

## Graf, Scott

---

**From:** Carter, Janet  
**Sent:** Monday, February 06, 2017 9:42 AM  
**To:** 'Will Castleberry'  
**Cc:** Kane, Brian; Nicole Fulk; Karuna Nain; Graf, Scott  
**Subject:** RE: Idaho's revised script Facebook PSA

Thanks, Will. I am also forwarding this to our Director of Constituent Affairs, Scott Graf. It will help if you can include him on future emails.

Thanks again.

Janet Carter  
Executive Assistant | Scheduler  
*IDAHO ATTORNEY GENERAL*  
700 W. Jefferson | Statehouse, Room 210 | Boise, ID 83702  
P. O. Box 83720 | Boise, ID 83720-0010  
208-334-4146 | Fax: 208-854-8071  
[janet.carter@ag.idaho.gov](mailto:janet.carter@ag.idaho.gov)

NOTICE: THIS ELECTRONIC MESSAGE TRANSMISSION CONTAINS INFORMATION WHICH MAY BE PRIVILEGED. THE INFORMATION IS INTENDED ONLY FOR THE USE OF THE INDIVIDUAL(S) OR ENTITY(IES) NAMED ABOVE. IF YOU ARE NOT THE INTENDED RECIPIENT, PLEASE BE AWARE THAT ANY DISCLOSURE, COPYING, DISTRIBUTION, OR USE OF THE CONTENTS OF THIS INFORMATION IS PROHIBITED. IF YOU HAVE RECEIVED THIS ELECTRONIC TRANSMISSION IN ERROR, PLEASE IMMEDIATELY NOTIFY THE SENDER AND DELETE THE COPY YOU RECEIVED.

---

**From:** Will Castleberry [<mailto:wcastleberry@fb.com>]  
**Sent:** Monday, February 06, 2017 9:39 AM  
**To:** Carter, Janet  
**Cc:** Kane, Brian; Nicole Fulk; Karuna Nain  
**Subject:** Re: Idaho's revised script Facebook PSA

Just a reminder that tomorrow (**February 7<sup>th</sup>**) is Safer Internet Day. Your accounts should be set for another \$3000 credit so please follow the same instructions below. Thanks again!

Will  
202.420.0173

---

**From:** Will Castleberry <[wcastleberry@fb.com](mailto:wcastleberry@fb.com)>  
**Date:** Tuesday, January 24, 2017 at 12:33 AM  
**To:** "Carter, Janet" <[janet.carter@ag.idaho.gov](mailto:janet.carter@ag.idaho.gov)>  
**Cc:** Brian Kane <[brian.kane@ag.idaho.gov](mailto:brian.kane@ag.idaho.gov)>, Nicole Fulk <[nmfulk@fb.com](mailto:nmfulk@fb.com)>, Karuna Nain <[karunanain@fb.com](mailto:karunanain@fb.com)>  
**Subject:** Re: Idaho's revised script Facebook PSA

Hey Janet

Thank you again for helping set up General Wasdan's recording. The edited videos are ready for Data Privacy Day & Safer Internet Day.

Attached, you will find an instruction sheet with directions for (1) how to apply your \$3,000 coupon code to your ad account to boost the video to your constituents and (2) our best practice recommendations for posting the video to your Facebook Page on Data Privacy Day and Safer Internet Day.

Data Privacy Day: January 28, 2017

Coupon code: 1PF8-796P-VHFP-2820

Video: [https://www.dropbox.com/s/oqf42ucypqu9rg0/lawrence\\_wasden\\_privacy\\_01.mp4?dl=0](https://www.dropbox.com/s/oqf42ucypqu9rg0/lawrence_wasden_privacy_01.mp4?dl=0)

Suggested scheduling for ads: January 28, 6:00 AM; End: January 28, 11:00 PM

Safer Internet Day: February 7, 2017

Coupon code: 5X93-PMRF-JNK3-H9RY

Video: [https://www.dropbox.com/s/yjvumfbj9gak6vb/lawrence\\_wasden\\_safety\\_01.mp4?dl=0](https://www.dropbox.com/s/yjvumfbj9gak6vb/lawrence_wasden_safety_01.mp4?dl=0)

Suggested scheduling for ads: February 7 6:00 AM to February 7, 11:00 PM

Steps for adding video subtitles:

<https://www.facebook.com/help/509746615868430?helpref=search>

Privacy video: [https://www.dropbox.com/s/r8vvnadif59oynx/Lawrence%20Wasden%20privacy.en\\_US.srt?dl=0](https://www.dropbox.com/s/r8vvnadif59oynx/Lawrence%20Wasden%20privacy.en_US.srt?dl=0)

Safety video: [https://www.dropbox.com/s/2281jqrh11g4fef/Lawrence%20Wasden%20safety.en\\_US.srt?dl=0](https://www.dropbox.com/s/2281jqrh11g4fef/Lawrence%20Wasden%20safety.en_US.srt?dl=0)

In case you would like to link to the official websites for Data Privacy Day and Safer Internet Day, here are the URLs: <http://staysafeonline.org/data-privacy-day/> (Data Privacy Day) and <http://saferinternetday.us> (Safer Internet Day).

If you have any questions, please don't hesitate to reach out to Nicole Fulk or Karuna Nain cc'd here.

Thank you for your partnership!

Will

202.420.0173

---

**From:** "Carter, Janet" <[janet.carter@ag.idaho.gov](mailto:janet.carter@ag.idaho.gov)>

**Date:** Tuesday, November 22, 2016 at 7:20 PM

**To:** Will Castleberry <[wcastleberry@fb.com](mailto:wcastleberry@fb.com)>

**Cc:** Victoria Parsons <[vparsons@fb.com](mailto:vparsons@fb.com)>, Brian Kane <[brian.kane@ag.idaho.gov](mailto:brian.kane@ag.idaho.gov)>

**Subject:** Idaho's revised script

Will - please find attached a revised PSA for Attorney General Wasden to tape next week. Please let me or Brian Kane know if you have any questions.

Thank you.

Janet Carter

Sent from my Mobile Device