Message

From: Purchia, Liz [Purchia.Liz@epa.gov]
Sent: 1/6/2016 11:58:17 PM
To: Regional Administrators [Regional_Administrators@epa.gov]; Assistant Administrators [Assistant_Administrators@epa.gov]; Comm Directors and Alternates [Comm_Directors_and_Alternates@epa.gov]; PADs and Alternates [PADs_and_Alternates@epa.gov]
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Subject: Please Read: 2016 OPA Plan
Attachments: 1.7_2016OPAPlan.docx

Hi Everyone,

Attached is a draft internal memo outlining the Office of Public Affairs' communications goals for 2016.

Please note, this plan is separated into themes, it does not represent every action the agency is taking.

Follow up: In the next few weeks, we will be setting up individual calls with PADs and Comms Directors to ensure we're on the same page for communications as we plan for the next year. We will follow up so we can speak directly about your ideas for how this plan can be translated into your region or office. I will join the next PADs and RA calls to discuss.

Request: We would like each region to put together a potential 1-2 day trip that the Administrator could do in 2016. Imagine it as if it were the last trip she does to your region, what would be the best trip you and your staff could arrange for her.

In case you missed it, the blog on Monday by Administrator McCarthy is worth a read. She lays out our climate goals for the year ahead https://blog.epa.gov/blog/2016/01/in-2016-were-hitting-the-ground-running/.

I look forward to hearing your ideas.

Thanks,
Liz

P.S. Please continue to flag stories as they run about the good work in your regions or offices. We want to see your results and to make sure that others in HQ sees them.

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