
From: Howard, Jennifer (CFPB)
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To: Riley, Jeffrey (CFPB)
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Cc: Miller, Kimberly (CFPB)
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(CFPB) </o=ustreasury/ou=exchange administrative group
(fydibohf23spdlt)/cn=recipients/cn=martinal>
Bcc:
Subject: Media Memo
Date: Fri May 06 2011 13:26:46 EDT
Attachments: EW Media May 9.docx

Sorry for the delay!

Jen Howard

Senior Spokesperson

Consumer Financial Protection Bureau

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May 6, 2011

MEMORANDUM FOR ELIZABETH WARREN

FROM: Jen Howard
SUBJECT: Media on May 9, 2011

You have the following media scheduled for Monday, May 9, 2011:

Associated Press Roundtable

8:30-9:30 a.m.

This is an in-person roundtable with the Associated Press, set up by Dan Wagner, a financial reporter who covers CFPB and Treasury. Attendees include three editors: Kevin Shinkle, Brad Foss, and Fred Monyak. Reporters that have RSVP'ed include: Mike Sandler, Derek Kravitz, Jim Kuhnenn, Matt Perrone, Chris Rugaber, and Paul Wiseman (recently transitioned from USA Today). This roundtable is likely to cover a broad range of topics – from politics to financial products to CFPB's regulatory mandate and priorities. As a reminder, I've included brief bullets on some sensitive topics that might come up. This roundtable is on deep background, which means they can use the information to help inform future stories, but it cannot be attributed, quoted, or paraphrased.

Suzanna Andrews, Vanity Fair

1:30-2:30 p.m.

This is an in-person interview with Suzanna Andrews for Vanity Fair. She is writing a profile of you for the July issue. She would like to focus on your background, your vision for the CFPB, and the work you have done to get the agency off the ground. She is very interested in learning more about any experiences that relate to your perspective on the middle class (i.e. what made you such a passionate advocate for consumer/middle class issues)? This interview is on background with cleared quotes. She will likely include physical details about you and your office to provide color and context.

Ylan Mui, Washington Post

4:30-5:00 p.m.

This is an in-person interview with Ylan (Ya-lan) Mui, who is taking over for Brady Dennis as the new CFPB beat reporter. Her background is in personal finance, so she is very interested in the practical impact of CFPB's work on the

products and services consumers can access. This interview will be focused on CFPB vision and goals, but you should be prepared for sensitive subjects. The interview is on background with cleared quotes.

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