

Feuchtenberger, Karen

From: Steve A. Garban <sag7@psu.edu>
Sent: Friday, November 18, 2011 4:25 PM
To: Tomalis, Ronald; 'Frazier, Kenneth C.'; 'John P Surma'
Subject: RE: Monday Press Briefing Memo

I understand Ron's position. Some strong points.
 Steve

-----Original Message-----

From: Tomalis, Ronald [mailto:rtomalis@pa.gov]
Sent: Friday, November 18, 2011 1:54 PM
To: Frazier, Kenneth C.; 'Steve A. Garban'; 'John P Surma'
Subject: RE: Monday Press Briefing Memo

i'd strongly suggest we not hold it in NY city. While for ease it would allow access to some of the national media, I think ease of access is countered by other equally important issues...

this still remains a Penn State issue first and foremost, and I think the reaction to our movement to have the conference out of state to garner as much national press would not be welcome. (we've seem to have been able to get enough national press attention out of state college) Potential backlash re grandstanding for playing to national audience would come from faculty, students, etc. Also, the Pennsylvania press -- who write and will cover most of the stories not just Monday but for the weeks and months to come after the national press event is over monday -- will feel put out by not having the conference in Penna (they won't be able to get up to NY at the drop of the hat). Finally, a press advisory can go out sunday which will allow folks to get to State College by Monday; if need be, the principals can come to Harrisburg which has media capability to beam video feeds across the country for any interviews that might be needed Monday night.

Are logistics easier in NY: of course; the big communications firms tend to think NY/Washington media markets since that is the center of their universe. If we hold the event in State College, we will still be able to get our message out on Monday, and remain true to our focus, which in my mind is the Penn State Community...

From: Frazier, Kenneth C. [ken_frazier@merck.com]
Sent: Friday, November 18, 2011 1:24 PM
To: 'Steve A. Garban'; 'John P Surma'; Tomalis, Ronald
Subject: RE: Monday Press Briefing Memo

I like the idea, but will run it by the Committee's communications firm.

From: Steve A. Garban [mailto:sag7@psu.edu]
Sent: Friday, November 18, 2011 1:21 PM
To: 'John P Surma'; Frazier, Kenneth C.; rtomalis@state.pa.us
Subject: FW: Monday Press Briefing Memo

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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