
INTEROFFICE MEMORANDUM

TO: JEFFREY EPSTEIN
FROM: MIKE SITRICK, BRIAN GLICKLICH, TONY KNIGHT
SUBJECT: POSITIONING PROPOSAL
DATE: 4/6/2011
CC:

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Given the sensitivity surrounding the criminal and civil cases, and, the hesitancy to really do anything beyond an op-ed (as we have witnessed by our continued suggestions being rejected), we believe Jeffrey's best path forward to re-establish his reputation is to focus on his business knowledge and philanthropic endeavors through control of his online persona. (We believe that, at least for the time being, any media reports will include or focus on the charges made against him. Once some time has passed and, we are able to re-establish his business and philanthropic persona, we will be able to return to the media.) The purpose of this project is to provide something to compete with the British media headlines when someone plugs the term Jeffrey Epstein into Google.

Our research shows that Jeffrey maintains a personal website at JeffreyEpstein.org. Brian Glicklich, co-head of our digital practice, feels this is static and somewhat out of date. We would like to recast this as a dynamic content driven blog in which Jeffrey comments on business and philanthropy relative to his areas of expertise. This strategy is specific to the following goals:

1. To reposition Jeffrey as an entrepreneur and world-class investor, and remind both the public and the media that he has and continues to enjoy notable success.
2. To use actuality driven content, based on current stories in the news cycle, to achieve rapid high rank in organic searches for his name.
3. To set the stage for a successful re-launch of Jeffrey as a broadcast and print commentator on business and philanthropy. (We recognize this last one might be reaching a bit in terms of what Jeffrey is willing to do.)

To achieve these goals, we'd recommend the following steps:

1. Recreate JeffreyEpstein.org from scratch, with sections related to his areas of business expertise, philanthropy, foundations, biography, and other areas. The site would be professionally designed and executed, to deliver best in class appearance and functionality, fully commensurate with Jeffrey's business positioning.
2. Write and publish at least 3 new articles a week that are framed as commentary on current events in the news cycle.
3. Write, shoot, and distribute at least one new video "think piece" per month.

4. Create well monitored Facebook and Twitter presences to amplify distribution of these pieces.
5. When the site is complete and populated with content, purchase search ads related to the expression "Jeffrey Epstein," so that any search conducted will return an advertisement for our site, as well as organic search results which are less desirable.

Given time and attention, not only will these articles achieve independent search engine rank, but they will also platform Jeffrey as a commentator of note, with interesting and unexpected thoughts on investing. This will create opportunities for him to be quoted in print and on broadcast, which will further mitigate negative articles.

We would expect the website build-out to require about 30 hours of combined design, development and editorial time to launch, plus a small amount of fixed expense. Content development after that will require about 10-15 hours a week.