

Media plan for VVRP, Assure software introductions (as of 6/25/04)

Week of 6/27 (due diligence)

Monday (6/28)

- DESI conf. call

Tuesday (6/29) – Friday (7/2)

- Identify and contact key third-party special interest groups to arrange individual meetings or conversations to discuss the VVRP solution, in advance of media coverage, to gain some acceptance and validation of the solution.

Initial proposed list

- AAPD (Jim Dickson)
- LWV
- Leadership Conference on Civil Rights?
- Contact key customers to inform about our VVRP introduction plans.
 - Georgia
 - Maryland
 - California

Week of 7/4 (media outreach begins)

Monday (7/5)

- Diebold holiday – offices closed

Tuesday (7/6) – Friday (7/9)

- Identify and contact key reporters to arrange individual meetings to display VVRP, under agreement to embargo stories until Monday, 7/19.

Initial proposed list

- NY Times (John Schwartz)
- Associated Press (Rachel Konrad, Calif.)
- LA Times (Stuart Pfeiffer)
- Key Ohio reporter(s) -- Plain Dealer (Julie Carr Smyth), Columbus Dispatch (Jon Craig); ABJ (Erika Smith), Canton Repository (Pat Kelley), Toledo Blade (Fritz Wenzel)
- Atlanta Journal-Constitution (Carlos Campos)
- Maryland (?)

Week of 7/11 (media outreach continues)

Thursday (7/15)

- Press release announcing new 'Assure' touchscreen voting software
- NASS show begins
 - *Displaying VVRP and Assure?*

Week of 7/18

Monday (7/19)

- Media coverage of DES VVRP solution appears
- Formal press release announcing VVRP solution
 - Accompanied by photos, available on DES web site
 - Manage subsequent media inquiries
- IACREOT show begins
 - Manage media attention at booth

Tuesday (7/20)

- Press release announcing new 'Assure' touchscreen voting software

- From Black Box Voting Document Archive -