



## Advancing Environmental Justice & Civil Rights *Media & Digital Guidance*

Thank you for joining us to honor the legacy of the environmental justice movement and announce EPA's new Office of Environmental Justice and External Civil Rights. Below is guidance on ways to amplify this announcement and share your participation during the event.

### Event Details

- Information on the launch of the Office of Environmental Justice and External Civil Rights is **embargoed until 1:00 PM ET on Saturday, September 24**. Please do not share information about the office launch social media or with media prior to this time.
  - Ahead of the event, you can talk about your general participation and promote the livestream. We've provided sample language below.

### Livestream

- The event will be livestreamed on [epa.gov/live](https://epa.gov/live) and the following EPA social media platforms:
  - **Twitter:** [@EPAMichaelRegan](https://twitter.com/EPAMichaelRegan) and [@EPA](https://twitter.com/EPA)
  - **Facebook:** [facebook.com/EPA](https://facebook.com/EPA)
  - **YouTube:** [youtube.com/EPAGov](https://youtube.com/EPAGov)

### Social Media

- Administrator Michael Regan and EPA will be sharing photo and video content about the event and announcement all day on Saturday, September 24, and we welcome any amplification.
  - **Administrator Michael Regan** on [Twitter](https://twitter.com/EPAMichaelRegan) and [Instagram](https://www.instagram.com/EPAMichaelRegan) (@EPAMichaelRegan)
  - **Environmental Protection Agency** on [Facebook](https://facebook.com/EPA), [Twitter](https://twitter.com/EPA) (@EPA), and [Instagram](https://www.instagram.com/EPAGov) (@EPAGov)
- Please feel free to share photo and video content on your own social media channels to highlight this historic event. Attached to this email are graphics to promote the event and encourage followers to watch the livestream.

### Example Social Media Posts

- **Before 1:00 PM:** Excited to join @EPAMichaelRegan in Warren County, North Carolina today for a big event on environmental justice! Tune in live at 1pm ET at [epa.gov/live](https://epa.gov/live).
- **Before 1:00 PM:** 40 years ago, the environmental justice movement was borne right here in Warren County, North Carolina. Honored to join @EPAMichaelRegan today for an event on EPA's work on environmental justice and civil rights.
- **After 1:00 PM:** EPA is elevating environmental justice to the highest levels of the agency. Proud to join @EPAMichaelRegan and other leaders for this exciting and important announcement today.



## Press

- **Open Press:** This event will be open press, and national and North Carolina media are expected to attend.
- **Press Release:** EPA will issue a press release about the event and announcement of the new office at 1:30 PM ET on Saturday, September 24. If you are planning to issue a statement, please issue at or after this time and share it with [opeeee@epa.gov](mailto:opeeee@epa.gov) and [press@epa.gov](mailto:press@epa.gov).
- **ICYMI:** EPA will issue an “In Case You Missed It” release highlighting statements about the announcement and event on Monday, September 26, and can include statements or social media posts shared with us by 11:00 AM ET that day. Please share these with [opeeee@epa.gov](mailto:opeeee@epa.gov) and [press@epa.gov](mailto:press@epa.gov).

## Key Messages

- All people – no matter the color of their skin, community they live in, or money in their pocket – have a right to clean air, clean water, and the opportunity to lead a healthy life.
- From day one, President Biden and EPA have been committed to ensuring environmental justice and civil rights are at the center of everything we do.
- Overburdened communities are looking for more than words. People need to see action to solve the health threats they see and breathe every day.
- EPA is announcing a reshaping of the agency to deliver on environmental justice and civil rights now and in the future. With the launch of a new National Program Office of Environmental Justice and Civil Rights, EPA is elevating these critical issues to the highest levels of the agency.
- This new office will put more than 200 EPA staff and billions of dollars in resources toward solving some of our most vexing pollution challenges in communities that have been underserved and overlooked for far too long.
- In the place where the environmental justice movement was born 40 years ago, EPA is committing to carrying this work forward in the decades to come.