

From: [John Larsen](mailto:John.Larsen@rhg.com)
To: [Ben Rubin](mailto:Ben.Rubin@climatenexus.org)
CC: [Emma Stieglitz](mailto:Emma.Stieglitz@rhg.com), [Davis Chris \(GOV\)](mailto:Davis.Chris@gov.wa.gov)
Date: Sep 18, 2017 at 10:35 AM
Subject: RE: USCA 9/18: finalizing comms materials

Hey Ben,

I know things are busy on your end but I just want to reiterate the important detail that the report is all USCAs and not Rhodium's. We provided data and analysis but the report is USCA's. I just want to make sure our work and the USCA report are characterized appropriately in media outreach and in any press hits.

Thanks and great working with you and Emma on this.

Best
-John

John Larsen
Director
Rhodium Group (RHG)
202-888-6571
www.rhg.com

From: Ben Rubin [mailto:brubin@climatenexus.org]
Sent: Monday, September 18, 2017 10:31 AM
To: Alexander Cochran <Alexander.Cochran@exec.ny.gov>; Davis, Chris (GOV) <chris.davis@gov.wa.gov>; Aimee.Barnes@GOV.CA.GOV; laurie.williams@state.co.us; Dan.DeSimone@ct.gov; Emily.Kuiken@state.de.us; scott.glenn@doh.hawaii.gov; kathleen.theoharides@state.ma.us; jeremy.tarr@nc.gov; stephanie.zawistowski@state.mn.us; Ruchi.SADHIR@oregon.gov; Jon.Romano@governor.ri.gov; Peter.Walke@vermont.gov; coybt46@gmail.com; dan.carol@wdc.ca.gov; katie.wheelermathews@wdc.ca.gov; alexa.kleysteuber@calepa.ca.gov; Case Button: <case.button@state.co.us>; Klee, Robert <Robert.Klee@ct.gov>; Enright-Kato, Keri <Keri.Enright-Kato@ct.gov>; Sotos, Mary <Mary.Sotos@ct.gov>; Laurel.A.Johnston@hawaii.gov; merone.melekin@state.mn.us; matt.swenson@state.mn.us; Thornton, J. David (MPCA) <j.david.thornton@state.mn.us>; James Allen <James.Allen@exec.ny.gov>; Brittney.Wilson@vermont.gov; angela.navarro@governor.virginia.gov; Ricketts, Sam (GOV) <Sam.Ricketts@gov.wa.gov>; Schuler, Reed (GOV)

<reed.schuler@gov.wa.gov>; John Larsen <jwlarsen@rhg.com>; Michelle Marchello <Michelle.Marchello@exec.ny.gov>; Gareth Lacy <Gareth.Lacy@gov.ca.gov>;
sadie.weiner@nc.gov

Cc: Robert Tanner <rtanner@climatenexus.org>; Emma Stieglitz <EStieglitz@climatenexus.org>; Jeff Nesbit <jnesbit@climatenexus.org>

Subject: Re: USCA 9/18: finalizing comms materials

Morning all: Sharing an update on open items below to make sure all outreach plans are synced up for Wednesday and a time sensitive NYT item in yellow:

- **Embargoed Stories:** Lisa Friedman just called – her article is framed as a curtain raiser to Climate Week and she wants to either run her story today (featuring Rhodium report) or publish without mentioning it but does not plan on a second story. Would USCA like a Rhodium NYT article today or would you prefer for a Bloomberg exclusive that will publish at 12:01 AM or 12:30 PM on Wednesday? **We need to let NYT know no later than 11:15 AM.**
- **Advisory:** Aiming to blast the advisory with the updated info as soon as we can (and ideally today). Let us know if anyone has any outstanding questions before we blast.
- **Op-Ed:** The updated op-ed is in the comms package (but please double check since we've had multiple versions floating around). Is this considered final and ready to begin pitching?
- **Press Release:** Release is close to final – there will be printed copies at the event and it will be blasted at 12:30 on Wednesday. If you'd like to provide a quote from your state, please add it into the google doc by 5 pm today.
- **State Amplification:** The comms package has a state template press release you're welcome to work from if you'd like to issue a release and share with reporters in your network. Nexus plans to Facebook Live the event and the package also includes suggested language for social media posts to help spread the word about the event once it is live.
- **Comms Collateral:** Everything in the package is close to final – will do a final spotcheck today to ensure all numbers are accurate, etc. If you have any outstanding questions in the package, please let us know ASAP.

Thanks,
Ben & Emma

From: Ben Rubin <brubin@climatenexus.org>

Date: Saturday, September 16, 2017 at 5:49 PM

To: Alexander Cochran <Alexander.Cochran@exec.ny.gov>, "Davis, Chris (GOV)" <chris.davis@gov.wa.gov>, "Aimee.Barnes@GOV.CA.GOV" <Aimee.Barnes@GOV.CA.GOV>, "laurie.williams@state.co.us" <laurie.williams@state.co.us>, "Dan.DeSimone@ct.gov" <Dan.DeSimone@ct.gov>, "Emily.Kuiken@state.de.us" <Emily.Kuiken@state.de.us>, "scott.glenn@doh.hawaii.gov" <scott.glenn@doh.hawaii.gov>, "kathleen.theoharides@state.ma.us" <kathleen.theoharides@state.ma.us>, "jeremy.tarr@nc.gov" <jeremy.tarr@nc.gov>, "stephanie.zawistowski@state.mn.us" <stephanie.zawistowski@state.mn.us>, "Ruchi.SADHIR@oregon.gov" <Ruchi.SADHIR@oregon.gov>, "Jon.Romano@governor.ri.gov" <Jon.Romano@governor.ri.gov>, "Peter.Walke@vermont.gov" <Peter.Walke@vermont.gov>, "coybt46@gmail.com" <coybt46@gmail.com>, "dan.carol@wdc.ca.gov" <dan.carol@wdc.ca.gov>, "katie.wheelermathews@wdc.ca.gov" <katie.wheelermathews@wdc.ca.gov>, "alexa.kleysteuber@calepa.ca.gov" <alexa.kleysteuber@calepa.ca.gov>, "Case Button:" <case.button@state.co.us>, "Klee, Robert" <Robert.Klee@ct.gov>, "Enright-Kato, Keri" <Keri.Enright-Kato@ct.gov>, "Sotos, Mary" <Mary.Sotos@ct.gov>, "Laurel.A.Johnston@hawaii.gov" <Laurel.A.Johnston@hawaii.gov>, "merone.melekin@state.mn.us" <merone.melekin@state.mn.us>, "matt.swenson@state.mn.us" <matt.swenson@state.mn.us>, "Thornton, J. David (MPCA)" <j.david.thornton@state.mn.us>, James Allen <James.Allen@exec.ny.gov>, "Brittney.Wilson@vermont.gov" <Brittney.Wilson@vermont.gov>, "angela.navarro@governor.virginia.gov" <angela.navarro@governor.virginia.gov>, "Ricketts, Sam (GOV)" <Sam.Ricketts@gov.wa.gov>, "Schuler, Reed (GOV)" <reed.schuler@gov.wa.gov>, John Larsen <jwlarsen@rhg.com>, Michelle Marchello <Michelle.Marchello@exec.ny.gov>, Gareth Lacy <Gareth.Lacy@gov.ca.gov>, "sadie.weiner@nc.gov" <sadie.weiner@nc.gov>
Cc: Robert Tanner <rtanner@climatenexus.org>, Emma Stieglitz <Estieglitz@climatenexus.org>, Jeff Nesbit <jnesbit@climatenexus.org>
Subject: Re: USCA 9/18: finalizing comms materials

WH quickly retracts on Twitter 30 min later. Please disregard article below.

<https://mobile.twitter.com/PressSec/status/909168166751883266>

Our position on the Paris agreement has not changed. @POTUS has been clear, US withdrawing unless we get pro-America terms.

[5:32 PM](#) · Sep 16, 2017

Sent from my wireless phone

On Sep 16, 2017, at 5:40 PM, Ben Rubin <brubin@climatenexus.org> wrote:

Hi all: Passing along this WSJ article that just posted simply as an FYI to

be aware of. As we learn more, Nexus is happy to help update the comms package accordingly.

<https://www.wsj.com/articles/trump-administration-wont-withdraw-from-paris-climate-deal-1505593922>

Trump Administration Won't Withdraw from Paris Climate Deal

U.S. has stated it will 'not renegotiate the Paris accord' but will review its terms

NEW YORK—Trump administration officials said Saturday the U.S. wouldn't pull out of the Paris Agreement, offering to re-engage in the international deal to fight climate change, according to the European Union's top energy official.

The shift from President Donald Trump's decision in June [to renegotiate the landmark accord or craft a new deal](#) came during a meeting of more than 30 ministers led by Canada, China and the European Union in Montreal.

"The U.S. has stated that they will not renegotiate the Paris accord, but they will try to review the terms on which they could be engaged under this agreement," European Commissioner for Climate Action and Energy Miguel Arias Cañete said.

The White House did not immediately respond to a request for comment.

White House senior adviser Everett Eissenstat unveiled the U.S. plan, according to an official at Saturday's gathering, as Ottawa, Beijing and Brussels accelerate their joint effort to minimize the fallout from a potential U.S. withdrawal from the Paris agreement.

Still, Washington's move may prove a pyrrhic victory for Paris Agreement champions. The U.S. is expected to significantly reduce its ambition to curb greenhouse-gas emissions, which would be in line with Mr. Trump's goal of clinching "fairer terms," the official said.

Sent from my wireless phone

On Sep 15, 2017, at 4:10 PM, Ben Rubin <brubin@climatenexus.org> wrote:

Hello all: As you know, NYT and Bloomberg are working on stories for the USCA report. The following info is needed ASAP to continue driving these stories forward –

- **Governor Interviews:** Joe and Lisa are both looking to speak with Governors as part of their stories. Are governors available for a weekend interview? If so, please let me know and I can connect you. I believe Lisa is also going to reach out to offices directly with requests.

- **Embargo Timing:** We need to let Joe Ryan and Lisa Friedman know what time their stories can run and this will also determine if North Carolina can refer to the report in their release. Is there consensus they can lift at 12:01 AM on Monday? If not consensus on this yet, when will a time be pinned down to let the reporters know? Hoping to let them know by 5 PM EST today.

Thanks,
Ben

From: Ben Rubin <brubin@climatenexus.org>
Date: Friday, September 15, 2017 at 12:19 PM
To: Alexander Cochran <Alexander.Cochran@exec.ny.gov>, "Davis, Chris (GOV)" <chris.davis@gov.wa.gov>, "Aimee.Barnes@GOV.CA.GOV" <Aimee.Barnes@GOV.CA.GOV>, "laurie.williams@state.co.us" <laurie.williams@state.co.us>, "Dan.DeSimone@ct.gov" <Dan.DeSimone@ct.gov>, "Emily.Kuiken@state.de.us" <Emily.Kuiken@state.de.us>, "scott.glenn@doh.hawaii.gov" <scott.glenn@doh.hawaii.gov>, "kathleen.theoharides@state.ma.us" <kathleen.theoharides@state.ma.us>, "jeremy.tarr@nc.gov" <jeremy.tarr@nc.gov>, "stephanie.zawistowski@state.mn.us" <stephanie.zawistowski@state.mn.us>, "Ruchi.SADHIR@oregon.gov" <Ruchi.SADHIR@oregon.gov>, "Jon.Romano@governor.ri.gov" <Jon.Romano@governor.ri.gov>, "Peter.Walke@vermont.gov" <Peter.Walke@vermont.gov>, "coybt46@gmail.com" <coybt46@gmail.com>, "dan.carol@wdc.ca.gov" <dan.carol@wdc.ca.gov>, "katie.wheelermathews@wdc.ca.gov" <katie.wheelermathews@wdc.ca.gov>, "alexa.kleysteuber@calepa.ca.gov" <alexa.kleysteuber@calepa.ca.gov>, "Case Button:" <case.button@state.co.us>, "Klee, Robert" <Robert.Klee@ct.gov>, "Enright-Kato, Keri" <Keri.Enright-Kato@ct.gov>, "Sotos, Mary" <Mary.Sotos@ct.gov>, "Laurel.A.Johnston@hawaii.gov" <Laurel.A.Johnston@hawaii.gov>, "merone.melekin@state.mn.us"

<merone.melekin@state.mn.us>,
"matt.swenson@state.mn.us" <matt.swenson@state.mn.us>,
"Thornton, J. David (MPCA" <j.david.thornton@state.mn.us>,
James Allen <James.Allen@exec.ny.gov>,
"Brittney.Wilson@vermont.gov"
<Brittney.Wilson@vermont.gov>,
"angela.navarro@governor.virginia.gov"
<angela.navarro@governor.virginia.gov>, "Ricketts, Sam
(GOV)" <Sam.Ricketts@gov.wa.gov>, "Schuler, Reed
(GOV)" <reed.schuler@gov.wa.gov>, John Larsen
<jwlarsen@rhg.com>, Michelle Marchello
<Michelle.Marchello@exec.ny.gov>, Gareth Lacy
<Gareth.Lacy@gov.ca.gov>
Cc: Robert Tanner <rtanner@climatenexus.org>, Emma
Stieglitz <Estieglitz@climatenexus.org>, Jeff Nesbit
<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.

- **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:** 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.
- **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

From: Ben Rubin <brubin@climatenexus.org>
Date: Thursday, September 14, 2017 at 1:20 PM
To: Alexander Cochran <Alexander.Cochran@exec.ny.gov>
Cc: "Davis, Chris (GOV)" <chris.davis@gov.wa.gov>, "Aimee.Barnes@GOV.CA.GOV" <Aimee.Barnes@GOV.CA.GOV>, "laurie.williams@state.co.us" <laurie.williams@state.co.us>, "Dan.DeSimone@ct.gov" <Dan.DeSimone@ct.gov>

"Emily.Kuiken@state.de.us" <Emily.Kuiken@state.de.us>,
"scott.glenn@doh.hawaii.gov"
<scott.glenn@doh.hawaii.gov>,
"kathleen.theoharides@state.ma.us"
<kathleen.theoharides@state.ma.us>, "jeremy.tarr@nc.gov"
<jeremy.tarr@nc.gov>, "stephanie.zawistowski@state.mn.us"
<stephanie.zawistowski@state.mn.us>,
"Ruchi.SADHIR@oregon.gov"
<Ruchi.SADHIR@oregon.gov>,
"Jon.Romano@governor.ri.gov"
<Jon.Romano@governor.ri.gov>,
"Peter.Walke@vermont.gov" <Peter.Walke@vermont.gov>,
"coybt46@gmail.com" <coybt46@gmail.com>,
"dan.carol@wdc.ca.gov" <dan.carol@wdc.ca.gov>,
"katie.wheelermathews@wdc.ca.gov"
<katie.wheelermathews@wdc.ca.gov>,
"alexa.kleysteuber@calepa.ca.gov"
<alexa.kleysteuber@calepa.ca.gov>, "Case Button:"
<case.button@state.co.us>, "Klee, Robert"
<Robert.Klee@ct.gov>, "Enright-Kato, Keri" <Keri.Enright-Kato@ct.gov>,
"Sotos, Mary" <Mary.Sotos@ct.gov>,
"Laurel.A.Johnston@hawaii.gov"
<Laurel.A.Johnston@hawaii.gov>,
"merone.melekin@state.mn.us"
<merone.melekin@state.mn.us>,
"matt.swenson@state.mn.us" <matt.swenson@state.mn.us>,
"Thornton, J. David (MPCA)" <j.david.thornton@state.mn.us>,
James Allen <James.Allen@exec.ny.gov>,
"Brittney.Wilson@vermont.gov"
<Brittney.Wilson@vermont.gov>,
"angela.navarro@governor.virginia.gov"
<angela.navarro@governor.virginia.gov>, "Ricketts, Sam
(GOV)" <Sam.Ricketts@gov.wa.gov>, "Schuler, Reed
(GOV)" <reed.schuler@gov.wa.gov>, John Larsen
<jwlarsen@rhg.com>, Jeff Nesbit
<jnesbit@climatenexus.org>, Michelle Marchello
<Michelle.Marchello@exec.ny.gov>, Emma Stieglitz
<ESTieglitz@climatenexus.org>, Robert Tanner
<rtanner@climatenexus.org>

Subject: Re: updated list

Hi all: please see this link for a package of comms materials
for the 9/18

event: <https://docs.google.com/document/d/1Wbaa2qYLrCfJCcbYg->

mHRPeDjykHxiWxEOJBjyLsexQ/mobilebasic

Materials will be updated based on feedback we discussed. The tick tock in the first few pages lays out proposed media sequence.

Please reach out to me or any of my Climate Nexus colleagues with any questions.

Best,
Ben

Sent from my wireless phone

On Sep 14, 2017, at 12:15 PM, Alexander Cochran <Alexander.Cochran@exec.ny.gov> wrote:

+Michelle

From: Davis, Chris (GOV)
[<mailto:chris.davis@gov.wa.gov>]
Sent: Thursday, September 14, 2017 12:40 PM
To: Aimee.Barnes@GOV.CA.GOV;
laurie.williams@state.co.us;
Dan.DeSimone@ct.gov;
Emily.Kuiken@state.de.us;
scott.glenn@doh.hawaii.gov;
kathleen.theoharides@state.ma.us;
jeremy.tarr@nc.gov;
stephanie.zawistowski@state.mn.us; Alexander Cochran <Alexander.Cochran@exec.ny.gov>;
Ruchi.SADHIR@oregon.gov;
Jon.Romano@governor.ri.gov;
Peter.Walke@vermont.gov; coybt46@gmail.com;
Davis, Chris (GOV) <chris.davis@gov.wa.gov>;
dan.carol@wdc.ca.gov;
katie.wheelermathews@wdc.ca.gov;
alexa.kleysteuber@calepa.ca.gov; Case Button:
<case.button@state.co.us>; Klee, Robert
<Robert.Klee@ct.gov>; Enright-Kato, Keri
<Keri.Enright-Kato@ct.gov>; Sotos, Mary
<Mary.Sotos@ct.gov>;
Laurel.A.Johnston@hawaii.gov;
merone.melekin@state.mn.us;

matt.swenson@state.mn.us; Thornton, J. David (MPCA <j.david.thornton@state.mn.us>; James Allen <James.Allen@exec.ny.gov>; Brittney.Wilson@vermont.gov; angela.navarro@governor.virginia.gov; Ricketts, Sam (GOV) <Sam.Ricketts@gov.wa.gov>; Schuler, Reed (GOV) <reed.schuler@gov.wa.gov>; Ben Rubin <brubin@climatenexus.org>; John Larsen <jwlarsen@rhg.com>; Jeff Nesbit <jnesbit@climatenexus.org>
Subject: updated list

All –

I've updated the USCA list, correcting an error on VA, adding North Carolina and David in MN. This includes primary and secondary contacts. Please let me know if you see anyone missing from your state that should be included.

Those of you assigned to share documents or links for final review should use this list until further notice of additional updates.

CHRIS DAVIS

Senior Advisor – Energy and Carbon Markets
Office of Governor Jay Inslee
Desk: 360-902-0490 | Cell: 360-972-5693
www.governor.wa.gov | chris.davis@gov.wa.gov
<[image001.png](#)><[image002.png](#)>
<[image003.png](#)><[image004.png](#)>