From: Van de Water, Adam (ECN)
To: Kern, Chris (CPC); Bollinger, Brett (CPC); Paul Mitchell
Subject: Fwd: This am"s briefing
Date: Friday, June 05, 2015 9:24:09 AM

Is the answer: posted to OCII and Planning websites at 11:00a?

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Office of Economic and Workforce Development
City and County of San Francisco
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Begin forwarded message:

From: "Falvey, Christine (MYR)" <christine.falvey@sfgov.org>
Date: June 5, 2015 at 9:07:32 AM PDT
To: "Oerth, Sally (CII)" <sally.oerth@sfgov.org>, "Rich, Ken (ECN)" <ken.rich@sfgov.org>, "Van de Water, Adam (ECN)" <adam.vandewater@sfgov.org>, "Albert, Peter (MTA)" <peter.albert@sfmta.com>
Cc: "Winnicker, Tony (MYR)" <tony.winnicker@sfgov.org>
Subject: This am's briefing

Hi All. We are set with the below media outlets (they will all want to keep this kind of quick so they can post their stories). But print reporters will have more detailed Qs.

Does anyone know what time and where the DRAFT EIR will be posted? Getting lots of Qs on that.

Again, we are at the new Public Safety Building at 1245 Third Street in the first floor Multipurpose room. To begin at 11 am.

I will go over ground rules with reporters when they get there. The room is set up for a sit down, but all cameras and radio will be plugged in so that they can get sound from any part of the presentation – IE you are all on the record throughout the briefing. I'm hoping the four of you can keep it to 15 minutes or less total, and then allow 15 minutes of Q&A. Since this is so transportation heavy, I think Peter Albert may also be asked to do one off interviews after the briefing concludes, which I will offer, though media may approach any of you. I will help manage that.

Order of Speakers

I will intro you all with spelling of your name and title

Ken Rich Background – What is a Draft EIR (and what it is not)
Sally Oerth – Mission Bay Area Plan
Adam Van De Water – Substance of what is in the Arena Draft EIR & Transportation Mitigations
Peter Albert – Fill in any additional transit and transportation specific projects for MB & Arena
Q&A

MEDIA OUTLETS
KCBS Radio
KGO Radio
KQED Radio (invited)
KGO-TV
KPIX TV
NBC 11 TV
KTVU
KRON (invited)
Chronicle – JK Dineen, Chuck Nevius, Mike Cabanatuan confirmed - Emily Green and Phil Matier invited
Examiner – Laura Dudenick
SF Biz Times – Cory Weinberg

Christine Falvey
Director of Communications
Office of Mayor Ed Lee

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