

From: [REDACTED]

To: [REDACTED]

Cc: [REDACTED]

Subject: Re: OPA Conference Call re: [REDACTED]

Date: Tue, 11 Jun 2024 21:22:37 +0000

Importance: Normal

Inline-Images: image001.png; image002.jpg; image003.png

Criminal ASAC and SAC have been made aware.

From: [REDACTED]

Sent: Tuesday, June 11, 2024 4:01:17 PM

Subject: OPA Conference Call re: [REDACTED]

Good afternoon, all!

Thank you for your patience. In follow-up to our call, I have recorded the following next steps for comms in preparation of the media release. Please let me know if I have missed anything.

-
Next Steps

- Review Maxwell press release for victim information to be discussed by ADIC.
- Contact HQ OPA and cc' VOSS Coordinator -Benjamin Shannon
- Notify USAO press office about FBI Seeking Victims page and upcoming press release.
- Notify the team prior to release of information to the press.

- Notify EM of this case, the publicized seeking victim's page/questionnaire, and NYO plans for press release.
- Notify NYOC to direct any calls re seeking victims' publication to the FBI Seeking Victims page and questionnaire.

- Provide subject Telegram logo and/or any other photographic identifier to [REDACTED]
- Provide Dan with language to address potential question on why the FBI took a year to produce the Seeking Victims page.
- [REDACTED] to advise USAO to direct all new victims to the FBI Seeking Victims page.

- Submit EAD update to SPM Allen and PM Jacobson.

- Organize follow-up meeting upon [REDACTED] completion of press release

- Speak with VSD A/AD regarding victim assistance talking points for ADIC during media interviews, if any.

Best ,

From: [REDACTED]

Sent: Wednesday, June 5, 2024 8:37 AM

Subject: Fwd: Examples of Media Plan

Good morning, Everyone

In preparation for the call today please review the information provided by [REDACTED] attached and below. He will be on our call this afternoon.

****This message has been sent from my mobile phone. Please excuse any grammatical errors or brevity.****

Best,

From: [REDACTED]

Sent: Wednesday, June 5, 2024 7:07:20 AM

To: [REDACTED]

Subject: Examples of Media Plan

[REDACTED]

I was not able to mock up the press release for the THZ, i should have that for Thursday but wanted to provide a real example of what the final version would look like. Please review the attached which is what would be sent

to media partners, get posted to FBI New York's website and disseminated via social media. Since we want to draw as much attention as possible, we may send an embargoed version of the press release (they cannot do anything with the release until a FBI set time i.e. the agreed go live date/time) to certain media entities in order to set up interviews in advance of the press release and social media posts going live

Also attached are three potential mockup social media posts to be published on FBI New York social media feeds (X, Facebook, and Instagram).

I would also reach out to my OPA colleagues throughout the bureau in AORs where victims may be located and ask that they post and get the word out as well.

In regards to the Seeking Potential Victim Page and press release does a mugshot exist for White we can use (this is allowed when seeking victims: [New Orleans example](#)) or is there an avatar associated with his account that additional victims may recognize like in the McEwen example attached?

I know all this not just for you but also the case team, just wanted to get it done prior to the call tomorrow while our convo was still fresh in my mind.

Please let me know if you need anything additional. I am planning on getting on the call for at least a little while.

From: [REDACTED]
Sent: Monday, May 1, 2023 3:12 PM
Subject: FBI New York Press Release: FBI New York Searches for Possible Victims in Sexual Exploitation Investigation

Good Afternoon,

Please see the below and attached press release and iamges. Any coverage of this would be appreciated. Let me know if you have any questions.

Thank you,

[REDACTED]

FOR IMMEDIATE RELEASE
May 1, 2023

Contact: New York Press Office
212-384-2100

FBI New York Searches for Possible Victims in Sexual Exploitation Investigation

New York, NY – On April 25, 2023, a federal complaint in the Southern District of New York charged Cameron McEwen with one count of sexual exploitation of a minor and one count of making extortionate interstate communications. The FBI's New York Office believes there may be additional victims in this case.

Investigators say McEwen allegedly used Snapchat to meet individuals whom he would then offer to pay for sexually explicit images and videos. When that individual sent McEwen the requested content, he threatened to leak the images and videos to the individual's family and friends and harm her if she did not find another person to send McEwen sexually explicit material. Investigators say he used several aliases to include a/k/a "X," a/k/a "Cam," a/k/a "dzys.world," a/k/a "itsbeendrippy," a/k/a "fendii," a/k/a "fendii.kashout," a/k/a "ny.cam01," and a/k/a "Dizzyyyy.xo"

We ask anyone with information to contact us at 1-800-CALL-FBI or tips.fbi.gov and reference this case.

###

E