

From: Symmes, Brian <BrianSymmes@gov.sc.gov>
To: Godfrey, Rob <RobGodfrey@gov.sc.gov>
CC: Adams, Chaney <ChaneyAdams@gov.sc.gov>
Date: 2/9/2016 10:08:59 AM
Subject: FW: Feedback for Op-Ed
Attachments: SC Op Ed_V4 - Soura.docx

Christian and the folks they are working with to make the NFP program happen (which we're announcing at a press conference next Tuesday) want to try to place the attached op/ed following the press conference.

I'm good with the content of it, and it actually serves as a pretty good backgrounder on the program.

From: Christian L. Soura [mailto:Christian.Soura@scdhhs.gov]
Sent: Tuesday, February 09, 2016 9:51 AM
To: Symmes, Brian
Subject: FW: Feedback for Op-Ed

Christian L. Soura
Director
Christian.Soura@scdhhs.gov
803-898-2504
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From: Christian L. Soura
Sent: Tuesday, February 09, 2016 8:47 AM
To: 'Erica Brown'
Subject: RE: Feedback for Op-Ed

OK, run with this version, then. You mind working with Pete/Brooke on shopping it? I'm in meetings basically all day now. MCAC, legislative rounds, etc. Oh, and they should get Brian Symmes to green-light this too. Thanks.

CLS

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From: Erica Brown [<mailto:erica.brown@arnoldfoundation.org>]
Sent: Tuesday, February 09, 2016 8:42 AM
To: Christian L. Soura
Subject: RE: Feedback for Op-Ed

This is really great. I think the best fit for green text is "school readiness" or "healthy birth intervals".

I'm not sure how detailed you want to be with the findings but the preterm birth reduction in past trials was for subgroups and not the entire sample. In case you want to revise, I've attached suggested language.

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From: Christian L. Soura [<mailto:Christian.Soura@scdhhs.gov>]
Sent: Tuesday, February 09, 2016 1:05 AM
To: Erica Brown
Subject: Re: Feedback for Op-Ed

I'm thinking something maybe more like this. Got a couple candidates for the green text? Thanks.

CLS

Christian L. Soura
Director
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From: Erica Brown <erica.brown@arnoldfoundation.org>
Sent: Monday, February 8, 2016 9:12 PM
To: Christian L. Soura
Subject: Feedback for Op-Ed

Hi Christian,

As follow up to our conversation, our Communications team recommended that you reach out to the national outlets first (in order of priority below) and then if you don't get a response, go with the local outlets. They explained that

the national outlets will probably want an exclusive, meaning that it may not actually be feasible to have a “national” and “local” version. Therefore, I think it makes sense to pitch to Five Thirty Eight tomorrow, wait 2-3 days and depending on response, move to the Atlantic and then Governing. Of course if you have other ideas, let me know and I can check on contacts. I can also work with Pete Brooks to get him up-to-speed on the project if that would be helpful.

Suggested Contacts

- 1.) Five Thirty Eight - Meghan Ashford-Grooms: meghan.ashford-grooms@fivethirtyeight.com
- 2.) The Atlantic - Emma Green : emma@theatlantic.com
- 3.) Governing – your contact

Recommended Pitch

I am writing to submit the attached op-ed focused on a new Pay for Success Project in South Carolina. The initiative will expand nurse home visiting services to families living in the poorest regions of the state. South Carolina will finance the project through Pay for Success, an innovative strategy that enables government to make low-risk investments in promising programs by making payments contingent upon pre-determined targets. Governor Nikki Haley will be announcing the project on Tuesday, February 16.

If you have other questions, let me know and feel free to call me to discuss.

Thanks,
Erica

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