

Message

From: Geller, Mike [Mike.Geller@edelman.com]
Sent: 12/28/2015 8:51:20 AM
To: Campbell, Rob [Rob.Campbell@edelman.com]; Zilka, Jeff [Jeff.Zilka@edelman.com]; McHugh, Ted [Ted.McHugh@edelman.com]
CC: Manzini, Chris [Chris.Manzini@edelman.com]
Subject: RE: Prep for Hayman call

Very helpful. Thanks, Rob

----- Original message -----

From: "Campbell, Rob" <Rob.Campbell@edelman.com>
Date: 12/28/2015 9:49 AM (GMT-05:00)
To: "Zilka, Jeff" <Jeff.Zilka@edelman.com>, "Geller, Mike" <Mike.Geller@edelman.com>, "McHugh, Ted" <Ted.McHugh@edelman.com>
Cc: "Manzini, Chris" <Chris.Manzini@edelman.com>
Subject: Prep for Hayman call

Good morning, all:

Just got off the phone with Parker and he had the following suggestions and bits of info below. Talked through our agenda (emphasized a discussion for the bulk of the call) and a few of Mike's thoughts at a very high level and he was on board.

Notes from call with Parker:

- **Timeline could be short based on governmental action in the next 2-3 weeks;** However, want to be prepared for a longer fight
- Parker: Recommend not overemphasizing media contacts but instead how to use those relationships to control programmatic aspects of coverage
- Parker: Specific examples will resonate; Kyle Bass will be impressed with reputational names/situations from past experience
- Parker: Recommend not to be dismissive of Kyle's idea but offer other options

Rob Campbell

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