

Karen and Keith, your attendance is welcomed but not necessary.

From: Eleanor McManus [mailto:████████████████████]
Sent: Wednesday, February 29, 2012 10:09 AM
To: Mark Dambly
Subject: outreach strategy

Hi Mark,

Let me know if you have a few minutes to speak today regarding communications strategy going forward. I've attached the memo sent last week and the one sent on February 2nd prior to the retreat. We've already implemented several of these action items including:

- new openness website: www.openness.psu.edu
- Q&A's on the website, as well as documents
- THON publicity

In the process of doing these items:

- in the process of setting up Karen to do interviews regarding the new subcommittee structure
- Lanny going up to PSU on Friday to meet with Rod and the athletic department to put together a PR plan going forward.
- Getting the Board story out about Paterno via an op/ed, memo to the University, or through alumni magazine.

A couple things I'd like to discuss with you, including going over the strategy memo:

- Webcast with Coach O'Brien in April where alumni and students can send questions ahead of time. This interview would be conducted by both Rod Kirsch (or someone from the alumni association), and a board member such as Dr. Paul Suhey.
- Revising the Board's website and include a section on Q&A's about the board.
- Alumni magazine interview with Karen and Keith - talk to Rod Kirsch about offering the next issue of the alumni magazine an interview with the chair and co-chair of the Board. This would be a Q&A session and we would prepare both Karen and Keith for this interview.

Let me know when is a good time for you today or tomorrow.

Thanks,
Eleanor

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Please note my e-mail change