

TVShack Draft Communications Plan

(July 19, 2012)

The story published Friday in the [NYTimes](#): *U.S. Pursuing a Middleman in Web Piracy*, is the latest in a growing number of newspaper articles, blog posts and social media focusing on the pending extradition of Richard O'Dwyer, the 24-year-old founder of TVShack.net. The reporter did a [follow up blog](#): *Extradition Suspect Calculated the Savings from Piracy* that was very helpful. And the LA Times over the weekend ran a blog by Jon Healey [TVShack and the Expanding Reach of Criminal Copyright Law](#).

The overall media coverage has been and will continue to be challenging. Wikipedia founder Jimmy Wales, along with Demand Progress and others have launched a campaign against the extradition and more than 230,000 signatures have been collected calling on the Home Office to halt the extradition. The petition, along with a variety of media reports & YouTube clips go as far as mentioning that he did nothing illegal under UK law. A recent survey also found that 95 percent of the people in the UK do not support his extradition.

As the petition charges: "Richard O'Dwyer is the human face of the battle between the content industry and the interests of the general public. Earlier this year, in the fight against the anti-copyright bills SOPA and PIPA, the public won its first big victory. This could be our second."

Communications Plan

To counter these assertions, the MPAA and its allies need a coordinated effort to focus more on the criminal activity involved in the operation of TVShack and other similar linking sites. Ideally, this would be done through third parties – but finding third parties – especially in the United Kingdom – has been very difficult so far, so the MPAA must be prepared to respond to media requests on the issue and set the record straight to counter the misinformation campaign by our opponents. To accomplish this goal, we will:

- **Identify messengers to speak publicly. (Mike Robinson and Mark Miller will take the lead for the MPAA – but we will also continue to seek allies and third parties, both in the US and abroad.)**
- **Circulate talking points and question and answer sheet for media interviews.**
- **Prepare screen shots and other material that can be presented to reporters on background showing how TVshack operated.**
- **Circulate actual DOJ complaint and affidavit in support of extradition to reporters when it would be helpful.**
- **Coordinate our message points with the sentencing on July 31 of the operator of the surfthechannel site in the UK, which will help demonstrate that this kind of activity is illegal in the UK.**
- **We are also working on an oped as well as blogs by third party surrogates.**

Communications Timing: With the extradition appeal hearing not expected before October, we will not be actively seeking new stories on this issue alone. However, we will be prepared to push back and react strongly. But with the sentencing scheduled in London for the operator of surfthechannel.com (another leeching site) scheduled for July 31, and media attention focused on that outcome – we will seek to make sure reporters know about the parallels – and the proof that this kind of copyright theft is illegal in the U.K.