

To: Ford, Hayley[ford.hayley@epa.gov]
Cc: Jackson, Ryan[jackson.ryan@epa.gov]; SPI Production[SPIProduction@strategicperception.com]
From: Dianne Severson
Sent: Mon 10/2/2017 1:28:11 PM
Subject: Re: Senator Inhofe - TOP SECRET, fun request

Thank you Haley,
Just let me know what can work with your schedule this week and we'll be flexible!

Dianne Severson, Production Supervisor, Strategic Perception Inc., 3329 E 30th Place, Tulsa, OK 74114
323-873-2062 telephone, 918-512-4355 fax, <http://strategicperception.com>

From: "Ford, Hayley" <ford.hayley@epa.gov>
Date: Monday, October 2, 2017 at 8:22 AM
To: Dianne Severson <dseverson@strategicperception.com>
Cc: "Jackson, Ryan" <jackson.ryan@epa.gov>, SPI Production <SPIProduction@strategicperception.com>
Subject: RE: Senator Inhofe - TOP SECRET, fun request

I will try to have him do it before then. I'll be in touch!

Hayley Ford

Deputy White House Liaison

Office of the Administrator

Environmental Protection Agency

Room: 3309C William Jefferson Clinton North

ford.hayley@epa.gov

Phone: 202-564-2022

Cell: 202-306-1296

From: Dianne Severson [<mailto:dseverson@strategicperception.com>]
Sent: Monday, October 2, 2017 8:38 AM
To: Ford, Hayley <ford.hayley@epa.gov>
Cc: Jackson, Ryan <jackson.ryan@epa.gov>; SPI Production <SPIProduction@strategicperception.com>
Subject: Re: Senator Inhofe - TOP SECRET, fun request

Hi Hayley,

I completely understand! They can certainly film internally and send it in. Do you think we might be able to have the video clips by Thursday, 10/05?

Here are the questions/guidelines for filming. If Administrator Pruitt and Ryan Jackson could answer any or all of these in 2 - 5 sentences (15-20 seconds) each, that would be ideal. Most importantly, these are to be FUN, WITTY, LAUGHING, UNEXPECTED answers. Please send the high resolution video clips to the SPI Production email (copied here).

1 What is the most conservative thing you've seen Jim Inhofe do?

2. What is the most liberal thing you've seen Jim do?

3. What's the best example of how Jim got a liberal's goat?

4. What is the most fun you've ever had with Jim?

5. How long have you known Jim?

6. How did you meet Jim?

7. Tell us one true short story about Jim that no one will ever believe.

Many thanks to Administrator Pruitt, Ryan and to you!

Dianne

918-960-1592 - cell

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323-873-2062 telephone, 918-512-4355 fax, <http://strategicperception.com>

From: "Ford, Hayley" <ford.hayley@epa.gov>
Date: Monday, October 2, 2017 at 7:10 AM
To: Dianne Severson <dseverson@strategicperception.com>
Cc: "Jackson, Ryan" <jackson.ryan@epa.gov>, SPI Production <SPIProduction@strategicperception.com>
Subject: Re: Senator Inhofe - TOP SECRET, fun request

Hello Dianne,

I was going to reach out to you this morning but you beat me to it. We were just notified that the Administrator is needed to travel to Puerto Rico with the President tomorrow so will unfortunately not be able to attend the filming. However, we can do something internally and send to you, as I believe that was an original option. Can you send me any details you would need for us to conduct the filming ourselves? I'm so sorry for cancelling last minute but appreciate your understanding. It sounds like it will be a great film!

Sent from my iPhone

On Oct 2, 2017, at 8:04 AM, Dianne Severson <dseverson@strategicperception.com> wrote:

Good Morning Hayley,

We're looking forward to filming Administrator Pruitt and Ryan Jackson tomorrow morning at the Heritage Foundation, 7th Floor, Zimdahl Room. Do you have an idea yet of their arrival time? We currently have nobody scheduled from 9:30 - 10:30 but can make it work whenever it's convenient for them.

Food for thought. What Fred really wants from each of them is one very FUNNY and short (approx. 20 seconds) story about Senator Inhofe. Here below are a few questions to get ideas flowing if needed.

1. What is the most conservative thing you've seen Jim Inhofe do?
2. What is the most liberal thing you've seen Jim do?
3. What's the best example of how Jim got a liberal's goat?
4. What is the most fun you've ever had with Jim?
5. How long have you known Jim?
6. How did you meet Jim?
7. Tell us one true short story about Jim that no one will ever believe.

Thank you so much!

Dianne

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From: Dianne Severson <dseverson@strategicperception.com>

Date: Friday, September 15, 2017 at 4:29 PM

To: "Ford, Hayley" <ford.hayley@epa.gov>

Cc: "Jackson, Ryan" <jackson.ryan@epa.gov>

Subject: Re: Senator Inhofe - TOP SECRET, fun request

That's perfect, Thank you so much and we'll look forward to it!

Here's the address and room information:

The Heritage Foundation
7th Floor, Zimdahl Room
214 Massachusetts Ave. NE
D.C. 20002

Contact: Dianne Severson - 918-960-1592 (cell)

Thank you!

Dianne

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323-873-2062 telephone, 918-512-4355 fax, <http://strategicperception.com>

From: "Ford, Hayley" <ford.hayley@epa.gov>
Date: Friday, September 15, 2017 at 4:21 PM
To: Dianne Severson <dseverson@strategicperception.com>
Cc: "Jackson, Ryan" <jackson.ryan@epa.gov>
Subject: RE: Senator Inhofe - TOP SECRET, fun request

Hello Dianne,

I am the Administrator's scheduler and wanted to follow up with you on the below request. He would be happy to do this - what a fun surprise for Senator Inhofe. We will plan to have

him drop by the Heritage Foundation on 10/3 to film his part. The morning would be best, so I will hold 9:30-11:30 for now and then confirm as the date approaches his exact arrival time. Does that work for you?

Thank you for including him on this and have a nice weekend!

Hayley Ford

Deputy White House Liaison

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ford.hayley@epa.gov

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Begin forwarded message:

From: Dianne Severson <dseverson@strategicperception.com>
Date: September 12, 2017 at 4:04:43 PM EDT
To: Ryan Jackson <ryanthjackson@gmail.com>
Cc: SPI Production <SPIProduction@strategicperception.com>
Subject: Re: **Senator Inhofe - TOP SECRET, fun request**

Hi Ryan,

This is regarding a top secret film to honor Senator Jim Inhofe at the Weyrich Awards Dinner on October 17th. Fred Davis highly recommended that we contact you to see if Administrator Pruitt might be willing to say a word or two on camera.

This will not be your usual awards film. Fred will be directing so this is sure to be witty, colorful and memorable to say the least. As an added bonus, no prepared remarks are needed. If Administrator Pruitt can participate, Fred would have just a couple of fun questions ready for the Administrator to answer on film. Short and sweet, we promise! Won't take more than five minutes.

There are 2 ways to join in the surprise:

1) Fred will be filming at the Heritage Foundation in D.C. from 9:30 am - 4:30 pm ET on Tuesday, October 3rd. If Administrator Pruitt is available to drop in for five minutes, we can film him then with no make-up or Hollywood fuss. Just let us know what time would work best. We are very flexible.

2) If Administrator Pruitt would prefer to film something on his own (via iPhone, staff videographer etc.), we can send the two questions to him and would just need the video clip back by September 27th in order to have enough time to incorporate into the edit.

Please feel free to call me if you have any questions and thank you in advance for your help!

Dianne

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