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

Force Report: Rollout and Publication

Day -5	Day 0	Day 1-7	Day 8+
<p>Day -5: Release embargoed copies of report to academics/media.</p> <p>Day -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>2-4PM: Event at the Bipartisan Policy Committee that includes:</p> <ul style="list-style-type: none">a) 10-minute Director's speech,b) 50-minute presentation by the Members, andc) 60-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 10: Director announces which recommendations to support via press release.</p> <p>Day 11: 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>Schedule townhalls, ensuring member participation on calendar.</p>	<ul style="list-style-type: none">1. Obtain agreement from BPC to host.2. Identify roundtable panelist and share advanced copy of report.3. Notify public and send invites.4. Prep/Clear speeches & presentations.5. Draft press release and prep website updates.6. 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 interviews (see 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>Long term</p> <ul style="list-style-type: none">2. Director selects which recommendations to support and shares that via Bureau press release
	<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 & Academics
Key Messages	Purpose, History, Task Force & Report Development, "Five Enduring Principles- Consumer Protection, Inclusion, Innovation, Competition, Regulatory Modernization," Findings and Overview of Recommendations	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, Deceloping 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
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: Proactive media engagement plan (for 1-7 days after publication of report)

Taskforce & Influencers	Washington Post Article	WSJ Editorial / OP Ed	Politico Article	Bloomberg Article	Barrons Article	American Banker Press Release
Taskforce	TBD	Yuka Hayashi	Katie O'Donnell	Lydia Beyoud	TBD	Kate Berry
Message	<ul style="list-style-type: none"> • The Five Enduring Principles of the Consumer Financial Protection Bureau (CFPB): Consumer Protection, Inclusion, Innovation, Competition, and Regulatory Modernization. • Everyone agrees on the primary goal of Consumer Protection. • Over the last 50 years the changes in technology and consumer behavior have created new opportunities and methods to both protect and empower consumers. <p><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></p>	<ul style="list-style-type: none"> • The Five Enduring Principles of the Consumer Financial Protection Bureau (CFPB): Consumer Protection, Inclusion, Innovation, Competition, and Regulatory Modernization. • Everyone agrees on the primary goal of Consumer Protection. • Over the last 50 years the changes in technology and consumer behavior have created new opportunities and methods to both protect and empower consumers. 	<ul style="list-style-type: none"> • Taskforce & Report Development process • Industry Specific Findings and Overview of Recommendations. • Highlight 3-5 recommendations that are notable for this audience. 	<ul style="list-style-type: none"> • Taskforce & Report Development process • Industry Specific Findings and Overview of Recommendations. • Highlight 3-5 recommendations that are notable for this audience. 	<ul style="list-style-type: none"> • Taskforce & Report Development process • Industry Specific Findings and Overview of Recommendations. • Highlight 3-5 recommendations that are notable for this audience. 	<ul style="list-style-type: none"> • Responses to suggestions and criticism of the report that have been published.