

Christine Anderson/NYEC  
07/23/2007 01:18 AM

To David Nocenti/NYEC@NYEC, Richard Baum/NYEC@NYEC  
cc  
bcc  
Subject Re: [REDACTED]

Fair point, but I still vote for the rip the bandaid off quick approach.

The story is going to be big and while the report doesn't mention Elliot, he is going to have to answer questions eventually. I keep coming back to my advice that we try to get everything possible out tomorrow. If we don't put Elliot out and we avoid tough questions, we'll only fuel future stories. They will not rest until they have their answers. I'd rather our approach be -- its not pretty but here it all is. Leaves less room for digging.

Also, your approach leaves up open to stories about the governor going into hiding, the administration in chaos, etc.

I agree that he didn't do well tonight but I think we can still work on him tomorrow. If he sets the right tone, I promise you it will go a long way.

Related to the TU, isn't his answer "I was not aware that my office was attempting to proactively put out information related to Senator Bruno's travels. At some point I was told the media had made such a FOIL request and that news coverage was likely. I understood that we were simply being responsive to that FOIL and assumed proper procedures were being followed."

David Nocenti/NYEC

David Nocenti/NYEC  
07/23/2007 12:52 AM

To "Richard Baum" <Richard.Baum@chamber.state.ny.us>,  
Christine Anderson/NYEC@NYEC  
cc  
Subject

This might be a totally crazy suggestion, but I'll make it anyway:

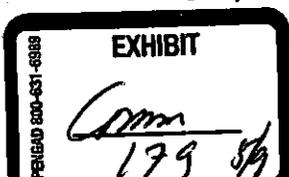
Don't have a press conference tomorrow.

The OAG has not leaked the story, and isn't doing a press conference. Moreover, they are just doing a minimal release, and allowing the report to "speak for itself". We're issuing a statement almost contemporaneously.

Those will be the two main documents in the initial wire story. The story will be bad, and will be big news, but we'll have our response in it, and it will be mostly about the facts in the report. Any discussion about the Governor will be pure speculation.

A far worse story will be that the Governor had a press conference and either couldn't answer some questions well, or seemed somewhat evasive. (Frankly, I wasn't overwhelmed by some of his answers tonight.)

The bottom line is that the OAG report DOES NOT EVEN MENTION THE GOVERNOR. If we have a press conference, he'll have to say that he knew about the impending release of information to the ATU, which could be spun as his "condoning" a political dirty trick. The speculation will turn into reality, and the



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story will be about him and his role, rather than the facts of the report and his quick and decisive response.

So, we might be better off with no press conference at all.

Just a thought