisconsin. Possibilities include:
 - Nestle (Appleton)
 - Little Potato Company (Deforest)
 - Merck (Sheboygan)
 - Milwaukee Electric Tool (Brookfield)
 - Saint-Gobain (Portage)

Other comms initiatives

- Talk to the company about taking out a full-page ad in the daily newspapers statewide talking about their commitment to Wisconsin, why they're coming here, role of the governor, etc. **(Governor's office)**
- Utilize Secretaries Mark Hogan, Scott Neitzel and Ray Allen as surrogates to share the messaging about Foxconn through interviews with radio stations, business reporters and editorial boards around the state. **(Steve/Mark/Gov's office to coordinate)**
- Make Foxconn the sole focus of governor's newsletter and radio address that week, including a special edition of the newsletter on day of announcement. **(Governor's comms team)**
- In the weeks following the announcement, we would distribute several op-eds on the following topics:
 - Governor Walker: This is a mark of a new era for Wisconsin as the state will quickly be a leader in the technology sector. This is not just a new plant, but a new ecosystem for advanced manufacturing. What are the long-term opportunities for the state and how we will capitalize on them?

- DWD Secretary Ray Allen: How will the state work with UW, the private, sector, etc. to meet the challenge of ensuring that the talent
- WEDC Secretary Mark Hogan: How this project – and other recent ones – underscores the importance of WEDC's Foreign Direct Investment strategy

Possible story pitches

We expect intense media interest in this story once announcement is made, and this would be a great opportunity to pitch related stories to the media, including:

- Anatomy of the deal: Offer one media outlet a behind the scenes look at how this came together (USA Today would ensure story would get good play in other Gannett newspapers)
- Meeting workforce development challenges: Joint DWD/WEDC pitch on how Wisconsin is preparing the workforce to fill these jobs and other tech jobs
- Economic impact: When you look at supply chain, related jobs, etc., what is the local impact to state income tax revenue, local property taxes, economic development in the region