

BOOT PRUITT CAMPAIGN LAUNCH

The success of the Boot Pruitt Campaign launch continued today, building on the work of our diverse coalition of progressive and environmental groups. **Today's breaking news from [ABC](#) triggered an avalanche of stories** documenting Pruitt's questionable living arrangements and \$40,000 trip to Morocco to advocate on behalf of the oil and gas industry.

It could not be clearer that Pruitt is unfit for public office.

The community continued to drive significant traffic to the Boot Pruitt website and Twitter account. Pick up of the Washington Post op-ed from John Podesta and coverage of **LCV's Boot Pruitt projection on EPA headquarters contributed to the** national level conversation about the effort to oust Pruitt from office and lays the groundwork for the opinion pieces from campaign leaders that will continue to run in national outlets in the coming weeks.

Finally, Members of Congress continue to help mount the case against Pruitt, with [Rep. Joe Kennedy](#), [Rep. Bonnie Watson Coleman](#) and [House Energy and Commerce Democrats](#) piling on additional tweets about Pruitt's ethical violations and failure to protect public health.

THE WEBSITE

The #BootPruitt website launched today and has had **9,303 users as of 3 PM Thursday**. That includes new, returning, and unique visitors to the website.



PROJECTION ON EPA HEADQUARTERS (LEAGUE OF CONSERVATION VOTERS)

[Washington Post](#), [NBC4 DC](#), and [E&E News](#) covered a projection on EPA headquarters sponsored by League of Conservation Voters. The projection cycled through just a few of the reasons Americans are ready to #BootPruitt on the EPA headquarters, with messages highlighting Pruitt's attacks on our health, waste of taxpayer money, and dirty dealings with the very industries his agency was created to oversee.

CAC Report: Boot Pruitt Campaign Launch

March 29, 2018

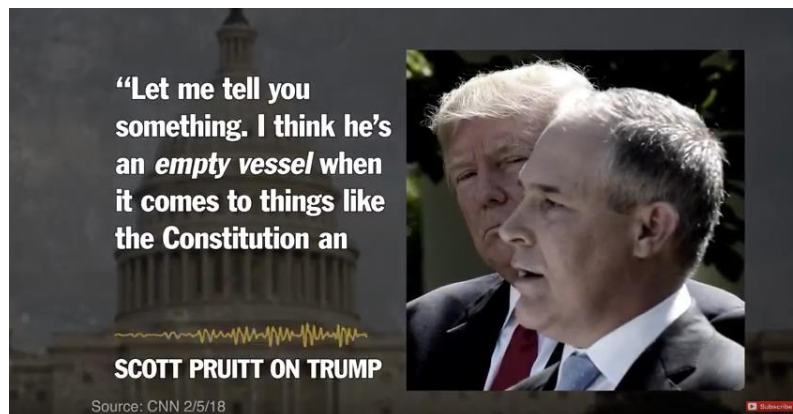
Over [12,000 people viewed a Facebook Live video](#), which featured LCV's Sarah Chieffo. In addition, the Twitter video garnered over 89,000 views, and a picture of the projection was the top post on Washington, D.C. subreddit for nearly 24 hours.



(AP Photo/Alex Brandon)

TV ADVERTISEMENTS (SIERRA CLUB)

Sierra Club began airing a [TV ad](#) on Fox and Friends and Morning Joe calling for Trump to fire Environmental Protection Agency administrator Scott Pruitt. The ads will air on Wednesday, Thursday and Friday this week. Press release [here](#).



HOMEPAGE TAKEOVERS AND TWITTER ADS (DEFEND OUR FUTURE)

Defend Our Future sponsored a six-figure digital ad buy around the launch of BootPruitt.com with homepage takeovers in *The Hill*, *Roll Call*, and *Politico*, as well as Twitter ads targeting DC insiders and policymakers that, as of Wednesday afternoon, has **40k impressions** and **1,610 engagements**, including **938 clicks** and **318 retweets**.



SOCIAL MEDIA

#BootPruitt held the **#1 trending spot for Washington, DC** on Twitter for several hours, and it's still on the trending topics list as of 5 PM. We have also counted **over 23,000 #BootPruitt Twitter mentions** as of 2 PM Thursday. @BootPruitt gained **over 120 new followers**, and over **2,500 people signed onto the petition as of 2 PM Thursday**, largely from partners promoting it in tweets. Additionally, we saw a host of notable tweets. Representatives [Grijalva](#), [Lee](#), [Lieu](#), [Brown](#), [Quigley](#), and [Sarbanes](#) all asked for Pruitt's resignation and the [Washington Post](#) used the hashtag from their main account.

EARNED MEDIA GENERATED

3/28, Washington Post: Podesta: Scott Pruitt needs to go

The mission of the Environmental Protection Agency has always been to protect human health and the environment. But since taking the helm just over a year ago, EPA Administrator Scott Pruitt has made no secret that his personal mission is to do the opposite.

CAC Report: Boot Pruitt Campaign Launch
March 29, 2018

3/30, ABC News: Democrats want details of Pruitt's DC Condo tied to lobbyist Power Couple. Reaction to the 3/29 ABC story was swift. Multiple members of Congress with oversight purview called on Pruitt to release details of his housing agreement for the flat he rented from industry lobbyists.

3/29, ABC News: EXCLUSIVE: More Cabinet trouble for Trump? EPA chief lived in condo tied to lobbyist 'power couple'

For much of his first year in Washington, President Trump's EPA Administrator Scott Pruitt occupied prime real estate in a townhouse near the U.S. Capitol that is co-owned by the wife of a top energy lobbyist, property records from 2017 show.

3/29, Salon: Trump's EPA chief lived in condo co-owned by top energy lobbyist's wife

President Donald Trump's Environmental Protection Agency head is in hot water for spending much of his first year in Washington, D.C. living in a Capitol Hill townhouse co-owned by the wife of a major energy lobbyist.



3/28, Washington Post: The Energy 202: EPA chief fires back on flight costs as #BootPruitt campaign revs up

Environmental Protection Agency chief Scott Pruitt flew through a storm of criticism over his use of first-class flights in the last month. Now Pruitt has emerged to throw some lightning bolts of his own. In radio interviews over the past week, Pruitt has pushed back against criticism from environmentalists and Democrats that he is spending too much on travel.

3/28, The Hill: Greens launch campaign to get Pruitt fired

A coalition of environmental groups is teaming up for a multi-pronged campaign to try to get Environmental Protection Agency (EPA) head Scott Pruitt fired or to resign. The groups, including the Sierra Club, Green For All and Center For American Progress Action, are dubbing its campaign "Boot Pruitt."

3/29, E&E News: Greens push Pruitt to quit in big letters

An environmental group projected messages onto U.S. EPA headquarters last night calling on Administrator Scott Pruitt to resign.

3/29, NBC4 DC: GROUP WANTS EPA CHIEF SCOTT PRUITT GONE (TV CLIP)

3/28, Politico: Morning Energy: GREENS TRY TO GET TRUMP'S ATTENTION

Environmental and progressive advocates today launch a campaign to unseat Pruitt, with ads aimed right at President Donald Trump. The Sierra Club is running "Boot Pruitt" spots through Friday on "Fox & Friends" and "Morning Joe," shows watched by the president.

3/29, Politico: Playbook Power Briefing: HMM... -- "More cabinet trouble for Trump? EPA chief lived in condo tied to lobbyist 'power couple',"

by ABC News John Santucci, Matthew Mosk and Stephanie Ebbs: "For much of his first year in Washington, President Trump's EPA Administrator Scott Pruitt occupied prime real estate in a

CAC Report: Boot Pruitt Campaign Launch
March 29, 2018

townhouse one block from the U.S. Capitol that is co-owned by the wife of a top energy lobbyist, property records from 2017 show.

3/29, Politico: Afternoon Energy: DEALING WITH LANDLORD ISSUES

EPA Administrator Scott Pruitt's landlord problems probably aren't the same as most people. According to a report from ABC News, the wife of a lobbyist with connections to the EPA administrator rented a Capitol Hill townhouse to Pruitt.

3/28, EFE Newswire: Diez grupos ecologistas piden la renuncia del jefe de Medioambiente de EE.UU.

Diez grupos ecologistas de Estados Unidos iniciaron hoy una campaña para forzar la renuncia del administrador de la Agencia de Protección Medioambiental (EPA), Scott Pruitt, un escéptico del cambio climático que está siendo investigado por malgastar fondos públicos.

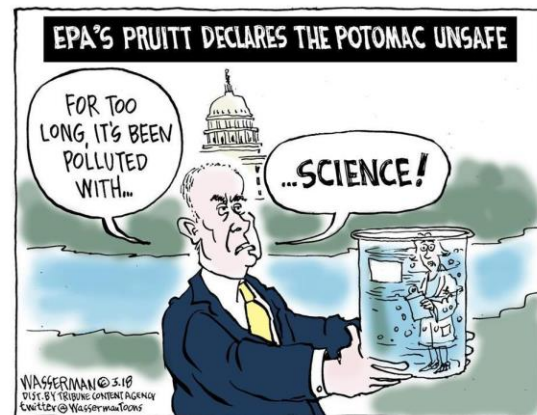
3/28, St. Louis Dispatch (reprinted from the Washington Post): EPA chief fires back on flight costs as #BootPruitt campaign revs up

Environmental Protection Agency chief Scott Pruitt flew through a storm of criticism over his use of first-class flights in the last month. Now Pruitt has emerged to throw some lightning bolts of his own.

3/28, Boston Globe: Cartoon: Scott Pruitt takes on pollution in Washington

3/28, E&E News: Pruitt foes buy ad time during Trump's favorite TV shows

Environmental groups are taking their campaign to force U.S. EPA Administrator Scott Pruitt from office to a new domain: President Trump's television screen. Ten green organizations have banded together to launch a new effort aimed at removing Pruitt. The "Boot Pruitt" campaign begins today with the Sierra Club running television ads on what are considered Trump's favorite morning shows, Fox News' "Fox & Friends" and MSNBC's "Morning Joe."



3/28, ABC News: Environmental groups launch ads on Fox & Friends to 'boot Pruitt'

A group of environmental advocacy groups has launched a campaign to push Environmental Protection Agency Administrator Scott Pruitt out of office this week. The Sierra Club, League of Conservation Voters, and Natural Resources Defense Council and other groups launched the "Boot Pruitt" campaign Wednesday with a website, Twitter account and commercials strategically placed during the president's preferred morning news program Fox & Friends and also on MSNBC's Morning Joe.

3/28, Grist: The first coordinated effort to boot Pruitt from the EPA just launched

A coalition of 10 progressive and environmental groups are launching a campaign Wednesday saying President Donald Trump's EPA Administrator Scott Pruitt needs to go. The campaign, which is spearheaded by the Sierra Club, the Natural Resources Defense Council, Green Latinos, Defend Our Future, Hip Hop Caucus, and others, includes many of the groups that have been out front protesting Pruitt and the Trump administration.

March 29, 2018

3/28, el Economista America: Diez grupos ecologistas piden la renuncia del jefe de Medioambiente de EE.UU.

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3/28, Prensa Latina: Grupos ecologistas de EE.UU. buscan echar al jefe de la EPA

Una coalición de grupos ecologistas de Estados Unidos comenzará hoy el lanzamiento de comerciales y anuncios como parte de una campaña que busca sacar del puesto al jefe de la Agencia de Protección Ambiental (EPA), Scott Pruitt. La iniciativa, bautizada como Boot Pruitt (Echar a Pruitt) incluye a organizaciones como Sierra Club, Green For All y Center for American Progress Action, precisó el portal digital The Hill.

3/29, The Slot (Jezebel): Bad Oil Man Lived in Bad Oil Condo

Where do you imagine EPA administrator Scott Pruitt goes home at night? A concrete basement filled with finger paintings of Charles and David Koch? A remote forest cottage haunted by the demanding ghost of Rumpelstiltskin? A sweat lodge? A sensible two-bedroom in Arlington? Wrong! For most of his first year in D.C., ABC News reports, Scott Pruitt lived in a townhouse that is co-owned by the wife of energy lobbyist J. Steven Hart.

3/29, Daily Beast: EPA Chief Scott Pruitt Rented Condo Co-Owned by Energy Lobbyist's Wife: Report

Environmental Protection Agency chief Scott Pruitt lived in a Capitol Hill condo last year that is co-owned by the wife of a top energy lobbyist, according to an ABC News report. Vicki Hart, the property's co-owner, and her husband, energy lobbyist J. Steven Hart, have been called a "lobbyist power couple."

3/29, Washington Examiner: Scott Pruitt rented a condo co-owned by wife of energy lobbyist: Report

Environmental Protection Agency Administrator Scott Pruitt spent some of his first year in office living in a Washington townhouse that is co-owned by the wife of an energy lobbyist, according to a report Thursday.

3/28, Mother Jones: Scott Pruitt's "Dirty Dealings" Stir a Campaign to Oust Him From the EPA

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3/28, Newsmax: EPA's Pruitt 'Dumbfounded' by Travel Criticism Amid Campaign

Environment Protection Agency (EPA) head Scott Pruitt is firing back against criticism of his travel habits, saying he's "dumbfounded" by the attacks and calling the reports "gratuitous" amid a growing campaign to get him ousted, The Washington Post reports.

3/28, The Western Journal: Climate Activists Try Strange Tactic To Push Trump To 'Boot' EPA's Scott Pruitt

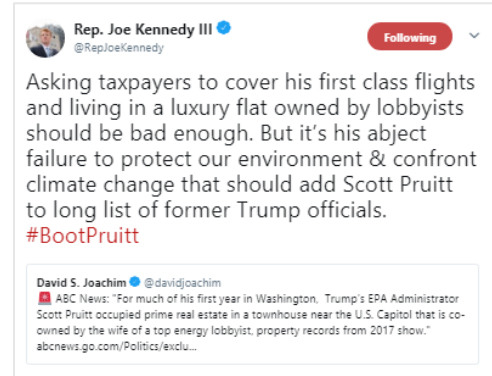
Environmentalists have launched their latest attempt to get Environmental Protection Agency Administrator Scott Pruitt fired, buying air time on cable news shows President Donald Trump is known to watch. The Sierra Club aired a TV ad on MSNBC's "Morning Joe" and Fox News' "Fox & Friends."

ALLIES ON THE HILL

Ten members of Congress, the House of Representatives [Sustainable Energy & Environment Coalition \(SEEC\)](#), and the House Committee on Energy and Commerce have **tweeted that it's time to #BootPruitt**:

Rep. Frank Pallone (NJ-6): FACT: @EPAScottPruitt is currently under THREE separate investigations. He needs to be held accountable for his failures at @EPA.

Rep. Joe Kennedy (MA-4): Asking taxpayers to cover his first class flights and living in a luxury flat owned by lobbyists should be bad enough. But it's his abject failure to protect our environment & confront climate change that should add Scott Pruitt to long list of former Trump officials. #BootPruitt



Rep. Bonnie Watson Coleman (NJ-12): Scott Pruitt is jeopardizing the health and security of our nation because he would rather count the cash that corporate polluters are throwing at him rather than the lives he is endangering. #PollutingPruitt has got to go. #BootPruitt

Rep. Bobby Rush (IL-1): #PollutingPruitt has not only wasted taxpayer funds but he's wasting our time. He has jeopardized public health and the environment. He has failed the EPA and it's time to hold him accountable. #BootPruitt

Rep. Alma Adams (NC-12): .@EPAScottPruitt has proposed drastic budget cuts @EPA programs that protect Americans' health – all while wasting \$\$\$ on luxury & paranoid privacy measures. It's time for answers. #BootPruitt

Rep. Earl Blumenauer (OR-3): EPA Administrator Scott Pruitt has to go. He has failed to protect your health, failed to safeguard the environment, and failed to follow the law. He is unfit to lead the EPA. #BootPruitt

Rep. Barabara Lee (CA-13): As EPA Administrator, Scott Pruitt has undermined climate and public health protections, jeopardized the health of communities of color, and wasted taxpayer \$\$ on luxury travel. It's time to #BootPruitt #LetusBreathe

Rep. David Price (NC-4): From misusing taxpayer dollars, to violating lobbying laws, to denying the impact of climate change, Scott Pruitt has put his own toxic agenda above his agency's mission to protect public health and the environment. It's time to #BootPruitt

CAC Report: Boot Pruitt Campaign Launch
March 29, 2018

Rep. Raul Grijalva (AZ-3): While the families of Flint, Michigan still await clean water, #PollutingPruitt installs a secret phone booth & flies first class around the world. Prioritizing extra leg room over the public health of the American people means it's time to #BootPruitt.

Rep. John Sarbanes (CA-3): @EPAScottPruitt's tenure: ✓ Fundraisers with Big Oil and Gas. ✓ Secret meetings with political donors. ✓ Hiding the science. ✓ Blocking efforts to protect public health. ✓ First-class flights on the taxpayer's dime. ✓ Under federal investigation. It's time to #BootPruitt

Rep. Ted Lieu (CA-33): Since taking office, @EPAScottPruitt has put the health of California at risk every day with his toxic agenda. Enough is enough – it's time for him to go. #BootPruitt

Rep. Mike Quigley (IL-5): We have a moral obligation to ensure future generations have access to #cleanair #cleanwater and a safe, stable #climate. It's time to #BootPruitt so that @EPA can get back to protecting all Americans, not shielding the Administration's polluting friends.

Rep. Anthony Brown (MD-4): .@EPAScottPruitt wants to roll back vehicle greenhouse gas standards, paying no mind to how dirty air impacts the 25 million Americans who have asthma - 6 million of whom are children - or how this rollback will cost Americans more at the pump. It's time to #BootPruitt

