Message

From: Troche, Luis [Troche.Luis@epa.gov]
Sent: 4/5/2018 4:56:47 PM
To: Nishida, Jane [Nishida.Jane@epa.gov]
CC: Kasman, Mark [Kasman.Mark@epa.gov]; Almodovar, Lisa [Almodovar.Lisa@epa.gov]; Hong, Nadtya [Hong.Nadtya@epa.gov]
Subject: On using Facebook Live at Council Session

Hi Jane, as we discussed with Sarah, I've looked further into facebook live. To summarize the Secretariat's comprehensive response (below), we should be able to do FB live and moderate all questions -- from the room and FB-- to stay on topic. Only caveat is that we should not moderate or delete comments posted on the session FB page, just like EPA does not delete or moderate comments on its own page. Also, FB Live is a broad audience (not only the CEC network), but we can moderate questions.

I would advocate for using FB live to reach the greater audience if AO is OK with this approach.

Please advise at your convenience as this is a topic that Canada/Mexico would be interested in during the Alt Reps meeting when we do run of show for the Council Session.

Regards,

Luis Troche
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From: Megan Ainscow <mainscow@cec.org>
Sent: Thursday, April 5, 2018 12:29 PM
To: Troche, Luis
Cc: Nathalie Daoust; Marie-Claude Rouillard
Subject: RE: Updates on Council Session Since we last spoke-- so I'm including everyone

Hi Luis,

To respond to your request for an analysis of whether to use Facebook Live, we prepared the information below. I hope this is helpful.

Note that all questions that are passed forward to the ministers via the moderator will be screened first by the CEC's communications team and then the moderator themselves, so there is no opportunity for off-topic/inflammatory 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.

From: Troche, Luis [mailto:Troche.Luis@epa.gov]
Sent: Tuesday, April 3, 2018 3:38 PM
To: Nathalie Daoust; Megan Ainscow; Marcela Orozco; Liliana Paz Miller; cintia amezcua (cintia.amezcua@semarnat.gob.mx); Bordas Cusco, Agusti (NRCan/RNCan)
Cc: Hong, Nadtya; César Rafael Chávez
Subject: Updates on Council Session Since we last spoke-- so I'm including everyone

Hello-

Jane, Mark and I met with AO on Friday. I have to go to PR this Friday for a family matter, so I apologize for the mass mailer, but wanted to make sure i cover all the topics and actors. A few updates on logistics, agendas, comms, so I am including everyone in this note so well have the latest. Jane will share an updated Council Program with the Alt Reps before the 25 April meeting. I'll share with you sooner:

1. All - dress code is business for both days, including dinner at the governor's mansion. The only casual event is the ball park.

2. Cintia y Agusti: (C&A): Day 1 and 2 movements: Each minister will transport in own vehicle accommodating Minister + 3. I am still working with advance on the logistics. Cintia, Agusti and I will need to nail this down in detail perhaps in our April meeting or on follow up logistics calls.

3. C&A & N/L (Natahlie/Liliana) Ballpark - Ministers would walk to the park, just like the rest of the delegations. As Secretariat proposed, because the ballpark is very close, transportation would only be provided for those with mobility impairments. Cintia/Agusti-- please advise if this is OK with your Ministers (we presumed it would be because they are very active, but please confirm). Nathalie/Liliana-- back to the circular questions-- if it rains or storms, how do we get delegations to the park. But, if it rains or storms, is the game cancelled? And if it is, do we still get to use the deck and suite, or does that get cancelled? and what would be plan C?

4. C&A: During the Ministers visit to OKC Memorial Museum, the Ministers will attach an offering to the memorial fence. Ideally, this would be something representative of Canada and Mexico. It can be a flag or symbol, or memento representing ECCC/SEMARNAT, or anything representative of your countries. For your consideration. We are designing this as a potential photo op if approved by OPA.

5. Cesar- Official opening of Council Session on day 1- Because Cesar is the master of Ceremonies, it makes more sense that Cesar make brief remarks at the top and then continue to officiate.

6. Nathalie/Megan - we have floated a press/comms opportunities list to OPA and are waiting for feedback. In the meantime:

    1. Yes to inviting students from OU to participate in Council Public meeting-- specially any students associated with the fab lab, NWC, but any with an interest in international environmental, innovation, etc.
    2. AO did not have many local contacts to invite. However, please:

        1. Invite Dr. Thomas Coon, Vice President, Dean and Director, Oklahoma State University Division of Agricultural Sciences and Natural Resources, University of Oklahoma State; thomas.coon@okstate.edu . He participated in food loss/waste activities at G7 with EPA. Please also explore if what he is doing warrants an exhibit in the exhibit space.
        2. Ok to explore adding local exhibitors on topics related to the session theme. I certainly like the idea of the tribal leaders and the local industry using PRTR, as well as the Kansas or other regional farmers who worked on the grasslands/pollinators projects. You have my comments on the draft exhibit--please share it with Cintia and Agusti so we can exchange views before we present it to Jane and the Alt Reps.
        3. I am reaching out to the OK governor's office to see if there is a State development agency that can help us identify additional local private sector potential participants/exhibitors. I presume we will have NAPECA exhibitors as well?

7. Nathalie/Marcela-- I still have not been able to discuss the modification to the JPAC program as we discussed. It may take until just before the Alt Reps meeting to explore this.
8. Megan/Nathalie/Marcela/Liliana - Ministers will engage in moderated Q&A, focused on the theme of the council session with the audience. In addition, we would like to consider doing FB Live if the audience is the CEC audience and if we can moderate the questions to stay focused on the theme of the Council Session and the topic of discussion. Please advice further on this so our leadership can make a decision on FB Live.
9. Cintia & Agusti - Mark and I are visiting the NWC and the Fab Lab the week of April 16-- please let us know of any updates on your side before we go so we can take that into account when we meet with the NWC/Fab Lab.

To sum up - in responses, please respond to both Nadtya and me, and limit your response to the relevant folks on this list. I included everyone now for efficiency and completeness before I depart for PR. If I forgot anything you may be pondering abouty, please let me know.

Regards!
Troche