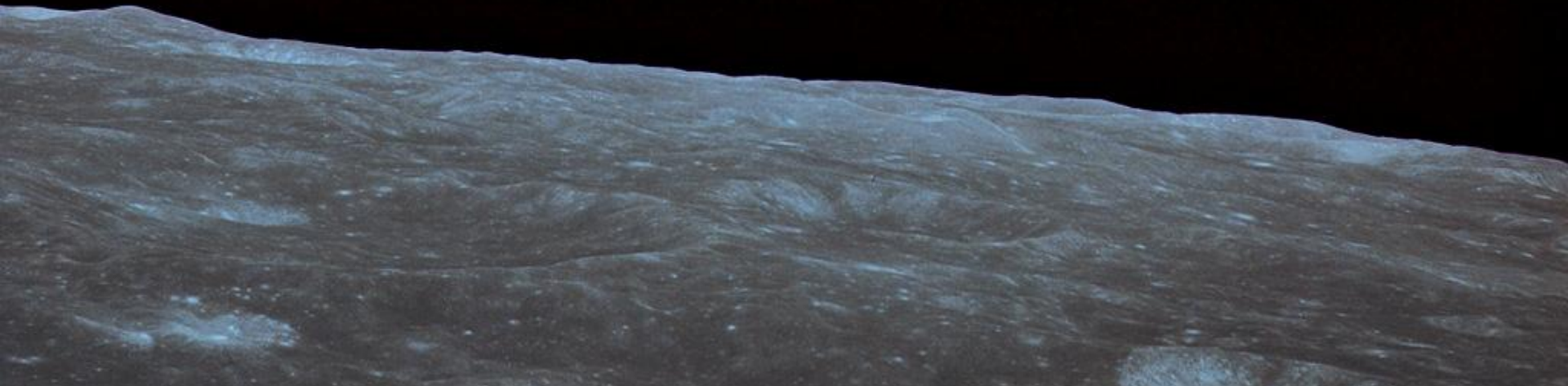


Climate Games

Why Confusion Reigns in the Public Conversation about Global Warming

Richard Littlemore
Pricing Carbon Conference
November 20, 2010



1988



“Those who think we are powerless to do anything about the greenhouse effect forget about the ‘White House effect.’ As president, I intend to do something about it.”

George H.W. Bush, campaigning against Michael Dukakis

1995



“The scientific basis for the greenhouse effect and the potential impact of human emissions of greenhouse gases such as CO₂ on climate is well established and cannot be denied.”

Leonard S. Bernstein, senior scientist, Mobil Corporation
(now Exxon Mobil)

2006



Americans who believe in climate change: 79%

Who believe humans caused it: 50%

2010



Americans who believe in climate change: 59%

Who believe humans caused it: 34%



Western Fuels Association
Information Council on the Environment
1991

Who told you the earth was warming... Chicken Little?



Chicken Little's hysteria about the sky falling was based on a fact that got blown out of proportion.

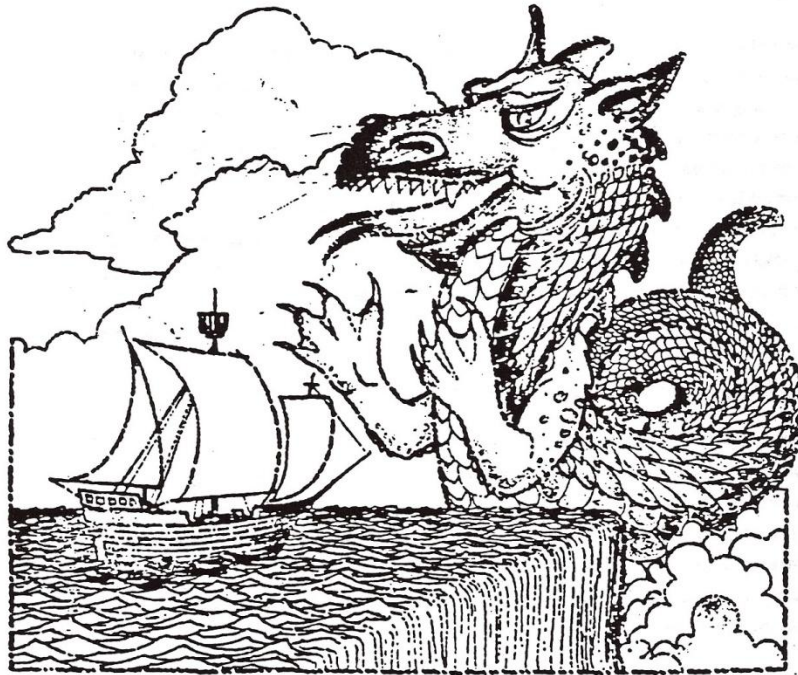
It's the same with global warming. There's no hard evidence it is occurring. In fact, evidence the Earth is warming is weak. Proof that carbon dioxide has been the primary cause is non-existent. Climate models cannot accurately predict far-future global change. And the underlying physics of climatic change are still wide open to debate.

If you care about the earth, but don't want your imagination to run away with you, make sure you get the facts.

Write Informed Citizens for the Environment, P.O. Box 1513, Grand Forks,



Some say the earth is warming.
Some also said the earth was flat.



Over the course of history, mankind has come up with some far-fetched explanations for phenomena they couldn't explain. Eventually the truth was uncovered, which was a lot less frightening than their imaginations.

It's the same with global warming. There's no hard evidence it is occurring. In fact, evidence the Earth is warming is weak. Proof that carbon dioxide has been the primary cause is non-existent. Climate models can-

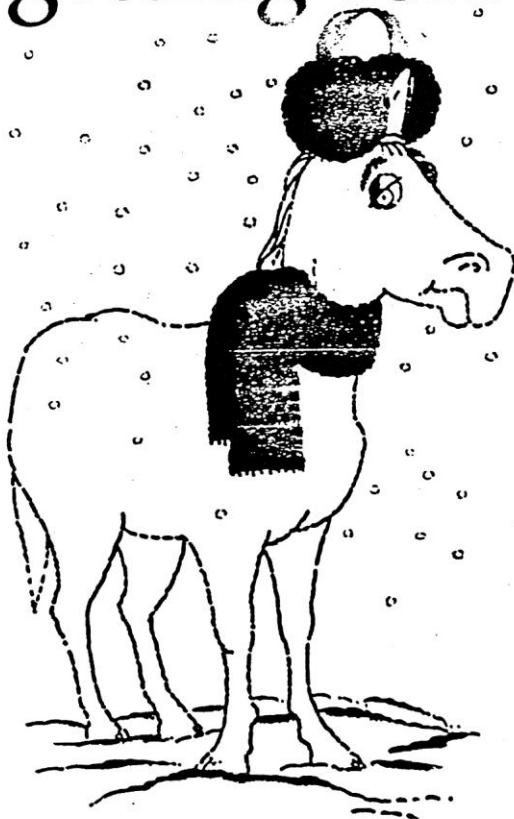
not accurately predict far-future global change. And the underlying physics of climatic change are still wide open to debate.

If you care about the earth, but don't want to be chasing dragons, make sure you get the facts.

Write Informed Citizens for the Environment, P.O. Box 1513, Grand Forks, North Dakota 58206 or call 1-700-746-4573. We'll send you today's facts on global warmir



If the Earth is getting warmer, why is Kentucky getting colder?



Some scientists say the Earth's temperature is rising. They say that catastrophic global warming will take place in the years ahead.

Yet, average temperature records show Kentucky has actually gotten colder over the past 70 years. And there's also a cooling trend in Albany, New York—the U.S. city with the longest history (over 160 years) of continuous daily temperature records.

Now, most of us aren't climatologists. But facts like these simply don't jibe with the theory that catastrophic global warming is taking place. Which seems to say we need more research. And more evidence about this environmental phenomenon before we take any action.

If you care about the Earth—but want to keep a cool head about it—now is your chance to get more facts.

Call the Information Council for the Environment, 1-800-346-6269 extension 510. We'll send you a free packet of information on global climate change. Or just mail us the coupon below.

Because the best environmental policy is a policy based on fact.

Please send me your FREE information packet on global climate change.

NAME _____

ADDRESS _____

CITY _____

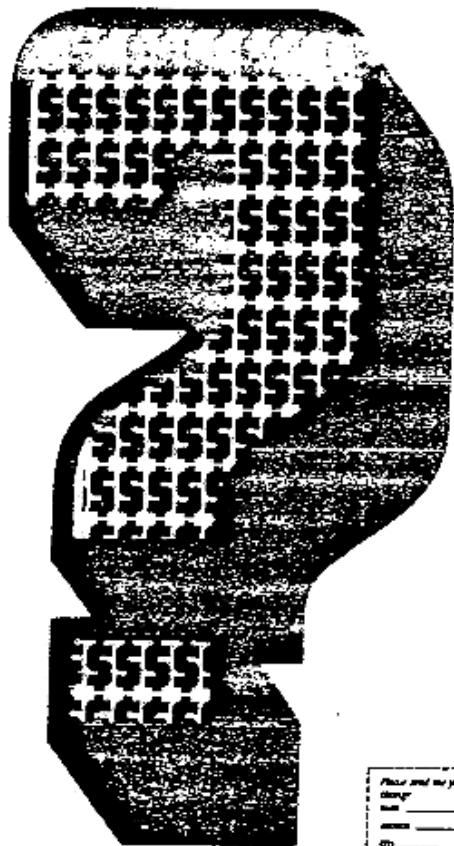
STATE _____ ZIP _____

Mail to:
Information Council for the Environment
P.O. Box 41998 / Kansas City, MO 64141-9998



Information
Council
for the Env
1-800-346-6269

How much are you willing to pay to solve a problem that may not exist?



Congress is considering another

energy tax.

Right now, Congress is considering another new tax. A tax that would raise your cost of living. You'd be paying more for the gasoline in your car, the electricity and natural gas you need to light and heat your home, and virtually all of the goods and services you buy.

What's the reason for this tax? Some believe that the world's production and use of energy is tied to global warming. But let's look at the facts.

Is catastrophic global warming really taking place?

The U.S. Department of Agriculture—in the first update in 25 years of its "Plant Hardiness Report"—determined that on both coasts of this country, winter temperatures are 5 to 10 degrees cooler than previously reported.

The evidence can be seen in the increase in cold damage in Florida orange groves and California eucalyptus. And in a moving frost line that's led to a shorter growing season in some parts of the South.

In addition, average temperature records show Minneapolis has actually gotten colder over the past 50 years. There's also a cooling trend in Albany, New York—the city with the longest history in the U.S. (more than 160 years) of continuous daily temperature records.

Let's not pay for a problem that may not exist.

Which leads us back to Congress. Is a new energy tax really justified, given this much uncertainty? Before we impose more taxes—which may have devastating economic effects—let's first gain a better understanding of the Earth's delicate balance.

It will be your decision.

Call the Information Council for the Environment, 1-800-346-6165 extension 532. We'll send you a free packet of information on global climate change. Or just mail us the coupon below.

Because the best environmental policy is a policy based on fact.

Please send me your FREE information packet on global climate change.

Name _____

Address _____

City _____



“Doubt is our product, since it is the best means of competing with the ‘body of fact’ that exists in the mind of the general public. It is also the means of establishing a controversy.”

Brown and Williamson

Tobacco Company memo

1960s

TASSC



The Advancement of Sound Science
Coalition

Philip Morris – 1992



Prepared by APCO Associates

October 15, 1993

REVISED MEDIA PLAN LAUNCHING OF TASSC AND THE TASSC PUBLIC INFORMATION BUREAU

The objectives of the media plan are to:

- o Establish TASSC as a credible source for reporters when questioning the validity of scientific studies.
- o Encourage the public to question -- from the grassroots up -- the validity of scientific studies.
- o Mobilize support for TASSC through alliances with other organizations and third-party allies.
- o Develop materials, including news article reprints, that can be "merchandized" to TASSC audiences.
- o Increase membership in and funding of TASSC.

2045930493

Global Climate Science Communications Action Plan



American Petroleum Institute
1997



API – VICTORY WILL BE ACHIEVED WHEN:

Media coverage recognizes balance on climate science and recognition of the validity of viewpoints that challenge the current “conventional wisdom”

Peer-reviewed, scientific
articles:

928

Percentage in doubt as
to cause:

0%

Articles in the
popular press:

636

Percentage in doubt as
to cause:

53%

The Tea Party – by Koch Industries

- Second largest privately held US company
- 2008 revenues of \$100 billion
- Larger donor than ExMo to CC denial
- Founder of the Cato Institute
- Funder of Americans for Prosperity
- Funder, through Flint Hills Resources, of the Proposition 23 campaign



“Climategate” – Suckered by Crooks

“‘This is not a smoking gun; this is a mushroom cloud,’ said Patrick J. Michaels, a climatologist who has long faulted evidence pointing to human-driven warming and is criticized in the documents.”

Andrew Revkin, New York Times, Nov. 20, 2009