
From: Goldberg, David M. - Director Customer & Community Engagement
Sent: Monday, July 8, 2019 11:15 PM
To: Banks Willis
Cc: Stewart, Kerri - VP & Chief Customer Officer; Kyle, Gina A. - Manager Media Relations; Michael Munz; Maddie Milne; Devin Pascoe
Subject: Re: FOR REVIEW: Scenario 3 communications tracker

This is good work, Banks. I think what is really needing to be focused on is the key messaging in regards to what anticipated today and lay out all possible reactions and what our responses would be as discussed. I think Aaron definitely wants to know how we are going to address inevitable questions and accusations that will arise from this next board meeting. Happy to help you get these completed.

David Goldberg
Director Customer and Community Engagement

On Jul 8, 2019, at 10:10 PM, Banks Willis <bwillis@daltonagency.com> wrote:

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Kerri, David and Gina –

In light of our quick timeline, I'm going to send the Scenario 3 communications planning and key message documents as I develop/update vs. waiting to send all completed at once.

This said, see attached planning **tracker** for your review, edits, additions, deletions. I focused on the actual tactics, thinking we can add due dates and team leads later.

I still owe you the memo plan and updated key message / tough Q&A document. Let me know if I'm missing something, or we're not on the same page.

Thanks!
Banks

BANKS WILLIS // Vice President Corporate Reputation
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<image001.png>

<image002.png> [\[daltonagency.com\]](http://daltonagency.com)
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<Scenario 3 Communications Tracker_DRAFT 7.8.19.xlsx>