

To: Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Carter-Jenkins, Shakeba
Sent: Wed 9/17/2014 5:45:17 PM
Subject: IMPORTANT: Join a Thunderclap for Clean Water

Hi Amanda, APHA was able to support us on the Thunderclap for Clean Water.

-----Original Message-----

From: Michele Late [mailto:Michele.Late@apha.org]
Sent: Wednesday, September 17, 2014 12:42 PM
To: Carter-Jenkins, Shakeba
Subject: Re: IMPORTANT: Join a Thunderclap for Clean Water

Hi, Shakeba. I sent one general tweet yesterday about the clean water rule and have another planned. (And I signed for the Thunderclap on my personal account, Ex. 6 - Personal Privacy) Congrats on reaching your Thunderclap goal!

Michele Late, Executive editor
The Nation's Health newspaper, APHA

202-777-2488 - Fax: 202-777-2532 - michele.late@apha.org<applewebdata://8F179BE0-9B79-48B8-9324-81E9485B706E/michele.late@apha.org>
800 I St. N.W., Washington, DC 20001-3710

Website: <http://www.thenationshealth.org><<http://www.thenationshealth.org/>>
Twitter: <http://www.twitter.com/nationshealth>
App: <http://thenationshealth.aphapublications.org/site/misc/app.xhtml>

Free Healthy You fact sheets: <http://www.healthfactsheets.org><<http://www.healthfactsheets.org/>>

From: <Carter-Jenkins>, Shakeba <Carter-Jenkins.Shakeba@epa.gov<mailto:Carter-Jenkins.Shakeba@epa.gov>>
Date: Monday, September 15, 2014 at 11:17 AM
To: Michele Late <michele.late@apha.org<mailto:michele.late@apha.org>>, Lindsey Wahowiak <Lindsey.Wahowiak@apha.org<mailto:Lindsey.Wahowiak@apha.org>>
Cc: Donald Hoppert <donald.hoppert@apha.org<mailto:donald.hoppert@apha.org>>
Subject: IMPORTANT: Join a Thunderclap for Clean Water

Good Morning Michele and Lindsey,

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so. If you have any questions, please give me a call at 202-564-6385.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. www.epa.gov/USwaters<<http://www.epa.gov/USwaters>>"

To sum up, you can participate through these two steps:

1. Sign up to join the Thunderclap for Clean

Water:<http://thndr.it/1rUOiaB><http://sendgrid.thunderclap.it/wf/click?upn=YDBP6RK3mvJEJxxpklniqPL564W3xa6aDieQRSjl0cU-3D_Yo-2Fsb-2BrGQz3qy9jf-2FfrHI3tlSvzeETTPGpgg1Ks-2F-2F1h41TlbMkR25HpnIXwqQcQK2oaBilOj5C2zrS9hswcE89VjT8gtzgnro-2B9kVBkc4uaYe1JFDdHWNjssbZ0Bxc1YFjRSrdq7kFDGGsNSEdnelwsylCQTR2TWrjtaRqe5AOkilTD4pu00uwsYhhQXZxEdlWylfwMlj-2BAImB3abiCAA-3D-3D>

2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:

a. Facebook<<http://thndr.it/1rUOiaB>>

b.

Twitter<https://twitter.com/intent/tweet?related=EPAwater%3AOrganizer%2CThunderclapIt%3APowered+By&url=http%3A%2F%2Fthndr.it%2F1rUOiaB&text=I+just+supported+I+Choose+Clean+Water+on+%40ThunderclapIt+%2F%2F+%40EPAwater&original_referer=https://www.thunderclap.it/projects/16052-i-choose-clean-water?locale=en>

c.

Tumblr<https://www.tumblr.com/login?share_redirect_to=%2Fshare%2Flink%3Furl%3Dhttp%253A%252F%252Fthndr.it%252F1rUOiaB%26name%3DI%2520Choose%2520Clean%2520Water%26description%3DI%2520just%2520supported%2520I%2520Choose%2520Clean%2520Water%2520on%2520%2540ThunderclapIt%2520%252F%252F%2520%2540EPAwater>

To: Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Carter-Jenkins, Shakeba
Sent: Mon 9/15/2014 3:44:29 PM
Subject: RE: Join a Thunderclap for Clean Water!

Yep that's what she just told me.

-----Original Message-----

From: Aguirre, Amanda
Sent: Monday, September 15, 2014 11:41 AM
To: Loop, Travis
Cc: Carter-Jenkins, Shakeba
Subject: FW: Join a Thunderclap for Clean Water!

-----Original Message-----

From: Michele Late [mailto:Michele.Late@apha.org]
Sent: Monday, September 15, 2014 11:20 AM
To: Aguirre, Amanda
Subject: Re: Join a Thunderclap for Clean Water!

Thanks, Amanda. I just received a message on this from one of your colleagues as well. We don't use @publichealth for Thunderclap, as we get far too many requests for it. But we're happy to promote/support the water rule in some other way.

Michele Late,
Admin, @publichealth and APHA Instagram

202-777-2488 - Fax: 202-777-2532 - michele.late@apha.org<applewebdata://8F179BE0-9B79-48B8-9324-81E9485B706E/michele.late@apha.org>
800 I St. N.W., Washington, DC 20001-3710

From: <Aguirre>, Amanda <Aguirre.Amanda@epa.gov<mailto:Aguirre.Amanda@epa.gov>>
Date: Wednesday, September 10, 2014 at 10:00 AM
Subject: Join a Thunderclap for Clean Water!

Friends-

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2B9kVBkc4uaYe1JFDdHWNjssbZ0Bxc1YFjRSrdq7kFDGGsNSEdnelwsyICQTR2TWrjtaRqe5AOkilTD4p
u00uwsYhhQXZxEdIWylfwMlj-2BAImB3abiCAA-3D-3D>

2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:

a. Facebook<<http://thndr.it/1rUOiaB>>

b. Twitter<https://twitter.com/intent/tweet?related=EPAwater%3AOrganizer%2CThunderclapIt%3APowered+By&url=http%3A%2F%2Fthndr.it%2F1rUOiaB&text=I+just+supported+I+Choose+Clean+Water+on+%40ThunderclapIt+%2F%2F+%40EPAwater&original_referer=https://www.thunderclap.it/projects/16052-i-choose-clean-water?locale=en>

c. Tumblr<https://www.tumblr.com/login?share_redirect_to=%2Fshare%2Flink%3Furl%3Dhttp%253A%252F%252Fthndr.it%252F1rUOiaB%26name%3DI%2520Choose%2520Clean%2520Water%26description%3DI%2520just%2520supported%2520I%2520Choose%2520Clean%2520Water%2520on%2520%2540ThunderclapIt%2520%252F%252F%2520%2540EPAwater>

Thanks,

Amanda M. Aguirre
Office of the Administrator
U.S. Environmental Protection Agency
Visit EPA's Spanish website: www.epa.gov/espanol<<http://www.epa.gov/espanol>>
[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)
[Twitter.com/epaespanol](https://twitter.com/epaespanol)

To: Aguirre, Amanda[Aguirre.Amanda@epa.gov]
Cc: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
From: Loop, Travis
Sent: Mon 9/15/2014 3:42:23 PM
Subject: RE: Join a Thunderclap for Clean Water!

darn

Travis Loop
Director of Communications
Office of Water
U.S. Environmental Protection Agency
202-870-6922
loop.travis@epa.gov

-----Original Message-----

From: Aguirre, Amanda
Sent: Monday, September 15, 2014 11:41 AM
To: Loop, Travis
Cc: Carter-Jenkins, Shakeba
Subject: FW: Join a Thunderclap for Clean Water!

-----Original Message-----

From: Michele Late [mailto:Michele.Late@apha.org]
Sent: Monday, September 15, 2014 11:20 AM
To: Aguirre, Amanda
Subject: Re: Join a Thunderclap for Clean Water!

Thanks, Amanda. I just received a message on this from one of your colleagues as well. We don't use @publichealth for Thunderclap, as we get far too many requests for it. But we're happy to promote/support the water rule in some other way.

Michele Late,
Admin, @publichealth and APHA Instagram

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800 I St. N.W., Washington, DC 20001-3710

From: <Aguirre>, Amanda <Aguirre.Amanda@epa.gov<mailto:Aguirre.Amanda@epa.gov>>
Date: Wednesday, September 10, 2014 at 10:00 AM
Subject: Join a Thunderclap for Clean Water!

Friends-

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c.

Tumblr<https://www.tumblr.com/login?share_redirect_to=%2Fshare%2Flink%3Furl%3Dhttp%253A%252F%252Fthndr.it%252F1rUOiaB%26name%3DI%2520Choose%2520Clean%2520Water%26description%3DI%2520just%2520supported%2520I%2520Choose%2520Clean%2520Water%2520on%2520%2540ThunderclapIt%2520%252F%252F%2520%2540EPAwater>

Thanks,

Amanda M. Aguirre

Office of the Administrator

U.S. Environmental Protection Agency

Visit EPA's Spanish website: www.epa.gov/espanol<<http://www.epa.gov/espanol>>

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

To: Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Michele Late
Sent: Mon 9/15/2014 3:19:50 PM
Subject: Re: Join a Thunderclap for Clean Water!

Thanks, Amanda. I just received a message on this from one of your colleagues as well. We don't use @publichealth for Thunderclap, as we get far too many requests for it. But we're happy to promote/support the water rule in some other way.

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Admin, @publichealth and APHA Instagram

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800 I St. N.W., Washington, DC 20001-3710

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b. Twitter<https://twitter.com/intent/tweet?related=EPAwater%3AOrganizer%2CThunderclapIt%3APowered+By&url=http%3A%2F%2Fthndr.it%2F1rUOiaB&text=I+just+supported+I+Choose+Clean+Water+on+%40ThunderclapIt+%2F%2F+%40EPAwater&original_referer=https://www.thunderclap.it/projects/16052-i-choose-clean-water?locale=en>

c.

Tumblr<https://www.tumblr.com/login?share_redirect_to=%2Fshare%2Flink%3Furl%3Dhttp%253A%252F%252Fthndr.it%252F1rUOiaB%26name%3DI%2520Choose%2520Clean%2520Water%26description%3DI%2520just%2520supported%2520I%2520Choose%2520Clean%2520Water%2520on%2520%2540T%2520hunderclapIt%2520%252F%252F%2520%2540EPAwater%2520>

Thanks,

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U.S. Environmental Protection Agency
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[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)
[Twitter.com/epaespanol](https://twitter.com/epaespanol)

To: Ragland, Micah[Ragland.Micah@epa.gov]; Bond, Brian[Bond.Brian@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Loop, Travis
Sent: Mon 9/15/2014 3:13:40 PM
Subject: RE: Help with APHA

Thanks. Begging would be great 😊

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Ragland, Micah
Sent: Monday, September 15, 2014 10:59 AM
To: Loop, Travis; Bond, Brian; Aguirre, Amanda
Subject: RE: Help with APHA

Looping in Amanda.

I believe Amanda reached out to them last week on the Thunderclap but we can follow-up with them again before the launch to emphasize our strong desire to have them and their twitter followers sign-up/participate

From: Loop, Travis
Sent: Monday, September 15, 2014 10:56 AM
To: Bond, Brian; Ragland, Micah
Subject: Help with APHA

Can you reach out to your contact at the American Public Health Association and see if they can use their Twitter account to support our Thunderclap for clean water? Basically we would love if they could sign up for their Twitter account to participate and then tweet to their followers an encouragement to participate? If how to do this is unclear I can talk to someone there. They have more than 440,000 followers so this would be a nice bump.

<https://www.thunderclap.it/projects/16052-i-choose-clean-water?locale=en>

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Carter-Jenkins, Shakeba
Sent: Mon 9/15/2014 3:13:11 PM
Subject: RE: Help with APHA

Out of the office. Left a brief voicemail. I'm following up with a quick email to say wanted to make sure you saw this, give me a call with any questions. Thoughts?

From: Aguirre, Amanda
Sent: Monday, September 15, 2014 11:06 AM
To: Carter-Jenkins, Shakeba
Subject: RE: Help with APHA

Solid.Thanks!

From: Carter-Jenkins, Shakeba
Sent: Monday, September 15, 2014 11:05 AM
To: Aguirre, Amanda
Subject: RE: Help with APHA

Will do. Yes. I'm comfortable with this. Will send you an update. scj

From: Aguirre, Amanda
Sent: Monday, September 15, 2014 11:04 AM
To: Carter-Jenkins, Shakeba
Subject: FW: Help with APHA

Can you give Don a call today, and see if you can get them to commit to doing this, and have them flag it for us when it is done? I think you may also have their social media folks contact info right? Let me know if you're comfortable doing this.

From: Ragland, Micah

Sent: Monday, September 15, 2014 10:59 AM
To: Loop, Travis; Bond, Brian; Aguirre, Amanda
Subject: RE: Help with APHA

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From: Loop, Travis
Sent: Monday, September 15, 2014 10:56 AM
To: Bond, Brian; Ragland, Micah
Subject: Help with APHA

Can you reach out to your contact at the American Public Health Association and see if they can use their Twitter account to support our Thunderclap for clean water? Basically we would love if they could sign up for their Twitter account to participate and then tweet to their followers an encouragement to participate? If how to do this is unclear I can talk to someone there. They have more than 440,000 followers so this would be a nice bump.

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Travis Loop

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U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Carter-Jenkins, Shakeba
Sent: Mon 9/15/2014 3:05:03 PM
Subject: RE: Help with APHA

Will do. Yes. I'm comfortable with this. Will send you an update. scj

From: Aguirre, Amanda
Sent: Monday, September 15, 2014 11:04 AM
To: Carter-Jenkins, Shakeba
Subject: FW: Help with APHA

Can you give Don a call today, and see if you can get them to commit to doing this, and have them flag it for us when it is done? I think you may also have their social media folks contact info right? Let me know if you're comfortable doing this.

From: Ragland, Micah
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From: Loop, Travis
Sent: Monday, September 15, 2014 10:56 AM
To: Bond, Brian; Ragland, Micah
Subject: Help with APHA

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Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Aguirre, Amanda[Aguirre.Amanda@epa.gov]; Ragland, Micah[Ragland.Micah@epa.gov]; Bond, Brian[Bond.Brian@epa.gov]
Cc: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
From: Loop, Travis
Sent: Mon 9/15/2014 3:03:15 PM
Subject: RE: Help with APHA

Will be great to give them a call and ask, as they haven't signed up yet ☺

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Aguirre, Amanda
Sent: Monday, September 15, 2014 11:03 AM
To: Ragland, Micah; Loop, Travis; Bond, Brian
Cc: Carter-Jenkins, Shakeba
Subject: RE: Help with APHA

Hey Travis- We already flagged this for them, but we can give them a call and make the ask. On a similar note have a requested a check in with them this week to see how we can partner on water as they have been supportive of WOTUS. We will keep ya posted.

Amanda

From: Ragland, Micah
Sent: Monday, September 15, 2014 10:59 AM
To: Loop, Travis; Bond, Brian; Aguirre, Amanda
Subject: RE: Help with APHA

Looping in Amanda.

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From: Loop, Travis
Sent: Monday, September 15, 2014 10:56 AM
To: Bond, Brian; Ragland, Micah
Subject: Help with APHA

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Travis Loop

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202-870-6922

loop.travis@epa.gov

To: Loop, Travis[Loop.Travis@epa.gov]; Bond, Brian[Bond.Brian@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Ragland, Micah
Sent: Mon 9/15/2014 2:59:16 PM
Subject: RE: Help with APHA

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To: Bond, Brian; Ragland, Micah
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Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Social Media CoP[socmed@epa.gov]
From: Orquina, Jessica
Sent: Tue 9/9/2014 8:47:41 PM
Subject: Help Promote OW's Thunderclap!

Hello,

OW launched a Thunderclap today. I'd like to ask everyone to help promote on EPA social media channels. (Note, please do not sign up official EPA Twitter and Facebook accounts to support the Thunderclap, instead help us get the word out for the public to sign up and support the Thunderclap.

Here's the link to their new Thunderclap:

URL: <https://www.thunderclap.it/projects/16052-i-choose-clean-water>

Short URL: <http://thndr.it/1rUOiaB>

Here's a draft post from OW that you can use on EPA social media accounts:

Do you choose clean water? Then make your voice heard and sign up to join our Thunderclap for clean water. <http://thndr.it/1rUOiaB>

Or you can retweet/share the posts we just put up on the main accounts:

Facebook: <https://www.facebook.com/EPA/posts/10152686338667229>

Twitter: <https://twitter.com/EPA/status/509441058279657472>

If you have any questions, please give me a call or send me an email.

Thanks! Jess

Jessica Ann Orquina

Social Media Lead
Office of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

EPA: <http://www.epa.gov>

Social Media at EPA:

<http://www.epa.gov/epahome/socialmedia.html>

Please consider the environment before printing this email.

Cc: Ragland, Micah[Ragland.Micah@epa.gov]
From: Fraser, Scott
Sent: Tue 7/15/2014 10:16:31 PM
Subject: WOTUS Highlights and Guidelines
Guidelines for Submissions to OPE Highlights.docx

Comms and Public Affairs folks,

As I mentioned on the PADs/CD call, please see below today's Highlights eNewsletter dedicated to all things Waters of the US. We've linked to several of the latest resources online, as well as encouraged participation in tomorrow's webinar. Please consider forwarding this on to your stakeholders.

Our current distribution of close to 30,000 stakeholders receives the Highlights on Thursdays. If you have a large list of email addresses you'd like to add to our listserv, please let me know and I can add them. If you have yet to receive the Highlights (check your Junk Email folder for today's special edition), please subscribe using the following link, which is included at the bottom of each edition:

https://public.govdelivery.com/accounts/USA-EPA/subscriber/new?topic_id=USA-EPA_439.

I've also attached the latest internal *How To* document for suggesting items to include in future editions of the Highlights.

Best,

Scott W. Fraser

Deputy Director, Office of Public Engagement

Office of the Administrator | U.S. Environmental Protection Agency | Tel 202-566-2126 | fraser.scott@epa.gov

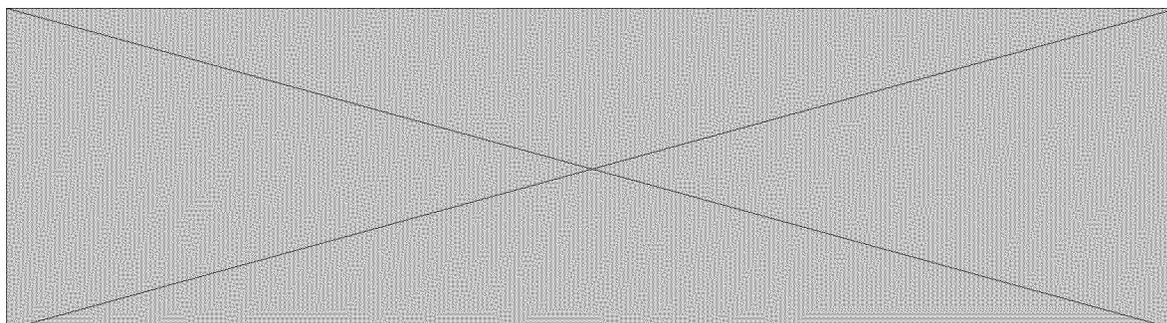
Subject: Special EPA Highlights: Getting Serious About Protecting Clean Water

Dear Friend:

Please see a special edition of our Highlights eNewsletter that focuses on Waters of the

US. Hope you can tune in for a Clean Water Webinar this Wednesday, July 16, 2014. Additional details are below.

Thank you.



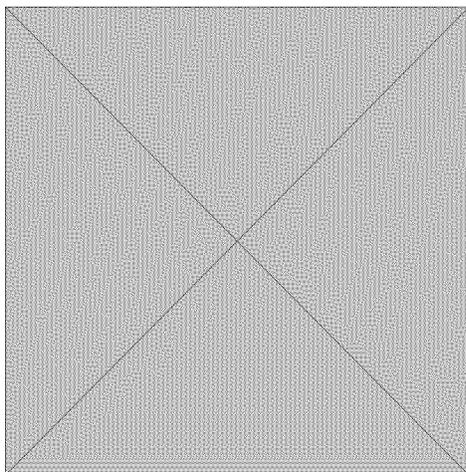
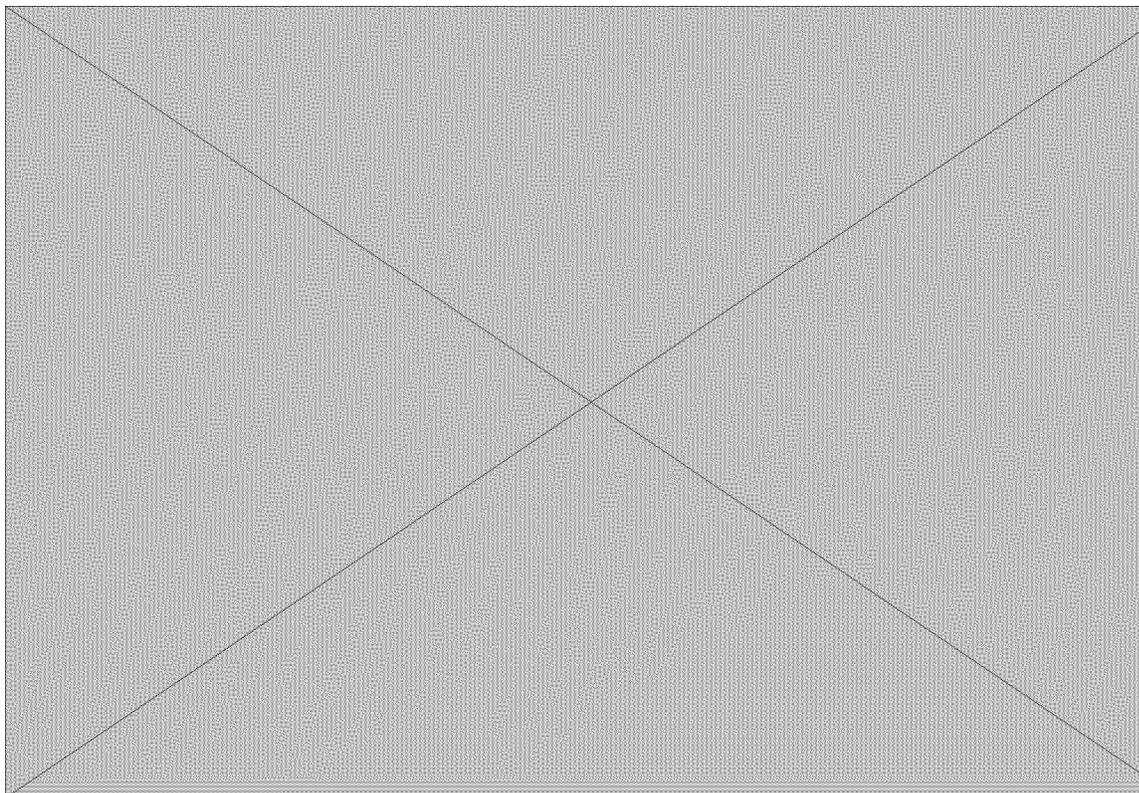
- [Ditch the Myth: EPA Is Serious About Protecting Clean Water](#)
- [Know the Facts and Join EPA for a Clean Water Webinar on July 16](#)
- [Setting the Record Straight on the Proposed Rule](#)

Ditch the Myth: EPA Is Serious About Protecting Clean Water

EPA is aware that there are concerns and misconceptions about the proposed Clean Water Act rule. The proposed rule – also known as Waters of the U.S. – **clarifies protection for streams and wetlands**. EPA is providing the facts on how the proposed rule cuts through red tape to make normal farming practices easier while also ensuring that waters are clean for our health, communities and the economy. **Know the facts** and find infographics to share **here**. <http://go.usa.gov/X6eT>

- View photos from EPA Administrator Gina McCarthy's recent visit to a Missouri farm **here**. <http://go.usa.gov/XMcz>
- Read her recent remarks to the Kansas City Agribusiness Council **here**. <http://go.usa.gov/Xmvh>
- Read a quick summary of the facts **here**. <http://go.usa.gov/XMCB>

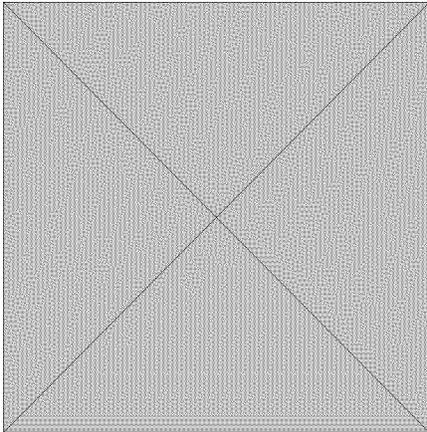
Know the Facts and Join EPA for a Clean Water Webinar on July 16



Join EPA for a webinar on **Wednesday, July 16 at 3:00 pm EDT** to clarify the proposed Clean Water Act rule. The webinar will **dispel common misconceptions** about the proposed rule and address exemptions of particular interest to the agricultural community.

Register for the webinar [here](http://go.usa.gov/X6eT). <http://go.usa.gov/X6eT>

Setting the Record Straight on the Proposed Rule

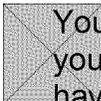


Nancy Stoner, Acting Assistant Administrator for Water, sets the record straight on **how the proposed rule keeps intact all Clean Water Act exemptions and exclusions for agriculture**. Farmers and ranchers are on the land every day and they rely on these exemptions and exclusions. EPA worked with USDA's Natural Resource Conservation Service and the Army Corps of Engineers to exempt 56 additional conservation practices. **Read the blog post [here](http://go.usa.gov/X6uG).** <http://go.usa.gov/X6uG>

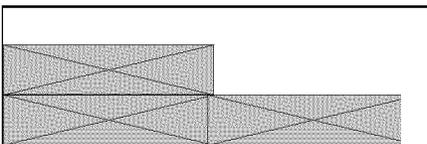
We encourage you to share the EPA Highlights eNewsletter with your colleagues. To subscribe:

https://public.govdelivery.com/accounts/USAEPA/subscriber/new?topic_id=USAEPA_439

Office of Public Engagement
Office of External Affairs and Environmental Education
Office of the Administrator / U.S. Environmental Protection Agency
Tel 202-564-1785 / PublicEngagement@epa.gov

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This service is provided to you at no charge by the [U.S. Environmental Protection Agency](#).



EPA Public Engagement Highlights: Guidelines for Submissions

The purpose of the weekly Highlights is to give stakeholders a brief summary of important Agency actions, blog posts, videos, and ways to participate in EPA events and activities. This eNewsletter is sent to the Office of Public Engagement's listserv of over 26,000 diverse, non-traditional stakeholders each Thursday. It is designed to keep stakeholders informed and engaged on the highest level happenings at EPA.

I. Sections of Highlights

- a. **Featured Highlight:** This section includes the latest big news from the Agency. It may be geared to a recent Agency regulatory action, or it could be focused on an affinity event such as Women's History Month or Great Outdoors Month. We also target EPA voluntary programs such as Poison Prevention Week and Don't Fry Day.
- b. **Connect with EPA:** This section provides stakeholders with ways to engage with EPA. It includes items such as twitter chats, webinars, downloadable items, challenges, and other activities to interact with EPA.
- c. **Featured Video, Social Media, and/or Blog:** This section may include a recent video from the EPA YouTube channel or link to a recent EPA blog post. In most cases, the video or post should complement the Featured Highlight.

II. Tips on Submitting an Item

- a. Is the submission around a major agency initiative or stakeholder affinity event (e.g., AAPI Heritage Month)?
- b. Is there an action item for the reader (e.g., Attend a webinar, comment on a draft rule, enter a challenge, such as Campus Rainworks, etc.). Reading and commenting on a blog post is an action item, but not necessarily the strongest.
- c. Is there a message about climate included? Highlights during 2014 should always have at least one tie-in to climate change.

III. Submissions Must Include:

- a. A blurb written in plain English about the announcement. This should be a short summary of up to 5 sentences.
- b. Links to EPA resources cited in the announcement
- c. A high quality photo file, preferable a .jpeg. The rights must belong to EPA. Check for

photos published on epa.gov or the Office of Multimedia's intranet gallery at <http://intranet.epa.gov/media/>.

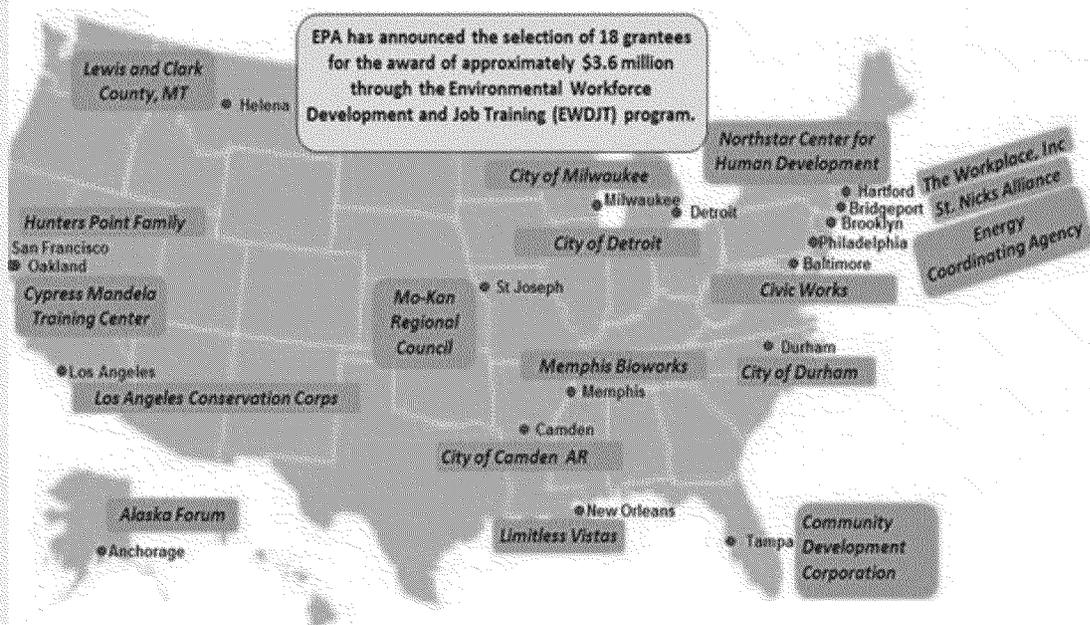
- d. Submissions should be sent to: Scott Fraser (Fraser.Scott@epa.gov) and Carly Carroll (Carroll.Carly@epa.gov) by Wednesdays at noon (ET). Please note that we receive multiple submissions and will use our discretion to prioritize messages to stakeholders.

IV. Example of a Highlights Newsletter



- [EPA Announces \\$3.6 Million in Environmental Job Training Grants](#)
- [EPA Extends Comment Period for Proposed Safety Measures to Protect Farm Workers](#)
- ["Don't Fry Day" is May 23 - Join EPA for a Thunderclap on Sun Safety](#)

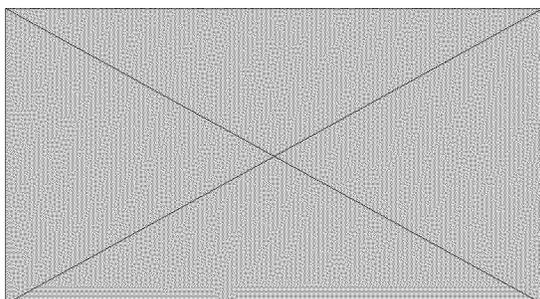
EPA Announces \$3.6 Million in Environmental Job Training Grants



EPA announced the selection of 18 grantees for the award of approximately **\$3.6 million** through the **Environmental Workforce Development and Job Training (EWDJT)** program. The grants fund training programs in local nonprofit organizations, community colleges, cities, states, tribes, and

counties that **provide unemployed and under-employed, including veterans, minority, and predominately low income individuals with the comprehensive skills and certifications** needed to enter full-time careers in the environmental field. The funding also supports job placement and recruitment activities. These green jobs give hope to individuals to overcome significant barriers to employment and help protect public health and the environment by providing a skilled job force to clean up contamination and build more sustainable futures for local communities. **Read about the grantees** and the EWDJT program **here**. <http://go.usa.gov/82u9>

EPA Extends Comment Period for Proposed Safety Measures to Protect Farm Workers

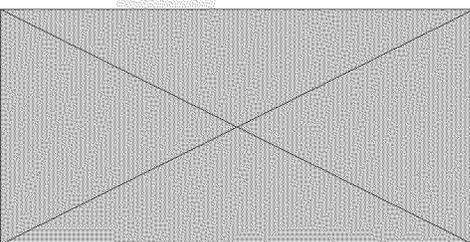


EPA is **extending the comment period** for the proposed revisions to the farm Worker Protection Standard until **August 18, 2014**. Updating the rule is critical in order to protect the nation's 2 million farm workers and their families from pesticide exposure. The proposed changes provide significant improvements to worker training regarding the safe use of pesticides, including how to prevent and treat exposure to

pesticides. **Read Assistant Administrator Jim Jones's blog** on what the extended deadline means and how to comment **here**. <http://go.usa.gov/828m>

Read the blog in Spanish **here**. <http://go.usa.gov/8Tz4>

"Don't Fry Day" is May 23 - Join EPA for a Thunderclap on Sun Safety



EPA is raising awareness about skin care prevention. **Skin cancer is the most common form of cancer in the United States**, with more than 3.5 million new cases diagnosed every year and one person dying every hour. But there are simple steps you can take to help protect yourself and your family and be [SunWise](#).

Share information on sun safety by joining EPA's Thunderclap, which is like a virtual flash mob.

Here's how it works: you agree to let Thunderclap send a specific, one-time message on your behalf to your social networks on **Don't Fry Day, May 23, at 12:00 pm EDT**. If 250 or more people agree, the message will go out on everyone's walls and feeds at the same time for people to read around the world. There are no further obligations or access to your social networks following the Thunderclap event.

Join the Thunderclap **here**. <http://thndr.it/1q3Pfla>

We encourage you to share the EPA Highlights eNewsletter with your colleagues. To subscribe:

https://public.govdelivery.com/accounts/USAEPA/subscriber/new?topic_id=USAEPA_439

Office of Public Engagement
Office of External Affairs and Environmental Education
Office of the Administrator / U.S. Environmental Protection Agency
Tel 202-564-4355 / PublicEngagement@epa.gov

To: Loop, Travis[Loop.Travis@epa.gov]
Cc: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
From: Aguirre, Amanda
Sent: Mon 9/15/2014 3:41:29 PM
Subject: FW: Join a Thunderclap for Clean Water!

-----Original Message-----

From: Michele Late [mailto:Michele.Late@apha.org]
Sent: Monday, September 15, 2014 11:20 AM
To: Aguirre, Amanda
Subject: Re: Join a Thunderclap for Clean Water!

Thanks, Amanda. I just received a message on this from one of your colleagues as well. We don't use @publichealth for Thunderclap, as we get far too many requests for it. But we're happy to promote/support the water rule in some other way.

Michele Late,
Admin, @publichealth and APHA Instagram

202-777-2488 - Fax: 202-777-2532 - michele.late@apha.org<applewebdata://8F179BE0-9B79-48B8-9324-81E9485B706E/michele.late@apha.org>
800 I St. N.W., Washington, DC 20001-3710

From: <Aguirre>, Amanda <Aguirre.Amanda@epa.gov<mailto:Aguirre.Amanda@epa.gov>>
Date: Wednesday, September 10, 2014 at 10:00 AM
Subject: Join a Thunderclap for Clean Water!

Friends-

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. www.epa.gov/USwaters<<http://www.epa.gov/USwaters>>"

To sum up, you can participate through these two steps:

1. Sign up to join the Thunderclap for Clean Water:
<http://thndr.it/1rUOiaB><http://sendgrid.thunderclap.it/wf/click?upn=YDBP6RK3mvJEJxxpklniqPL564W3xa6aDieQRSjI0cU-3D_Yo-2Fsb-2BrGQz3qy9jf-2FfrHI3tlSvveETTPGpgg1Ks-2F-2F1h41TlbMkR25HpnIXwqQcQK2oaBilOj5C2zrS9hswcE89VjT8gtzgnro-2B9kVBkc4uaYe1JFDdHWNjssbZ0Bxc1YFjRSrdq7kFDGGSNSEdnelwyslCQTR2TWrjtaRqe5AOkILT4pu00uwsYhhQXZxEdIWylfwMlj-2BAImB3abiCAA-3D-3D>

2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:

a. Facebook<<http://thndr.it/1rUOiaB>>

b.

Twitter<https://twitter.com/intent/tweet?related=EPAwater%3AOrganizer%2CThunderclapIt%3APowered+By&url=http%3A%2F%2Fthndr.it%2F1rUOiaB&text=I+just+supported+I+Choose+Clean+Water+on+%40ThunderclapIt+%2F%2F+%40EPAwater&original_referer=https://www.thunderclap.it/projects/16052-i-choose-clean-water?locale=en>

c.

Tumblr<https://www.tumblr.com/login?share_redirect_to=%2Fshare%2Flink%3Furl%3Dhttp%253A%252F%252Fthndr.it%252F1rUOiaB%26name%3DI%2520Choose%2520Clean%2520Water%26description%3DI%2520just%2520supported%2520I%2520Choose%2520Clean%2520Water%2520on%2520%2540ThunderclapIt%2520%252F%252F%2520%2540EPAwater>

Thanks,

Amanda M. Aguirre

Office of the Administrator

U.S. Environmental Protection Agency

Visit EPA's Spanish website: www.epa.gov/espanol<<http://www.epa.gov/espanol>>

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
From: Aguirre, Amanda
Sent: Mon 9/15/2014 3:05:33 PM
Subject: RE: Help with APHA

Solid.Thanks!

From: Carter-Jenkins, Shakeba
Sent: Monday, September 15, 2014 11:05 AM
To: Aguirre, Amanda
Subject: RE: Help with APHA

Will do. Yes. I'm comfortable with this. Will send you an update. scj

From: Aguirre, Amanda
Sent: Monday, September 15, 2014 11:04 AM
To: Carter-Jenkins, Shakeba
Subject: FW: Help with APHA

Can you give Don a call today, and see if you can get them to commit to doing this, and have them flag it for us when it is done? I think you may also have their social media folks contact info right? Let me know if you're comfortable doing this.

From: Ragland, Micah
Sent: Monday, September 15, 2014 10:59 AM
To: Loop, Travis; Bond, Brian; Aguirre, Amanda
Subject: RE: Help with APHA

Looping in Amanda.

I believe Amanda reached out to them last week on the Thunderclap but we can follow-up with them again before the launch to emphasize our strong desire to have them and their twitter

followers sign-up/participate

From: Loop, Travis
Sent: Monday, September 15, 2014 10:56 AM
To: Bond, Brian; Ragland, Micah
Subject: Help with APHA

Can you reach out to your contact at the American Public Health Association and see if they can use their Twitter account to support our Thunderclap for clean water? Basically we would love if they could sign up for their Twitter account to participate and then tweet to their followers an encouragement to participate? If how to do this is unclear I can talk to someone there. They have more than 440,000 followers so this would be a nice bump.

<https://www.thunderclap.it/projects/16052-i-choose-clean-water?locale=en>

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
From: Aguirre, Amanda
Sent: Mon 9/15/2014 3:03:45 PM
Subject: FW: Help with APHA

Can you give Don a call today, and see if you can get them to commit to doing this, and have them flag it for us when it is done? I think you may also have their social media folks contact info right? Let me know if you're comfortable doing this.

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Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Ragland, Micah[Ragland.Micah@epa.gov]; Loop, Travis[Loop.Travis@epa.gov]; Bond, Brian[Bond.Brian@epa.gov]
Cc: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
From: Aguirre, Amanda
Sent: Mon 9/15/2014 3:02:42 PM
Subject: RE: Help with APHA

Hey Travis- We already flagged this for them, but we can give them a call and make the ask. On a similar note have a requested a check in with them this week to see how we can partner on water as they have been supportive of WOTUS. We will keep ya posted.

Amanda

From: Ragland, Micah
Sent: Monday, September 15, 2014 10:59 AM
To: Loop, Travis; Bond, Brian; Aguirre, Amanda
Subject: RE: Help with APHA

Looping in Amanda.

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<https://www.thunderclap.it/projects/16052-i-choose-clean-water?locale=en>

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Kowalski, Kennedy[Kowalski.Kennedy@epa.gov]; Milbourn, Cathy[Milbourn.Cathy@epa.gov]
Cc: Allen, Laura[Allen.Laura@epa.gov]
From: Cox, Taylor
Sent: Wed 5/20/2015 5:00:52 PM
Subject: RE: Oversight of Scientific Advisory Panels and Processes at the Environmental Protection Agency- NEWS CLIPS AND TWEETS

Media Clips

The Hill

<http://thehill.com/policy/energy-environment/242664-senate-gop-epa-driven-by-politics-not-science>

Senate GOP: EPA driven by politics, not science

By Timothy Cama - 05/20/15 12:20 PM EDT

Senate Republicans charged Wednesday that the Environmental Protection Agency (EPA) relies too heavily on politics in its regulations and not enough on science.

The accusation is one of the main reasons that the GOP is backing the EPA Science Advisory Board Reform Act, which would overhaul the membership and operation of the EPA's main outside boards for scientific advice and for guidance on air pollution rules.

“The EPA is to rely on this advice to assist them in crafting and issuing appropriate environmental regulations,” said Sen. Mike Rounds (R-S.D.), chairman of the Environment and Public Works Committee subpanel holding the hearing on the bill Wednesday.

“Unfortunately in recent years, EPA regulations have been driven not by science, but by politics.”

Sen. John Boozman (R-Ark.), who sponsored the bill along with Sen. Joe Manchin (D-W.Va.), defended at the hearing in a statement that he said represented Manchin's views as well.

"Our legislation would make modest improvements to the EPA's science advisory process," he said.

"The bottom line is that the EPA, at times, provides for excellent scientific reviews," Boozman continued. "Other times, there are gaps in the process. And sometimes, the review process is entirely bypassed or ignored."

The House has passed similar legislation multiple times, though it had previously gone nowhere under Democratic control of the Senate.

The bill from Boozman and Manchin would require the EPA's boards to respond to public comments submitted to them, require certain numbers of members from various industries and governments and mandate that members of the boards publicly disclose certain financial information, including tax returns.

Sen. Ed Markey (D-Mass.), the panel's ranking member, said the legislation would "cripple the scientific process at the EPA."

He continued: "quite simply, this bill is a solution in search of a problem."

The financial disclosures would discourage participation in the board, while the comment responses would allow foes of the EPA's rules to indefinitely hold up the process by submitting questions, Markey said, among other problems.

"We might not agree on the regulations that EPA proposes, but we should all be able to agree

that the scientists should be free to provide advice without onerous requirements and restrictions,” he said.

The Obama administration has threatened to veto the House’s legislation.

It has repeatedly said that the reforms are not necessary and would hamper the board’s important work.

From: Kowalski, Kennedy
Sent: Wednesday, May 20, 2015 12:27 PM
To: Milbourn, Cathy
Cc: Allen, Laura; Cox, Taylor
Subject: RE: Oversight of Scientific Advisory Panels and Processes at the Environmental Protection Agency- NEWS CLIPS AND TWEETS

Media Clips:

-

Rounds.Senate.Gov

<http://www.rounds.senate.gov/content/rounds-chairs-hearing-oversight-scientific-advisory-panels-and-processes-epa>

Rounds Chairs Hearing on Oversight of Scientific Advisory Panels and Processes at the EPA

Wednesday, May 20, 2015

WASHINGTON—U.S. Senator Mike Rounds (R-S.D.), chairman of the Environment and Public Works Subcommittee on Superfund, Waste Management, and Regulatory Oversight, today conducted a hearing on the science behind the Environmental Protection Agency's (EPA) decision-making. The hearing focused on oversight of scientific advisory panels and processes at the EPA and included a legislative hearing on S. 543, the Science Advisory Board Reform Act of 2015.

“The EPA is supposed to rely on science as the backbone of its decision making,” said Rounds. “The agency is tasked with implementing regulations that impact every American in every state across the country. These regulations affect the water we drink, the air we breathe and the land we use. Unfortunately in recent years, EPA regulations have been driven not by science but by politics. At a time when EPA is proposing sweeping regulations that are detrimental to American families, using sound science is as important as ever.”

The purpose of today's hearing was to conduct oversight over the scientific process at EPA, EPA's use of science, and improvements that can be made in EPA science. It also served as a legislative hearing on U.S. Sen. John Boozman's (R-Ark.) bill, S. 543, the Science Advisory Board Reform Act of 2015.

[Click here to watch video of Rounds' opening statement](#)

-

Tweets:

David Andrews @dqaphd · 30m30 minutes ago

[@EWG](#) [@faberfamilyfarm](#) gives #Senate testimony on #SecretScience and #EPA Science Advisory Board Reform Acts

From: Kowalski, Kennedy

Sent: Wednesday, May 20, 2015 11:50 AM
To: Milbourn, Cathy
Cc: Allen, Laura; Cox, Taylor
Subject: RE: Oversight of Scientific Advisory Panels and Processes at the Environmental Protection Agency- NEWS CLIPS AND TWEETS

Media Clips:

-

National Association of Home Builders

<https://www.nahb.org/en/news-and-publications/Press-Releases/2015/may/senate-bill-would-fix-flawed-epa-water-proposal-that-harms-housing-the-economy.aspx>

Senate Bill Would Fix Flawed EPA Water Proposal that Harms Housing, the Economy

The National Association of Home Builders (NAHB) today urged the Senate to pass pending legislation that would require the Environmental Protection Agency to go back to the drawing board and withdraw its proposed “waters of the United States” rule that would needlessly raise housing costs, trample states’ rights and add more regulatory burdens to small businesses.

Testifying before the Senate Small Business and Entrepreneurship Committee, Randy Noel, third vice chairman of NAHB and a home builder from LaPlace, La., told lawmakers that home building is one of the most regulated activities in this country.

“As a small business owner, I can tell you from 30 years of home building experience what it will take to make this regulatory rule successful,” he said. “It needs to be consistent. It needs to be predictable. And it needs to be timely. Most importantly, it needs to focus on protecting true aquatic resources. The proposed rule provides none of that.”

For years, landowners and regulators alike have been frustrated with uncertainty regarding the scope of federal jurisdiction under the Clean Water Act. When the EPA and U.S. Army Corps of

Engineers proposed this rule, it was supposed to provide clarity and certainty.

Unfortunately, the proposed rule falls far short of that goal. Instead of clarity, it provides broader definitions of existing regulatory categories, such as tributaries. It also seeks to regulate additional areas that are not currently federally regulated, such as adjacent non-wetlands, floodplains and other waters.

“This rule is so extreme that the federal government would actually regulate roadside ditches or isolated streams that may flow only after a heavy rainfall,” said Noel.

The vague definitions would trigger additional expensive and time-consuming permitting and regulatory requirements for home building and other industries that would harm job and economic growth and increase housing costs, he added.

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Last week, the House passed H.R. 1732, the Regulatory Integrity Protection Act. The bill would force the agencies to withdraw this rule, go back and consult with state and local governments, conduct meaningful discussions with small business stakeholders, and produce an accurate cost-benefit analysis. The agencies could then re-propose an updated rule.

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Critics Hear EPA's Voice in 'Public Comments'

Eric Lipton and Coral Davenport|The New York Times|

WASHINGTON -- When the Environmental Protection Agency proposed a major new rule intended to protect the nation's drinking water last year, regulators solicited opinions from the public. The purpose of the "public comment" period was to objectively gauge Americans' sentiment before changing a policy that could profoundly affect their lives.

Gina McCarthy, the agency's administrator, told a Senate committee in March that the agency had received more than 1 million comments, and nearly 90 percent favored the agency's proposal. McCarthy is expected to cite those comments to justify the final rule, which the agency plans to unveil this week.

But critics say there is a reason for the overwhelming result: The EPA had a hand in manufacturing it.

In a campaign that tests the limits of federal lobbying law, the agency orchestrated a drive to counter political opposition from Republicans and enlist public support in concert with liberal environmental groups and a grass-roots organization aligned with President Barack Obama.

The Obama administration is the first to give the EPA a mandate to create broad public outreach campaigns, using the tactics of elections, in support of federal environmental regulations before they are final.

The EPA's campaign highlights the tension between exploiting emerging technologies while trying to abide by laws written for another age.

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At minimum, the actions of the agency are highly unusual. “The agency is supposed to be more of an honest broker, not a partisan advocate in this process,” said Jeffrey W. Lubbers, a professor of practice in administrative law at the American University Washington College of Law and the author of the book “A Guide to Federal Agency Rulemaking.”

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Sen. James M. Inhofe, R-Okla., chairman of the environment committee, is holding a hearing on Tuesday to examine the proposed rule. “There is clear collusion between extreme environmental groups and the Obama administration in both developing and promoting a host of new

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The most contentious part of the EPA’s campaign was deploying Thunderclap, a social media tool that spread the agency’s message to hundreds of thousands of people - a “virtual flash mob,” in the words of Travis Loop, the head of communications for EPA’s water division.

The architect of the EPA’s new public outreach strategy is Thomas Reynolds, a former Obama campaign aide who was appointed in 2013 as an associate administrator. “We are just borrowing new methods that have proven themselves as being effective,” he said.

But industry critics said the agency’s actions might be violating federal lobbying laws.

The proposed rule tries to ensure the safety of drinking water by expanding or at least clarifying the federal government’s jurisdiction to prevent the pollution of wetlands and streams that feed water sources.

The EPA’s tactics in supporting the rule are clearly designed to move public opinion, at a time when Congress was considering legislation to block the agency from putting the rule into effect.

“The agency has relentlessly campaigned for the rule with tweets and blogs, not informing the public about the rule but influencing the public to advocate for the rule,” said Ellen Steen, general counsel at the American Farm Bureau Federation. “That is exactly what the Anti-Lobbying Act is meant to prevent.”

The strategy to build public support for the clean water rule builds on the agency’s promotion of its climate change policy. The White House hired Reynolds, a seasoned political operative, to run the climate change outreach effort after he directed regional media operations for the president’s 2012 re-election.

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Obama administration officials insist they had to counter industry opponents to the climate change and water rules who were engaged in their own campaign to undermine them.

"The fact that there's a very well-funded campaign means we needed a strong and sustained communications effort," said Heather Zichal, Obama's former senior climate adviser.

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“EPA Office of Water’s Twitter account has essentially become a lobbyist for the proposal,” wrote Kevin P. Kelly, chairman of the National Association of Home Builders, in a letter to the EPA protesting the role the agency has played in advocating its clean water proposal.

Gov. Dennis M. Daugaard of South Dakota and some members of Congress have filed protests using almost exactly the same language, suggesting that the industry players are coordinating their response.

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Officials at the EPA strongly defend their work - insisting that they did not violate the Anti-Lobbying Law because they never explicitly urged the public to lobby Congress, just to express their support for the plan in a public way.

“We are well within our authority to educate the American people about the importance of what EPA is doing to act on climate change and protect public health,” Reynolds said. “There is a very clear line, and we never, ever cross it.”

-

Tweets:

Senator John Boozman @JohnBoozman · 14m14 minutes ago

#EPA Science Advisory Board Reform Act will increase transparency in regulations & rulemaking. Watch Senate hearing <http://1.usa.gov/19hplv4>

Eric Wolff @ericwolff · 34m34 minutes ago

Strategy: Minority staff on Senate EPW dug up a former Reagan -era @epa official to slam Republican bill on scientific advisors.

John Walke @jwalkenrdc · 46m46 minutes ago

Fair warning: I'll be live-tweeting the Senate EPW subcommittee hearing on scientific panels & processes at #EPA:

http://www.epw.senate.gov/public/index.cfm?FuseAction=Hearings.Hearing&Hearing_id=093eea36-b3b3-e1da-1ac9-b4a06c5637a3 ...

AAPCA @AAPCA_States · 53m53 minutes ago

Testimony & statements for @EPWRepublicans hearing on @EPA science advisory process

http://www.epw.senate.gov/public/index.cfm?FuseAction=Hearings.Hearing&Hearing_id=093eea36-b3b3-e1da-1ac9-b4a06c5637a3 ... @SenatorRounds @USGAO @jiminhofe

Kennedy Kowalski

Office of Public Affairs

United States Environmental Protection Agency

Office Phone: 564-8302

To: Milbourn, Cathy[Milbourn.Cathy@epa.gov]
Cc: Allen, Laura[Allen.Laura@epa.gov]; Cox, Taylor[Cox.Taylor@epa.gov]
From: Kowalski, Kennedy
Sent: Wed 5/20/2015 4:27:13 PM
Subject: RE: Oversight of Scientific Advisory Panels and Processes at the Environmental Protection Agency- NEWS CLIPS AND TWEETS

Media Clips:

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Rounds.Senate.Gov

<http://www.rounds.senate.gov/content/rounds-chairs-hearing-oversight-scientific-advisory-panels-and-processes-epa>

Rounds Chairs Hearing on Oversight of Scientific Advisory Panels and Processes at the EPA

Wednesday, May 20, 2015

WASHINGTON—U.S. Senator Mike Rounds (R-S.D.), chairman of the Environment and Public Works Subcommittee on Superfund, Waste Management, and Regulatory Oversight, today conducted a hearing on the science behind the Environmental Protection Agency’s (EPA) decision-making. The hearing focused on oversight of scientific advisory panels and processes at the EPA and included a legislative hearing on S. 543, the Science Advisory Board Reform Act of 2015.

“The EPA is supposed to rely on science as the backbone of its decision making,” said Rounds. “The agency is tasked with implementing regulations that impact every American in every state across the country. These regulations affect the water we drink, the air we breathe and the land we use. Unfortunately in recent years, EPA regulations have been driven not by science but by politics. At a time when EPA is proposing sweeping regulations that are detrimental to American families, using sound science is as important as ever.”

The purpose of today's hearing was to conduct oversight over the scientific process at EPA, EPA's use of science, and improvements that can be made in EPA science. It also served as a legislative hearing on U.S. Sen. John Boozman's (R-Ark.) bill, S. 543, the Science Advisory Board Reform Act of 2015.

Click here to watch video of Rounds' opening statement

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Tweets:

David Andrews @dqaphd · 30m30 minutes ago

.@EWG .@faberfamilyfarm gives #Senate testimony on #SecretScience and #EPA Science Advisory Board Reform Acts

From: Kowalski, Kennedy
Sent: Wednesday, May 20, 2015 11:50 AM
To: Milbourn, Cathy
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National Association of Home Builders

<https://www.nahb.org/en/news-and-publications/Press-Releases/2015/may/senate-bill-would-fix-flawed-epa-water-proposal-that-harms-housing-the-economy.aspx>

Senate Bill Would Fix Flawed EPA Water Proposal that Harms Housing, the Economy

The National Association of Home Builders (NAHB) today urged the Senate to pass pending legislation that would require the Environmental Protection Agency to go back to the drawing board and withdraw its proposed “waters of the United States” rule that would needlessly raise housing costs, trample states’ rights and add more regulatory burdens to small businesses.

Testifying before the Senate Small Business and Entrepreneurship Committee, Randy Noel, third vice chairman of NAHB and a home builder from LaPlace, La., told lawmakers that home building is one of the most regulated activities in this country.

“As a small business owner, I can tell you from 30 years of home building experience what it will take to make this regulatory rule successful,” he said. “It needs to be consistent. It needs to be predictable. And it needs to be timely. Most importantly, it needs to focus on protecting true aquatic resources. The proposed rule provides none of that.”

For years, landowners and regulators alike have been frustrated with uncertainty regarding the scope of federal jurisdiction under the Clean Water Act. When the EPA and U.S. Army Corps of Engineers proposed this rule, it was supposed to provide clarity and certainty.

Unfortunately, the proposed rule falls far short of that goal. Instead of clarity, it provides broader definitions of existing regulatory categories, such as tributaries. It also seeks to regulate additional areas that are not currently federally regulated, such as adjacent non-wetlands, floodplains and other waters.

“This rule is so extreme that the federal government would actually regulate roadside ditches or isolated streams that may flow only after a heavy rainfall,” said Noel.

The vague definitions would trigger additional expensive and time-consuming permitting and regulatory requirements for home building and other industries that would harm job and

economic growth and increase housing costs, he added.

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[b3b3-e1da-1ac9-b4a06c5637a3](#) ...

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Testimony & statements for @EPWRepublicans hearing on @EPA science advisory process
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Kennedy Kowalski

Office of Public Affairs

United States Environmental Protection Agency

Office Phone: 564-8302

To: Milbourn, Cathy[Milbourn.Cathy@epa.gov]
Cc: Allen, Laura[Allen.Laura@epa.gov]; Cox, Taylor[Cox.Taylor@epa.gov]
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Sent: Wed 5/20/2015 3:50:24 PM
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“NAHB strongly urges the Senate to act quickly to prevent the agencies from finalizing this flawed rule,” said Noel. “Enacting the Senate bill will provide the clarity we all need on what constitutes a water of the United States.”

Tweets:

Emily Cassidy @Cassidy_Emily 42m 42 minutes ago

Word of the day, at the senate EPW hearing on EPA advisory boards, Lysenkoism:
<http://en.wikipedia.org/wiki/Lysenkoism>

From: Kowalski, Kennedy
Sent: Wednesday, May 20, 2015 10:59 AM
To: Milbourn, Cathy
Cc: Allen, Laura; Cox, Taylor
Subject: Oversight of Scientific Advisory Panels and Processes at the Environmental Protection Agency- NEWS CLIPS AND TWEETS

Media Clips:

From Alaska Dispatch News:

<http://www.adn.com/article/20150520/critics-hear-epas-voice-public-comments>

Critics Hear EPA's Voice in 'Public Comments'

Eric Lipton and Coral Davenport|The New York Times|

WASHINGTON -- When the Environmental Protection Agency proposed a major new rule intended to protect the nation's drinking water last year, regulators solicited opinions from the public. The purpose of the "public comment" period was to objectively gauge Americans' sentiment before changing a policy that could profoundly affect their lives.

Gina McCarthy, the agency's administrator, told a Senate committee in March that the agency had received more than 1 million comments, and nearly 90 percent favored the agency's proposal. McCarthy is expected to cite those comments to justify the final rule, which the agency plans to unveil this week.

But critics say there is a reason for the overwhelming result: The EPA had a hand in manufacturing it.

In a campaign that tests the limits of federal lobbying law, the agency orchestrated a drive to counter political opposition from Republicans and enlist public support in concert with liberal environmental groups and a grass-roots organization aligned with President Barack Obama.

The Obama administration is the first to give the EPA a mandate to create broad public outreach campaigns, using the tactics of elections, in support of federal environmental regulations before they are final.

The EPA's campaign highlights the tension between exploiting emerging technologies while trying to abide by laws written for another age.

Federal law permits the president and political appointees, like the EPA administrator, to promote government policy, or to support or oppose pending legislation.

But the Justice Department, in a series of legal opinions going back nearly three decades, has told federal agencies that they should not engage in substantial "grass-roots" lobbying, defined

as “communications by executive officials directed to members of the public at large, or particular segments of the general public, intended to persuade them in turn to communicate with their elected representatives on some issue of concern to the executive.”

Late last year, the EPA sponsored a drive on Facebook and Twitter to promote its proposed clean water rule in conjunction with the Sierra Club. At the same time, Organizing for Action, a grassroots group with deep ties to Obama, was also pushing the rule. They urged the public to flood the agency with positive comments to counter opposition from farming and industry groups.

The results were then offered as proof that the proposal was popular.

“We have received over one million comments, and 87.1 percent of those comments we have counted so far - we are only missing 4,000 - are supportive of this rule,” McCarthy told the Senate Environment and Public Works Committee in March. “Let me repeat: 87.1 percent of those one plus million are supportive of this rule.”

But critics said environmental groups had inappropriately influenced the campaign - just as environmentalists complained that the energy industry improperly drove policy during the administration of George W. Bush.

At minimum, the actions of the agency are highly unusual. “The agency is supposed to be more of an honest broker, not a partisan advocate in this process,” said Jeffrey W. Lubbers, a professor of practice in administrative law at the American University Washington College of Law and the author of the book “A Guide to Federal Agency Rulemaking.”

“I have not seen before from a federal agency this stark of an effort to generate endorsements of a proposal during the open comment period,” he said.

Sen. James M. Inhofe, R-Okla., chairman of the environment committee, is holding a hearing on Tuesday to examine the proposed rule. “There is clear collusion between extreme environmental groups and the Obama administration in both developing and promoting a host of new regulations,” he said.

The most contentious part of the EPA's campaign was deploying Thunderclap, a social media tool that spread the agency's message to hundreds of thousands of people - a "virtual flash mob," in the words of Travis Loop, the head of communications for EPA's water division.

The architect of the EPA's new public outreach strategy is Thomas Reynolds, a former Obama campaign aide who was appointed in 2013 as an associate administrator. "We are just borrowing new methods that have proven themselves as being effective," he said.

But industry critics said the agency's actions might be violating federal lobbying laws.

The proposed rule tries to ensure the safety of drinking water by expanding or at least clarifying the federal government's jurisdiction to prevent the pollution of wetlands and streams that feed water sources.

The EPA's tactics in supporting the rule are clearly designed to move public opinion, at a time when Congress was considering legislation to block the agency from putting the rule into effect.

"The agency has relentlessly campaigned for the rule with tweets and blogs, not informing the public about the rule but influencing the public to advocate for the rule," said Ellen Steen, general counsel at the American Farm Bureau Federation. "That is exactly what the Anti-Lobbying Act is meant to prevent."

The strategy to build public support for the clean water rule builds on the agency's promotion of its climate change policy. The White House hired Reynolds, a seasoned political operative, to run the climate change outreach effort after he directed regional media operations for the president's 2012 re-election.

He set off what he called a "flood-the-zone approach" to push back against opponents of the EPA's climate rule in the Republican Party and the coal industry, injecting the digital savvy of

Obama's presidential campaigns into the agency's effort. "There is a huge premium on social media," Reynolds said. "Facebook, YouTube, Twitter, Instagram, Vine, Pinterest."

Jeffrey R. Holmstead, an energy industry lobbyist and an EPA deputy in the Bush administration, said the EPA was "using campaign and advocacy strategies to promote a regulatory action." But he and other experts said the agency's actions did not appear to cross a legal line.

Obama administration officials insist they had to counter industry opponents to the climate change and water rules who were engaged in their own campaign to undermine them.

"The fact that there's a very well-funded campaign means we needed a strong and sustained communications effort," said Heather Zichal, Obama's former senior climate adviser.

In March last year, when the EPA proposed the clean water regulation, opponents hit back fast. The American Farm Bureau kicked off a public relations effort summarized by its Twitter nickname: Ditch the Rule.

The Farm Bureau was supported by homebuilders, the fertilizer and pesticide industries, oil and gas producers and a national association of golf course owners who collectively called for the EPA to revamp or withdraw its proposal. That demand was echoed by more than 230 members of the House.

As the opposition mounted, leaders of major environmental groups held closed-door meetings with senior EPA officials as the rule was being written, participants in these meetings said.

Reynolds doubled down on a social media campaign to defend the water rule.

The agency created its own Twitter hashtag, #DitchtheMyth, which McCarthy publicized, backed up with YouTube videos and Facebook postings that countered the criticism. But the

campaign also specifically urged support for the effort - directing the public to the EPA website, where the rule was explained and a prominent tab invited readers to leave a comment. Reynolds insisted that the agency specifically did not urge the public to contact Congress.

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“Clean water is important to me,” the message said. “I want EPA to protect it for my health, my family and my community.”

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In a separate appeal, Loop, of the EPA, wrote a blog post on the agency’s website with pictures of himself, his two children and his dog, swimming in waters near his Maryland home, and ending with a pitch.

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“Here is an easy way to do that,” he wrote. “Take a photo holding this #CleanWaterRules sign. Post it to Facebook, Twitter or Instagram with #CleanWaterRules and give your reason. Encourage family and friends to do the same.”

Those efforts to prompt people to support the rule are now being cited as evidence that the EPA has illegally engaged in so-called grass-roots lobbying.

“EPA Office of Water’s Twitter account has essentially become a lobbyist for the proposal,” wrote Kevin P. Kelly, chairman of the National Association of Home Builders, in a letter to the EPA protesting the role the agency has played in advocating its clean water proposal.

Gov. Dennis M. Daugaard of South Dakota and some members of Congress have filed protests using almost exactly the same language, suggesting that the industry players are coordinating their response.

In its previous opinions to federal agencies, the Justice Department has indicated that “grass-roots” efforts are most clearly prohibited if they are related to legislation pending in Congress and are “substantial,” which it defined as costing about \$100,000 in today’s dollars - a price tag that the EPA’s efforts on the clean water rule almost certainly did not reach if the salaries of the agency staff members involved are not counted.

Officials at the EPA strongly defend their work - insisting that they did not violate the Anti-Lobbying Law because they never explicitly urged the public to lobby Congress, just to express their support for the plan in a public way.

“We are well within our authority to educate the American people about the importance of what EPA is doing to act on climate change and protect public health,” Reynolds said. “There is a very clear line, and we never, ever cross it.”

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Senator John Boozman @JohnBoozman · 14m14 minutes ago

#EPA Science Advisory Board Reform Act will increase transparency in regulations & rulemaking. Watch Senate hearing <http://1.usa.gov/19hplv4>

Eric Wolff @ericwolff · 34m34 minutes ago

Strategy: Minority staff on Senate EPW dug up a former Reagan -era @epa official to slam Republican bill on scientific advisors.

John Walke @jwalkenrdc · 46m46 minutes ago

Fair warning: I'll be live-tweeting the Senate EPW subcommittee hearing on scientific panels & processes at #EPA:

http://www.epw.senate.gov/public/index.cfm?FuseAction=Hearings.Hearing&Hearing_id=093eea36-b3b3-e1da-1ac9-b4a06c5637a3 ...

AAPCA @AAPCA_States · 53m53 minutes ago

Testimony & statements for @EPWRepublicans hearing on @EPA science advisory process

http://www.epw.senate.gov/public/index.cfm?FuseAction=Hearings.Hearing&Hearing_id=093eea36-b3b3-e1da-1ac9-b4a06c5637a3 ... @SenatorRounds @USGAO @jiminhofe

Kennedy Kowalski

Office of Public Affairs

United States Environmental Protection Agency

Office Phone: 564-8302

To: Milbourn, Cathy[Milbourn.Cathy@epa.gov]
Cc: Allen, Laura[Allen.Laura@epa.gov]; Cox, Taylor[Cox.Taylor@epa.gov]
From: Kowalski, Kennedy
Sent: Wed 5/20/2015 2:59:31 PM
Subject: Oversight of Scientific Advisory Panels and Processes at the Environmental Protection Agency-NEWS CLIPS AND TWEETS

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Kennedy Kowalski

Office of Public Affairs

United States Environmental Protection Agency

Office Phone: 564-8302

To: Munger, Kathleen[Munger.Kathleen@epa.gov]; Snider, Emily[Snider.Emily@epa.gov]; McAllister, Lauren[McAllister.Lauren@epa.gov]
From: Carroll, Carly
Sent: Tue 2/3/2015 6:10:06 PM
Subject: Highlights How To
[OPE Highlights - How To Document revised 6June14.docx](#)
[Guidelines for Submissions to OPE Highlights.docx](#)
[EPA Highlights 09.18.14.pdf](#)
[EPA Highlights 09.11.14.pdf](#)

Hi ladies,

As I mentioned earlier today, I am going to have the three of you work collaboratively each week on highlights. Since Lauren is out sick, Emily and Kathleen will work this week to develop highlights. I have attached the How-To Document for Highlights, which is a step-by-step guide for using the system and a couple examples of highlights from last fall. You may have seen it these in your welcome packet as well. Typically, interns begin collecting and writing content on Tuesdays, and send a draft for my review on Wednesdays. I send the final draft up the management chain on Wednesday nights and send on Thursdays around noon.

You will be using my log-ins to create highlights:

GovDelivery (<https://admin.govdelivery.com/session/new>)

Email: Carroll.carly@epa.gov

Password:

ShortURL (<https://go.usa.gov/shorturl>)

Username: sfraser

Password:

In a separate email, I'll send you some content for this week's edition. Let me know if you have questions!

Carly Carroll

Office of Public Engagement and Environmental Education

U.S. Environmental Protection Agency

(202) 564-2769

carroll.carly@epa.gov

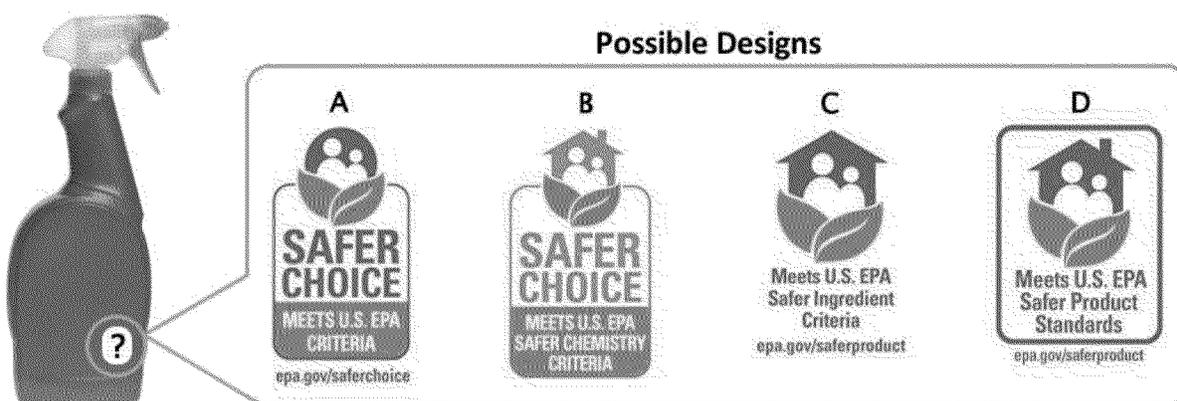


EPA Public Engagement Highlights



- [EPA Seeks Feedback on Label Options for Safer Products](#)
- [Join EPA for a Clean Water Thunderclap on September 29](#)
- [Applications for Clean Air Excellence Awards Due September 12](#)
- [EPA Extends Deadline for National Smart Growth Awards to September 19](#)

EPA Seeks Feedback on Label Options for Safer Products



EPA is redesigning its Safer Product Label, currently the Design for the Environment (DfE) label, for products that meet rigorous safety standards to better protect you, your family, and the environment. The redesigned label is intended to help consumers, businesses and institutional buyers **recognize products that have earned the EPA Safer Product Label**. Learn more about the label redesign in Assistant Administrator Jim Jones' blog post [here](http://go.usa.gov/VRjY). <http://go.usa.gov/VRjY>

Comment by **October 31, 2014** on the proposed designs [here](http://go.usa.gov/VRWP). <http://go.usa.gov/VRWP>

Join EPA for a Clean Water Thunderclap on September 29



EPA is using Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on **Monday, September 29 at 2:00 pm EDT**. If 500 or more people sign up to participate before then, the message will be posted on

everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. www.epa.gov/USwaters"

Sign up to join the Thunderclap for Clean Water [here](http://thndr.it/1rUOiaB). <http://thndr.it/1rUOiaB>

Applications for Clean Air Excellence Awards Due September 12



EPA is accepting applications for the Clean Air Excellence Awards through **September 12, 2014**. This award **recognizes and honors outstanding innovative efforts to help make progress in achieving cleaner air**. Award-winning entries must directly or indirectly reduce pollutant emissions, demonstrate innovation, offer sustainable outcomes, and provide a model for others to follow. **Learn more** about entry requirements and how to submit an application [here](http://go.usa.gov/NmEk). <http://go.usa.gov/NmEk>

EPA Extends Deadline for National Smart Growth Awards to September 19



EPA has extended the application deadline for the 2015 National Award for Smart Growth Achievement to **September 19, 2014**. The competition is open to public-sector, private-sector, and nonprofit organizations that have successfully **used smart growth principles to improve communities** environmentally, socially, and economically. **Apply for the award** [here](http://go.usa.gov/VRZW). <http://go.usa.gov/VRZW>

We encourage you to share the EPA Highlights eNewsletter with your colleagues. To subscribe:

https://public.govdelivery.com/accounts/USAEPA/subscriber/new?topic_id=USAEPA_439

Office of Public Engagement
Office of External Affairs and Environmental Education
Office of the Administrator / U.S. Environmental Protection Agency
Tel 202-564-1785 / PublicEngagement@epa.gov



EPA Public Engagement Highlights



- [EPA Extends Comment Period for Clean Power Plan](#)
- [Join EPA for a Clean Water Thunderclap on September 29](#)
- [EPA's Publication Center Offers Free Digital and Print Materials](#)
- [Collaborating for Sustainable Environmental and Social Change](#)

EPA Extends Comment Period for Clean Power Plan



EPA has extended the comment period for the Clean Power Plan proposal until **December 1, 2014**. The proposed plan, a part of the [President's Climate Action Plan](#), is the first to cut carbon pollution from existing power plants. The **proposal will protect public health, move the US toward a cleaner environment and fight climate change**, while supplying Americans with reliable and affordable power. **Learn how to comment** on the Clean Power Plan [here](http://go.usa.gov/pkeh). <http://go.usa.gov/pkeh>

Watch a video explanation of the Clean Power Plan rule [here](http://youtu.be/AcNTGX_d8mY). http://youtu.be/AcNTGX_d8mY

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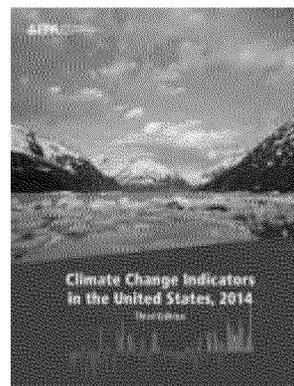
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EPA's Publication Center Offers Free Digital and Print Materials

Looking for an educational, technical, or scientific resource? EPA's National Service Center for Environmental Publications **offers over 66,000 digital and 1,500 print materials free of charge**. This month's featured publication is *Climate Change Indicators in the United States, 2014*. **Download** the report and search for other materials [here](http://go.usa.gov/pke5). <http://go.usa.gov/pke5>



Collaborating for Sustainable Environmental and Social Change



EPA's Environmental Justice Collaborative Problem-Solving Cooperative Agreement Program **provides funding for projects that address local environmental and public health issues** within an affected community. In this *Environmental Justice in Action* blog post, Dr. Mildred McClain, founder and executive director for Harambee House Inc./Citizens for Environmental Justice (HH/CFEJ) shares how the program put Harambee House on a path towards capacity building, citizen engagement, and sustainable environmental change. **Read the blog**

post here. <http://go.usa.gov/pkhG>

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https://public.govdelivery.com/accounts/USA-EPA/subscriber/new?topic_id=USA-EPA_439

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EPA Public Engagement Highlights: Guidelines for Submissions

The purpose of the weekly Highlights is to give stakeholders a brief summary of important Agency actions, blog posts, videos, and ways to participate in EPA events and activities. This eNewsletter is sent to the Office of Public Engagement's listserv of over 26,000 diverse, non-traditional stakeholders each Thursday. It is designed to keep stakeholders informed and engaged on the highest level happenings at EPA.

I. Sections of Highlights

- a. **Featured Highlight:** This section includes the latest big news from the Agency. It may be geared to a recent Agency regulatory action, or it could be focused on an affinity event such as Women's History Month or Great Outdoors Month. We also target EPA voluntary programs such as Poison Prevention Week and Don't Fry Day.
- b. **Connect with EPA:** This section provides stakeholders with ways to engage with EPA. It includes items such as twitter chats, webinars, downloadable items, challenges, and other activities to interact with EPA.
- c. **Featured Video, Social Media, and/or Blog:** This section may include a recent video from the EPA YouTube channel or link to a recent EPA blog post. In most cases, the video or post should complement the Featured Highlight.

II. Tips on Submitting an Item

- a. Is the submission around a major agency initiative or stakeholder affinity event (e.g., AAPI Heritage Month)?
- b. Is there an action item for the reader (e.g., Attend a webinar, comment on a draft rule, enter a challenge, such as Campus Rainworks, etc.). Reading and commenting on a blog post is an action item, but not necessarily the strongest.
- c. Is there a message about climate included? Highlights during 2014 should always have at least one tie-in to climate change.

III. Submissions Must Include:

- a. A blurb written in plain English about the announcement. This should be a short summary of up to 5 sentences.
- b. Links to EPA resources cited in the announcement
- c. A high quality photo file, preferable a .jpeg. The rights must belong to EPA. Check for

photos published on epa.gov or the Office of Multimedia's intranet gallery at <http://intranet.epa.gov/media/>.

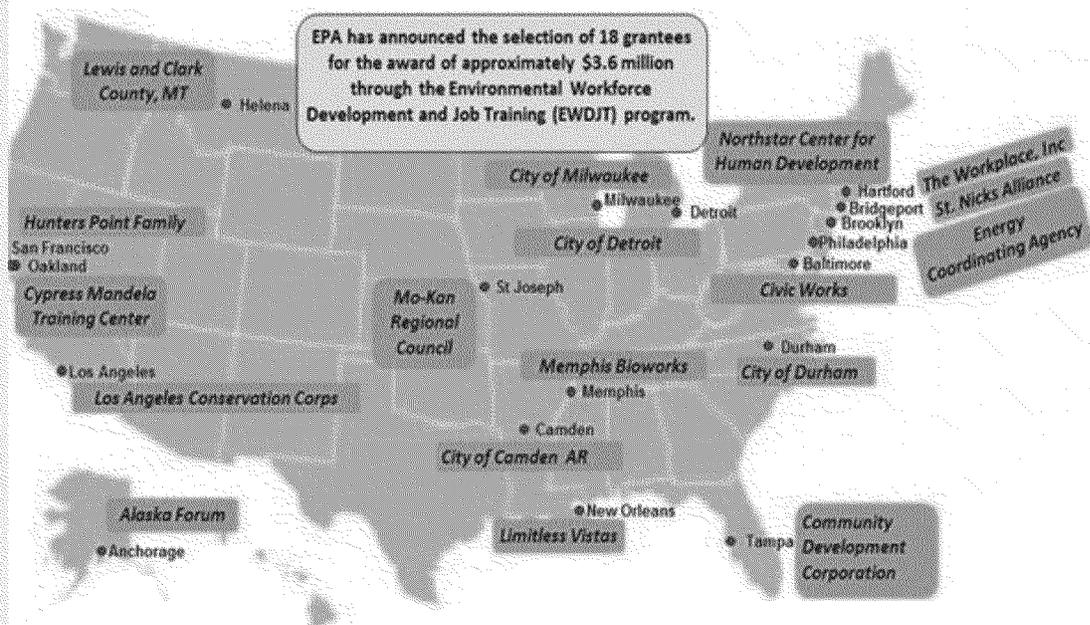
- d. Submissions should be sent to: Scott Fraser (Fraser.Scott@epa.gov) and Carly Carroll (Carroll.Carly@epa.gov) by Wednesdays at noon (ET). Please note that we receive multiple submissions and will use our discretion to prioritize messages to stakeholders.

IV. Example of a Highlights Newsletter



- [EPA Announces \\$3.6 Million in Environmental Job Training Grants](#)
- [EPA Extends Comment Period for Proposed Safety Measures to Protect Farm Workers](#)
- ["Don't Fry Day" is May 23 - Join EPA for a Thunderclap on Sun Safety](#)

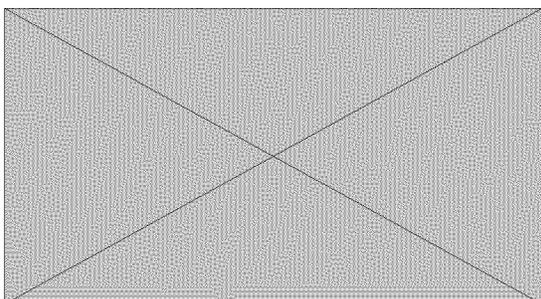
EPA Announces \$3.6 Million in Environmental Job Training Grants



EPA announced the selection of 18 grantees for the award of approximately **\$3.6 million** through the **Environmental Workforce Development and Job Training (EWDJT)** program. The grants fund training programs in local nonprofit organizations, community colleges, cities, states, tribes, and

counties that **provide unemployed and under-employed, including veterans, minority, and predominately low income individuals with the comprehensive skills and certifications** needed to enter full-time careers in the environmental field. The funding also supports job placement and recruitment activities. These green jobs give hope to individuals to overcome significant barriers to employment and help protect public health and the environment by providing a skilled job force to clean up contamination and build more sustainable futures for local communities. **Read about the grantees** and the EWDJT program **here**. <http://go.usa.gov/82u9>

EPA Extends Comment Period for Proposed Safety Measures to Protect Farm Workers

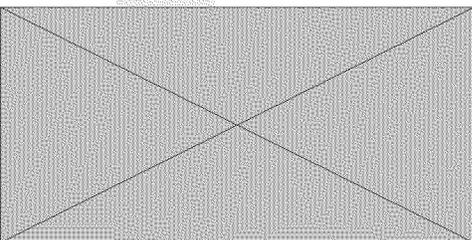


EPA is **extending the comment period** for the proposed revisions to the farm Worker Protection Standard until **August 18, 2014**. Updating the rule is critical in order to protect the nation's 2 million farm workers and their families from pesticide exposure. The proposed changes provide significant improvements to worker training regarding the safe use of pesticides, including how to prevent and treat exposure to

pesticides. **Read Assistant Administrator Jim Jones's blog** on what the extended deadline means and how to comment **here**. <http://go.usa.gov/828m>

Read the blog in Spanish **here**. <http://go.usa.gov/8Tz4>

"Don't Fry Day" is May 23 - Join EPA for a Thunderclap on Sun Safety



EPA is raising awareness about skin care prevention. **Skin cancer is the most common form of cancer in the United States**, with more than 3.5 million new cases diagnosed every year and one person dying every hour. But there are simple steps you can take to help protect yourself and your family and be [SunWise](#).

Share information on sun safety by joining EPA's Thunderclap, which is like a virtual flash mob.

Here's how it works: you agree to let Thunderclap send a specific, one-time message on your behalf to your social networks on **Don't Fry Day, May 23, at 12:00 pm EDT**. If 250 or more people agree, the message will go out on everyone's walls and feeds at the same time for people to read around the world. There are no further obligations or access to your social networks following the Thunderclap event.

Join the Thunderclap **here**. <http://thndr.it/1q3Pfla>

We encourage you to share the EPA Highlights eNewsletter with your colleagues. To subscribe:

https://public.govdelivery.com/accounts/USAEPA/subscriber/new?topic_id=USAEPA_439

Office of Public Engagement
Office of External Affairs and Environmental Education
Office of the Administrator / U.S. Environmental Protection Agency
Tel 202-564-4355 / PublicEngagement@epa.gov

EPA Public Engagement Highlights “How To” Document

The purpose of the weekly Highlights is to give stakeholders a brief summary of the important Agency actions, new blog posts, videos, and other ways to participate in EPA events. This eNewsletter is sent to OPE’s GovDelivery listserv of over 24,000 stakeholders and helps to keep them informed and engaged on the highest level happenings at EPA. OPE’s Deputy Director, Scott Fraser, will guide you in how to create the weekly Highlights and work with you to create a final draft.

I. Sections

- a. **Featured Highlight:** This section includes the latest big news the Agency is messaging about. It may be geared to a recent Agency regulatory action, or it could be focused on an affinity event such as Women’s History Month and Great Outdoors Month. We also target EPA voluntary programs such as Poison Prevention Week and Don’t Fry Day. Review recent news releases from the EPA newsroom and review with Scott.
- b. **Connect with EPA:** This section provides stakeholders with information regarding how to connect with EPA. It includes items such as twitter chats, webinars, downloadable items, challenges, and essentially anything that can be registered for.
- c. **Featured Video, Social Media, and/or Blog:** This section may include a recent video from the EPA YouTube channel or link to a recent EPA blog post. In most cases, the video or post should enhance the Featured Highlight.

II. Tips on Including Items Submitted by Program Offices

- a. Is the announcement or blog post around a major agency initiative or stakeholder affinity event (e.g., AAPI Heritage Month)?
- b. Is there an action item for the reader (e.g., Attend a webinar, comment on a draft rule, enter a contest, etc.). Reading and commenting on a blog post is an action item, but not the strongest.
- c. Is there a message about climate included? Highlights during 2014 should always have at least one tie-in to climate change.
- d. Program offices should include the following in their request for inclusion in highlights:
 - i. A blurb written in plain English (about grade 8) about the action item (a short summary of the action item for the reader)
 - ii. Links to EPA resources cited in the announcement
 - iii. A high quality photo (must belong to EPA)

EPA Public Engagement Highlights “How To” Document

III. Step-by-step Guidelines

1. Gather Information

a. Sources of Information to Include in Highlights

- i. Newsroom Press Releases from 12 pm from previous Thursday:
<http://www2.epa.gov/newsroom>
- ii. Office of Water Headlines:
<http://water.epa.gov/aboutow/ownews/waterheadlines/index.cfm>
- iii. Office of Research and Development: <http://www.epa.gov/research/>
 1. GoGreen Newsletter: <http://www2.epa.gov/newsroom/gogreen>
 2. Contact Jeff Morin who is in charge of the newsletter for other things to include: Morin.Jeff@epa.gov
- iv. Additional information from Scott and OPE team (check your email!)
- v. EPA Twitter and Facebook
 1. <https://www.facebook.com/EPA>
 2. <https://twitter.com/EPAGov>
- vi. Check OW and ORD Twitter pages:
 1. ORD: <https://twitter.com/EPAresearch>
 2. OW: <https://twitter.com/EPAwater>

2. Create a Draft

- a. Log in to <https://admin.govdelivery.com/session/new>
 - i. username: fraser.scott@epa.gov
 - ii. ****Ask Scott for Password****
- b. Click Bulletins (left side bar)
- c. Click “Create Advanced Bulletin” button
- d. Change “Subject” to: EPA Highlights
- e. Select OPE Highlights - 1 column template
- f. Click “Save and Next”
- g. Scroll all the way over to the right side of the page, use “Content Blocks”
 - i. insert text boxes, image + text boxes, and section dividers by dragging from

EPA Public Engagement Highlights “How To” Document

right side and dropping in each section

3. Use Shortlinks

- a. For news releases and other epa.gov links, use <https://Go.USA.gov/>. Shortlinks not only keep the formatting of the Highlights consistent, but they also allow us to see how many people clicked each unique link.
- b. Log in to <https://Go.USA.gov/>
 - i. username: sfraser
 - ii. ****Ask Scott for Password****
 - iii. Insert Long URL into box, take shortened URL and insert back into highlights

4. Pictures

- a. To insert pictures click the “choose/upload” option within the picture box
- b. Click Upload Image
- c. Name the image (this is what will appear when people scroll over the picture)
- d. Change Image Visibility to “Everywhere”
- e. Browse for your image and then press “create image”
- f. Only use pictures from the EPA website or produced in EPA material
- g. To include YouTube video thumbnails: search the video, press play, pause the video at a favorable moment, and take a screen capture
- h. Change format of image + text box to “toggle text wrap around this image” on the bottom right of the box
- i. Scale image so it fits accordingly. The image cannot be too big or it will throw off the formatting by increasing the column width. You can adjust the photo size by scaling the image using the bar on the top of the image box and increasing or decreasing size using the bottom right corner.
- j. Hyperlink the pictures by selecting the hyperlink button (looks like an infinity sign) on the left corner of the picture box and inserting the appropriate link
- k. Don’t overwhelm the Highlights with too many pictures

IV. Important Tips:

EPA Public Engagement Highlights “How To” Document

- Click “Save and Next” button on bottom every so often to ensure your work has saved
- **Bold action item text** in all sections paying particular attention to deadline dates. Action items include things like “visit”, “post”, “download” etc. Also, bold items that will draw readers’ (stakeholders’) attention and are deemed important. For example, if a webinar is coming up, bold the webinar, time, and date so that it cannot be missed.
- **Keep it short!** The more concise and to the point the better. Capture the essence of the story in as few words as possible.
- **To move text boxes and/or images boxes** just drag them to where you want them to go. **Do not** double click as if you were going to add additional text, simply slide the box to the new location.
- **Use one space between periods** and new sentences.
- Make sure **pictures are comparable in size** throughout. If the photo includes a person’s face, make sure it’s large enough to be visible.

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Highlights Examples



EPA Public Engagement Highlights



- [Featured Highlight - Presidential Green Chemistry Awards](#)
- [Connect with EPA - EPA Seeks Environmental Education Grant Applications](#)
- [Featured Blog - Environmental Justice in Action Blog](#)

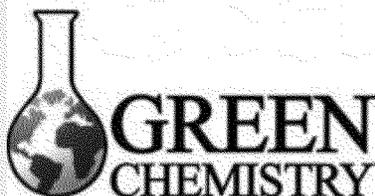
Featured Highlight - Presidential Green Chemistry Awards



For the 18th year, EPA honors winners of the **Presidential Green Chemistry Awards** who have developed innovative green chemistry technologies that could help us solve environmental problems while saving money, and reducing waste, resource use and shrinking carbon footprints. This year's winners include biobased materials technologies, less-hazardous processes for genetic testing and coatings for military and industrial applications; technology that will reduce the carbon footprint of

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exterior house paint; and a vegetable oil-based transformer fluid. **Learn more here.** <http://go.usa.gov/ZxuP>



And This Year’s Winners of the Presidential Green Chemistry Awards

Are....<http://go.usa.gov/Zc8C>

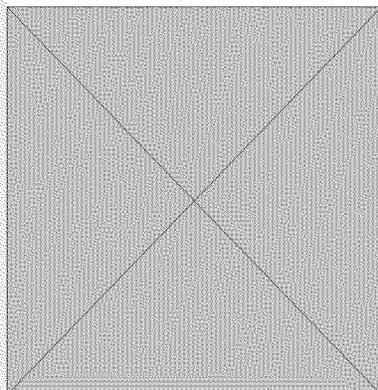
Read this blog by Jim Jones to find out who the winners are!

Let us know what you think about our winners on Twitter and Facebook!

Connect with EPA - EPA Seeks Environmental Education Grant Applications

EPA is currently accepting applications through February 28, 2014. for environmental education projects under the agency’s **Environmental Education Grant Program**. The program works to engage communities across the country through a wide variety of educational projects that have a lasting impact on people’s health by facilitating environmental stewardship. **Learn more here.** <http://go.usa.gov/Zxuk>

Featured Blog - Environmental Justice in Action Blog



Environmental Justice in Action Blog is a resource for educating and communicating about actions and ideas that advance the mission of environmental justice.

Mr. President: Fill the gap in the CAP

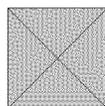
Check out our latest blog post from Jalonne White-Newsome of Western Harlem Environmental Action, Inc., who talks about the devastating impacts that climate change will have, particularly in low income communities and communities of color. She then discusses the President's Climate Action Plan (CAP) and the importance of strengthening the environmental justice considerations in these plans. To find out more about what you can do the support their work, click here! <http://go.usa.gov/Zxym>

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https://public.govdelivery.com/accounts/USAEPA/subscriber/new?topic_id=USAEPA_439

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This service is provided to you at no charge by the [U.S. Environmental Protection Agency](#).

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EPA Public Engagement Highlights



- [Featured Highlight - Top 5 Ways to Green Your Holidays](#)
- [Connect with EPA - Applications Open for Presidential Innovation Award for Environmental Educators](#)
- [Featured Video - Bob Perciasepe's Earth Changing Moment](#)
- [It's Our Environment Blog Feature - Free "Green" Apps](#)

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Featured Highlight - Top 5 Ways to Green Your Holidays



Check out EPA's [Pinterest Account](#) for tips on how to ensure your holiday festivities are environmentally friendly! Our top five green holiday tips are:

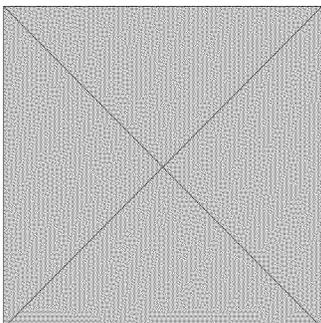
1. [Use recycled or alternative paper](#) to wrap gifts
2. [Do-It-Yourself "green" decorating](#)
3. [Compost food waste](#)
4. [Shop green](#)
5. [Eliminate packaging waste](#) with homemade gifts

To see these tips and more ideas [click here](http://www.pinterest.com/epagov/greening-your-holidays/). <http://www.pinterest.com/epagov/greening-your-holidays/>

Send us some of your green holiday tips on [Twitter](#) and [Facebook](#)!

Connect with EPA - Applications Open for Presidential Innovation Award for Environmental Educators

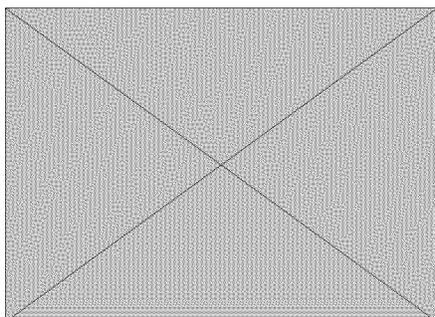
EPA Public Engagement Highlights "How To" Document



In partnership with the White House Council on Environmental Quality, EPA is currently **accepting applications** for the third annual Presidential Innovation Award for Environmental Educators. The award recognizes outstanding K-12 teachers and their local education agencies nationwide for excellence in integrating environmental education into their lessons and demonstrating the connection between health and the environment

for their students. **Applications due February 28, 2014.** [Learn more here. http://go.usa.gov/Z4zY](http://go.usa.gov/Z4zY)

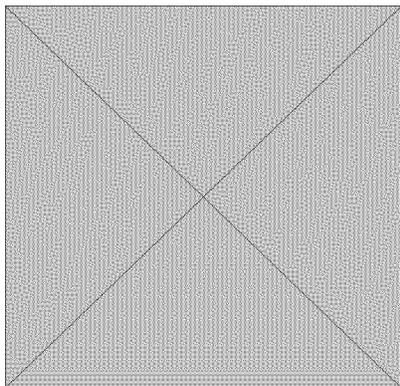
Featured Video - Bob Perciasepe's Earth Changing Moment



My Earth Changing Moments is a website that lets you share your "aha moment" about the environment with others and expand the national conversation on the environment.

Watch EPA Deputy Administrator **Bob Perciasepe** describe how his **childhood fostered a passion for the environment here.** <http://youtu.be/QYBNp6mzdiw>

It's Our Environment Blog Feature - Free "Green" Apps



It's Our Environment is the Agency's general blog for engaging all readers about a wide variety of topics. Authors are primarily EPA employees but can include guest bloggers or cross-posts with other blogs.

Free "Green" Apps

EPA's Office of Public Engagement intern, Athena Motavvef, gives her insight on EPA's variety of useful green apps which can keep you updated on air quality, sun protection, and

recycling. **To learn more [click here.](http://go.usa.gov/Z2Zj)** <http://go.usa.gov/Z2Zj>

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https://public.govdelivery.com/accounts/USAEPA/subscriber/new?topic_id=USAEPA_439

EPA Public Engagement Highlights “How To” Document

Office of Public Engagement
Office of External Affairs and Environmental Education
Office of the Administrator / U.S. Environmental Protection Agency
Tel 202-564-4355 / PublicEngagement@epa.gov

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]; Lindsey Wahowiak[Lindsey.Wahowiak@apha.org]
Cc: Donald Hoppert[donald.hoppert@apha.org]
From: Michele Late
Sent: Mon 9/15/2014 3:20:54 PM
Subject: Re: IMPORTANT: Join a Thunderclap for Clean Water

Thanks, Shakeba. We don't use @publichealth for Thunderclap, as we get far too many requests for it. But we're happy to promote/support the water rule in some other way.

Michele Late, Admin, @publichealth and APHA Instagram

From: <Carter-Jenkins>, Shakeba <Carter-Jenkins.Shakeba@epa.gov<mailto:Carter-Jenkins.Shakeba@epa.gov>>
Date: Monday, September 15, 2014 at 11:17 AM
To: Michele Late <michele.late@apha.org<mailto:michele.late@apha.org>>, Lindsey Wahowiak <Lindsey.Wahowiak@apha.org<mailto:Lindsey.Wahowiak@apha.org>>
Cc: Donald Hoppert <donald.hoppert@apha.org<mailto:donald.hoppert@apha.org>>
Subject: IMPORTANT: Join a Thunderclap for Clean Water

Good Morning Michele and Lindsey,

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyones walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so. If you have any questions, please give me a call at 202-564-6385.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. www.epa.gov/USwaters<<http://www.epa.gov/USwaters>>"

To sum up, you can participate through these two steps:

1. Sign up to join the Thunderclap for Clean

Water:<http://thndr.it/1rUOiaB><http://sendgrid.thunderclap.it/wf/click?upn=YDBP6RK3mvJEJxxpklniqPL564W3xa6aDieQRSjl0cU-3D_Yo-2Fsb-2BrGQz3qy9jf-2FfrHI3tlSvzeETTPGpgg1Ks-2F-2F1h41TlbMkR25HpnIXwqQcQK2oaBilOj5C2zrS9hswcE89VJT8gtzgnro-2B9kVBkc4uaYe1JFDdHWNjssbZ0Bxc1YFjRSrdq7kFDGGsNSEdnelwsylCQTR2TWrjtaRqe5AOkILT4pu00uwsYhhQXZxEdIWylfwMlj-2BAImB3abiCAA-3D-3D>

2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:

a. Facebook<<http://thndr.it/1rUOiaB>>

b.

Twitter<https://twitter.com/intent/tweet?related=EPAWater%3AOrganizer%2CThunderclapIt%3APowered+By&url=http%3A%2F%2Fthndr.it%2F1rUOiaB&text=I+just+supported+I+Choose+Clean+Water+on+%40ThunderclapIt+%2F%2F+%40EPAWater&original_referer=https://www.thunderclap.it/projects/16052-i>

choose-clean-water?locale=en>

c.

Tumblr<https://www.tumblr.com/login?share_redirect_to=%2Fshare%2Flink%3Furl%3Dhttp%253A%252F%252Fthndr.it%252F1rUOiaB%26name%3DI%2520Choose%2520Clean%2520Water%26description%3DI%2520just%2520supported%2520I%2520Choose%2520Clean%2520Water%2520on%2520%2540Thunderclap!t%2520%252F%252F%2520%2540EPAwater>

To: Carter-Jenkins, Shakeba[Carter-Jenkins.Shakeba@epa.gov]
From: Michele Late
Sent: Wed 9/17/2014 4:41:42 PM
Subject: Re: IMPORTANT: Join a Thunderclap for Clean Water

Hi, Shakeba. I sent one general tweet yesterday about the [clean water rule](#) and have another planned. (And I signed for the Thunderclap on my personal account, [Ex. 6 - Personal Privacy](#)) Congrats on reaching your Thunderclap goal!

Michele Late, Executive editor
The Nation's Health newspaper, APHA

202-777-2488 - Fax: 202-777-2532 - michele.late@apha.org<applewebdata://8F179BE0-9B79-48B8-9324-81E9485B706E/michele.late@apha.org>
800 I St. N.W., Washington, DC 20001-3710

Website: <http://www.thenationshealth.org><<http://www.thenationshealth.org/>>

Twitter: <http://www.twitter.com/nationshealth>

App: <http://thenationshealth.aphapublications.org/site/misc/app.xhtml>

Free Healthy You fact sheets: <http://www.healthfactsheets.org><<http://www.healthfactsheets.org/>>

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2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:

a. Facebook<<http://thndr.it/1rUOiaB>>

b.

Twitter<https://twitter.com/intent/tweet?related=EPWater%3AOrganizer%2CThunderclapIt%3APowered+By&url=http%3A%2F%2Fthndr.it%2F1rUOiaB&text=I+just+supported+I+Choose+Clean+Water+on+%40ThunderclapIt+%2F%2F+%40EPWater&original_referer=https://www.thunderclap.it/projects/16052-i-choose-clean-water?locale=en>

c.

Tumblr<https://www.tumblr.com/login?share_redirect_to=%2Fshare%2Flink%3Furl%3Dhttp%253A%252F%252Fthndr.it%252F1rUOiaB%26name%3DI%2520Choose%2520Clean%2520Water%26description%3DI%2520just%2520supported%2520I%2520Choose%2520Clean%2520Water%2520on%2520%2540ThunderclapIt%2520%252F%252F%2520%2540EPWater>

To: Aguirre, Amanda[Aguirre.Amanda@epa.gov]
From: Carter-Jenkins, Shakeba
Sent: Wed 9/17/2014 5:45:18 PM
Subject: IMPORTANT: Join a Thunderclap for Clean Water

Hi Amanda, APHA was able to support us on the Thunderclap for Clean Water.

-----Original Message-----

From: Michele Late [mailto:Michele.Late@apha.org]
Sent: Wednesday, September 17, 2014 12:42 PM
To: Carter-Jenkins, Shakeba
Subject: Re: IMPORTANT: Join a Thunderclap for Clean Water

Hi, Shakeba. I sent one general tweet yesterday about the clean water rule and have another planned. (And I signed for the Thunderclap on my personal account, Ex. 6 - Personal Privacy) Congrats on reaching your Thunderclap goal!

Michele Late, Executive editor
The Nation's Health newspaper, APHA

202-777-2488 - Fax: 202-777-2532 - michele.late@apha.org<applewebdata://8F179BE0-9B79-48B8-9324-81E9485B706E/michele.late@apha.org>
800 I St. N.W., Washington, DC 20001-3710

Website: <http://www.thenationshealth.org><<http://www.thenationshealth.org/>>
Twitter: <http://www.twitter.com/nationshealth>
App: <http://thenationshealth.aphapublications.org/site/misc/app.xhtml>

Free Healthy You fact sheets: <http://www.healthfactsheets.org><<http://www.healthfactsheets.org/>>

From: <Carter-Jenkins>, Shakeba <Carter-Jenkins.Shakeba@epa.gov<mailto:Carter-Jenkins.Shakeba@epa.gov>>
Date: Monday, September 15, 2014 at 11:17 AM
To: Michele Late <michele.late@apha.org<mailto:michele.late@apha.org>>, Lindsey Wahowiak <Lindsey.Wahowiak@apha.org<mailto:Lindsey.Wahowiak@apha.org>>
Cc: Donald Hoppert <donald.hoppert@apha.org<mailto:donald.hoppert@apha.org>>
Subject: IMPORTANT: Join a Thunderclap for Clean Water

Good Morning Michele and Lindsey,

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so. If you have any questions, please give me a call at 202-564-6385.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. www.epa.gov/USwaters<<http://www.epa.gov/USwaters>>"

To sum up, you can participate through these two steps:

1. Sign up to join the Thunderclap for Clean

Water:<http://thndr.it/1rUOiaB><http://sendgrid.thunderclap.it/wf/click?upn=YDBP6RK3mvJEJxxpklniqPL564W3xa6aDieQRSjl0cU-3D_Yo-2Fsb-2BrGQz3qy9jf-2FfrHI3tlSvzeETTPGpgg1Ks-2F-2F1h41TlbMkR25HpnIXwqQcQK2oaBilOj5C2zrS9hswcE89VjT8gtzgnro-2B9kVBkc4uaYe1JFDdHWNjssbZ0Bxc1YFjRSrdq7kFDGGsNSEdnelwsylCQTR2TWrjtaRqe5AOkilTD4pu00uwsYhhQXZxEdlWylfwMlj-2BAImB3abiCAA-3D-3D>

2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:

a. Facebook<<http://thndr.it/1rUOiaB>>

b.

Twitter<https://twitter.com/intent/tweet?related=EPAwater%3AOrganizer%2CThunderclapIt%3APowered+By&url=http%3A%2F%2Fthndr.it%2F1rUOiaB&text=I+just+supported+I+Choose+Clean+Water+on+%40ThunderclapIt+%2F%2F+%40EPAwater&original_referer=https://www.thunderclap.it/projects/16052-i-choose-clean-water?locale=en>

c.

Tumblr<https://www.tumblr.com/login?share_redirect_to=%2Fshare%2Flink%3Furl%3Dhttp%253A%252F%252Fthndr.it%252F1rUOiaB%26name%3DI%2520Choose%2520Clean%2520Water%26description%3DI%2520just%2520supported%2520I%2520Choose%2520Clean%2520Water%2520on%2520%2540ThunderclapIt%2520%252F%252F%2520%2540EPAwater>

To: Michele Late[Michele.Late@apha.org]
From: Carter-Jenkins, Shakeba
Sent: Wed 9/17/2014 5:43:58 PM
Subject: RE: IMPORTANT: Join a Thunderclap for Clean Water

AWESome! Thanks to our supportive friends, we met our goal. I appreciate you. Best, Shakeba

-----Original Message-----

From: Michele Late [mailto:Michele.Late@apha.org]
Sent: Wednesday, September 17, 2014 12:42 PM
To: Carter-Jenkins, Shakeba
Subject: Re: IMPORTANT: Join a Thunderclap for Clean Water

Hi, Shakeba. I sent one general tweet yesterday about the clean water rule and have another planned. (And I signed for the Thunderclap on my personal account, Ex. 6 - Personal Privacy) Congrats on reaching your Thunderclap goal!

Michele Late, Executive editor
The Nation's Health newspaper, APHA

202-777-2488 - Fax: 202-777-2532 - michele.late@apha.org<applewebdata://8F179BE0-9B79-48B8-9324-81E9485B706E/michele.late@apha.org>
800 I St. N.W., Washington, DC 20001-3710

Website: <http://www.thenationshealth.org><<http://www.thenationshealth.org/>>
Twitter: <http://www.twitter.com/nationshealth>
App: <http://thenationshealth.aphapublications.org/site/misc/app.xhtml>

Free Healthy You fact sheets: <http://www.healthfactsheets.org><<http://www.healthfactsheets.org/>>

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Twitter<https://twitter.com/intent/tweet?related=EPAwater%3AOrganizer%2CThunderclapIt%3APowered+By&url=http%3A%2F%2Fthndr.it%2F1rUOiaB&text=I+just+supported+I+Choose+Clean+Water+on+%40ThunderclapIt+%2F%2F+%40EPAwater&original_referer=https://www.thunderclap.it/projects/16052-i-choose-clean-water?locale=en>

c.

Tumblr<https://www.tumblr.com/login?share_redirect_to=%2Fshare%2Flink%3Furl%3Dhttp%253A%252F%252Fthndr.it%252F1rUOiaB%26name%3DI%2520Choose%2520Clean%2520Water%26description%3DI%2520just%2520supported%2520I%2520Choose%2520Clean%2520Water%2520on%2520%2540ThunderclapIt%2520%252F%252F%2520%2540EPAwater>

To: Michele Late[Michele.Late@apha.org]
From: Carter-Jenkins, Shakeba
Sent: Mon 9/15/2014 3:27:00 PM
Subject: RE: IMPORTANT: Join a Thunderclap for Clean Water

Hi Michele,

Thank so much for letting me know and I completely understand. Is there another way that you could promote/support the water rule through social media? Happy to speak by phone. Thank you, Shakeba

-----Original Message-----

From: Michele Late [mailto:Michele.Late@apha.org]
Sent: Monday, September 15, 2014 11:21 AM
To: Carter-Jenkins, Shakeba; Lindsey Wahowiak
Cc: Donald Hoppert
Subject: Re: IMPORTANT: Join a Thunderclap for Clean Water

Thanks, Shakeba. We don't use @publichealth for Thunderclap, as we get far too many requests for it. But we're happy to promote/support the water rule in some other way.

Michele Late, Admin, @publichealth and APHA Instagram

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Date: Monday, September 15, 2014 at 11:17 AM
To: Michele Late <michele.late@apha.org<mailto:michele.late@apha.org>>, Lindsey Wahowiak <Lindsey.Wahowiak@apha.org<mailto:Lindsey.Wahowiak@apha.org>>
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c.

Tumblr<https://www.tumblr.com/login?share_redirect_to=%2Fshare%2Flink%3Furl%3Dhttp%253A%252F%252Fthndr.it%252F1rUOiaB%26name%3DI%2520Choose%2520Clean%2520Water%26description%3DI%2520just%2520supported%2520I%2520Choose%2520Clean%2520Water%2520on%2520%2540ThunderclapIt%2520%252F%252F%2520%2540EPAwater>

To: Dewey, Amy[Dewey.Amy@epa.gov]
From: Marc Himmelstein
Sent: Tue 5/19/2015 8:34:18 PM
Subject: Re: NY Times Today
[image001.png](#)

shocking-

Sent from my iPad

On May 19, 2015, at 4:28 PM, "Dewey, Amy" <Dewey.Amy@epa.gov<mailto:Dewey.Amy@epa.gov>> wrote:

Outlet Full Name: New York Times - Online, The

News Headline: Critics Hear E.P.A.'s Voice in 'Public Comments' |
<[image001.png](#)><mailto:?subject=News%20Forwarded:%20Critics%20Hear%20E.P.A.'s%20Voice%20in%20'Public%20Comments'&body=Critics%20Hear%20E.P.A.'s%20Voice%20in%20'Public%20Comments';%0A05/18/2015%0ANew%20York%20Times,%20The%0A%0A WASHINGTON%20--%20When%20the%20Environmental%20Protection%20Agency%20proposed%20a%20major%20new%20rule%20intended%20to%20protect%20the%20nation's%20drinking%20water%20last%20year,%20regulators%20solicited%20opinions%20from%20the%20public.%20The%20purpose%20of%20the%20'public%20comment'&period%20was%20to%20objectively%20gauge...%0A%0ALink:>

Outlet Full Name: New York Times, The

News Text: WASHINGTON -- When the Environmental Protection Agency proposed a major new rule intended to protect the nation's drinking water last year, regulators solicited opinions from the public. The purpose of the "public comment" period was to objectively gauge Americans' sentiment before changing a policy that could profoundly affect their lives.

Gina McCarthy, the agency's administrator, told a Senate committee in March that the agency had received more than one million comments, and nearly 90 percent favored the agency's proposal. Ms. McCarthy is expected to cite those comments to justify the final rule, which the agency plans to unveil this week.

But critics say there is a reason for the overwhelming result: The E.P.A. had a hand in manufacturing it.

In a campaign that tests the limits of federal lobbying law, the agency orchestrated a drive to counter political opposition from Republicans and enlist public support in concert with liberal environmental groups and a grass-roots organization aligned with President Obama.

The Obama administration is the first to give the E.P.A. a mandate to create broad public outreach campaigns, using the tactics of elections, in support of federal environmental regulations before they are final.

The E.P.A.'s campaign highlights the tension between exploiting emerging technologies while trying to abide by laws written for another age.

Federal law permits the president and political appointees, like the E.P.A. administrator, to promote government policy, or to support or oppose pending legislation.

But the Justice Department, in a series of legal opinions going back nearly three decades, has told federal agencies that they should not engage in substantial "grass-roots" lobbying, defined as "communications by executive officials directed to members of the public at large, or particular segments of the general public, intended to persuade them in turn to communicate with their elected representatives on some issue of concern to the executive."

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The results were then offered as proof that the proposal was popular.

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But critics said environmental groups had inappropriately influenced the campaign -- just as environmentalists complained that the energy industry improperly drove policy during the George W. Bush administration.

At minimum, the actions of the agency are highly unusual. "The agency is supposed to be more of an honest broker, not a partisan advocate in this process," said Jeffrey W. Lubbers, a professor of practice in administrative law at the American University Washington College of Law and the author of the book "A Guide to Federal Agency Rulemaking."

"I have not seen before from a federal agency this stark of an effort to generate endorsements of a proposal during the open comment period," he said.

Senator James M. Inhofe, Republican of Oklahoma and chairman of the environment committee, is holding a hearing on Tuesday to examine the proposed rule. "There is clear collusion between extreme environmental groups and the Obama administration in both developing and promoting a host of new regulations," he said.

The most contentious part of the E.P.A.'s campaign was deploying Thunderclap, a social media tool that spread the agency's message to hundreds of thousands of people -- a "virtual flash mob," in the words of Travis Loop, the head of communications for E.P.A.'s water division.

The architect of the E.P.A.'s new public outreach strategy is Thomas Reynolds, a former Obama campaign aide who was appointed in 2013 as an associate administrator. "We are just borrowing new methods that have proven themselves as being effective," he said.

But industry critics said the agency's actions might be violating federal lobbying laws.

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The E.P.A.'s tactics in supporting the rule are clearly designed to move public opinion, at a time when Congress was considering legislation to block the agency from putting the rule into effect.

"The agency has relentlessly campaigned for the rule with tweets and blogs, not informing the public about the rule but influencing the public to advocate for the rule," said Ellen Steen, general counsel at the American Farm Bureau Federation. "That is exactly what the Anti-Lobbying Act is meant to prevent."

The strategy to build public support for the clean water rule builds on the agency's promotion of its climate change policy. The White House hired Mr. Reynolds, a seasoned political operative, to run the climate change outreach effort after he directed regional media operations for the president's 2012 re-election.

He set off what he called a "flood-the-zone approach" to push back against opponents of the E.P.A.'s climate rule in the Republican Party and the coal industry, injecting the digital savvy of Mr. Obama's presidential campaigns into the agency's effort. "There is a huge premium on social media," Mr. Reynolds said. "Facebook, YouTube, Twitter, Instagram, Vine, Pinterest."

Jeffrey R. Holmstead, an energy industry lobbyist and an E.P.A. deputy in the Bush administration, said the E.P.A. was "using campaign and advocacy strategies to promote a regulatory action." But he and other experts said the agency's actions did not appear to cross a legal line.

Obama administration officials insist they had to counter industry opponents to the climate change and water rules who were engaged in their own campaign to undermine them.

"The fact that there's a very well-funded campaign means we needed a strong and sustained communications effort," said Heather Zichal, Mr. Obama's former senior climate adviser.

In March last year, when the E.P.A. proposed the clean water regulation, opponents hit back fast. The American Farm Bureau kicked off a public relations effort summarized by its Twitter nickname: Ditch the Rule.

The Farm Bureau was supported by home builders, the fertilizer and pesticide industries, oil and gas producers and a national association of golf course owners who collectively called for the E.P.A. to revamp or withdraw its proposal. That demand was echoed by more than 230 members of the House.

As the opposition mounted, leaders of major environmental groups held closed-door meetings with senior E.P.A. officials as the rule was being written, participants in these meetings said.

Mr. Reynolds doubled down on a social media campaign to defend the water rule.

The agency created its own Twitter hashtag, #DitchtheMyth, which Ms. McCarthy publicized, backed up with YouTube videos and Facebook postings that countered the criticism. But the campaign also specifically urged support for the effort -- directing the public to the E.P.A. website, where the rule was explained and a prominent tab invited readers to leave a comment. Mr. Reynolds insisted that the agency specifically did not urge the public to contact Congress.

Organizing for Action also urged members to get involved, a message that the E.P.A. reinforced. Major environmental groups, including the Sierra Club and the Natural Resources Defense Council, became "thunderous supporters" of the effort.

The Thunderclap effort was promoted in advance with the E.P.A. issuing a news release and other promotional material, including a photograph of a young boy drinking a glass of water.

"Clean water is important to me," the message said. "I want E.P.A. to protect it for my health, my family and my community."

In the end, the message was sent to an estimated 1.8 million people, Thunderclap said.

In a separate appeal, Mr. Loop, of the E.P.A., wrote a blog post on the agency's website with pictures of himself, his two children and his dog swimming in waters near his Maryland home, and ending with a pitch.

He urged anyone reading the post to "spread the word about how much it matters to you and your family and friends."

"Here is an easy way to do that," he wrote. "Take a photo holding this #CleanWaterRules sign. Post it to Facebook, Twitter or Instagram with #CleanWaterRules and give your reason. Encourage family and friends to do the same."

Those efforts to prompt people to support the rule are now being cited as evidence that the E.P.A. has illegally engaged in so-called grass-roots lobbying.

'E.P.A. Office of Water's Twitter account has essentially become a lobbyist for the proposal," wrote Kevin P. Kelly, chairman of the National Association of Home Builders, in a letter to the E.P.A. protesting the role the agency has played in advocating its clean water proposal.

Gov. Dennis M. Daugaard of South Dakota and some members of Congress have filed protests using almost exactly the same language, suggesting that the industry players are coordinating their response.

In its previous opinions to federal agencies, the Justice Department has indicated that "grass-roots" efforts are most clearly prohibited if they are related to legislation pending in Congress and are "substantial," which it defined as costing about \$100,000 in today's dollars -- a price tag that the E.P.A.'s efforts on the clean water rule almost certainly did not reach if the salaries of the agency staff members involved are not counted.

Officials at the E.P.A. strongly defend their work -- insisting that they did not violate the Anti-Lobbying Law because they never explicitly urged the public to lobby Congress, just to express their support for the plan in a public way.

"We are well within our authority to educate the American people about the importance of what E.P.A. is doing to act on climate change and protect public health," Mr. Reynolds said. "There is a very clear line, and we never, ever cross it."



To: Ragland, Micah[Ragland.Micah@epa.gov]; Enobakhare, Rosemary[Enobakhare.Rosemary@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]
Cc: Maddox, Donald[Maddox.Donald@epa.gov]
From: Bond, Brian
Sent: Tue 5/19/2015 2:29:11 PM
Subject: FW: NYTimes - Critics Hear E.P.A.'s Voice in 'Public Comments'

Worth a read.

From: Fritz, Matthew
Sent: Tuesday, May 19, 2015 10:27 AM
To: Bond, Brian
Subject: FW: NYTimes - Critics Hear E.P.A.'s Voice in 'Public Comments'

From: Reynolds, Thomas
Sent: Monday, May 18, 2015 10:12 PM
To: Adm13McCarthy, Gina; Meiburg, Stan; Fritz, Matthew; Vaught, Laura; KeyesFleming, Gwendolyn; Garbow, Avi; Kopocis, Ken
Subject: Fwd: NYTimes - Critics Hear E.P.A.'s Voice in 'Public Comments'

Sent from my iPhone

Begin forwarded message:

From: Tom Reynolds [Ex. 6 - Personal Privacy]
Date: May 18, 2015 at 10:10:07 PM EDT
To: "reynolds.thomas@epa.gov" <reynolds.thomas@epa.gov>
Subject: NYTimes - Critics Hear E.P.A.'s Voice in 'Public Comments'

Critics Hear E.P.A.'s Voice in 'Public Comments'

By ERIC LIPTON and CORAL DAVENPORT MAY 18, 2015

Photo

Gina McCarthy, above, the E.P.A. administrator, who is expected to release the final version of a new rule intended to protect the nation's drinking water this week. Credit Joshua Lott for The New York Times

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Photo

Left, a Twitter post from the agency promoting the rule.

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[Continue reading the main story](#)

Document

The War Over the ‘Waters of the United States’

The Environmental Protection Agency, facing strong opposition from some farmers, ranchers and industrial groups, has tried to defend a major proposal aimed at protecting the nation’s drinking water. Here is a look at the dispute and the tactics the agency has used to fight back.

[OPEN Document](#)

But industry critics said the agency’s actions might be violating federal lobbying laws.

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“The agency has relentlessly campaigned for the rule with tweets and blogs, not informing the public about the rule but influencing the public to advocate for the rule,” said Ellen Steen, general counsel at the American Farm Bureau Federation. “That is exactly what the Anti-Lobbying Act is meant to prevent.”

The strategy to build public support for the clean water rule builds on the agency's promotion of its climate change policy. The White House hired Mr. Reynolds, a seasoned political operative, to run the climate change outreach effort after he directed regional media operations for the president's 2012 re-election.

He set off what he called a "flood-the-zone approach" to push back against opponents of the E.P.A.'s climate rule, injecting the digital savvy of Mr. Obama's presidential campaigns into the agency's effort. "There is a huge premium on social media," Mr. Reynolds said. "Facebook, YouTube, Twitter, Instagram, Vine, Pinterest."

Jeffrey R. Holmstead, an energy industry lobbyist and an E.P.A. deputy in the Bush administration, said the E.P.A. was "using campaign and advocacy strategies to promote a regulatory action." But he and other experts said the agency's actions did not appear to cross a legal line.

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Obama administration officials insist they had to counter industry opponents to the climate change and water rules who were engaged in their own campaign to undermine them.

"The fact that there's a very well-funded campaign means we needed a strong and sustained communications effort," said Heather Zichal, Mr. Obama's former senior climate adviser.

In March last year, when the E.P.A. proposed the clean water regulation, opponents hit back fast. The American Farm Bureau kicked off a public relations effort summarized by its Twitter nickname: [Ditch the Rule](#).

The Farm Bureau was supported by home builders, the fertilizer and pesticide industries, oil and gas producers and a national association of golf course owners who collectively called for the E.P.A. to revamp or withdraw its proposal. That demand was echoed by more than 230 members of the House.

As the opposition mounted, leaders of major environmental groups held closed-door meetings with senior E.P.A. officials as the rule was being written, participants in these meetings said.

Mr. Reynolds doubled down on a social media campaign to defend the water rule.

Photo

Ms. McCarthy with Tom Reynolds, an associate administrator with the E.P.A. who runs the agency's public outreach strategy. Credit via Environmental Protection Agency

The agency created its own Twitter hashtag, [#DitchtheMyth](#), which Ms. McCarthy publicized, backed up with YouTube videos and Facebook [postings](#) that countered the criticism. But the campaign also specifically urged support for the effort — directing the public to [the E.P.A. website](#), where the rule was explained and a prominent tab invited readers to leave a comment. Mr. Reynolds insisted that the agency specifically did not urge the public to contact Congress.

Organizing for Action also urged members to get involved, a message that the E.P.A. reinforced. Major environmental groups, including the Sierra Club and the Natural Resources Defense Council, became “thunderous supporters” of the effort.

The Thunderclap effort was promoted in advance with the E.P.A. issuing a news release and other promotional material, including a photograph of a young boy drinking a glass of water.

“Clean water is important to me,” the [message](#) said. “I want E.P.A. to protect it for my health, my family and my community.”

In the end, the message was sent to an estimated 1.8 million people, according to Thunderclap.

In a separate appeal, Mr. Loop, of the E.P.A., wrote a blog post on the agency’s website with pictures of himself, his two children and his dog swimming in waters near his Maryland home, and ending with a pitch.

He urged anyone reading the post to “spread the word about how much it matters to you and your family and friends.”

“Here is an easy way to do that,” he wrote. “Take a photo holding this [#CleanWaterRules](#) sign. Post it to Facebook, Twitter or Instagram with [#CleanWaterRules](#) and give your reason. Encourage family and friends to do the same.”

Those efforts to prompt people to support the rule are now being cited as evidence that the E.P.A. has illegally engaged in so-called grass-roots lobbying.

“E.P.A. Office of Water’s Twitter account has essentially become a lobbyist for the proposal,” wrote Kevin P. Kelly, chairman of the National Association of Home Builders, in a letter to the E.P.A. protesting the role the agency has played in advocating its clean water proposal.

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Gov. Dennis M. Daugaard of South Dakota and some members of Congress have filed protests using almost exactly the same language, suggesting that the industry players are coordinating their response.

In its previous opinions to federal agencies, the Justice Department has indicated that “grass-roots” efforts are most clearly prohibited if they are related to legislation pending in Congress and are “substantial,” which it defined as costing about \$100,000 in today’s dollars — a price tag that the E.P.A.’s efforts on the clean water rule almost certainly did not reach if the salaries of the agency staff members involved are not counted.

Officials at the E.P.A. strongly defend their work — insisting that they did not violate the Anti-Lobbying Law because they never explicitly urged the public to lobby Congress, just to express their support for the plan in a public way.

“We are well within our authority to educate the American people about the importance of what E.P.A. is doing to act on climate change and protect public health,” Mr. Reynolds said. “There is a very clear line, and we never, ever cross it.”

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From: Levy, Jeffrey
Sent: Wed 9/24/2014 8:30:56 PM
Subject: Re: Concerns about Thunderclap

Thanks!

So on a percentage basis, it multiplied traffic several times over.

But the absolute amount wasn't a huge deal.

Good on you to ask, Bianca! Now we know. :)

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Supporters: 904

Social reach: 2.7 million

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Supporters: 904

Social reach: 2.7 million

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Supporters: 295

Social reach: 1.4 million

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Now, here's the info about OW's Thunderclap so far:

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Supporters: 789

Social reach: 1.7 million

Based on prior experience, I doubt we'll stress the servers. But I hope I've provided everything I can to help you assess the situation.

Thanks!

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Cc: Byrd, Jonda[byrd.jonda@epa.gov]; Smiley, Susan[smiley.susan@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]
From: Loop, Travis
Sent: Wed 9/24/2014 7:32:43 PM
Subject: RE: Concerns about Thunderclap

Thanks for the analysis Jeffrey!

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Levy, Jeffrey
Sent: Wednesday, September 24, 2014 3:06 PM
To: Loop, Travis; Poll, Bianca; Dabolt, Thomas; Teasley, Deric; Kaldani, Jason; Yuen, Andrew; Bronson, Samuel
Cc: Byrd, Jonda; Smiley, Susan; Orquina, Jessica; Hart, Daniel
Subject: Concerns about Thunderclap

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Supporters: 295

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<http://facebook.com/epa>

To: Reynolds, Thomas[Reynolds.Thomas@epa.gov]
Cc: Smith, Roxanne[Smith.Roxanne@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]
From: Orquina, Jessica
Sent: Fri 5/15/2015 1:19:57 PM
Subject: RE: Stmt on thunderclap

Hi Tom,

I just spoke to Scott Albright. He's working on some suggested edits that he'll send you later this morning.

In the meantime, I wanted to make sure you had the link to OW's Thunderclap:

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

Scott & I looked back in our emails and we reviewed and approved the terms of service for Thunderclap in August 2013. The OW Thunderclap was in September 2014. Prior to that we had run three Thunderclaps from the main EPA account, two that were successful (Earth Day #ActOnClimate - <https://www.thunderclap.it/projects/10319-on-earth-day-actonclimate?locale=en> - and SunWise - <https://www.thunderclap.it/projects/11750-be-sunwise-on-don-t-fry-day?locale=en>) and one that was not (Children's Health - <https://www.thunderclap.it/projects/5938-protect-your-kids?locale=en>).

Lastly, this morning I checked and OGC and OWC have reviewed and approved just over 40 terms of service for various social media and web tools. The link to most our approved terms of service is here: <http://www2.epa.gov/webguide/terms-service-agreements>.

Jess

Jessica Ann Orquina
Acting Associate Director
Office of Web Communications
Office of Public Affairs
U.S. Environmental Protection Agency
Email: orquina.jessica@epa.gov
Office: 202-564-0446
Mobile: 202-322-8369

Please consider the environment before printing this email.

-----Original Message-----

From: Reynolds, Thomas
Sent: Thursday, May 14, 2015 5:30 PM
To: Albright, Scott; Garbow, Avi; Orquina, Jessica
Subject: Stmt on thunderclap

Here is what I'd like to say:

EPA's Office of General Counsel reviewed and approved the terms of service with Thunderclap to utilize it as a communication tool to educate and engage Americans about the agency's rules and policies. EPA has approximately 40 similar terms of service with platforms like Facebook, Flickr, Twitter and Instagram.

Sent from my iPhone

To: Poll, Bianca[Poll.Bianca@epa.gov]; Levy, Jeffrey[Levy.Jeffrey@epa.gov]; Loop, Travis[Loop.Travis@epa.gov]; Dabolt, Thomas[Dabolt.Thomas@epa.gov]; Teasley, Deric[Teasley.Deric@epa.gov]; Kaldani, Jason[Kaldani.Jason@epa.gov]; Yuen, Andrew[Yuen.Andrew@epa.gov]; Bronson, Samuel[Bronson.Samuel@epa.gov]
Cc: Byrd, Jonda[byrd.jonda@epa.gov]; Smiley, Susan[smiley.susan@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]
From: Lomask, Daniel
Sent: Wed 9/24/2014 7:16:52 PM
Subject: RE: Concerns about Thunderclap

I did not set up the Thunderclap, so I can't say for sure which URL was used. But I watched the address bar after clicking on the link, and it looks like it's using www2.epa.gov/uswaters.

Dan Lomask

ORISE Intern

202-566-0201

From: Poll, Bianca
Sent: Wednesday, September 24, 2014 3:10 PM
To: Levy, Jeffrey; Loop, Travis; Dabolt, Thomas; Teasley, Deric; Kaldani, Jason; Yuen, Andrew; Bronson, Samuel
Cc: Byrd, Jonda; Smiley, Susan; Orquina, Jessica; Hart, Daniel; Lomask, Daniel
Subject: RE: Concerns about Thunderclap

I'm adding in Dan Lomask who actually set up the site. Dan, can you answer the question that Jeffrey has addressed to me?

First an aside to Bianca: when you set it up, did you set the URL to <http://www.epa.gov/uswaters> or <http://www2.epa.gov/uswaters> ? If the former, then every click will hit the main Web server and then the WebCMS server. If the latter, it'll only be the WebCMS server involved.

Bianca Poll, MPH

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Office of Water, EPA

(p): (202) 564-9951

(e): poll.bianca@epa.gov

From: Levy, Jeffrey

Sent: Wednesday, September 24, 2014 3:06 PM

To: Loop, Travis; Poll, Bianca; Dabolt, Thomas; Teasley, Deric; Kaldani, Jason; Yuen, Andrew; Bronson, Samuel

Cc: Byrd, Jonda; Smiley, Susan; Orquina, Jessica; Hart, Daniel

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To: Levy, Jeffrey[Levy.Jeffrey@epa.gov]; Loop, Travis[Loop.Travis@epa.gov]; Dabolt, Thomas[Dabolt.Thomas@epa.gov]; Teasley, Deric[Teasley.Deric@epa.gov]; Kaldani, Jason[Kaldani.Jason@epa.gov]; Yuen, Andrew[Yuen.Andrew@epa.gov]; Bronson, Samuel[Bronson.Samuel@epa.gov]
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From: Poll, Bianca
Sent: Wed 9/24/2014 7:09:37 PM
Subject: RE: Concerns about Thunderclap

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Office of Water, EPA

(p): (202) 564-9951

(e): poll.bianca@epa.gov

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Director of Web Communications
Office of Public Affairs

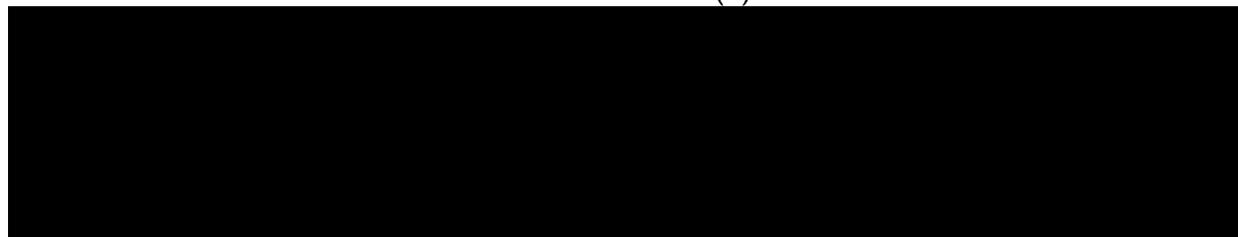
U.S. Environmental Protection Agency
levy.jeffrey@epa.gov
202-564-9727 (cell for emergencies: [202-309-9445](tel:202-309-9445))

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook:
<http://facebook.com/epa>

To: Wade, James[Wade.James@epa.gov]
Cc: Smith, Roxanne[Smith.Roxanne@epa.gov]; Levy, Jeffrey[Levy.Jeffrey@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]
From: Lee, Monica
Sent: Tue 9/9/2014 5:08:56 PM
Subject: Re: FOR REVIEW: Thunderclap for Water _ ASAP- WOULD LIKE TO POST THIS AS SOON AS ITS APPROVED

Good with me

Monica Lee
202-564-0645 (o)
202-713-6902 (c)



Good afternoon,

Roxanne has already approved this and we would like to get this up ASAP. Are you good to go with this blog also?

Do You Choose Clean Water?

By Travis Loop

Do you choose clean water? If so, we need your voice. And the voices of your friends.

Clean water is important - for drinking, swimming, and fishing. We need it for our communities, farms, and businesses. But right now, 60 percent of our streams and millions of acres of wetlands across the country aren't clearly protected from pollution and destruction. In fact, one in three Americans—117 million of us—get our drinking water from streams that are vulnerable. To have clean water **downstream** in the rivers and lakes in our neighborhoods, we need healthy headwaters **upstream**. That's why we've proposed to strengthen protection for our water.

We hope you'll support our clean water proposal. To help you do that, and get your friends to also voice their support, we're using a new tool called Thunderclap; it's like a virtual flash mob.

Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it's important to both sign up and encourage others to do so.

Here's the message we're asking you to let us post on your behalf: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community."
www.epa.gov/USwaters"

To sum up, you can participate through these two steps:

1. **Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>

2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:
 - a. Facebook [embed Facebook share code]
 - b. Twitter [embed Twitter share code]
 - c. Tumblr [embed Tumblr share code]

Watch EPA Administrator Gina McCarthy talk about our proposal to protect clean water:
<http://bit.ly/1h5JgjW>

Read about the proposal to protect clean water: www.epa.gov/USwaters

About the author: Travis Loop is the communications director for water at the U.S. Environmental Protection Agency. He chooses clean water for his kids and for surfing.

James J Wade IV

US Environmental Protection Agency

Office of External Affairs and Environmental Education

Web Communication

(202)564-0427

From: Smith, Roxanne
Sent: Tuesday, September 09, 2014 11:44 AM
To: Wade, James; Lee, Monica
Cc: Hart, Daniel; Orquina, Jessica; Levy, Jeffrey
Subject: RE: FOR REVIEW: Thunderclap for Water _ WOULD LIKE TO POST THIS TODAY

I'm fine with this.

Roxanne Smith

Principal Deputy Associate Administrator

Office of External Affairs & Environmental Education

U.S. Environmental Protection Agency

202-564-4455

smith.roxanne@epa.gov

From: Wade, James
Sent: Tuesday, September 09, 2014 11:26 AM
To: Smith, Roxanne; Lee, Monica
Cc: Hart, Daniel; Orquina, Jessica; Levy, Jeffrey
Subject: FOR REVIEW: Thunderclap for Water _ WOULD LIKE TO POST THIS TODAY

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James J Wade IV

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Sent: Tue 9/9/2014 5:00:00 PM
Subject: FW: FOR REVIEW: Thunderclap for Water _ ASAP- WOULD LIKE TO POST THIS AS SOON AS ITS APPROVED

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James J Wade IV

US Environmental Protection Agency

Office of External Affairs and Environmental Education

Web Communication

(202)564-0427

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Sent: Tuesday, September 09, 2014 11:44 AM

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Cc: Hart, Daniel; Orquina, Jessica; Levy, Jeffrey
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I'm fine with this.

Roxanne Smith

Principal Deputy Associate Administrator

Office of External Affairs & Environmental Education

U.S. Environmental Protection Agency

202-564-4455

smith.roxanne@epa.gov

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Cc: Hart, Daniel; Orquina, Jessica; Levy, Jeffrey
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About the author: Travis Loop is the communications director for water at the U.S. Environmental Protection Agency. He chooses clean water for his kids and for surfing.

James J Wade IV

US Environmental Protection Agency

Office of External Affairs and Environmental Education

Web Communication

(202)564-0427

To: Levy, Jeffrey[Levy.Jeffrey@epa.gov]; Loop, Travis[Loop.Travis@epa.gov]
Cc: Wade, James[Wade.James@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]; Poll, Bianca[Poll.Bianca@epa.gov]
From: Orquina, Jessica
Sent: Tue 9/9/2014 4:01:25 PM
Subject: RE: Thunderclap for Water
BLOG Thunderclap WOTUS jl JAO.docx

Yes, I already included my suggested in the attached document.

Jess

Jessica Ann Orquina

Social Media Lead
Office of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

From: Levy, Jeffrey
Sent: Tuesday, September 09, 2014 11:59 AM
To: Orquina, Jessica; Loop, Travis
Cc: Wade, James; Hart, Daniel; Poll, Bianca
Subject: RE: Thunderclap for Water

Roxanne just approved it, so now we just need Monica.

Jess, please edit the post to include whatever embed code you think appropriate and give that to James to forward for posting when Monica approves.

Jeffrey Levy
Director of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency
levy.jeffrey@epa.gov
[202-564-9727](tel:202-564-9727) (cell for emergencies: [202-309-9445](tel:202-309-9445))

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook: <http://facebook.com/epa>

From: Orquina, Jessica
Sent: Tuesday, September 09, 2014 11:31 AM
To: Loop, Travis; Levy, Jeffrey
Cc: Wade, James; Hart, Daniel; Poll, Bianca
Subject: RE: Thunderclap for Water

Okay, Thunderclap has changed some things. They now only offer an embed code for the Thunderclap itself. Here's that:

```
<iframe frameborder='0' height='540px' src='https://www.thunderclap.it/projects/16052-i-choose-clean-water/embed' width='250px'></iframe>
```

You could include that at the bottom of the post. (See attached doc.)

Now, for sharing they've changed it so the FB is a Java applet. I can't copy it. I was able to copy the Twitter & Tumblr share links & hyperlink them in the blog (attached doc). I'd suggest just linking the Facebook share to the Thunderclap page where people who have previously shared it can click on the Java applet button (in attached doc).

Jess

Jessica Ann Orquina

Social Media Lead
Office of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

From: Loop, Travis
Sent: Tuesday, September 09, 2014 11:22 AM
To: Levy, Jeffrey
Cc: Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
Subject: RE: Thunderclap for Water

On hold until it's all cleared! Wont' promote until blog is up and then will tweet and email stakeholders.

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Levy, Jeffrey
Sent: Tuesday, September 09, 2014 11:20 AM
To: Loop, Travis
Cc: Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
Subject: Re: Thunderclap for Water

Note that nothing can go out until Rox approves, because she also has to approve the tclap message itself.

That is, don't send it in an OW bulletin or other outreach.

Thanks.

Jeffrey Levy
Director of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency
levy.jeffrey@epa.gov
202-564-9727 (cell for emergencies: 202-309-9445)

EPA's blog: <http://blog.epa.gov/blog> | Twitter:<http://twitter.com/epa> |
Facebook:<http://facebook.com/epa>

On Sep 9, 2014, at 11:10 AM, "Loop, Travis" <Loop.Travis@epa.gov> wrote:

You guys rock!

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Levy, Jeffrey
Sent: Tuesday, September 09, 2014 11:10 AM
To: Loop, Travis
Cc: Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
Subject: Re: Thunderclap for Water

James: please send the blog I edited to Roxanne and Monica ASAP.

Jess: please get the embed codes and insert them as we publish.

I'll mention it to Rox, too.

Thanks.

Jeffrey Levy
Director of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency
levy.jeffrey@epa.gov
202-564-9727 (cell for emergencies: 202-309-9445)

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> |
Facebook: <http://facebook.com/epa>

On Sep 9, 2014, at 11:06 AM, "Loop, Travis" <Loop.Travis@epa.gov> wrote:

I've accepted the edits. I just got the approval back from Thunderclap so I dropped in the link. I don't see embed codes and such for Facebook, Twitter and Tumblr. Where do we get those? Do we need them? Don't we just push people to the Thunderclap link?

I'd like to get this out today – the blog, the facetweets, the announcement to

stakeholders. Help! ☺

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Levy, Jeffrey

Sent: Monday, September 08, 2014 4:45 PM

To: Loop, Travis; Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca

Subject: RE: Thunderclap for Water

Travis:

I made a few minor edits to improve flow (no pun intended!), use contractions, etc. Please see attached.

I also edited the dates in the tweets at the end to avoid confusion. For one thing, we're not going to get a tweet out today, so I changed the start date to tomorrow.

Please look over my edits and let us know. If they're fine, James can send it forward with an urgent review request to Roxanne and Monica.

However, Jessica needs to look at it, because I don't think there's a Google+ embed code. Rather, Tclap works with Twitter, FB, and Tumblr. I edited it.

Jess, is that right?

Thanks.

Jeffrey Levy
Director of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency
levy.jeffrey@epa.gov
202-564-9727 (cell for emergencies: 202-309-9445)

EPA's blog: <http://blog.epa.gov> | Twitter: <http://twitter.com/greenversations>
EPA news: <http://www.epa.gov/newsroom> | mobile: <http://m.epa.gov/news> | Twitter:
<http://twitter.com/epanews>

From: Loop, Travis
Sent: Monday, September 8, 2014 3:09 PM
To: Levy, Jeffrey; Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
Subject: Thunderclap for Water

Okay. I want to get the Thunderclap off the ground ASAP. Here is a blog post and the initial facetweets. Once we launch we will immediately build out facetweets for the rest of the campaign. I am waiting for the approval message from Thunderclap, which will allow us to get this out by the middle of the week.

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

<BLOG Thunderclap WOTUS jl.docx>

BLOG

Do You Choose Clean Water?

By Travis Loop

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Clean water is important - for drinking, swimming, and fishing. We need it for our communities, farms, and businesses. But right now, 60 percent of our streams and millions of acres of wetlands across the country aren't clearly protected from pollution and destruction. In fact, one in three Americans—117 million of us—get our drinking water from streams that are vulnerable. To have clean water **downstream** in the rivers and lakes in our neighborhoods, we need healthy headwaters **upstream**. That's why we've proposed to strengthen protection for our water.

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<iframe frameborder='0' height='540px' src='https://www.thunderclap.it/projects/16052-i-choose-clean-water/embed' width='250px'></iframe>

About the author: Travis Loop is the communications director for water at the U.S. Environmental Protection Agency. He chooses clean water for his kids and for surfing.

FACETWEETS

We need to convey two messages:

1. Please sign yourself up
2. Please share the need to sign up with your friends/followers

Four time frames:

1. September 9 kickoff
2. September 9-26
3. September 27-28
4. September 29

September 9

- Do you choose clean water? Then make your voice heard and sign up to join our Thunderclap for clean water. <http://thndr.it/1rUOiaB>
- Help us spread the word about the importance of clean water. We need 500 people to sign up to share the message. <http://thndr.it/1rUOiaB>

Further facetweets to be written.

TO UPDATE LATER

TWITTER

- Have you joined our #Thunderclap for Earth Day? Help us spread the word about small actions to #ActOnClimate: [LINK TO THUNDERCLAP]
- On Earth Day, will you commit to protect the climate? Join our #Thunderclap: [LINK TO THUNDERCLAP]
- Let your followers know about our #Thunderclap to #ActOnClimate – we need 500 people to sign up. Please RT! [LINK TO THUNDERCLAP]
- If 500 people sign up, our #Thunderclap will go on Earth Day. Join today: [LINK TO THUNDERCLAP]
- Will you lend your voice to help people #ActOnClimate? Join our #Thunderclap: [LINK TO THUNDERCLAP]
- Will you lend us your voice today to get a message out on Earth Day? #ActOnClimate [LINK TO THUNDERCLAP]
- We need help to get the word out using #Thunderclap about how we all can #ActOnClimate. Please RT! [LINK TO THUNDERCLAP]

April 21

TWITTER

- We need your help by noon tomorrow! Join our Earth Day #Thunderclap and #ActOnClimate. [LINK TO THUNDERCLAP]

Also:

If we've made our target:

- Please let your followers know about our #Thunderclap to #ActOnClimate [LINK TO THUNDERCLAP]

If we haven't made our target:

- We need your help to get to 500 people sharing our #Thunderclap to #ActOnClimate, or nothing goes out. Please RT! [LINK TO THUNDERCLAP]

September 29

TWITTER

If we've made our target:

- Clock's ticking – join our #EarthDay #Thunderclap. Sign up by noon & help us share how we all can #ActOnClimate: [LINK TO THUNDERCLAP]

If we haven't made our target:

- Clock's ticking to get to 500 people on our #Thunderclap to #ActOnClimate. Without 500, nothing goes out. Pls RT! LINK TO THUNDERCLAP

PROMOTION

EPA Plans a Thunderclap for Clean Water

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

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Read about the Thunderclap ([LINK TO BLOG](#))

Read about the proposal to protect clean water (www.epa.gov/USwaters)

To: Orquina, Jessica[Orquina.Jessica@epa.gov]; Loop, Travis[Loop.Travis@epa.gov]
Cc: Wade, James[Wade.James@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]; Poll, Bianca[Poll.Bianca@epa.gov]
From: Levy, Jeffrey
Sent: Tue 9/9/2014 3:59:23 PM
Subject: RE: Thunderclap for Water

Roxanne just approved it, so now we just need Monica.

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To: Loop, Travis; Levy, Jeffrey
Cc: Wade, James; Hart, Daniel; Poll, Bianca
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Jessica Ann Orquina

Social Media Lead
Office of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

From: Loop, Travis
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Cc: Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
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U.S. Environmental Protection Agency
levy.jeffrey@epa.gov
[202-564-9727](tel:202-564-9727) (cell for emergencies: [202-309-9445](tel:202-309-9445))

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> |
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On Sep 9, 2014, at 11:10 AM, "Loop, Travis" <Loop.Travis@epa.gov> wrote:

You guys rock!

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Levy, Jeffrey
Sent: Tuesday, September 09, 2014 11:10 AM
To: Loop, Travis
Cc: Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
Subject: Re: Thunderclap for Water

James: please send the blog I edited to Roxanne and Monica ASAP.

Jess: please get the embed codes and insert them as we publish.

I'll mention it to Rox, too.

Thanks.

Jeffrey Levy
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Office of External Affairs and Environmental Education
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I'd like to get this out today – the blog, the facetweets, the announcement to stakeholders. Help! ☺

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Levy, Jeffrey

Sent: Monday, September 08, 2014 4:45 PM

To: Loop, Travis; Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca

Subject: RE: Thunderclap for Water

Travis:

I made a few minor edits to improve flow (no pun intended!), use contractions, etc. Please see attached.

I also edited the dates in the tweets at the end to avoid confusion. For one thing, we're not going to get a tweet out today, so I changed the start date to tomorrow.

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Thanks.

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loop.travis@epa.gov

<BLOG Thunderclap WOTUS jl.docx>

To: Wade, James[Wade.James@epa.gov]; Lee, Monica[Lee.Monica@epa.gov]
Cc: Hart, Daniel[Hart.Daniel@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]; Levy, Jeffrey[Levy.Jeffrey@epa.gov]
From: Smith, Roxanne
Sent: Tue 9/9/2014 3:43:37 PM
Subject: RE: FOR REVIEW: Thunderclap for Water _ WOULD LIKE TO POST THIS TODAY

I'm fine with this.

Roxanne Smith

Principal Deputy Associate Administrator

Office of External Affairs & Environmental Education

U.S. Environmental Protection Agency

202-564-4455

smith.roxanne@epa.gov

From: Wade, James
Sent: Tuesday, September 09, 2014 11:26 AM
To: Smith, Roxanne; Lee, Monica
Cc: Hart, Daniel; Orquina, Jessica; Levy, Jeffrey
Subject: FOR REVIEW: Thunderclap for Water _ WOULD LIKE TO POST THIS TODAY

Good morning,

Here is a blog that need approval as soon as possible. I have also copied the content from the blog into the body of this email. Thanks

Do You Choose Clean Water?

By Travis Loop

Do you choose clean water? If so, we need your voice. And the voices of your friends.

Clean water is important - for drinking, swimming, and fishing. We need it for our communities, farms, and businesses. But right now, 60 percent of our streams and millions of acres of wetlands across the country aren't clearly protected from pollution and destruction. In fact, one in three Americans—117 million of us—get our drinking water from streams that are vulnerable. To have clean water **downstream** in the rivers and lakes in our neighborhoods, we need healthy headwaters **upstream**. That's why we've proposed to strengthen protection for our water.

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Here's the message we're asking you to let us post on your behalf: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community."
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To sum up, you can participate through these two steps:

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About the author: Travis Loop is the communications director for water at the U.S. Environmental Protection Agency. He chooses clean water for his kids and for surfing.

James J Wade IV

US Environmental Protection Agency

Office of External Affairs and Environmental Education

Web Communication

(202)564-0427

To: Loop, Travis[Loop.Travis@epa.gov]; Levy, Jeffrey[Levy.Jeffrey@epa.gov]
Cc: Wade, James[Wade.James@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]; Poll, Bianca[Poll.Bianca@epa.gov]
From: Orquina, Jessica
Sent: Tue 9/9/2014 3:31:01 PM
Subject: RE: Thunderclap for Water
BLOG Thunderclap WOTUS jl JAO.docx

Okay, Thunderclap has changed some things. They now only offer an embed code for the Thunderclap itself. Here's that:

```
<iframe frameborder='0' height='540px' src='https://www.thunderclap.it/projects/16052-i-choose-clean-water/embed' width='250px'></iframe>
```

You could include that at the bottom of the post. (See attached doc.)

Now, for sharing they've changed it so the FB is a Java applet. I can't copy it. I was able to copy the Twitter & Tumblr share links & hyperlink them in the blog (attached doc). I'd suggest just linking the Facebook share to the Thunderclap page where people who have previously shared it can click on the Java applet button (in attached doc).

Jess

Jessica Ann Orquina

Social Media Lead
Office of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

From: Loop, Travis
Sent: Tuesday, September 09, 2014 11:22 AM
To: Levy, Jeffrey
Cc: Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
Subject: RE: Thunderclap for Water

On hold until it's all cleared! Wont' promote until blog is up and then will tweet and email stakeholders.

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Levy, Jeffrey
Sent: Tuesday, September 09, 2014 11:20 AM
To: Loop, Travis
Cc: Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
Subject: Re: Thunderclap for Water

Note that nothing can go out until Rox approves, because she also has to approve the tclap message itself.

That is, don't send it in an OW bulletin or other outreach.

Thanks.

Jeffrey Levy
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<BLOG Thunderclap WOTUS jl.docx>

BLOG

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By Travis Loop

Do you choose clean water? If so, we need your voice. And the voices of your friends.

Clean water is important - for drinking, swimming, and fishing. We need it for our communities, farms, and businesses. But right now, 60 percent of our streams and millions of acres of wetlands across the country aren't clearly protected from pollution and destruction. In fact, one in three Americans—117 million of us—get our drinking water from streams that are vulnerable. To have clean water **downstream** in the rivers and lakes in our neighborhoods, we need healthy headwaters **upstream**. That's why we've proposed to strengthen protection for our water.

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Here's the message we're asking you to let us post on your behalf: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. www.epa.gov/USwaters"

To sum up, you can participate through these two steps:

1. **Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>
2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:
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About the author: Travis Loop is the communications director for water at the U.S. Environmental Protection Agency. He chooses clean water for his kids and for surfing.

FACETWEETS

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1. Please sign yourself up
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Four time frames:

1. September 9 kickoff
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3. September 27-28
4. September 29

September 9

- Do you choose clean water? Then make your voice heard and sign up to join our Thunderclap for clean water. <http://thndr.it/1rUOiaB>
- Help us spread the word about the importance of clean water. We need 500 people to sign up to share the message. <http://thndr.it/1rUOiaB>

Further facetweets to be written.

TO UPDATE LATER

TWITTER

- Have you joined our #Thunderclap for Earth Day? Help us spread the word about small actions to #ActOnClimate: [LINK TO THUNDERCLAP]
- On Earth Day, will you commit to protect the climate? Join our #Thunderclap: [LINK TO THUNDERCLAP]
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- We need help to get the word out using #Thunderclap about how we all can #ActOnClimate. Please RT! [LINK TO THUNDERCLAP]

April 21

TWITTER

- We need your help by noon tomorrow! Join our Earth Day #Thunderclap and #ActOnClimate. [LINK TO THUNDERCLAP]

Also:

If we've made our target:

- Please let your followers know about our #Thunderclap to #ActOnClimate [LINK TO THUNDERCLAP]

If we haven't made our target:

- We need your help to get to 500 people sharing our #Thunderclap to #ActOnClimate, or nothing goes out. Please RT! [LINK TO THUNDERCLAP]

September 29

TWITTER

If we've made our target:

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Cc: Hart, Daniel[Hart.Daniel@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]; Levy, Jeffrey[Levy.Jeffrey@epa.gov]
From: Wade, James
Sent: Tue 9/9/2014 3:26:18 PM
Subject: FOR REVIEW: Thunderclap for Water _ WOULD LIKE TO POST THIS TODAY
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loop.travis@epa.gov

From: Levy, Jeffrey
Sent: Monday, September 08, 2014 4:45 PM
To: Loop, Travis; Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
Subject: RE: Thunderclap for Water

Travis:

I made a few minor edits to improve flow (no pun intended!), use contractions, etc. Please see attached.

I also edited the dates in the tweets at the end to avoid confusion. For one thing, we're not going to get a tweet out today, so I changed the start date to tomorrow.

Please look over my edits and let us know. If they're fine, James can send it forward with an urgent review request to Roxanne and Monica.

However, Jessica needs to look at it, because I don't think there's a Google+ embed code. Rather, Tclap works with Twitter, FB, and Tumblr. I edited it. Jess, is that right?

Thanks.

Jeffrey Levy
Director of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency
levy.jeffrey@epa.gov
[202-564-9727](tel:202-564-9727) (cell for emergencies: [202-309-9445](tel:202-309-9445))

EPA's blog: <http://blog.epa.gov> | Twitter: <http://twitter.com/greenversations>
EPA news: <http://www.epa.gov/newsroom> | mobile: <http://m.epa.gov/news> | Twitter:
<http://twitter.com/epanews>

From: Loop, Travis
Sent: Monday, September 8, 2014 3:09 PM
To: Levy, Jeffrey; Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
Subject: Thunderclap for Water

Okay. I want to get the Thunderclap off the ground ASAP. Here is a blog post and the initial facetweets. Once we launch we will immediately build out facetweets for the rest of the campaign. I am waiting for the approval message from Thunderclap, which will allow us to get this out by the middle of the week.

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

BLOG

Do You Choose Clean Water?

By Travis Loop

Do you choose clean water? If so, we need your voice. And the voices of your friends.

Clean water is important - for drinking, swimming, and fishing. We need it for our communities, farms, and businesses. But right now, 60 percent of our streams and millions of acres of wetlands across the country aren't clearly protected from pollution and destruction. In fact, one in three Americans—117 million of us—get our drinking water from streams that are vulnerable. To have clean water **downstream** in the rivers and lakes in our neighborhoods, we need healthy headwaters **upstream**. That's why we've proposed to strengthen protection for our water.

We hope you'll support our clean water proposal. To help you do that, and get your friends to also voice their support, we're using a new tool called Thunderclap; it's like a virtual flash mob.

Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it's important to both sign up and encourage others to do so.

Here's the message we're asking you to let us post on your behalf: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. www.epa.gov/USwaters"

To sum up, you can participate through these two steps:

1. **Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>
2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:
 - a. Facebook [embed Facebook share code]
 - b. Twitter [embed Twitter share code]
 - c. Tumblr [embed Tumblr share code]

Watch EPA Administrator Gina McCarthy talk about our proposal to protect clean water:
<http://bit.ly/1h5JgjW>

Read about the proposal to protect clean water: www.epa.gov/USwaters

About the author: Travis Loop is the communications director for water at the U.S. Environmental Protection Agency. He chooses clean water for his kids and for surfing.

FACETWEETS

We need to convey two messages:

1. Please sign yourself up
2. Please share the need to sign up with your friends/followers

Four time frames:

1. September 9 kickoff
2. September 9-26
3. September 27-28
4. September 29

September 9

- Do you choose clean water? Then make your voice heard and sign up to join our Thunderclap for clean water. <http://thndr.it/1rUOiaB>
- Help us spread the word about the importance of clean water. We need 500 people to sign up to share the message. <http://thndr.it/1rUOiaB>

Further facetweets to be written.

TO UPDATE LATER

TWITTER

- Have you joined our #Thunderclap for Earth Day? Help us spread the word about small actions to #ActOnClimate: [LINK TO THUNDERCLAP]
- On Earth Day, will you commit to protect the climate? Join our #Thunderclap: [LINK TO THUNDERCLAP]
- Let your followers know about our #Thunderclap to #ActOnClimate – we need 500 people to sign up. Please RT! [LINK TO THUNDERCLAP]
- If 500 people sign up, our #Thunderclap will go on Earth Day. Join today: [LINK TO THUNDERCLAP]
- Will you lend your voice to help people #ActOnClimate? Join our #Thunderclap: [LINK TO THUNDERCLAP]
- Will you lend us your voice today to get a message out on Earth Day? #ActOnClimate [LINK TO THUNDERCLAP]
- We need help to get the word out using #Thunderclap about how we all can #ActOnClimate. Please RT! [LINK TO THUNDERCLAP]

April 21

TWITTER

- We need your help by noon tomorrow! Join our Earth Day #Thunderclap and #ActOnClimate. [LINK TO THUNDERCLAP]

Also:

If we've made our target:

- Please let your followers know about our #Thunderclap to #ActOnClimate [LINK TO THUNDERCLAP]

If we haven't made our target:

- We need your help to get to 500 people sharing our #Thunderclap to #ActOnClimate, or nothing goes out. Please RT! [LINK TO THUNDERCLAP]

September 29

TWITTER

If we've made our target:

- Clock's ticking – join our #EarthDay #Thunderclap. Sign up by noon & help us share how we all can #ActOnClimate: [LINK TO THUNDERCLAP]

If we haven't made our target:

- Clock's ticking to get to 500 people on our #Thunderclap to #ActOnClimate. Without 500, nothing goes out. Pls RT! LINK TO THUNDERCLAP

PROMOTION

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 - a. Facebook [embed Facebook share code]
 - b. Twitter [embed Twitter share code]
 - c. Tumblr [embed Tumblr share code]

Read about the Thunderclap ([LINK TO BLOG](#))

Read about the proposal to protect clean water (www.epa.gov/USwaters)

To: Loop, Travis[Loop.Travis@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]; Wade, James[Wade.James@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]; Poll, Bianca[Poll.Bianca@epa.gov]
From: Levy, Jeffrey
Sent: Mon 9/8/2014 8:44:32 PM
Subject: RE: Thunderclap for Water
BLOG Thunderclap WOTUS jl.docx

Travis:

I made a few minor edits to improve flow (no pun intended!), use contractions, etc. Please see attached.

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<http://twitter.com/epanews>

From: Loop, Travis
Sent: Monday, September 8, 2014 3:09 PM
To: Levy, Jeffrey; Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
Subject: Thunderclap for Water

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Travis Loop

Director of Communications
Office of Water

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BLOG

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By Travis Loop

Do you choose clean water? If so, we need your voice. And the voices of your friends.

Clean water is important - for drinking, swimming, and fishing. We need it for our communities, farms, and businesses. But right now, 60 percent of our streams and millions of acres of wetlands across the country aren't clearly protected from pollution and destruction. In fact, one in three Americans—117 million of us—get our drinking water from streams that are vulnerable. To have clean water **downstream** in the rivers and lakes in our neighborhoods, we need healthy headwaters **upstream**. That's why we've proposed to strengthen protection for our water.

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Here's the message we're asking you to let us post on your behalf: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. (insert URL here)"

To sum up, you can participate through these two steps:

1. Sign up to join the Thunderclap for Clean Water: (LINK)
2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:
 - a. Facebook [embed Facebook share code]
 - b. Twitter [embed Twitter share code]
 - c. Tumblr [embed Tumblr share code]

Read about the proposal to protect clean water: www.epa.gov/USwaters

About the author: Travis Loop is the communications director for water at the U.S. Environmental Protection Agency. He chooses clean water for his kids and for surfing.

FACETWEETS

We need to convey two messages:

1. Please sign yourself up
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Four time frames:

1. September 9 kickoff
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September 9

- Do you choose clean water? Then make your voice heard and sign up to join our Thunderclap for clean water. [LINK TO THUNDERCLAP]
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Further facetweets to be written.

TO UPDATE LATER

TWITTER

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April 21

TWITTER

- We need your help by noon tomorrow! Join our Earth Day #Thunderclap and #ActOnClimate. [LINK TO THUNDERCLAP]

Also:

If we've made our target:

- Please let your followers know about our #Thunderclap to #ActOnClimate [LINK TO THUNDERCLAP]

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Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community."

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Read about the Thunderclap ([LINK TO BLOG](#))

Read about the proposal to protect clean water (www.epa.gov/USwaters)

To: Levy, Jeffrey[Levy.Jeffrey@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]; Wade, James[Wade.James@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]; Poll, Bianca[Poll.Bianca@epa.gov]
From: Loop, Travis
Sent: Mon 9/8/2014 7:09:23 PM
Subject: Thunderclap for Water
BLOG Thunderclap WOTUS.docx

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Travis Loop

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About the author: Travis Loop is the communications director for water at the U.S. Environmental Protection Agency. He chooses clean water for his kids and for surfing.

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2. Please share the need to sign up with your friends/followers

Four time frames:

1. April 1 kickoff
2. April 2-20
3. April 21
4. On Earth Day

September 8

- Do you choose clean water? Then make your voice heard and sign up to join our Thunderclap for clean water. [LINK TO THUNDERCLAP]
- Help us spread the word about the importance of clean water. We need 500 people to sign up to share the message. [LINK TO THUNDERCLAP]

TO UPDATE LATER

TWITTER

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Also:

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If we haven't made our target:

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September 29

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 - b. Twitter [embed Twitter share code]

c. Google + [embed G+ share code]

Read about the Thunderclap ([LINK TO BLOG](#))

Read about the proposal to protect clean water (www.epa.gov/USwaters)

To: Orquina, Jessica[Orquina.Jessica@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov];
Torres, Nora[Torres.Nora@epa.gov]
From: Davis, Jay
Sent: Fri 2/20/2015 6:30:01 PM
Subject: RE: Engagement metrics
[Facebook EPA 1to12-14.xlsx](#)
[Twitter EPA 5to12-14.xlsx](#)

On the way over. Here are the data files.

-----Original Appointment-----

From: Orquina, Jessica
Sent: Wednesday, February 11, 2015 4:31 PM
To: Orquina, Jessica; Davis, Jay; Hart, Daniel; Torres, Nora
Subject: Engagement metrics
When: Friday, February 20, 2015 1:30 PM-2:30 PM (UTC-05:00) Eastern Time (US & Canada).
Where: WJCN 2507

Hi! This is the meeting for Jay to talk to Danny, me, and Nora (our new intern) about how to calculate engagement metrics.

To: Loop, Travis[Loop.Travis@epa.gov]; Levy, Jeffrey[Levy.Jeffrey@epa.gov]; Wade, James[Wade.James@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]; Poll, Bianca[Poll.Bianca@epa.gov]
From: Orquina, Jessica
Sent: Wed 9/3/2014 4:38:56 PM
Subject: RE: Thunderclap for Water
[Don't Fry Day Thunderclap promo blog - 5-13-14 JAO jl.docx](#)
[Don't Fry Day Thunderclap OPE blurb - 5-13-14 JAO jl.docx](#)
[Don't Fry Day Thunderclap promo facetweets - 5-13-14 JAO jl.docx](#)
[Earth Day 2014 Thunderclap blog and facetweets - 3-20-14 JAO updated JL.docx](#)

Here's the facetweets, blog, & OPE blurb for the Don't Fry Day Thunderclap and the facetweets & blog from the Earth Day Thunderclap. Let me know if you need any help!

Jess

Jessica Ann Orquina

Social Media Lead
Office of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

From: Loop, Travis
Sent: Wednesday, September 03, 2014 11:28 AM
To: Orquina, Jessica; Levy, Jeffrey; Wade, James; Hart, Daniel; Poll, Bianca
Subject: RE: Thunderclap for Water

What room?

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Orquina, Jessica

Sent: Wednesday, September 03, 2014 11:28 AM

To: Loop, Travis; Levy, Jeffrey; Wade, James; Hart, Daniel; Poll, Bianca

Subject: RE: Thunderclap for Water

Come on over!!!

Jess

Jessica Ann Orquina

Social Media Lead
Office of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

From: Loop, Travis
Sent: Wednesday, September 03, 2014 11:27 AM
To: Levy, Jeffrey; Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
Subject: Thunderclap for Water

Where are we meeting for this? We can meet here or come your way. Whatever...

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

THUNDERCLAP BLURB FOR OPE:

We need your help to raise awareness about skin care prevention. Skin cancer is the most common form of cancer in the United States, with more than 3.5 million new cases diagnosed every year and one person dying every hour. But there are simple steps you can take to help protect yourself and your family. We call it being SunWise.

You can help by **sharing this information with your friends**. To help you do that, we started a Thunderclap, which is like a virtual flash mob.

Here's how it works: you agree to let Thunderclap send a specific, one-time message on your behalf to your social networks on Don't Fry Day, May 23, at 12:00 pm EDT. If 250 or more people agree, the message will go out on everyone's walls and feeds at the same time for people to read around the world.

So, what do you need to do? Join our Thunderclap and ask your friends to do the same:

<http://thndr.it/1g3Pfla>

BLOG

Help Us Remind People to be SunWise

By Jessica Orquina

We need your help to raise awareness about skin care prevention. Did you know that skin cancer is the most common form of cancer in the United States? More than 3,500,000 new cases of skin cancer are diagnosed every year and one person dies from the disease every hour. But there are simple steps you can take to help protect yourself and your family. We call it being SunWise, and it includes things like using sunscreen and wearing protective clothing.

Here's another big thing you can do: **share these steps with your friends**. To help you do that, we started a Thunderclap, which is like a virtual flash mob.

Here's how it works: you agree to let Thunderclap send a specific, one-time message on your behalf to your social networks on Don't Fry Day, May 23, at 12:00 pm EDT. If 250 or more people agree, the message will go out on everyone's walls and feeds at the same time for people to read around the world.

Here's the message:

"It's #DontFryDay. What are you doing to protect your skin and raise awareness about skin cancer? <http://www2.epa.gov/sunwise/dont-fry-day> #SunWise"

Remember, we need to get at least 250 people to join our Thunderclap, or it won't go.

Here's how you can help:

1. Sign up below to join our Thunderclap.
2. Share the link to the Thunderclap with your friends, so we get at least 250 people sharing the message:
 - a. Facebook [embed Facebook share code]
 - b. Twitter [embed Twitter share code]
 - c. Google + [embed G+ share code]
 - d. Tumblr [embed Tumblr share code]
3. [Read our steps for sun safety and learn how to be SunWise.](#)

Thanks so much for helping us help people be SunWise!

[THUNDERCLAP EMBED CODE]

About the author: Jessica Orquina works in the Office of External Affairs and Environmental Education as the social media lead for the agency. Prior to joining EPA, she served as a military and commercial airline pilot. She lives, works, and writes in Washington, DC.

NOTE: These facetweets are written to go on Twitter, Facebook, and Google+.

FACETWEETS – MAY 14 through 21

#SkinCancer is the most common form of cancer in the U.S. Sign up to remind people about sun #safety.
<http://thndr.it/1g3Pfla> Pls RT!

Have you joined our Thunderclap for #DontFryDay? Help us raise awareness about preventing skin cancer: <http://thndr.it/1g3Pfla> Pls RT!

On Don't Fry Day, help us spread the word about preventing skin cancer! Join our #Thunderclap:
<http://thndr.it/1g3Pfla> Pls RT!

Let your followers know about our #Thunderclap for #DontFryDay – we need 250 people to sign up. Please RT! <http://thndr.it/1g3Pfla>

If 250 people sign up, our #Thunderclap will go on May 23, Don't Fry Day. Join today:
<http://thndr.it/1g3Pfla> Pls RT!

Will you lend your voice to help raise awareness of skin cancer prevention? Join our #Thunderclap:
<http://thndr.it/1g3Pfla> Pls RT!

Will you lend us your voice today to get a message out on Don't Fry Day? #SunWise
<http://thndr.it/1g3Pfla> Pls RT!

We need your help to raise awareness about skin cancer prevention using #Thunderclap. Please RT!
<http://thndr.it/1g3Pfla> Pls RT!

FACETWEETS FOR THURSDAY, MAY 22

We need your help by noon tomorrow! Join our [#DontFryDay](http://thndr.it/1g3Pfla) Thunderclap to remind people to be #SunWise. <http://thndr.it/1g3Pfla> Pls RT!

Also:

If we've made our target:

Please let your followers know about our #Thunderclap for #DontFryDay. <http://thndr.it/1g3Pfla>

If we haven't made our target:

We need your help to get to 250 people sharing our #Thunderclap for #DontFryDay, or nothing goes out. Please RT! <http://thndr.it/1g3Pfla>

FACETWEETS FOR FRIDAY, MAY 23

If we've made our target:

Clock's ticking – join our #DontFryDay #Thunderclap. Sign up by noon & help us remind people to be #SunWise: <http://thndr.it/1g3Pfla>

If we haven't made our target:

Clock's ticking to get to 250 people on our #Thunderclap for #DontFryDay. Without 250, nothing goes out. Pls RT! <http://thndr.it/1g3Pfla>

BLOG

Commit to Protect the Planet

By Jessica Orquina

Will you lend your voice to protecting the climate for Earth Day? I'd bet that since you read our blog, you already know many [ways to cut your greenhouse gas emissions](#). But here's another big thing you can do: share with your friends what **they** can do. To help you do that, we're using a new tool called Thunderclap, which is like a virtual flash mob.

Here's how it works: you agree to let Thunderclap send a specific, one-time message on your behalf to your social networks on Earth Day at 12:00 pm EDT. If 500 or more people agree, the message will go out on everyone's walls and feeds at the same time (worldwide – hi, international readers!). But if fewer than 500 agree, nothing happens.

Here's the message:

“For Earth Day, I commit to protect the climate. Take small actions that add up!
<http://epa.gov/climatechange/wycd> #ActOnClimate”

Note that bit about 500 people: we need your help to hit our target.

To sum up, you can #ActOnClimate as simply as 1-2-3:

1. Sign up below to join our Thunderclap.
2. Share the link to the Thunderclap with your friends, so we get at least 500 people sharing the message:
 - a. Facebook [embed Facebook share code]
 - b. Twitter [embed Twitter share code]
 - c. Google + [embed G+ share code]
 - d. Tumblr [embed Tumblr share code]
3. [Learn more about what you can do to #ActOnClimate.](#)

[THUNDERCLAP EMBED CODE]

About the author: Jessica Orquina works in the Office of External Affairs and Environmental Education as the social media lead for the agency. Prior to joining EPA, she served as a military and commercial airline pilot. She lives, works, and writes in Washington, DC.

FACETWEETS

We need to convey two messages:

1. Please sign yourself up
2. Please share the need to sign up with your friends/followers

Four time frames:

1. April 1 kickoff
2. April 2-20
3. April 21
4. On Earth Day

April 1

TWITTER

- Today, we launched a #Thunderclap for Earth Day. Join & help spread the word about how we all can #ActOnClimate: [LINK TO THUNDERCLAP]
- Help us spread the word about our #Thunderclap to #ActOnClimate. We need 500 people to sign up to share the message. [LINK TO THUNDERCLAP]

FACEBOOK & GOOGLE+

- We need your help! For Earth Day, we want to spread the word about how we all can #ActOnClimate. We're using Thunderclap, which is a tool that lets lots of people share the same message at the same time, like a virtual flash mob. If you give Thunderclap your one-time approval, the system will post the message on your behalf. Here's the catch: we need at least 500 people to sign up or nothing happens. So please both SIGN UP and also SHARE THIS so more people learn about the Thunderclap itself. Thanks!
LINK TO THUNDERCLAP

April 2-20

TWITTER

- Have you joined our #Thunderclap for Earth Day? Help us spread the word about small actions to #ActOnClimate: [LINK TO THUNDERCLAP]
- On Earth Day, will you commit to protect the climate? Join our #Thunderclap: [LINK TO THUNDERCLAP]
- Let your followers know about our #Thunderclap to #ActOnClimate – we need 500 people to sign up. Please RT! [LINK TO THUNDERCLAP]
- If 500 people sign up, our #Thunderclap will go on Earth Day. Join today: [LINK TO THUNDERCLAP]

- Will you lend your voice to help people #ActOnClimate? Join our #Thunderclap: [LINK TO THUNDERCLAP]
- Will you lend us your voice today to get a message out on Earth Day? #ActOnClimate [LINK TO THUNDERCLAP]
- We need help to get the word out using #Thunderclap about how we all can #ActOnClimate. Please RT! [LINK TO THUNDERCLAP]

FACEBOOK & GOOGLE+

- Have you joined our #Thunderclap for Earth Day? Help us spread the word about small actions we all can take to #ActOnClimate.
LINK TO THUNDERCLAP
- On Earth Day, will you commit to protect the climate? Join our Thunderclap and help us spread the word about small steps we can all take to #ActOnClimate.
LINK TO THUNDERCLAP
- Have you heard of Thunderclap? It's a tool that allows lots of people to share information on social media at the same time. If you give Thunderclap your one-time approval, the system will post a message on your behalf to Facebook, Twitter, and/or Tumblr. We need 500 people to sign up – then our Thunderclap will go on Earth Day telling people small steps they can take to #ActOnClimate. Please join and also share this!
LINK TO THUNDERCLAP
- Will you lend your voice to help people #ActOnClimate? Join our #Thunderclap:
LINK TO THUNDERCLAP
- Will you lend your voice today to #ActOnClimate on Earth Day? Please join our #Thunderclap AND share this notice with your friends – we need 500 people to sign up or the message won't go out.
LINK TO THUNDERCLAP

April 21

TWITTER

- We need your help by noon tomorrow! Join our Earth Day #Thunderclap and #ActOnClimate.
[LINK TO THUNDERCLAP]

Also:

If we've made our target:

- Please let your followers know about our #Thunderclap to #ActOnClimate [LINK TO THUNDERCLAP]

If we haven't made our target:

- We need your help to get to 500 people sharing our #Thunderclap to #ActOnClimate, or nothing goes out. Please RT! [LINK TO THUNDERCLAP]

FACEBOOK & GOOGLE+

- We need your help by noon tomorrow! Join our Earth Day Thunderclap and help us get the word out about small actions we can all take to #ActOnClimate. If you give Thunderclap your one-time approval, the system will post the message on your behalf to Facebook, Twitter, and / or Tumblr.

LINK TO THUNDERCLAP

Also:

If we've made our target:

- Still looking for more people to share our #ActOnClimate message tomorrow via #Thunderclap. Please share this and join! LINK TO THUNDERCLAP

If we haven't made our target:

- Help us meet our #Thunderclap target or no message will go out about how to #ActOnClimate. Please share this and join! LINK TO THUNDERCLAP

On Earth Day

TWITTER

If we've made our target:

- Clock's ticking – join our #EarthDay #Thunderclap. Sign up by noon & help us share how we all can #ActOnClimate: [LINK TO THUNDERCLAP]

If we haven't made our target:

- Clock's ticking to get to 500 people on our #Thunderclap to #ActOnClimate. Without 500, nothing goes out. Pls RT! LINK TO THUNDERCLAP

FACEBOOK & GOOGLE+

If we've made our target:

- The clock's ticking – join our #EarthDay Thunderclap. Sign up by noon ET today and help us share how we all can #ActOnClimate.
LINK TO THUNDERCLAP

If we haven't made our target:

- The clock's ticking to get 500 people to join our #Thunderclap to #ActOnClimate. If we don't get there, no message goes out. Please share this! LINK TO THUNDERCLAP

To: Danny [Ex. 6 - Personal Privacy]
From: Hart, Daniel
Sent: Fri 2/20/2015 6:32:18 PM
Subject: FW: Engagement metrics
[Facebook EPA 1to12-14.xlsx](#)
[Twitter EPA 5to12-14.xlsx](#)

Daniel (Danny) Hart | Acting Director of Web Communications | Office of Public Affairs | U.S.
EPA | [Tel:202.564.7577](tel:202.564.7577) | cell: 202.365.7095

From: Davis, Jay
Sent: Friday, February 20, 2015 1:30 PM
To: Orquina, Jessica; Hart, Daniel; Torres, Nora
Subject: RE: Engagement metrics

On the way over. Here are the data files.

-----Original Appointment-----

From: Orquina, Jessica
Sent: Wednesday, February 11, 2015 4:31 PM
To: Orquina, Jessica; Davis, Jay; Hart, Daniel; Torres, Nora
Subject: Engagement metrics
When: Friday, February 20, 2015 1:30 PM-2:30 PM (UTC-05:00) Eastern Time (US & Canada).
Where: WJCN 2507

Hi! This is the meeting for Jay to talk to Danny, me, and Nora (our new intern) about how to calculate engagement metrics.

To: Loop, Travis[Loop.Travis@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]; Wade, James[Wade.James@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]; Poll, Bianca[Poll.Bianca@epa.gov]
From: Levy, Jeffrey
Sent: Mon 9/8/2014 8:28:40 PM
Subject: RE: Thunderclap for Water
BLOG Thunderclap WOTUS (Levy, Jeffrey).docx

From: Loop, Travis
Sent: Monday, September 8, 2014 3:09 PM
To: Levy, Jeffrey; Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
Subject: Thunderclap for Water

Okay. I want to get the Thunderclap off the ground ASAP. Here is a blog post and the initial facetweets. Once we launch we will immediately build out facetweets for the rest of the campaign. I am waiting for the approval message from Thunderclap, which will allow us to get this out by the middle of the week.

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

BLOG

Do You Choose Clean Water?

By Travis Loop

Do you choose clean water? If so, we need your voice. And the voices of your friends.

Clean water is important - for drinking, swimming, and fishing. We need it for our communities, farms, and businesses. But right now, 60 percent of US streams and millions of acres of wetlands across the country aren't clearly protected from pollution and destruction. In fact, one in three Americans—117 million of us—get our drinking water from streams that are vulnerable. To have clean water **downstream** in the rivers and lakes in our neighborhoods, we need healthy headwaters **upstream**. That's why we've proposed to strengthen protection for the clean water that is vital to all Americans.

We hope for your support for our clean water proposal. To help you show support and get your friends to voice their support too, we're using a new tool called Thunderclap, which is like a virtual flash mob.

Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Google +) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyones walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to sign up and encourage others to do so.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community."

To sum up, you can participate through these two steps:

1. Sign up to join the Thunderclap for Clean Water: (LINK)
2. Share the link to the Thunderclap with your friends and followers, so we get at least 500 people sharing the message:
 - a. Facebook [embed Facebook share code]
 - b. Twitter [embed Twitter share code]
 - c. Google + [embed G+ share code]

Read about the proposal to protect clean water (www.epa.gov/USwaters)

About the author: Travis Loop is the communications director for water at the U.S. Environmental Protection Agency. He chooses clean water for his kids and for surfing.

FACETWEETS

We need to convey two messages:

1. Please sign yourself up
2. Please share the need to sign up with your friends/followers

Four time frames:

1. April 1 kickoff
2. April 2-20
3. April 21
4. On Earth Day

September 8

- Do you choose clean water? Then make your voice heard and sign up to join our Thunderclap for clean water. [LINK TO THUNDERCLAP]
- Help us spread the word about the importance of clean water. We need 500 people to sign up to share the message. [LINK TO THUNDERCLAP]

TO UPDATE LATER

TWITTER

- Have you joined our #Thunderclap for Earth Day? Help us spread the word about small actions to #ActOnClimate: [LINK TO THUNDERCLAP]
- On Earth Day, will you commit to protect the climate? Join our #Thunderclap: [LINK TO THUNDERCLAP]
- Let your followers know about our #Thunderclap to #ActOnClimate – we need 500 people to sign up. Please RT! [LINK TO THUNDERCLAP]
- If 500 people sign up, our #Thunderclap will go on Earth Day. Join today: [LINK TO THUNDERCLAP]
- Will you lend your voice to help people #ActOnClimate? Join our #Thunderclap: [LINK TO THUNDERCLAP]
- Will you lend your voice today to get a message out on Earth Day? #ActOnClimate [LINK TO THUNDERCLAP]
- We need help to get the word out using #Thunderclap about how we all can #ActOnClimate. Please RT! [LINK TO THUNDERCLAP]

April 21

TWITTER

- We need your help by noon tomorrow! Join our Earth Day #Thunderclap and #ActOnClimate. [LINK TO THUNDERCLAP]

Also:

If we've made our target:

- Please let your followers know about our #Thunderclap to #ActOnClimate [LINK TO THUNDERCLAP]

If we haven't made our target:

- We need your help to get to 500 people sharing our #Thunderclap to #ActOnClimate, or nothing goes out. Please RT! [LINK TO THUNDERCLAP]

September 29

TWITTER

If we've made our target:

- Clock's ticking – join our #EarthDay #Thunderclap. Sign up by noon & help us share how we all can #ActOnClimate: [LINK TO THUNDERCLAP]

If we haven't made our target:

- Clock's ticking to get to 500 people on our #Thunderclap to #ActOnClimate. Without 500, nothing goes out. Pls RT! LINK TO THUNDERCLAP

PROMOTION

EPA Plans a Thunderclap for Clean Water

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Google +) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community."

To sum up, you can participate through these two steps:

1. Sign up to join the Thunderclap for Clean Water: (LINK)
2. Share the link to the Thunderclap with your friends and followers, so we get at least 500 people sharing the message:
 - a. Facebook [embed Facebook share code]
 - b. Twitter [embed Twitter share code]

c. Google + [embed G+ share code]

Read about the Thunderclap ([LINK TO BLOG](#))

Read about the proposal to protect clean water (www.epa.gov/USwaters)

To: Levy, Jeffrey[Levy.Jeffrey@epa.gov]
From: Orquina, Jessica
Sent: Wed 9/24/2014 7:52:05 PM
Subject: RE: Concerns about Thunderclap

I didn't set it up - Travis did.

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Phone: 202-564-0446

Mobile: 202-322-8369

From: Levy, Jeffrey
Sent: Wednesday, September 24, 2014 3:48 PM
To: Lomask, Daniel
Cc: Poll, Bianca; Loop, Travis; Dabolt, Thomas; Teasley, Deric; Kaldani, Jason; Yuen, Andrew; Bronson, Samuel; Byrd, Jonda; Smiley, Susan; Orquina, Jessica; Hart, Daniel
Subject: Re: Concerns about Thunderclap

No need to discuss this with everyone on the chain.

Jessica, please figure out who set it up and report back which URL it is. I'm guessing it was you since apparently it wasn't Bianca.

But FYI, Dan, the redirect from www.epa.gov/uswaters to www2.epa.gov/uswaters is so fast you'd never know it happened just by looking at the final URL.

Thanks.

Jeffrey Levy
Director of Web Communications
Office of Public Affairs

U.S. Environmental Protection Agency

levy.jeffrey@epa.gov

202-564-9727 (cell for emergencies: 202-309-9445)

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> |

Facebook: <http://facebook.com/epa>

On Sep 24, 2014, at 3:17 PM, Lomask, Daniel <Lomask.Daniel@epa.gov> wrote:

I did not set up the Thunderclap, so I can't say for sure which URL was used. But I watched the address bar after clicking on the link, and it looks like it's using www2.epa.gov/uswaters.

Dan Lomask

ORISE Intern

202-566-0201

From: Poll, Bianca

Sent: Wednesday, September 24, 2014 3:10 PM

To: Levy, Jeffrey; Loop, Travis; Dabolt, Thomas; Teasley, Deric; Kaldani, Jason; Yuen, Andrew; Bronson, Samuel

Cc: Byrd, Jonda; Smiley, Susan; Orquina, Jessica; Hart, Daniel; Lomask, Daniel

Subject: RE: Concerns about Thunderclap

I'm adding in Dan Lomask who actually set up the site. Dan, can you answer the question that Jeffrey has addressed to me?

First an aside to Bianca: when you set it up, did you set the URL to <http://www.epa.gov/uswaters> or <http://www2.epa.gov/uswaters> ? If the former, then every click will hit the main Web server and then the WebCMS server. If the latter, it'll only be the WebCMS server involved.

Bianca Poll, MPH

ORISE Intern, Digital Content Coordination

Office of Water, EPA

(p): (202) 564-9951

(e): poll.bianca@epa.gov

From: Levy, Jeffrey

Sent: Wednesday, September 24, 2014 3:06 PM

To: Loop, Travis; Poll, Bianca; Dabolt, Thomas; Teasley, Deric; Kaldani, Jason; Yuen, Andrew; Bronson, Samuel

Cc: Byrd, Jonda; Smiley, Susan; Orquina, Jessica; Hart, Daniel

Subject: Concerns about Thunderclap

Hi everyone.

Jason shared with me the email chain wondering whether our server can handle the load coming from a Thunderclap. Short answer: I'm sure it can.

Long answer:

I know that Andrew Yuen is looking into it, so I wanted to provide some info to help with that research.

For those who don't know, a Thunderclap is a coordinated social media push: people agree to let the Thunderclap system post a message to their accounts on Twitter, Facebook, or Tumblr. The idea is to send a bolt of consistent messaging across the social media universe.

OW currently has a Thunderclap set to go at 2:00 pm EST on Sept. 29:
<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

There are two numbers associated with a Thunderclap. Here's my take on how they relate to EPA's server load:

1) Number of supporters. This number won't directly affect EPA; rather, it's the total number of messages that will go out via Twitter, Facebook, and Tumblr. All of that traffic is between Thunderclap and those sites.

2) Social reach. This is the total number of followers and friends across all supporters. For example, if I sign up and I have 150 Facebook friends, that adds 150 to the social reach. If I also have 1000 Twitter followers and I sign up for both Twitter and Facebook, I'll add 1150 to the social reach. This is the maximum number of people who could see the message at the moment it's released.

This number is likely to be inaccurate, though. First, it's likely an overestimate for two reasons: a) not everyone will see the message for a variety of reasons, and b) it doesn't remove duplicates: if John follows Mary and also follows Jane, and both Mary and Jane sign up, John gets counted twice. so it's likely an overestimate. I imagine it's highly likely there are many duplicates as sets of mutual friends each support the Thunderclap.

Second, whatever number of people see the message at the moment it goes out, some of the people seeing it will retweet and share it, and some of ***those*** folks will share it, and so forth, meaning that original number will be an underestimate of the total people actually seeing the message. Of course, that pulse will be diffused over time as it spreads through social media.

But let's just take social reach as the best estimate possible of how many people will see the message at the time it goes off.

What happens? The message provides a link to an EPA web page. Hence the question of server load.

First an aside to Bianca: when you set it up, did you set the URL to <http://www.epa.gov/uswaters> or <http://www2.epa.gov/uswaters> ? If the former, then every click will hit the main Web server and then the WebCMS server. If the latter, it'll only be the WebCMS server involved.

So – how much of a spike in traffic will result? That depends on what percentage of people who see the message click the link. Our usual posts don't collect many clicks – a few percent at most and usually under 1%.

That said, we have two previous Thunderclaps to use as examples:

1) At noon on Earth Day, we sent people to a normal Web page about what people can do about climate change:
Thunderclap: <https://www.thunderclap.it/projects/10319-on-earth-day-actonclimate>
Target page: <http://epa.gov/climatechange/wycd/>
Supporters: 904
Social reach: 2.7 million

OEI folks: can you see whether there was a spike in traffic that day? I looked at page views for the target page at that time, and although they went up, it was a matter of a few thousand extra views, nothing that would stress the server.

2) At noon on May 23, we had one that sent people to a WebCMS page about protecting yourself from sun damage:
Thunderclap: <https://www.thunderclap.it/projects/11750-be-sunwise-on-don-t-fry-day>
Target page: <http://www2.epa.gov/sunwise/dont-fry-day>
Supporters: 295
Social reach: 1.4 million

OEI: same question about a traffic spike.

Now, here's the info about OW's Thunderclap so far:

Thunderclap: <https://www.thunderclap.it/projects/16052-i-choose-clean-water>
Target page: <http://www2.epa.gov/uswaters> (but again, it's possible that'll go via <http://www.epa.gov/uswaters> - Bianca?)

Supporters: 789
Social reach: 1.7 million

Based on prior experience, I doubt we'll stress the servers. But I hope I've provided everything I can to help you assess the situation.

Thanks!

Jeffrey Levy
Director of Web Communications
Office of Public Affairs

U.S. Environmental Protection Agency
levy.jeffrey@epa.gov
[202-564-9727](tel:202-564-9727) (cell for emergencies: [202-309-9445](tel:202-309-9445))

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<http://facebook.com/epa>

To: Levy, Jeffrey[Levy.Jeffrey@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]
From: Loop, Travis
Sent: Wed 9/24/2014 7:49:20 PM
Subject: RE: Concerns about Thunderclap

I set it up and will check...

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Levy, Jeffrey
Sent: Wednesday, September 24, 2014 3:49 PM
To: Lomask, Daniel
Cc: Poll, Bianca; Loop, Travis; Dabolt, Thomas; Teasley, Deric; Kaldani, Jason; Yuen, Andrew; Bronson, Samuel; Byrd, Jonda; Smiley, Susan; Orquina, Jessica; Hart, Daniel
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Jessica, please figure out who set it up and report back which URL it is. I'm guessing it was you since apparently it wasn't Bianca.

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Dan Lomask

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202-566-0201

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Subject: RE: Concerns about Thunderclap

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Bianca Poll, MPH

ORISE Intern, Digital Content Coordination

Office of Water, EPA

(p): (202) 564-9951

(e): poll.bianca@epa.gov

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Sent: Wednesday, September 24, 2014 3:06 PM

To: Loop, Travis; Poll, Bianca; Dabolt, Thomas; Teasley, Deric; Kaldani, Jason; Yuen, Andrew; Bronson, Samuel

Cc: Byrd, Jonda; Smiley, Susan; Orquina, Jessica; Hart, Daniel

Subject: Concerns about Thunderclap

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Second, whatever number of people see the message at the moment it goes out, some of the people seeing it will retweet and share it, and some of ***those*** folks will share it, and so forth, meaning that original number will be an underestimate of the total people actually seeing the message. Of course, that pulse will be diffused over time as it spreads through social media.

But let's just take social reach as the best estimate possible of how many people will see the message at the time it goes off.

What happens? The message provides a link to an EPA web page. Hence the question of server load.

First an aside to Bianca: when you set it up, did you set the URL to <http://www.epa.gov/uswaters> or <http://www2.epa.gov/uswaters> ? If the former, then every

click will hit the main Web server and then the WebCMS server. If the latter, it'll only be the WebCMS server involved.

So – how much of a spike in traffic will result? That depends on what percentage of people who see the message click the link. Our usual posts don't collect many clicks – a few percent at most and usually under 1%.

That said, we have two previous Thunderclaps to use as examples:

1) At noon on Earth Day, we sent people to a normal Web page about what people can do about climate change:

Thunderclap: <https://www.thunderclap.it/projects/10319-on-earth-day-actonclimate>

Target page: <http://epa.gov/climatechange/wycd/>

Supporters: 904

Social reach: 2.7 million

OEI folks: can you see whether there was a spike in traffic that day? I looked at page views for the target page at that time, and although they went up, it was a matter of a few thousand extra views, nothing that would stress the server.

2) At noon on May 23, we had one that sent people to a WebCMS page about protecting yourself from sun damage:

Thunderclap: <https://www.thunderclap.it/projects/11750-be-sunwise-on-don-t-fry-day>

Target page: <http://www2.epa.gov/sunwise/dont-fry-day>

Supporters: 295

Social reach: 1.4 million

OEI: same question about a traffic spike.

Now, here's the info about OW's Thunderclap so far:

Thunderclap: <https://www.thunderclap.it/projects/16052-i-choose-clean-water>

Target page: <http://www2.epa.gov/uswaters> (but again, it's possible that'll go via <http://www.epa.gov/uswaters> - Bianca?)

Supporters: 789

Social reach: 1.7 million

Based on prior experience, I doubt we'll stress the servers. But I hope I've provided everything I can to help you assess the situation.

Thanks!

Jeffrey Levy
Director of Web Communications
Office of Public Affairs

U.S. Environmental Protection Agency
levy.jeffrey@epa.gov
[202-564-9727](tel:202-564-9727) (cell for emergencies: [202-309-9445](tel:202-309-9445))

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook:
<http://facebook.com/epa>

To: Loop, Travis[Loop.Travis@epa.gov]; Swenson, Sarah[Swenson.Sarah@epa.gov]
Cc: Wade, James[Wade.James@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]; Levy, Jeffrey[Levy.Jeffrey@epa.gov]
From: Poll, Bianca
Sent: Thur 9/11/2014 4:26:36 PM
Subject: thunderclap. halfway there.

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

we're at 252. So we hit the halfway point. Do you want to facetweet?

Bianca Poll, MPH

ORISE Intern, Digital Content Coordination

Office of Water, EPA

(p): (202) 564-9951

(e): poll.bianca@epa.gov

To: Levy, Jeffrey[Levy.Jeffrey@epa.gov]
From: Owens, Denise
Sent: Tue 9/9/2014 6:45:09 PM
Subject: RE: ASAP: Thunderclap for Water blog post

OK, working on this now

Denise Owens

Office of Web Communications

Office of External Affairs and Environmental Education

U.S. Environmental Protection Agency

owens.denise@epa.gov

202-564-7496

From: Levy, Jeffrey
Sent: Tuesday, September 09, 2014 2:45 PM
To: Owens, Denise
Cc: Orquina, Jessica; Wade, James
Subject: ASAP: Thunderclap for Water blog post

Hi Denise.

Here's the blog post.

Jessica told me there's something a little funky about one of the links, so she'll come over to sit with you.

When it's live, please send the URL to Travis Loop, Bianca Poll, Jessica, and me.

Thanks so much!

Jeffrey Levy
Director of Web Communications
Office of External Affairs and Environmental Education
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EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook: <http://facebook.com/epa>

From: Orquina, Jessica
Sent: Tuesday, September 09, 2014 12:01 PM
To: Levy, Jeffrey; Loop, Travis
Cc: Wade, James; Hart, Daniel; Poll, Bianca
Subject: RE: Thunderclap for Water

Yes, I already included my suggested in the attached document.

Jess

Jessica Ann Orquina

Social Media Lead
Office of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

From: Levy, Jeffrey
Sent: Tuesday, September 09, 2014 11:59 AM
To: Orquina, Jessica; Loop, Travis
Cc: Wade, James; Hart, Daniel; Poll, Bianca
Subject: RE: Thunderclap for Water

Roxanne just approved it, so now we just need Monica.

Jess, please edit the post to include whatever embed code you think appropriate and give that to James to forward for posting when Monica approves.

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To: Loop, Travis; Levy, Jeffrey
Cc: Wade, James; Hart, Daniel; Poll, Bianca
Subject: RE: Thunderclap for Water

Okay, Thunderclap has changed some things. They now only offer an embed code for the Thunderclap itself. Here's that:

<iframe frameborder='0' height='540px' src='https://www.thunderclap.it/projects/16052-i-choose-clean-water/embed' width='250px'></iframe>

You could include that at the bottom of the post. (See attached doc.)

Now, for sharing they've changed it so the FB is a Java applet. I can't copy it. I was able to copy the Twitter & Tumblr share links & hyperlink them in the blog (attached doc). I'd suggest just linking the Facebook share to the Thunderclap page where people who have previously shared it can click on the Java applet button (in attached doc).

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Mobile: 202-322-8369

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From: Loop, Travis
Sent: Tuesday, September 09, 2014 11:22 AM
To: Levy, Jeffrey
Cc: Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
Subject: RE: Thunderclap for Water

On hold until it's all cleared! Wont' promote until blog is up and then will tweet and email

stakeholders.

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Levy, Jeffrey

Sent: Tuesday, September 09, 2014 11:20 AM

To: Loop, Travis

Cc: Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca

Subject: Re: Thunderclap for Water

Note that nothing can go out until Rox approves, because she also has to approve the tclap message itself.

That is, don't send it in an OW bulletin or other outreach.

Thanks.

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Facebook: <http://facebook.com/epa>

On Sep 9, 2014, at 11:10 AM, "Loop, Travis" <Loop.Travis@epa.gov> wrote:

You guys rock!

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Levy, Jeffrey

Sent: Tuesday, September 09, 2014 11:10 AM

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Subject: Re: Thunderclap for Water

James: please send the blog I edited to Roxanne and Monica ASAP.

Jess: please get the embed codes and insert them as we publish.

I'll mention it to Rox, too.

Thanks.

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I'd like to get this out today – the blog, the facetweets, the announcement to stakeholders. Help! ☺

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Levy, Jeffrey
Sent: Monday, September 08, 2014 4:45 PM
To: Loop, Travis; Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca
Subject: RE: Thunderclap for Water

Travis:

I made a few minor edits to improve flow (no pun intended!), use contractions,

etc. Please see attached.

I also edited the dates in the tweets at the end to avoid confusion. For one thing, we're not going to get a tweet out today, so I changed the start date to tomorrow.

Please look over my edits and let us know. If they're fine, James can send it forward with an urgent review request to Roxanne and Monica.

However, Jessica needs to look at it, because I don't think there's a Google+ embed code. Rather, Tclap works with Twitter, FB, and Tumblr. I edited it. Jess, is that right?

Thanks.

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EPA news: <http://www.epa.gov/newsroom> | mobile: <http://m.epa.gov/news> | Twitter:
<http://twitter.com/epanews>

From: Loop, Travis
Sent: Monday, September 8, 2014 3:09 PM
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Subject: Thunderclap for Water

Okay. I want to get the Thunderclap off the ground ASAP. Here is a blog post and the initial facetweets. Once we launch we will immediately build out facetweets for the rest of the campaign. I am waiting for the approval message from Thunderclap, which will allow us to get this out by the middle of the week.

Travis Loop

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202-870-6922

loop.travis@epa.gov

<BLOG Thunderclap WOTUS jl.docx>

To: Poll, Bianca[Poll.Bianca@epa.gov]; Loop, Travis[Loop.Travis@epa.gov]; Swenson, Sarah[Swenson.Sarah@epa.gov]
Cc: Wade, James[Wade.James@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]
From: Levy, Jeffrey
Sent: Thur 9/11/2014 6:18:22 PM
Subject: RE: thunderclap. halfway there.

Woohoo!

Jeffrey Levy
Director of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency
levy.jeffrey@epa.gov
202-564-9727 (cell for emergencies: 202-309-9445)

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook: <http://facebook.com/epa>

From: Poll, Bianca
Sent: Thursday, September 11, 2014 12:27 PM
To: Loop, Travis; Swenson, Sarah
Cc: Wade, James; Orquina, Jessica; Levy, Jeffrey
Subject: thunderclap. halfway there.

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

we're at 252. So we hit the halfway point. Do you want to facetweet?

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(p): (202) 564-9951

(e): poll.bianca@epa.gov

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Cc: Orquina, Jessica[Orquina.Jessica@epa.gov]; Wade, James[Wade.James@epa.gov]
From: Levy, Jeffrey
Sent: Tue 9/9/2014 6:44:32 PM
Subject: ASAP: Thunderclap for Water blog post
BLOG Thunderclap WOTUS jl JAO.docx

Hi Denise.

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loop.travis@epa.gov

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Subject: Re: Thunderclap for Water

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Travis Loop

Director of Communications

Office of Water

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202-870-6922

loop.travis@epa.gov

From: Levy, Jeffrey

Sent: Monday, September 08, 2014 4:45 PM

To: Loop, Travis; Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca

Subject: RE: Thunderclap for Water

Travis:

I made a few minor edits to improve flow (no pun intended!), use contractions, etc. Please see attached.

I also edited the dates in the tweets at the end to avoid confusion. For one thing, we're not going to get a tweet out today, so I changed the start date to tomorrow.

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Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

<BLOG Thunderclap WOTUS jl.docx>

BLOG

Do You Choose Clean Water?

By Travis Loop

Do you choose clean water? If so, we need your voice. And the voices of your friends.

Clean water is important - for drinking, swimming, and fishing. We need it for our communities, farms, and businesses. But right now, 60 percent of our streams and millions of acres of wetlands across the country aren't clearly protected from pollution and destruction. In fact, one in three Americans—117 million of us—get our drinking water from streams that are vulnerable. To have clean water **downstream** in the rivers and lakes in our neighborhoods, we need healthy headwaters **upstream**. That's why we've proposed to strengthen protection for our water.

We hope you'll support our clean water proposal. To help you do that, and get your friends to also voice their support, we're using a new tool called Thunderclap; it's like a virtual flash mob.

Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it's important to both sign up and encourage others to do so.

Here's the message we're asking you to let us post on your behalf: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. www.epa.gov/USwaters"

To sum up, you can participate through these two steps:

1. **Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>
2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:
 - a. [Facebook](#)
 - b. [Twitter](#)
 - c. [Tumblr](#)

Watch EPA Administrator Gina McCarthy talk about our proposal to protect clean water:
<http://bit.ly/1h5JgjW>

Read about the proposal to protect clean water: www.epa.gov/USwaters

<iframe frameborder='0' height='540px' src='https://www.thunderclap.it/projects/16052-i-choose-clean-water/embed' width='250px'></iframe>

About the author: Travis Loop is the communications director for water at the U.S. Environmental Protection Agency. He chooses clean water for his kids and for surfing.

FACETWEETS

We need to convey two messages:

1. Please sign yourself up
2. Please share the need to sign up with your friends/followers

Four time frames:

1. September 9 kickoff
2. September 9-26
3. September 27-28
4. September 29

September 9

- Do you choose clean water? Then make your voice heard and sign up to join our Thunderclap for clean water. <http://thndr.it/1rUOiaB>
- Help us spread the word about the importance of clean water. We need 500 people to sign up to share the message. <http://thndr.it/1rUOiaB>

Further facetweets to be written.

TO UPDATE LATER

TWITTER

- Have you joined our #Thunderclap for Earth Day? Help us spread the word about small actions to #ActOnClimate: [LINK TO THUNDERCLAP]
- On Earth Day, will you commit to protect the climate? Join our #Thunderclap: [LINK TO THUNDERCLAP]
- Let your followers know about our #Thunderclap to #ActOnClimate – we need 500 people to sign up. Please RT! [LINK TO THUNDERCLAP]
- If 500 people sign up, our #Thunderclap will go on Earth Day. Join today: [LINK TO THUNDERCLAP]
- Will you lend your voice to help people #ActOnClimate? Join our #Thunderclap: [LINK TO THUNDERCLAP]
- Will you lend us your voice today to get a message out on Earth Day? #ActOnClimate [LINK TO THUNDERCLAP]
- We need help to get the word out using #Thunderclap about how we all can #ActOnClimate. Please RT! [LINK TO THUNDERCLAP]

April 21

TWITTER

- We need your help by noon tomorrow! Join our Earth Day #Thunderclap and #ActOnClimate. [LINK TO THUNDERCLAP]

Also:

If we've made our target:

- Please let your followers know about our #Thunderclap to #ActOnClimate [LINK TO THUNDERCLAP]

If we haven't made our target:

- We need your help to get to 500 people sharing our #Thunderclap to #ActOnClimate, or nothing goes out. Please RT! [LINK TO THUNDERCLAP]

September 29

TWITTER

If we've made our target:

- Clock's ticking – join our #EarthDay #Thunderclap. Sign up by noon & help us share how we all can #ActOnClimate: [LINK TO THUNDERCLAP]

If we haven't made our target:

- Clock's ticking to get to 500 people on our #Thunderclap to #ActOnClimate. Without 500, nothing goes out. Pls RT! LINK TO THUNDERCLAP

PROMOTION

EPA Plans a Thunderclap for Clean Water

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. www.epa.gov/USwaters"

To sum up, you can participate through these two steps:

1. **Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>
2. Share the link to the Thunderclap with your friends and followers, so we get at least 500 people sharing the message:
 - a. Facebook [embed Facebook share code]
 - b. Twitter [embed Twitter share code]
 - c. Tumblr [embed Tumblr share code]

Read about the Thunderclap ([LINK TO BLOG](#))

Read about the proposal to protect clean water (www.epa.gov/USwaters)

From: McDermott, Marna
Location: DCRoomARN4045/DC-Ariel-Rios-OGC
Importance: Normal
Subject: Final resolution on GAO response
Start Date/Time: Tue 8/4/2015 6:00:00 PM
End Date/Time: Tue 8/4/2015 7:00:00 PM
B-326944 - EPA Development Letter.pdf



U.S. GOVERNMENT ACCOUNTABILITY OFFICE

United States Government Accountability Office
Washington, DC 20548

B-326944

July 10, 2015

Avi Garbow
General Counsel
Environmental Protection Agency

Subject: *Application of Antilobbying and Publicity and Propaganda Restrictions*

Dear Mr. Garbow:

The Chairman of the Senate Committee on Environment and Public Works requested a legal opinion from GAO with regard to whether the Environmental Protection Agency's (EPA) use of certain social media platforms violated antilobbying and publicity and propaganda restrictions contained in appropriations acts.

In accordance with our regular practice, the purpose of this letter is to seek factual information and your legal views on the subject of this request. GAO, *Procedures and Practices for Legal Decisions and Opinions*, GAO-06-1064SP (Washington, D.C.: Sept. 2006), available at www.gao.gov/products/GAO-06-1064SP. We would appreciate your response to the following inquiries:

1. Please describe in detail EPA's use of social media platforms, such as blogs, Facebook, Twitter, Thunderclap, and YouTube, in connection with the agency's efforts to define "Waters of the United States" under the Clean Water Act, both preceding and following the public comment period for EPA's proposed rule. Please include the date(s), or date range(s) for any social media campaign, for example, the #ditchthemyth and #cleanwaterrules campaigns.
2. For each social media platform, please provide any documentation related to such use, including but not limited to: internal materials used to develop the social media campaigns, outreach materials created by EPA or its employees to describe social media campaigns to the public, social media posts derived from or connected to such campaigns, and any other relevant material.
3. Identify the total cost of EPA's use of social media platforms in connection with the agency's efforts to define "Waters of the United States," both preceding and following the public comment period for EPA's proposed rule. Such costs should include but not be limited to any contract obligations as

well as amounts obligated for the salaries paid to EPA employees for the time during which they performed work in support of EPA's use of such social media platforms.

4. Section 718 of the Financial Services and General Government Appropriations Act, 2014, provides that "No part of any appropriation contained in this or any other Act shall be used directly or indirectly, including by private contractor, for publicity or propaganda purposes within the United States not heretofore authorized by Congress."¹ GAO has interpreted this language as prohibiting publicity that is (1) self-aggrandizing—meaning intended to emphasize the importance of the agency or activity in question; (2) purely partisan—designed to aid a political party or candidate; or (3) that constitutes covert propaganda—meaning the material or communication was prepared by or on behalf of an agency and circulated as the ostensible position of parties outside the agency.
 - a. Please provide EPA's legal views on whether any of the agency's uses of social media platforms, including but not limited to EPA's Thunderclap campaign, #ditchthemyth campaign, and #cleanwaterrules campaign, violated section 718 or similar provisions contained in appropriations acts of other fiscal years?
 - b. Thunderclap posted the following message to the social media accounts of 980 people: "Clean water is important to me. I support EPA's efforts to protect it for my health, my family, and my community," and included a link to EPA's Web page on the proposed clean water rule. It is estimated that about 1.8 million people were reached by Thunderclap. Please provide your legal views on whether EPA's role in sponsoring this message was made clear to the target audience.
 - c. As part of EPA's #ditchthemyth campaign, EPA provided "truths" about the proposed rule. Beside each of these truth statements was a link to "Tweet the Truth." It is our understanding that clicking this link created a prewritten statement for supporters to post on Twitter.
 - i. Did clicking this link produce prewritten statements, created by EPA, for posting? Please explain.
 - ii. Please provide examples of the "Tweet the Truth" statements used in this campaign.
 - iii. Please provide your legal views on whether EPA's role in sponsoring the statements created by clicking the "Tweet the

¹ Pub. L. No. 113-76, div. E, title VII, § 718, 128 Stat. 5, 234 (Jan. 17, 2014). This same provision appears in section 718 of the Financial Services and General Government Appropriations Act, 2015. Pub. L. No. 113-235, div. E, title VII, § 718, 128 Stat. 2130, 2383 (Dec. 16, 2014).

Truth” link was made clear to the target audience—the viewers of such posts?

5. Section 715 of the Financial Services and General Government Appropriations Act, 2015, provides that “No part of any funds appropriated in this or any other Act shall be used by an agency of the executive branch, other than for normal and recognized executive-legislative relationships, for publicity or propaganda purposes, and for the preparation, distribution or use of any kit, pamphlet, booklet, publication, radio, television, or film presentation designed to support or defeat legislation pending before the Congress, except in presentation to the Congress itself.”² GAO has construed this language as prohibiting indirect or grassroots lobbying—a clear appeal to the public to contact Members of Congress in support or opposition to pending legislation.
 - a. Please provide EPA’s legal views on whether any of the agency’s uses of social media platforms violated section 715 or similar provisions contained in the appropriations acts of other fiscal years?
 - b. Please provide EPA’s legal views on whether any of the agency’s uses of social media platforms violated section 401 of the Department of the Interior, Environment, and Related Agencies Appropriations Act, 2015, which states that “No part of any appropriation contained in this Act shall be available for any activity that in any way tends to promote public support or opposition to any legislative proposal on which Congressional action is not complete other than to communicate to Members of Congress as described in 18 U.S.C. 1913,” or provisions similar to section 401 contained in the appropriations acts of other fiscal years?³
 - c. On April 7, 2015, EPA’s Communications Director created an EPA blog post containing some hyperlinks to Web pages of other entities.⁴ These external Web pages contained link buttons, which led visitors to action pages. These action pages urged visitors to contact Congress to defend EPA’s Clean Water Act proposal and oppose congressional

² Pub. L. No. 113-235, § 715. This same provision appears in section 715 of the Financial Services and General Government Appropriations Act, 2014. Pub. L. No. 113-76, § 715.

³ Pub. L. No. 113-235, § 401. This same provision appears in section 402 of the Department of the Interior, Environment, and Related Agencies Appropriations Act, 2014. Pub. L. No. 113-75, § 715.

⁴ Travis Loop, *Tell Us Why #CleanWaterRules*, available at <http://blog.epa.gov/blog/2015/04/tell-us-why-cleanwaterrules/> (last visited July 9, 2015).

action that would undermine the rule.⁵ Please provide your legal views on whether EPA's hyperlinks to these Web pages constitute a clear

⁵ The EPA blog post links to a National Resources Defense Council (NRDC) Web page (www.nrdc.org/water/brewers-for-clean-water) and a Surfrider Foundation blog post (www.surfrider.org/coastal-blog/entry/five-reasons-why-surfers-are-more-likely-to-get-sick-from-polluted-ocean-wa).

The NRDC Web page contains a link button ("Add Your Voice and Help Make Great Beer") leading to an action page:

"We shouldn't have to worry if the water sources we rely on for drinking, fishing, and swimming are polluted. But a legal loophole has undermined the Clean Water Act safeguards that are supposed to prevent big polluters from dumping dangerous pollutants into our waters.

The Environmental Protection Agency and the Army Corps of Engineers are ready to make important changes to close this loophole, but polluters and their allies in Congress could try to block them from moving forward. You can step up to help stop the polluter attack on these needed clean water safeguards.

Protect clean water. Urge your senators to defend Clean Water Act safeguards for critical streams and wetlands."

Below the text is a form letter for supporters to send to their senators. Addressed, "Dear Senator," the letter urges support of the Clean Water Protection Rule.

We visited the Surfrider Foundation blog post on June 5, 2015. Next to the article, there was a link button, entitled "Defend the Clean Water Act, Tell Congress to stop interfering with your right to clean water!," which led to an action page:

"Federal lawmakers in DC are trying to prevent the Environmental Protection Agency from restoring Clean Water Act (CWA) protections for nearly 20 million acres of wetlands, two million miles of streams, and the drinking water for 117 million Americans. Members of both the U.S. Senate and the House of Representatives have proposed attaching 'dirty water' riders to spending bills to block the EPA's efforts.

These small streams and wetlands need our protection as they impact the quality and health of downstream waters, and ultimately our coasts and the ocean. Clean water at the beach starts with healthy waters upstream.

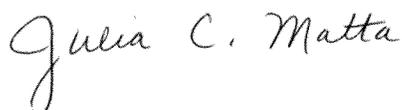
(continued...)

appeal to the public to contact Members of Congress regarding pending legislation?

- d. Please describe any legislation concerning EPA's proposed rule that was pending at the time of EPA's April 7, 2015, blog post, or at the time of any of EPA's social media outreach concerning the proposed rule.

We would appreciate your response, and any relevant documentation or other information, by August 7, 2015. If you have any questions, please contact me at (202) 512-4023 or MattaJ@gao.gov, or Shari Brewster, Senior Staff Attorney, at (202) 512-6398 or BrewsterS@gao.gov. Thank you for your attention to this matter.

Sincerely,



Julia C. Matta
Assistant General Counsel
for Appropriations Law

(...continued)

Tell Congress to stand strong for clean water and oppose any amendments that undermine the Clean Water Act in appropriations legislation.”

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From: McDermott, Marna
Location: DCRoomARN4045/DC-Ariel-Rios-OGC
Importance: Normal
Subject: GAO re social media and Clean Water Rule - please see do outs in description
Start Date/Time: Wed 7/22/2015 1:15:00 PM
End Date/Time: Wed 7/22/2015 2:00:00 PM
B-326944 - EPA Development Letter.pdf

This will be an iterative process of fact gathering and analyzing. We need all Travis-owned facts by Friday 7/17 because he is out the following week. The rest of us should try to get as far as we can with our assignments by this meeting. We will go through the questions in order and figure out next steps. THANKS!!

As numbered in incoming letter -

1. Travis to provide Marna and Leslie list of all social media campaigns related to the Clean Water Rule proposal with dates and descrip



U.S. GOVERNMENT ACCOUNTABILITY OFFICE

United States Government Accountability Office
Washington, DC 20548

B-326944

July 10, 2015

Avi Garbow
General Counsel
Environmental Protection Agency

Subject: *Application of Antilobbying and Publicity and Propaganda Restrictions*

Dear Mr. Garbow:

The Chairman of the Senate Committee on Environment and Public Works requested a legal opinion from GAO with regard to whether the Environmental Protection Agency's (EPA) use of certain social media platforms violated antilobbying and publicity and propaganda restrictions contained in appropriations acts.

In accordance with our regular practice, the purpose of this letter is to seek factual information and your legal views on the subject of this request. GAO, *Procedures and Practices for Legal Decisions and Opinions*, GAO-06-1064SP (Washington, D.C.: Sept. 2006), available at www.gao.gov/products/GAO-06-1064SP. We would appreciate your response to the following inquiries:

1. Please describe in detail EPA's use of social media platforms, such as blogs, Facebook, Twitter, Thunderclap, and YouTube, in connection with the agency's efforts to define "Waters of the United States" under the Clean Water Act, both preceding and following the public comment period for EPA's proposed rule. Please include the date(s), or date range(s) for any social media campaign, for example, the #ditchthemyth and #cleanwaterrules campaigns.
2. For each social media platform, please provide any documentation related to such use, including but not limited to: internal materials used to develop the social media campaigns, outreach materials created by EPA or its employees to describe social media campaigns to the public, social media posts derived from or connected to such campaigns, and any other relevant material.
3. Identify the total cost of EPA's use of social media platforms in connection with the agency's efforts to define "Waters of the United States," both preceding and following the public comment period for EPA's proposed rule. Such costs should include but not be limited to any contract obligations as

well as amounts obligated for the salaries paid to EPA employees for the time during which they performed work in support of EPA's use of such social media platforms.

4. Section 718 of the Financial Services and General Government Appropriations Act, 2014, provides that "No part of any appropriation contained in this or any other Act shall be used directly or indirectly, including by private contractor, for publicity or propaganda purposes within the United States not heretofore authorized by Congress."¹ GAO has interpreted this language as prohibiting publicity that is (1) self-aggrandizing—meaning intended to emphasize the importance of the agency or activity in question; (2) purely partisan—designed to aid a political party or candidate; or (3) that constitutes covert propaganda—meaning the material or communication was prepared by or on behalf of an agency and circulated as the ostensible position of parties outside the agency.
 - a. Please provide EPA's legal views on whether any of the agency's uses of social media platforms, including but not limited to EPA's Thunderclap campaign, #ditchthemyth campaign, and #cleanwaterrules campaign, violated section 718 or similar provisions contained in appropriations acts of other fiscal years?
 - b. Thunderclap posted the following message to the social media accounts of 980 people: "Clean water is important to me. I support EPA's efforts to protect it for my health, my family, and my community," and included a link to EPA's Web page on the proposed clean water rule. It is estimated that about 1.8 million people were reached by Thunderclap. Please provide your legal views on whether EPA's role in sponsoring this message was made clear to the target audience.
 - c. As part of EPA's #ditchthemyth campaign, EPA provided "truths" about the proposed rule. Beside each of these truth statements was a link to "Tweet the Truth." It is our understanding that clicking this link created a prewritten statement for supporters to post on Twitter.
 - i. Did clicking this link produce prewritten statements, created by EPA, for posting? Please explain.
 - ii. Please provide examples of the "Tweet the Truth" statements used in this campaign.
 - iii. Please provide your legal views on whether EPA's role in sponsoring the statements created by clicking the "Tweet the

¹ Pub. L. No. 113-76, div. E, title VII, § 718, 128 Stat. 5, 234 (Jan. 17, 2014). This same provision appears in section 718 of the Financial Services and General Government Appropriations Act, 2015. Pub. L. No. 113-235, div. E, title VII, § 718, 128 Stat. 2130, 2383 (Dec. 16, 2014).

Truth” link was made clear to the target audience—the viewers of such posts?

5. Section 715 of the Financial Services and General Government Appropriations Act, 2015, provides that “No part of any funds appropriated in this or any other Act shall be used by an agency of the executive branch, other than for normal and recognized executive-legislative relationships, for publicity or propaganda purposes, and for the preparation, distribution or use of any kit, pamphlet, booklet, publication, radio, television, or film presentation designed to support or defeat legislation pending before the Congress, except in presentation to the Congress itself.”² GAO has construed this language as prohibiting indirect or grassroots lobbying—a clear appeal to the public to contact Members of Congress in support or opposition to pending legislation.
 - a. Please provide EPA’s legal views on whether any of the agency’s uses of social media platforms violated section 715 or similar provisions contained in the appropriations acts of other fiscal years?
 - b. Please provide EPA’s legal views on whether any of the agency’s uses of social media platforms violated section 401 of the Department of the Interior, Environment, and Related Agencies Appropriations Act, 2015, which states that “No part of any appropriation contained in this Act shall be available for any activity that in any way tends to promote public support or opposition to any legislative proposal on which Congressional action is not complete other than to communicate to Members of Congress as described in 18 U.S.C. 1913,” or provisions similar to section 401 contained in the appropriations acts of other fiscal years?³
 - c. On April 7, 2015, EPA’s Communications Director created an EPA blog post containing some hyperlinks to Web pages of other entities.⁴ These external Web pages contained link buttons, which led visitors to action pages. These action pages urged visitors to contact Congress to defend EPA’s Clean Water Act proposal and oppose congressional

² Pub. L. No. 113-235, § 715. This same provision appears in section 715 of the Financial Services and General Government Appropriations Act, 2014. Pub. L. No. 113-76, § 715.

³ Pub. L. No. 113-235, § 401. This same provision appears in section 402 of the Department of the Interior, Environment, and Related Agencies Appropriations Act, 2014. Pub. L. No. 113-75, § 715.

⁴ Travis Loop, *Tell Us Why #CleanWaterRules*, available at <http://blog.epa.gov/blog/2015/04/tell-us-why-cleanwaterrules/> (last visited July 9, 2015).

action that would undermine the rule.⁵ Please provide your legal views on whether EPA's hyperlinks to these Web pages constitute a clear

⁵ The EPA blog post links to a National Resources Defense Council (NRDC) Web page (www.nrdc.org/water/brewers-for-clean-water) and a Surfrider Foundation blog post (www.surfrider.org/coastal-blog/entry/five-reasons-why-surfers-are-more-likely-to-get-sick-from-polluted-ocean-wa).

The NRDC Web page contains a link button ("Add Your Voice and Help Make Great Beer") leading to an action page:

"We shouldn't have to worry if the water sources we rely on for drinking, fishing, and swimming are polluted. But a legal loophole has undermined the Clean Water Act safeguards that are supposed to prevent big polluters from dumping dangerous pollutants into our waters.

The Environmental Protection Agency and the Army Corps of Engineers are ready to make important changes to close this loophole, but polluters and their allies in Congress could try to block them from moving forward. You can step up to help stop the polluter attack on these needed clean water safeguards.

Protect clean water. Urge your senators to defend Clean Water Act safeguards for critical streams and wetlands."

Below the text is a form letter for supporters to send to their senators. Addressed, "Dear Senator," the letter urges support of the Clean Water Protection Rule.

We visited the Surfrider Foundation blog post on June 5, 2015. Next to the article, there was a link button, entitled "Defend the Clean Water Act, Tell Congress to stop interfering with your right to clean water!," which led to an action page:

"Federal lawmakers in DC are trying to prevent the Environmental Protection Agency from restoring Clean Water Act (CWA) protections for nearly 20 million acres of wetlands, two million miles of streams, and the drinking water for 117 million Americans. Members of both the U.S. Senate and the House of Representatives have proposed attaching 'dirty water' riders to spending bills to block the EPA's efforts.

These small streams and wetlands need our protection as they impact the quality and health of downstream waters, and ultimately our coasts and the ocean. Clean water at the beach starts with healthy waters upstream.

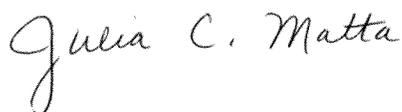
(continued...)

appeal to the public to contact Members of Congress regarding pending legislation?

- d. Please describe any legislation concerning EPA's proposed rule that was pending at the time of EPA's April 7, 2015, blog post, or at the time of any of EPA's social media outreach concerning the proposed rule.

We would appreciate your response, and any relevant documentation or other information, by August 7, 2015. If you have any questions, please contact me at (202) 512-4023 or MattaJ@gao.gov, or Shari Brewster, Senior Staff Attorney, at (202) 512-6398 or BrewsterS@gao.gov. Thank you for your attention to this matter.

Sincerely,



Julia C. Matta
Assistant General Counsel
for Appropriations Law

(...continued)

Tell Congress to stand strong for clean water and oppose any amendments that undermine the Clean Water Act in appropriations legislation.”

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Location: DCRoomARN7428/DC-Ariel-Rios-OGC
Importance: Normal
Subject: GAO request - resending due to technical problem.
Start Date/Time: Tue 7/14/2015 4:00:00 PM
End Date/Time: Tue 7/14/2015 4:30:00 PM
[B-326944 - EPA Development Letter.pdf](#)

Apologies – this is the same meeting but apparently there was an error in the first scheduler for some folks.



U.S. GOVERNMENT ACCOUNTABILITY OFFICE

United States Government Accountability Office
Washington, DC 20548

B-326944

July 10, 2015

Avi Garbow
General Counsel
Environmental Protection Agency

Subject: *Application of Antilobbying and Publicity and Propaganda Restrictions*

Dear Mr. Garbow:

The Chairman of the Senate Committee on Environment and Public Works requested a legal opinion from GAO with regard to whether the Environmental Protection Agency's (EPA) use of certain social media platforms violated antilobbying and publicity and propaganda restrictions contained in appropriations acts.

In accordance with our regular practice, the purpose of this letter is to seek factual information and your legal views on the subject of this request. GAO, *Procedures and Practices for Legal Decisions and Opinions*, GAO-06-1064SP (Washington, D.C.: Sept. 2006), available at www.gao.gov/products/GAO-06-1064SP. We would appreciate your response to the following inquiries:

1. Please describe in detail EPA's use of social media platforms, such as blogs, Facebook, Twitter, Thunderclap, and YouTube, in connection with the agency's efforts to define "Waters of the United States" under the Clean Water Act, both preceding and following the public comment period for EPA's proposed rule. Please include the date(s), or date range(s) for any social media campaign, for example, the #ditchthemyth and #cleanwaterules campaigns.
2. For each social media platform, please provide any documentation related to such use, including but not limited to: internal materials used to develop the social media campaigns, outreach materials created by EPA or its employees to describe social media campaigns to the public, social media posts derived from or connected to such campaigns, and any other relevant material.
3. Identify the total cost of EPA's use of social media platforms in connection with the agency's efforts to define "Waters of the United States," both preceding and following the public comment period for EPA's proposed rule. Such costs should include but not be limited to any contract obligations as

well as amounts obligated for the salaries paid to EPA employees for the time during which they performed work in support of EPA's use of such social media platforms.

4. Section 718 of the Financial Services and General Government Appropriations Act, 2014, provides that "No part of any appropriation contained in this or any other Act shall be used directly or indirectly, including by private contractor, for publicity or propaganda purposes within the United States not heretofore authorized by Congress."¹ GAO has interpreted this language as prohibiting publicity that is (1) self-aggrandizing—meaning intended to emphasize the importance of the agency or activity in question; (2) purely partisan—designed to aid a political party or candidate; or (3) that constitutes covert propaganda—meaning the material or communication was prepared by or on behalf of an agency and circulated as the ostensible position of parties outside the agency.
 - a. Please provide EPA's legal views on whether any of the agency's uses of social media platforms, including but not limited to EPA's Thunderclap campaign, #ditchthemyth campaign, and #cleanwaterrules campaign, violated section 718 or similar provisions contained in appropriations acts of other fiscal years?
 - b. Thunderclap posted the following message to the social media accounts of 980 people: "Clean water is important to me. I support EPA's efforts to protect it for my health, my family, and my community," and included a link to EPA's Web page on the proposed clean water rule. It is estimated that about 1.8 million people were reached by Thunderclap. Please provide your legal views on whether EPA's role in sponsoring this message was made clear to the target audience.
 - c. As part of EPA's #ditchthemyth campaign, EPA provided "truths" about the proposed rule. Beside each of these truth statements was a link to "Tweet the Truth." It is our understanding that clicking this link created a prewritten statement for supporters to post on Twitter.
 - i. Did clicking this link produce prewritten statements, created by EPA, for posting? Please explain.
 - ii. Please provide examples of the "Tweet the Truth" statements used in this campaign.
 - iii. Please provide your legal views on whether EPA's role in sponsoring the statements created by clicking the "Tweet the

¹ Pub. L. No. 113-76, div. E, title VII, § 718, 128 Stat. 5, 234 (Jan. 17, 2014). This same provision appears in section 718 of the Financial Services and General Government Appropriations Act, 2015. Pub. L. No. 113-235, div. E, title VII, § 718, 128 Stat. 2130, 2383 (Dec. 16, 2014).

Truth” link was made clear to the target audience—the viewers of such posts?

5. Section 715 of the Financial Services and General Government Appropriations Act, 2015, provides that “No part of any funds appropriated in this or any other Act shall be used by an agency of the executive branch, other than for normal and recognized executive-legislative relationships, for publicity or propaganda purposes, and for the preparation, distribution or use of any kit, pamphlet, booklet, publication, radio, television, or film presentation designed to support or defeat legislation pending before the Congress, except in presentation to the Congress itself.”² GAO has construed this language as prohibiting indirect or grassroots lobbying—a clear appeal to the public to contact Members of Congress in support or opposition to pending legislation.
 - a. Please provide EPA’s legal views on whether any of the agency’s uses of social media platforms violated section 715 or similar provisions contained in the appropriations acts of other fiscal years?
 - b. Please provide EPA’s legal views on whether any of the agency’s uses of social media platforms violated section 401 of the Department of the Interior, Environment, and Related Agencies Appropriations Act, 2015, which states that “No part of any appropriation contained in this Act shall be available for any activity that in any way tends to promote public support or opposition to any legislative proposal on which Congressional action is not complete other than to communicate to Members of Congress as described in 18 U.S.C. 1913,” or provisions similar to section 401 contained in the appropriations acts of other fiscal years?³
 - c. On April 7, 2015, EPA’s Communications Director created an EPA blog post containing some hyperlinks to Web pages of other entities.⁴ These external Web pages contained link buttons, which led visitors to action pages. These action pages urged visitors to contact Congress to defend EPA’s Clean Water Act proposal and oppose congressional

² Pub. L. No. 113-235, § 715. This same provision appears in section 715 of the Financial Services and General Government Appropriations Act, 2014. Pub. L. No. 113-76, § 715.

³ Pub. L. No. 113-235, § 401. This same provision appears in section 402 of the Department of the Interior, Environment, and Related Agencies Appropriations Act, 2014. Pub. L. No. 113-75, § 715.

⁴ Travis Loop, *Tell Us Why #CleanWaterRules*, available at <http://blog.epa.gov/blog/2015/04/tell-us-why-cleanwaterrules/> (last visited July 9, 2015).

action that would undermine the rule.⁵ Please provide your legal views on whether EPA's hyperlinks to these Web pages constitute a clear

⁵ The EPA blog post links to a National Resources Defense Council (NRDC) Web page (www.nrdc.org/water/brewers-for-clean-water) and a Surfrider Foundation blog post (www.surfrider.org/coastal-blog/entry/five-reasons-why-surfers-are-more-likely-to-get-sick-from-polluted-ocean-wa).

The NRDC Web page contains a link button ("Add Your Voice and Help Make Great Beer") leading to an action page:

"We shouldn't have to worry if the water sources we rely on for drinking, fishing, and swimming are polluted. But a legal loophole has undermined the Clean Water Act safeguards that are supposed to prevent big polluters from dumping dangerous pollutants into our waters.

The Environmental Protection Agency and the Army Corps of Engineers are ready to make important changes to close this loophole, but polluters and their allies in Congress could try to block them from moving forward. You can step up to help stop the polluter attack on these needed clean water safeguards.

Protect clean water. Urge your senators to defend Clean Water Act safeguards for critical streams and wetlands."

Below the text is a form letter for supporters to send to their senators. Addressed, "Dear Senator," the letter urges support of the Clean Water Protection Rule.

We visited the Surfrider Foundation blog post on June 5, 2015. Next to the article, there was a link button, entitled "Defend the Clean Water Act, Tell Congress to stop interfering with your right to clean water!," which led to an action page:

"Federal lawmakers in DC are trying to prevent the Environmental Protection Agency from restoring Clean Water Act (CWA) protections for nearly 20 million acres of wetlands, two million miles of streams, and the drinking water for 117 million Americans. Members of both the U.S. Senate and the House of Representatives have proposed attaching 'dirty water' riders to spending bills to block the EPA's efforts.

These small streams and wetlands need our protection as they impact the quality and health of downstream waters, and ultimately our coasts and the ocean. Clean water at the beach starts with healthy waters upstream.

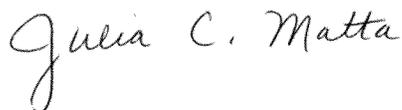
(continued...)

appeal to the public to contact Members of Congress regarding pending legislation?

- d. Please describe any legislation concerning EPA's proposed rule that was pending at the time of EPA's April 7, 2015, blog post, or at the time of any of EPA's social media outreach concerning the proposed rule.

We would appreciate your response, and any relevant documentation or other information, by August 7, 2015. If you have any questions, please contact me at (202) 512-4023 or MattaJ@gao.gov, or Shari Brewster, Senior Staff Attorney, at (202) 512-6398 or BrewsterS@gao.gov. Thank you for your attention to this matter.

Sincerely,



Julia C. Matta
Assistant General Counsel
for Appropriations Law

(...continued)

Tell Congress to stand strong for clean water and oppose any amendments that undermine the Clean Water Act in appropriations legislation.”

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Location: DCRoomARN7428/DC-Ariel-Rios-OGC
Importance: Normal
Subject: Path forward to answer GAO questions about social media
Start Date/Time: Tue 7/14/2015 4:00:00 PM
End Date/Time: Tue 7/14/2015 4:30:00 PM
[B-326944 - EPA Development Letter.pdf](#)

Hi all – GAO is working on a legal opinion regarding the use of social media (mostly related to the clean water rule) and has asked for our (EPA GC) input. (See attached letter.) If you can come (or send someone in your place) to help us assess the difficulty of pulling together all the requested info by the deadline, that would be helpful. Thanks.



U.S. GOVERNMENT ACCOUNTABILITY OFFICE

United States Government Accountability Office
Washington, DC 20548

B-326944

July 10, 2015

Avi Garbow
General Counsel
Environmental Protection Agency

Subject: *Application of Antilobbying and Publicity and Propaganda Restrictions*

Dear Mr. Garbow:

The Chairman of the Senate Committee on Environment and Public Works requested a legal opinion from GAO with regard to whether the Environmental Protection Agency's (EPA) use of certain social media platforms violated antilobbying and publicity and propaganda restrictions contained in appropriations acts.

In accordance with our regular practice, the purpose of this letter is to seek factual information and your legal views on the subject of this request. GAO, *Procedures and Practices for Legal Decisions and Opinions*, GAO-06-1064SP (Washington, D.C.: Sept. 2006), available at www.gao.gov/products/GAO-06-1064SP. We would appreciate your response to the following inquiries:

1. Please describe in detail EPA's use of social media platforms, such as blogs, Facebook, Twitter, Thunderclap, and YouTube, in connection with the agency's efforts to define "Waters of the United States" under the Clean Water Act, both preceding and following the public comment period for EPA's proposed rule. Please include the date(s), or date range(s) for any social media campaign, for example, the #ditchthemyth and #cleanwaterrules campaigns.
2. For each social media platform, please provide any documentation related to such use, including but not limited to: internal materials used to develop the social media campaigns, outreach materials created by EPA or its employees to describe social media campaigns to the public, social media posts derived from or connected to such campaigns, and any other relevant material.
3. Identify the total cost of EPA's use of social media platforms in connection with the agency's efforts to define "Waters of the United States," both preceding and following the public comment period for EPA's proposed rule. Such costs should include but not be limited to any contract obligations as

well as amounts obligated for the salaries paid to EPA employees for the time during which they performed work in support of EPA's use of such social media platforms.

4. Section 718 of the Financial Services and General Government Appropriations Act, 2014, provides that "No part of any appropriation contained in this or any other Act shall be used directly or indirectly, including by private contractor, for publicity or propaganda purposes within the United States not heretofore authorized by Congress."¹ GAO has interpreted this language as prohibiting publicity that is (1) self-aggrandizing—meaning intended to emphasize the importance of the agency or activity in question; (2) purely partisan—designed to aid a political party or candidate; or (3) that constitutes covert propaganda—meaning the material or communication was prepared by or on behalf of an agency and circulated as the ostensible position of parties outside the agency.
 - a. Please provide EPA's legal views on whether any of the agency's uses of social media platforms, including but not limited to EPA's Thunderclap campaign, #ditchthemyth campaign, and #cleanwaterrules campaign, violated section 718 or similar provisions contained in appropriations acts of other fiscal years?
 - b. Thunderclap posted the following message to the social media accounts of 980 people: "Clean water is important to me. I support EPA's efforts to protect it for my health, my family, and my community," and included a link to EPA's Web page on the proposed clean water rule. It is estimated that about 1.8 million people were reached by Thunderclap. Please provide your legal views on whether EPA's role in sponsoring this message was made clear to the target audience.
 - c. As part of EPA's #ditchthemyth campaign, EPA provided "truths" about the proposed rule. Beside each of these truth statements was a link to "Tweet the Truth." It is our understanding that clicking this link created a prewritten statement for supporters to post on Twitter.
 - i. Did clicking this link produce prewritten statements, created by EPA, for posting? Please explain.
 - ii. Please provide examples of the "Tweet the Truth" statements used in this campaign.
 - iii. Please provide your legal views on whether EPA's role in sponsoring the statements created by clicking the "Tweet the

¹ Pub. L. No. 113-76, div. E, title VII, § 718, 128 Stat. 5, 234 (Jan. 17, 2014). This same provision appears in section 718 of the Financial Services and General Government Appropriations Act, 2015. Pub. L. No. 113-235, div. E, title VII, § 718, 128 Stat. 2130, 2383 (Dec. 16, 2014).

Truth” link was made clear to the target audience—the viewers of such posts?

5. Section 715 of the Financial Services and General Government Appropriations Act, 2015, provides that “No part of any funds appropriated in this or any other Act shall be used by an agency of the executive branch, other than for normal and recognized executive-legislative relationships, for publicity or propaganda purposes, and for the preparation, distribution or use of any kit, pamphlet, booklet, publication, radio, television, or film presentation designed to support or defeat legislation pending before the Congress, except in presentation to the Congress itself.”² GAO has construed this language as prohibiting indirect or grassroots lobbying—a clear appeal to the public to contact Members of Congress in support or opposition to pending legislation.
 - a. Please provide EPA’s legal views on whether any of the agency’s uses of social media platforms violated section 715 or similar provisions contained in the appropriations acts of other fiscal years?
 - b. Please provide EPA’s legal views on whether any of the agency’s uses of social media platforms violated section 401 of the Department of the Interior, Environment, and Related Agencies Appropriations Act, 2015, which states that “No part of any appropriation contained in this Act shall be available for any activity that in any way tends to promote public support or opposition to any legislative proposal on which Congressional action is not complete other than to communicate to Members of Congress as described in 18 U.S.C. 1913,” or provisions similar to section 401 contained in the appropriations acts of other fiscal years?³
 - c. On April 7, 2015, EPA’s Communications Director created an EPA blog post containing some hyperlinks to Web pages of other entities.⁴ These external Web pages contained link buttons, which led visitors to action pages. These action pages urged visitors to contact Congress to defend EPA’s Clean Water Act proposal and oppose congressional

² Pub. L. No. 113-235, § 715. This same provision appears in section 715 of the Financial Services and General Government Appropriations Act, 2014. Pub. L. No. 113-76, § 715.

³ Pub. L. No. 113-235, § 401. This same provision appears in section 402 of the Department of the Interior, Environment, and Related Agencies Appropriations Act, 2014. Pub. L. No. 113-75, § 715.

⁴ Travis Loop, *Tell Us Why #CleanWaterRules*, available at <http://blog.epa.gov/blog/2015/04/tell-us-why-cleanwaterrules/> (last visited July 9, 2015).

action that would undermine the rule.⁵ Please provide your legal views on whether EPA's hyperlinks to these Web pages constitute a clear

⁵ The EPA blog post links to a National Resources Defense Council (NRDC) Web page (www.nrdc.org/water/brewers-for-clean-water) and a Surfrider Foundation blog post (www.surfrider.org/coastal-blog/entry/five-reasons-why-surfers-are-more-likely-to-get-sick-from-polluted-ocean-wa).

The NRDC Web page contains a link button ("Add Your Voice and Help Make Great Beer") leading to an action page:

"We shouldn't have to worry if the water sources we rely on for drinking, fishing, and swimming are polluted. But a legal loophole has undermined the Clean Water Act safeguards that are supposed to prevent big polluters from dumping dangerous pollutants into our waters.

The Environmental Protection Agency and the Army Corps of Engineers are ready to make important changes to close this loophole, but polluters and their allies in Congress could try to block them from moving forward. You can step up to help stop the polluter attack on these needed clean water safeguards.

Protect clean water. Urge your senators to defend Clean Water Act safeguards for critical streams and wetlands."

Below the text is a form letter for supporters to send to their senators. Addressed, "Dear Senator," the letter urges support of the Clean Water Protection Rule.

We visited the Surfrider Foundation blog post on June 5, 2015. Next to the article, there was a link button, entitled "Defend the Clean Water Act, Tell Congress to stop interfering with your right to clean water!," which led to an action page:

"Federal lawmakers in DC are trying to prevent the Environmental Protection Agency from restoring Clean Water Act (CWA) protections for nearly 20 million acres of wetlands, two million miles of streams, and the drinking water for 117 million Americans. Members of both the U.S. Senate and the House of Representatives have proposed attaching 'dirty water' riders to spending bills to block the EPA's efforts.

These small streams and wetlands need our protection as they impact the quality and health of downstream waters, and ultimately our coasts and the ocean. Clean water at the beach starts with healthy waters upstream.

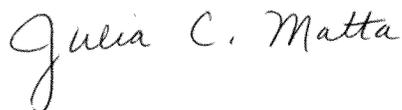
(continued...)

appeal to the public to contact Members of Congress regarding pending legislation?

- d. Please describe any legislation concerning EPA's proposed rule that was pending at the time of EPA's April 7, 2015, blog post, or at the time of any of EPA's social media outreach concerning the proposed rule.

We would appreciate your response, and any relevant documentation or other information, by August 7, 2015. If you have any questions, please contact me at (202) 512-4023 or MattaJ@gao.gov, or Shari Brewster, Senior Staff Attorney, at (202) 512-6398 or BrewsterS@gao.gov. Thank you for your attention to this matter.

Sincerely,



Julia C. Matta
Assistant General Counsel
for Appropriations Law

(...continued)

Tell Congress to stand strong for clean water and oppose any amendments that undermine the Clean Water Act in appropriations legislation.”

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To: Purchia, Liz[Purchia.Liz@epa.gov]; Reynolds, Thomas[Reynolds.Thomas@epa.gov]; Lee, Monica[Lee.Monica@epa.gov]
From: Loop, Travis
Sent: Wed 5/20/2015 5:05:50 PM
Subject: RE: USChamber: What EPA Did to Sell Its Water Rule Might Have Skirted the Law

Perhaps the Chamber should correct this:

EPA defends its actions. The *Times* quotes Loop, a former campaign operative for the President Obama's Presidential campaign: "We are just borrowing new methods that have proven themselves as being effective."

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Purchia, Liz
Sent: Wednesday, May 20, 2015 12:51 PM
To: Loop, Travis; Reynolds, Thomas; Lee, Monica
Subject: USChamber: What EPA Did to Sell Its Water Rule Might Have Skirted the Law

What EPA Did to Sell Its Water Rule Might Have Skirted the Law

Wednesday, May 20, 2015 - 11:45am

— Written by

Sean Hackbarth

<https://www.uschamber.com/blog/what-epa-did-sell-its-water-rule-might-have-skirted-law>

In March, EPA Administrator Gina McCarthy bragged to a Senate Committee about the outpouring of public support for its proposed water regulations:

We have received over 1 million comments and 87.1 percent of those comments we have counted so far... are supportive of this rule.

No wonder EPA received so many public comments on its draft Waters of the United States (WOTUS) regulation;it helped drum them up, the *New York Times* reports:

In a campaign that tests the limits of federal lobbying law, the agency orchestrated a drive to counter political opposition from Republicans and enlist public support in concert with liberal environmental groups and a grass-roots organization aligned with President Obama.

The Obama administration is the first to give the E.P.A. a mandate to create broad public outreach campaigns, using the tactics of elections, in support of federal environmental regulations before they are final.

EPA fired up its propaganda machine to defend WOTUS after a host of critics--farmers, ranchers, home builders, the golf industry, and other businesses pointed out how the rule will empower federal bureaucrats to regulate "wetlands, intermittent streams, ephemeral streams (those that only flow after a rainfall or snowmelt), and man-made bodies of water like ditches, ponds, and canals." They worry that WOTUS will federalize local land use decisions, and make it even harder to build things in America.

The *Times* describes one of EPA's tactics:

The most contentious part of the E.P.A.'s campaign was deploying Thunderclap, a social media tool that spread the agency's message to hundreds of thousands of people -- a "virtual flash mob," in the words of Travis Loop, the head of communications for E.P.A.'s water division.

EPA's Thunderclap campaign said, "Clean water is important to me. I support EPA's efforts to protect it for my health, my family, and my community," and included a link to an EPA webpage (now unavailable) that directed the public to submit comments on the draft regulation. The effort reached 1.8 million people.

[epa i choose clean water thunderclap.jpg](#)

THUNDERCLAP CASE STUDIES START A THUNDERCLAP Search English

I Choose Clean Water

by **U.S. Environmental Protection Agency** category: **Environment**

“Clean water is important to me. I support EPA's efforts to protect it for my health, my family, and my community.
http://thndr.it/1sLh51M”

SUPPORTERS
980 of 500
196% of goal supported

SOCIAL REACH
1,803,761
People

TIME LEFT
Complete
Ends Sep 29, 2:00 PM EDT

U.S. Environmental Protection Agency **EMBED**

Whether what EPA did violated the Anti-Lobbying Act's ban on agencies lobbying Congress, it certainly skirted the spirit of the law. The *Times* writes:

Federal law permits the president and political appointees, like the E.P.A. administrator, to promote government policy, or to support or oppose pending legislation.

But the Justice Department, in a series of legal opinions going back nearly three decades, has told federal agencies that they should not engage in substantial "grass-roots" lobbying, defined as "communications by executive officials directed to members of the public at large, or particular segments of the general public, intended to persuade them in turn to communicate with their elected representatives on some issue of concern to the executive."

...

At minimum, the actions of the agency are highly unusual. "The agency is supposed to be more of an honest broker, not a partisan advocate in this process," said Jeffrey W. Lubbers, a professor of practice in administrative law at the American University Washington College of Law and the author of the book "A Guide to Federal Agency Rulemaking."

"I have not seen before from a federal agency this stark of an effort to generate endorsements of a proposal during the open comment period," he said.

It appears the Thunderclap campaign violated the spirit of internal EPA policy. A 2010 memo on

indirect lobbying from EPA's general counsel states:

EPA employees may not explicitly or implicitly encourage the public to contact Congress in support of, or opposition to, a legislative proposal, nor explicitly encourage the public to contact state or local governments for that purpose.

EPA didn't use the campaign to encourage the public to contact Congress. It instead asked the public to leave comments in support of WOTUS, which EPA Administrator McCarthy then referenced in testimony before Congress to claim overwhelming public support for the controversial rule.

EPA defends its actions. The *Times* quotes Loop, a former campaign operative for the President Obama's Presidential campaign: "We are just borrowing new methods that have proven themselves as being effective." In a [blog post](#), Liz Purchia, Deputy Associate Administrator for EPA's Office of Public Affairs, writes, "A public outreach effort to increase awareness and support of EPA's proposed Clean Water Rule is well within the appropriate bounds of the agency's mission to educate and engage Americans."

It's bad enough that EPA is engaging in such unprecedented regulatory overreach by crafting WOTUS, but its aggressive advocacy--perhaps too aggressive--shows that it's an agency that's out of control on multiple levels.

Liz Purchia

Deputy Associate Administrator, Public Affairs

U.S. Environmental Protection Agency

Office: 202-564-6691

Cell: 202-841-2230

To: Rao, Kate[Rao.kate@epa.gov]
From: Loop, Travis
Sent: Wed 5/20/2015 3:39:24 PM
Subject: RE: NYT article on EPA and waters of the US rulemaking- " was it outreach or was it lobbying?"

Oh yeah. I saw this Monday night when it appeared online.

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Rao, Kate
Sent: Wednesday, May 20, 2015 11:38 AM
To: Loop, Travis
Subject: NYT article on EPA and waters of the US rulemaking- " was it outreach or was it lobbying?"

Travis – did you see this article? You are quoted.

Kate

Critics Hear E.P.A.'s Voice in 'Public Comments'

By ERIC LIPTON and CORAL DAVENPORT MAY 18, 2015

WASHINGTON — When the Environmental Protection Agency proposed a major new rule

intended to protect the nation's drinking water last year, regulators solicited opinions from the public. The purpose of the "public comment" period was to objectively gauge Americans' sentiment before changing a policy that could profoundly affect their lives.

Gina McCarthy, the agency's administrator, told a Senate committee in March that the agency had received more than one million comments, and nearly 90 percent favored the agency's proposal. Ms. McCarthy is expected to cite those comments to justify the final rule, which the agency plans to unveil this week.

But critics say there is a reason for the overwhelming result: The E.P.A. had a hand in manufacturing it.

In a campaign that tests the limits of federal lobbying law, the agency orchestrated a drive to counter political opposition from Republicans and enlist public support in concert with liberal environmental groups and a grass-roots organization aligned with President Obama.

The Obama administration is the first to give the E.P.A. a mandate to create broad public outreach campaigns, using the tactics of elections, in support of federal environmental regulations before they are final.

The E.P.A.'s campaign highlights the tension between exploiting emerging technologies while trying to abide by laws written for another age.

Federal law permits the president and political appointees, like the E.P.A. administrator, to promote government policy, or to support or oppose pending legislation.

But the Justice Department, in a series of legal opinions going back nearly three decades, has told federal agencies that they should not engage in substantial "grass-roots" lobbying, defined as "communications by executive officials directed to members of the public at large, or particular segments of the general public, intended to persuade them in turn to communicate with their elected representatives on some issue of concern to the executive."

Late last year, the E.P.A. sponsored a drive on Facebook and Twitter to promote its proposed clean water rule in conjunction with the Sierra Club. At the same time, Organizing for Action, a grass-roots group with deep ties to Mr. Obama, was also pushing the rule. They urged the public to flood the agency with positive comments to counter opposition from farming and industry groups.

The results were then offered as proof that the proposal was popular.

"We have received over one million comments, and 87.1 percent of those comments we have counted so far — we are only missing 4,000 — are supportive of this rule," Ms. McCarthy told the Senate Environment and Public Works Committee in March. "Let me repeat: 87.1 percent of those one-plus million are supportive of this rule."

But critics said environmental groups had inappropriately influenced the campaign — just as

environmentalists complained that the energy industry improperly drove policy during the George W. Bush administration.

At minimum, the actions of the agency are highly unusual. “The agency is supposed to be more of an honest broker, not a partisan advocate in this process,” said Jeffrey W. Lubbers, a professor of practice in administrative law at the American University Washington College of Law and the author of the book “A Guide to Federal Agency Rulemaking.”

“I have not seen before from a federal agency this stark of an effort to generate endorsements of a proposal during the open comment period,” he said.

Senator James M. Inhofe, Republican of Oklahoma and chairman of the environment committee, is holding a hearing on Tuesday to examine the proposed rule. “There is clear collusion between extreme environmental groups and the Obama administration in both developing and promoting a host of new regulations,” he said.

The most contentious part of the E.P.A.’s campaign was deploying Thunderclap, a social media tool that spread the agency’s message to hundreds of thousands of people — a “virtual flash mob,” in the words of Travis Loop, the head of communications for E.P.A.’s water division.

The architect of the E.P.A.’s new public outreach strategy is Thomas Reynolds, a former Obama campaign aide who was appointed in 2013 as an associate administrator. “We are just borrowing new methods that have proven themselves as being effective,” he said.

Kate Rao
Drinking Water Protection Section (WTR 3-2)
USEPA Region 9
75 Hawthorne St., San Francisco, CA 94105
tel: (415) 972-3533 / fax: (415) 947-3549

I Choose Clean Water

by U.S. Environmental Protection Agency

category: Environment

“Clean water is important to me. I support EPA's efforts to protect it for my health, my family, and my community.

<http://thndr.it/1sLh51M>”



U.S. Environmental Protection...

EMBED

SUPPORTERS

980 of 500

196% of goal supported

SOCIAL REACH

1,803,761

People

TIME LEFT

Complete

Ends Sep 29, 2:00 PM EDT

COMPLETE

This campaign ended on September 29 at 2PM

THE STORY

UPDATES

ORGANIZER

U.S. Environmental Protection Agency

@EPAwater

We work for clean water for all Americans.

THE STORY

UPDATES



Clean water is important - for drinking, swimming, and fishing. We need it for our communities, farms, and businesses. But right now 60 percent of the streams and millions of acres of wetlands across the country aren't clearly protected from pollution and destruction. In fact, one in three Americans—117 million of us—get our drinking water from streams that are vulnerable. To have clean water downstream in the rivers and lakes in our neighborhoods we need healthy headwaters upstream. EPA and the U.S. Army Corps of Engineers has proposed to strengthen protection for the clean water that is vital to all Americans.

ORGANIZER

U.S. Environmental Protection Agency

@EPAwater

We work for clean water for all Americans.

THUNDEROUS SUPPORTERS



HHS.gov

417,138 Connections



National Wildlife

253,221 Connections



NRDC

142,938 Connections



Sierra Club

126,326 Connections

RECENT SUPPORTERS



Sarina Sawyer

10 months ago



Cindy Skrukrud

10 months ago



PCS

10 months ago



Rachel Rusek Barski

10 months ago

To: Jensen, Jay, Ex. 6 - Personal Privacy
From: Loop, Travis
Sent: Thur 9/25/2014 4:45:38 PM
Subject: Thunderclap

Hi Jay,

I just didn't know if you were aware about our Thunderclap for Clean Water that is happening on Monday, Sept 29. Basically people agree to have a message posted on their Facebook and/or Twitter accounts on Monday at 2pm. Right now we have 840 people who have signed up and so the message will be seen by 1.7 million people. I'm trying to make this as big as possible, so anyone that can sign up and encourage others to sign up is appreciated. I know you have lots of connections all across the board that could make this even bigger. ☺

Here is the message that will be posted: "Clean water is important to me. I support EPA's efforts to protect it for my health, my family, and my community."

Here is the link to sign up:

<https://www.thunderclap.it/projects/16052-i-choose-clean-water?locale=en>

I hope I'm not out of my lane sending you this email...

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Jimmy Hague[JHague@trcp.org]
From: Loop, Travis
Sent: Mon 9/15/2014 4:03:00 PM
Subject: RE: Thunderclap

Thanks!

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Jimmy Hague [mailto:JHague@trcp.org]
Sent: Monday, September 15, 2014 11:17 AM
To: Loop, Travis
Subject: RE: Thunderclap

Travis, most of our office (including me) was traveling last week so we're a little behind on this. But I flagged it for our comms team and it sounds like we'll be participating. I'll follow up with them today to make sure we get signed up and promote it on our social media.

Jimmy

From: Loop, Travis [mailto:Loop.Travis@epa.gov]
Sent: Monday, September 15, 2014 11:11 AM
To: Jimmy Hague
Subject: Thunderclap

Hey Jimmy,

Did you get my email about the Thunderclap for Clean Water? It would be awesome to get you guys signed up and to encourage your members/followers to do the same.

Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. The message will be posted on everyone's walls and feeds at the same time. Right now, based on the participants signed up, it will be seen by 1.4 million people! And we expect that number to grow a good bit over the next two week.

Here's the message that Thunderclap will post: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. www.epa.gov/USwaters"

Sign up to join the Thunderclap for Clean Water: <http://thndr.it/1rUOiaB>

Let me know! Thanks.

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Jimmy Hague[JHague@trcp.org]
From: Loop, Travis
Sent: Mon 9/15/2014 3:11:22 PM
Subject: Thunderclap

Hey Jimmy,

Did you get my email about the Thunderclap for Clean Water? It would be awesome to get you guys signed up and to encourage your members/followers to do the same.

Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. The message will be posted on everyone's walls and feeds at the same time. Right now, based on the participants signed up, it will be seen by 1.4 million people! And we expect that number to grow a good bit over the next two week.

Here's the message that Thunderclap will post: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. www.epa.gov/USwaters"

Sign up to join the Thunderclap for Clean Water: <http://thndr.it/1rUOiaB>

Let me know! Thanks.

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Steve Creech[steve.creech@wylandfoundation.org]
From: Loop, Travis
Sent: Mon 9/15/2014 3:09:40 PM
Subject: joining our Thunderclap

Hey Steve!

I'm wondering if the Foundation and Wyland would be willing to join our Thunderclap for Clean Water?

Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. The message will be posted on everyone's walls and feeds at the same time. Right now, based on the participants signed up, it will be seen by 1.4 million people! And we expect that number to grow a good bit over the next two week.

Here's the message that Thunderclap will post: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. www.epa.gov/USwaters"

It would be awesome to get the Foundation and Wyland to sign up and to encourage followers to do the same (Thunderclap will give you the message to share your participation with followers after sign up). Let me know what you all think!

Sign up to join the Thunderclap for Clean Water: <http://thndr.it/1rUOiaB>

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: philippe@earthecho.org[philippe@earthecho.org]
From: Loop, Travis
Sent: Mon 9/15/2014 3:04:57 PM
Subject: join our Thunderclap for clean water

Hello Philippe,

I hope you are well. I'm wondering if you and Earth Echo would join our Thunderclap for Clean Water.

Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. Right now the message will be seen by about 1.4 million people! We're hoping to add your followers to this number.

Here's the message we're asking you to let us post on your behalf: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community.
www.epa.gov/USwaters"

Sign up to join the Thunderclap for Clean Water: <http://thndr.it/1rUOiaB>

Thanks for considering!

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Bond, Brian[Bond.Brian@epa.gov]; Ragland, Micah[Ragland.Micah@epa.gov]
From: Loop, Travis
Sent: Mon 9/15/2014 2:56:30 PM
Subject: Help with APHA

Can you reach out to your contact at the American Public Health Association and see if they can use their Twitter account to support our Thunderclap for clean water? Basically we would love if they could sign up for their Twitter account to participate and then tweet to their followers an encouragement to participate? If how to do this is unclear I can talk to someone there. They have more than 440,000 followers so this would be a nice bump.

<https://www.thunderclap.it/projects/16052-i-choose-clean-water?locale=en>

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Devine, Jon[jdevine@nrdc.org]
From: Loop, Travis
Sent: Thur 9/11/2014 8:24:36 PM
Subject: Re: help with Thunderclap

Let you a voicemail around 415. Call me when it works for you.

Travis Loop
Director of Communications
Office of Water
U.S. Environmental Protection Agency
202-870-6922

On Sep 11, 2014, at 12:47 PM, "Devine, Jon" <jdevine@nrdc.org> wrote:

I'll look into it. Any word on my pending question re: the website example? If you could give me a buzz about that, I'd really appreciate it.

Jon Devine
Senior Attorney, Water Program
Natural Resources Defense Council
jdevine@nrdc.org
(202) 289-2361 (phone)
(202) 289-1060 (fax)
Admitted in Massachusetts and the District of Columbia only

PRIVILEGE AND CONFIDENTIALITY NOTICE

This message is intended only for the use of the individual or entity to which it is addressed and may contain information that is privileged, confidential, and exempt from disclosure under applicable law. If you are not the intended recipient of this message, you are hereby notified that any dissemination, distribution, or copying of this communication or other use of a transmission received in error is strictly prohibited. If you have received this transmission in error, please notify me immediately at the above telephone number.

From: Loop, Travis [<mailto:Loop.Travis@epa.gov>]
Sent: Thursday, September 11, 2014 12:20 PM
To: Devine, Jon
Subject: help with Thunderclap

Jon

Can you have NRDC's main twitter account sign up to participate in our Thunderclap for Clean Water and then tweet that they are participating/encourage followers to do so? It will be a nice boost. Any other groups and individuals you can help drive to participate would be great. After just 48 hours of promoting, the message will be seen by 1.1 million people on Sept 29. Let's get more!

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Devine, Jon[jdevine@nrdc.org]
From: Loop, Travis
Sent: Thur 9/11/2014 6:43:09 PM
Subject: Re: help with Thunderclap

Awesome. Now message will be seen by 1.3 million people and we've got 17 more days to promote.

Travis Loop
Director of Communications
Office of Water
U.S. Environmental Protection Agency
202-870-6922

On Sep 11, 2014, at 2:10 PM, "Devine, Jon" <jdevine@nrdc.org> wrote:

You will see that we are on.

Jon Devine
Senior Attorney, Water Program
Natural Resources Defense Council
jdevine@nrdc.org
(202) 289-2361 (phone)
(202) 289-1060 (fax)
Admitted in Massachusetts and the District of Columbia only

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Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Marc Yaggi[myaggi@waterkeeper.org]
From: Loop, Travis
Sent: Thur 9/11/2014 6:42:24 PM
Subject: RE: Thunderclap for clean water

Thanks Marc!

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

From: Marc Yaggi [mailto:myaggi@waterkeeper.org]
Sent: Thursday, September 11, 2014 2:07 PM
To: Loop, Travis
Subject: Re: Thunderclap for clean water

Thanks, Travis! I'll send to our team. Hope you are well.

Sent from my iPhone

On Sep 11, 2014, at 12:32, "Loop, Travis" <Loop.Travis@epa.gov> wrote:

Hey!

Can you have Waterkeeper's main twitter account sign up to participate in our Thunderclap for Clean Water and then tweet that they are participating/encourage followers to do so? It will be a nice boost. Any other groups and individuals you can help drive to participate would be great. After just 48 hours of promoting, the message will be seen by 1.2 million people on Sept 29. Let's get more!

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: John Surrick - ext. 2045[JSurrick@cbf.org]
From: Loop, Travis
Sent: Thur 9/11/2014 4:36:05 PM
Subject: Thunderclap for clean water

John,

Can you have CBF's twitter account sign up to participate in our Thunderclap for Clean Water and then tweet that they are participating/encourage followers to do so? It will be a nice boost. Any other groups and individuals you can help drive to participate would be great. After just 48 hours of promoting, the message will be seen by 1.1 million people on Sept 29. Let's get more!

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: smoyer@tu.org[smoyer@tu.org]
From: Loop, Travis
Sent: Thur 9/11/2014 4:34:30 PM
Subject: Thunderclap for clean water

Steve

Can you have Trout Unlimited's twitter account sign up to participate in our Thunderclap for Clean Water and then tweet that they are participating/encourage followers to do so? It will be a nice boost. Any other groups and individuals you can help drive to participate would be great. After just 48 hours of promoting, the message will be seen by 1.1 million people on Sept 29. Let's get more!

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: myaggi@waterkeeper.org[myaggi@waterkeeper.org]
From: Loop, Travis
Sent: Thur 9/11/2014 4:32:46 PM
Subject: Thunderclap for clean water

Hey!

Can you have Waterkeeper's main twitter account sign up to participate in our Thunderclap for Clean Water and then tweet that they are participating/encourage followers to do so? It will be a nice boost. Any other groups and individuals you can help drive to participate would be great. After just 48 hours of promoting, the message will be seen by 1.2 million people on Sept 29. Let's get more!

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Devine, Jon[jdevine@nrdc.org]
From: Loop, Travis
Sent: Thur 9/11/2014 4:19:32 PM
Subject: help with Thunderclap

Jon

Can you have NRDC's main twitter account sign up to participate in our Thunderclap for Clean Water and then tweet that they are participating/encourage followers to do so? It will be a nice boost. Any other groups and individuals you can help drive to participate would be great. After just 48 hours of promoting, the message will be seen by 1.1 million people on Sept 29. Let's get more!

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Leonard, Darlene[Leonard.Darlene@epa.gov]
From: Loop, Travis
Sent: Wed 9/10/2014 3:45:12 PM
Subject: Re: PLEASE PROMOTE: EPA Plans Thunderclap for Clean Water

Hahaha!

Travis Loop
Director of Communications
Office of Water
U.S. Environmental Protection Agency
202-870-6922

On Sep 10, 2014, at 11:26 AM, "Leonard, Darlene" <Leonard.Darlene@epa.gov> wrote:

No.

Darlene Leonard

US Environmental Protection Agency

Office of Chemical Safety and Pollution Prevention

1200 Pennsylvania Avenue, NW

Washington, DC 20460

202-566-0516

From: Loop, Travis
Sent: Wednesday, September 10, 2014 9:57 AM
To: Bowles, Jack; Behringer, Caroline; Pinkney, James; Rupp, Mark; Leonard, Darlene; Barbery, Andrea; Sanders, LaTonya; Harris-Young, Dawn; Khan, Omar; Sanelli, Diane; Wiedeman, Allison; Altieri, Sonia; Gray, David; Evans, David; Klasen, Matthew; Frank, Joyce; Christensen, Damaris; Martin, John; Pendergast, Jim; Slotkin, Ron; Bond, Brian; Smith, Roxanne; Hull, George; Sternberg, David; Surber, Nancy; Senn, John; White, Candace; Keener, Bill; PADs and Alternates; Perrin, Rebecca; Poll, Bianca; Bravo, Antonio; Fraser, Scott; Lancaster, Kris; Lomask, Daniel; Enobakhare, Rosemary; Borum, Denis; Storm, Linda
Cc: Ortiz, Julia; Heinemann, Kristina; Mancusi-Ungaro, Philip; Cassell, Peter; Bellow, Bonnie; Durant, Jennah; Gutro, Doug; Cannon, Phillippa; Abrams, Dan; Johnston, Khanna;

Singer, Joshua; Shenk, Kelly; Rowan, Anne; Miller, Linda; Distefano, Nichole; Taheri, Diane; Cook-Shyovitz, Becky; Wintrob, Paul; Dierker, Carl; McCarthy, Julia; McClain-Vanderpool, Lisa; damm, thomas; LeClair, Jacqueline; Aguirre, Amanda; Williams, Gail; Valentine, Julia; Carey, Curtis; Grantham, Nancy; Bittleman, Sarah; saxe, jennie; Turner, Tressa; Velez, Cristina; Mortensen, Ginah; Galloway, Carol; Colip, Matthew; Mears, Mary; Lutte, Todd; McGill, Thomas; Reynolds, Thomas; Hudiburgh, Gary; Brandt, Peter; Daguillard, Robert; Ragland, Micah; Lapp, Jeffrey; Williams, Ann; Ellis, Angela F.; Milbourn, Cathy; Deegan, Dave; Badaracco, Christina; duteau, helen; Ganesan, Arvin; MacIntyre, Mark; Hubbard, Joseph; Peak, Nicholas; Johnson, AudreyL; Marcy, Ken; Able, Tony; Nitsch, Chad; lomax, bonnie; Davis, Alison; Holsman, Marianne; Marraccini, Davina; Kelley, Jeff; Johnson, Alisha; Scott, Patricia; Davis, Molly; White, Terri-A; schaffer, joan; Philip, Jeff; Jones-Johnson, Shea; Perkins, Stephen; Delli-Gatti, Dionne; Mills, Calista; Mayer, Rebecca; Ides, Nan; Sachs, Erica; Yogi, David; Martinsen, Jessica; Hunter-Pirtle, Ann; Garrigan, Trish; Marincola, JamesPaul; Smith, Paula; Somerville, Eric; Dean, Heather; Heron, Donna; Lincoln, Larry; Mylott, Richard; Swenson, Sarah; Ainslie, William; Carroll, Carly; Bloomgren, David; Isaac, Rachel; Chatterjee, Kinshuk

Subject: PLEASE PROMOTE: EPA Plans Thunderclap for Clean Water

PLEASE promote this through social media accounts and direct emails to those who would be supportive/participate.

EPA Plans Thunderclap for Clean Water

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. www.epa.gov/USwaters"

To sum up, you can participate through these two steps:

1. **Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>

2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:

- a. Facebook
- b. Twitter
- c. Tumblr

Again, sign up to join the Thunderclap for Clean Water: <http://thndr.it/1rUOiaB>

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Orquina, Jessica[Orquina.Jessica@epa.gov]
Cc: Wade, James[Wade.James@epa.gov]
From: Loop, Travis
Sent: Wed 9/10/2014 2:20:00 PM
Subject: Re: other agencies

I sent to them already

Travis Loop
Director of Communications
Office of Water
U.S. Environmental Protection Agency
202-870-6922

On Sep 10, 2014, at 10:16 AM, "Orquina, Jessica" <Orquina.Jessica@epa.gov> wrote:

That would probably work for OPE. Do you want us to send it to them for their highlights newsletter or do you have a different write up for that.

Jess

Jessica Ann Orquina

Social Media Lead
Office of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

From: Loop, Travis

Sent: Wednesday, September 10, 2014 10:08 AM
To: Orquina, Jessica
Subject: Re: other agencies

Maybe this is helpful

EPA Plans Thunderclap for Clean Water

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 - a. [Facebook](#)
 - b. [Twitter](#)
 - c. [Tumblr](#)

Again, sign up to join the Thunderclap for Clean Water: <http://thndr.it/1rUOiaB>

Travis Loop

Director of Communications

Office of Water

U.S. Environmental Protection Agency

202-870-6922

On Sep 10, 2014, at 10:03 AM, "Orquina, Jessica" <Orquina.Jessica@epa.gov> wrote:

Why don't I send a message to the interagency social media listserv? (And, I'll email USGS & Interior directly. I don't have a good contact at NOAA.)

Jess

Jessica Ann Orquina

Social Media Lead
Office of Web Communications
Office of External Affairs and Environmental Education
U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

From: Loop, Travis
Sent: Wednesday, September 10, 2014 9:20 AM
To: Orquina, Jessica
Subject: other agencies

What's the best way to get the other agencies to sign up for the Thunderclap and promote on social media? Interior, USGS, NOAA, etc. I was going to tweet at them to join the Thunderclap, but thought maybe you had thoughts on that and maybe a more direct line.

Travis Loop

Director of Communications
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

To: Deegan, Dave[Deegan.Dave@epa.gov]
Cc: Grantham, Nancy[Grantham.Nancy@epa.gov]; Melanson, Kate[Melanson.Kate@epa.gov]; Zimmerman, Emily[Zimmerman.Emily@epa.gov]; Palmer, Margo[Palmer.Margo@epa.gov]
From: Loop, Travis
Sent: Wed 9/10/2014 2:19:48 PM
Subject: Re: PLEASE PROMOTE: EPA Plans Thunderclap for Clean Water

Thank you!!!

Travis Loop
Director of Communications
Office of Water
U.S. Environmental Protection Agency
202-870-6922

On Sep 10, 2014, at 10:17 AM, "Deegan, Dave" <Deegan.Dave@epa.gov> wrote:

Reg 1 has shared on Tw and our 2 FB pages

~~~~~  
Dave Deegan  
US EPA New England  
o 617.918.1017  
c 617.594.7068

On Sep 10, 2014, at 9:56 AM, "Loop, Travis" <Loop.Travis@epa.gov> wrote:

PLEASE promote this through social media accounts and direct emails to those who would be supportive/participate.

#### EPA Plans Thunderclap for Clean Water

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  - a. [Facebook](#)
  - b. [Twitter](#)
  - c. [Tumblr](#)

**Again, sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**To:** Orquina, Jessica[Orquina.Jessica@epa.gov]  
**From:** Loop, Travis  
**Sent:** Wed 9/10/2014 2:08:15 PM  
**Subject:** Re: other agencies

Maybe this is helpful

## EPA Plans Thunderclap for Clean Water

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

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  - a. [Facebook](#)
  - b. [Twitter](#)
  - c. [Tumblr](#)

**Again, sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>

Travis Loop  
Director of Communications  
Office of Water  
U.S. Environmental Protection Agency  
202-870-6922

On Sep 10, 2014, at 10:03 AM, "Orquina, Jessica" <[Orquina.Jessica@epa.gov](mailto:Orquina.Jessica@epa.gov)> wrote:

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Jess

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

**From:** Loop, Travis  
**Sent:** Wednesday, September 10, 2014 9:20 AM  
**To:** Orquina, Jessica  
**Subject:** other agencies

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on social media? Interior, USGS, NOAA, etc. I was going to tweet at them to join the Thunderclap, but thought maybe you had thoughts on that and maybe a more direct line.

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**To:** Bowles, Jack[Bowles.Jack@epa.gov]; Behringer, Caroline[Behringer.Caroline@epa.gov]; Pinkney, James[Pinkney.James@epa.gov]; Rupp, Mark[Rupp.Mark@epa.gov]; Leonard, Darlene[Leonard.Darlene@epa.gov]; Barbery, Andrea[Barbery.Andrea@epa.gov]; Sanders, LaTonya[Sanders.Latonya@epa.gov]; Harris-Young, Dawn[Harris-Young.Dawn@epa.gov]; Khan, Omar[Khan.Omar@epa.gov]; Sanelli, Diane[Sanelli.Diane@epa.gov]; Wiedeman, Allison[Wiedeman.Allison@epa.gov]; Altieri, Sonia[Altieri.Sonia@epa.gov]; Gray, David[gray.david@epa.gov]; Evans, David[Evans.David@epa.gov]; Klasen, Matthew[Klasen.Matthew@epa.gov]; Frank, Joyce[Frank.Joyce@epa.gov]; Christensen, Damaris[Christensen.Damaris@epa.gov]; Martin, John[Martin.JohnJ@epa.gov]; Pendergast, Jim[Pendergast.Jim@epa.gov]; Slotkin, Ron[slotkin.ron@epa.gov]; Bond, Brian[Bond.Brian@epa.gov]; Smith, Roxanne[Smith.Roxanne@epa.gov]; Hull, George[Hull.George@epa.gov]; Sternberg, David[Sternberg.David@epa.gov]; Surber, Nancy[surber.nancy@epa.gov]; Senn, John[Senn.John@epa.gov]; White, Candace[White.Candace@epa.gov]; Keener, Bill[Keener.Bill@epa.gov]; PADs and Alternates[PADs\_and\_Alternates@epa.gov]; Perrin, Rebecca[Perrin.Rebecca@epa.gov]; Poll, Bianca[Poll.Bianca@epa.gov]; Bravo, Antonio[Bravo.Antonio@epa.gov]; Fraser, Scott[Fraser.Scott@epa.gov]; Lancaster, Kris[Lancaster.Kris@epa.gov]; Lomask, Daniel[Lomask.Daniel@epa.gov]; Enobakhare, Rosemary[Enobakhare.Rosemary@epa.gov]; Borum, Denis[Borum.Denis@epa.gov]; Storm, Linda[Storm.Linda@epa.gov]

**Cc:** Ortiz, Julia[Ortiz.Julia@epa.gov]; Heinemann, Kristina[Heinemann.Kristina@epa.gov]; Mancusi-Ungaro, Philip[Mancusi-Ungaro.Philip@epa.gov]; Cassell, Peter[cassell.peter@epa.gov]; Bellow, Bonnie[Bellow.Bonnie@epa.gov]; Durant, Jennah[Durant.Jennah@epa.gov]; Gutro, Doug[Gutro.Doug@epa.gov]; Cannon, Philippa[Cannon.Phillippa@epa.gov]; Abrams, Dan[Abrams.Dan@epa.gov]; Johnston, Khanna[Johnston.Khanna@epa.gov]; Singer, Joshua[Singer.Joshua@epa.gov]; Shenk, Kelly[shenk.kelly@epa.gov]; Rowan, Anne[rowan.anne@epa.gov]; Miller, Linda[miller.linda@epa.gov]; Distefano, Nichole[DiStefano.Nichole@epa.gov]; Taheri, Diane[Taheri.Diane@epa.gov]; Cook-Shyovitz, Becky[Cook-Shyovitz.Becky@epa.gov]; Wintrob, Paul[Wintrob.Paul@epa.gov]; Dierker, Carl[Dierker.Carl@epa.gov]; McCarthy, Julia[McCarthy.Julia@epa.gov]; McClain-Vanderpool, Lisa[McClain-Vanderpool.Lisa@epa.gov]; damm, thomas[Damm.Thomas@epa.gov]; LeClair, Jacqueline[Leclair.Jackie@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]; Williams, Gail[Williams.Gail@epa.gov]; Valentine, Julia[Valentine.Julia@epa.gov]; Carey, Curtis[Carey.Curtis@epa.gov]; Grantham, Nancy[Grantham.Nancy@epa.gov]; Bittleman, Sarah[Bittleman.Sarah@epa.gov]; saxe, jennie[saxe.jennie@epa.gov]; Turner, Tressa[Turner.Tressa@epa.gov]; Velez, Cristina[Velez.Cristina@epa.gov]; Mortensen, Ginah[mortensen.ginah@epa.gov]; Galloway, Carol[Galloway.Carol@epa.gov]; Colip, Matthew[colip.matthew@epa.gov]; Mears, Mary[Mears.Mary@epa.gov]; Lutte, Todd[Lutte.Todd@epa.gov]; McGill, Thomas[Mcgill.Thomas@epa.gov]; Reynolds, Thomas[Reynolds.Thomas@epa.gov]; Hudiburgh, Gary[Hudiburgh.Gary@epa.gov]; Brandt, Peter[Brandt.Peter@epa.gov]; Daguillard, Robert[Daguillard.Robert@epa.gov]; Ragland, Micah[Ragland.Micah@epa.gov]; Lapp, Jeffrey[lapp.jeffrey@epa.gov]; Williams, Ann[Williams.Ann@epa.gov]; Ellis, Angela F.[Ellis.Angela@epa.gov]; Milbourn, Cathy[Milbourn.Cathy@epa.gov]; Deegan, Dave[Deegan.Dave@epa.gov]; Badaracco, Christina[Badaracco.Christina@epa.gov]; duteau, helen[Duteau.Helen@EPA.GOV]; Ganesan, Arvin[Ganesan.Arvin@epa.gov]; MacIntyre, Mark[Macintyre.Mark@epa.gov]; Hubbard, Joseph[Hubbard.Joseph@epa.gov]; Peak, Nicholas[Peak.Nicholas@epa.gov]; Johnson, AudreyL[Johnson.AudreyL@epa.gov]; Marcy, Ken[Marcy.Ken@epa.gov]; Able, Tony[Able.Tony@epa.gov]; Nitsch, Chad[Nitsch.Chad@epa.gov]; lomax, bonnie[lomax.bonnie@epa.gov]; Davis, Alison[Davis.Alison@epa.gov]; Holsman, Marianne[Holsman.Marianne@epa.gov]; Marraccini, Davina[Marraccini.Davina@epa.gov]; Kelley, Jeff[kelley.jeff@epa.gov]; Johnson, Alisha[Johnson.Alisha@epa.gov]; Scott, Patricia[Scott.Patricia@epa.gov]; Davis, Molly[Davis.Molly@epa.gov]; White, Terri-A[White.Terri-A@epa.gov]; schafel, joan[schafel.joan@epa.gov]; Philip, Jeff[Philip.Jeff@epa.gov]; Jones-Johnson, Shea[Jones-Johnson.Shea@epa.gov]; Perkins, Stephen[Perkins.Stephen@epa.gov]; Delli-Gatti, Dionne[Delli-Gatti.Dionne@epa.gov]; Mills, Calista[Mills.Calista@epa.gov]; Mayer, Rebecca[Mayer.Rebecca@epa.gov]; Ides, Nan[Ides.Nan@epa.gov]; Sachs,

Erica[Sachs.Erica@epa.gov]; Yogi, David[Yogi.David@epa.gov]; Martinsen, Jessica[Martinsen.Jessica@epa.gov]; Hunter-Pirtle, Ann[Hunter-Pirtle.Ann@epa.gov]; Garrigan, Trish[garrigan.trish@epa.gov]; Marincola, JamesPaul[Marincola.JamesPaul@epa.gov]; Smith, Paula[Smith.Paula@epa.gov]; Somerville, Eric[Somerville.Eric@epa.gov]; Dean, Heather[Dean.Heather@epa.gov]; Heron, Donna[Heron.Donna@epa.gov]; Lincoln, Larry[Lincoln.Larry@epa.gov]; Mylott, Richard[Mylott.Richard@epa.gov]; Swenson, Sarah[Swenson.Sarah@epa.gov]; Ainslie, William[Ainslie.William@epa.gov]; Carroll, Carly[Carroll.Carly@epa.gov]; Bloomgren, David[Bloomgren.David@epa.gov]; Isaac, Rachel[Isaac.Rachel@epa.gov]; Chatterjee, Kinshuk[Chatterjee.Kinshuk@epa.gov]

**From:** Loop, Travis

**Sent:** Wed 9/10/2014 1:56:47 PM

**Subject:** PLEASE PROMOTE: EPA Plans Thunderclap for Clean Water

PLEASE promote this through social media accounts and direct emails to those who would be supportive/participate.

### EPA Plans Thunderclap for Clean Water

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyones walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. [www.epa.gov/USwaters](http://www.epa.gov/USwaters)"

To sum up, you can participate through these two steps:

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2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:
  - a. [Facebook](#)
  - b. [Twitter](#)
  - c. [Tumblr](#)

**Again, sign up to join the Thunderclap for Clean Water: <http://thndr.it/1rUOiaB>**

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

**To:** Altieri, Sonia[Altieri.Sonia@epa.gov]  
**From:** Loop, Travis  
**Sent:** Wed 9/10/2014 1:05:56 PM  
**Subject:** RE: IMPORTANT: Join a Thunderclap for Clean Water  
EMAIL LIST OF STAKEHOLDERS -MASTER with semicolons.docx

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Director of Communications  
Office of Water

U.S. Environmental Protection Agency

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loop.travis@epa.gov

**From:** Altieri, Sonia  
**Sent:** Wednesday, September 10, 2014 9:05 AM  
**To:** Loop, Travis  
**Subject:** Re: IMPORTANT: Join a Thunderclap for Clean Water

You have the wotus list that I pulled together before I left on detail? Cristina and I compiled a list of supporters and detractors.

---

**From:** Loop, Travis  
**Sent:** Wednesday, September 10, 2014 8:54:37 AM  
**To:** Altieri, Sonia  
**Subject:** Re: IMPORTANT: Join a Thunderclap for Clean Water

I pulled the people we know off the main spreadsheet - NRDC, env America, clean water action, trcp, Isaac Walton, ducks, trout, American rivers, nwf

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**From:** Loop, Travis  
**Sent:** Tuesday, September 9, 2014 7:46:50 PM  
**To:** Altieri, Sonia  
**Subject:** Re: IMPORTANT: Join a Thunderclap for Clean Water

I found it and sent this evening.

I sometimes feel a bit sick when pressure systems move through and I think that was happening. I'm okay now.

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Do you have a current list of supporters? I have a list from a year ago.

Hope you feel better soon! Sonia

---

**From:** Loop, Travis

**Sent:** Tuesday, September 9, 2014 4:39:49 PM

**To:** Altieri, Sonia

**Subject:** FW: IMPORTANT: Join a Thunderclap for Clean Water

Please send along to any supporters...

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Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

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**<http://thndr.it/1rUOiaB>**

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b. [Twitter](#)

c. [Tumblr](#)

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**State/Local/Tribes**

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[cberginnis@floods.org](mailto:cberginnis@floods.org);  
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[mpaque@gwpc.org](mailto:mpaque@gwpc.org);  
[Gerry.Baker@iogcc.state.ok.us](mailto:Gerry.Baker@iogcc.state.ok.us);

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[hanns@palmbayflorida.org](mailto:hanns@palmbayflorida.org);  
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**Ex. 6 - Personal Privacy**

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'joslee@pa.gov'; 'jtaft@asdwa.org'; 'kevin.frederick@wyo.gov'; **Ex. 6 - Personal Privacy** 'mike.baker@epa.state.oh.us';

**Ex. 6 - Personal Privacy** 'sarah.pillsbury@des.nh.gov'; [Shellie.Chard-McClary@deq.ok.gov](mailto:Shellie.Chard-McClary@deq.ok.gov); **Ex. 6 - Personal Privacy**

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Jeff.comstock@state.vt.us;

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# Ex. 6 - Personal Privacy

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**Ex. 6 - Personal Privacy**

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**Ex. 6 - Personal Privacy**

# Ex. 6 - Personal Privacy

Business/Industry

# Ex. 6 - Personal Privacy

# Ex. 6 - Personal Privacy

*Water Utilities*

# Ex. 6 - Personal Privacy

**To:** Altieri, Sonia[Altieri.Sonia@epa.gov]  
**From:** Loop, Travis  
**Sent:** Wed 9/10/2014 12:54:38 PM  
**Subject:** Re: IMPORTANT: Join a Thunderclap for Clean Water

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[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**To:** Bond, Brian[Bond.Brian@epa.gov]; Ragland, Micah[Ragland.Micah@epa.gov]; Fraser, Scott[Fraser.Scott@epa.gov]  
**From:** Loop, Travis  
**Sent:** Wed 9/10/2014 2:33:59 AM  
**Subject:** Fwd: IMPORTANT: Join a Thunderclap for Clean Water

Can you guys push the message below out to supporters and ope highlights?

Travis Loop  
Director of Communications  
Office of Water  
U.S. Environmental Protection Agency  
202-870-6922

Begin forwarded message:

**From:** "Loop, Travis" <Loop.Travis@epa.gov>  
**Date:** September 9, 2014 at 4:39:15 PM EDT  
**Subject:** **IMPORTANT: Join a Thunderclap for Clean Water**

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. [www.epa.gov/USwaters](http://www.epa.gov/USwaters)"

To sum up, you can participate through these two steps:

1. **Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>
  
2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:
  - a. [Facebook](#)

b. Twitter

c. Tumblr

**Again, sign up to join the Thunderclap for Clean Water: <http://thndr.it/1rUOiaB>**

Travis Loop

Director of Communications

Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**To:** Altieri, Sonia[Altieri.Sonia@epa.gov]  
**From:** Loop, Travis  
**Sent:** Tue 9/9/2014 11:46:51 PM  
**Subject:** Re: IMPORTANT: Join a Thunderclap for Clean Water

I found it and sent this evening.

**Ex. 6 - Personal Privacy**

Ex. 6 - Personal Privacy

Travis Loop  
Director of Communications  
Office of Water  
U.S. Environmental Protection Agency  
202-870-6922

On Sep 9, 2014, at 6:02 PM, "Altieri, Sonia" <[Altieri.Sonia@epa.gov](mailto:Altieri.Sonia@epa.gov)> wrote:

Do you have a current list of supporters? I have a list from a year ago.

Hope you feel better soon! Sonia

---

**From:** Loop, Travis  
**Sent:** Tuesday, September 9, 2014 4:39:49 PM  
**To:** Altieri, Sonia  
**Subject:** FW: IMPORTANT: Join a Thunderclap for Clean Water

Please send along to any supporters...

Travis Loop  
  
Director of Communications  
Office of Water  
  
U.S. Environmental Protection Agency  
  
202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**From:** Loop, Travis  
**Sent:** Tuesday, September 09, 2014 4:38 PM

**Subject:** IMPORTANT: Join a Thunderclap for Clean Water

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. [www.epa.gov/USwaters](http://www.epa.gov/USwaters)"

To sum up, you can participate through these two steps:

1. **Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>
  
2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:
  - a. [Facebook](#)
  - b. [Twitter](#)
  - c. [Tumblr](#)

**Again, sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**To:** Jennifer Peters[jpeters@cleanwater.org]  
**From:** Loop, Travis  
**Sent:** Tue 9/9/2014 8:52:38 PM  
**Subject:** Re: IMPORTANT: Join a Thunderclap for Clean Water

Thanks a lot! The more we push this the bigger the social media splash on the 29th!

Travis Loop  
Director of Communications  
Office of Water  
U.S. Environmental Protection Agency  
202-870-6922

On Sep 9, 2014, at 4:50 PM, "Jennifer Peters" <jpeters@cleanwater.org> wrote:

Thanks for doing this. I signed up and circulated to a few lists. We had talked about doing one ourselves, but never got around to setting it up!

**From:** Loop, Travis [mailto:Loop.Travis@epa.gov]  
**Sent:** Tuesday, September 09, 2014 4:38 PM  
**To:** undisclosed-recipients:  
**Subject:** IMPORTANT: Join a Thunderclap for Clean Water

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. [www.epa.gov/USwaters](http://www.epa.gov/USwaters)"

To sum up, you can participate through these two steps:

**1. Sign up to join the Thunderclap for Clean Water: <http://thndr.it/1rUOiaB>**

2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:

a. Facebook

b. Twitter

c. Tumblr

**Again, sign up to join the Thunderclap for Clean Water: <http://thndr.it/1rUOiaB>**

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**To:** Altieri, Sonia[Altieri.Sonia@epa.gov]  
**From:** Loop, Travis  
**Sent:** Tue 9/9/2014 8:39:50 PM  
**Subject:** FW: IMPORTANT: Join a Thunderclap for Clean Water

Please send along to any supporters...

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

**From:** Loop, Travis  
**Sent:** Tuesday, September 09, 2014 4:38 PM  
**Subject:** IMPORTANT: Join a Thunderclap for Clean Water

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. [www.epa.gov/USwaters](http://www.epa.gov/USwaters)"

To sum up, you can participate through these two steps:

- 1. Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>

2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:

a. Facebook

b. Twitter

c. Tumblr

**Again, sign up to join the Thunderclap for Clean Water: <http://thndr.it/1rUOiaB>**

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**Bcc:** gbelan@americanrivers.org[gbelan@americanrivers.org]  
**From:** Loop, Travis  
**Sent:** Tue 9/9/2014 8:39:15 PM  
**Subject:** IMPORTANT: Join a Thunderclap for Clean Water

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

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To sum up, you can participate through these two steps:

1. **Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>
  
2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:
  - a. [Facebook](#)
  - b. [Twitter](#)
  - c. [Tumblr](#)

**Again, sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**Bcc:** Devine, Jon[jdevine@nrdc.org]; Jan Goldman-Carter[goldmancarterj@nwf.org]; Jennifer Peters[jpeters@cleanwater.org]; Jimmy Hague[JHague@trcp.org]; sdetwiler@americanrivers.org[sdetwiler@americanrivers.org]; khobbs@nrdc.org[khobbs@nrdc.org]; John Surrick - ext. 2045[JSurrick@cbf.org]; Peter Marx[peter@choosecleanwater.org]; tyler@creationjustice.org[tyler@creationjustice.org]; margie@environmentamerica.org[margie@environmentamerica.org]; skovarovcs@iwla.org[skovarovcs@iwla.org]; dyarnold@audubon.org[dyarnold@audubon.org]; mfrey@rivernetwork.org[mfrey@rivernetwork.org]; skline@trcp.org[skline@trcp.org]; smoyer@tu.org[smoyer@tu.org]; myaggi@waterkeeper.org[myaggi@waterkeeper.org]; sbrown@wef.org[sbrown@wef.org]; Bond, Brian[Bond.Brian@epa.gov]; Ragland, Micah[Ragland.Micah@epa.gov]; Scott Fraser-EPA (Fraser.Scott@epa.gov)[Fraser.Scott@epa.gov]  
**From:** Loop, Travis  
**Sent:** Tue 9/9/2014 8:37:58 PM  
**Subject:** IMPORTANT: Join a Thunderclap for Clean Water

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. [www.epa.gov/USwaters](http://www.epa.gov/USwaters)"

To sum up, you can participate through these two steps:

1. **Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>
  
2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:
  - a. [Facebook](#)
  - b. [Twitter](#)
  - c. [Tumblr](#)

**Again, sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

**To:** Poll, Bianca[Poll.Bianca@epa.gov]  
**From:** Loop, Travis  
**Sent:** Tue 9/9/2014 8:26:57 PM  
**Subject:** FW: Water Headlines from EPA - September 9

Change headline to "Join a Thunderclap for Clean Water"

Put returns/spaces between the paragraphs in thunderclap entry (like below) and the drinking water entry

### **Join a Thunderclap for Clean Water**

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. [www.epa.gov/USwaters](http://www.epa.gov/USwaters)"

To sum up, you can participate through these two steps:

1. **Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>
  
2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:
  - a. [Facebook](#)
  - b. [Twitter](#)
  - c. [Tumblr](#)

Read about the Thunderclap (<http://blog.epa.gov/blog/2014/09/do-you-choose-clean-water/>)

Read about the proposal to protect clean water ([www.epa.gov/USwaters](http://www.epa.gov/USwaters))

Travis Loop

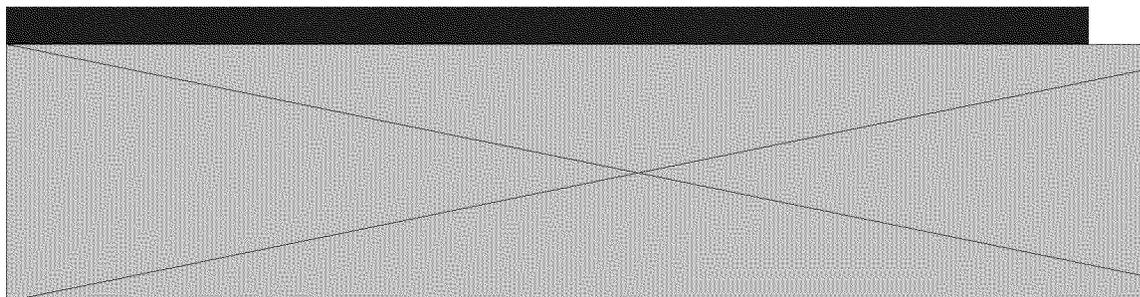
Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

**From:** EPA Office of Water [mailto:waterheadlines@epa.gov]  
**Sent:** Tuesday, September 09, 2014 4:03 PM  
**To:** Loop, Travis  
**Subject:** Water Headlines from EPA - September 9



A Weekly Newsletter from the Office of  
Water at the U.S. Environmental  
Protection Agency

September  
9,  
2014

## EPA Plans a Thunderclap for Clean Water

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message

## Visit our website

on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyones walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

## Press Releases

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. [www.epa.gov/USwaters](http://www.epa.gov/USwaters)"

To sum up, you can participate through these two steps:

[EPA Reaches Agreement with Municipality of Culebra Puerto Rico to Address Water Pollution in Atlantic Ocean](#)

1. Sign up to join the Thunderclap for Clean Water: <http://thndr.it/1rUOiaB>
2. Share the link to the Thunderclap with your friends and followers, so we get at least

500 people sharing the message:

[Partnership Releases New Blueprint to Protect and Restore Long Island Sound](#)

- a. [Facebook](#) [embed Facebook share code]
- b. [Twitter](#)
- c. [Tumblr](#)

[Read about the Thunderclap.](#)

[EPA, Virginia DEQ renew environmental partnerships with Hampton University, Norfolk State University](#)

[Read about the proposal to protect clean water.](#)

## EPA Announces Funding to Create Two New Drinking Water Innovation Centers

[The University of Mississippi Receives Over \\$250,000 to Promote Resilient Communities](#)

EPA is providing over \$8 million to create two national centers for research and innovation in small to medium sized drinking water systems. These two EPA funded centers will develop and test advanced, low cost methods to reduce, control, and eliminate groups of water contaminants that present challenges to communities worldwide.

[Great Lakes Restoration Initiative Provides Funding to Target Harmful Algal Blooms in Lake Erie](#)

These grants support the development of water clusters-- networks of businesses, researchers, and others involved in water technology. These organizations are leading the way in developing cutting-edge technologies and bringing them to the market, where they can solve water challenges that threaten health and daily activities while promoting technological innovation and economic growth. For more information on the grant recipients and center, visit <http://www.epa.gov/ncer/smalldw>. For more information on the water technology innovation cluster, visit <http://www2.epa.gov/clusters-program>.

[see more](#)

## Section 319 Success Story: Indian Creek, Oklahoma

Indian Creek in Woodward County runs through an area of high cattle and wheat production. An assessment of the fish community in the stream in 2002 revealed a poor condition, resulting in placement on Oklahoma's 2006 Clean Water Act section 303(d) list of impaired waters for biological impairment. Implementation of best management practices to promote better quality grazing land decreased sediment and nutrient runoff into the creek. As a result, Oklahoma removed Indian Creek from

their 2012 list for fish impairment. Indian Creek now fully attains its fish and wildlife propagation designated use. The complete success story can be found at: [http://water.epa.gov/polwaste/nps/success319/ok\\_indian.cfm](http://water.epa.gov/polwaste/nps/success319/ok_indian.cfm)

[Forward this email](#)

This email was sent to [loop.travis@epa.gov](mailto:loop.travis@epa.gov) by [waterheadlines@epa.gov](mailto:waterheadlines@epa.gov)

Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

U.S. Environmental Protection Agency | 1200 Pennsylvania Avenue NW | Washington | DC | 20460

**To:** Lee, Monica[Lee.Monica@epa.gov]  
**From:** Loop, Travis  
**Sent:** Tue 9/9/2014 4:05:31 PM  
**Subject:** FW: Thunderclap for Water  
BLOG Thunderclap WOTUS jl JAO.docx

You're getting this from someone else for your approval, but I wanted to flag as we're hoping to get it up and promoted today. Thanks!

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

**From:** Orquina, Jessica  
**Sent:** Tuesday, September 09, 2014 12:01 PM  
**To:** Levy, Jeffrey; Loop, Travis  
**Cc:** Wade, James; Hart, Daniel; Poll, Bianca  
**Subject:** RE: Thunderclap for Water

Yes, I already included my suggested in the attached document.

Jess

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of External Affairs and Environmental Education

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

**From:** Levy, Jeffrey  
**Sent:** Tuesday, September 09, 2014 11:59 AM  
**To:** Orquina, Jessica; Loop, Travis  
**Cc:** Wade, James; Hart, Daniel; Poll, Bianca  
**Subject:** RE: Thunderclap for Water

Roxanne just approved it, so now we just need Monica.

Jess, please edit the post to include whatever embed code you think appropriate and give that to James to forward for posting when Monica approves.

---

Jeffrey Levy  
Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
[levy.jeffrey@epa.gov](mailto:levy.jeffrey@epa.gov)  
[202-564-9727](tel:202-564-9727) (cell for emergencies: [202-309-9445](tel:202-309-9445))

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook: <http://facebook.com/epa>

**From:** Orquina, Jessica  
**Sent:** Tuesday, September 09, 2014 11:31 AM  
**To:** Loop, Travis; Levy, Jeffrey  
**Cc:** Wade, James; Hart, Daniel; Poll, Bianca  
**Subject:** RE: Thunderclap for Water

Okay, Thunderclap has changed some things. They now only offer an embed code for the Thunderclap itself. Here's that:

```
<iframe frameborder='0' height='540px' src='https://www.thunderclap.it/projects/16052-i-choose-clean-water/embed' width='250px'></iframe>
```

You could include that at the bottom of the post. (See attached doc.)

Now, for sharing they've changed it so the FB is a Java applet. I can't copy it. I was able to copy the Twitter & Tumblr share links & hyperlink them in the blog (attached doc). I'd suggest just linking the Facebook share to the Thunderclap page where people who have previously shared it can click on the Java applet button (in attached doc).

Jess

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

**From:** Loop, Travis

**Sent:** Tuesday, September 09, 2014 11:22 AM  
**To:** Levy, Jeffrey  
**Cc:** Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca  
**Subject:** RE: Thunderclap for Water

On hold until it's all cleared! Wont' promote until blog is up and then will tweet and email stakeholders.

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**From:** Levy, Jeffrey  
**Sent:** Tuesday, September 09, 2014 11:20 AM  
**To:** Loop, Travis  
**Cc:** Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca  
**Subject:** Re: Thunderclap for Water

Note that nothing can go out until Rox approves, because she also has to approve the tclap message itself.

That is, don't send it in an OW bulletin or other outreach.

Thanks.

---

Jeffrey Levy

Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
[levy.jeffrey@epa.gov](mailto:levy.jeffrey@epa.gov)  
202-564-9727 (cell for emergencies: 202-309-9445)

EPA's blog: <http://blog.epa.gov/blog> | Twitter:<http://twitter.com/epa> |  
Facebook:<http://facebook.com/epa>

On Sep 9, 2014, at 11:10 AM, "Loop, Travis" <[Loop.Travis@epa.gov](mailto:Loop.Travis@epa.gov)> wrote:

You guys rock!

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**From:** Levy, Jeffrey  
**Sent:** Tuesday, September 09, 2014 11:10 AM  
**To:** Loop, Travis  
**Cc:** Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca  
**Subject:** Re: Thunderclap for Water

James: please send the blog I edited to Roxanne and Monica ASAP.

Jess: please get the embed codes and insert them as we publish.

I'll mention it to Rox, too.

Thanks.

---

Jeffrey Levy  
Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
[levy.jeffrey@epa.gov](mailto:levy.jeffrey@epa.gov)  
[202-564-9727](tel:202-564-9727) (cell for emergencies: [202-309-9445](tel:202-309-9445))

EPA's blog: <http://blog.epa.gov/blog> | Twitter:<http://twitter.com/epa> |  
Facebook:<http://facebook.com/epa>

On Sep 9, 2014, at 11:06 AM, "Loop, Travis" <[Loop.Travis@epa.gov](mailto:Loop.Travis@epa.gov)> wrote:

I've accepted the edits. I just got the approval back from Thunderclap so I dropped in the link. I don't see embed codes and such for Facebook, Twitter and Tumblr. Where do we get those? Do we need them? Don't we just push people to the Thunderclap link?

I'd like to get this out today – the blog, the facetweets, the announcement to stakeholders. Help! ☺

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**From:** Levy, Jeffrey  
**Sent:** Monday, September 08, 2014 4:45 PM  
**To:** Loop, Travis; Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca  
**Subject:** RE: Thunderclap for Water

Travis:

I made a few minor edits to improve flow (no pun intended!), use contractions, etc. Please see attached.

I also edited the dates in the tweets at the end to avoid confusion. For one thing, we're not going to get a tweet out today, so I changed the start date to tomorrow.

Please look over my edits and let us know. If they're fine, James can send it forward with an urgent review request to Roxanne and Monica.

However, Jessica needs to look at it, because I don't think there's a Google+ embed code. Rather, Tclap works with Twitter, FB, and Tumblr. I edited it. Jess, is that right?

Thanks.

---

Jeffrey Levy  
Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
[levy.jeffrey@epa.gov](mailto:levy.jeffrey@epa.gov)  
[202-564-9727](tel:202-564-9727) (cell for emergencies: [202-309-9445](tel:202-309-9445))

EPA's blog: <http://blog.epa.gov> | Twitter: <http://twitter.com/greenversations>  
EPA news: <http://www.epa.gov/newsroom> | mobile: <http://m.epa.gov/news> | Twitter:  
<http://twitter.com/epanews>

---

**From:** Loop, Travis  
**Sent:** Monday, September 8, 2014 3:09 PM  
**To:** Levy, Jeffrey; Orquina, Jessica; Wade, James; Hart, Daniel; Poll, Bianca

**Subject:** Thunderclap for Water

Okay. I want to get the Thunderclap off the ground ASAP. Here is a blog post and the initial facetweets. Once we launch we will immediately build out facetweets for the rest of the campaign. I am waiting for the approval message from Thunderclap, which will allow us to get this out by the middle of the week.

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

<BLOG Thunderclap WOTUS jl.docx>

## BLOG

### Do You Choose Clean Water?

By Travis Loop

Do you choose clean water? If so, we need your voice. And the voices of your friends.

Clean water is important - for drinking, swimming, and fishing. We need it for our communities, farms, and businesses. But right now, 60 percent of our streams and millions of acres of wetlands across the country aren't clearly protected from pollution and destruction. In fact, one in three Americans—117 million of us—get our drinking water from streams that are vulnerable. To have clean water **downstream** in the rivers and lakes in our neighborhoods, we need healthy headwaters **upstream**. That's why we've proposed to strengthen protection for our water.

We hope you'll support our clean water proposal. To help you do that, and get your friends to also voice their support, we're using a new tool called Thunderclap; it's like a virtual flash mob.

Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it's important to both sign up and encourage others to do so.

Here's the message we're asking you to let us post on your behalf: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. [www.epa.gov/USwaters](http://www.epa.gov/USwaters)"

To sum up, you can participate through these two steps:

1. **Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>
2. Share the link to the Thunderclap with your friends and followers so we get at least 500 people sharing the message:
  - a. [Facebook](#)
  - b. [Twitter](#)
  - c. [Tumblr](#)

Watch EPA Administrator Gina McCarthy talk about our proposal to protect clean water:  
<http://bit.ly/1h5JgjW>

Read about the proposal to protect clean water: [www.epa.gov/USwaters](http://www.epa.gov/USwaters)

<iframe frameborder='0' height='540px' src='https://www.thunderclap.it/projects/16052-i-choose-clean-water/embed' width='250px'></iframe>

*About the author: Travis Loop is the communications director for water at the U.S. Environmental Protection Agency. He chooses clean water for his kids and for surfing.*

## FACETWEETS

We need to convey two messages:

1. Please sign yourself up
2. Please share the need to sign up with your friends/followers

Four time frames:

1. September 9 kickoff
2. September 9-26
3. September 27-28
4. September 29

### September 9

- Do you choose clean water? Then make your voice heard and sign up to join our Thunderclap for clean water. <http://thndr.it/1rUOiaB>
- Help us spread the word about the importance of clean water. We need 500 people to sign up to share the message. <http://thndr.it/1rUOiaB>

Further facetweets to be written.

**TO UPDATE LATER**

**TWITTER**

- Have you joined our #Thunderclap for Earth Day? Help us spread the word about small actions to #ActOnClimate: [LINK TO THUNDERCLAP]
- On Earth Day, will you commit to protect the climate? Join our #Thunderclap: [LINK TO THUNDERCLAP]
- Let your followers know about our #Thunderclap to #ActOnClimate – we need 500 people to sign up. Please RT! [LINK TO THUNDERCLAP]
- If 500 people sign up, our #Thunderclap will go on Earth Day. Join today: [LINK TO THUNDERCLAP]
- Will you lend your voice to help people #ActOnClimate? Join our #Thunderclap: [LINK TO THUNDERCLAP]
- Will you lend us your voice today to get a message out on Earth Day? #ActOnClimate [LINK TO THUNDERCLAP]
- We need help to get the word out using #Thunderclap about how we all can #ActOnClimate. Please RT! [LINK TO THUNDERCLAP]

## April 21

### TWITTER

- We need your help by noon tomorrow! Join our Earth Day #Thunderclap and #ActOnClimate. [LINK TO THUNDERCLAP]

Also:

If we've made our target:

- Please let your followers know about our #Thunderclap to #ActOnClimate [LINK TO THUNDERCLAP]

If we haven't made our target:

- We need your help to get to 500 people sharing our #Thunderclap to #ActOnClimate, or nothing goes out. Please RT! [LINK TO THUNDERCLAP]

## September 29

### TWITTER

If we've made our target:

- Clock's ticking – join our #EarthDay #Thunderclap. Sign up by noon & help us share how we all can #ActOnClimate: [LINK TO THUNDERCLAP]

If we haven't made our target:

- Clock's ticking to get to 500 people on our #Thunderclap to #ActOnClimate. Without 500, nothing goes out. Pls RT! LINK TO THUNDERCLAP

## PROMOTION

### EPA Plans a Thunderclap for Clean Water

EPA is planning to use a new social media application called Thunderclap to provide a way for people to show their support for clean water and the agency's proposal to protect it. Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. But if fewer than 500 sign up, nothing happens. So it is important to both sign up and encourage others to do so.

Here's the message: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. [www.epa.gov/USwaters](http://www.epa.gov/USwaters)"

To sum up, you can participate through these two steps:

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2. Share the link to the Thunderclap with your friends and followers, so we get at least 500 people sharing the message:
  - a. Facebook [embed Facebook share code]
  - b. Twitter [embed Twitter share code]
  - c. Tumblr [embed Tumblr share code]

Read about the Thunderclap ([LINK TO BLOG](#))

Read about the proposal to protect clean water ([www.epa.gov/USwaters](http://www.epa.gov/USwaters))

**To:** Poll, Bianca[Poll.Bianca@epa.gov]  
**From:** Loop, Travis  
**Sent:** Tue 7/29/2014 1:26:19 PM  
**Subject:** thunderclap  
DitchtheMyth Thunderclap Proposal.docx  
THUNDERCLAP BLURB FOR OPE.docx

This seems pretty good. Here are answers to your questions and edits to the docs. I didn't rewrite facetweets so you'll have to take a crack at that.

Questions:

1.) Should we pick a date like August 20<sup>th</sup> (two months before the comment period closes?) I am trying to see if we can tie the choice of date to a reason. LET'S DO TUESDAY, SEPTEMBER 2, THE DAY AFTER LABOR DAY WHEN THE WORLD GETS FOCUSED BACK ON WORK

2.) I arbitrarily picked July 31 for the launch (next Thursday). I have no idea how long it will take to get this approved. LET'S AIM FOR THREE WEEKS BEFORE SEPT 2

3.) For the facetweets, the examples Jess provided to me were a combination of providing information and reminding people about the thunderclap. Do you want me to play around the approved WOUS facetweets to combine them with the thunderclap messages (i.e. 1 out of 3 people get their drinking water from a stream. Show your support! (thunderclap link). I THINK WE COME UP WITH ONE SIMPLE MESSAGE FOR THE THUNDERCLAP.

4.) She had an attachment that was a blurb for OPE. (See attached). I didn't know if you wanted to adjust the blurb specifically discusses clean water (first paragraph). The rest of it can be reused. EDITED

5.) If all Jess needs to start the process on her end is the proposal, I think that is final (as long as you agree with the dates). See DitchTheMyth Thunderclap Proposal attachment above.

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

## PROPOSAL

Use Thunderclap to engage people and raise awareness about protecting clean water.

## BACKGROUND

Thunderclap is a crowd-speaking platform where organizations and individuals can ask people to help them share a specific message at a specific time on Twitter, Facebook, or Tumblr. The creator writes both the message and information explaining why they want help spreading the word. The creator also must set a goal for how many people they'd like to participate. If enough people sign up to participate, they authorize Thunderclap to automatically post the message to their Twitter, Facebook, or Tumblr accounts at the specified time. However, if the total doesn't reach the goal, nothing happens.

Thunderclap is a crowd-speaking platform where organizations and individuals can ask people to help them share a specific message at a specific time on Twitter, Facebook, or Tumblr. The creator writes both the message and information explaining why they want help spreading the word. The creator also must set a goal for how many people they'd like to participate. If enough people sign up to participate, they authorize Thunderclap to automatically post the message to their Twitter, Facebook, or Tumblr accounts at the specified time. However, if the total doesn't reach the goal, nothing happens.

We hosted a successful Thunderclap during Earth Month and had 904 people sign up to help share our message about small things we can all do to help fight climate change: <https://www.thunderclap.it/projects/10319-on-earth-day-actonclimate>.

## EARTH DAY THUNDERCLAP

**Date: August 15** (nothing happens, however, if we get fewer than 500 supporters)

**Thunderclap Title (30 characters max):** I support EPA's clean water proposal

**Message that people will agree to have posted on their social media:**

Clean water is important to me. I support EPA's proposal to protect it.

<http://epa.gov/uswaters> #uswaters

**Image for Thunderclap:**

*We'll work with OWOW to find a good image to encourage people to protect clean water.*

**Proposed text that appears on the Thunderclap page to explain what it's all about:**

**Join our Thunderclap.** On August 15<sup>th</sup>, the message above will go out automatically with other supporters at the same moment on the social media accounts you choose. You can also copy the message to your social media, or use your own message and the #uswaters hash tag.

Take action today!

**Thunderclap Goal:** 500 people

## PROPOSED THUNDERCLAP TIMING AND PROMOTION

- July 31<sup>st</sup>: Post the Thunderclap and make it live.
- August 1-15<sup>th</sup>: Promote via facetweets on all EPA social media channels. Encourage the EPA Social Media Community of Practice to promote our Thunderclap. Share Thunderclap with #SocialGov Community and inter-agency social media listservs / groups and ask for help amplifying.

- August: Have a blog post on It's Our Environment telling people to sign up for the Thunderclap.
- August: Request to have a blog post on USA.gov's blog about our Thunderclap.
- August: Work with OPE and EE to promote our Thunderclap to their stakeholder groups.
- August 15th: The Thunderclap happens if we reach our goal.

**THUNDERCLAP BLURB FOR OPE:**

We need your help to raise awareness about skin care prevention. Skin cancer is the most common form of cancer in the United States, with more than 3.5 million new cases diagnosed every year and one person dying every hour. But there are simple steps you can take to help protect yourself and your family. We call it being [SunWise](#).

You can help by **sharing this information with your friends**. To help you do that, we started a Thunderclap, which is like a virtual flash mob.

Here's how it works: you agree to let Thunderclap send a specific, one-time message on your behalf to your social networks on August 15, at 12:00 pm EDT. If 500 or more people agree, the message will go out on everyone's walls and feeds at the same time for people to read around the world.

So, what do you need to do? Join our Thunderclap and ask your friends to do the same: ([thunderclap link](#))

**To:** Orquina, Jessica[Orquina.Jessica@epa.gov]  
**From:** Soscia, Marylou  
**Sent:** Mon 9/15/2014 7:43:29 PM  
**Subject:** RE: Help Promote OW's Thunderclap!

Done!



|        |               |           |           |
|--------|---------------|-----------|-----------|
| TWEETS | PHOTOS/VIDEOS | FOLLOWING | FOLLOWERS |
| 921    | 13            | 209       | 2,712     |

### Columbia River

@EPAcolumbia

Learn about Columbia River work, workshops, meetings & other environmental news from EPA's Columbia River Coordinator. RT and @mention do not imply endorsement.

Tweets    Tweets & replies

Retweeted by Columbia River



**U.S. EPA** @EPA · Sep 9

Do you choose clean water? Then make your voice heard. Join our Thunderclap for clean water. [thndr.it/1rUOiaE](http://thndr.it/1rUOiaE)

23    8

Mary Lou Soscia | Columbia River Coordinator | US EPA

805 S.W. Broadway, Suite 500 | Portland, OR 97205

503.326.5873

[www.epa.gov/columbiariver](http://www.epa.gov/columbiariver) | <https://twitter.com/EPAcolumbia>

**From:** Orquina, Jessica  
**Sent:** Tuesday, September 09, 2014 1:48 PM  
**To:** Social Media CoP  
**Subject:** Help Promote OW's Thunderclap!

Hello,

OW launched a Thunderclap today. I'd like to ask everyone to help promote on EPA social media channels. (Note, please do not sign up official EPA Twitter and Facebook accounts to support the Thunderclap, instead help us get the word out for the public to sign up and support the Thunderclap.

Here's the link to their new Thunderclap:

URL: <https://www.thunderclap.it/projects/16052-i-choose-clean-water>

Short URL: <http://thndr.it/1rUOiaB>

Here's a draft post from OW that you can use on EPA social media accounts:

**Do you choose clean water? Then make your voice heard and sign up to join our Thunderclap for clean water. <http://thndr.it/1rUOiaB>**

Or you can retweet/share the posts we just put up on the main accounts:

Facebook: <https://www.facebook.com/EPA/posts/10152686338667229>

Twitter: <https://twitter.com/EPA/status/509441058279657472>

If you have any questions, please give me a call or send me an email.

Thanks! Jess

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: 202-322-8369

EPA: <http://www.epa.gov>

Social Media at EPA:

<http://www.epa.gov/epahome/socialmedia.html>

Please consider the environment before printing this email.



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Jessica Ann Orquina

Social Media Lead  
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Office: 202-564-0446

Mobile: 202-322-8369

EPA: <http://www.epa.gov>

Social Media at EPA:

<http://www.epa.gov/epahome/socialmedia.html>

Please consider the environment before printing this email.

**To:** Orquina, Jessica[Orquina.Jessica@epa.gov]  
**From:** Allicock, Nicole  
**Sent:** Wed 7/22/2015 6:02:21 PM  
**Subject:** Water Tweets  
[Water Tweets.xlsx](#)

;  
Hi Jess,

Here are all the tweets from February 1, 2014 – June 30, 2014 containing the word “water.” Let me know if you need anything else as I would be very interested in anything I might be able to help with on this.

Thanks!

Nicole

Nicole Allicock

Office of Web Communications

US Environmental Protection Agency

Telephone: 202-564-7672

**To:** Orquina, Jessica[Orquina.Jessica@epa.gov]  
**From:** Wade, James  
**Sent:** Tue 9/9/2014 6:35:21 PM  
**Subject:** Fw: FOR REVIEW: Thunderclap for Water \_ ASAP- WOULD LIKE TO POST THIS AS SOON AS ITS APPROVED

Jess,

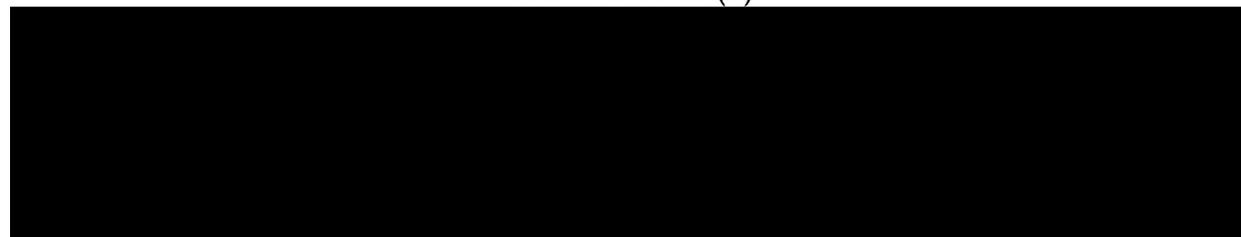
Rox and Monica approved, Ex. 6 - Personal Privacy Can you get the blog up and send the face tweets forward that you want to post.

---

**From:** Lee, Monica  
**Sent:** Tuesday, September 9, 2014 1:08:56 PM  
**To:** Wade, James  
**Cc:** Smith, Roxanne; Levy, Jeffrey; Hart, Daniel; Orquina, Jessica  
**Subject:** Re: FOR REVIEW: Thunderclap for Water \_ ASAP- WOULD LIKE TO POST THIS AS SOON AS ITS APPROVED

Good with me

Monica Lee  
202-564-0645 (o)  
202-713-6902 (c)



Good afternoon,

Roxanne has already approved this and we would like to get this up ASAP. Are you good to go with this blog also?

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By Travis Loop

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farms, and businesses. But right now, 60 percent of our streams and millions of acres of wetlands across the country aren't clearly protected from pollution and destruction. In fact, one in three Americans—117 million of us—get our drinking water from streams that are vulnerable. To have clean water **downstream** in the rivers and lakes in our neighborhoods, we need healthy headwaters **upstream**. That's why we've proposed to strengthen protection for our water.

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*About the author: Travis Loop is the communications director for water at the U.S. Environmental Protection Agency. He chooses clean water for his kids and for surfing.*

---

James J Wade IV

US Environmental Protection Agency

Office of External Affairs and Environmental Education

Web Communication

(202)564-0427

**From:** Smith, Roxanne

**Sent:** Tuesday, September 09, 2014 11:44 AM

**To:** Wade, James; Lee, Monica

**Cc:** Hart, Daniel; Orquina, Jessica; Levy, Jeffrey

**Subject:** RE: FOR REVIEW: Thunderclap for Water \_ WOULD LIKE TO POST THIS TODAY

I'm fine with this.

Roxanne Smith

Principal Deputy Associate Administrator

Office of External Affairs & Environmental Education

U.S. Environmental Protection Agency

202-564-4455

[smith.roxanne@epa.gov](mailto:smith.roxanne@epa.gov)

**From:** Wade, James  
**Sent:** Tuesday, September 09, 2014 11:26 AM  
**To:** Smith, Roxanne; Lee, Monica  
**Cc:** Hart, Daniel; Orquina, Jessica; Levy, Jeffrey  
**Subject:** FOR REVIEW: Thunderclap for Water \_ WOULD LIKE TO POST THIS TODAY

Good morning,

Here is a blog that need approval as soon as possible. I have also copied the content from the blog into the body of this email. Thanks

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*About the author: Travis Loop is the communications director for water at the U.S. Environmental Protection Agency. He chooses clean water for his kids and for surfing.*

---

James J Wade IV

US Environmental Protection Agency

Office of External Affairs and Environmental Education

Web Communication

(202)564-0427



**To:** Orquina, Jessica[Orquina.Jessica@epa.gov]  
**From:** Barkett, Bonnie  
**Sent:** Fri 7/31/2015 1:50:01 AM  
**Subject:** Facebook spreadsheets  
[R9 FB Aug - Oct 2014BBedits.xlsx](#)  
[R9 FB Feb - April 2014BBedits.xlsx](#)  
[R9 FB Feb - April 2015BBedits.xlsx](#)

Jessica,

Here is the last of them. Good luck with this.

Bonnie

**Bonnie Barkett**

Web Content Coordinator

U.S. Environmental Protection Agency, Pacific Southwest

415-947-4175

**To:** Orquina, Jessica[Orquina.Jessica@epa.gov]  
**Cc:** Feldman, Richard[Feldman.Richard@epa.gov]; McDermott, Marna[McDermott.Marna@epa.gov]; Packard, Elise[Packard.Elise@epa.gov]  
**From:** Darman, Leslie  
**Sent:** Wed 7/29/2015 5:06:49 PM  
**Subject:** RE: follow up request

Thanks, Jessica – this is very helpful.

**Ex. 5 - Attorney Client**

## **Ex. 5 - Deliberative Process**

Leslie Darman

Office of General Counsel

Water Law Office

202-564-5452

**From:** Orquina, Jessica  
**Sent:** Wednesday, July 29, 2015 9:58 AM  
**To:** Darman, Leslie  
**Cc:** Feldman, Richard; McDermott, Marna; Packard, Elise  
**Subject:** RE: follow up request

Hi Leslie,

Here you go...

## **Ex. 5 - Attorney Client, Deliberative Process**

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