

**From:** Larry Kraft <[LKraft@stlouispark.org](mailto:LKraft@stlouispark.org)>  
**Sent:** Thursday, January 20, 2022 2:07 PM  
**To:** Emma Pierson <[epierson@gpisd.net](mailto:epierson@gpisd.net)>; Lola Schoenrich <[lschoenrich@gpisd.net](mailto:lschoenrich@gpisd.net)>  
**Subject:** Important updates and tasks (Climate Emergency campaign and MN Cities Climate Caucus)

**Caution:** This email originated outside our organization; please use caution.

All,

The media coverage of the climate emergency campaign has begun. We saw a story in the Star Tribune [about St. Paul on Jan 13th](#) and then a [front page story about the overall effort today](#). MPR has also called and spoken to a few of us and should be running a news story later today, and may do something on one of their more in depth programs in the next several days as well.

A few key tasks and points:

- **Share with your state legislators:** Especially if you're in a city that has done a resolution or proclamation, please share it, any press release you do, and perhaps the [Star Tribune story](#) with your State House and Senate representatives. I am going to ask ours to proactively look for opportunities to support MN cities' climate work, especially with the budget surplus and federal money coming in.
- **Share with your federal representatives:** Send it to your congressperson as well as [Amy Klobuchar](#) and [Tina Smith](#).
- **Press releases for local press:** Please still do these if it makes sense for you. We know there are still several cities whose actions happen next week. Share with us if you do a press release.
- **Still working on a resolution?** We know that several cities actions are next week and that for some of you, it will take more time. That's OK, please do it when you can. Having more cities on board over the next few months will show momentum.
- **Not doing a resolution:** We understand it didn't work for many cities to be part of this. We welcome your participation as we move forward, share best practices, and use our collective power to increase focus and resources on climate change and sustainability throughout our state.

Our **next meeting will be on Wednesday Feb 2nd at 4pm**. Let Emma or me know if you need an invite to that meeting.

Larry

**From:** Larry Kraft <[LKraft@stlouispark.org](mailto:LKraft@stlouispark.org)>  
**Sent:** Tuesday, December 21, 2021 2:25 PM  
**To:** Julie Strahan <[Julie.Strahan@cityofroseville.com](mailto:Julie.Strahan@cityofroseville.com)>  
**Subject:** Climate Emergency Campaign - check in

**Caution:** This email originated outside our organization; please use caution.

Hi Julie,

I hope you're well. I'm checking in on how you're doing with the Climate Emergency resolution. Let me know if there's anything I can do to help.

If it is progressing, can you let me know a target date for when it would come before council for adoption? And then we'd also be looking for a spokesperson for the statewide media outreach (media plan is in the email below - which you should have also received from me last week).

Oh - and Happy Holidays!

Best,  
Larry

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**From:** Larry Kraft <[LKraft@stlouispark.org](mailto:LKraft@stlouispark.org)>  
**Sent:** Friday, December 17, 2021 5:01 PM  
**To:** Emma Pierson <[epierson@gpisd.net](mailto:epierson@gpisd.net)>; Lola Schoenrich <[lschoenrich@gpisd.net](mailto:lschoenrich@gpisd.net)>  
**Subject:** Climate Emergency Campaign - communications plan and timeline - and notes/video from last meeting

Lots to share in this email.

- First, here are the [notes](#) and [video recording](#) from the last Climate Caucus planning meeting on Dec 1st.
- Our next meeting, and the last one before the media outreach begins, is on **January 5th at 4pm**. If you need an invite for the meeting, let Emma know ([epierson@gpisd.net](mailto:epierson@gpisd.net)).
- We'll be reaching out to each city involved to see how things are going and also to get a spokesperson identified for the media outreach part of this. You're also welcome to continue to use [this form](#) for status updates.
- Here is [a link to the communications plan](#) (thanks to everyone that gave feedback and the small team that worked on this). Below is the timeline for media (it's included in the comms plan, but am copying it here as well).

**Please be careful with the communications plan.** Obviously, share it with who needs to see it in your communities, but please don't send it out widely.

**Chart with timing, tactics and ownership (*from the communications plan*)**

Timing	Tactic	Tasks	Owner	Status
Week of Jan. 3	Media pitching	Becky at GPI to pitch large story to Strib and MPR with embargo dates of Jan. 23 and 24	Becky	
	Spokespeople identification	Communities to identify spokespeople and send to Larry/Lola	Community Reps/Larry & Lola	
Week of Jan. 10	News release template for customization by communities	GPI to draft news release template for customization by communities. Release will be distributed for use the week of Jan. 17. Release will not be issued until week of Jan. 24	Becky	
	Talking points for customization by communities	GPI to draft talking points for customization by communities		
	Outreach to partner agencies/orgs	Community/GPI contacts to brief partner agencies/orgs on plans and gauge and report willingness to engage on social	Communities, GPI	
Week of Jan. 17	Press release and talking points templates to communities	GPI to send press release and talking points templates to communities. Embargo on items until Jan. 24	GPI to distribute	

	Social media posts	GPI to send suggested social media posts to communities		
Jan. 23/24	Broad media coverage	Kickoff of media coverage of broad caucus and efforts	Becky	
Week of Jan. 24	Local news releases and interviews	Communities to issue news releases and conduct interviews with local-to-them media	Local communities	
	Social media	Local communities to post on their respective social media channels	Local communities	

Lastly, here's key campaign info. I imagine everyone has these, but they are repeated here for convenience:

- [1-pager campaign overview](#)
- [Declaration / Resolution template](#) (for customization)
- Informational webinar [video recording](#), [PDF of slides](#), and [Google Slides version](#) (use as you need to)

Let Emma, Lola, or me know if you have any questions.

Happy Holidays to all!

Larry