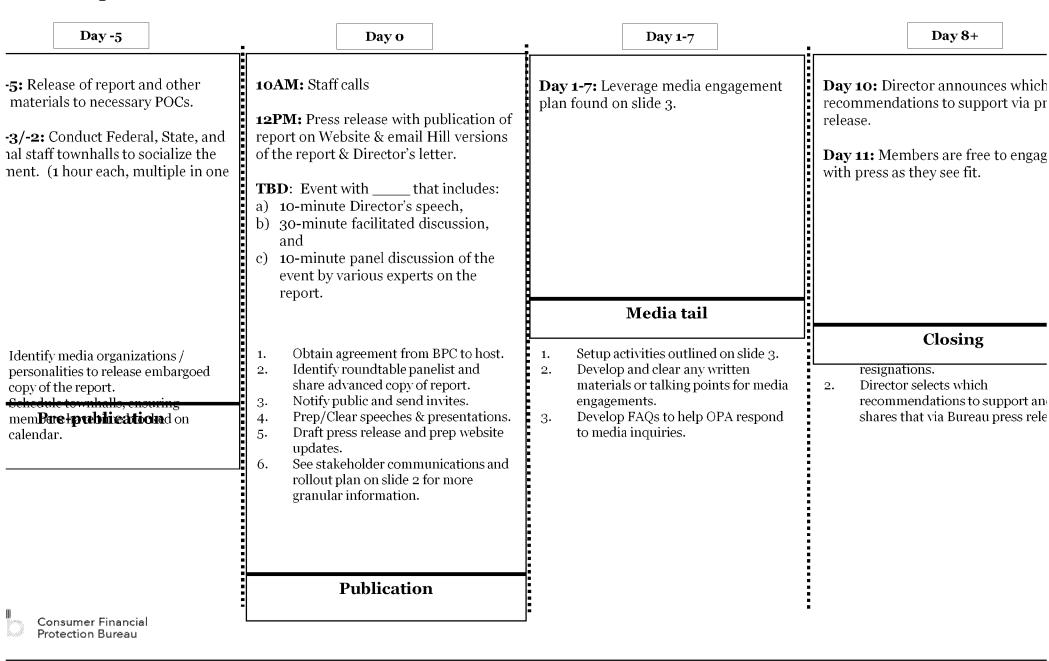
cforce Report: Rollout and Publication



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

ıolders	The Hill	White House / Federal Agencies	General Public	Consumer Advocacy Groups and Trade Associations	Think Tanks & Acade
essages	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	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 besto protect and empower consumers. Consume Protection begins with helping markets perfortheir most optimal leve
	No post-p	publication follow up cali	ls with stakeholders rec	commended	
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: Amplifying the message

m	Activity	Recommended Participants	High Level Message	Approximate		
	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		
	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.					
		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		