

**Feuchtenberger, Karen**

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**From:** Steve A. Garban <sag7@psu.edu>  
**Sent:** Friday, November 18, 2011 1:21 PM  
**To:** 'John P Surma'; 'Frazier, Kenneth C.'; Tomalis, Ronald  
**Subject:** FW: Monday Press Briefing Memo  
**Attachments:** Venue Recommendation[1].docx

Ken—I think this is your call. Does make some sense to me  
Steve

**From:** Mahon, Bill [mailto:np3@psu.edu]  
**Sent:** Friday, November 18, 2011 12:59 PM  
**To:** Steve A. Garban  
**Cc:** Erickson, Rodney  
**Subject:** Monday Press Briefing Memo

Steve — attached is our suggestion for the press briefing on Monday. Let me know if you all want to discuss further.

Thanks.

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**To:** Steve Garban  
**Date:** November 18, 2011  
**Subject:** Press Conference Venue

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As agreed, following our call this morning, Ketchum has begun developing recommendations for announcing further news about the special investigative committee. One possibility we have considered is holding the press conference in New York City rather than in State College. The rationale for this recommendation is:

- Taking the press conference out of State College sends a message that this is not business as usual – that the committee will be operating in a completely open and transparent manner and at an appropriate remove from the State College environment.
- A New York venue obviously provides ready access to a broad base of media.
- NY provides greater flexibility in terms of other media activities that we may want to arrange around the press conference.
- Holding the press conference in NY gives us greater flexibility in when we invite media to the press event. If the press conference is held in State College, we would recommend that an advisory be issued today in order to allow travel time for media that may want to attend. That would not be as critical if the press briefing is held in NY.

The one challenge in holding a NY press event is obviously venue. We recommend exploring a number of options:

- A mid-town NY hotel
- The Princeton Club – we understand that Penn State has an arrangement with the Princeton Club to provide facilities for university faculty, alumni and administrators
- The offices of the law firm that will be serving as the committee's outside legal counsel

If the press event were to be moved to NY, we would assume that the preparatory meetings on Sunday would also be held there. We would be happy to make available Ketchum facilities for these meetings, if needed.

Since much of our subsequent recommendation depends on the location of the press event, we wanted to share this initial suggestion with you before proceeding too much further. We understand, of course, that this recommendation would also have to be shared with Ken Frazier, and we stand ready to coordinate with him and his committee's communications counsel in planning for the event, wherever it may be held.

Thanks for your consideration and we look forward to discussing this further.

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