

Case Histories:

Media Relations



The Global Climate Coalition

The Global Climate Coalition (GCC) was created to coordinate business participation in the domestic and international debates concerning global warming science and policy. With international policymakers, special interest groups and the media pushing for strict controls on emissions of greenhouse gases linked to alleged global warming, businesses faced the real possibility of increased energy taxes—or other draconian actions that would burden industry, the U.S. economy and, ultimately, the consumer.

Harrison designed and implemented a media relations effort to communicate two key messages: First, that scientific evidence for global warming is not strong enough to warrant drastic actions; and second, that regardless of science, actions must be evaluated in terms of the potential economic costs.

Harrison delivered these messages through an aggressive campaign which included responding quickly to press coverage and any key policy decisions or announcements, media tours for GCC officials and third-party experts, editorial board visits, op-eds by scientists and economists, briefings for key environmental reporters, press releases, a monthly newsletter, and exposure at key media conferences such as the Radio and Television News Directors Association conference.

Results:

GCC has successfully turned the tide on press coverage of global climate change science, effectively countering the eco-catastrophe message and asserting the lack of scientific consensus on global warming.

GCC actively influenced the debate over carbon taxes during the budget deliberations in Congress, emphasizing potential economic damages. Strict energy taxes were left out of the final agreement.

GCC's efforts to raise awareness of the science and economics of climate change influenced the administration's decision to rely on voluntary (rather than mandatory) measures to reduce greenhouse gas emissions in its Climate Change Action Plan.

GCC has responded to every major domestic and international policy announcement and new scientific finding regarding climate change, often generating press coverage or getting GCC's viewpoint included in national news stories.