

**To:** Jensen, Jay, Ex. 6 - Personal Privacy  
**From:** Loop, Travis  
**Sent:** Thur 9/25/2014 4:45:38 PM  
**Subject:** Thunderclap

Hi Jay,

I just didn't know if you were aware about our Thunderclap for Clean Water that is happening on Monday, Sept 29. Basically people agree to have a message posted on their Facebook and/or Twitter accounts on Monday at 2pm. Right now we have 840 people who have signed up and so the message will be seen by 1.7 million people. I'm trying to make this as big as possible, so anyone that can sign up and encourage others to sign up is appreciated. I know you have lots of connections all across the board that could make this even bigger. ☺

Here is the message that will be posted: "Clean water is important to me. I support EPA's efforts to protect it for my health, my family, and my community."

Here is the link to sign up:

<https://www.thunderclap.it/projects/16052-i-choose-clean-water?locale=en>

I hope I'm not out of my lane sending you this email...

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

**To:** Jimmy Hague[JHague@trcp.org]  
**From:** Loop, Travis  
**Sent:** Mon 9/15/2014 4:03:00 PM  
**Subject:** RE: Thunderclap

Thanks!

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

**From:** Jimmy Hague [mailto:JHague@trcp.org]  
**Sent:** Monday, September 15, 2014 11:17 AM  
**To:** Loop, Travis  
**Subject:** RE: Thunderclap

Travis, most of our office (including me) was traveling last week so we're a little behind on this. But I flagged it for our comms team and it sounds like we'll be participating. I'll follow up with them today to make sure we get signed up and promote it on our social media.

Jimmy

**From:** Loop, Travis [mailto:Loop.Travis@epa.gov]  
**Sent:** Monday, September 15, 2014 11:11 AM  
**To:** Jimmy Hague  
**Subject:** Thunderclap

Hey Jimmy,

Did you get my email about the Thunderclap for Clean Water? It would be awesome to get you guys signed up and to encourage your members/followers to do the same.

Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. The message will be posted on everyone's walls and feeds at the same time. Right now, based on the participants signed up, it will be seen by 1.4 million people! And we expect that number to grow a good bit over the next two week.

Here's the message that Thunderclap will post: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. [www.epa.gov/USwaters](http://www.epa.gov/USwaters)"

**Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>

Let me know! Thanks.

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**To:** Jimmy Hague[JHague@trcp.org]  
**From:** Loop, Travis  
**Sent:** Mon 9/15/2014 3:11:22 PM  
**Subject:** Thunderclap

Hey Jimmy,

Did you get my email about the Thunderclap for Clean Water? It would be awesome to get you guys signed up and to encourage your members/followers to do the same.

Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. The message will be posted on everyone's walls and feeds at the same time. Right now, based on the participants signed up, it will be seen by 1.4 million people! And we expect that number to grow a good bit over the next two week.

Here's the message that Thunderclap will post: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. [www.epa.gov/USwaters](http://www.epa.gov/USwaters)"

**Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>

Let me know! Thanks.

Travis Loop

Director of Communications  
Office of Water

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[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**To:** Steve Creech[steve.creech@wylandfoundation.org]  
**From:** Loop, Travis  
**Sent:** Mon 9/15/2014 3:09:40 PM  
**Subject:** joining our Thunderclap

Hey Steve!

I'm wondering if the Foundation and Wyland would be willing to join our Thunderclap for Clean Water?

Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. The message will be posted on everyone's walls and feeds at the same time. Right now, based on the participants signed up, it will be seen by 1.4 million people! And we expect that number to grow a good bit over the next two week.

Here's the message that Thunderclap will post: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community. [www.epa.gov/USwaters](http://www.epa.gov/USwaters)"

It would be awesome to get the Foundation and Wyland to sign up and to encourage followers to do the same (Thunderclap will give you the message to share your participation with followers after sign up). Let me know what you all think!

**Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

**To:** philippe@earthecho.org[philippe@earthecho.org]  
**From:** Loop, Travis  
**Sent:** Mon 9/15/2014 3:04:57 PM  
**Subject:** join our Thunderclap for clean water

Hello Philippe,

I hope you are well. I'm wondering if you and Earth Echo would join our Thunderclap for Clean Water.

Here's how it works: you agree to let Thunderclap post a one-time message on your social networks (Facebook, Twitter or Tumblr) on Monday, September 29 at 2:00 pm EDT. If 500 or more people sign up to participate, the message will be posted on everyone's walls and feeds at the same time. Right now the message will be seen by about 1.4 million people! We're hoping to add your followers to this number.

Here's the message we're asking you to let us post on your behalf: "Clean water is important to me. I want EPA to protect it for my health, my family, and my community.  
[www.epa.gov/USwaters](http://www.epa.gov/USwaters)"

**Sign up to join the Thunderclap for Clean Water:** <http://thndr.it/1rUOiaB>

Thanks for considering!

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**To:** Bond, Brian[Bond.Brian@epa.gov]; Ragland, Micah[Ragland.Micah@epa.gov]  
**From:** Loop, Travis  
**Sent:** Mon 9/15/2014 2:56:30 PM  
**Subject:** Help with APHA

Can you reach out to your contact at the American Public Health Association and see if they can use their Twitter account to support our Thunderclap for clean water? Basically we would love if they could sign up for their Twitter account to participate and then tweet to their followers an encouragement to participate? If how to do this is unclear I can talk to someone there. They have more than 440,000 followers so this would be a nice bump.

<https://www.thunderclap.it/projects/16052-i-choose-clean-water?locale=en>

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

**To:** Devine, Jon[jdevine@nrdc.org]  
**From:** Loop, Travis  
**Sent:** Thur 9/11/2014 8:24:36 PM  
**Subject:** Re: help with Thunderclap

Let you a voicemail around 415. Call me when it works for you.

Travis Loop  
Director of Communications  
Office of Water  
U.S. Environmental Protection Agency  
202-870-6922

On Sep 11, 2014, at 12:47 PM, "Devine, Jon" <jdevine@nrdc.org> wrote:

I'll look into it. Any word on my pending question re: the website example? If you could give me a buzz about that, I'd really appreciate it.

Jon Devine  
Senior Attorney, Water Program  
Natural Resources Defense Council  
[jdevine@nrdc.org](mailto:jdevine@nrdc.org)  
(202) 289-2361 (phone)  
(202) 289-1060 (fax)  
Admitted in Massachusetts and the District of Columbia only

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**From:** Loop, Travis [<mailto:Loop.Travis@epa.gov>]  
**Sent:** Thursday, September 11, 2014 12:20 PM  
**To:** Devine, Jon  
**Subject:** help with Thunderclap

Jon



Can you have NRDC's main twitter account sign up to participate in our Thunderclap for Clean Water and then tweet that they are participating/encourage followers to do so? It will be a nice boost. Any other groups and individuals you can help drive to participate would be great. After just 48 hours of promoting, the message will be seen by 1.1 million people on Sept 29. Let's get more!

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

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[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**To:** Devine, Jon[jdevine@nrdc.org]  
**From:** Loop, Travis  
**Sent:** Thur 9/11/2014 6:43:09 PM  
**Subject:** Re: help with Thunderclap

Awesome. Now message will be seen by 1.3 million people and we've got 17 more days to promote.

Travis Loop  
Director of Communications  
Office of Water  
U.S. Environmental Protection Agency  
202-870-6922

On Sep 11, 2014, at 2:10 PM, "Devine, Jon" <[jdevine@nrdc.org](mailto:jdevine@nrdc.org)> wrote:

You will see that we are on.

Jon Devine  
Senior Attorney, Water Program  
Natural Resources Defense Council  
[jdevine@nrdc.org](mailto:jdevine@nrdc.org)  
(202) 289-2361 (phone)  
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**From:** Loop, Travis [<mailto:Loop.Travis@epa.gov>]  
**Sent:** Thursday, September 11, 2014 12:20 PM  
**To:** Devine, Jon  
**Subject:** help with Thunderclap

Jon

Can you have NRDC's main twitter account sign up to participate in our Thunderclap for Clean Water and then tweet that they are participating/encourage followers to do so? It will be a nice boost. Any other groups and individuals you can help drive to participate would be great. After just 48 hours of promoting, the message will be seen by 1.1 million people on Sept 29. Let's get more!

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

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Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**To:** Marc Yaggi[myaggi@waterkeeper.org]  
**From:** Loop, Travis  
**Sent:** Thur 9/11/2014 6:42:24 PM  
**Subject:** RE: Thunderclap for clean water

Thanks Marc!

Travis Loop

Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

**From:** Marc Yaggi [mailto:myaggi@waterkeeper.org]  
**Sent:** Thursday, September 11, 2014 2:07 PM  
**To:** Loop, Travis  
**Subject:** Re: Thunderclap for clean water

Thanks, Travis! I'll send to our team. Hope you are well.

Sent from my iPhone

On Sep 11, 2014, at 12:32, "Loop, Travis" <[Loop.Travis@epa.gov](mailto:Loop.Travis@epa.gov)> wrote:

Hey!

Can you have Waterkeeper's main twitter account sign up to participate in our Thunderclap for Clean Water and then tweet that they are participating/encourage followers to do so? It will be a nice boost. Any other groups and individuals you can help drive to participate would be great. After just 48 hours of promoting, the message will be seen by 1.2 million people on Sept 29. Let's get more!

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

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Director of Communications  
Office of Water

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[loop.travis@epa.gov](mailto:loop.travis@epa.gov)

**To:** John Surrick - ext. 2045[JSurrick@cbf.org]  
**From:** Loop, Travis  
**Sent:** Thur 9/11/2014 4:36:05 PM  
**Subject:** Thunderclap for clean water

John,

Can you have CBF's twitter account sign up to participate in our Thunderclap for Clean Water and then tweet that they are participating/encourage followers to do so? It will be a nice boost. Any other groups and individuals you can help drive to participate would be great. After just 48 hours of promoting, the message will be seen by 1.1 million people on Sept 29. Let's get more!

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

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U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

**To:** smoyer@tu.org[smoyer@tu.org]  
**From:** Loop, Travis  
**Sent:** Thur 9/11/2014 4:34:30 PM  
**Subject:** Thunderclap for clean water

Steve

Can you have Trout Unlimited's twitter account sign up to participate in our Thunderclap for Clean Water and then tweet that they are participating/encourage followers to do so? It will be a nice boost. Any other groups and individuals you can help drive to participate would be great. After just 48 hours of promoting, the message will be seen by 1.1 million people on Sept 29. Let's get more!

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

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Director of Communications  
Office of Water

U.S. Environmental Protection Agency

202-870-6922

loop.travis@epa.gov

**To:** myaggi@waterkeeper.org[myaggi@waterkeeper.org]  
**From:** Loop, Travis  
**Sent:** Thur 9/11/2014 4:32:46 PM  
**Subject:** Thunderclap for clean water

Hey!

Can you have Waterkeeper's main twitter account sign up to participate in our Thunderclap for Clean Water and then tweet that they are participating/encourage followers to do so? It will be a nice boost. Any other groups and individuals you can help drive to participate would be great. After just 48 hours of promoting, the message will be seen by 1.2 million people on Sept 29. Let's get more!

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

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Office of Water

U.S. Environmental Protection Agency

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loop.travis@epa.gov



**To:** Devine, Jon[jdevine@nrdc.org]  
**From:** Loop, Travis  
**Sent:** Thur 9/11/2014 4:19:32 PM  
**Subject:** help with Thunderclap

Jon

Can you have NRDC's main twitter account sign up to participate in our Thunderclap for Clean Water and then tweet that they are participating/encourage followers to do so? It will be a nice boost. Any other groups and individuals you can help drive to participate would be great. After just 48 hours of promoting, the message will be seen by 1.1 million people on Sept 29. Let's get more!

<https://www.thunderclap.it/projects/16052-i-choose-clean-water>

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202-870-6922

loop.travis@epa.gov