

CAC Update: Pruitt Senate Hearing on May 16 May 17, 2018

Overview

The Climate Action campaign coordinated community efforts around EPA Administrator Scott Pruitt's testimony in front of the Senate Appropriations Subcommittee on the Interior, Environment, and Related Agencies on May 16, 2018. This is an initial report of campaign activity around the hearing. A more comprehensive final wrap-up will be circulated in the coming days.

The community pushed senators on the subcommittee to question Pruitt about the over 15 federal investigations he's currently under, and campaign partners amplified on social media and in national and local press the narrative that Pruitt has misused government resources and has responded to questioning dishonestly.

Select News Headlines

5/16, *Politico*: [Senator to Pruitt: EPA meddling in health study 'unconscionable'](#)

5/16, *CNBC*: [Embattled EPA chief Scott Pruitt tripped up in Senate testimony over security request](#)

5/16, *Washington Post*: [Scott Pruitt admits top aide helped him search for housing but 'on personal time'](#)

5/16, *New York Times*: [Democrats Sharpen Focus as Scott Pruitt Testifies Again on Capitol Hill](#)

5/16, *Yahoo News*: [Scott Pruitt, EPA chief, bobs and weaves, but Democrats still land blows in Senate hearing](#)

Sen. Udall Press Conference

Sen. Udall (NM), ranking member of the Senate Appropriations Subcommittee on Interior, Environment, and Related Agencies and **Sen. Van Hollen (MD), and advocates held a press availability immediately following Pruitt's hearing.** In their comments, Sens. Udall and Van Hollen followed up their tough hearing questioning with continued focus on Pruitt's ethical transgressions.

NBC and ABC had cameras at the press conference, and reporters for numerous national outlets were in attendance, including the *New York Times*, *Mother Jones*, *CNN*, *E&E News*, *Yahoo News*, *Vox*, and *Inside EPA*.

Van Hollen's press release issued Wednesday focused on **Pruitt's creation of a legal defense fund** to help pay for legal fees resulting from the numerous investigations into Pruitt's actions.

Social Media

#BootPruitt reached **nearly 3,000 hashtag mentions on Twitter throughout the day**, and Pruitt's name was trending on Twitter before noon with **more than 32,000 mentions**.



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Tweets from [@BootPruitt](#) saw more than 410,000 impressions on Wednesday.

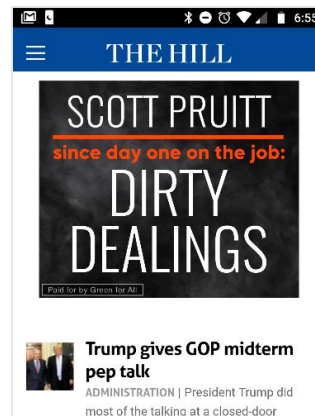
[@ABC](#), [@kylegriffin1](#) (MSNBC journalist), and [@rebleber](#) (Mother Jones Reporter Rebecca Leber) tweeted coverage of the hearing.

CAC Digital circulated social guidance and graphics related to Pruitt's Senate proceedings throughout the day, along with notable Tweets from [Rep. Don Beyer \(VA-8\)](#), [Sen. Leahy \(VT\)](#), [Rep. DeSaulnier \(CA-11\)](#), [Sen. Merkley \(OR\)](#), [Rep. Rush \(IL-1\)](#), [Rep. Lujan \(NM-3\)](#), [Rep. Grijalva \(AZ-3\)](#), [Energy Commerce Dems](#), [Rep. Moms Clean Air Force](#), [Center for American Progress Action Fund](#), [League of Conservation Voters](#), [314Action](#), [Sierra Club](#), [350.org](#), [Green For All](#), [Taxpayers for Common Sense](#), [Save the EPA](#), [American Rivers](#), [Natural Resources Defense Council](#), [Alaska Wild](#), and [Climate Nexus](#) for community amplification.

Paid Media

Green For All Homepage Takeover of *The Hill*

Green For All sponsored a homepage takeover ad on *The Hill's* desktop website and mobile site (both pictured below). Green for All also sponsored a social media ad buy that promoted their [Boot Pruitt petition page](#).



Mi Familia Vota TV Ads

Mi Familia Vota launched a [TV ad on Fox & Friends and Morning Joe](#). The ad highlighted Scott Pruitt's clear corruption and called on booting Pruitt, and it aired twice on the *FOX News* and *MSNBC* segments. [Mi Familia Vota](#) is a national civic engagement organization that unites Latino, immigrant, and allied communities to promote social and economic justice through citizenship workshops, voter registration, and voter participation.



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Opinion Media

News outlets in Florida and Tennessee published op-eds by Taxpayers for Common Sense President Ryan Alexander.

5/11, Orlando Sentinel: [Rubio should grill EPA's Pruitt on waste of taxpayer money](#)

5/11, The Commercial Appeal (Memphis, TN): [Scott Pruitt's EPA \(Extravagance Protection Agency\)](#)

Patch-through Calls

CAC generated a total of 2,000 calls from conservative constituents into Senate Republican offices. We asked callers to first identify themselves as conservatives before either thanking them for having been critical of Pruitt or asking them to be vocal at the hearing.

Taxpayers for Common Sense, with support from NRDC, generated “thank you” calls to Sens. Kennedy, Collins, and Boozman thanking them for speaking out against Pruitt's spending, and asking them to continue to do so.

Environmental Defense Fund drove calls to six Republican members of the Senate Appropriations Subcommittee on the Interior, Environment, and Related Agencies (Sens. Moore, Capito, Murkowski, Alexander, Blunt, and Rubio). Calls to Murkowski, Alexander, Blunt and Rubio urged them to ask Pruitt about his outrageous spending at the hearing, while calls to Moor Capito thanked her for speaking out against Pruitt's spending and asked her to continue at the hearing.

Campaign Partner Senate Office and Press Outreach

Ahead of the hearing, **Moms Clean Air Force conducted in-person meetings with nearly all members** of the Senate Committee on Appropriations Subcommittee on the Department of the Interior, Environment, and Related Agencies, except for Sen. McConnell, to request that they take their opportunity to seriously question Pruitt about his inappropriate spending.

The heads of **GreenLatinos, National Medical Association, and The Dream Corps released statements** to the press ahead of the hearing.

Leading up to the hearing, **Taxpayers for Common Sense pushed a message of disapproval over Pruitt's actions and waste of taxpayer money** through direct outreach to decision makers, social media engagement, and op-eds in specific states.

Montana coalition members, including organizers from Montana Conservation Voters and Moms Clean Air Force, met with reporters from local outlets like the *Livingston Enterprise*, *Billings Gazette*, and *AP Montana Capitol Bureau* prior to the hearing.

In an interview with KY3 News (Springfield's NBC affiliate), Sierra Club organizer Jennifer Conner framed her answers to questions about EPA delays in enforcing public health safeguards on exposure to formaldehyde with Boot Pruitt messaging. *KY3 TV* is in Springfield, which is the home area of Sen. Blunt, a member of the subcommittee holding the hearing.