

MISSISSIPPI... *Believe It!*

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FACT SHEET

BY THE NUMBERS: THE COST OF THE CAMPAIGN

- The Cirlot Agency has donated more than \$500,000 in time and resources.
- Service Printers, Inc., of Flowood, Miss., donated nearly \$50,000 in printing services and paper costs for the posters.
- An estimated 120 million people have viewed the *MISSISSIPPI, BELIEVE IT!*[™] campaign, with an advertising value equivalent to over \$20 Million.

NUMBER OF SCHOOLS THAT RECEIVE POSTERS

1,181

PLACES *MISSISSIPPI, BELIEVE IT!*[™] HAS BEEN HIGHLIGHTED

- 2008 Mississippi Governor's Inauguration
- Mississippi Senate Concurrent Resolution No. 612
The resolution commends and thanks The Cirlot Agency for developing the public service campaign, recognizing the “energy and civic dedication of these ‘citizen ambassadors’ for the State of Mississippi, who have donated their time and talents to educate residents and non-residents and promote a positive image for our state.”
- Jackson-Evers International Airport
- Checky Herrington, Nancy White Perkins, Marlo Kirkpatrick and Morgan Freeman, *Proud to Call Mississippi Home*. Germantown, Tennessee: Image Publishing, Inc., 2006, 258.
- Pamela Dell, *America the Beautiful: Mississippi*. Third series. New York: Scholastic Inc., 2008, 64-65.

FACT SHEET, CONT.

PUBLIC SERVICE ANNOUNCEMENTS LAUNCH DATES

STARTED IN 2005

- Yes, we can read. A few of us can even write.
- Yes, we wear shoes. A few of us even wear cleats.
- Monster Trucks? No. Hog Callin'? No. Tractor Pulls? No.
World-Class Entertainers? Yes!
- No Black. No White. Just the Blues.
- Mississippi. The First to Have a Change of Heart ... and Lungs ... and Kidneys ...
- The Unmatched Courage of a Soldier. The Ultimate Sacrifice of a Town. The Unparalleled Vision of a Workforce. Mississippi. A Legendary Force for Freedom.
- Freedom Unsinkable.
- Moscow, Russia. Varna, Bulgaria. Helsinki, Finland. Jackson, Mississippi, USA. Mississippi? You Better Believe It!
- Houston? No. Kennedy Space Center? No. Mississippi? You Better Believe It!
- Where Is The World's Largest Auto Plant That Was Built From Scratch? Japan? No. Germany? No. Detroit? No. Mississippi? You Better Believe It!
- In Mississippi, We Always Have Our Hand Out.
But It's Usually To Give, Not Receive.

2006/2007

- Meet a Few of Our New “Good Ole Boys.”
- A Mississippi Stereo Type.
- Mississippi. When It Comes to Modern Medicine, We Wrote the Book.

2008

- Yes, our roads are paved ... AND we have the best student drivers under the sun.
- Yes, we have running water ... right next to the world's finest kitchen appliances.
- A State of Grace (*replaces the “Hand Out” ad of 2005*)
- Y'all may think we talk funny, but the world takes our music seriously.

Revised in 2008

- Yes, we can read. A few of us can even write.
(*added Shelby Foote and Natasha Trethewey*)
- Yes, we wear shoes. A few of us even wear cleats. (*added Eli Manning*)
- Monster Trucks? No. Hog Callin'? No. Tractor Pulls? No.
World-Class Entertainers? Yes! (*added Lacey Chabert, Diane Ladd, Beah Richards, Ray Walston, Jerry Clower and moved singers to new ad*)

FACT SHEET, CONT.

FAMOUS MISSISSIPPIANS HIGHLIGHTED IN ADS

Writers

Tennessee Williams, Nevada Barr, Willie Morris, Jill Conner Browne, Barry Hannah, Beth Henley, Shelby Foote, Eudora Welty, William Faulkner, John Grisham, Margaret Walker Alexander, Richard Ford, Richard Wright, Natasha Trethewey

Entertainers

Jim Henson, James Earl Jones, Morgan Freeman, Sela Ward, Oprah Winfrey, Brandy Norwood, Gerald McRaney, Lacey Chabert, Diane Ladd, Beah Richards, Ray Walston, Jerry Clower

Singers

Jimmy Buffet, Faith Hill, B.B. King, Elvis Presley, Leontyne Price, LeAnn Rimes, Lance Bass, Sam Cooke, Robert Johnson, Charley Pride, Conway Twitty, Tammy Wynette, Bo Diddley, Mickey Gilley, Jimmie Rodgers, Marty Stuart, Mary Wilson, Muddy Waters, Mississippi Mass Choir, 3 Doors Down, Charlie Patton, Robert Johnson, W.C. Handy, John Lee Hooker, Howlin' Wolf, Little Milton

Athletes

Jerry Rice, Brett Favre, Steve McNair, Walter Payton, Eli Manning

Others

Oseola McCarty, Sundancer Solar Race Team, Fred Carl and the Viking Range Corporation, Hartley Peavey and Peavey Electronics, Dr. Arthur Guyton, Dr. James Hardy, Lawrence "Rabbit" Kennedy, Northrop Grumman Ship Systems, the USS Cole, USA International Ballet Competition, Stennis Space Center, Nissan