

From: [REDACTED] >

To: jeffrey epstein <jeevacation@gmail.com>, Tyler Shears <[REDACTED]>

Subject: next steps

Date: Thu, 24 Apr 2014 17:45:32 +0000

Hi Jeffrey and Tyler,

Given the flood of awful press:

1. **we need more feature articles** with Jeffrey's name in the title. The positive Huffington is holding up extremely well on the first page. We need to duplicate that. Tyler, you mentioned you would get back to me on topics discussed with Jeffrey.
2. **we should copy the google success of other private name foundations whose owners have also had scandal/bad press** in their life: classic example is George Kaiser. I'm doing a summary of these people and their 1st page google listings. Will send to you and then let's implement. It might mean creating a separate EIN number-- but we can review that later. will send you the report asap.

for example: George Kaiser Family Foundation:
Google's 1st page:

- his .org has 2 listings
- celebrity net worth
- glasspockets-- Foundation Directory Online
- Bornrich.com
- Postitive press from Bloomberg BusinessWeek
- Forbes net worth ranking
- therichest.com

If I can pull out five to 10 of these profiles, we should duplicate what is actually WORKING...

I'll be in touch with this asap.

thanks,
Chrsitina

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