

From: Cobb, Patrick <PCobb@aarp.org>
To: Schimsa, RebeccaRebeccaSchimsa@gov.sc.gov
Godfrey, RobRobGodfrey@gov.sc.gov
LeMoine, LeighLeighLeMoine@gov.sc.gov
Veldran, KatherineKatherineVeldran@gov.sc.gov
Stirling, BryanBryanStirling@gov.sc.gov
CC: SC-STATESCSTATE@aarp.org
Date: 11/15/2012 12:28:20 PM
Subject: Thanks!!!

The teletown was successful beyond words. We appreciate the Governor taking time to be on the call and also the Lt. Gov. From our initial numbers we had right at 20k folks on the line at some point. We will get a more detailed report as to how long they were on the call and follow-up questions. Thanks again,

Patrick

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

From: Cobb, Patrick
Sent: Wednesday, November 14, 2012 11:30 AM
To: Schimsa, Rebecca
Cc: Godfrey, Rob; LeMoine, Leigh; Veldran, Katherine; Stirling, Bryan
Subject: AARP Thursday Teletown call

All -

I wanted to provide an update for tomorrow's teletown hall phone call that AARP will push out to 80k 65+ AARP SC members on the the identity breach.

I have provided Leigh the call in number for the Governor (1-877-229-8523 PIN 34902) Leigh indicated that she was available after a 10 am meeting and we were able to push the launch of the call back to 10:15. Since I am the host of the call I will not begin the official welcome and purpose until the Governor has dialed into the call. The plan, from what I understand is that Governor Haley will speak for 3-5 minutes encouraging signups and thanking folks for joining the call etc. At the appropriate time, I will do a quick line "today we would like to welcome South Carolina Governor Nikki Haley who has joined our call this morning, Gov. Haley, good morning. Gov. Haley begins When she concludes all she needs to do is pitch it back to me (Patrick Cobb) as the host and she is done.

There is a line available for folks to listen to the call which I have given to Becky Frost at Experian and Sherry Blizzard at DOR - that number is 1-877-229-8493 PIN 14902. Please feel free to listen in if you can

I have not done a media advisory and would defer that to Rob. Media could listen in via the same number 1-877-229-8493 PIN 14902. There is really not a visual for TV except a team sitting and talking into a phone

Rebecca mentioned that Katherine may join us in our office as well which is perfectly fine. Several folks from DOR are coming over to watch and listen as well. We are located at 1201 Main Street Suite 1280

I also have the latest FAQ's from DOR which they posted yesterday for our screeners. We will also do a touch tone poll question during the call to help gauge the number of people who have signed up already. It's not scientific but a good quick view of the landscape. Our objective is provide the information and help folks understand the importance of how and why to sign up for the Experian service.

Lastly, I am at home today with a 12 yo who know has the flu hoping we caught it earlier enough, but non the less timing is everything. If you have questions, concerns, please don't hesitate to reach out to me cell is 803-261=-0304 home is 803-407-5327

pc

Patrick Cobb
AARP Communications
pcobb@aarp.org

From: Schimsa, Rebecca [RebeccaSchimsa@gov.sc.gov]
Sent: Friday, November 09, 2012 11:12 AM
To: Cobb, Patrick
Cc: Godfrey, Rob; LeMoine, Leigh; Veldran, Katherine; Stirling, Bryan
Subject: Governor's Office

Pat,

Great speaking with you this morning . As we discussed, the Governor would love to join the call on Thursday around 10:15 a.m. to thank AARP and encourage enrollment for identity theft protection. Below are the staff members who can help facilitate this for you, all of whom are copied here.

Rob Godfrey, Press Secretary - To help issue a media advisory.
803.429.5086

Leigh LeMoine, Scheduler - To help coordinate call-in information for the Governor.
803.315.2951

Katherine Veldran, Legislative Liaison - To serve as a representative from our office for the duration of the call.
803.767.7583

In addition, Becky Frost with Experian will be reaching out to you shortly regarding their participation on the call. If you have any questions, please let us know, and thank you again for your willingness to get the message out to your membership.

Thank you,

Rebecca

Rebecca S. Schimsa
Office of Governor Nikki R. Haley
Staff Attorney & Commerce Liaison
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