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**From:** Freire, JP [Freire.JP@epa.gov]  
**Sent:** 5/10/2017 2:52:30 PM  
**To:** Bowman, Liz [Bowman.Liz@epa.gov]; Graham, Amy [graham.amy@epa.gov]; Ferguson, Lincoln [ferguson.lincoln@epa.gov]; Wilcox, Jahan [wilcox.jahan@epa.gov]; Konkus, John [konkus.john@epa.gov]  
**Subject:** Draft media plan for Paris  
**Attachments:** 170428 - Media Plan - DRAFT.docx

Liz mentioned to me that ESP may not want to do press beyond an op-ed on Paris, and certainly he may have been given that direction and may stick to it. But in case he changes his mind, I pulled this together using the talking points we'd developed with Mandy just so we have it on hand. Liz, I think you'd mentioned having some supportive statements from outside groups, and I include some in the doc, but we can just update it.

JP

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## Draft Media Plan: Paris (Withdraw)

**Statement:** “President Trump has made good on his campaign promise: This White House is putting America first on the global stage. America has nothing to apologize for given our strong record of environmental leadership, and we will continue to find ways to lead the world in effectively managing and caring for our natural resources.”

**Key theme:** The President has put America first.

**Television interviews:** Fox & Friends (or Fox News show of the hour), Fox Business Stuart Varney, Tucker Carlson in the evening

**Radio:** Sean Hannity

### Print Interviews:

Charlie Spiering (Breitbart News)

Ed Morrissey (HotAir)

Interview with Bret Stephens (NYT)

Interview with Jonathan Adler (Volkh Conspiracy/Washington Post)

Weekend Interview with Kim Strassel (WSJ)

Interview with George Will

### Supportive comments/opeds/social media outreach focused on EPA:

American Mining Association

American Petroleum Institute

Cato

CEI

Heritage

FedSoc

Claremont

Hoover

### Op-ed:

National: WSJ (JP working on draft) “From Paris to Pittsburgh”

### Talking Points:

- This decision was the President’s to make, and frankly, I think it was the right one because it puts America first. This delivers on his campaign promise.
- We can’t frontload America’s costs and backload the costs for competing nations. This deal put America last.
- We can get a better deal or approach to climate without having to stay in Paris. We will still have a seat at the table. But by prioritizing America, we can ensure we commit to sound stewardship of our environment with economic growth and job creation. And, we will still punish bad actors who don’t comply with our environmental laws.
- President Trump is sending a signal to the world that is loud and clear: we are going to put America first. We have nothing to apologize for—we are the best at producing energy and jobs. We will continue to advance and share our successes with the rest of the world.

- Of course other nations loved the Paris Accord. With little upfront cost for them, they get to watch as America shuts power plants, coal mines, and wages war on fossil fuels, in effect sacrificing its own economy for what some call “global leadership.” But that’s not global leadership, that’s surrender.
- People deserve clean air, clean water, and good jobs. That’s what we need to work toward. We don’t need to sacrifice American jobs for a bad deal.

**No Announcement:**

- The Paris Agreement represents what is wrong with the past administration. It put America last.
- In today’s discussion, I outlined why I believe we should withdraw from Paris and the steps the U.S. could take to quickly withdraw from this bad deal.
- The Paris Agreement frontloads costs for the American people to the detriment of our economy and job growth; and it extracts meaningless commitments from top global emitters.
- To satisfy the Obama Administration’s promise to reduce U.S. greenhouse gases, Paris developed a host of domestic actions that would raise energy costs, undermine U.S. competitiveness and impede job growth. The centerpiece was the Clean Power Plan, which is projected to cost \$292 billion over ten years.
- U.S. involvement in the Paris Agreement would result in: an aggregate U.S. GDP loss of over \$2.5 trillion; nearly 400,000 jobs lost annually, including 200,000 manufacturing jobs; and, a total income loss of more than \$30,000 for a family of four.

**Renegotiate:**

- The Paris Agreement represents what is wrong with the past administration. It put America last.
- This is not an either-or situation – we can renegotiate a better deal. The U.S. is the best in the world at balancing sound stewardship of our environment with economic growth and job creation. Carbon dioxide emissions are to pre-1994 levels, and we lead the world in energy extraction innovations as apparent by the natural gas boom. From Paris to Pittsburgh, America should not apologize for its successes, but continue to advance and share them with the rest of the world.