**From:** Nordlund, Kristen (CDC/OID/NCIRD)
**Sent:** 11 Sep 2017 14:33:01 +0000
**To:** Connelly, Erin (CDC/OID/NCIRD);Branam, Ian (CDC/OID/NCIRD)
**Subject:** The new OADC clearance system

Erin and Ian,

Below is a summary of what Michelle Bonds and Kate Galatas talked about during our normal Monday morning media round up.

For ALL (reactive) media requests:

1. Evaluate the request and decide if CDC's voice needs to be included.
2. Send up every request to your CDC press officer (KD) with a CC to their supervisor (Bernadette), with the following information:
    - Subject line should include: deadline for response, topic, and outlet (they stressed that you should not put ASAP in the subject line)
    - Questions from reporter and suggested responses
    - Also need to include at least a sentence about why this request is an important one to fulfill
    - No need to include the mediaclearance email box – that's what OADC is going to use to track these clearances
    - Additionally, and this wasn't said, but they are using the MIS system and the numbers that are assigned to each inquiry so if an inquiry comes straight to us, I think we need to add it to the system

Even requests asking for data that is online, we need to send a request up.

(b)(5)

For proactive media (including press releases, pitching, etc.) – OADC needs 3 weeks notice and a complete rollout plan (including press release, TPs, tough Q&As). They will not send anything up to HHS if it not complete.

Kate stressed multiple times that we need to be tighter and better at developing tough Q&As.

This goes into effect immediately. Michelle said a few times that they're still getting used to this process and that if we have any questions we should call them. Senior leadership was told about this last Tuesday by the Chief of Staff.

Thanks,
Kristen