

**From:** Schmaler, Tracy (SMO)  
**To:** Axelrod, Matthew (ODAG)  
**Sent:** 8/18/2011 8:50:17 AM  
**Subject:** Re:

Thanks - will add to list.

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

**From:** Axelrod, Matthew (ODAG)  
**Sent:** Thursday, August 18, 2011 08:41 AM  
**To:** Schmaler, Tracy (SMO)  
**Subject:** FW:

Tracy,

Not sure if you think it's worth having a conversation with him (or his editor) about it, but Serrano once again gets his facts wrong in today's story. The McMahon announcement went out on May 13, not this past Sunday. Also, it's completely misleading for Serrano to have repeated that an email went out "citing [McMahon] for the 'skills and abilities' he demonstrated throughout his career," when in reality the email announced personnel moves involving six different ATF employees (five of whom had nothing to do with F&F). The quote in question refers to the group collectively, and says "As we move our Bureau forward in the age of modern technology and the new environment of lean economics, these leaders have been selected for the skills and abilities they have demonstrated throughout their careers." The way the story is written, it makes it sound as if ATF put out a release singling out McMahon for praise, which simply never happened.

Matt

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

**From:** ATF (ATF)  
**Sent:** Thursday, August 18, 2011 8:28 AM  
**To:** Axelrod, Matthew (ODAG)  
**Cc:** Sarnacki, Jeffrey P. (ATF); Melson, Kenneth E. (ATF)  
**Subject:** RE:

The message was sent on May 13, 2011. There is no other message we are aware of - I looked personally. The article is just plain wrong. As an aside, we are a dedicated bunch but we generally don't come in on Sunday to announce personnel changes.

**ATF**

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

**From:** Axelrod, Matthew (ODAG) [mailto:Matthew.Axelrod@usdoj.gov]  
**Sent:** Thursday, August 18, 2011 8:25 AM  
**To:** ATF  
**Cc:** Sarnacki, Jeffrey P.; Melson, Kenneth E.  
**Subject:** RE:

**ATF**

In the follow-up LA Times story today, it again says that "Melson announced McMahon's new job in an email Sunday, citing him for the 'skills and abilities' he demonstrated throughout his career." But from the attachment, it appears that the announcement was made back in May. Is the article just plain wrong on the timing? Or did some communication go out on Sunday? I'm assuming it's the former, but just wanted to confirm. Thanks.

Matt

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

**From:** ATF (ATF)

Sent: Tuesday, August 16, 2011 1:27 PM  
To: Axelrod, Matthew (ODAG)  
Cc: Sarnacki, Jeffrey P. (ATF); Melson, Kenneth E. (ATF)  
Subject: FW:

Matt:

Here are the bureau wide e-mails the LA Times refers to. The quote in the LA Times is taken from the bottom of page 1. Only pages 1 and 2 were sent out. Pages 3 and 4 are talking points readied by our Office of Public Affairs that were not sent out.

**ATF**

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

From: Ricoh[atf.gov] [mailto:Rico[atf.gov]]  
Sent: Tuesday, August 16, 2011 2:35 PM  
To: [redacted] ATF  
Subject:

This E-mail was sent from "RNP8C0C40" (Aficio 2232C).

Scan Date: 16.08.2011 13:34:30 (-0500)  
Queries to: Ricoh[atf.gov]  
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