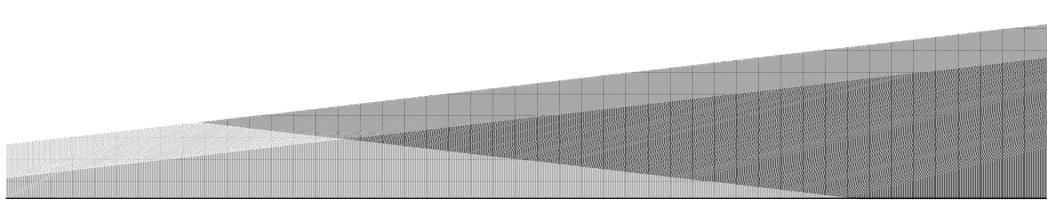
## DRAFT – UPDATE TO FOLLOW with updated media plan and finalized Bipartisan Policy Center information



## cforce Report: Rollout and Publication

Day -5	Day o	Day 1-7	Day 8+	
-5: Release embargoed copies of eport to academics/media3/-2: Conduct Federal, State, and nal staff townhalls to socialize the nent. (1 hour each, multiple in one	<ul> <li>10AM: Staff calls</li> <li>12PM: Press release with publication of report on Website &amp; email Hill versions of the report &amp; Director's letter.</li> <li>2-4PM: Event at the Bipartisan Policy Committee that includes:</li> <li>a) 10-minute Director's speech,</li> <li>b) 50-minute presentation by the Members, and</li> <li>c) 60-minute panel discussion of the event by various experts on the</li> </ul>	<b>Day 1-7:</b> Leverage media engagement plan found on slide 3.	Day 10: Director announces which recommendations to support via pr release.  Day 11: Members are free to engag with press as they see fit.	
	report.	Media tail		
Identify media organizations / personalities to release embargoed copy of the report.  Schedule townhalls, ensuring memBare+preblicationad on calendar.  Consumer Financial	<ol> <li>Obtain agreement from BPC to host.</li> <li>Identify roundtable panelist and share advanced copy of report.</li> <li>Notify public and send invites.</li> <li>Prep/Clear speeches &amp; presentations.</li> <li>Draft press release and prep website updates.</li> <li>See stakeholder communications and rollout plan on slide 2 for more granular information.</li> </ol>	<ol> <li>Setup interviews (see slide 3).</li> <li>Develop and clear any written materials or talking points for media engagements.</li> <li>Develop FAQs to help OPA respond to media inquiries.</li> </ol>	Long term  1 Congrations:  2. Director selects which recommendations to support an shares that via Bureau press released.	
Protection Bureau	Publication			

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

ıolders	IThe Hill	White House / Federal Agencies	General Public	Consumer Advocacy Groups and Trade Associations	Think Tanks & Acade
∍ssages	Consumer Protection, Inclusion, Innovation, Competition, Regulatory Modernization," Findings and Overview of	Eliminate inconsistent and duplicative regulations negatively affecting inclusion, competition and innovation.	Inclusive, Consumer Protection Framework, Purpose, History, Task Force & Report Development,	Task Force & Report Development, Industry Specific Findings and Overview of Recommendations such as ethe removal of regulatory barriers to help consumers access financial products	Competition is the bes to protect and empower consumers. Consume Protection begins with helping markets perfortheir most optimal leve
	No post-pu	blication follow up call	ls with stakeholders rec	ommended	
el(s) / Delivery /	Digital distribution to all	Digital distribution to White	Digital distribution via press	Digital distribution of report	Digital distribution of re

## kforce Report: Proactive media engagement plan (for 1-7 days after publication of report)

& Influencers	Washington Post Article	WSJ Editorial / OP Ed	Politico Article	Bloomberg Article	Rarrone Article	American Banke Press Release
t	TBD	Yuka Hayashi	Katie O'Donnell	Lydia Beyoud	TBD	Kate Berry
ssage		Over the last 50 years the changes in technology and consumer behavior have created new opportunities and methods to both protect and empower consumers.  Ong FAQs, the Staff		<ul> <li>Industry Specific         Findings and         Overview of         Recommendations.</li> <li>Highlight 3-5         recommendations that         are notable for this         audience.</li> </ul>	<ul> <li>Industry Specific Findings and Overview of Recommendations.</li> <li>Highlight 3-5 recommendations that are notable for this audience.</li> </ul>	Responses to s and criticism of that have been published.