

## CONFIDENTIAL

### THE PROGRAM

#### Search engine cleanup

We propose to employ all of the SEO and programming methods that might help push down the negative stories.

In our experience this, if properly executed, has a significant and palpable effect, but simply cannot ever entirely solve the problem. What does solve the problem, though, is a very substantial volume of new and positive content, which has been packaged with a sophisticated SEO strategy. We should not rely on the press to supply this content, but on the JE site itself.

*January – February 1*  
*February 15*  
*February 15 – May 15*

*Bids and proposals solicited*  
*Firm selected*  
*Initial phase of cleanup completed*

#### New JE website

We see the development of a content rich site as the most effective way not only to deal with the Google search problem – but also to properly convey the serious and committed nature of your philanthropic interests, i.e. to redefine you ahead of any further public activities.

We have undertaken a process here to understand the nature of the redefinition – the key to this is what you want to accomplish. We estimate this is to be a 30 day process in which we debrief you and then articulate a number of strategies. As we have discussed before, a logical point of departure is your scientific interests. One approach to look at is John Brockman's edge.org.

That is to say we would curate a body of content around those particular scientific areas in which you have been active – and literally become an expert destination and give you enough of a role that you become central to the discussion... and hence, linked to this ever-building body of content.

For example, a particularly easy and effective mechanism is to shoot a video of a discussion between two notably scientists in which you introduce them. This is the kind of thing that immediately jumps to the top of a Google search.

#### Design and build

The objective is to achieve a look and feel which not only creates something that is compelling in and of itself, but which suggests you are involved, indeed at the center, of a distinct, important, and worthy enterprise.

The greatest advantage of the Internet is that it has come to be as powerful and as identifying as any physical presence. With the right people involved, you can turn yourself into foundation, publisher, expert, and public person in a condensed timeframe and at relatively economical cost – all without the filter of the media.

**January – March 1**

*The site brief to be written and approved. Two of the design and technology firms we have worked with to be interviewed, proposals submitted, and selection completed*

**March 1 – June 15**

*Wire frame designs (and all elements) approved, the build-out completed of front end and back end. Hiring of the editor, content deals agreed; launch content prepared and approved*

**June 15**

*Site is ready to 'go live' but exact timing depends on what suits your goals, and priorities*

### **Launch and press coverage**

If we all devote sufficient time and resources, we can launch in 4 months in beta form which is, to say, without fanfare. We don't want to court attention until we've been in operation for some period of time and have built a body of content and a core amount of traffic. But the Google search problem will be impacted right from the very outset.

Once we have an operational site, and a clear focus and outlet for your interests, it will allow us to begin a structured introduction of you.... whatever happened in the past has now been superseded by this significant new and compelling aspect of your life.

### **Foundation**

Separate to the content rich site, we will have an elegant but relatively simple site that explains the history, priorities and context for your Foundation.

We want to leverage the eminent individuals and institutions which have received support from you over a long period of time. This will also help to establish in the public domain the notion that the content rich site isn't a new or cynical interest of yours, but builds on legacy and history of activity in this area (much of which was before it became "fashionable").

As part of this, we want to establish a scientific advisory board of the Foundation. It can be small at first, and should consist of those eminent scientists whom you know especially well, i.e. those who will be able to articulate what drives you, and how extensive your knowledge of such disciplines really is.

Over time, if you then develop public associations with other philanthropists, and as we gradually reintroduce you in a public context, we can demonstrate how this fits with the continuum of more than 20 years of work and philanthropy.