

From: Ben Rubin <brubin@climatenexus.org<mailto:brubin@climatenexus.org>>

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To: Alexander Cochran <Alexander.Cochran@exec.ny.gov<mailto:Alexander.Cochran@exec.ny.gov>>, "Davis, Chris (GOV)" <chris.davis@gov.wa.gov<mailto:chris.davis@gov.wa.gov>>, "Aimee.Barnes@GOV.CA.GOV" <Aimee.Barnes@GOV.CA.GOV>>, "Aimee.Barnes@GOV.CA.GOV" <Aimee.Barnes@GOV.CA.GOV>>, "laurie.williams@state.co.us" <laurie.williams@state.co.us<mailto:laurie.williams@state.co.us>>" <laurie.williams@state.co.us<mailto:laurie.williams@state.co.us>>>, "Dan.DeSimone@ct.gov" <Dan.DeSimone@ct.gov>>" <Dan.DeSimone@ct.gov<mailto:Dan.DeSimone@ct.gov>>>, "Emily.Kuiken@state.de.us" <Emily.Kuiken@state.de.us>>" <Emily.Kuiken@state.de.us<mailto:Emily.Kuiken@state.de.us>>>, "scott.glenn@doh.hawaii.gov" <scott.glenn@doh.hawaii.gov>>" <scott.glenn@doh.hawaii.gov<mailto:scott.glenn@doh.hawaii.gov>>>, "kathleen.theoharides@state.ma.us" <kathleen.theoharides@state.ma.us<mailto:kathleen.theoharides@state.ma.us>>" <kathleen.theoharides@state.ma.us<mailto:kathleen.theoharides@state.ma.us>>>, "jeremy.tarr@nc.gov" <jeremy.tarr@nc.gov>>" <jeremy.tarr@nc.gov<mailto:jeremy.tarr@nc.gov>>>, "stephanie.zawistowski@state.mn.us" <stephanie.zawistowski@state.mn.us<mailto:stephanie.zawistowski@state.mn.us>>" <stephanie.zawistowski@state.mn.us<mailto:stephanie.zawistowski@state.mn.us>>>, "Ruchi.SADHIR@oregon.gov" <Ruchi.SADHIR@oregon.gov>>" <Ruchi.SADHIR@oregon.gov<mailto:Ruchi.SADHIR@oregon.gov>>>, "Jon.Romano@governor.ri.gov" <Jon.Romano@governor.ri.gov>>" <Jon.Romano@governor.ri.gov<mailto:Jon.Romano@governor.ri.gov>>>, "Peter.Walke@vermont.gov" <Peter.Walke@vermont.gov>>" <Peter.Walke@vermont.gov<mailto:Peter.Walke@vermont.gov>>>, "coybt46@gmail.com" <coybt46@gmail.com>>" <coybt46@gmail.com<mailto:coybt46@gmail.com>>>, "dan.carol@wdc.ca.gov" <dan.carol@wdc.ca.gov>>" <dan.carol@wdc.ca.gov<mailto:dan.carol@wdc.ca.gov>>>, "katie.wheelermathews@wdc.ca.gov" <katie.wheelermathews@wdc.ca.gov>>" <katie.wheelermathews@wdc.ca.gov<mailto:katie.wheelermathews@wdc.ca.gov>>>, "alexa.kleysteuber@calepa.ca.gov" <alexa.kleysteuber@calepa.ca.gov>>" <alexa.kleysteuber@calepa.ca.gov<mailto:alexa.kleysteuber@calepa.ca.gov>>>, "Case Button:" <case.button@state.co.us<mailto:case.button@state.co.us>>>, "Klee, Robert" <Robert.Klee@ct.gov>>" <Robert.Klee@ct.gov<mailto:Robert.Klee@ct.gov>>>, "Enright-Kato, Keri" <Keri.Enright-Kato@ct.gov>>" <Keri.Enright-Kato@ct.gov<mailto:Keri.Enright-Kato@ct.gov>>>, "Sotos, Mary" <Mary.Sotos@ct.gov>>" <Mary.Sotos@ct.gov<mailto:Mary.Sotos@ct.gov>>>, "Laurel.A.Johnston@hawaii.gov" <Laurel.A.Johnston@hawaii.gov>>" <Laurel.A.Johnston@hawaii.gov<mailto:Laurel.A.Johnston@hawaii.gov>>>, "merone.melekin@state.mn.us" <merone.melekin@state.mn.us>>" <merone.melekin@state.mn.us<mailto:merone.melekin@state.mn.us>>>, "matt.swenson@state.mn.us" <matt.swenson@state.mn.us>>" <matt.swenson@state.mn.us<mailto:matt.swenson@state.mn.us>>>, "Thornton, J. David (MPCA)" <j.david.thornton@state.mn.us<mailto:j.david.thornton@state.mn.us>>" <j.david.thornton@state.mn.us<mailto:j.david.thornton@state.mn.us>>>, James Allen <James.Allen@exec.ny.gov<mailto:James.Allen@exec.ny.gov>>>, "Brittney.Wilson@vermont.gov" <Brittney.Wilson@vermont.gov>>" <Brittney.Wilson@vermont.gov<mailto:Brittney.Wilson@vermont.gov>>>, "angela.navarro@governor.virginia.gov" <angela.navarro@governor.virginia.gov>>" <angela.navarro@governor.virginia.gov<mailto:angela.navarro@governor.virginia.gov>>>, "Ricketts, Sam (GOV)" <Sam.Ricketts@gov.wa.gov<mailto:Sam.Ricketts@gov.wa.gov>>" <Sam.Ricketts@gov.wa.gov<mailto:Sam.Ricketts@gov.wa.gov>>>, "Schuler, Reed (GOV)" <reed.schuler@gov.wa.gov<mailto:reed.schuler@gov.wa.gov>>" <reed.schuler@gov.wa.gov<mailto:reed.schuler@gov.wa.gov>>>, John Larsen <jwlarsen@rhg.com<mailto:jwlarsen@rhg.com>>" <jwlarsen@rhg.com<mailto:jwlarsen@rhg.com>>>, Michelle Marchello <Michelle.Marchello@exec.ny.gov<mailto:Michelle.Marchello@exec.ny.gov>>" <Michelle.Marchello@exec.ny.gov<mailto:Michelle.Marchello@exec.ny.gov>>>, Gareth Lacy <Gareth.Lacy@gov.ca.gov<mailto:Gareth.Lacy@gov.ca.gov>>" <Gareth.Lacy@gov.ca.gov<mailto:Gareth.Lacy@gov.ca.gov>>>

Cc: Robert Tanner <rtanner@climatenexus.org<mailto:rtanner@climatenexus.org>>>, Emma Stieglitz <ESTieglitz@climatenexus.org<mailto:ESTieglitz@climatenexus.org>>>, Jeff Nesbit <jnesbit@climatenexus.org<mailto:jnesbit@climatenexus.org>>>

Subject: USCA 9/18: finalizing comms materials

Hi all: This afternoon will be crucial timing to make sure we have everything teed up for a successful media rollout on Monday. Please see below for a list of where things stand –

If you have questions or would like to discuss anything further, happy to jump on a conference call today and available on cell throughout the day – [917-749-3694](tel:917-749-3694).

* Media Advisory & Op-Ed: We're looking for sign-off on these items ASAP. Delay will risk having fewer reporters attend or call-in into the Monday event and means the op-ed will likely land in a smaller publication than the NYT.

* Embargo Timing: NYT and Bloomberg have confirmed they will work on stories. North Carolina plans to issue their advisory Monday morning around 10 or 11 am. Gov. Cooper's comms staff said that they don't mind if the national story is broken before they announce it in their state press, giving us flexibility on our embargo timing for the national stories.

* 12:01 am ET: Nexus recommends that the embargo be lifted at 12:01 am ET; this enables the stories to go live online early enough to be in the morning news roundups, and to drive other press to the event. This will also enable the story to run in print on Monday.

* 2 pm ET: We can also arrange for the embargo to be lifted at 2 pm ET, right before the press conference, and urge the NYT to run the story in print on Tuesday, but our concern is that we will shorten our own news cycle.

* More Detail on the NC Release: **NC's comms team has asked that the mention of NC be downplayed in national press materials**, so we will remove it from the sub headlines, but keep it in the opening paragraph of the press release. We have already told the NYT and Bloomberg of the update to ensure that their articles are accurate, but, at the request of Gov. Cooper's team, did not frame it as a major news item.

* Comms Package <[https://urldefense.proofpoint.com/v2/url?u=https-3A_docs.google.com_document_d_1Wbaa2qYLRcFjCcbYg-2DmHRPeDjYkHxiWxEOJBjYlsexQ_edit-23bookmark-3Did.cr1I3p9yur10&d=DwMGaQ&c=IDF7oMaPKXpkYyev9V-fvahWLOQWnGCCAfCDz1Bns_w&r=-:L9k7E8rvCfzF4Nbow2mGhNLqeYneHfd8WPlav40AM&m=NhpvnxpD9PRMkDRaWVTEQ5czAoNiWr1WxkgomSo6jU&s=GTRtYAgqLFiwd99wvIaQ2x8njP9x4PuZdV31zrBBNNA&e=">>: Please continue adding your edits to the press release \(quotes, etc\) so that we can finalize the document. Nexus is adding the interview availability tracker and talking points today.](https://urldefense.proofpoint.com/v2/url?u=https-3A_docs.google.com_document_d_1Wbaa2qYLRcFjCcbYg-2DmHRPeDjYkHxiWxEOJBjYlsexQ_edit-23bookmark-3Did.cr1I3p9yur10&d=DwMGaQ&c=IDF7oMaPKXpkYyev9V-fvahWLOQWnGCCAfCDz1Bns_w&r=-:L9k7E8rvCfzF4Nbow2mGhNLqeYneHfd8WPlav40AM&m=NhpvnxpD9PRMkDRaWVTEQ5czAoNiWr1WxkgomSo6jU&s=GTRtYAgqLFiwd99wvIaQ2x8njP9x4PuZdV31zrBBNNA&e=)

* Social Media: We did not have a chance to discuss social media on the call yesterday but flagging that social media language is in the comms package. Hawaii: are you still planning to have a Facebook live link and someone there to film it?

* Attendees: Some international folks have caught wind of the event and Minister McKenna of Canada has requested to attend if that is ok with everyone. We'll continue to let you know if we hear from any additional foreign leaders requesting to join.

Thanks,
Ben & Emma