

LTEP Landing Page

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Attachments: 2017 LTEP Landing Page Content - DM-approved - 20171013.docx (29.57 kB); 2017 LTEP Landing Page - CO PO approved.docx (31.06 kB)

Hi Deputy,

Over a week ago we shared the LTEP landing page for the website with CO for CO/PO review. This evening we've received the landing page back from CO with revisions. The content has essentially been rewritten, and doesn't use any of the language that we shared. Comms and I have concerns with the new version, and think it's missing a lot of the LTEP story. I've attached both the version we sent over to CO/PO, and the version they shared back.

They have asked for any edits back by 10:30am tomorrow so they can translate, and have told us to only send back factual changes. I just wanted to flag for you because I think we have some bigger concerns with the content than fact-checking.

Sam is working up some proposed changes, using already approved messaging, for consideration first thing tomorrow morning.

Ok to share this with MO to give them a heads up that we have received changes back and have concerns?

Thanks,
Hillary