

the relevant EPA staff in the room. And we'll reach out to Erin in our Air program.

Thank you again. I look forward to this.

Seth Oster

----- Original Message -----

From: "Herzog, Antonia" [aherzog@nrdc.org]
Sent: 01/19/2011 02:43 PM EST
To: Seth Oster
Subject: RE: do you want a prop 23 briefing"?

On the poll briefing we are working with Erin Brigfeld in your shop.

-----Original Message-----

From: Herzog, Antonia
Sent: Wednesday, January 19, 2011 1:56 PM
To: Oster.Seth@epamail.epa.gov
Cc: McIntosh.David@epamail.epa.gov
Subject: RE: do you want a prop 23 briefing"?

David, Thanks for the right contact person.

Seth, Would you be interested in having a briefing on the successful CA prop 23 campaign next Tuesday? This is in addition to the focus grp/national poll briefing we (Kate Smolski) are also in the process of setting up with you all.

Thanks, Antonia

-----Original Message-----

From: McIntosh.David@epamail.epa.gov
[mailto:McIntosh.David@epamail.epa.gov]
Sent: Wednesday, January 19, 2011 1:49 PM
To: Herzog, Antonia
Cc: Oster.Seth@epamail.epa.gov
Subject: Fw: do you want a prop 23 briefing"?

Thanks Antonia. I think EPA's head of communications, Seth Oster (cc'd here) should be the one to receive the live briefing. I'll try to make it too, but it should be scheduled around Seth's availability rather than mine.

Thanks again,

David

----- Forwarded by David McIntosh/DC/USEPA/US on 01/19/2011 01:40 PM -----

From: "Herzog, Antonia" <aherzog@nrdc.org>
To: David McIntosh/DC/USEPA/US@EPA
Date: 01/19/2011 12:19 PM
Subject: do you want a prop 23 briefing"?

HI again,

So, the prop 23 team that did the WH briefing has been called back by Bettina to do a briefing for the Boxer/Kerry Tuesday grp senator mtg. It is scheduled for Tuesday, Jan 25 at noon. Would you all at EPA like to get the briefing too as they will be in town that day? While the focus grp/polling results you will be hearing abt sometime next week are more current and are national, there is something to be said for hearing about how a successful campaign worked from those directly involved in it.

Just let me know and if so what time might work.

Thanks, antonia

-----Original Message-----

From: McIntosh.David@epamail.epa.gov
[mailto:McIntosh.David@epamail.epa.gov]
Sent: Tuesday, January 18, 2011 6:25 PM
To: Herzog, Antonia
Cc: ganeasan.arvin@epa.gov; Oster.Seth@epamail.epa.gov; Slesinger, Scott
Subject: RE: follow up on prop 23 WH briefing

Thanks Antonia

From: "Herzog, Antonia" <aherzog@nrdc.org>
To: David McIntosh/DC/USEPA/US@EPA
Cc: <ganeasan.arvin@epa.gov>, "Slesinger, Scott"
<sslesinger@nrdc.org>, Seth Oster/DC/USEPA/US@EPA
Date: 01/18/2011 06:23 PM
Subject: RE: follow up on prop 23 WH briefing

Here it is. Confidential and preliminary till the full national polling results can be folded in this week. It has been shared with a few select Hill staff as well. Any questions let me know.

-----Original Message-----

From: McIntosh.David@epamail.epa.gov
[mailto:McIntosh.David@epamail.epa.gov]
Sent: Tuesday, January 18, 2011 6:20 PM
To: Herzog, Antonia
Cc: ganeasan.arvin@epa.gov; Slesinger, Scott; Oster.Seth@epamail.epa.gov
Subject: Re: follow up on prop 23 WH briefing

Thanks Antonia. We'd love to see the memo. And Seth (cc'd here) hopefully will be able to attend your briefing of EPA Comms.
-David

From: "Herzog, Antonia"
<aherzog@nrdc.org>
To: David
McIntosh/DC/USEPA/US@EPA
Cc: <ganeasan.arvin@epa.gov>,
"Slesinger,



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Tools

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Final composite release 2/18/2015

EPA_0014166

Scott"

<sslesinger@nrdc.org>

Date:

01/18/2011 05:37 PM

Subject:

follow up on prop 23

WH

briefing

CONFIDENTIAL.

David,

Annie Notthoff from our SF office and Wade Crowfoot from SF EDF office along with the campaign pollster briefed Axelrod and a couple other WH staff (at their request) on the success of the prop 23 campaign last Tuesday (a similar briefing was given to select Senate staff that day and select House staff late last year).

We are right now finishing up focus group and national polling on CAA messaging. We hope to brief the WH on it Friday (nothing set up yet). It was mentioned in the prop 23 briefing and we gave them a memo summarizing the focus group results which had already been completed (do you want to see this too?). They expressed interest in hearing more.

In fact, I am currently arranging a briefing with EPA comms folks on the focus grp/polling results. Kate Smolski of USCAN got a request from the Comms Director in the EPA climate change division (Erin?) to come in and discuss any recent polling the community had done. I very much hope you can participate in that briefing too. Working on a date still.

Antonia

Antonia Herzog, Ph.D.
Assistant Director
Climate Center
Natural Resources Defense Council
1200 New York Ave. NW, Suite 400
Washington, DC 20005
202-289-2428

(See attached file: handout for Hill staff_1_10_11.docx)



r-topline memo.docx

Shira
Sternberg/DC/USEPA/US
09/19/2011 10:24 AM

To: Seth Oster
cc
bcc
Subject: Fw: memo RE: do you want a prop 23 briefing"?

The attachment has info on the country - not just CA

printers are down but I will print for you when they are working again

Shira Sternberg
Environmental Protection Agency
Office of External Affairs
sternberg.shira@epa.gov
202-525-8850 (cell)
202-564-0467 (office)

----- Forwarded by Shira Sternberg/DC/USEPA/US on 09/19/2011 10:22 AM -----

From: "Herzog, Antonia" <aherzog@nrdc.org>
To: Seth Oster/DC/USEPA/US@EPA
Cc: Shira Sternberg/DC/USEPA/US@EPA
Date: 01/26/2011 03:05 PM
Subject: memo RE: do you want a prop 23 briefing"?

Hi Seth, Good meeting you yesterday. Here is the memo I said I would send you summarizing the national poll, which was presented to EPA staff on Monday. We would be happy to do another briefing on the national poll results if that would be helpful. This memo is confidential.

Someone yesterday asked the question of how ALA ranked as a messenger and I couldn't remember the results off the top of my head. Here they are as outlined in this memo.

"Supporters of stronger pollution limits have more credibility than opponents. President Obama (49% positive, 36% negative) and the EPA (39%, 22%) are viewed more favorably than Republicans in Congress (35%, 37%). In addition, the people and organizations voters are most likely to say they trust for "information on EPA air pollution standards" include:

- ☐ The American Lung Association (51% trust a great deal);
- ☐ The Centers for Disease Control, or CDC (49%);
- ☐ The American Academy of Pediatrics (45%);
- ☐ Scientists at the EPA (43%);
- ☐ University scientists (41%);
- ☐ The American Public Health Association (39%); and
- ☐ Nurses (36%)."

-----Original Message-----

From: Oster.Seth@epamail.epa.gov [mailto:Oster.Seth@epamail.epa.gov]
Sent: Wednesday, January 19, 2011 4:16 PM
To: Herzog, Antonia; Shira Sternberg
Subject: Re: do you want a prop 23 briefing"?

Antonia -- nice to meet you, and thanks for the offer of a briefing that I'm very much looking forward to receiving. I'm copying my colleague, Shira Sternberg, who I have asked to coordinate this for us -- including getting all