

From: Purchia, Liz
Sent: Monday, December 14, 2015 4:33 PM
To: Nick Juliano;Matt Daily
Subject: FW: EPA defends campaign to promote water rule

Hi Nick and Matt - I'd like to make sure we get off on the right foot with Annie now that she's over at Politico. For some reason, she refuses to call the rule by it's name.

It's not "also known as the Clean Water Rule", that's the name of the rule. Yet in almost everything Annie writes she refers to it as the "Waters of the U.S. rule"

That is language and a scare tactic that groups who are opposed to the rule intentionally use when putting out statements to make it appear as if we are regulating all waters in the United States, which is not true in the slightest. This in turn, further politicizes the issue.

I know that Monica has gone back and forth with Annie on this. I'm sure you can appreciate where we're coming from.

The rule should be referred to by its actual name, not what others call it.

From: POLITICO Pro [mailto:politicoemail@politicopro.com]
Sent: Monday, December 14, 2015 4:23 PM
To: Purchia, Liz <Purchia.Liz@epa.gov>
Subject: EPA defends campaign to promote water rule

By Annie Snider

12/14/2015 04:20 PM EDT

EPA is defending its promotional campaign around its controversial water rule in the face of a government watchdog's conclusion that it broke federal law.

"We disagree with their assessment, and we will fulfill whatever reporting requirements are necessary," EPA spokeswoman Monica Lee said in a statement.

In a report released this afternoon, the Government Accountability Office concluded that certain aspects of the agency's media blitz for the Waters of the U.S. rule violated federal law blocking agencies from grassroots lobbying. The report came as lawmakers considering a policy rider to block the rule, also known as the Clean Water Rule.

Lee argued that the agency uses social media the same way any other organization does, and never directed the public to contact lawmakers.

"We maintain that using social media to educate the public about our work is an integral part of our mission," she said. "We have an obligation to inform all stakeholders about environmental issues and encourage participation in the rulemaking process."