

Message

From: Holmes, Allie [Allie.Holmes@edelman.com]
Sent: 2/18/2016 11:36:31 AM
To: Agnew, Shea [Shea.Agnew@edelman.com]; Marose, Gregory [Gregory.Marose@edelman.com]
Subject: FW: Scenario Planning
Attachments: 1A74DD25-F5A8-4A15-9510-4239045E626E.png; 4596255B-F376-4FD6-9AB6-35958ED7B859.png

In case something happens today or tomorrow...

From: admin <Allie.Holmes@edelman.com>
Date: Tuesday, February 16, 2016 at 6:25 PM
To: Parker Lewis <PL@haymancapital.com>
Subject: Scenario Planning

Hi Parker -

Kyle and Chris talked over the weekend, and Kyle mentioned the need for a scenario plan for when this story comes to a head (such as a key resignation, printing of the Mehrdad Moayedi quote, federal raid, etc.), that validates Hayman's position over the last few months.

In such a case, we would begin a media blitz immediately, cascading news to the following

- Start with journos working on live stories – [REDACTED] and [REDACTED]
- Next to media who have postponed stories (WSJ)
- Next to outlets who've already written, seeking updates to their original posts/stories ([REDACTED] etc.)
- Next to outlets who initially declined to write
- On a parallel path locally, if the news warranted, we'd media blitz to investigative broadcast and drive time radio in Dallas, Philadelphia (Rcap)

Here's how we'd activate a Digital/Paid rollout:

Activate Google Adwords immediately

Re-tweet news as it comes in

Look to push a first tweet with a friendly (possibly a [REDACTED])

I'm running out the door to an appointment, but here all day tomorrow for us to connect, to make sure we've covered all bases.

Best,



Allie Holmes

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[REDACTED]