

Taskforce Report: Rollout and Publication

Day -5	Day 0	Day 1-7	Day 8+
<p>-5: Release of report and other materials to necessary POCs.</p> <p>-3/-2: Conduct Federal, State, and local staff townhalls to socialize the report. (1 hour each, multiple in one day)</p>	<p>10AM: Staff calls</p> <p>12PM: Press release with publication of report on Website & email Hill versions of the report & Director's letter.</p> <p>TBD: Event with _____ that includes:</p> <ul style="list-style-type: none">a) 10-minute Director's speech,b) 30-minute facilitated discussion, andc) 10-minute panel discussion of the event by various experts on the report.	<p>Day 1-7: Leverage media engagement plan found on slide 3.</p>	<p>Day 8: Members are free to engage press as they see fit.</p> <p>Day 10: Director announces which recommendations to support via press release.</p>
<p>Schedule townhalls, ensuring members have time blocked on calendar.</p> <p>Prep/Clear speeches & presentations.</p> <p>Pre-publication</p>	<ul style="list-style-type: none">1. Obtain agreement from _____ to host.2. Notify public and send invites.3. Draft press release and prep website updates.4. Prep/Clear speeches & presentations.5. See stakeholder communications and rollout plan on slide 2 for more granular information.	<p>Media tail</p> <ul style="list-style-type: none">1. Setup activities outlined on slide 3.2. Develop and clear any written materials or talking points for media engagements.3. Develop FAQs to help OPA respond to media inquiries.	<p>Closing</p> <ul style="list-style-type: none">2. MM/DD Taskforce Members terminate resignations.3. Director selects which recommendations to support and shares that via Bureau press release.4. Ensure records management requirements are met.
	<p>Publication</p>		

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

Stakeholders	The Hill	White House / Federal Agencies	General Public	Consumer Advocacy Groups and Trade Associations	Think Tanks & Academic Advisory Councils
Messages	Purpose, history, five principles, utility of report, and 3-5 key takeaways.	Recommendations to eliminate inconsistent and duplicative regulations negatively affecting inclusion, competition and innovation. Emphasize the need for regulatory coordination & modernization across the Federal landscape.	Increased Benefits to Consumers, Developing a Stronger, More Modern & Inclusive, Consumer Protection Framework, Purpose, History, Task Force & Report Development, Increased Benefits to Consumers	Task Force & Report Development, Industry Specific Findings and Overview of Recommendations such as the removal of regulatory barriers to help consumers access financial products	Competition is the key to protect and empower consumers. Consumer Protection begins with helping markets perform at their most optimal level.
Channel(s) / Delivery / Target Audiences	Digital distribution to all offices, Senate Banking Committee, House Financial Services Committee.	Digital distribution to White House, Treasury, FRB, NCUA, OCC, Dept. of Ed. DOJ, FHFA, HUD, and SBA. Offer calls with key individuals.	Digital distribution via press release on Taskforce and CFPB home pages, CFPB Blog, and CFPB Social Media channels.	Digital distribution of report to key leaders (organizations to be named). Offer calls with key individuals.	Digital distribution to key leaders (BPC, I Millken, CEI, CATC Heritage, Consumer Mercatus, and additional university centers and

Taskforce Report: Amplifying the message

m	Activity	Recommended Participants	High Level Message	Approximate Time
	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	<ul style="list-style-type: none">• 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 release
and/or posts	On air event with Taskforce Members.	American Banker Wharton Business Daily	<ul style="list-style-type: none">• What is the report and why it matters.• Highlighting 3-5 key takeaways.• Responses to tough criticism.	Week after release