

From: [ROSALES Melanni * OED](#)
To: [GERSTENFELD David K * OED](#); [BEATRICE Jeannine * OED](#)
Cc: [ANGELINI Patty Jo * OED](#)
Subject: Re: Portland media request
Date: Friday, January 29, 2021 11:48:52 AM

Ah, good point. OK - giving them the green light with that suggested response and the add-on that we're in discussions.

Thank you!

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

From: GERSTENFELD David K * OED <David.K.GERSTENFELD@oregon.gov>
Sent: Friday, January 29, 2021 11:05 AM
To: ROSALES Melanni * OED <Melanni.ROSALES@oregon.gov>; BEATRICE Jeannine * OED <Jeannine.BEATRICE@oregon.gov>
Cc: ANGELINI Patty Jo * OED <Patty.Jo.ANGELINI@oregon.gov>
Subject: RE: Portland media request

I don't think we would give answers to most questions. If we say we are about to implement it, which we are (although I do not have the date yet and think it may be a few weeks out), it could cause people to rush to file as many fraudulent claims as possible before it is in place.

From: ROSALES Melanni * OED <Melanni.ROSALES@oregon.gov>
Sent: Friday, January 29, 2021 10:29 AM
To: BEATRICE Jeannine * OED <Jeannine.BEATRICE@oregon.gov>; GERSTENFELD David K * OED <David.K.GERSTENFELD@oregon.gov>
Cc: ANGELINI Patty Jo * OED <Patty.Jo.ANGELINI@oregon.gov>
Subject: Re: Portland media request

As long as we are prepared to start responding to questions about id.me, then that's fine! (I feel out of the loop on what's happening there, so if it's not a big deal then - got it!)

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

From: BEATRICE Jeannine * OED <Jeannine.BEATRICE@oregon.gov>
Sent: Friday, January 29, 2021 10:20 AM
To: GERSTENFELD David K * OED <David.K.GERSTENFELD@oregon.gov>
Cc: ANGELINI Patty Jo * OED <Patty.Jo.ANGELINI@oregon.gov>; ROSALES Melanni * OED <Melanni.ROSALES@oregon.gov>
Subject: RE: Portland media request

that response makes it sound like we are NOT engaged. Is it not a good idea for them to say "X agency is aware of our services and offerings." Followed by "and we are in discussions"?

Governor Brown's [COVID-19 Resources Site](#) for food, housing, health, and other resources
Our Oregon Employment Department [NEW website](#) <https://unemployment.oregon.gov/>

Jeannine Beatrice | Deputy Director | **Oregon Employment Department**

503-947-1476 | jeannine.beatrice@oregon.gov

Pronouns: she, her, we

We envision an Oregon where meaningful work enables the state's diverse people and businesses to realize their full potential, creating prosperity in every community

From: GERSTENFELD David K * OED <David.K.GERSTENFELD@oregon.gov>

Sent: Friday, January 29, 2021 9:29 AM

To: ROSALES Melanni * OED <Melanni.ROSALES@oregon.gov>; BEATRICE Jeannine * OED <Jeannine.BEATRICE@oregon.gov>

Cc: ANGELINI Patty Jo * OED <Patty.Jo.ANGELINI@oregon.gov>

Subject: RE: Portland media request

Their proposed answer is fine with me.

From: ROSALES Melanni * OED <Melanni.ROSALES@oregon.gov>

Sent: Friday, January 29, 2021 8:59 AM

To: BEATRICE Jeannine * OED <Jeannine.BEATRICE@oregon.gov>; GERSTENFELD David K * OED <David.K.GERSTENFELD@oregon.gov>

Cc: ANGELINI Patty Jo * OED <Patty.Jo.ANGELINI@oregon.gov>

Subject: Fw: Portland media request

Importance: High

Hi there, question about id.me if you can get back to me before 11:45am! (They are doing an interview with Keaton at KATU at 12pm.) Context below:

I've been in touch with the folks at id.me -- Keaton at KATU has reached out to them for added comment for his upcoming story about fraud.

The id.me folks confirmed the messaging they use when doing interview -- high level only, no state was prepared for the level of fraud, etc. etc. They are not going to proactively mention OED or a contract with us. They did offer this though, in the event that he asks about a contract, and I want to get a gut check from you, as to whether we're ok with it (since we haven't yet talked about our plan for pushing this out publicly):

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.

Please let me know what you think -- thank you!

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

Sent: Thursday, January 28, 2021 10:54 AM

To: Mere Work <mere.work@id.me>; ROSALES Melanni * OED <Melanni.ROSALES@oregon.gov>
Cc: WYLAND Heather E * OED <Heather.E.WYLAND@oregon.gov>; VILLANI David * OED <David.VILLANI@oregon.gov>; PRAKKE Jessica V * OED <Jessica.V.PRAKKE@oregon.gov>
Subject: RE: Portland media request

Mere,

Thank you for the heads up. I'm forwarding this to our Comms Team.

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

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