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**From:** Michael Wolff [REDACTED]  
**Sent:** Tuesday, June 21, 2011 3:39 PM  
**To:** Jeffrey Epstein  
**Cc:** Ian Osborne  
**Subject:** Forward...

Jeffrey--Ian will be in town tomorrow and if you have availability it =ight be good to see him.

I've been giving a lot of thought to the situation and to the process. =m convinced that a disciplined approach can have a meaningful impact =oth short and long term.

The short term strikes me as largely a procedural issue: deal with the =ritish tabloids and the web profile. Ian's network around the Mail and =he Murdoch papers is strong and that, together with you not offering =he tabloids any opportunities for coverage, ought to make them a =on-issue. The web clean-up involves a search engine strategy (a =ejiggering of search results through SEO and strategic content creation =nd replacement) and site design--you ought to have a sophisticated site =epresenting you. This is probably a 3-4 month process.

The medium term (months 3-9) is about identifying a set of business =ournalists with whom you can build a friendly relationship. I actually =hink this is a set of people who you will enjoy and who will enjoy you. =t the same time, you should be putting in place the other story. In =eal ways that story already exists--your support of scientific research =nd your international activity—it just needs a clearer structure and =et of goals to hang it on. During this period, it would be good for you =o become a source, both off the record and, when appropriate, on the =ecord, for business stories for which you can offer your unique point =f view.

Towards the end of the year, we can look toward one or two pieces of =edia that forthrightly introduce a new story line--and perhaps confront =r contextualize the old story.

I think Ian can put this plan together and execute with great finesse.

I'll be back in New York on July 5.

Best, Michael

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