

+ KB

Yes – Saginaw Future is possibly (fingers crossed) sharing it too from their organizational channels. I'd like us to consider how we can share their promotion of it from MEDC channels and/or Q's if it makes sense – or just share directly if we think that's better. Curious for yours and KB's recommendation here but definitely want to be amplifying on social as much as possible.

From: Danielle Emerson (MEDC) <emersond1@michigan.org>
Sent: Thursday, January 16, 2025 10:39 AM
To: Courtney Overbey (MEDC) <overbeyc1@michigan.org>
Subject: RE: Reitz editorial + Today's Crain's Detroit Business article (attached)

Do you want me to update Q's social with this?

Danielle Emerson
Public Relations Manager
Michigan Economic Development Corporation
300 N. Washington Square | Lansing, MI 48913
Mobile: 517.897.1008
emersond1@michigan.org

This message contains information which may be confidential and privileged. Unless you are the intended recipient (or authorized to receive this message for the intended recipient), you may not use, copy, disseminate or disclose to anyone the message or any information contained in the message. If you have received the message in error, please advise the sender by reply e-mail, and delete the message. Thank you very much.

From: Courtney Overbey (MEDC) <overbeyc1@michigan.org>
Sent: Thursday, January 16, 2025 9:20 AM
To: Carrie Jones Grace (MEDC) <jonesc3@michigan.org>; Quentin Messer (MEDC) <messerq@michigan.org>; Tupac Hunter (MEDC) <huntert1@michigan.org>
Cc: Melanie Brown (MEDC) <brownm4@michigan.org>; Kerry Ebersole (MEDC) <ebersolek3@michigan.org>; Hilary Doe (MEDC) <doeh@michigan.org>; Amiee Evans (MEDC) <evansa3@michigan.org>; Otie McKinley (MEDC) <mckinleyo@michigan.org>; Bree Anderson (MEDC) <andersonb3@michigan.org>; Christin Armstrong (MEDC) <armstrongc6@michigan.org>; Michelle Grinnell (MEDC) <begnochem@michigan.org>; Matthew Casby (MEDC) <casbym2@michigan.org>; Matt McCauley (MEDC) <mccauleym3@michigan.org>; Danielle Emerson (MEDC) <emersond1@michigan.org>
Subject: RE: Reitz editorial + Today's Crain's Detroit Business article (attached)

Good morning, team: flagging that you've seen, the op-ed we drafted for JoAnn Crary as a response to the MC piece earlier this month finally went live last night. Big thanks to Tupac for helping make the connection with JoAnn. We're grateful she was willing to partner with us to carry some of this water as we kick off the new year.

We'll keep building on this momentum from here. Reach out in the meantime with any questions.

<https://www.detroitnews.com/story/opinion/2025/01/15/crary-medc-is-efficient-and-responsive/77720984007/>

Best,
Courtney

From: Courtney Overbey (MEDC)
Sent: Thursday, January 2, 2025 10:50 AM
To: Carrie Jones Grace (MEDC) <jonesc3@michigan.org>; Quentin Messer (MEDC) <messerq@michigan.org>; Tupac Hunter (MEDC) <huntert1@michigan.org>
Cc: Melanie Brown (MEDC) <brownm4@michigan.org>; Kerry Ebersole (MEDC) <ebersolek3@michigan.org>; Hilary Doe (MEDC) <doeh@michigan.org>; Amiee Evans (MEDC) <evansa3@michigan.org>; Otie McKinley (MEDC) <mckinleyo@michigan.org>; Bree Anderson (MEDC) <andersonb3@michigan.org>; Christin Armstrong (MEDC) <armstrongc6@michigan.org>; Michelle Grinnell (MEDC) <begnochem@michigan.org>; Matthew Casby (MEDC) <casbym2@michigan.org>; Matt McCauley (MEDC) <mccauleym3@michigan.org>; Danielle Emerson (MEDC) <emersond1@michigan.org>
Subject: RE: Reitz editorial + Today's Crain's Detroit Business article (attached)

Thanks, all. A few thoughts on this op-ed, a potential response, and a proactive strategy going forward (happy 2025!)

- **ON THE OP-ED:** We know that the Mack Center will never be a fan of ours, and no surprise, the examples they cite are from 2007 and 2009. BUT, we have a responsibility to set the record straight and have our voice be heard. If we let others tell our story for us, they'll jump at the chance – and tell it misleadingly. And knowing what's on the horizon project-wise this year – both good and not-so-good – now more than ever we need to be proactively telling and reinforcing our own story.
 - **PROPOSED RESPONSE:** Submit an op-ed from a partner reinforcing the statewide impact MEDC has had over the years. [@Tupac Hunter \(MEDC\)](#) – will connect with your team separately to brainstorm partners that could be best suited to author the piece (our shop will draft it for the partner to review/edit from there)
- **2025 STRATEGY:** We all knew that 2025 was going to come at us hard and fast (and it's just the second day of the year!) In addition to other proactive measures the Comms team is planning and has already discussed with Q and others, we'll also begin proactive drafting op-eds and other contributed content asserting our impact in various ways, with a goal of having at least one placed each month by either us at MEDC or by our partners (we'll write these for partners to make it turnkey/easy to support). We'll be working with Moment Strategies and the External Affairs team to pull these together in anticipation of the hot topics/key moments in