

# Force Report: Rollout and Publication

Day -5	Day 0	Day 1-7	Day 8+
<p><b>-5:</b> Release of report and other materials to necessary POCs.</p> <p><b>-3/-2:</b> Conduct Federal, State, and local staff townhalls to socialize the report. (1 hour each, multiple in one day)</p>	<p><b>10AM:</b> Staff calls</p> <p><b>12PM:</b> Press release with publication of report on Website &amp; email Hill versions of the report &amp; Director's letter.</p> <p><b>TBD:</b> Event with _____ that includes:</p> <ul style="list-style-type: none"><li>a) 10-minute Director's speech,</li><li>b) 30-minute facilitated discussion, and</li><li>c) 10-minute panel discussion of the event by various experts on the report.</li></ul>	<p><b>Day 1-7:</b> Leverage media engagement plan found on slide 3.</p>	<p><b>Day 10:</b> Director announces which recommendations to support via press release.</p> <p><b>Day 11:</b> Members are free to engage with press as they see fit.</p>
<p>Identify media organizations / personalities to release embargoed copy of the report.</p> <p><del>Schedule townhalls, ensuring members are on calendar.</del></p>	<ul style="list-style-type: none"><li>1. Obtain agreement from BPC to host.</li><li>2. Identify roundtable panelist and share advanced copy of report.</li><li>3. Notify public and send invites.</li><li>4. Prep/Clear speeches &amp; presentations.</li><li>5. Draft press release and prep website updates.</li><li>6. See stakeholder communications and rollout plan on slide 2 for more granular information.</li></ul>	<p><b>Media tail</b></p> <ul style="list-style-type: none"><li>1. Setup activities outlined on slide 3.</li><li>2. Develop and clear any written materials or talking points for media engagements.</li><li>3. Develop FAQs to help OPA respond to media inquiries.</li></ul>	<p><b>Closing</b></p> <ul style="list-style-type: none"><li>1. Resignations.</li><li>2. Director selects which recommendations to support and shares that via Bureau press release.</li></ul>
	<p><b>Publication</b></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 & Academics
Key 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. 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 best way to protect and empower consumers. Consumer Protection begins with helping markets perform at their most optimal level
Follow-up	No post-publication follow up calls with stakeholders recommended				
Channel(s) / Delivery / Target Audience	Digital distribution to all offices, Senate Ranking	Digital distribution to White House, Treasury, FRB	Digital distribution via press release on Taskforce and	Digital distribution of report to key leaders / organizations	Digital distribution of report to key leaders / RBC

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"><li>• Why this is important work (50-year cycles of financial evolution).</li><li>• The approach (internal, public, and government engagements).</li><li>• Framing the report (keying in on 5 key principles).</li><li>• How one should consider approaching the report (Volume I versus Volume II and their utility to the field of study).</li></ul>	Day before release
	<i>In addition to strong FAQs, the Staff Director recommends OPA connect directly with the Chair to provide responses to potentially tough or negative media inquiries.</i>			
and/or sts	On air event with Taskforce Members.	American Banker Wharton Business Daily	<ul style="list-style-type: none"><li>• What is the report and why it matters.</li><li>• Highlighting 3-5 key takeaways.</li><li>• Responses to tough criticism.</li></ul>	Week after release