

From: [ROSALES Melanni * OED](#)
To: [Nicholas Michael](#)
Cc: [Mere Work](#); [OED COMMUNICATIONS * OED](#)
Subject: Re: Portland media request
Date: Friday, January 29, 2021 11:48:11 AM

OK, down to the wire -- sorry about that! We are good with your suggested response, and are also OK with you adding on that we are in discussions.

Thanks so much!

Melanni Rosales | Communications Director | Pronouns: she/her
Oregon Employment Department | cell: 503-949-1851 | unemployment.oregon.gov

From: Nicholas Michael <nicholas.michael@id.me>
Sent: Friday, January 29, 2021 8:51 AM
To: ROSALES Melanni * OED <Melanni.ROSALES@oregon.gov>
Cc: Mere Work <mere.work@id.me>; OED_COMMUNICATIONS * OED <OED_COMMUNICATIONS.OED_COMMUNICATIONS@oregon.gov>
Subject: Re: Portland media request

He's looking to speak with Blake at 3pm EST today.

Nick

On Fri, Jan 29, 2021 at 11:51 AM ROSALES Melanni * OED <Melanni.ROSALES@oregon.gov> wrote:

Oh, I didn't realize you were offering an interview! (Because of workload, reporters usually just send us their questions, and we send written responses back.)

Let me circle up with a few folks and see if that general response is OK, if you are pressed for details about OED. When are you talking with Keaton?

Melanni Rosales | Communications Director | Pronouns: she/her
Oregon Employment Department | cell: 503-949-1851 | unemployment.oregon.gov

From: Mere Work <mere.work@id.me>
Sent: Thursday, January 28, 2021 7:01 PM
To: Nicholas Michael <nicholas.michael@id.me>
Cc: ROSALES Melanni * OED <Melanni.ROSALES@oregon.gov>; OED_COMMUNICATIONS * OED <OED_COMMUNICATIONS.OED_COMMUNICATIONS@oregon.gov>
Subject: Re: Portland media request

Thanks, Nick!

We also entirely, categorically will reiterate that NO state was prepared for this (nor the federal government)--and that's what we've done in a lot of our other press, as well. This has been unprecedented. We 100% know y'all are doing the best you can and are here to support and assist in reiterating the narrative that this is not a fault--this is a full-scale attack on the US/state UI/PUA systems.

Thanks,

Mere Work

Senior Account Executive

Mobile: 703-712-3750

8280 Greensboro Dr Suite 800

McLean, VA, 22102

mere.work@id.me



On Thu, Jan 28, 2021 at 9:46 PM Nicholas Michael <nicholas.michael@id.me> wrote:

Thanks Melanni. We will move forward with the interview and keep you updated on how it goes. We will let Blake know not to proactively mention OED.

We've had media interviews in the past in states where we were still in the contract process, and when asked about it Blake has responded with "X agency is aware of our services and offerings." Is this response OK if Blake is explicitly asked about OED? Want to make sure we discuss this before heading into the interview.

Thanks,

Nick

On Jan 28, 2021, at 9:04 PM, ROSALES Melanni * OED
<Melanni.ROSALES@oregon.gov> wrote:

Hi there,

So sorry for the delay -- and thank you for reaching out! That reporter has reached out to us for comment on that same story, asking about levels of preparedness, etc. I appreciate the offer to not mention us -- let's stick to that for now.

For reference, our messaging is pretty high-level, reiterating that no states were prepared for the surge of claims, and everything that came with it.

Please let me know if you have any questions. Thank you!

Melanni Rosales | Communications Director | Pronouns: she/her
Oregon Employment Department | cell: 503-949-1851 | unemployment.oregon.gov

From: Mere Work <mere.work@id.me>
Sent: Thursday, January 28, 2021 2:06 PM
To: ROSALES Melanni * OED <Melanni.ROSALES@oregon.gov>; Nicholas Michael <nicholas.michael@id.me>
Subject: Re: Portland media request

Hi Melanni-

Looping in Nick from our team--is there anything we can provide you all? We're not under contract with you all (yet) but it is in process so I just wanted to let you know--we will NOT mention anything about OED, if that is preferred.

Thank you,

Mere Work

Senior Account Executive

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McLean, VA, 22102

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On Thu, Jan 28, 2021 at 2:35 PM ROSALES Melanni * OED <Melanni.ROSALES@oregon.gov> wrote:

Hi all,

Thanks for flagging - I've got it from here!

Melanni Rosales | Communications Director | Pronouns: she/her
Oregon Employment Department | cell: 503-949-1851 | unemployment.oregon.gov

From: WYLAND Heather E * OED <Heather.E.WYLAND@oregon.gov>
Sent: Thursday, January 28, 2021 10:57 AM
To: ROSALES Melanni * OED <Melanni.ROSALES@oregon.gov>
Cc: FRIESEN Lori L * OED <Lori.L.FRIESEN@oregon.gov>; 'Mere Work' <mere.work@id.me>; VILLANI David * OED <David.VILLANI@oregon.gov>; SMITH Mike T * OED <Mike.T.SMITH@oregon.gov>
Subject: RE: Portland media request

Hi Melanni,

I just received this information and wanted to share with you as soon as possible.

Please reach out to Mere and let me know if there is anything else you need from me about this media event.

Thank you Mere for forwarding this information and including the reporters name. Much appreciated!!!

Thank you!
Heather

Heather Wyland, MBA, C.P.M., A.P.P. | Procurement Manager | **Oregon Employment Department** | 875 Union Street NE, Salem, Oregon 97311 | Cell: 971-718-7000 | heather.e.wyland@oregon.gov

"May you challenge the paradigms that need challenging, and keep your footing in that process." Unknown author

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From: Mere Work <mere.work@id.me>

Sent: Thursday, January 28, 2021 10:31 AM

To: WYLAND Heather E * OED <Heather.E.WYLAND@oregon.gov>; VILLANI David * OED <David.VILLANI@oregon.gov>

Cc: FRIESEN Lori L * OED <Lori.L.FRIESEN@oregon.gov>

Subject: Portland media request

Hi OED Team,

I know we're still in contract and do not have anything signed yet, but wanted to bring the following to your attention after our discussion about press, yesterday.

ID.me has been in a lot of news stories recently (NY Times, LA Times, CNBC, MSNBC, etc), so a lot of local entities have been reaching out. We just had a reporter from ABC 2/KATU in Portland, Keaton Thomas, reach out--they are working on a story related to unemployment fraud and have seen ID.me referenced in a few articles. He specifically asked: "Is there someone with your company I could talk to about the threats states are facing when it comes to fraudulent unemployment claims and whether or not states were prepared for the level of fraud we've seen since the pandemic?"

He's running the story on Monday regardless, but I wanted to bring this to your attention as it does not mention OED and we would not mention the relationship, but we wanted to touch base with you prior. I don't know who leads the comms/Public Affairs team but wanted to pass this along!

Thank you,

Mere Work

Senior Account Executive

Mobile: 703-712-3750

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McLean, VA, 22102

mere.work@id.me



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