

Message

**From:** Bowman, Liz [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=C3D4D94D3E4B4B1F80904056703EBC80-BOWMAN, ELI]  
**Sent:** 1/26/2018 8:29:12 PM  
**To:** Abboud, Michael [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=b6f5af791a1842f1adcc088cbf9ed3ce-Abboud, Mic]; Hewitt, James [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=41b19dd598d340bb8032923d902d4bd1-Hewitt, Jam]; Konkus, John [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=555471b2baa6419e8e141696f4577062-Konkus, Joh]; Block, Molly [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=60d0c681a16441a0b4fa16aa2dd4b9c5-Block, Moll]; Daniell, Kelsi [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=cd867173479344b3bda202b3004ff830-Daniell, Ke]; Christopher Beach [Ex. 6]; Wilcox, Jahan [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=88fd588e97d3405d869bcae98d391984-Wilcox, Jah]  
**CC:** Ferguson, Lincoln [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=08cd7f82606244de96b61b96681c46de-Ferguson, L]; Hupp, Millan [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=92cac7b684b64f90953b753a01bee0d5-Hupp, Milla]; Ford, Hayley [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=4748a9029cf74453a20ee8ac9527830c-Ford, Hayle]; Bennett, Tate [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=1fa92542f7ca4d01973b18b2f11b9141-Bennett, El]; Lyons, Troy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=15e4881c95044ab49c6c35a0f5eef67e-Lyons, Troy]  
**Subject:** SOTU Direction via WH Comms  
**Attachments:** image2018-01-26-152508.pdf

Attached, please find Administrator Pruitt's tentative line up for the SOTU, including scheduled media hits, and messages that the White House has asked us to convey. We are being asked to work these into a statement to send at the conclusion of the speech, and for tweets leading up to, during and for a day after the SOTU. Michael is working on a first draft of a statement, John, can you take a stab at incorporating these into tweets? Our focus should be how **"deregulation unleashed new optimism in the American economy"** – Lincoln/Chris, can you please send Michael any ideas you have for the statement?

We need to provide WH Comms/Cabinet Affairs with a copy of our statement and tweets **by Monday afternoon.**

**Additional information:**

- Any big press announcements between now and SOTU need to be cleared with the WH
- **Any press bookings between now and Wednesday need to be cleared by either Alexa, Caroline or Carolina.**
- **SOTU Logistics:**
  - 5:45 Cabinet officials arrive for pre-speech dinner
  - Post-Dinner – Cabinet officials in holding room, to the Right of the Hall (H219, Leader McCarthy's Holding Room)
  - 8:50 Cabinet officials line up, there will be name cards on the House floor, they will be seated by succession; no Agency staff
  - 9:01 POTUS enters; 9:10 speech starts

- Cabinet officials are to stay on the floor until after the President leaves, then proceed back to the holding room (H219). They will meet a White House communications staffer there who will staff them for press interviews.
- Press will be in the Statuary Hall from noon through the evening; Cabinet officials are asked to stay with their WH comms. Staffer for scheduled interviews, and not do any spontaneous interviews.