

Message

From: Holmes, Allie [Allie.Holmes@edelman.com]
Sent: 2/16/2016 5:03:20 PM
To: Marose, Gregory [Gregory.Marose@edelman.com]; Agnew, Shea [Shea.Agnew@edelman.com]
Subject: Scenario plan for FBI/SEC Raid

Hi guys -

We've been asked to scenario plan for an FBI/SEC raid. Pls keep this to yourself for now, but wanted to get notes down for our call.

In the event of a federal raid of UDF/Centurion, some thoughts on strategy and rollout.

Earned Strategy:

Shift focus to business editors, and contacts who cover white collar crime

Earned Rollout:

Start with live stories – [REDACTED]

Next to postpones (WSJ)

Next to outlets who've already written for updates ([REDACTED] etc.)

Next to declines

Finally, media blitz to investigative broadcast, drive time radio in Dallas, Philadelphia (Rcap)

Digital/Paid rollout:

Activate Google Adwords immediately

Re-tweet news as it comes in

Who do we push for a first tweet?



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