

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

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 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:

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-2FfrHI3tlSvzveETTPGpgg1Ks-2F-2F1h41TlbMkR25HpnIXwqQcQK2oaBilOj5C2zrS9hswcE89VjT8gtzgnro-2B9kVBkc4uaYe1JFDdHWNjssbZ0Bxc1YFjRSrdq7kFDGGsNSEdnelwsylCQTR2TWrjtaRqe5AOkILTD4pu00uwsYhhQXZxEdIWylfwMlj-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]
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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800 I St. N.W., Washington, DC 20001-3710

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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=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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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: 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

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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>

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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

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

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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 ☺

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Director of Communications
Office of Water

U.S. Environmental Protection Agency

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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

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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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