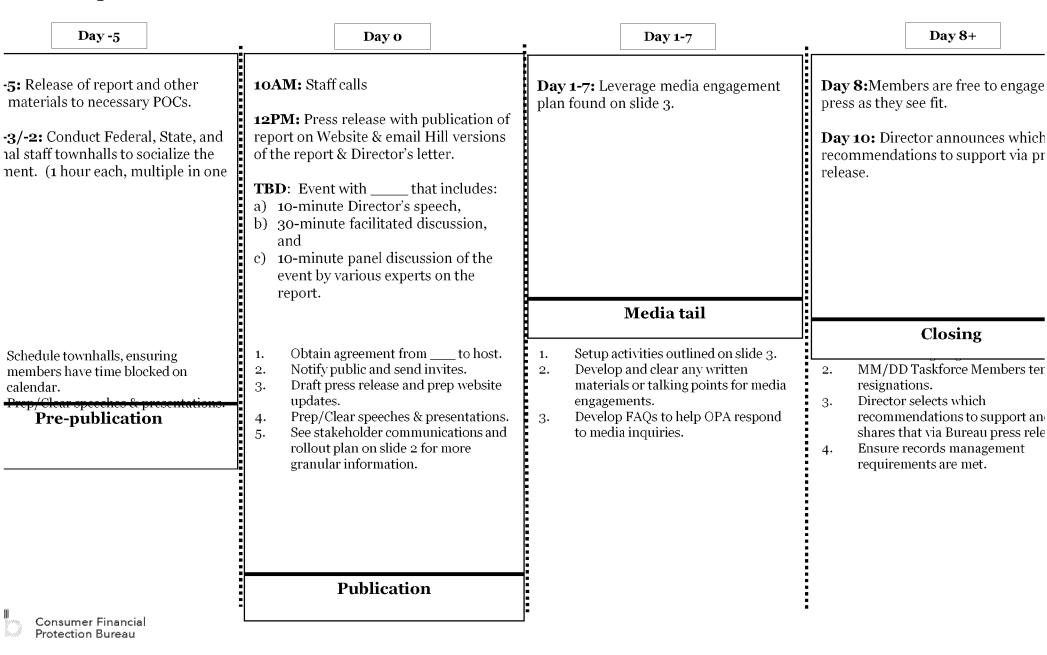
cforce Report: Rollout and Publication



kforce Report: Stakeholder communications rollout plan (day of publication)

ıolders	The Hill	White House / Federal Agencies	Raphoral Plinic		Think Tanks & Aca Advisory Councils
	Purpose, history, five principles, utility of report, and 3-5 key takeaways.	inconsistent and duplicative regulations negatively affecting inclusion, competition and innovation Emphasize the need for regulatory coordination & modernization across the	Inclusive, Consumer Protection Framework, Purpose, History, Task Force & Report	Development, Industry Specific Findings and Overview of Recommendations such as the removal of regulatory barriers to	Competition is the to protect and empo consumers. Consul Protection begins whelping markets pe their most optimal to
el(s) / Delivery / ic Audiences	Digital distribution to all offices, Senate Banking Committee, House Financial Services Committee.	House, Treasury, FRB, NCUA, OCC, Dept. of Ed. DOJ, FHFA, HUD, and SBA.	release on Taskforce and	key leaders (organizations to be named). Offer calls with key individuals.	Digital distribution c key leaders (BPC, I Millken, CEI, CATC Heritage, Consume Mercatus, and addi university centers a

kforce Report: Amplifying the message

m	Activity	Recommended Participants	High Level Message	Approximate 1
	Open press briefing with a gaggle of reporters to discuss the contents of the report. This could include a brief Director address, roundtable presentation with all Taskforce Members, and closing with Q&A.	Associated Press Atlantic Barron's Bloomberg Financial Times New York Times Politico Reuters Washington Post Wall Street Journal	 Why this is important work (50-year cycles of financial evolution). The approach (internal, public, and government engagements). Framing the report (keying in on 5 key principles). How one should consider approaching the report (Volume I versus Volume II and their utility to the field of study). 	Day before rele
		American Banker Wharton Business Daily	 What is the report and why it matters. Highlighting 3-5 key takeaways. Responses to tough criticism. 	Week after rele