



1621 Connecticut Ave., NW

Washington, D.C. 20009

Phone 202 265 6738

Fax 202 332 4865

## **Distorting the Debate: A Case Study of Corporate Greenwashing**

This spring, 2,500 experts from around the world will confirm that “the balance of evidence suggests a discernible human influence on global climate” in the Second Assessment of the Intergovernmental Panel on Climate Change. This extensively peer-reviewed document also states that “increases in greenhouse gas concentrations since pre-industrial times. . . have led to a positive radiative forcing of climate, tending to warm the surface and produce other changes in climate.”

In 1991, a group was formed called the **Information Council for the Environment (ICE)** to “reposition global warming as theory (not fact).” The President of ICE was Gale Klappa from The Southern Company (an electric utility) and the Vice President was Frederick Palmer from Western Fuels Association. ICE also created a Science Advisory Panel that included Dr. Robert Balling, Jr. and Dr. Patrick Michaels. These two scientists consistently reject the IPCC conclusion that human-induced climate change is now a reality. In 1991, ICE proceeded to test markets in several regions and develop a media strategy from the results.

### **Broad Strategies:**

- Reposition global warming as theory (not fact).
- Target print and radio media for maximum effectiveness
- Achieve broad participation across the entire electric utility industry
- “Test market” execution in early 1991.
- Go national in the late fall of 1991 with a media program
- Use a spokesman from the scientific community

### **Media Strategies:**

- Target “older, less-educated males from larger households who are not typically active information seekers” and “younger, lower-income women.”
- Use “technical sources” (i.e. scientists) because they receive a higher credibility rating from the public.
- Avoid using industry sources and individual spokespersons because they receive lower overall credibility ratings than activist or technical sources.
- ICE can be seen as an “expert technical source.”
- “Moderate credibility of expert or industry sources is associated with a shift toward the ICE agenda.”

### **Proposed Advertisement Headlines from ICE:**

“The most serious problem with catastrophic global warming is-- it may not be true.”

“If the earth is getting warmer, why is Minneapolis getting colder?”

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

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



Information  
Council  
for the Environment

May 15, 1991

(name)  
(title)  
(company)  
(address)  
(city), (state) (zip)

Thank you for requesting additional information on global climate change.

*The science of global climate change is very complex. We are still learning how many of the components of our atmosphere interact with each other. We do know that years ago the Earth was warmer; vegetation thrived, and there was more carbon dioxide in the atmosphere than there is now. We also know that during the last ice age, carbon dioxide levels were lower than they are now.*

*We believe it is wrong to predict that higher levels of carbon dioxide will bring a catastrophic global warming.*

The Information Council for the Environment was created to help foster better public understanding of global warming and to ensure that any legislation passed by Congress is based on scientific evidence.

The environment must be protected. We want a clean environment and we want a green Earth. *We also believe we must conduct more scientific research before we can accurately understand the complex forces of global climate change.*

Change often begins with one person. You can make a difference by sharing what you've learned with others.

Thank you for caring enough to request this additional information.

Science Advisory Panel:

DR. ROBERT C. BALLING, JR.  
Director, Office of Climatology  
Arizona State University  
Tempe, AZ

DR. SHERWOOD B. IDSO  
Adjunct Professor of  
Botany and Geography  
Arizona State University  
Tempe, AZ

DR. PATRICK J. MICHAELS  
Virginia State Climatologist  
Professor of  
Environmental Sciences

Dr. Patrick Michaels



Information  
Council  
for the Environment

May 15, 1991

X  
X  
X  
X

Thank you for requesting more information about global climate change. I've been asked to respond to your request as a member of the Information Council for the Environment's Science Advisory Panel.

I'll give you some background on my credentials. I am a professor at the University of Virginia. My area of expertise is environmental sciences. I am also one of many scientists who believe the vision of catastrophic global warming is distorted. I have enclosed a copy of a letter and a postcard to help you better understand why we believe we should not act in haste.

The enclosed letter, which was sent to President Bush in February, was co-written by Dr. Robert Balling of Arizona State University and myself. As you'll note, we urge the President not to support expensive legislation.

I'm sure you'll agree after you review the information I've enclosed, global warming is an issue we are still learning about. In fact, just two months ago, a panel of scientists who advise the United Nations suggested a 10-year research effort to answer the many uncertainties about global warming. To quote the article, "A 10-year delay in taking action to curb global warming would mean little further increase in the level of warming predicted by the end of the next century..."

But there's more to this issue. Right now, there are costly proposals in Congress--including one that would impose a new tax on energy. The intended purpose is to reduce carbon dioxide emissions and global warming.

What can you do?

1. Make sure you're informed. Your request for this information is a good first step.
2. If you'd like to know more, return the enclosed postcard and we'll send you more information on global climate change.

Thank you for caring enough to send for this information.

Board Members:

President  
GALE KLAPPA  
The Southern Company  
Atlanta, GA

Vice President  
FREDRICK D PALMER  
Western Fuel's Association  
Washington, D.C.

Secretary-Treasurer  
MICHAEL D. STEIN

Dr. Patrick Michaels



Information  
Council  
for the Environment

May 15, 1991

#1

(name)  
(title)  
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May 15, 1991

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We believe it is wrong to predict that higher levels of carbon dioxide will bring a catastrophic global warming.

The Information Council for the Environment was created to help foster better public understanding of global warming and to ensure that any legislation passed by Congress is based on scientific evidence.

The environment must be protected. We want a clean environment and we want a green Earth. We also believe we must conduct more scientific research before we can accurately understand the complex forces of global climate change.

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Washington, D.C.

Secretary-Treasurer

Dr. Patrick Michaels



Information  
Council  
for the Environment

#2

May 15, 1991

(name)  
(title)  
(company)  
(address)  
(city), (state) (zip)

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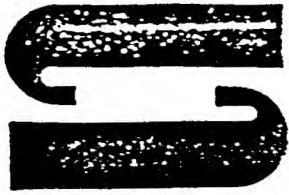
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Tempe, AZ

Dr. Patrick Michaels

DR. PATRICK J. MICHAELS  
Virginia State Climatologist  
Professor of  
Environmental Sciences  
University of Virginia



May 2, 1991

Bill Brier  
Edison Electric Institute  
701 Pennsylvania Avenue N.W.  
Washington, DC 20004-2696

Information Council for the Environment Test Market Ad Materials

Enclosed are the newspaper and radio ads as they will be running in Fargo, Flagstaff, and Bowling Green when our test campaign begins on May 12. We are still in production on a Bob Balling radio ad titled "Kentucky Colder" to be run only in Bowling Green. That ad will be completed next week and we'll send you your copy when we receive it.

Here's a listing of what you'll find in this packet:

1. Five newspaper ads
2. Schedule of the radio spots and newspaper ads for each market
3. Four sixty-second radio commercials (on tape), two scripts
4. Public Relations tour schedule\*
5. Copy of letters that respondents requesting information will receive

\*Schedule includes Fargo and Flagstaff. Bowling Green schedule with Dr. Pat Michaels will be completed next week.

The advertising will begin with full-page newspaper ads in each of the markets on May 12. The campaign will conclude on Sunday, June 9. Three full-page, two-color newspaper ads will run each of the four weeks of this campaign.

The cassette tape contains the four radio ads that will run in Flagstaff. The first two weeks of the schedule will feature the Dr. Bob Balling commercials exclusively. The final two weeks of the radio campaign will be an equal rotation of Dr. Balling and Bruce Williams.

The commercial rotations in Fargo and Bowling Green will differ. The scripts of the Rush Limbaugh commercials apply only to Fargo. These commercials will air in only the Rush Limbaugh radio program (11 AM to 1 PM, Monday through Friday.) In Fargo, Bruce Williams commercials will also run in only his Monday through Friday, 6 PM to 9 PM program. Dr. Balling commercials will air in all other Fargo radio schedules. We will send you the tape of the Rush Limbaugh radio commercials next week.

In Bowling Green, we will rotate three Dr. Balling commercials for the entire length of the radio schedule. The "Kentucky Colder" commercial will receive increased scheduling during the first two weeks of the campaign. The radio schedule will reach approximately 85% of our adult 25-54 target audience approximately 19 times in the four weeks of this campaign. This is a four-week, 1,600 gross rating point radio schedule.

Bill Brier  
May 2, 1991  
Page 2

The combined newspaper and radio reach is estimated to be 97% of our adult 25-54 target audience, with a combined frequency of 35.

We will begin follow-up research on Saturday, June 15, to determine the results of this campaign. Those results will be reported to all of our sponsors by August 5, 1991.

We appreciate all the help you've provided to make this test possible. Don't hesitate to call me if we can be of further assistance.



Fred Lukens

FL/STW

cc: Gale Klappa



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# INFORMED CITIZENS FOR THE ENVIRONMENT

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## Mission

*The mission of the Informed Citizens for the Environment is to develop an effective national communications program to help ensure that action by the Administration and/or Congress on the issue of global warming is based on scientific evidence.*

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## Strategies

1. Reposition global warming as theory (not fact).
2. Target print and radio media for maximum effectiveness.
3. Achieve broad participation across the entire electric utility industry.
4. Start small, start well, and build on early successes.
5. Get the test concepts developed and implemented as soon as possible.
6. "Test market" execution in early 1991.
7. Build national involvement as soon as "test market" results are in hand — summer 1991.
8. Go national in the late fall of 1991 with a media program.
9. Use a spokesman from the scientific community.

## Our Plan

1. Build support for the concept of the ICE strategy among our neighbors.
2. Match Southern Company's commitment by having four or five of our neighbors join us in raising \$125,000 by January 31, 1991.
3. Raise total commitments of \$525,000 by January 31, 1991 to allow the test market project to proceed on schedule.

## PUBLIC RELATIONS TOUR

Monday, May 20, 1991

- 11:00 a.m. Meet with editors and writers at the Arizona Daily Sun. Dr. Robert Balling from Arizona State University or Dr. Sherwood Idso from the U.S. Water Conservation Laboratory will replace Dr. Michaels for the Flagstaff meetings.
- 1:00 p.m. Tape appearance on North Arizona Outlook, weekly public affairs program on KNAZ-TV.
- 3:00 p.m. Appearance on KNAU-AM radio talk show.

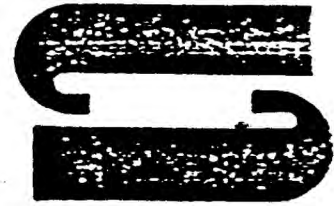
Client: Information Council for the Environment

Subject: Rush Limbaugh/2

Media: Rush Limbaugh Show Length: 60

Contact: T. Helland/K. Olsen

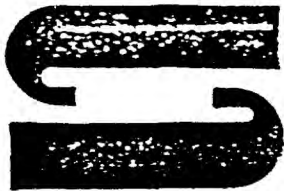
**COPY**



**simmons advertising, inc.**

125 south 4th street / P.O. box 1457  
grand forks, north dakota 58208  
(701) 746-4573 / fax: (701) 746-8067

GLOBAL WARMING. I KNOW YOU'VE BEEN SEEING MORE AND MORE STORIES ABOUT THE GLOBAL WARMING THEORY. STORIES THAT PAINT A HORRIBLE PICTURE. STORIES THAT SAY THE POLAR ICE CAPS WILL MELT. STORIES THAT SAY WE'RE HEADED FOR CATASTROPHE. **WELL GET REAL! STOP PANICKING! I'M HERE TO TELL YOU THAT THE FACTS SIMPLY DON'T JIBE WITH THE THEORY THAT CATASTROPHIC GLOBAL WARMING IS TAKING PLACE.** TRY THIS FACT ON FOR SIZE. MINNEAPOLIS HAS ACTUALLY GOTTEN COLDER. SO HAS ALBANY, NEW YORK. AND THE DEPARTMENT OF AGRICULTURE SAYS THAT ON BOTH COASTS OF THIS COUNTRY, WINTER TEMPERATURES ARE FIVE TO TEN DEGREES COOLER THAN PREVIOUSLY REPORTED. SO FOLKS, GRAB HOLD OF YOURSELVES AND GET THE WHOLE STORY BEFORE YOU MAKE UP YOUR MIND. RIGHT NOW, YOU CAN GET A FREE PACKET OF EASY-TO-UNDERSTAND MATERIAL ABOUT GLOBAL WARMING. JUST CALL THIS NUMBER: 1-800-346-6269 EXTENSION 505. THAT'S THE INFORMATION COUNCIL FOR THE ENVIRONMENT. AFTER YOU READ THE FREE MATERIALS THEY SEND YOU, YOU'LL HAVE A BETTER PICTURE OF WHAT THE FACTS ARE ALL ABOUT. THAT'S 1-800-346-6269 EXTENSION 505. CALL TODAY. BECAUSE THE BEST ENVIRONMENTAL POLICY IS BASED ON FACT.



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Fred Lukens

FL/smm

cc: Gale Klappa

This report summarizes results of a benchmark survey of public awareness and opinion on issues related to global warming conducted in Chattanooga, Tennessee, Fargo, North Dakota, and Flagstaff, Arizona.

### Methodology

The survey is based on a total of 1500 interviews, 500 in each of the three cities included in the sample. All interviews were conducted by telephone between February 13 and February 22, 1991. Other important points include the following:

- For each sample of 500 the margin of error is +/-4.4 percentage points at the midpoint of the 95% confidence interval;
- All interviews were conducted by trained, professional interviewers under the supervision of the Cambridge Reports Field Department;
- After the interviewing was completed, a 10% sample of the interviews was independently validated to ensure that proper interviewing techniques were followed;
- All interviews were returned to Cambridge Reports for coding and data processing.

### Objectives

The survey and analysis were conducted to identify the following:

- Current awareness of and familiarity with the global warming issue;
- Recent exposure to information concerning global warming, including the types of media and sources in which the information appeared;
- Responses to various messages concerning global warming;
- Assessments of the credibility of various spokespersons and groups on topics related to global warming;
- Key audiences and media for messages concerning global warming.



technical sources also favor choosing the title "Information Council on the Environment" as the title for ICE, since this organization is perceived as a technical source, while "Informed Citizens for the Environment" carries both technical and activist connotations.

As a general strategy, we recommend that ICE concentrate on comparing possible solutions to the global warming problem, focusing in particular on the proper role of government, the need for research, and the costliness of inappropriate or premature legislation. The audience for these messages needs to see its personal stake in the issue if they are to become actively engaged and committed.

More specifically, the results of this study point toward two possible target audiences. One possible target audience includes those who are most receptive to messages describing the motivations and vested interests of people currently making pronouncements on global warming—for example, the statement that some members of the media scare the public about global warming to increase their audience and their influence. People who respond most favorably to such statements are older, less-educated males from larger households, who are not typically active information-seekers, and are not likely to be "green" consumers. Members of this group are skeptical about global warming, predisposed to favor the ICE agenda, and likely to be even more supportive of that agenda following exposure to new information. They are not, however, accustomed to taking political action. They are good targets for radio advertisements.

Another possible target segment is younger, lower-income women. These women are more receptive than other audience segments to factual information concerning the evidence for global warming. They are likely to be "green" consumers, to believe the earth is warming, and to think the problem is serious. However, they are also likely to soften their support for federal legislation after hearing new information on global warming. These women are good targets for magazine advertisements.

A campaign strategy reaching out to these target groups can help to change attitudes where change is most likely to occur, and also to strengthen support among favorable members of the public.

- Overall, a plurality of respondents choose the most conservative role for the federal government. Over one-third (36%) of the total sample (three cities combined) say the government should finance more research, while 30% support passage of legislation, and 24% would pass some laws but avoid costly programs.
- Similar to responses on other measures, Flagstaff residents (39%) are more likely than residents of Chattanooga or Fargo (25% each) to back federal legislation without any qualification concerning cost.

Specific responses to an open-ended question indicate that depletion of the ozone layer dominates top-of-mind concerns about global warming.

- Asked to describe global warming in their own words, just over one-quarter of all respondents cite destruction of the ozone layer, followed closely by changes in the weather and rises in temperature caused by pollution.
- Only 6% of all respondents name the greenhouse effect when asked to describe what global warming means to them.

### Audience profile

In addition to perceptual and attitudinal measures, we also asked respondents about certain behaviors which might make them more or less receptive to information on global warming, and may also indicate the likelihood that they might take action on global warming issues. These behavioral measures are included frequently in the analyses discussed in this report, and include political activism, environmental activism, and likelihood of information-seeking.

- Looking at results for one measure of political activism, just under one-quarter (24%) of all respondents either contacted an elected official, wrote to an editor, or worked for a political candidate during the last year. Political activism is more common in Flagstaff (31%) than in either Chattanooga (22%) or Fargo (18%).
- Overall, 36% of all respondents have contributed to or been active in an environmental cause during the past year, and 22% identify strongly with the label "environmentalist." Combining these two measures, we find that 13% of all respondents in this survey meet the Cambridge Reports definition for "green" consumers—very close to our most recent national figure of 12% (March 1991).

Finally, the two statements referring directly to scientists say that scientists don't know whether carbon dioxide is causing global warming, and that some of the scientists predicting global warming said twenty years ago that the earth was getting colder.

- On average, respondents are as likely to agree with statements about motivations behind public information on global warming as they are to agree with statements about the evidence for global warming.
- On average, respondents are less likely to agree with statements about scientists and their theories than they are to agree with statements about motivations for public information or statements about evidence for global warming.
- Respondents are most likely to agree with the statement that recent satellite data shows the earth is getting warmer.
- Percentages of "don't know" responses reveal that members of the public feel more comfortable expressing opinions on others' motivations and tactics than they do expressing opinions on scientific issues. Nearly all respondents provide ratings for statements on motivations, while somewhat fewer express opinions on evidence, and still fewer are willing to pass judgment on scientists.

To explore these three types of messages further, we calculated an index for each set of statements (motivation, evidence, and scientists), based on results of the factor analysis. We then divided the sample into low, medium, and high agreement with each index, or set of items, to identify groups most likely to agree or disagree with each type of message.

- A plurality of Chattanooga residents agrees strongly with motivational statements saying that some groups scare the public about global warming to promote their own economic interests, while Flagstaff residents are most likely to disagree with these statements, and Fargo residents most often take a moderate position.
- Based on results for the evidence index, Fargo residents are least likely to agree that current evidence supports global warming, while Flagstaff residents are more likely to accept the evidence. Chattanooga residents are closely divided between low, moderate, and high agreement, although they are more likely than others to give "don't know" responses.

A factor analysis performed on the fourteen credibility ratings indicates that respondents group information sources into four types: industry spokespersons (local electric company, coal industry, Electric Information Council, and Paul Harvey); activist spokespersons (Ralph Nader, Sierra Club, Carl Sagan, Informed Citizens for the Environment); technical spokespersons (Information Council for the Environment, federal environmental officials, environmental scientist, Informed Citizens for the Environment); and individual spokespersons (Bruce Williams, Steven Schneider, Rush Limbaugh). (The second title for ICE—Informed Citizens for the Environment—is perceived as combining attributes of activist and technical sources, and is treated as a member of both groups in the analysis.)

- Technical sources receive the highest overall credibility ratings, followed closely by activist sources.
- Industry sources and individual spokespersons receive lower overall credibility ratings than either activist or technical sources.

Results also include extreme variations in recognition among the different information sources in the list. In fact, combining responses for those who have not heard of a source, do not know the source's credibility on global warming, or cannot rate the source as credible or not credible, the percentage not rating individual sources ranges from 13% (local electric company) to 92% (Steven Schneider).

- Industry sources are rated by more respondents than other types of sources, with the local electric company receiving the most ratings, and Paul Harvey second.
- Individual spokespersons (Bruce Williams, Steven Schneider, Rush Limbaugh) have lower overall recognition than other types of sources, receiving ratings from an average of only 15% of all respondents.
- In general, recognition for activist and technical sources falls in between recognition for industry sources and recognition for individual spokespersons.

- Those who are most likely to find activists credible typically are already familiar with global warming issues, and are likely to seek further information on the topic. They believe the earth is warming, rate the problem as serious, and support action through federal legislation. Demographically, they are most likely to be male, between 36 and 45 years of age, from higher education and income groups, or to be "green" consumers.
- Technical sources receive highest credibility ratings from younger females (especially those from 18 to 25 years of age) with lower incomes and some college education. Members of this group are not familiar with global warming, although they are likely to seek further information, and they are good targets for television advertising. They believe in global warming and support immediate federal legislation. They tend to rate global warming as a serious problem, and to rate it as even more serious after exposure to information on the topic.

#### Attitude change

As we reported earlier in this report, majorities of respondents see global warming as a problem which is at least somewhat serious, while a plurality endorse a limited role for the federal government in dealing with the problem. To identify audience members who are most likely to undergo attitude change in response to new information, we repeated these two items late in the interview, after respondents had heard the series of statements concerning global warming.

Comparing results on these key attitude measures, we find that exposure to information about global warming, regardless of its slant, leads to increases in perceived seriousness of global warming as a problem—most of those who "switch" attitudes on seriousness of global warming rate the problem as more serious after hearing the statements in the interview. However, the same messages lead to attitude change in both directions on the proper role for the federal government in dealing with global warming—respondents are just as likely to switch to less extreme positions (advocating further research) as they are to switch to more extreme positions (advocating legislation). In general, Chattanooga residents are more likely to change their positions than are residents of either Fargo or Flagstaff.

- Overall, nearly two in ten respondents (19%) rate global warming as more serious after hearing the statements in the interview. Notably, Chattanooga residents (24%) are most likely to switch to a more serious rating, compared with Fargo (19%) or Flagstaff (14%).

Similarly, we looked at associations between attitude change during the interview and the types of messages with which respondents tend to agree.

- Across the board, perceived seriousness of global warming increases with exposure to the statements in the interview.
- The same respondents who express skepticism on global warming issues nevertheless tend to rate the problem as more serious after hearing the statements in the interview.
- Respondents who are most dubious about scientists are likely to change toward supporting research, and away from supporting legislation.
- Those who agree that some sources scare the public for their own ends are more likely to switch toward support of research, and away from support of legislation.
- Those who agree most strongly that the evidence supports global warming are nevertheless more likely to switch toward support of research, and less likely to increase their support for federal legislation on global warming.

### Key media

As noted above, three in ten respondents (31%) have heard or seen something about global warming during the last 30 days. To identify existing sources for awareness of global warming, we asked this group to identify the medium that carried the information, as well as whether they saw a news story, a paid advertisement, or both.

- The most common medium for information on global warming is television. Nearly half of Chattanooga residents recalling recent information on global warming name television as a source, compared with fewer than four in ten in Fargo and Flagstaff.
- Residents of the three cities are equally likely to have heard something about global warming on the radio, or to have read something about global warming in a magazine or newspaper.
- Nearly nine in ten of those recalling recent information on global warming say they saw or heard a news story, while one in ten recall both a paid advertisement and a news story.

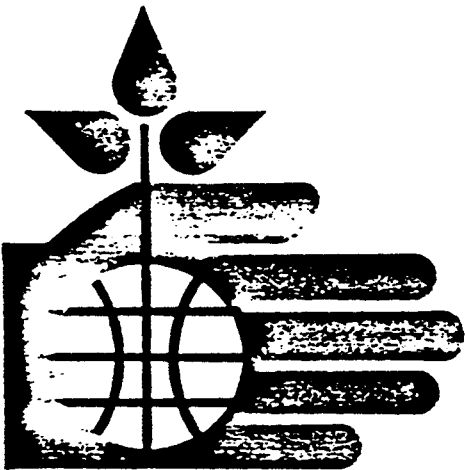
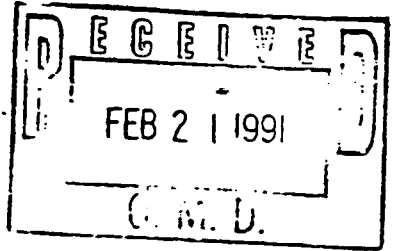
- Respondents who switch to a less serious rating of global warming are more likely to have received their own information from radio or newspapers, compared with those who switch to a more serious rating.
- Respondents who switch from favoring legislative solutions toward favoring research funding are slightly less likely to have gotten information on global warming from television, compared with those who switch toward favoring legislation.
- Respondents who switch positions either way—toward research, or toward legislation—are unlikely to have gotten information on global warming from radio.
- Those who switch toward research are more likely to receive information on global warming from magazines, compared with those who switch toward legislative solutions.
- Respondents who switch toward favoring research and respondents who switch toward favoring legislation are equally likely to have received information on global warming from newspapers.

#### Conclusion: communication strategies

The results reviewed above support a series of conclusions concerning the types of sources and messages to which audiences are likely to respond most favorably.

- Technical and expert sources have the highest credibility among a broad range of members of the public.
- The Information Council for the Environment can be seen as an expert technical source.
- Moderate credibility of expert or industry sources is associated with a shift toward the ICE agenda.

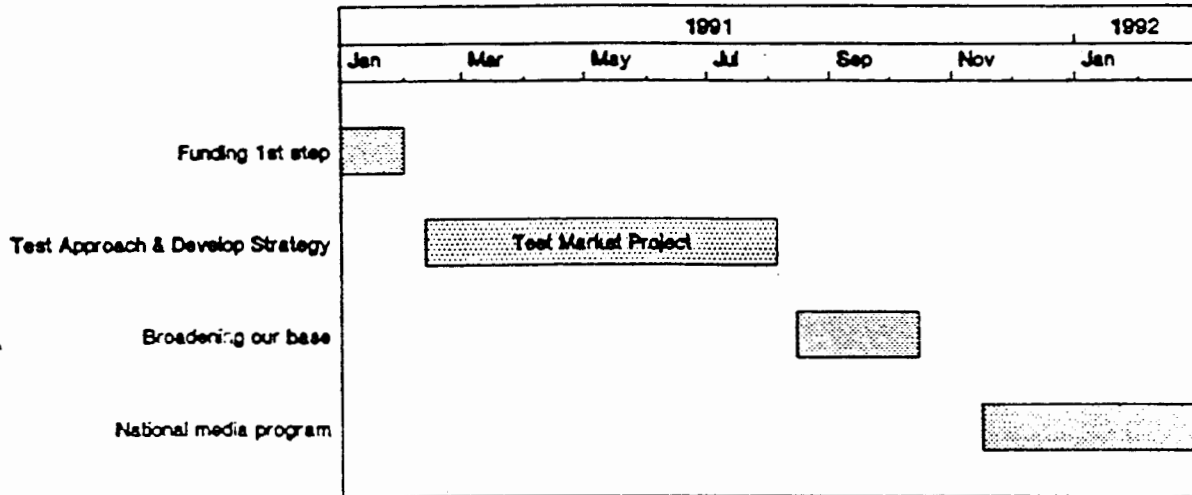
Therefore, an "approachable" technical expert can present a good case for a cost-effective solution that meets the joint economic and environmental interests of consumers and industry.



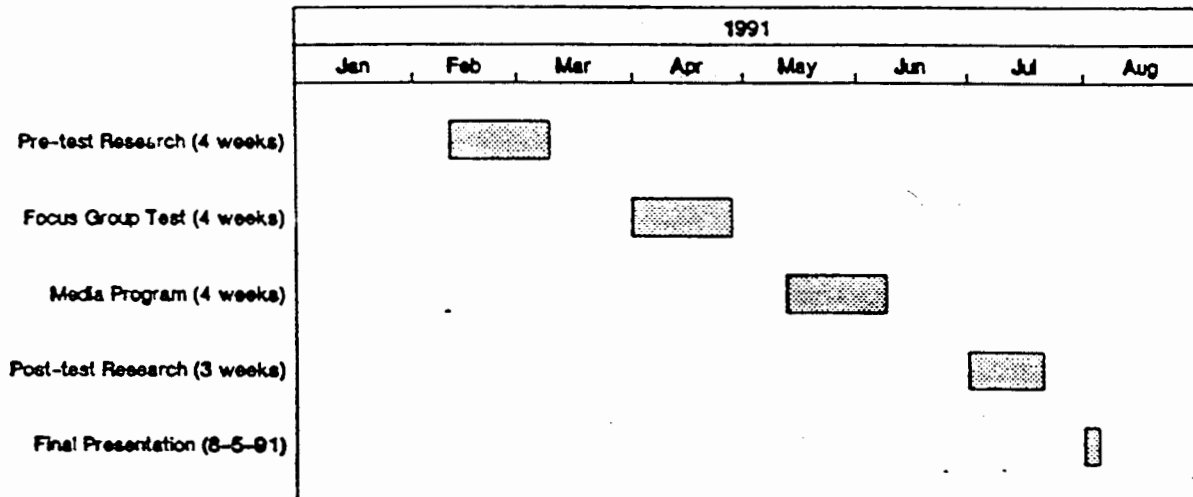
**Informed Citizens  
for the Environment**



## INFORMED CITIZENS FOR THE ENVIRONMENT Timeline



## INFORMED CITIZENS FOR THE ENVIRONMENT Test Market Project Timeline



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**I.C.E.**

**Test Market  
Proposal**

**DATES:** February, 1991 - August, 1991

- OBJECTIVES:**
- 1) Demonstrate that a consumer-based media awareness program can positively change the opinions of a selected population regarding the validity of global warming.
  - 2) Begin to develop a message and strategy for shaping public opinion on a national scale.
  - 3) Lay the solid groundwork for a unified national electric industry voice on global warming.

**PROGRAM STRATEGIES:**

- 1) Select test markets that meet the following criteria:
  - a) market derives majority of electricity from coal
  - b) market is home to a member of the House Energy & Commerce Committee or House Ways & Means Committee
  - c) market is smaller than #50, which translates into lower media costs
- 2) Determine most advantageous population, within specific markets, to base media awareness program.
- 3) Pre-test opinions of selected population regarding global warming.
- 4) Focus Group test I.C.E. name and creative concepts.
- 5) Proceed with media awareness program, utilizing radio/newspaper advertising and a public relations campaign.
- 6) Post-test opinions of selected population regarding global warming.
- 7) Program evaluation.
- 8) If successful, implement program nationwide.

**RESEARCH  
STRATEGY:**

Determine most advantageous population, both attitudinally and demographically. Ascertain general level of understanding and measure degree of opinion shifts.

**PUBLIC  
RELATIONS  
STRATEGY:**

The public relations campaign will involve the research, writing and preparation of background materials for use with the media. A minimum of eight discussion points will be communicated to the media.

**CREATIVE  
STRATEGY:**

The radio creative will directly attack the proponents of global warming by relating irrefutable evidence to the contrary, delivered by a believable spokesperson in the radio broadcast industry.

The print creative will attack proponents through comparison of global warming to historical or mythical instances of gloom and doom. Each ad will invite the listener/reader to call or write for further information, thus creating a data base.

**MEDIA  
STRATEGY:**

A radio/newspaper execution is recommended for the following reasons:

- a) believability
- b) ability to use high frequency (radio) and detailed copy (newspaper)
- c) cost effectiveness
- d) production flexibility

**FUNDING:**

For the test markets, splitting costs evenly among five participating utilities is recommended. If the program is implemented on a national basis, it might be better to determine proportionate shares based on coal-produced kWh.

The test market funds will be collected as follows:

First 1/3 of commitment	2/1/91
Second 1/3 of commitment	3/1/91
Remainder of commitment	4/1/91

**TIMELINE:**

Pre-test Research (4 weeks) 2/11/91 - 3/10/91  
(3 weeks)  
Focus Group Test (4 weeks) 4/1/91 - 4/28/91  
(2 weeks)  
Media Awareness Program (4wks) 5/13/91 - 6/9/91  
(3 weeks)  
Post-test Research (3 weeks) 7/1/91 - 7/21/91  
(2 weeks)  
Final Presentation 8/5/91

**BUDGET:**

\$510,000 (three markets)

Chattanooga, Tennessee  
Test Market

MEDIA (1200 GRPs/8 full-page ads)

\$ 75,000

PUBLIC RELATIONS

\$ 24,000

RESEARCH (500 interviews in each of two surveys/Focus Group)

\$ 43,000

PRODUCTION (Radio/Newspaper/Phone Number/Brochure/Postage)

\$ 54,000

TOTAL. . . . . \$196,000

Champaign, Illinois  
Test Market

Terry Bruce/House Energy & Commerce Committee

MEDIA (1200 GRPs/8 full-page ads)

\$ 53,000

PUBLIC RELATIONS

\$ 24,000

RESEARCH (500 interviews in each of two surveys)

\$ 43,000

PRODUCTION (Radio/Newspaper/Phone Number/Brochure/Postage)

\$ 54,000

TOTAL. . . . . \$174,000

Flagstaff, Arizona  
Test Market

MEDIA (1200 GRPs/8 full-page ads)

\$ 25,000

PUBLIC RELATIONS

\$ 24,000

RESEARCH (500 interviews in each of two surveys)

\$ 43,000

PRODUCTION (Radio/Newspaper/Phone Number/Brochure/Postage)

\$ 54,000

TOTAL. . . . . \$146,000



Fargo, North Dakota  
Test Market

Byron Dorgan/House Ways & Means Committee

MEDIA (1200 GRPs/8 full-page ads)

\$ 47,000

PUBLIC RELATIONS

\$ 24,000

RESEARCH (500 interviews in each of two surveys/Focus Group)

\$ 43,000

PRODUCTION (Radio/Newspaper/Phone Number/Brochure/Postage)

\$ 54,000

TOTAL. . . . . \$168,000

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Potential Program Names

*Informed Citizens for the Environment*  
*Information Council for the Environment*  
*Intelligent Concern for the Environment*  
*Informed Choices for the Environment*

## **Climatic Record in Midwest States**

### **Minnesota**

**Greg Spoden** 612/296-4214  
State Climatologist

**Dr. Dick Skaggs** 612/625-6643  
Univ. of Minn.  
Dept of Geography

**Dr. Don Baker** 612/625-6235  
Univ. of Minn.  
Prof. of Soil Science

1990 was Minneapolis' 4th warmest year.

1991 has been above average

"It certainly did not show cooling" (GS)

Temperature record started in as pioneer date in the 1820s at Ft. Sneeling and up to current dates from a farm in Farmington.

Long time warming trend, statistically increasing climate temperature since 1867.

Temperature decrease from 1819 to 1867.

Increase from 1867 through present.

There was a cooling in 1940-1970, but it doesn't show statistically in the record. (DB)

The temperature record is a superior record in urban North America. (DB)

### **articles:**

**Journal of Climatic Change**  
Volume 7, 1985 p. 225-236

**Journal of Climate Change**  
Volume 7, 1985 p. 403-414

**Bulletin of American Meteorology**  
Volume 41, 1960 p. 18-27

Washington D.C. 20004-2090  
Telephone 202-508-5300



**EDISON ELECTRIC  
INSTITUTE**

M. WILLIAM BRIER  
Vice President, Communication

RECEIVED  
MAY 21 1991

May 15, 1991

O. Mark De Michele  
President & CEO  
Arizona Public Service Company  
P.O. Box 53999  
Phoenix, AZ 85072-3999

Dear Mark:

I am writing to update you on some changes in the Information Council for the Environment's (ICE) advertising and promotional activities in the three test cities including Flagstaff. You will find the attached material similar to what I sent you earlier.

However, you should note changes in the "How Much . . ." ad which will be running Flagstaff. It is a revised version and contains no graphics -- it's straight copy.

If you have any questions, please let me know.

Sincerely,

A handwritten signature in black ink, appearing to read 'Bill Brier', written over a horizontal line.

Bill Brier

w/o enclosures  
Gale Klappa  
Vice President  
Southern Company

INFORMATION COUNCIL FOR THE ENVIRONMENT

NEWSPAPER ROTATION

<u>Flagstaff</u>	<u>Fargo</u>	<u>Bowling Green</u>
1. Frost line	Mpls colder	Kent. colder
2. How much (?)	Frost line	Kent. colder
3. Frost line	Mpls colder	Frost line
4. How much (?)	Frost line	Kent. colder
5. Mpls colder	Mpls colder	Frost line
6. Serious problem	Serious problem	Serious problem
7. Mpls colder	How much (money bag)	Frost line
8. How much (?)	Serious problem	How much
9. Frostline	How much (money bag)	Serious problem
10. Serious problem	Serious problem	How much
11. Mpls colder	How much (money bag)	Serious problem
12. How much (?)	Serious problem	How much

RADIO PLACEMENT

<u>Flagstaff</u>	<u>Fargo</u>	<u>Bowling Green</u>
Dr. Balling #1	Dr. Balling #1	Dr. Balling #1
Dr. Balling #2	Dr. Balling #2	Dr. Balling #2
Bruce Williams #1	Rush Limbaugh #1	Dr. Balling #3
Bruce Williams #2	Rush Limbaugh #2	
	Bruce Williams #1	
	Bruce Williams #2	

# PUBLIC RELATIONS TOUR

TUESDAY, MAY 14, 1991

- 10:45 a.m. Appearance on WBKO-TV's "Midday" hosted by Beverly Kirk.
- 1:00 p.m. Meet with editors and writers at the Bowling Green Daily News.
- 2:30 p.m. Tape appearance on WKYU-TV's "Outlook" hosted by Barbara Deeb. Tape will also be broadcast on WKYU-FM's "Midday Edition."

## PUBLIC RELATIONS TOUR

WEDNESDAY, MAY 15, 1991

- 12:30 p.m. Meet with editors and writers at The Fargo Forum.
- 2:00 p.m. Tape appearance on KX4 News Conference on KXJB-TV. Program is hosted by Kathy Coyle and airs on Sundays.
- 4:00 p.m. Appear on KTHI-TV's On The Line hosted by Steve Poitras. Half-hour program.
- 5:00 p.m. Meeting with editorial staff at WDAY-TV. Tape interview for evening news.

**I.C.E.  
FULFILLMENT MATERIALS**

**1st Request (Quantities of 5000)**

- \* Dr. Michaels letter #1
- \* Postcard
- \* Bush letter
- \* Colder Minneapolis article
- \* The Greenhouse Effect...To What Degree?

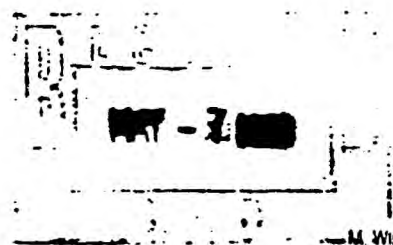
**2nd Request (Quantities of 2000)**

- \* Dr. Michaels letter #2
- \* The Science of Global Warming





*Mark*  
*Arizona*  
*Public Service*  
*Company*  
*Phoenix*



M. WILLIAM BRIER  
 Vice President, Communication

**FEDERAL EXPRESS**



Arizona Public Service Company  
 400 North 5th Street  
 Phoenix, AZ 85004

Dear Mark:

As I promised, attached is information on the newspaper and radio ads that will begin appearing in three test markets including Flagstaff on May 12. You should also note that the campaign includes public relations activities involving the Arizona Daily Sun, KNAZ-TV and KNAU-AM on May 20.

Of perhaps greater interest is the pre-test telephone interviews with 500 adults in Flagstaff (the results are also attached). The data indicates that:

- . 89% say that they have heard of global warming
- . 82% claim some familiarity with global warming
- . 80% claim the problem is somewhat serious while 45% claim it is very serious
- . 39% back federal legislation without any qualification of cost
- . 22% consider themselves "green" consumers

With this high level of awareness and concern in Flagstaff it will be interesting to see how the science approach sells. My concern is that the absence in the messages of reasonable approaches to solving the problems of global warming may reduce their effectiveness.

In any case the research results should be useful in providing data that will allow the industry to fine tune its messages. Hopefully we can share this information, in a meaningful way, with members of your policy committee at an appropriate time.

O. Mark DeMichele  
May 6, 1991  
Page Two

I have informed the Information Council for the Environment (ICE) that you reserve the right to distance yourself from these activities. If you have any questions, please let me know.

Sincerely,

A handwritten signature in dark ink, appearing to read "Ed. Brier". The signature is written in a cursive style with some loops and a trailing flourish.

Ed. Brier

Enclosures

cc w/o enclosures:  
Gale Klappa  
Southern Company

## PUBLIC RELATIONS TOUR

WEDNESDAY, MAY 15, 1991

- 12:30 p.m. Meet with editors and writers at The Fargo Forum.
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- 5:00 p.m. Meeting with editorial staff at WDAY-TV. Tape interview for evening news.

FARGO MARKET

May 1991

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
Forum: Minneapolis	KVOX FM 6x WDAY FM 5x KLTA FM 7x KOWB FM 3x KOWB AM 3x WDAY AM 4x	KVOX FM 6x WDAY FM 5x KLTA FM 7x KOWB FM 3x KOWB AM 3x WDAY AM 4x	Forum: Frost KVOX FM 6x WDAY FM 5x KLTA FM 7x KOWB FM 3x KOWB AM 3x WDAY AM 4x	KVOX FM 6x WDAY FM 5x KLTA FM 7x KOWB FM 3x KOWB AM 3x WDAY AM 4x	Forum: Pick-up Minneapolis KVOX FM 6x WDAY FM 5x KLTA FM 6x KOWB FM 3x KOWB AM 3x WDAY AM 4x	
12	13	14	15	16	17	18
Forum: Pick-up Frost	KVOX FM 5x WDAY FM 4x KLTA FM 6x KOWB FM 3x KOWB AM 3x WDAY AM 4x	KVOX FM 5x WDAY FM 4x KLTA FM 6x KOWB FM 3x KOWB AM 3x WDAY AM 4x	Forum: Minneapolis KVOX FM 5x WDAY FM 4x KLTA FM 5x KOWB FM 3x KOWB AM 3x WDAY AM 4x	KVOX FM 5x WDAY FM 4x KLTA FM 5x KOWB FM 3x KOWB AM 3x WDAY AM 4x	KVOX FM 5x WDAY FM 4x KLTA FM 5x KOWB FM 3x KOWB AM 3x WDAY AM 4x	Forum: Serious Problem
19	20	21	22	23	24	25
Forum: Pick-up How Much	KVOX FM 4x WDAY FM 3x KLTA FM 5x KOWB FM 3x KOWB AM 3x WDAY AM 4x	KVOX FM 4x WDAY FM 3x KLTA FM 5x KOWB FM 3x KOWB AM 3x WDAY AM 4x	Forum: Pick-up Serious Problem KVOX FM 4x WDAY FM 3x KLTA FM 5x KOWB FM 3x KOWB AM 3x WDAY AM 4x	KVOX FM 4x WDAY FM 3x KLTA FM 5x KOWB FM 3x KOWB AM 3x WDAY AM 4x	Forum: How Much KVOX FM 4x WDAY FM 3x KLTA FM 6x KOWB FM 3x KOWB AM 3x WDAY AM 4x	
26	27	28	29	30	31	



FARGO MARKET

June 1991

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	29	28	27	26	25	24
23	22	21	20	19	18	17
16	15	14	13	12	11	10
9	8	7	6	5	4	3
2	1					

Forum: Pick-up  
 Serious  
 Problem

KVOX FM 5X  
 WDAY FM 4X  
 KLTA FM 6X  
 KOWB FM 3X  
 KOWB AM 3X  
 WDAY AM 4X

KVOX FM 5X  
 WDAY FM 4X  
 KLTA FM 7X  
 KOWB FM 3X  
 KOWB AM 3X  
 WDAY AM 4X

Forum: How  
 Much  
 WDAY FM 4X  
 KVOX FM 5X  
 KLTA FM 7X  
 WDAY FM 3X  
 KOWB FM 3X  
 KOWB AM 3X  
 WDAY AM 4X

KVOX FM 5X  
 WDAY AM 3X  
 KOWB AM 3X  
 WDAY AM 4X

1

FLAGSTAFF MARKET

May 1991

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
Arizona Daily Sun: Frost	KVNA AM 6x KVNA FM 6x KMGN FM 7x KAFF FM 8x	KVNA AM 6x KVNA FM 6x KMGN FM 7x KAFF FM 8x	Arizona Daily Sun: How Much KVNA AM 6x KVNA FM 6x KMGN FM 7x KAFF FM 8x	KVNA AM 6x KVNA FM 6x KMGN FM 7x KAFF FM 8x	Arizona Daily Sun: Frost KVNA AM 6x KVNA FM 6x KMGN FM 7x KAFF FM 8x	
12	13	14	15	16	17	18
Arizona Daily Sun: How Much	KVNA AM 5x KCNA FM 5x KMGN FM 6x KAFF FM 7x	KVNA AM 5x KVNA FM 5x KMGN FM 6x KAFF FM 7x	Arizona Daily Sun: Minneapolis KVNA AM 5x KVNA FM 5x KMGN FM 6x KAFF FM 7x	KVNA AM 5x KVNA FM 5x KMGN FM 6x KAFF FM 7x	Arizona Daily Sun: Serious Problem KVNA AM 5x KVNA FM 5x KMGN FM 6x KAFF FM 7x	
19	20	21	22	23	24	25
Arizona Daily Sun: Minneapolis	KVNA AM 5x KVNA FM 5x KMGN FM 5x KAFF FM 6x	KVNA AM 5x KVNA FM 5x KMGN FM 5x KAFF FM 6x	Arizona Daily Sun: How Much KVNA AM 5x KVNA FM 5x KMGN FM 5x KAFF FM 6x	KVNA AM 5x KVNA FM 5x KMGN FM 5x KAFF FM 6x	Arizona Daily Sun: Frostline KVNA AM 5x KVNA FM 5x KMGN FM 5x KAFF FM 6x	
26	27	28	29	30	31	

# The most serious problem with catastrophic global warming is— it may not be true.

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

But 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 to Florida orange groves and California eucalyptus. And a moving frost line has led to a shorter growing season in some parts of the South.

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

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 522. 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 \_\_\_\_\_



Information  
Council  
for the Environment

1-800-346-6269



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



**C**hicken 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, North Dakota 58206, or call toll-free 1-701-746-4573. We'll send today's facts on global warming.



Informed Citizens

# Doomsday is cancelled.



# Again.

The twentieth century has seen many predictions of global destruction. In the 1930's, some scientists claimed we were in the middle of a disastrous warming trend. In the mid 1970's, others were sure we were entering a new Ice Age. And so on.

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 the climatic change are still wide open to debate.

If you care about the environment, but don't care to be pressured into spending money on problems that don't exist, make sure you get the facts.

Write: Informed Citizens for the Environment, P.O. Box 1513, Grand Forks, North Dakota 58206 or call (701) 746-4573. We'll send you the facts about global warming.



Informed Citizens  
for the Environment