

By: Senator(s) Ross

To: Rules

SENATE CONCURRENT RESOLUTION NO. 612

1 A CONCURRENT RESOLUTION COMMENDING AND THANKING LIZA AND RICK
2 LOOSER AND THE CIRLOT AGENCY FOR DEVELOPING THE "MISSISSIPPI,
3 BELIEVE IT!" PUBLIC SERVICE CAMPAIGN WHICH INFORMS RESIDENTS AND
4 NONRESIDENTS ABOUT THE MANY POSITIVE ATTRIBUTES OF OUR STATE.

5 WHEREAS, the "Mississippi, Believe It!" campaign was designed
6 to inform and educate the citizens of Mississippi, as well as the
7 rest of the country, about the many positive attributes of
8 Mississippi and was designed to directly combat the negative
9 stereotypes often associated with the State of Mississippi. It
10 includes fourteen public service announcements created to run in
11 newspapers and magazines, a full set of "Mississippi, Believe It!"
12 posters sent to every public and private K-12 school and every
13 college and university in the state, and a Web site that houses
14 the posters in a downloadable format, as well as links to other
15 sites which list little-known facts about the state; and

16 WHEREAS, the "Mississippi, Believe It!" campaign was designed
17 pro bono by The Cirlot Agency, a Mississippi-based, full-service,
18 marketing, public relations and corporate communications firm, as
19 a gift to Mississippi in an effort to thank the state for
20 supporting its business over the past two decades; and

21 WHEREAS, the campaign features many of the wonderful people,
22 aspects, stories and facts associated with the State of
23 Mississippi. The campaign was recently featured in *The New York*
24 *Times*, *U.S. News & World Report*, the *International Herald Tribune*
25 and on NBC television. According to Liza Looser, founder and CEO
26 of The Cirlot Agency, and Rick Looser, COO of The Cirlot Agency,
27 the campaign takes common Mississippi stereotypes and twists them
28 to reveal the truth about the state. For instance, the headline

29 of one of the posters reads, "Meet a few of our new good ole boys"
30 and explains that Mississippi has more black elected officials
31 than any other state in the country. Women in high-ranking
32 positions are featured, as well as Chief Phillip Martin of the
33 Mississippi Band of Choctaw Indians; and

34 WHEREAS, the campaign features the success of Hartley Peavey
35 and Peavey Electronics, and the late Dr. Arthur Guyton. The
36 campaign explains that throughout the 189 years of Mississippi's
37 statehood, untold numbers of the state's citizens have made
38 marvelous medical advances, entertained the masses and invented
39 products that do everything from make lives better to improve
40 space travel; and

41 WHEREAS, Liza and Rick Looser believe that until
42 Mississippi's own citizens are proud of its successes, the rest of
43 the country cannot be expected to change their perceptions about
44 Mississippi. The campaign points out that all too often,
45 Mississippi is only thought of regarding a short period in her
46 history in which civil rights incidents took place. In many parts
47 of the country, this is all Mississippi is known for and,
48 unfortunately, this negative perception has greatly affected how
49 Mississippi's own citizens view their state; and

50 WHEREAS, the cost of the "Mississippi, Believe It!" campaign
51 is estimated at over \$315,000.00 to date. The Cirlot Agency has
52 donated over \$275,000.00 in time and resources to bring this
53 campaign to fruition. Service Printers, Inc., of Flowood,
54 Mississippi, donated over \$40,000.00 in printing services and
55 paper costs for the posters; and

56 WHEREAS, over the past 22 years, Liza Looser has led The
57 Cirlot Agency into a multi-million dollar corporation that
58 services accounts ranging from publicly traded companies to
59 financial institutions and manufacturing corporations on a
60 national and international basis. Liza is also a recent graduate
61 of Harvard Business School. Among the company's many awards and

62 accolades is the prestigious Blue Chip Enterprise Initiative
63 Award, a national competition that recognizes companies that have
64 overcome adversity to enjoy great success. The agency also joined
65 the ranks of SkyTel Communications, Blue Cross Blue Shield of
66 Mississippi, Entergy and others by being named a MetroJackson
67 Chamber of Commerce Business & Industry Super Achiever; and

68 WHEREAS, recognized as one of the top public relation
69 professionals in the country, Rick Looser has worked for the
70 leaders in business and industry, including Northrop Grumman,
71 Raytheon, Sherwin Williams, Boeing, Blue Cross Blue Shield and
72 Cingular, among others. Rick was also the lead communications
73 strategist for the competition to win one of the largest defense
74 contracts ever awarded by the U.S. Navy, the DD(X) Program,
75 estimated at more than \$60 Billion. Rick has served on the
76 national Advertising Advisory Board of Directors for the
77 *Congressional Quarterly* magazine based in Washington, D.C., which
78 is considered the most comprehensive news source on Congress. He
79 has also served on numerous other industry and nonprofit boards.
80 A graduate of the University of Alabama, Rick was recently named
81 the Outstanding Alumnus in Public Relations for the University of
82 Alabama's College of Communication; and

83 WHEREAS, it is with great pride that we recognize the energy
84 and civic dedication of these "citizen ambassadors" for the State
85 of Mississippi, who have donated their time and talents to educate
86 residents and nonresidents and promote a positive image for our
87 state:

88 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE STATE OF
89 MISSISSIPPI, THE HOUSE OF REPRESENTATIVES CONCURRING THEREIN, That
90 we do hereby commend and thank Liza and Rick Looser and The Cirlot
91 Agency for developing and disseminating the "Mississippi, Believe
92 It!" public service campaign which informs residents and
93 nonresidents about the many positive attributes of our state, and

94 extend to them our best wishes for continued success in their
95 future civic and business endeavors.

96 BE IT FURTHER RESOLVED, That this resolution be presented to
97 Liza and Rick Looser for The Cirlot Agency, be forwarded to the
98 Mississippi Development Authority and be made available to the
99 Capitol Press Corps.