

Original: 00046060.eml (attached, click paper clip)

Attachment: Press-Surrogate-Plan-03081.pdf (attached, click paper clip)

CITE: John Podesta. (Mar. 08, 2015). Subject: Re: Press and Surrogate Plan. Email From: pir@hrcoffice.com Cc: John Podesta. EmailID No. 3209. WikiLeaks.

<https://www.wikileaks.org/podesta-emails/emailid/3209>

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Re: Press and Surrogate Plan

From: pir@hrcoffice.com [Phillipe Reines]

To: kristinakschake@gmail.com [Kristina Schake]

Date: 2015-03-08 17:35

Subject: Re: Press and Surrogate Plan

[Cc: (See original attached.)

Abedin, Huma <huma@hrcoffice.com>;

Anzalone, John <john@algpolling.com>;

Benenson, Joel <jbenenson@bsgco.com>;

Grunwald, Madeleine <gruncom@aol.com>;

Kendall, David <DKendall@wc.com>;

Margolis, Jim <Jim.Margolis@gmmb.com>;

Merrill, Nick <nmerrill@hrcoffice.com>;

Mills, Cheryl <cmills@cdmillsgroup.com>;

Mook, Robby <robbymook2015@gmail.com>;

Palmier, Jennifer <jennifer.m.palmieri@gmail.com>;

Podesta, John <john.podesta@gmail.com>;

Samuelson, Heather <hsamuelson@cdmillsgroup.com>;

Turner, Katherine <KTurner@wc.com>]

This is terrific.

My single addition is Pat Leahy who John reminded me used to routinely introduce legislation making Congress subject to FOIA like the rest of us, as opposed to their current complete exemption. In addition to the hypocrisy, he could jam Rand, Rubio and Cruz to release their WORK email, let alone personal. Could explain why Rand Paul in particular has been unusually quiet during this whole thing.

On Mar 8, 2015, at 3:25 PM, Kristina Schake <kristinakschake@gmail.com> wrote:

Attached is Jen's press and surrogate plan.

<press-surrogate plan 030815.docx>

Top



Tor is an encrypted anonymising network that makes it harder to intercept internet communications, or see where communications are coming from or going to.

(<https://www.torproject.org/>)



Tails is a live operating system, that you can start on almost any computer from a DVD, USB stick, or SD card. It aims at preserving your privacy and anonymity.

(<https://tails.boum.org/>)



The Courage Foundation is an international organisation that supports those who risk life or liberty to make significant contributions to the historical record.

(<https://www.couragefound.org/>)



Bitcoin uses peer-to-peer technology to operate with no central authority or banks; managing transactions and the issuing of bitcoins is carried out collectively by the network.

(<https://www.bitcoin.org/>)



(<https://www.facebook.com/wikileaks>)



(<https://twitter.com/wikileaks>)

PRESS AND SURROGATE PLAN

TOPLINE PLAN

Materials Needed

Statement

Q and A

Points for Surrogates

Timing Tick Tock

Calls to be made tonight: Kiki, Finney, Capricia

Monday Morning: Key WJC/HRC surrogates to be on standby (Lockhart, Joel, Neera)

Jennifer Granholm
Schumer, Pelosi (who else from hill?)
Any other VIP's

Monday Noon to 3 pm: Hill Surrogates
Key NH, Iowa, and other elected calls

Three pm: Release statement and q and a or should we consider call with Cheryl and Nick. Or place 1 story. Potential outlets for broader call:

NYT
WSJ
WAPO
CNN
CBS
ABC
NBC
AP
Reuters
Bloomberg
Huff Post
Vox

Talking points out to surrogates

Four pm and beyond: Surrogate conf calls and individual calls as assigned by Palmieri/Kristina/Kiki/ Capricia

NOTE: NEED TO ADD HRC, WJC, CVC PUBLIC APPEARANCES THIS WEEK TO TIMING TICK TOCK

Potential Surrogates for TV

Kiki McLean

Karen Finney

Jennifer Granholm

Barbra Boxer
Klobuchar
Chris Murphy
Schumer
DWS
Adam Schiff
Van Hollen

HRC Press

Should consider interview or press appearance later in the week

OUTREACH - ELECTEDS AND ADMINISTRATION

This list is a work in progress. I have probably both over and under included. Where I have a sense of who could manage each group of officials and surrogates, I have noted. Others should add and delete as appropriate.

*NEED TO IDENTIFY STAFF PERSON TO MANAGE AND TRACK ELECTED CALLS.
BRYNNE?*

Hill Outreach - Senate

Think we need one Senator to be our lead supporter that helps wrangle others. I suggest that is Schumer, but there may be someone else she is closer to. Just need someone who can and will actually follow up with colleagues. Also need two that will be willing to go on tv and defend her. Likely suspects are Boxer, Chris Murphy, Klobuchar in addition to whatever Schumer is willing to do, because they are cable regulars and reliable progressives. Boxer also number 2 Democrat on Foreign Relations (guessing Menendez is not doing a lot of tv). Message to the Senators needs to be tough and clear: Republicans are going to try to inflict permanent damage on her and Democrats cannot aid that cause.

New York Senators

Schumer
Gillibrand

Women Senators

Below is list of Democrat women - put asterisk by ones I think are priorities bc likely to be helpful or problem. Surrogates for these calls: Podesta, Mills, Mandy, Joel, Jim, Kristina, Robby, Kiki, Finney

Mikulski
Warren *
Feinstein*
Boxer *
Shaheen *
Murray
Heitkamp
Klobuchar *
Stabenow
Cantwell
McCaskill*

Leadership/Relevant Committees

Reid

Durbin

Menendez - Foreign Relations

Kaine - Armed Services

Murphy - Foreign Relations

Sens Likely to be a Problem

Manchin - does he need special outreach?

Republicans

Colin Powell

New Hampshire

Gov Haslam

Jeanne Shaheen

Iowa

Tom Vilsack

South Carolina

Jim Clyburn

House Outreach

Pelosi

Crowley

Cummings

Hoyer

Israel

Lowey

Schiff

DWS

Van Hollen (helpful progressive in general)

Administration Related

White House

State

Tom Donilon

Jack Lew

Tom Nides

OUTREACH: WOMEN AND PARTY LEADERS, FORMER STAFF, PUNDITS AND TALKERS

Democratic Woman Consultant/Pundit/Leaders

Ask Kiki, Finney to help manage - important ask for these women to be as vocal as possible. Mandy, Kristina, Capricia can also help with this group. Think we should target Granholm to be a lead surrogate for tv.

Donna Brazile
Maria Cardona
Stephanie Cutter
Amy Dacey
Anita Dunn
Jennifer Granholm *
Mary Kay Henry
Ilyse Hogue
Ann Lewis
Ellen Malcolm
Minyon Moore
Stephanie Schriock
Ellie Smeal
Christina Reyonolds
Cecile Richards
Hilary Rosen
Neera Tanden

Obama Surrogates

Kristina, Palmieri manage

Available Surrogates - Robby, Kristina, Joel, Margolis, Podesta, Mandy

Gibbs *
Axelrod *
Plouffe
Carney
Pfefiffer
Jarrett

Labor

Mary Kay Henry (also on women list)
Richard Trumka
Lee Saunders
+ others from Marlon, Robby

Broader WJC/HRC World

Ask Capricia to help manage with Palmieri.

Lanny Davis
Adrienne Elrod
Mike Feldman
Joel Johnson
Jim Kennedy
Jenni LeCompte
Joe Lockhart
Capricia Marshall
Gov McAuliffe
Dee Dee Myers
Mike McCurry
Jonathan Prince
Howard Wolfson
Library staff

Foundation staff

Progressive Helpers

David Brock
Correct the Record
Mo Ellithe
Judd Legum

Columnist/Pundit Calls

Kiki/Finney Lead - THIS LIST NEEDS WORK, JUST A START

Additional surrogates: Philippe, Podesta, Mills, Joel, Mandy, Jim, Prince, Neera, Lockhart, Joel Johnson, Siewert, Mike Feldman

Dan Balz
Wolf Blitzer
Gloria Borger
Mika Brezinski
David Brooks
Gail Collins
John Dickerson
EJ Dionne
Maureen Dowd
Ronan Farrow
Howard Fineman
Ron Fournier (not sure this is worth it)
Mark Halperin
Chris Hayes
John Heilmann
Jon Karl
John King
Mara Liasson
Rachel Maddow
Ruth Marcus
Chris Mathews
Dana Milbank
Andrea Mitchell
Norah O'Donnell
Robin Roberts
Eugene Robinson
Charlie Rose
April Ryan
George Stephanopoulos
Robin Sproul
Karen Tumulty
Jeff Zeleny

Delivered-To: john.podesta@gmail.com
Received: by 10.25.24.71 with SMTP id o68csp977006lfi;
Sun, 8 Mar 2015 12:35:40 -0700 (PDT)
X-Received: by 10.70.65.105 with SMTP id w9mr44543824pds.129.1425843339320;
Sun, 08 Mar 2015 12:35:39 -0700 (PDT)
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From: Philippe Reines <pir@hrcoffice.com>
To: Kristina Schake <kristinakschake@gmail.com>
CC: Heather Samuelson <hsamuelson@cdmillsgroup.com>,
"john.podesta@gmail.com" <john.podesta@gmail.com>,
Robby Mook <robbymook2015@gmail.com>,
=?us-ascii?Q?Jennifer=0D=0A_Palmier_I?= <jennifer.m.palmieri@gmail.com>,
Huma Abedin <huma@hrcoffice.com>, Nick Merrill <nmerrill@hrcoffice.com>,
Cheryl Mills <cmills@cdmillsgroup.com>,
"jbenenson@bsgco.com" <jbenenson@bsgco.com>,
"jim.margolis@gmmb.com" <Jim.Margolis@gmmb.com>,
"gruncom@aol.com" <gruncom@aol.com>,
"john@algpolling.com" <john@algpolling.com>,
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"Kendall, David" <DKendall@wc.com>
Subject: Re: Press and Surrogate Plan
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Thread-Index: AQHQWdWS/OPHhyE68kaJFjXrgyS0jJ0S+mu/
Date: Sun, 8 Mar 2015 19:35:34 +0000
Message-ID: <C9C4DEAE-ABC6-492C-BF3B-5F6C979C7146@hrcoffice.com>
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X-MS-Exchange-Transport-CrossTenantHeadersStamped: CY1PR0301MB0729
Return-Path: pir@hrcoffice.com
X-OriginatorOrg: hrcoffice.com

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