Message

From: Sivak, Michael [Sivak.Michael@epa.gov]
Sent: 7/20/2020 8:38:27 PM
To: Mohabir, Sonia [Mohabir.Sonia@epa.gov]; Smeraldi, Josh [Smeraldi.Josh@epa.gov]
Subject: RE: Please Review: Press Release for Riverside

Four people reviewing it by Wednesday? That's like 2 complete reviews per day. Good luck! ☺

Michael Sivak

sivak.michael@epa.gov | 212.637.4310 (desk) | 646.438.5237 (cell)

From: Mohabir, Sonia <Mohabir.Sonia@epa.gov>
Sent: Monday, July 20, 2020 4:35 PM
To: Sivak, Michael <Sivak.Michael@epa.gov>; Smeraldi, Josh <Smeraldi.Josh@epa.gov>
Subject: RE: Please Review: Press Release for Riverside

Thank you Mike and Josh! I'm forwarding the press release with your edits to SEMD upper management now for their review and input. It will then go to Mary/Elias, RA Pete Lopez, and HQ Office of Public Affairs for approval before we issue it on Wednesday, July 22.

I'll keep you in the loop if there are significant changes.

Have a great afternoon!

Sonia Mohabir
Public Information Officer
U.S. Environmental Protection Agency, Region 2
Public Affairs Office
290 Broadway – 26th Floor
New York, NY 10007
(212) 637-3241
mohabir.sonia@epa.gov

From: Sivak, Michael <Sivak.Michael@epa.gov>
Sent: Monday, July 20, 2020 3:53 PM
To: Mohabir, Sonia <Mohabir.Sonia@epa.gov>; Smeraldi, Josh <Smeraldi.Josh@epa.gov>
Subject: RE: Please Review: Press Release for Riverside

Sonia:

Hey there! Josh asked me to forward along our comments. We had a few minor edits. Please let Josh and me know if you have any questions. Thanks!

Michael Sivak

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From: Mohabir, Sonia <Mohabir.Sonia@epa.gov>
Sent: Monday, July 20, 2020 1:31 PM
To: Smeraldi, Josh <Smeraldi.Josh@epa.gov>
Cc: Sivak, Michael <Sivak.Michael@epa.gov>
Subject: Please Review: Press Release for Riverside
Importance: High

Hi Josh,

Thank you for the factsheet, which was very helpful in drafting the attached press release!

Please review my draft press release and let me know if you have any edits or suggestions by 4:30pm today. The audience of the release is reporters and the public, which is why it includes simplified language from the fact sheet and your one-pager.

Here are two questions we anticipate receiving from reporters and should have responses ready for:

1. Do we think the Passaic River CAG will support the PRAP?
2. What is the relationship between this superfund site and the Passaic River superfund site?

   Potential response: The Riverside Industrial Park site is on the banks of the Passaic River so it is an ongoing source of contamination into the Passaic River. There is no Passaic River Superfund site. The site you may be referring to is the Diamond Alkali Co. Superfund site that is also in Newark and includes the 17-mile tidal stretch of the Passaic River from Dundee Dam to Newark Bay.

Thank you for your assistance on these!

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From: Smeraldi, Josh <Smeraldi.Josh@epa.gov>
Sent: Friday, July 17, 2020 10:58 AM
To: Mohabir, Sonia <Mohabir.Sonia@epa.gov>
Cc: Sivak, Michael <Sivak.Michael@epa.gov>
Subject: RE: Press Release for Riverside

Hi Sonia,

Attached is the final fact sheet and the current draft of the proposed plan.

Thanks,

Josh

From: Mohabir, Sonia <Mohabir.Sonia@epa.gov>
Sent: Friday, July 17, 2020 10:42 AM
To: Smeraldi, Josh <Smeraldi.Josh@epa.gov>
Cc: Sivak, Michael <Sivak.Michael@epa.gov>
Subject: RE: Press Release for Riverside

Hi Josh,

I'm a Press Officer in the Public Affairs Office. Elias assigned the press release for the Riverside Industrial Park PRAP to me. Do you have an updated version of the proposed plan that you can share with me?

Thank you!

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From: Rodriguez, Elias <Rodriguez.Elias@epa.gov>
Sent: Wednesday, July 08, 2020 2:36 PM
To: Mohabir, Sonia <Mohabir.Sonia@epa.gov>
Subject: FW: Press Release for Riverside

MORE BACKGROUND

From: Smeraldi, Josh <Smeraldi.Josh@epa.gov>
Sent: Tuesday, June 23, 2020 2:33 PM
To: Rodriguez, Elias <Rodriguez.Elias@epa.gov>
Cc: Sivak, Michael <Sivak.Michael@epa.gov>
Subject: RE: Press Release for Riverside

Hi Elias,

Attached is the proposed plan for Riverside and one-pager. Hopefully this will be a start. Let me know if you need anything else.

Thanks!

Josh

From: Rodriguez, Elias <Rodriguez.Elias@epa.gov>
Sent: Friday, June 19, 2020 1:35 PM
To: Sivak, Michael <Sivak.Michael@epa.gov>; Smeraldi, Josh <Smeraldi.Josh@epa.gov>
Subject: RE: Press Release for Riverside

Thank you Michael. Howdy Josh!

To get me off the ground on writing a draft news release, RPMs typically send me one or more as (internal) source documents, if they exist (the draft PRAP, the RA "One Pager," a PPT they may have already done for a previous briefing, a draft or existing fact sheet).

Bottomline: Starting from when you envision the public comment period to begin (say, for example July 13th), I usually need 10 business days to get from zero to fully reviewed/approved.

Thank you,

Mr. Elías Rodríguez, M.P.A.
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EPA's Region 2 covers NY, NJ, PR & USVI

From: Sivak, Michael <Sivak.Michael@epa.gov>
Sent: Friday, June 19, 2020 1:21 PM
To: Smeraldi, Josh <Smeraldi.Josh@epa.gov>; Rodriguez, Elias <Rodriguez.Elias@epa.gov>
Subject: Press Release for Riverside

Josh: Meet Elias, the Media Relations Branch Chief in our Public Affairs Office. He coordinates the press releases, among many, many other tasks. But for now, that's why you need to meet him.

If you remember when we were talking with Shereen about all of the many steps you'll need to take to get to the ROD for Riverside, one of those involved a press release. Elias has reached out to me, to let me know he'll start to draft it, but he needs some information on the site. Can you please send him a fact sheet, or reach out to him to see what specifically he needs?

Elias: Full disclosure: We don't know yet what the preferred alternatives will be for the site (we're selecting remedies for soil gas, sewer water, soil/fill and groundwater – yes, all of that in one ROD), and we're scrambling with edits and re-writes and more analysis. We will have a revised draft of the FS on Monday that will shed significantly more light on everything, so it might be helpful to wait until next week?

If either of you have any questions, please let me know! Thank you!

Michael Sivak, Chief
Passaic, Hackensack, and Newark Bay Remediation Branch
EPA Region 2 Superfund and Emergency Management Division

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