

INTER-OFFICE CORRESPONDENCE

DATE July 8, 1980

TO H. N. Weinberg	REFERENCE
FROM N. R. Werthamer	SUBJECT CO <sub>2</sub> Greenhouse Communications Plan

As you recall, I have been working with Ed Wiley, Bob Barnum and Mike Margolis to develop a plan for achieving national recognition on our CO<sub>2</sub> Greenhouse research project. We selected a public relations consultant to provide additional sophistication and a fresh approach to our thinking. Based on the results of that exercise, we have prepared the draft plan which is attached. Your review and comment is solicited. Note that the objectives and strategies of ER&E's Public Affairs Dept. have evolved over the last year to the point where the activities proposed re CO<sub>2</sub> fit quite naturally into their overall program. For this reason, we see no need to request special funding for any items in this plan. We also feel, unless you recommend otherwise, that concurrence with this plan at the level of the General Managers (or possibly Vice Presidents) of the involved departments would be sufficient in order to begin implementation.

/kf  
Att.

*Nan*  
*N.O.*  
*H.N.W.*  
 7-21-80

*File*

H. N. WEINBERG

JUL 9 1980

## INTER-OFFICE CORRESPONDENCE

JUN 25 1980

DATE June 24, 1980

TO	See Below	REFERENCE
FROM	E. K. Wiley	SUBJECT CO <sub>2</sub> /Greenhouse Communications Plan

R. E. Barnum  
M. P. Margolis )  
N. R. Werthamer) ERC-25

Attached is a draft plan. As discussed, no implementation is planned in 1980, except for work on some of the background material by a student intern. Please advise if you feel further discussion is desirable before we review this material with our respective managements.

EKW:mbw

  
E. K. WILEY

X6491

Introduction

ER&E's research program on the CO<sub>2</sub>/Greenhouse Effect offers an excellent vehicle to help achieve the corporate objective of improved recognition of Exxon as a center of scientific and technological excellence. The research is innovative in its approach of testing vintage wines to fill a gap in the knowledge of historical sources of atmospheric carbon dioxide. It is imaginative in capitalizing on ER&E scientists' access to tankers and offshore drilling rigs as ocean-going extensions of the laboratory. It is significant to the scientific community as a source of new data in an area of inquiry which has been only partially explored. It is significant to Exxon since future public decisions aimed at controlling the build-up of atmospheric CO<sub>2</sub> could impose limits on fossil fuel combustion. It is significant to all humanity since, although the CO<sub>2</sub>/Greenhouse Effect is not today widely perceived as a threat, the popular media are giving increasing attention to doom-saying theories about dramatic climate changes and melting polar icecaps.//

For these reasons, ER&E examined, with assistance of outside public relations counsel especially retained for the

purpose, the desirability of more concentrated PR effort than would normally be devoted to a research program. The following recommendations are a result of those deliberations. The recommendations mesh with the objectives of ER&E's 1980 PR plan, and fall within the scope of activities which were already envisioned by that plan.//

I. Communications Objectives

- A. To demonstrate Exxon's initiative in applying its scientific and other resources to help improve understanding of environmental matters. //
- B. To establish Exxon's credibility as a leading authority on CO<sub>2</sub>/Greenhouse science, particularly among opinion leaders who are not scientists.//
- C. To help bring about better public understanding of the CO<sub>2</sub>/Greenhouse Effect.//

II. Communications Activities: The following CO<sub>2</sub>/Greenhouse communications activities are grouped according to the 1980 ER&E PR programs with which they fit. //

A. Media Relations

1. Media Briefing - Full-day session hosted by ER&E to bring together science writers and leaders in the field of CO<sub>2</sub>/Greenhouse Effect research. Speakers would include representatives of ER&E management, ER&E and Lamont-Doherty people involved in the research program and outside experts. Goal is to define the problem in broad perspective and to identify ER&E as major participant in the overall research effort.//

No

will we have enough?

use previous press releases

2. Background Papers - Prepare non-technical documents which would provide detailed information about the CO<sub>2</sub>/Greenhouse Effect in general, and ER&E's research program in particular.

yes!

Papers will be used as handout at media briefing and as mailing piece for other media representatives, government officials and other interested audiences.//

highly select mailing piece

3. News Releases - Issued as appropriate to announce significant developments in the ER&E research program: award of government contracts, technical papers, etc.//

yes

at least something

4. Film Clips - Prepare and distribute to television outlets 1-2 minute film clips dealing with various aspects of ER&E research program.//

N/O  
of what?

5. By-lined Magazine Articles - Prepare <sup>initial</sup> article, in the name of senior ER&E manager, describing research approach. Later articles could discuss research findings and their implications. Articles would be targeted for broad-scope scientific publications such as Science, Scientific American, Smithsonian, etc. The articles could be adapted for use on <sup>Op-</sup>Ed pages of daily newspapers.//

Not with  
approach  
alone. Not  
good. Not  
Parks  
N/O

6. Interviews - Arrange media interviews with scientists and managers connected with the research program.//

N/O  
if we find  
something

7. Media Visitations - Consider inclusion of a scientist involved in CO<sub>2</sub>/Greenhouse research in proposed program of visits to selected cities for participation in radio and television talk shows, print media interviews.//

N/O

double  
space

B. Symposia

- 1. Include segment on CO<sub>2</sub>/Greenhouse Effect research in future Exxon symposia, if topic fits symposium theme. //

} yes

- 2. Encourage, perhaps by co-sponsoring, the convening of symposia and seminars by organizations such as DOE, NOAA and universities. //

} yes but not by P.A.

C. Institutional Advertising

- 1. Include one ad dealing with CO<sub>2</sub>/Greenhouse Effect research in 1981 ER&E advertising program. //

- 2. If Exxon corporate advertising program resumes, propose CO<sub>2</sub>/Greenhouse Effect ad.

} yes, but in review in CR-TFC

D. Executive Speeches

- 1. Where appropriate, include material on CO<sub>2</sub>/Greenhouse Effect in major speeches.

-ok

- 2. Seek opportunities for ER&E people associated with CO<sub>2</sub>/Greenhouse research to address campus organizations, professional societies, etc. //

-ok

E. Additional Activities

1. Special Mailings - Develop mailing lists to include scientists, non-scientist opinion leaders, government officials and others with current or potential interest in the CO<sub>2</sub>/Greenhouse Effect. Selectively mail technical papers, speech reprints, background papers, summaries of research reports, etc.//

*ok!*

2. Testimony - Evaluate, with Exxon Corp. and EUSA, the desirability of testimony - whether volunteered or in response to requests - before government bodies.//

*only  
H  
signature  
by EUSA*