

Message

**From:** Barry Hart [bhart@amec.org]  
**Sent:** 4/18/2017 8:55:02 PM  
**To:** Stephen A. Bell [Stephen.Bell@nreca.coop]; Graham, Amy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=26722dfde5b34925b0ad9a8dd4aff308-Graham, Amy]; Bennett, Tate [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=1fa92542f7ca4d01973b18b2f11b9141-Bennett, El]; Joe Wilkinson [jwilkinson@aeci.org]  
**Subject:** Fwd: ARC media social media response and monitoring plan for EPA visit

What do you think?

Barry

Sent from my iPhone

Begin forwarded message:

**From:** Gus Wagner <gus@reachthearc.com>  
**Date:** April 18, 2017 at 3:51:02 PM CDT  
**To:** Jim McCarty <jmccarty@amec.org>  
**Cc:** Barry Hart <bhart@amec.org>, Andy Neidert <andy@reachthearc.com>  
**Subject:** Re: ARC media social media response and monitoring plan for EPA visit

Are we good to share, now not later, the Moberly Monitor article as the supporting link for our announcement on the EPA visit...or do we want to wait for more supportive press?



Gus Wagner  
ARCmedia  
573.634.5385 | 314.603.0923 | Gus@ReachTheARC.com | <http://ReachTheARC.com>



On Tue, Apr 18, 2017 at 1:59 PM, Jim McCarty <jmccarty@amec.org> wrote:  
Good job Gus. We will post photos and video from the event as soon as possible to <https://ruralmissouri.smugmug.com/EPA-Administrator-at-Thomas-Hill/>

Jim McCarty, editor  
Rural Missouri magazine  
P.O. Box 1645  
Jefferson City, MO 65102

Ex. 6

Cell

Ex. 6

<http://www.ruralmissouri.coop><<http://www.ruralmissouri.coop/>>  
[www.facebook.com/RuralMissouri](http://www.facebook.com/RuralMissouri)<[http://www.facebook.com/RuralMissouri](http://www.facebook.com/RuralMissouri/)>  
[www.amec.coop](http://www.amec.coop)<<http://www.amec.coop/>>

Read us online:

[www.ruralmissouri.coop/digitalrm](http://www.ruralmissouri.coop/digitalrm)<[http://www.ruralmissouri.coop/digitalrm](http://www.ruralmissouri.coop/digitalrm/)>

[cid:10289D72-2118-4BC2-8851-34BE313A4977]

From: Gus Wagner <[gus@reachthearc.com](mailto:gus@reachthearc.com)<mailto:gus@reachthearc.com>>

Date: Tuesday, April 18, 2017 at 1:22 PM

To: Jim McCarty <[jmccarty@amec.org](mailto:jmccarty@amec.org)<mailto:jmccarty@amec.org>>, Barry Hart <[bhart@amec.org](mailto:bhart@amec.org)<mailto:bhart@amec.org>>, Andy Neidert <[andy@reachthearc.com](mailto:andy@reachthearc.com)<mailto:andy@reachthearc.com>>

Subject: ARC media social media response and monitoring plan for EPA visit

We'll be on-site and in our control suite monitoring the live activity online during the Administrator's visit on 4.20.17. Our plan will be to promote the feel-good activity and news from the event while countering any digital activity deemed worthy of a response with facts.

Current plan is as follows. (This is internal vB)

4/19 Messaging

POST 1

(T) We're honored that @EPAScottPruitt is taking the time to visit our Thomas Hill Energy center for himself, and hear from Member-Owners and employees directly.

<Insert Pruitt Images>

(T) Associated Electric Cooperative has been honored for its work to reclaim the 30,000-acre coal mine site — turning it into pristine wildlife habitat and farmland.

<Insert Wildlife Image>

POST 2

(F) We're glad that Administrator Pruitt recognizes the adverse economic impacts of harmful regulation, and look forward to working with his administration on proposals that protect our environment, maintain the reliability of our electric grid and promote a healthy economy. With the proper policy approach, we can meet all of these goals.

(F) Associated pursues an all of the above approaches to keeping the lights on.

- o 750 MW of wind
- o 478 MW of hydro
- o 2,753 MW of natural gas
- o 2,353 MW of Coal

<Insert image depicting energy mix>

POST 3

(T) Associated Electric's Thomas Hill energy center provides affordable and reliable power to more than 420,000 Missouri households

<Insert Image>

(T) Collectively, Missouri co-ops employ 3,541 people and empower 600,000 households and businesses consumers

4/20 Messaging

POST 1

(F) Electric cooperatives appreciate Administrator Pruitt recognizing the importance of affordable and reliable power to Missouri families and businesses. We're honored that he's taken the time to see the facility for himself and hear from us directly.

<Insert Image of Administrator Pruitt at Thomas Hill Facility>

POST 2

(F) We're glad that Administrator Pruitt recognizes the adverse economic impacts of harmful regulation, look forward to working with his administration on proposals that protect our environment, maintain the reliability of our electric grid and promote a healthy economy. With the proper policy approach, we can meet all of these goals.

<Insert Image of Pruitt with Missouri Cooperative leaders>

Live-tweeting of comments and photo-ops as available.

Follow up content on Facebook the evening of 4/20/17 highlighting images and balanced press clippings from the visit.

Comment Response Plan

· ARC will monitor commentary across available social platforms for Cooperative, EPA, @EPAScottPruitt, #EPABack2Basics, and keyword monitoring and judge worthiness for a response.

· Comments that are positive will be liked and possibly shared by the AMEC page.

· Comments that are derogatory and/or abusive will be hidden from public view.

Commenter receives no notification this hiding has happened.

Questioning comments that remain positive will be addressed with the following themes:

COMMENT: Environmental in Nature

RESPONSE: 1. Highlight Energy Mix

2. Highlight Thomas Hill restoration

COMMENT: Economical in Nature

RESPONSE: 1. Highlight cooperative employment

2. Highlight taxes paid

3. Highlight Missouri cooperative utility rate

COMMENT: Political in Nature

RESPONSE: 1. A diverse group of Missouri's elected leaders, agriculture leaders, and Member-Owners joined us in welcoming Director Pruitt to Thomas Hill.  
2. 300,000 EPA postcards with no response, but Administrator Pruitt has/will visit Missouri's Electric Cooperatives within his first 3 months on the job.  
3. Rural Missouri Voters Overwhelmingly Supported Trump  
<http://news.stlpublicradio.org/post/missouris-rural-voters-flocked-trump-fueling-statewide-gop-victories#stream/0>

NRECA SAMPLE SOCIAL POSTS:

· NEWS: Associated electric cooperative will host @EPAScottPruitt for a tour of the Thomas Hill energy center Thursday.

· Honored that he's taking the time to learn how co-ops power and empower more than 600,000 Missouri farms, businesses, homes, and schools. <INSERT COMMUNITY GRAPHIC>

· Associated Electric Co-op relies on a diverse fuel mix to keep the lights on? <http://ow.ly/o5lr30aXhoc> <INSERT ENERGY GRAPHIC>

· Did you know: The Thomas Hill Energy Center keeps the lights on for more than 420,000 households. <INSERT COMMUNITY GRAPHIC>

· With smart policy and balanced fuel mix, we can protect the environment, maintain reliability and promote a healthy economy. <INSERT ENERGY GRAPHIC>

· Associated Electric Cooperative was named "Wind Utility of the Year" for its efforts to bring Missouri's first wind farm on line. <INNOVATION GRAPHIC>

· Working for our members – not for profit – co-ops strive to be good stewards of the environment & their resources. <http://ow.ly/ACyc30aXe6z>

· Electric cooperatives are critical to a vibrant Missouri economy. <COMMUNITY GRAPHIC>

· Electric co-ops have two key missions – keeping the lights on and empowering the rural communities we serve. <http://ow.ly/Wnql30aXfKj>

[photo]  
Gus Wagner  
ARCmedia

<tel: Ex. 6> <tel: Ex. 6>  
[Gus@ReachTheARC.com](mailto:Gus@ReachTheARC.com) <mailto:Gus@ReachTheARC.com> | <http://ReachTheARC.com>  
[[https://s3.amazonaws.com/images.wisestamp.com/icons\\_32/facebook.png](https://s3.amazonaws.com/images.wisestamp.com/icons_32/facebook.png)] <<http://Facebook.com/ReachTheARC>> [[https://s3.amazonaws.com/images.wisestamp.com/icons\\_32/twitter.png](https://s3.amazonaws.com/images.wisestamp.com/icons_32/twitter.png)]  
<<http://Twitter.com/ReachTheARC>>

