

From: Michael Reich
To: [Caldirola-Davis, Carlo](mailto:Carlo.Caldirola-Davis@Seattle.Gov)
Cc: [Jacqueline Sullivan](mailto:Jacqueline.Sullivan@berkeley.edu); [Rob Duffey](mailto:Rob.Duffey@berlinrosen.com); [Paul Sonn](mailto:Paul.Sonn@nelp.org); [Ken](mailto:Ken@kjacobs9@berkeley.edu); [Kathleen Maclay](mailto:Kathleen.Maclay@berkeley.edu)
Subject: Re: URGENT: Draft media release for new CWED report on Seattle's minimum wage
Date: Monday, June 19, 2017 10:10:10 AM
Attachments: [UC Berkeley Minimum Wage Release June 19, 2017.docx](#)

I am convinced. Here's an improved version of the release.

On Mon, Jun 19, 2017 at 9:59 AM, Caldirola-Davis, Carlo <Carlo.Caldirola-Davis@seattle.gov> wrote:

My mistake!

I would still delete any reference to the UW work in the press release. If reporters want to inquire about the past study, we can then respond.

From: Michael Reich [mailto:michaelreich.prof@gmail.com]
Sent: Monday, June 19, 2017 9:55 AM
To: Caldirola-Davis, Carlo <Carlo.Caldirola-Davis@Seattle.Gov>
Cc: [Jacqueline Sullivan](mailto:Jacqueline.Sullivan@berkeley.edu) <jsullivan@berkeley.edu>; [Rob Duffey](mailto:Rob.Duffey@berlinrosen.com) <Rob.Duffey@berlinrosen.com>; [Paul Sonn](mailto:Paul.Sonn@nelp.org) <psonn@nelp.org>; [Ken](mailto:Ken@kjacobs9@berkeley.edu) <kjacobs9@berkeley.edu>; [Kathleen Maclay](mailto:Kathleen.Maclay@berkeley.edu) <kmaclay@berkeley.edu>
Subject: Re: URGENT: Draft media release for new CWED report on Seattle's minimum wage

I changed the UW references to be about their report from Nov. 2016. Is that OK? Could put them in a para. rather than as bullets. Or take them out altogether.

On Mon, Jun 19, 2017 at 9:52 AM, Caldirola-Davis, Carlo <Carlo.Caldirola-Davis@seattle.gov> wrote:

Thanks, Michael.

Tomorrow's release will just highlight your study, correct (ie leave the critique of the UW study until later)? The release still calls out the UW study. Don't want your positive news to serve as a teaser for the UW study.

Best,

Carlo

From: Michael Reich [mailto:michaelreich.prof@gmail.com]
Sent: Monday, June 19, 2017 9:47 AM
To: Jacqueline Sullivan <jsullivan@berkeley.edu>; Caldirola-Davis, Carlo <Carlo.Caldirola-Davis@Seattle.Gov>; Rob Duffey <Rob.Duffey@berlinrosen.com>; Paul Sonn <psonn@nelp.org>; Ken <kjacobs9@berkeley.edu>; Kathleen Maclay <kmaclay@berkeley.edu>
Subject: URGENT: Draft media release for new CWED report on Seattle's minimum wage

Jackie,

I am attaching a draft media release for our new report on Seattle-- the one we discussed last week.

The Seattle Mayor's office would like to release the report tomorrow and Rob Duffie of BerlinRosen wants to shop it today to various outlets for an exclusive.

Please look it over and suggest any changes. I am cc'ing the others-- including Kathleen, so they are in the loop and so you can contact them directly with the logistics of the media release.

I am still making some last-minute changes to the report itself. I've attached the current draft so you can see what it's about.

Sorry for the extremely short notice. I've been working morning to evening every one of the past seven days to complete this. The timetable moved up over the weekend.

Michael

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