Message

From: Greenwalt, Sarah [greenwalt.sarah@epa.gov]
Sent: 5/14/2018 1:49:41 PM
To: Daniell, Kelsi [daniell.kelsi@epa.gov]
Subject: FW: CEC One-pager + Comms path forward
Attachments: CEC one pager for AO press office.docx; 1.5 Council Session Outreach-press opportunities 3 May.docx; 1.3.3 Council Session run of show 3 May update.docx

Resending this to you. Luis prepared this for you to make sure you had all the relevant info.

Sarah A. Greenwalt

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From: Troche, Luis
Sent: Friday, May 4, 2018 2:13 PM
To: Greenwalt, Sarah <greenwalt.sarah@epa.gov>
Cc: Dieu, Martin <Dieu.Martin@epa.gov>; Kasman, Mark <Kasman.Mark@epa.gov>; Daniell, Kelsi <daniell.kelsi@epa.gov>; Hong, Nadtya <Hong.Nadtya@epa.gov>
Subject: RE: CEC One-pager + Comms path forward

Hi Sarah,

As promised attached is a one pager on CEC and Council Session, a list of press/social media opportunities (identifying which parts of Council Session are traditionally open to press) and other opportunities we identify to promote the CEC work and the session. And, the latest version of the Council Program with refinements on the OU events and clarifications/tweaks in general.

I think Martin is going to propose a meeting so we can go over press/social media/outreach so that we can confirm direction with AO and advise Canada, Mexico, Secretariat and partners accordingly. In particular, the Facebook live decision is important as it affects participation, planning, and costs. On that matter, I am reattaching here the stats we received from the Secretariat on how FB live helps with outreach and participation.

Secretariat's past experience:

Note that <u>all questions</u> that are passed forward to the ministers via the moderator during the dialogue in the Council Public Session will be screened first by the CEC's communications team and then the moderator (as was done at Council Session 2017), so there is no opportunity for off-topic questions to be asked out loud in the room or via the broadcast. With this in mind, here is a list of pros and cons to consider:

Pros:

- Our statistics show that using Facebook Live results in a much wider audience for our livestreamed events – the difference of a few hundred (typically 100-300) via our webcast stream versus a few thousand (typically 4,000 to 6,000) via Facebook Live.
- Facebook Live provides the opportunity at a reasonable cost to broadcast on an existing platform with a huge user base, versus the CEC website which is broadcasting only to those already aware of the organization and/or who have received information about the broadcast.

Cons:

- Because Facebook Live is broadcast to a much wider audience, there are viewers who are unfamiliar with the CEC and our work. This therefore increases the potential for off topic/irrelevant questions.
- Facebook Live broadcasts have a commenting function that would be too difficult and ethically questionable for us to 'moderate' by deleting unfavorable content. For example, by all appearances the EPA's Facebook account does not moderate/delete comments or questions from the public.

Regards,

Luis Troche

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From: Greenwalt, Sarah
Sent: Friday, April 06, 2018 6:02 PM
To: Troche, Luis <Troche.Luis@epa.gov>
Cc: Dieu, Martin <Dieu.Martin@epa.gov>; Kasman, Mark <Kasman.Mark@epa.gov>; Daniell, Kelsi <daniell.kelsi@epa.gov>
Subject: RE: CEC One-pager

Thank you Luis, there is no rush on this. Just wanted to help Kelsi get up to speed on the CEC. I hope everything goes well in Puerto Rico.

Sarah A. Greenwalt

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From: Troche, Luis
Sent: Friday, April 6, 2018 5:06 PM
To: Greenwalt, Sarah <greenwalt.sarah@epa.gov>
Cc: Dieu, Martin <Dieu.Martin@epa.gov>; Kasman, Mark <Kasman.Mark@epa.gov>; Daniell, Kelsi <daniell.kelsi@epa.gov>
Subject: Re: CEC One-pager

Hi Sarah. I'm in Puerto Rico for a family emergency. I'm in touch with Lisa. Someone from my team can lift from past scene- setters or my other documents and collate a quick one-pager.

Regards,
Luis

Sent from my iPhone

On Apr 6, 2018, at 3:08 PM, Greenwalt, Sarah <greenwalt.sarah@epa.gov> wrote:

> Martin and Luis –

I am getting Kelsi up to speed on the CEC. Do we have a one-pager or a briefing paper already prepared that she can review to get a senses of the history and program?

Thank you!

Sarah A. Greenwalt

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