

CONTENTS

**GLOBAL CLIMATE COALITION
COMMUNICATIONS PROGRAM**

OCTOBER 1994 - DECEMBER 1995

Prepared for the GCC Board

July 11, 1995

CONTENTS

Communications Program Overview	Tab 1
Major Accomplishments (October 1994 - May 1995)	Tab 2
Outline of Post COP Communications Plan and Budget Summary (June 1995 - December 1995)	Tab 3
Post COP Communications Plan (June 1995 - December 1995)	Tab 4
Sample Materials	Tab 5

MAJOR ACCOMPLISHMENTS - OCT. 1994 - MAY 1995

The following are highlights of the GCC Communications Committee's accomplishments between October 1994 and May 1995.

- **Print Coverage:** A total of 115 articles mentioning the Global Climate Coalition were printed in this nine month period. Highlights include:

The Washington Post	USA Today
The New York Times	The Journal of Commerce
Business Week	Nature
- **Press Briefings:** GCC held eight press briefings in New York, Washington, DC and Berlin in the first four months of 1995 to educate reporters on the deliberations at INC-11 and COP-1. Not only were these briefings well attended, but they also attracted high-profile reporters from key news outlets such as:

Washington Post	Business Week
Washington Times	Fortune
San Francisco Chronicle	Radio France International
Journal of Commerce	Radio Suisse International
Associated Press	WPIX-TV Channel 11, New York
Reuters	WWOR-TV Channel 9, New York
United Press International	
- **Materials:** In addition to bi-monthly editions of the Climate Watch newsletter, the following special materials were produced:
 - "Climate Change: Your Passport to the Facts"
 - "Changing Weather: Facts and Fallacies About Severe Weather and Climate Change"
 - Video news release on Voluntary Industry Initiatives
- **Radio Coverage:** During COP in Berlin, domestic radio talk shows in selected markets and radio news networks were used for periodic reports on activities on the floor of the UN conference. In particular, feeds were sent to:
 - IMS Radio, Washington, DC (IMS has 300 radio stations nationwide)
 - "Dateline Washington" on Radio America (Is picked up by 12 stations nationwide)
 - The Rush Limbaugh Show (Heard on more than 600 stations nationwide)Numerous radio interviews were held and we received coverage from several leading stations, including:

CBS International Dateline	Paul Harvey News and Comment
WABC - New York	NPR "All Things Considered"
WAVA - Washington, DC	KKHT - Houston, TX
U.S. Radio - Dallas, TX	WXXI - Rochester, NY
Radio America Network	WISN Radio - Milwaukee
- **Television Coverage:** During COP in Berlin, broadcasts were carried to 11 million households and into congressional offices via the U.S. Congress cable system on the National Empowerment Network (NET). During week one, NET devoted five separate programs to COP-1.
- **Op-Eds:** Three op-eds were written and placed including those in The Washington Times and the Journal of Commerce.
- **Letters to the Editor:** Two letters to the editor from John Shlaes were placed including one in USA Today and one in the Journal of Commerce.

POST COP COMMUNICATIONS PLAN

June 1995 — December 1995

Strategy & Program Outline

STRATEGY

The modified communications strategy is to:

- **Personalize and localize grassroots concern about the potentially serious economic consequences for the nation and her people—for communities and for families—if certain proposals for post-2000 climate change mitigation are mandated.**
- **Create among U.S. business and industry leaders a better understanding of the negative consequences that United Nations mandates and GHG restrictions like those proposed by the small island states might portend for a broad array of American concerns.**

The goal is to have selected members of Congress—ideally key members of critical House and Senate Committees—begin hearing their constituents' concerns about a future that could include significantly higher energy costs, major changes in lifestyles, threats to livelihoods, and anti-competitive international trade practices, to name a few of the possible problems that could be created for U.S. citizens by international bureaucrats elected by no one. In turn, this should provide support for efforts by the Federal Affairs Committee to stimulate greater interest among members of Congress, to educate them and their principal committee staff members, and to promote a greater degree of oversight through hearings and direct contacts with the Administration.

MESSAGES

- **Economics** -- loss of jobs, higher energy costs, diminished competitiveness
- **Sovereignty** -- America concedes energy/environmental policy to international bureaucracy
- **Science** -- continued uncertainty of the science

AUDIENCES

- **Congress:** -- Senators/Representatives, their staff /constituents in no more than ten target regions
- **The Media:** -- Print/trade/broadcast media in target regions and key national reporters
- **Businesses:** -- use economic studies to develop allies and grassroots spokespersons

GRASSROOTS ACTIVITIES: Focus on no more than ten regions in an effort to reach key Congressional leaders (TBD in consultation with the Federal Affairs Committee). Activities will include: developing a written description of each region (major employers, etc.), recruiting local spokespersons for meetings with editorial boards and business groups, media mailings to print and broadcast media, placing calls and scheduling interviews.

NATIONAL ACTIVITIES: Continue the progress we have made with reporters nationwide, while narrowing the focus to key business, environmental and science reporters in the top 25 media markets. Third party recruitment, speaking opportunity identification and op-ed placement efforts will continue, although with a new emphasis on economists, experts on the United Nations and public health experts.

INTERNATIONAL ACTIVITIES: Activities will focus on "advancing" international meetings by identifying reporters likely to attend and providing them with appropriate background materials. Logistical support and materials will be provided to GCC members who schedule meetings with foreign-based reporters. Support GCC efforts to identify sympathetic business organizations to assist in delivering key messages at international meetings.

EMERGING ISSUES RESEARCH: An issue paper on public health issues and climate change will be prepared, a focus group will be conducted to identify important emerging issues impacting the GCC and to test GCC communication messages, and other emerging topics will be tracked.

PROGRAM SUPPORT: Background materials, such as a pocket-sized economic facts book and the *Climate Watch* newsletter. Harrison will continue to provide counsel, logistical assistance, program oversight and other support activities. (Combines materials development, newsletter production & management tasks)

CONTINGENCY FUND: To respond to unforeseen opportunities or challenges.

BUDGET SUMMARY

Pre COP Communications Plan (October 1994 - May 1995)	\$430,000
Post COP Communications Plan (June 1995 - December 1995)	<u>\$200,000</u>
Total 15 Month Communications Program Budget	\$630,000

DONORS

American Automobile Manufacturers Association

American Petroleum Institute

Association of American Railroads

Edison Electric Institute

Global Climate Coalition

National Mining Association

Southern Company

GLOBAL CLIMATE COALITION

Communications Program 1995 Extension Program Plan and Budget

Background

With completion of the first Conference of the Parties in Berlin in April the United Nations edged closer to a regime of restrictions on emissions of greenhouse gases. The "Berlin Mandate" set in motion a process that essentially will lead to defined targets and timetables for the developed countries to reduce GHGs in the post-2000 period.

In supporting the mandate the U.S. government delegation showed clearly that the Administration has not departed from its position that the Framework Convention on Climate Change is inadequate to control greenhouse gases and that additional requirements are justified, a position fundamentally at odds with the GCC's. There is no reason to believe that direct representations alone by business and industry to the State Department and the other agencies involved will appreciably alter the U.S. position except, perhaps, at the margin.

Moreover, the window for influencing U.S. decisions on future UN actions is relatively narrow. During the next 18-24 months there will be a number of critical decision points as the Parties to the FCCC advance toward the COP's 1997 deadline for elaborating new policies and measures. Whatever impetus for change that may be created will have to be done quickly. For that reason, members of Congress may be the most effective influence on the Administration's policy moves at future UN meetings.

Whether—and the extent to which—U.S. business and industry will be required to adhere to any future UN requirements for managing GHG emissions under the FCCC may depend upon the degree to which Congress exercises oversight of the State Department team negotiating climate change issues in the international arena and whether any changes in FCCC requirements that may be approved by the COP will be subject to congressional approval before taking effect in this country.

The goal of the communications program from its inception has been to heighten awareness of the global climate change debate and to educate targeted audiences—particularly the media—about the complexities of the issue, with emphasis on improving their understanding of the scientific uncertainties that surround it. There has been little analysis or debate on the potentially disastrous

economic consequences of proposals to reduce GHGs. If the GCC's strategy is to focus more on Congress, the communications program also needs to do so

With these considerations in mind, the Communications Committee organized a brainstorming session to consider how the GCC communications program should be modified to best serve the long-term interest of the coalition. A cross section of GCC members and committees—including representatives of the Federal Affairs, Science, Economics and Operating committees—devoted a day to discussing strategy and tactics for the future.

This program plan and budget, which covers the period to the end of 1995 when current funding expires, represents a distillation of that process as further refined by the Communications Committee and the group of donors who fund the communications program, working closely with representatives of the E. Bruce Harrison Company. It constitutes the group's recommendations for continuing the program through the balance of 1995.

Communications Plan

The sheer inertia of the international diplomatic process cannot be underestimated. Dozens of UN agencies, international organizations and environmental special interest groups are driving events—regardless of economic costs and remaining scientific uncertainties—toward a conclusion that is inimical to the interests of the GCC and the U.S. economy.

In developing this revised plan, the Communications Committee assumed the following:

- **The GCC's goal is to prevent the imposition of unreasonable restrictions on greenhouse gas emissions in the United States.**
- **The GCC's domestic strategy is to continue direct contacts with the Administration and to bring to bear greater Congressional and public scrutiny of key economic, science and policy aspects of the issue.**

In determining how the communications program should be altered to reflect post-COP factors, the Committee took into consideration the following:

1. The economic consequences of future actions by the COP are likely to attract more attention than statements about scientific uncertainties, especially if the economic stakes can be made apparent to "people on Main Street."
2. There are no climate change legislative measures on which Congress can focus, so the GCC must work to create legislative interest.

3. GCC budget considerations dictate that communications efforts over the balance of the year be more sharply focused.

The committee also assumes that it will be working closely with the Federal Affairs Committee in furthering congressional objectives, that the Economics Committee will provide key information needed to carry the economics message effectively to the grassroots, and that all GCC member organizations will provide maximum support in furtherance of grassroots efforts.

Communications Strategy

The recommended communications strategy is:

- **Personalize and localize grassroots concern about the potentially serious economic consequences for the nation and her people—for communities and for families—if certain proposals for post-2000 climate change mitigation are mandated.**

- **Create among U.S. business and industry leaders a better understanding of the negative consequences that United Nations mandates and GHG restrictions like those proposed by the small island states might portend for a broad array of American concerns.**

The goal is to have selected members of Congress—ideally key members of critical House and Senate committees—begin hearing their constituents' concerns about a future that could include significantly higher energy costs, major changes in lifestyles, threats to their livelihoods, and anti-competitive international trade practices, to name a few of the possible problems that could be created for U.S. citizens by international bureaucrats elected by no one.

In turn, this should provide support for efforts by the Federal Affairs Committee to stimulate greater interest among members of Congress, to educate them and their principal committee staff members, and to promote a greater degree of oversight through hearings and direct contacts with the Administration.

Communications Objectives

The objectives of the revised communication program are:

- **Greater congressional interest in the climate change issue and related U.S. policy initiatives flowing from heightened constituent interest and concerns.**

- **A more detailed understanding of the economic consequences for the national economy and individuals of selected proposals for dealing with GHG emissions.**

- **Continued appreciation of the absence of scientific consensus on the existence of dangerous global warming, or its possible causes and effects.**

Messages

New trends in the environmental community, GCC priorities and pending international events combine to create new opportunities for broadening the GCC's messages. Key themes that will be emphasized include the following (messages will be targeted to optimize their impact in discrete media markets):

A. Economic

- **Climate change policy could have a major impact on American jobs, energy costs and international competitiveness.**

- **Voluntary programs for reducing GHG emissions are allowing industry to balance economics and environmental performance without impairing competitiveness.**

- **The economies of developing countries can grow without massive increases in GHG emissions if they have available to them modern, more efficient energy production technologies.**

- **There is no penalty attached to waiting for a proper assessment of the effect of GHGs in the environment (a number of reputable scientists say it will be at least a decade before information is sufficient to assess the role of manmade GHGs).**

B. Sovereignty

- **More and more, international bureaucrats are determining the direction of U.S. energy policy. Under the guise of controlling GHGs, bureaucrats in the UN process are determining how Americans will be able to use fossil fuels in the future.**

- **The nation will surrender a part of its ability to determine its future economic course if it concedes control of GHGs to UN policies. Jobs and trade competitiveness will be negatively affected.**

- It makes no sense for the United States to allow small island states and other UN members dictate how Americans will be able to use motor vehicles, how much they will pay for fuel, how they will generate electricity.

C. Science

- Theories that man-made GHGs will lead to a dangerous warming of global average temperatures, based on computer simulations, lack sufficient data to confirm or deny such predictions.

- A great deal of uncertainty continues to surround computer models and their use as reliable predictors of climate change into the next century.

- The IPCC reports no evidence that directly links manmade GHG emissions to changes in global average temperatures.

- Many other environmental concerns—malnutrition, potable water supplies, and disease control and reduction, for example—pose greater risks to people and should have higher priority in the process of allocating scarce financial resources.

- Claims that global warming caused by human activities has or will encourage the spread of disease are theoretical, but there is evidence that shifting populations, modern transportation systems and other factors have had an impact on disease vectors.

- There is no evidence that GHG emissions are causing an increase in the frequency or intensity of severe weather events.

Program Elements

Core elements of the program include the following:

A. Grassroots activities in selected states and congressional districts (a preliminary list proposed by the Federal Affairs Committee is attached as Attachment A).

1. Research. For targeted states and districts, we will develop demographic profiles so that messages can be tailored to specific audiences. Profiles will include information such as major employers, leading media outlets, and important civic and service organizations. Budget considerations dictate a limited effort in 1995.

2. Local Business Leaders. We will identify and seek to involve leaders of local businesses (including insurance and tourism) whose operations might be affected by climate change mandates. Their role could include addressing fellow community leaders at local civic and service club functions; communicating with

members of Congress; signing op-eds and letters to the editor; and meeting with the media when appropriate. Wherever possible we will expect GCC members to assist in this effort. [Where appropriate, local labor leaders can be included.]

3. Media Activities. Targeted, strategically timed media activities will include local op-eds, editorial briefings and radio talk-show interviews, as well as periodic mail and personal contacts. The focus of media activities and information materials will be the potential impacts of proposed climate change policies in districts and states.

4. Washington Support for Federal Affairs Committee. The Committee will work with the Federal Affairs group to provide information materials and logistical support for congressional information and education activities. This could include design of "inside the beltway" advertising, if such were deemed appropriate.

B. National communications activities to promote the GCC's core messages through the media.

1. Business Press. We will concentrate on media that reach business and industry executives as we work to expose the GCC's messages on economic impacts of GHG restriction policies and measures being talked about in UN forums.

2. Consumer and Trade Press. When appropriate, we will engage national and major regional media and trade publications to extend GCC messages.

3. Talk Radio. When it is appropriate, we will work to book GCC spokespeople or third party experts on national and major regional talk shows.

4. Third Party Expert. We will work to identify one or more highly credible economists or policy analysts who are knowledgeable about climate change economics and willing to sign op-eds and letters to the editor, when appropriate.

5. National Speaking Forums. When the GCC's economics message is well developed it should hold enough attraction that one of the national speaking forums—Chicago Executives Club, Detroit Economics Club, and Commonwealth Club of San Francisco, to name three examples—could be interested in scheduling a major business leader or economist. We will take advantage of such opportunities as appropriate.

C. Support for communications activities at major international meetings.

1. UN Meetings. The committee expects GCC members to continue providing the requisite staffing for media and related communications activities at meetings of the COP. Appropriate information materials and support will be developed and provided through the communications program.

2. PR Networking. To the extent that ad hoc efforts to create an informal network of communicators in several countries for the purpose of exchanging information is successful, the communications program will provide materials.

D. Materials Development.

1. New Information Tools. For use in congressional contacts and with key grassroots participants, we will develop short "talking point" papers on key issues and a distinctive pocket folder that will provide "Facts in a Minute." It will be a companion piece to the "Passport" designed for COP-If appropriate, we will develop a "handbook" for use in educating grassroots and third party associates.

2. GCC Newsletter. Publication of the newsletter will continue on a quarterly basis. The distribution will be examined to assure most effective use of the newsletter.

3. Update Existing Materials. Existing information materials will be revised so that they reflect current GCC policy and maintain appropriate emphasis.

4. Routine Communications. News releases and similar materials will be prepared as necessary.

E. Emerging Issues Research.

1. Health Effects of Climate Change. cursory examination and analysis of environmental organizations' activities suggests their strategy is shifting to one of focusing on a purported increase in the spread of dangerous and lethal diseases as a result of climate change. This could have major ramifications for the GCC. We will research the literature, conduct interviews with appropriate authorities and prepare an options paper that summarizes findings, their implications for the GCC, and possible strategic responses the GCC may wish to consider.

2. Message Testing. Depending on circumstances, we may incorporate a business focus group review of the new economic messages or a media focus group to explore current press views on GCC messages.