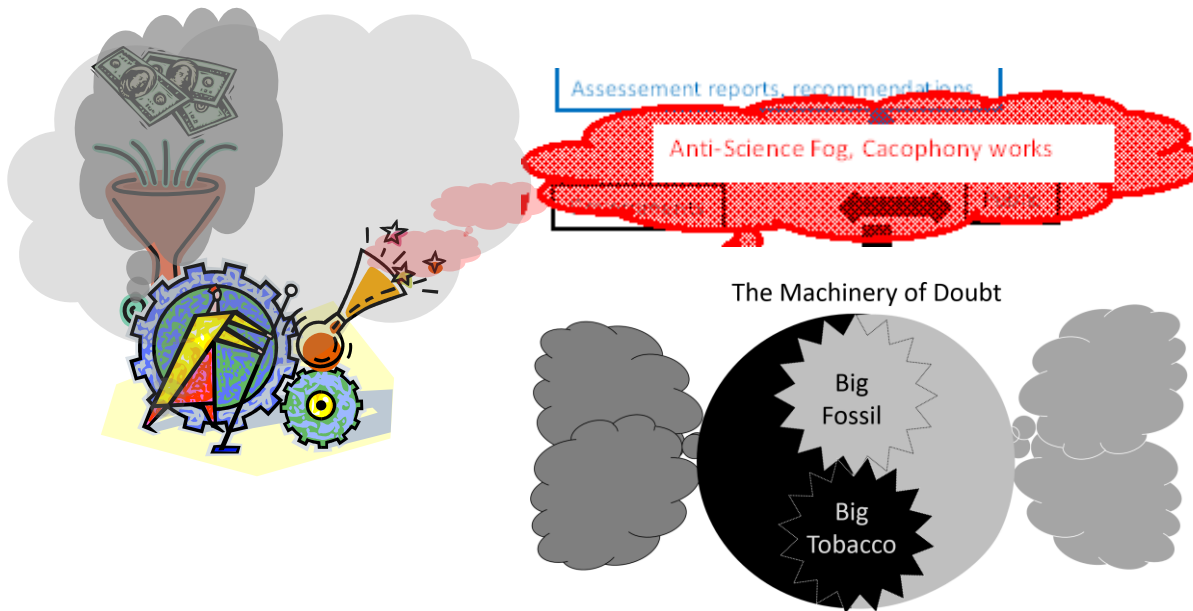

The Machineries of Doubt & Disinformation Cigarettes, Climate & Other Electronic Confusions



John R. Mashey

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May 10, 2017

Stanford EE380

Overview

- **Introduction**
 - Speaker: computer scientist/executive stumbles into an alternate universe
 - Background: books and blogs, consider this vaccine just in case
- **Climate change science, at most briefly**
 - Consensus: It is warming, we are doing it and it will have (mostly) negative effects.
 - Evidence at least as strong as that for medical science: smoking → disease
 - Must reduce GHG emissions to lessen damage, may need to go negative
 - Implies reengineering of the world's energy system ... tough problem
- **Anti-science machinery of doubt – organization, people, funding, ideology**
 - Goal: avoid unwanted policy, bypass science/realities in favor of politics
 - Tobacco anti-science → environmental anti-science
 - Example: Heartland Institute: Joe Camel Innocent, mercury OK, no warming
 - Example: the Minnesota Social Cost of Carbon case, 2016
 - Strong entanglement with politics, including reality-dismissal
- **Doubt & disinformation in the Internet age and before (examples)**
- **Rocks in the gears**
- **Discussion**

Speaker – John R. Mashey -

en.wikipedia.org/wiki/John_Mashey

PA

- Small farm in (hilly) Western Pennsylvania N of Pittsburgh, founded ~1850
 - Climate matters; keep topsoil; fix things; recycle; Liebig's Law. *smog, oil, coal, Marcellus shale*
- Pennsylvania State University, 1964-1973, BS Math, MS/PhD CMPSC

New Jersey

- Bell Labs 1973-1983, early UNIX, MTS → Supervisor
 - Programmer's Workbench, shell programming, text processing, workload measurement/tuning in first UNIX computer center, etc
 - Created & managed group with software + cognitive psychologists



Silicon Valley

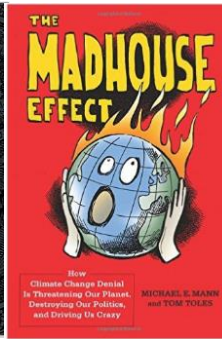
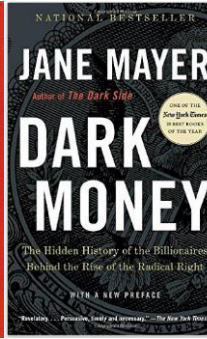
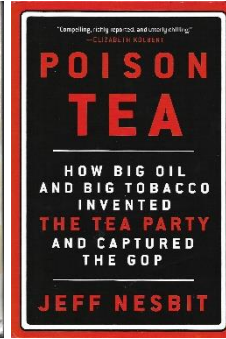
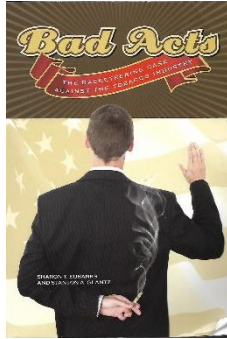
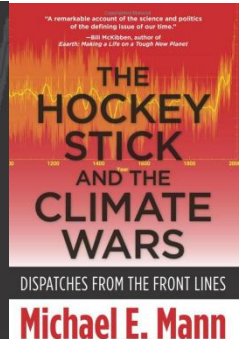
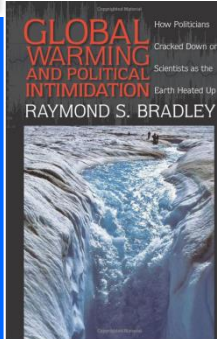
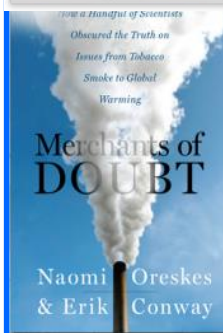
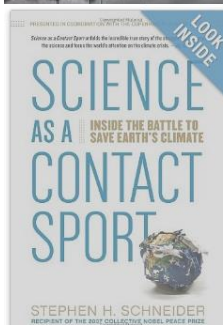
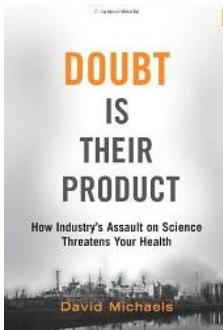
- Convergent Technologies 1983-1984 (\$400M), MTS → Director Software
- MIPS Computer Systems 1985-1992, (\$150M) Mgr. OS → VP Systems Technology
 - System coprocessor, TLB, interrupt-handling; byte addressing(!);64-bit; Hot Chips 1989-2016
 - MIPS Performance Brief editor; a SPEC benchmarking group founder 1988 (*science, stats*)
- Silicon Graphics 1992-2000 (\$3B), Director Systems Technology → VP & Chief Scientist
 - MIPS R10000 & later architecture, including performance counters & software
 - ccNUMA system architecture (NUMAflex in Origin3000, Altix); supercomputers for NCAR, etc
 - Performance issues in HPC, DBMS; technology forecasting, “Big Data” ♥ ☹️ 1995
 - Evangelist work with sales/marketing, business development, strategy, alliances, scientists
- 2001- Typical Silicon Valley “Semi-retired” occasional consulting for high-tech co's, VCs
Computer History Museum Trustee; Technical advisory boards for startups
Travel; ski in B.C.; hike; bike; occasionally write articles & do talks for fun ... i.e., ~semi-retired ☺
... interest in climate 2001-, and then a weird hobby 2007- study of disinformation
Help climate scientists, expose machinery of doubt, blog, rocks in gears. 2012- CTCRE @ UCSF
- Committee for Skeptical Inquiry (CSI) Scientific/Technical Consultant

Background & a few good books

- Climate alternate universe: physics does not apply; human CO2 has no effect; never reduce fossil fuel use; climate scientists form an evil cabal to hide the truth. People who *know* this send hate mail, leave eviscerated rat on doorstep, etc.

A few good books

- David Michaels, *Doubt Is Their Product* (2008) (asst secty labor, OSHA)
- Stephen H. Schneider, *Science as a Contact Sport: ...* (2009)
- Naomi Oreskes and Erik Conway, *Merchants of Doubt* (2010)
<https://www.youtube.com/watch?v=HD2zixRoBP8> (2014) film
- Raymond S. Bradley, *Global Warming and Political Intimidation* (2011)
- Michael E. Mann, *The Hockey Stick and the Climate Wars* (2012)
- Robert N. Proctor, *Golden Holocaust: Origins of the Cigarette Catastrophe...* (2012)
- Sharon Eubanks, Stan Glantz, *Bad Acts - The Racketeering Case...* (2013)
- Jane Mayer, *Dark Money - The Hidden History of the Billionaires Behind...* (2016)
- Jeff Nesbit, *Poison Tea - How Big Oil and Big Tobacco Invented the Tea Party...* (2016)
- Michael E. Mann & Tom Toles, *The Madhouse Effect - How Climate Change Denial...* (2016)



Background - blogs / reports / videos

- *DeSmogBlog*, some at *Skeptical Science*, *Skeptical Inquirer*, *Huffpost*
www.desmogblog.com/user/john-mashey ~50 posts, some with big reports
T = includes tobacco (member adv comm for UCSF Center Tobacco Control Research & Education)
<https://www.desmogblog.com/2016/03/20/will-happer-rebrands-gmi-as-CO2-Coalition-CoalOILition>
- <https://www.desmogblog.com/2016/06/07/peabodys-outlier-gang-couldnt-shoot-straight>
- <https://www.desmogblog.com/2016/07/18/webofdenial-senators-strong-remarks-collected-and-annotated>
- <http://www.desmogblog.com/2016/08/05/will-happer-drills-for-support-with-lamar-smith-ted-cruz>
- Ivar Giaever: Nobel Icon For Climate Deniers, and Philip Morris
www.desmogblog.com/2016/01/04/ivar-giaever-nobel-icon-for-climate-deniers T
Big Tobacco, Big Fossil Power Machinery of Doubt (2015)
www.huffingtonpost.com/john-mashey/big-tobacco-big-fossil-po_b_8749454.html T
www.desmogblog.com/2015/07/21/bjorn-lomborg-brings-profit-protective-policies-back-to-denmark T
Thomas Donohue Sells US Chamber Of Commerce To Big Tobacco
www.desmogblog.com/2015/07/02/thomas-donohue-sells-us-chamber-commerce-big-tobacco T
www.desmogblog.com/2015/05/19/ed-wegman-yasmin-said-milt-johns-sue-john-mashey-2-million
www.desmogblog.com/2015/04/26/copenhagen-consensus-center-real-charity-foreign-conduit
www.desmogblog.com/2015/01/26/medievaldeception-2015-inhofe-drags-senate-dark-ages
www.desmogblog.com/2014/04/18/pseudoskeptics-are-not-skeptics

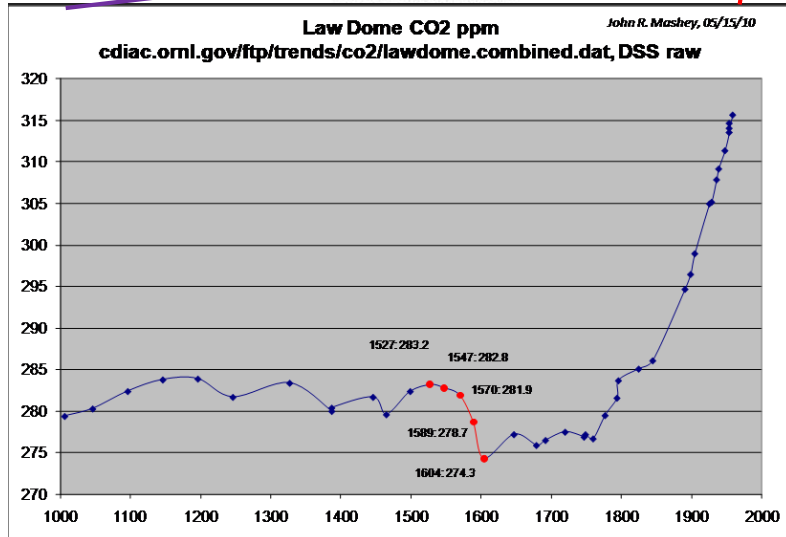
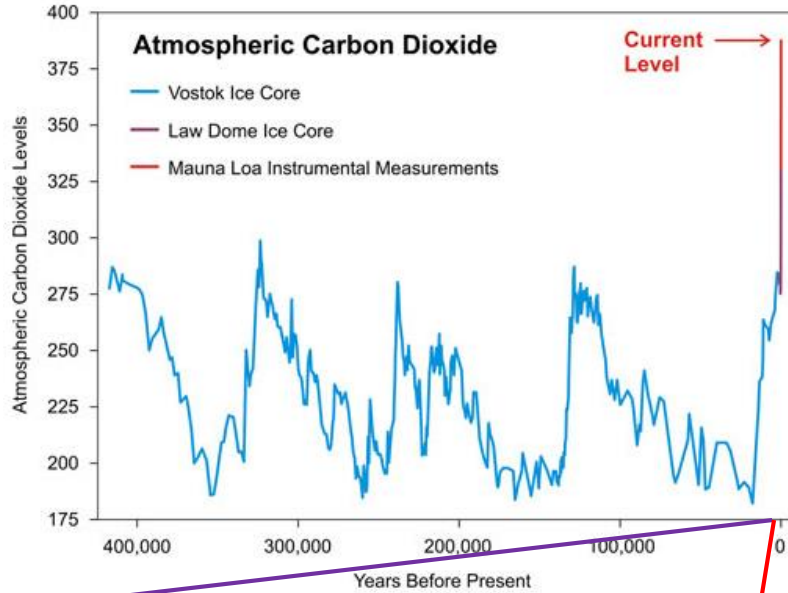
Background - blogs / reports / videos -2

- *DeSmogBlog*, some at *Skeptical Science*, *Skeptical Inquirer*, *Huffpost*
www.desmogblog.com/2014/01/28/familiar-think-tanks-fight-e-cigarettes T
www.desmogblog.com/2014/01/10/koch-industries-hires-tobacco-operative-steve-lombardo-communications-marketing T
www.desmogblog.com/2013/12/23/detailed-study-exposes-dark-money-flows-climate-science-denial
www.desmogblog.com/foia-facts-5-finds-friends-gwfp International connections
www.desmogblog.com/foia-facts-1-more-misdeeds Hockeystick, Ed Wegman
www.desmogblog.com/2013/02/11/tea-party-tobacco-everywhere-always T Kochs+tobacco
www.desmogblog.com/2012/10/23/fakery-2-more-funny-finances-free-tax v.2 T
Fake science, fakexperts, funny finances, free of tax, 02/14/12, 213p v.1 (FFFF)
www.desmogblog.com/skeptics-prefer-pal-review-over-peer-review-chris-de-freitas-pat-michaels-and-their-pals-1997-2003 2011 Well-documented subversion of peer-review
<http://www.desmogblog.com/sites/beta.desmogblog.com/files/STRANGE.SCHOLARSHIP.V1.02.pdf>
Strange Scholarship in the Wegman Report → *USA Today*, etc, etc (SSWR)
www.desmogblog.com/crescendo-climategate-cacophony T
Crescendo to Climategate Cacophony, 03/17/10, 185p (CCC)
www.desmogblog.com/another-silly-climate-petition-exposed 2009 (APS)
www.desmogblog.com/skeptics-journal-publishes-plagiarized-paper 2008 Monckton vs Oreskes
www.csicop.org/si/show/strange_problems_in_the_wegman_report *Skeptical Inquirer* 2011
www.csicop.org/si/show/has_global_warming_stopped/ Morrison, Mashey, Boslough 2013
pics.uvic.ca/events/machinery-climate-anti-science T 2011 lectures(3) for PICS, videos
- More talks for various audiences

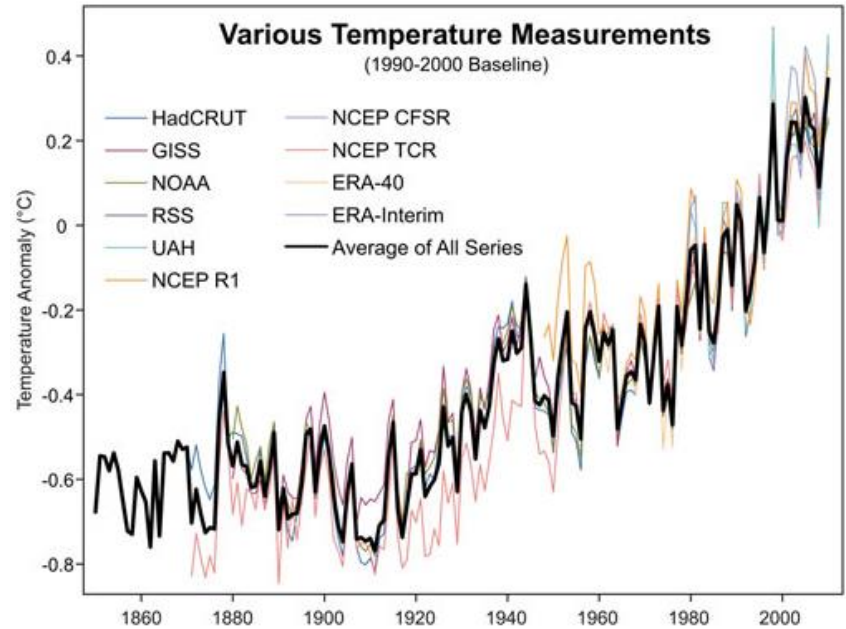
Climate change science, briefly ... ~smoking:disease

www.skepticalscience.com/graphics.php

CO2 History



10 Temperature Records



Law Dome only goes back 2000 years

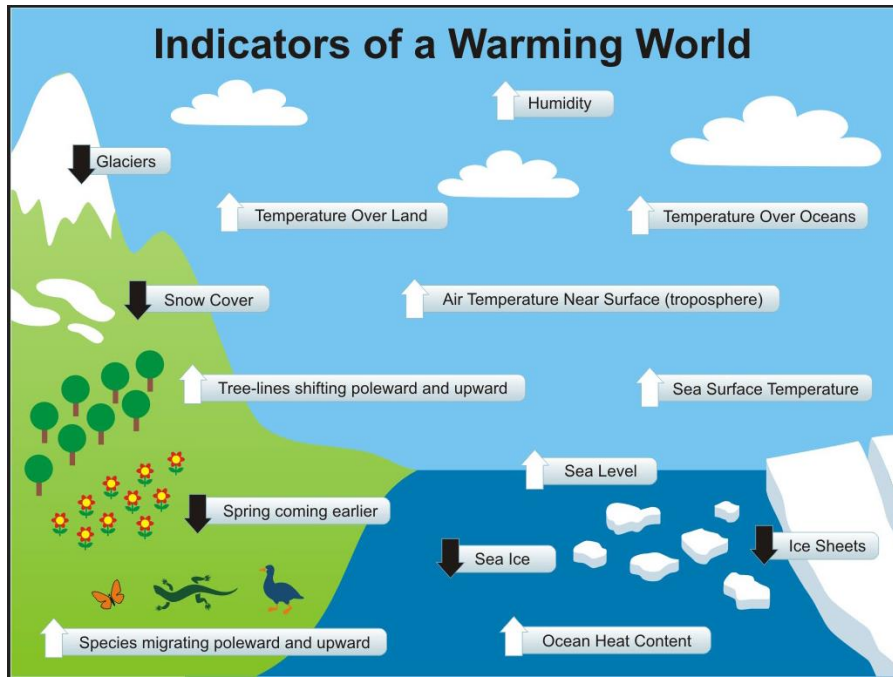
Mauna Loa CO2 only goes back to ~1957

i39.tinypic.com/if0m5g.jpg

The Holocene: William Ruddiman,
Earth Transformed (2013)

Climate change science, briefly (cont)

www.skepticalscience.com/graphics.php



Not only statistics / epidemiology
More CO₂ → warming, physics
Conservation laws

Anti-science confusion, debunked – *Skeptical Science*

www.skepticalscience.com/argument.php or www.skepticalscience.com/fixednum.php

- Arguments / myths / memes repeated endlessly
- First 5 of **193** in the catalog
- Checked with experts

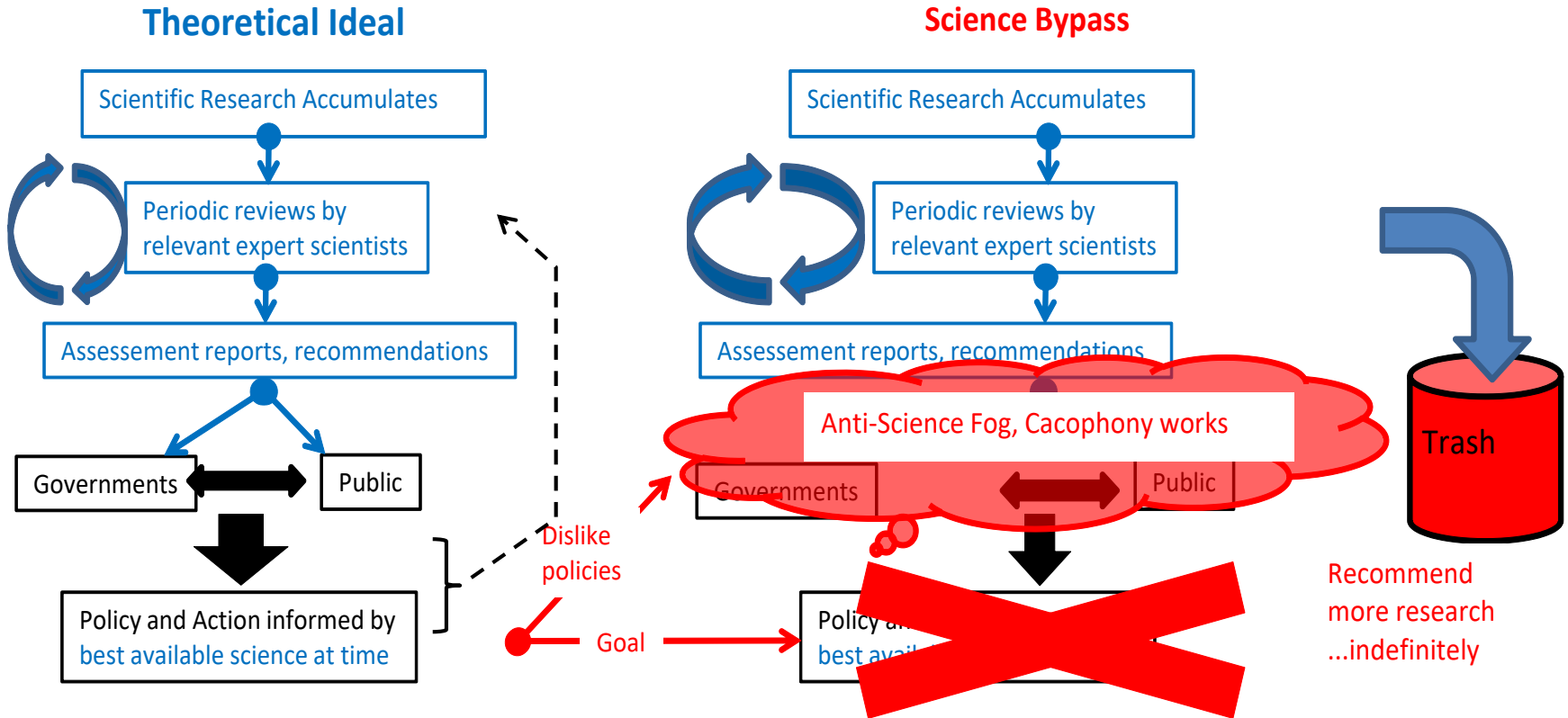
	Climate Myth	vs	What the Science Says
1	"Climate's changed before"		Climate reacts to whatever forces it to change at the time; humans are now the dominant forcing.
2	"It's the sun"		In the last 35 years of global warming, sun and climate have been going in opposite directions
3	"It's not bad"		Negative impacts of global warming on agriculture, health & environment far outweigh any positives.
4	"There is no consensus"		97% of climate experts agree humans are causing global warming.
5	"It's cooling"		The last decade 2000-2009 was the hottest on record.

- Where does this **junk** come from? Why is it so persistent, sometimes 20 years?

Definitions, Science Bypass, Climate, Cigarettes

- **Science**
 - “Great Wall” analogy from “How to Learn About Science”
scienceblogs.com/deltoid/2008/08/john_mashey_on_how_to_learn_ab.php
- **Pseudoscience**
 - Attempt to convince scientists of ideas, balance of evidence strongly adverse
 - ESP, astrology, cycles everywhere, “iron sun”, *Skeptical Inquirer* debunks such
 - Sometimes useful for sales (remedies, cures)
 - *Journal of Scientific Exploration (JSE)*, a “dog astrology journal”
 - rabett.blogspot.com/2010/11/journal-of-scientific-exploration-is.html
 - Quoted as crucial source by McIntyre&McKittrick (CA), Montford (UK) book HSI
- **Science-Noise (for lack of better term)**
 - Science → media → public introduces noise into the signal
- **Anti-science and doubt**
 - Not just pseudo-science or science-noise (although often employs them)
 - Intended to obscure science to avoid unwanted policies
 - Some prefer denial or denialism, people argue often.
Professionals create anti-science, many (amateur) dismissives/deniers repeat it.
Carl Sagan, Martin Gardner and Steve Schneider were real skeptics.
Climate “skeptics” are pseudoskeptics, with Sauron-class Morton’s Demons

Science Bypass



- In 1990, climate was not so politically split, manufactured since
- Sherwood Boehlert, Jon Huntsman, Arnold Schwarzenegger, Bob Inglis, George Shultz, etc Republican defenders of climate science.
UK: PM Thatcher OK on climate ... but later took tobacco money

Modern* Anti-Science, Cigarettes and Climate

- **General approach by Hill & Knowlton for tobacco companies, 1954**
 - “A Scientific Perspective on the Cigarette Controversy”
legacy.library.ucsf.edu/tid/wye21a00/pdf
 - [www.sourcewatch.org/index.php?title=Council for Tobacco Research](http://www.sourcewatch.org/index.php?title=Council%20for%20Tobacco%20Research)
 - » The evidence is still inconclusive.
 - » Something other than smoking may be responsible.
 - » Statistical evidence can't be trusted.
 - » It's all a scare campaign.
 - » The issue is too complicated, even for scientists.
 - » Nit-picking at irrelevant details.
 - » More research is necessary. **All this seems in progress for e-cigs**
 - **Often same thinktanks, front organizations, people**
 - Even some physicists (Frederick Seitz (Rockefeller U), Fred Singer)
 - 501(c)3 (US) tax-free nonprofits ... really PR/lobbying agencies, clever
NOT ALL SUCH, for example, some reasonable folks at Hoover Institution
 - Thinktanks: conservative/libertarian value to addict children to nicotine???
legacy.library.ucsf.edu/tid/eyn18c00/pdf “Importance of Younger Adults”, 1984.
- * See Michaels(2008) for earlier campaigns for lead, etc. Susan Solomon has good talk.

Confusion from the Tobacco Playbook

FFFF: p.13, from Proctor, pp.290-291. DON'T TRY TO READ, JUST SEE BLACK AND RED

0.7 Tobacco Playbook, climate anti-science

Robert Proctor summarized tobacco doubt-creation strategies documented in his new book [PRO2012 pp.290-291], drawn from LTDL and elsewhere. His handy list is excerpted here. Proctor notes that tobacco paid for much real science that was irrelevant, for the sake of confusion. That seems to happen only rarely for climate, where the more common tactic tries to slip bad papers past unwary editors.

- (0) 'One of the more common has been simply to assemble and reproduce statements by authorities willing to deny the hazard. ...
1. Publicize statements from scholars skeptical of the hazard. Fund the research of these scholars to entice them to testify in court or regulatory hearings.
 2. Publicize examples of people living to a ripe old age despite decades of smoking.
 3. Raise questions about "anomalies that seem paradoxical. ...
 4. Redefine terms. Deny there is "tar" in cigarettes and insist on using words like *biological activity* or *hyperplasia* rather than *cancer* or *pre-cancer*.
 5. Wrap yourself in the authority of science. Contrast the "rush to judgment" approach of anti-tobacco "fanatics" with the cautious "wait and see" attitude of the industry. Insist on laboratory proof when faced with statistical evidence,...
 6. State that the evidence linking tobacco and disease is merely "statistical" and then deride statistics as an improper method for reasoning about causality. Finance your own epidemiology and publish this in engineering journals if medical journals won't take it. Then hire experts to say such studies are "difficult to refute" and make sure such remarks get coverage in the popular press.
 7. Put a positive spin on uncomfortable facts. ... body not as weak in the face of carcinogenic onslaughts but strong in its capacity to resist such onslaughts.
 8. Construct graphs and charts in such a way as to make it look like cancer trends are chaotic ("graphic agnotology") ...
 9. Hire journalists to write industry-sympathetic articles in the popular press.
 10. Undermine the authority of health organizations such as the American Cancer Society, the Surgeon General, the American Heart Association, or the National Cancer Institute. Denigrate these as "advocacy" or "government" organizations aligned with an anti-tobacco "cause" or "movement" (with an "agenda," etc.). Imply that such organizations are irremediably biased
 11. Hire historians to rewrite history from the industry point of view and then use such scholars as experts in court. ...
 12. Proclaim the smoking and health controversy to be "nothing new."
 13. Keep people smoking by reassuring them that the industry is doing everything it can to make cigarettes as safe as possible.
 14. Always keep thinking of new ways to defend the industry.'

Of course, behind the scenes, the reader finds [PRO2012 p.114]

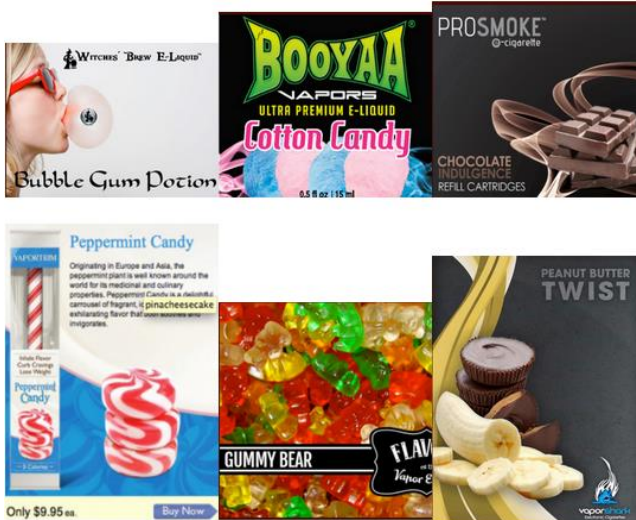
'Herbert then reported on his interview with David Goerlitz, the jut-jawed Winston Man model, Goerlitz then asked whether any of the company's executives smoke and got this answer: "Are you kidding? We reserve that right for the poor, the young, the black and the stupid.'"

The following adapts Proctor's list to climate anti-science:

- (0) **Petitions: OISM and Singer's numerous petitions, Open Letters, Heartland Legislative Guide, Experts lists, NIPCC, ICCCs.**
1. Publicize statements from scholars skeptical of AGW. **Epidemiology left more room for real scholars to argue, but the few who deny AGW get quoted often.**
 2. Publicize examples of people living to a ripe old age despite decades of smoking. **Cherry-pick dates, places cooling, glaciers growing. Ignore others.**
 3. Raise questions about "anomalies" that seem paradoxical. ... **Cold winters.**
 4. Redefine terms. Deny there is "tar" in cigarettes **Claim AGW is not real, for any of numerous conflicting reasons.**
 5. Wrap yourself in the authority of science. Contrast the "rush to judgment" approach of **climate "alarmists" or "warmists"** with the cautious "wait and see" attitude of **"realists"**. Insist on laboratory proof ...
 6. State that there is **no evidence linking human activity and warming and try to challenge basic physics of heat-trapping gases and conservation of energy.** Finance your own **climate studies** and publish this in **Energy&Environment, OpEds or blogs** if *Nature* and *Science* won't take it. Then hire experts to say such studies are "difficult to refute" and make sure such remarks get coverage in the popular press, **such as Wall Street Journal OpEds.**
 7. Put a positive spin on uncomfortable facts. ... **CO₂ is good for plants, warming is good for tourism, the Earth has been warmer long ago, people adapt, etc. etc.**
 8. Construct graphs and charts in such a way as to make it look like **temperature trends are chaotic ("graphic agnotology") ... \$Y.I on satellites .**
 9. Hire journalists to write industry-sympathetic articles in the popular press. **yes.**
 10. Undermine the authority of **science** organizations such as the **IPCC, NASA GISS, UK Hadley Center, climate scientists in general.** Denigrate these as "advocacy" or "government" organizations aligned with an **anti-economy "cause" or "movement"** (with an "agenda," etc.). Imply that such organizations are irremediably biased or one-sided.
 11. Hire **any fakeexpert** to rewrite history from the industry point of view ...
 12. Proclaim **"climate has changed before" or "warmer in MWP."**
 13. Keep people using **fossil fuels and avoiding even slight motion towards efficiency or renewables** by reassuring them that **nothing (mercury, etc) is harmful and air quality has improved anyway, so no more need be done.**
 14. Keep thinking of new ways to defend **status quo, incl. fossil industry.**

Tobacco & (climate doubt-related) think tanks

- **Familiar Think Tanks Fight For E-cigarettes (and FDA delay)**
www.desmogblog.com/2014/01/28/familiar-think-tanks-fight-e-cigarettes
tobacco.stanford.edu/tobacco_main/ecigs.php SRITA, great new site



Anti-science think tanks learned tactics from the tobacco industry and got paid for their help by tobacco companies, who fostered the Tea Party with the Koch brothers. When the Kochs needed better PR, they knew who to hire, Steve Lombardo, an experienced tobacco operative.

People rarely get strong nicotine addiction after their teen years, but

Google: e-cigarette microcontroller

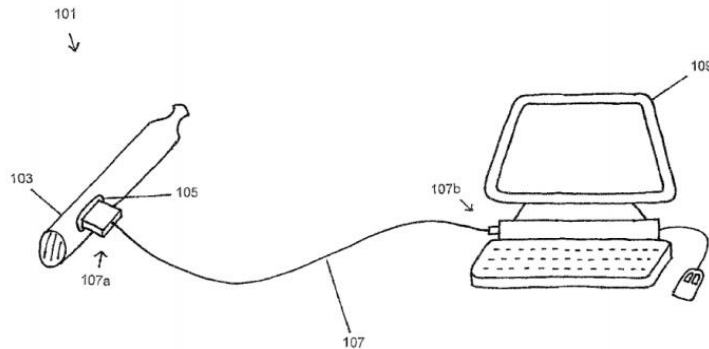
- “Best” marketers in the world, but need (pseudo)academic cover, testimony, etc.
- ACSH, AEI, CATO, CEI, Heartland, Heritage F, IWF, NCPA, NCPPR, Reason, WLF, IEA (UK), IPA (AU) ... all gears in machinery of climate anti-science
- www.desmogblog.com/2013/02/11/tea-party-tobacco-everywhere-always
Meticulous UCSF research (Fallin, Grana, Glantz)
Tea Party fostered by Koch brothers think tank with much help from Big Tobacco.
- www.desmogblog.com/2014/01/10/koch-industries-hires-tobacco-operative-steve-lombardo-communications-marketing Kochs hiring tobacco marketers

The electronic, connected future according to Philip Morris - IQOS

- Heat not burn, 2014 article from patent (below left)
<http://gizmodo.com/the-future-e-cig-comes-with-an-internet-connection-and-1644801806>
- PM invests big, pushes outside US first, 2016 article (below right)
<http://www.businessinsider.com/philip-morris-e-cigarette-2016-11>

The Future E-Cig Comes With an Internet Connection—And Real Tobacco

Meg Neal
10/10/14 12:13pm - Filed to: E-CIGS



9.6K 12

Marlboro-producer and tobacco giant Philip Morris International on Wednesday launched a non-burning cigarette alternative in the UK in a bid to phase out traditional cigarettes.

The Iqos device looks similar to an e-cigarette. But unlike most modern e-cigs, it uses real tobacco. The difference between traditional cigarettes and the Iqos? The tobacco is heated, rather than burned, Philip Morris said at an event on Tuesday.

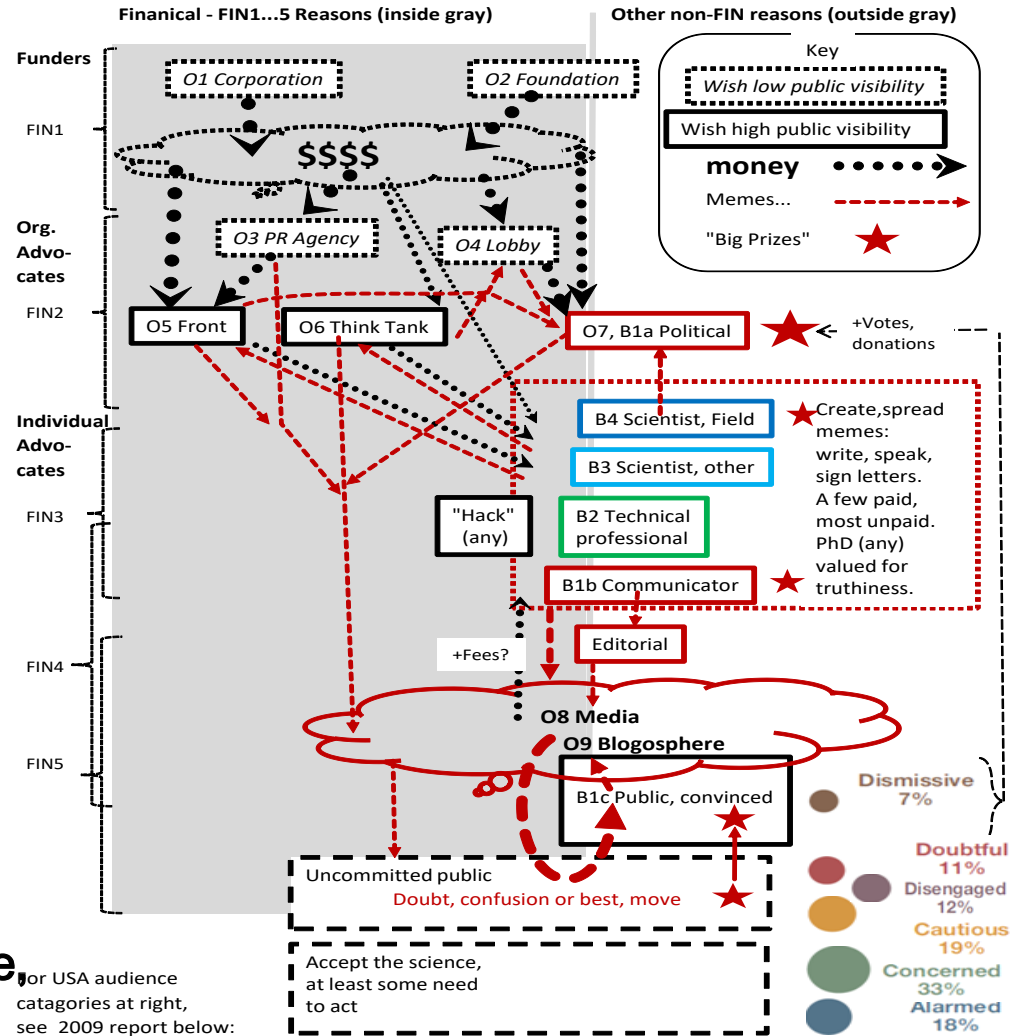


International tobacco firm Phillip Morris is phasing out cigarettes with its new non-burning alternative. Phillip Morris

The Machinery – Laundering Money and Memes – 1 Sociology

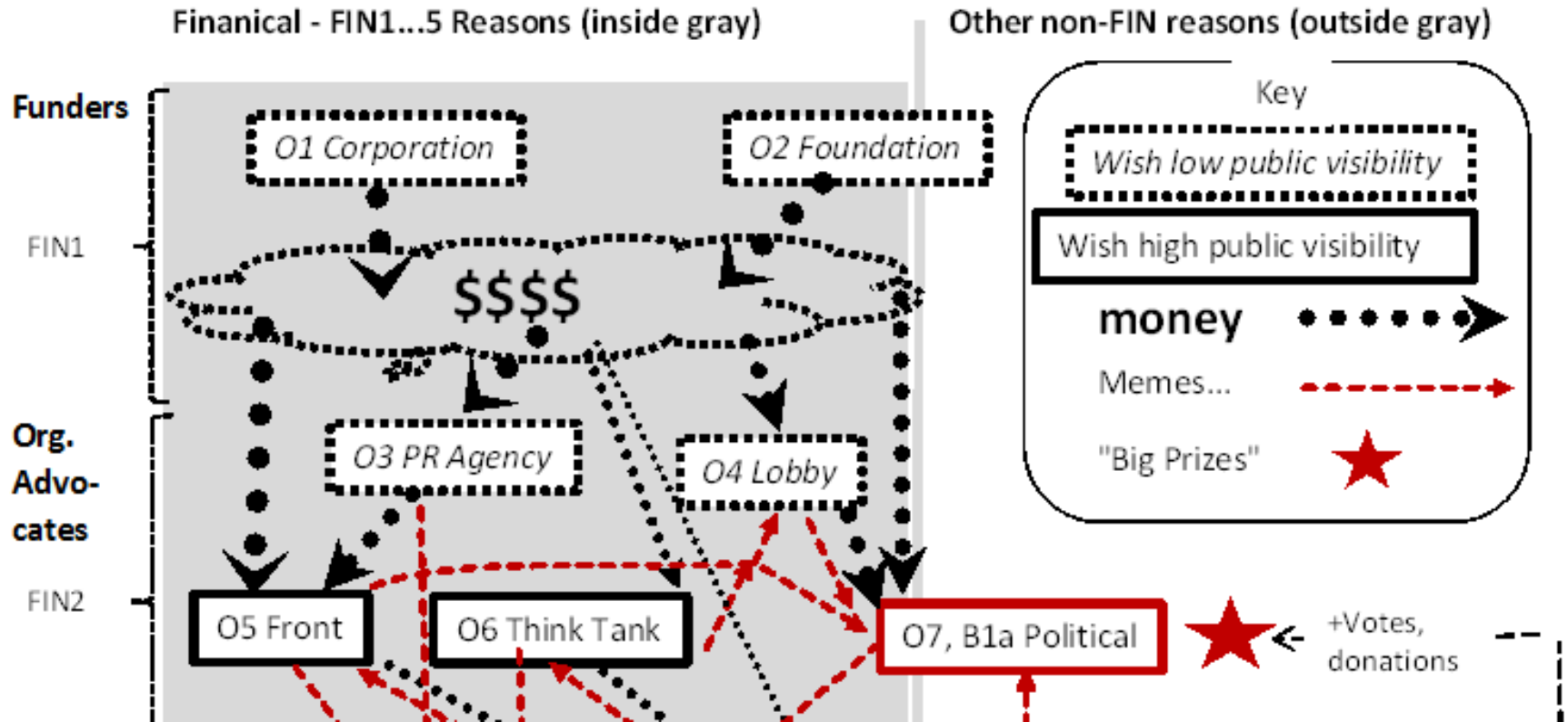
CCC www.desmogblog.com/crescendo-climategate-cacophony, March 2010, p.10

- Corporations and family foundations
- Interconnected group of cooperative/competitive nonprofit PR/lobbyists
- Spokespeople
Some last long
Others wear out
- Media
Internet, Websites
Blogs, FaceBook, Twitter
- Public
- UK: ask Brendan Montague, DeSmog UK



The Machinery – Laundering Money and Memes - 2

“Privatize the profits and socialize the costs, risks, damages.” → often leads to such tactics, hidden



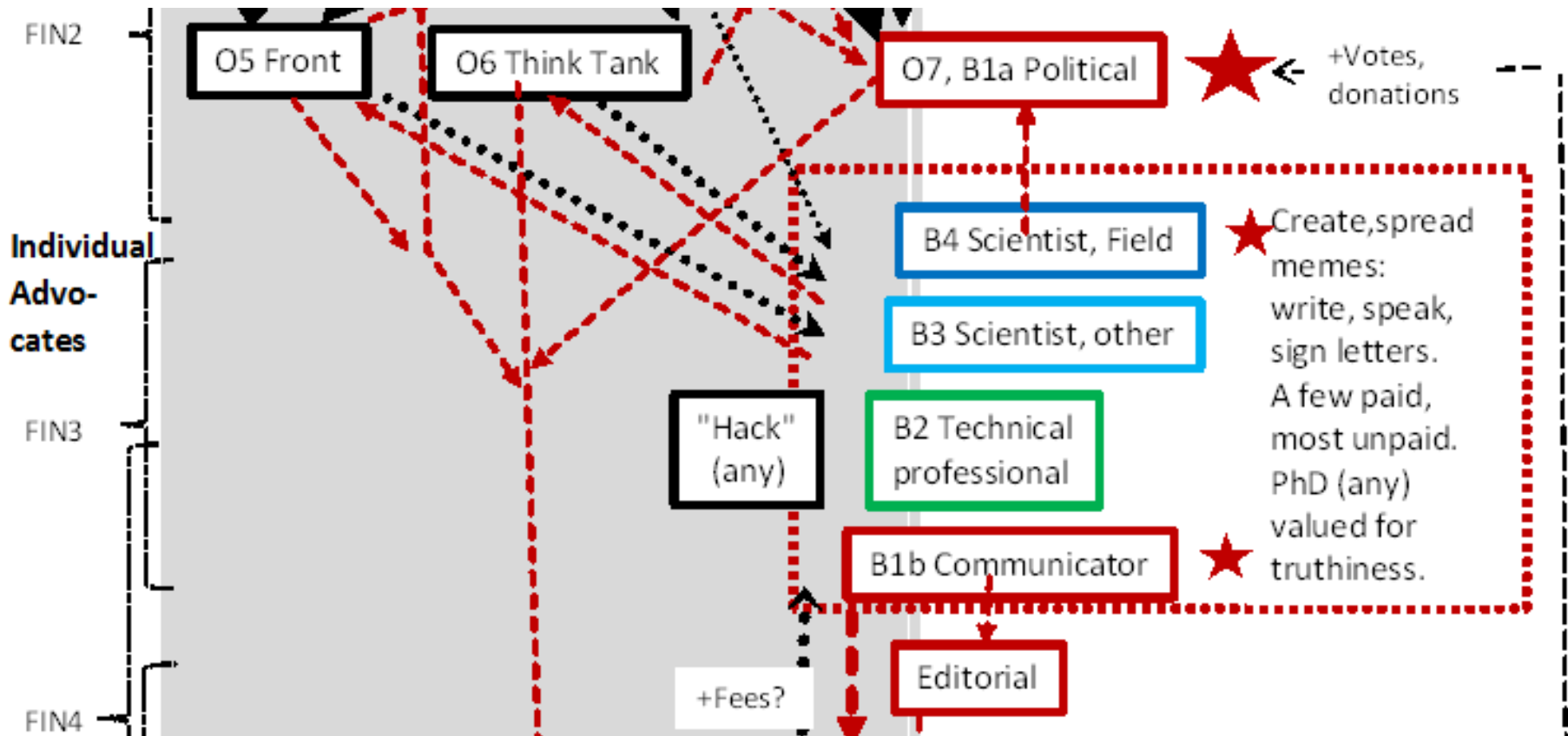
Some think tanks/fronts general: Cato, CEI, etc in US, IEA (UK), IPA (AU), Fraser (CA).

Hoover preceded most of these, is a bit different.

Others specific to climate: GWPF (UK), CSCDGC (US), SEPP (US), etc.

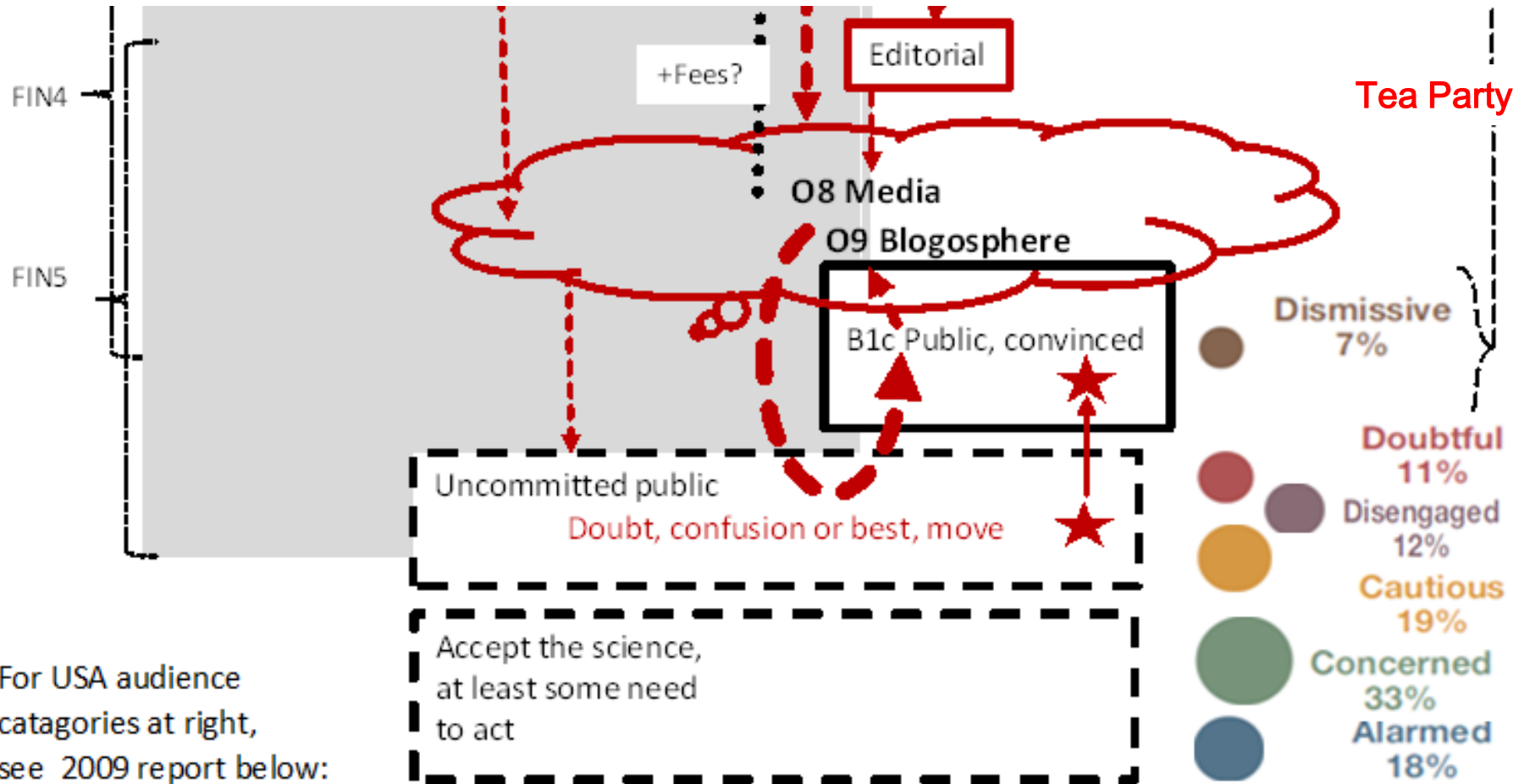
Tobacco sometimes creates own front groups, but more often uses general think tanks for cover.

The Machinery – Laundering Money and Memes -3



UK: Benny Peiser, Nigel Lawson, Christopher Monckton, Andrew Montford, Matt Ridley, Rupert Darwall etc

The Machinery – Laundering Money and Memes -4



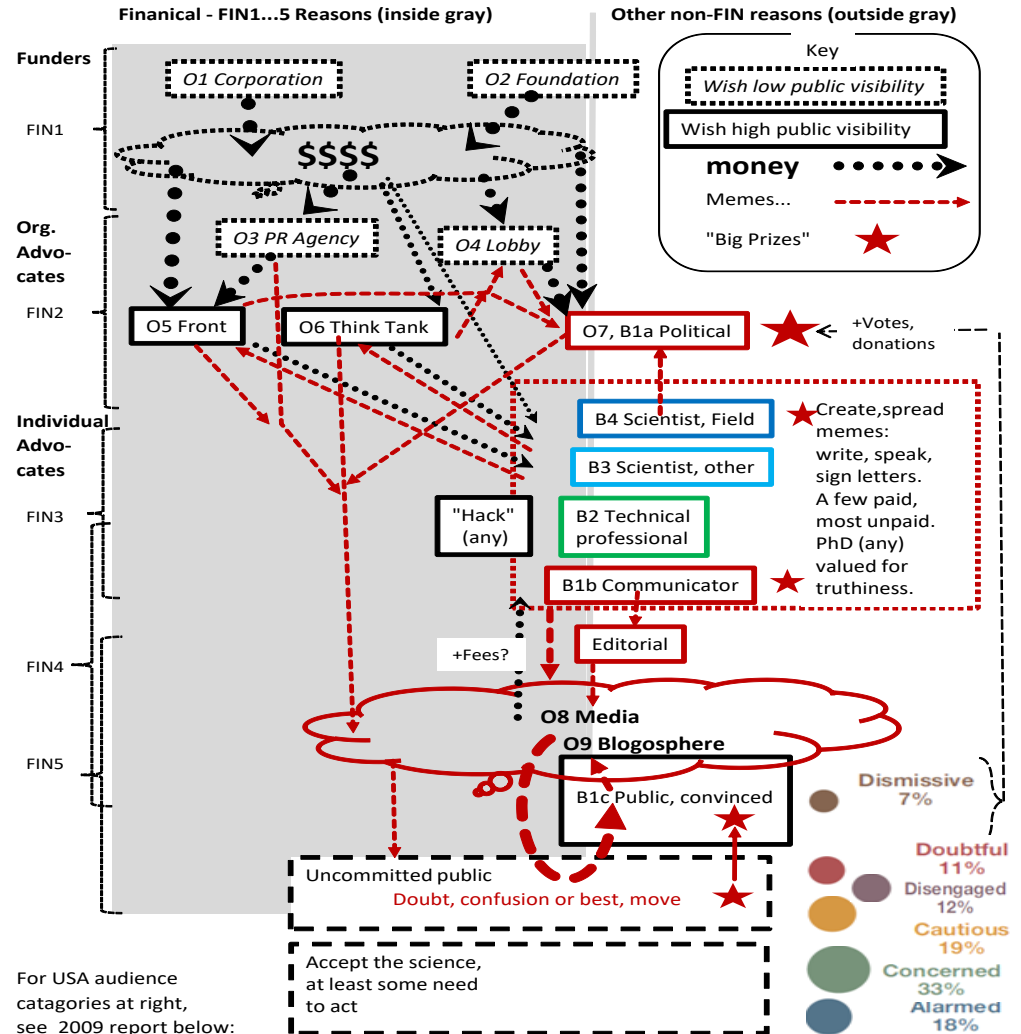
For USA audience categories at right, see 2009 report below:

environment.yale.edu/uploads/SixAmericas2009.pdf (moved from URL in CCC)

The Machinery – Laundering Money and Memes – 1 (again)

www.desmogblog.com/crescendo-climategate-cacophony, March 2010, p.10

- Corporations and family foundations
- Interconnected group of cooperative/competitive nonprofit PR/lobbyists
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Some last long
Others wear out
- Media
Internet, Websites
Blogs, FaceBook, Twitter
- Public

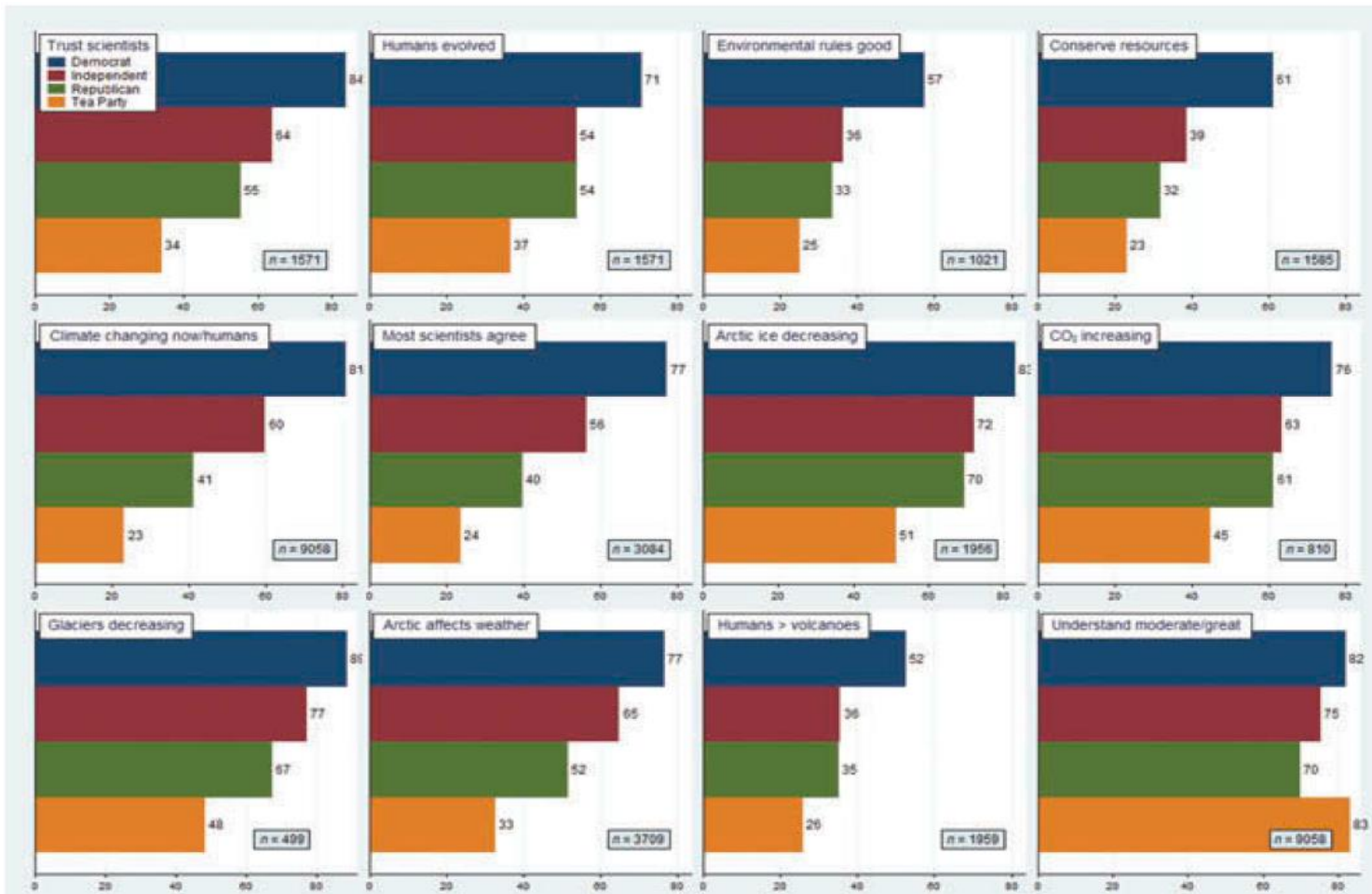


The Manufactured Political Split

Lawrence C. Hamilton & Kei Saitoa, *Environmental Politics*

A four-party view of US environmental concern, 25 Nov 2014

<http://www.tandfonline.com/doi/full/10.1080/09644016.2014.976485#.VeW30KBVhBe>

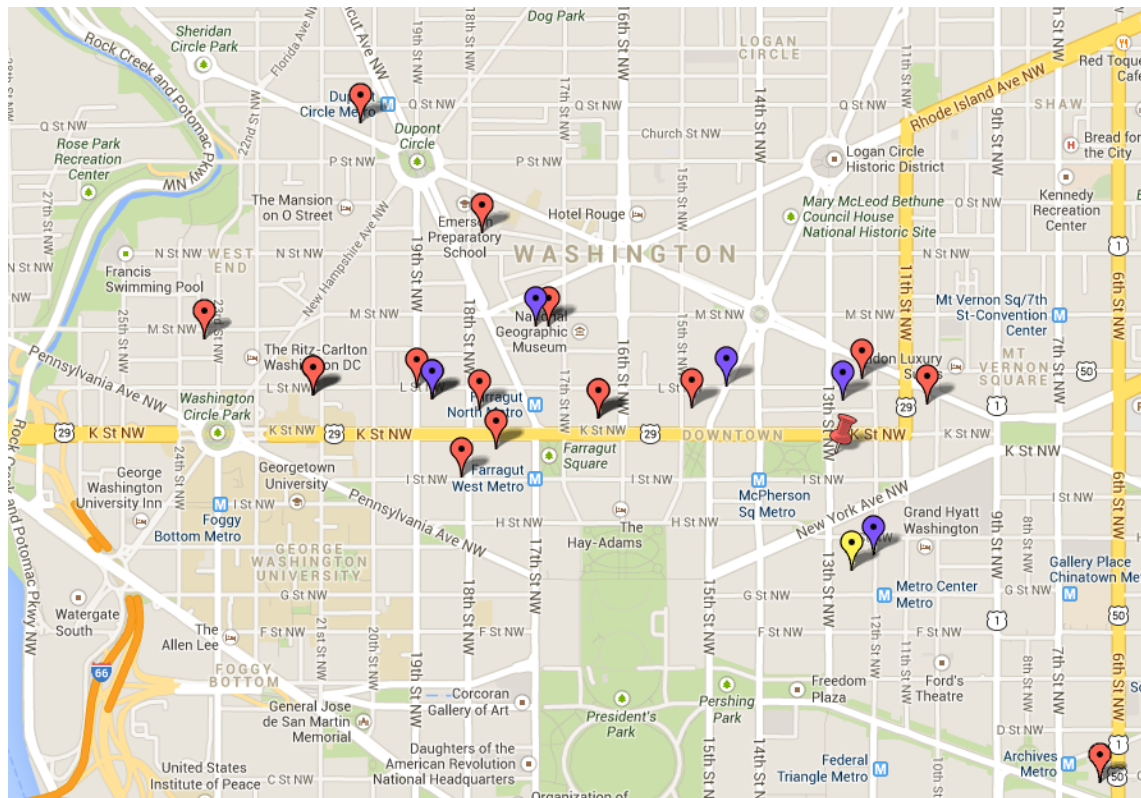


Dunning-Kruger

The Machinery – Where are the big gears?


- Google Map from CCC

<https://maps.google.com/maps/ms?hl=en&ie=UTF8&msa=0&msid=107940825189517771981.0004815492d08b0c445f9&ll=38.882481,-76.978455&spn=0.771829,1.253815&z=10>



Funders x Organizations (~ 1/3 of each of 3 pages; ~50% \$\$)

Don't try to read: pattern: climate/tobacco overlap, but **foundations** added

Table A.6.1 (a) Funders X Organizations, data mostly 1989-2007 [MMAN]																	
ExxonMobil(UCS): [UCS2007], Appendix B. Bold funders: oil connection. Tobacco: Sourcewatch.																	
*1 TASSC/junkscience.com:Steve Milloy; *2 FoF/CSPP=>SPPI:Rob Ferguson; *3 Myron Ebell (FoF=>CEI)																	
Funder \$1000s	CEI	Fraser 	GM	SEPP	CFACT	FF/CSPP	Heartland	SPPI *2	TASSC	AdFT	ALEC	ATR	FreeMo	Heritage	NCPA	PRR	TII
Tobacco connect	T	T	T	T		T	T		T	T	T	T	T	T		T	T
\$ Funding here	\$	\$	\$	\$	\$	\$	\$?	\$	\$	\$	\$	\$	\$	\$	\$	\$
nonprofit501(c)3	n	n	n	n	n	n	n	?		n	n		n	n	n	n	n
GCSC1998	X		X	X	X	*2			X			X					
CHC Cooler Heads	*3	X	X		X	*2	X	*2	*1	X	X	X	X	X	X	X	X
Heart#1,#2,#3	All		All	All	All	1,2	All	All				1,2		2,3	1		1
Exxon-UCS OR	2005	120	630	20	472	1002	561		50		1170			460	421		70
Exxon-MMAN	1690	120	640		482	1127	532		40		1200		275	385	520	540	70
Allegheny											1645			100			
Carthage	60	50	707		1205	35	10			15		325	200	2559	525		
Sarah Scaife	2240	225	2785		375	100	325					375	2960	21235	1760	3072	
Scaife Family	350										50		325	703	100		
Charles G. Koch	15	18					38				273		674	78	7	370	
Claude R. Lambe	336	30	30			175	40			13	195	60	5725	3194	340	385	
David H. Koch	315												5957		260	401	160
Earhart	120		270			100							35	10	100	184	111
J M. Olin(-2005)	230	10	360			125	40			363	215	525	1300	8071	1069	735	65
L&H Bradley	900	95	3590			48				1344	283	223	205	14256	1597	900	
Found. Totals	5823	928	7743	0	1580	730	3214	0	0	3517	3393	2306	18647	75698	9099	9841	1653

Tobacco funding via TTID

Don't try to read: message: thinktanks have long gotten tobacco \$\$

Fig. F.4 Philip Morris 1991-2001 funding

m:MAS2010, 501(c)(3, 4, 6), State		\$1,000s													P: Figure F.5 on next page samples efforts for PM. *: Roy Marden-1995 accounts		
X	Code	Name (<u>GMU-related underlined</u>)	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	Totals	P	*	
3	MI	Acton		10	10	10	10	12						52	P	*	
m	3	NH	AdTI			10	50	75	75	50				260	P	*	
m	3	DC	AEI	25	60	25	10	0	100	100	25	25	50	420	P	*	
m	3	DC	ALEC			46	10	21	50		6			133	P		
3	VA	AmPolFnd		20	50	50	50							170	P		
m	3	MD	AnnapCtr						25	20	25	20	25	115			
3	VA	ASF							45			25	25	95	P		
m	3	DC	ATLAS					475		25	75	50		625	P	*	
m	4,3	DC	ATR					175	380	60	125	435	110	100	1,385	P	*
3	DC	CapResCtr		50	25	25	50	60	40	10	10	10	10	290		*	
3	OR	Cascade							5		2	3	3	12			
m	3	DC	CATO	10	20	20	40	150	175	175	100	100	100	75	965	P	
m	3	DC	CEI	10		50	150	200	200	125	25	45	45	45	895	P	*
3	CA	Claremont		1	40			25	25	25	20	25	30	25	216	P	*
m	3	DC	<u>CMPA</u>									25	25	50			
m	3	PA	Comnwit					2		1	3			5			
3	DC	DPR						30		45	20	20	20	155	P		
m	3,4	VA	FF					35	100	105	25	25	27	50	367	P	*
m	3	DC	GMI	(none here, but Seitz was long involved with tobacco companies; ORE2010, PRO2012)													
m	3	VA	<u>GMU</u>			10	10	85	10	10	10	10	10	10	165		*
m	3	IL	Heartland			50	50	65	70	50	25	30	25	30	395	P	*
m	3	DC	Heritage	40	40	50	50	50	53	50	50	50	50	533	P	*	
m	3	DC	Hudson	100			25	25	25	25				200	P	*	
3	DC	IndWom							15	5	5	5	5	35	P		
3	VA	InstJust		20	10	10	20	20	20	20	20	20	20	180	P		
3	MI	Mackinac		10	10	10	10	10	10	10	10	15	15	120	P		
m	3	NY	Manhattan	25	25	25	25	0	25	20	10	10	20	195	P	*	
m	3	VA	<u>Mercatus</u>									10	10	20			
6	DC	NAM						130	130	130				390	P	*	
3	TX	NCPA		25	45	45	45	60	60	50	25	25	25	430	P	*	
3	DC	NCPPR						50		25	30	25	35	165	P	*	
m	3	CA	PLF	22	25	10	10	21	19		5	5	10	127		*	
m	3	CA	PRI	25	30	50	50	56	50	20	20	25	25	351	P	*	
m	3	CA	Reason	25		10	20	25	25	20	20	20	20	205	P	*	
3	VA	StatePol					10							10		*	
m	3	MD	TASSC						200					200	P		
m	3	CA	TII						10					10			
3	TX	TPPF										25	25	50	P		
m	3	DC	WLF						250	275	200	260	300	200	1,485	P	*
<i>italicized: possibly inconsistent/proposed</i>			Totals	318	355	546	650	1,904	1,920	1,709	818	1,318	1,009	928	11,474		

FFFF p.39 This is a specific subset of many think tanks. For example, Hoover Institution doesn't show up.

They work hard for the money ... and politics

legacy.library.ucsf.edu/tid/coa85c00/pdf (Oct 26 1999)

GROUP

KEY ACTIONS

Americans for Tax Reform	Press releases, letters to Congress, media, position papers
Cato Institute	Op-eds, media, policy briefs, LTEs
Center for the Study of American Business	Policy brief re critical analysis of RICO claim
Chamber of Commerce of the United States of America	Press releases, letters to Congress, media, spokespersons, coalition
Citizens for a Sound Economy	Press releases, letters to Congress, media, op-eds, position papers
The Claremont Institute for the Study of Statesmanship & Political Philosophy	Conference on govt regulation/litigation/constitutional rights, spokespersons, op-eds, LTEs
Evergreen Freedom Foundation	Position paper
Foundation for Economic Education	Journal article
Frontiers of Freedom leadership, op-eds	Taxation via litigation conference, letters from Sen Wallop to Congressional
The Heartland Institute letters	Blast faxes to state legislators, off-the-record briefings, op-eds, radio interviews,
The Heritage Foundation	25-pg position paper on the improprieties of the Fedsuit, media, press
release, email membership mobilization	
Human Events	Article
Institute for Research on the Economics of Taxation	Congressional advisories, op-eds
Mackinac Center for Public Policy	Op-eds, letters to Congressional delegation, phone calls, articles, backgrounders
Manhattan Institute	Op-eds, conference on govt-sponsored litigation
National Association of Manufacturers	Press releases, letters to House/Senate
National Center for Policy Analysis	Op-eds, backgrounders, LTEs, access to GW Bush
National Journalism Center	Membership mobilization
National Taxpayer's Union	Press releases, letters to Congress, op-eds, media, Roll Call ads, position papers
Pacific Research Institute for Public Policy	Radio commentary, op-eds
Radio America	Commentaries
Reason Foundation	Op-eds, columns, spokespersons, media
Toward Tradition	Position paper
Washington Legal Foundation	Issue briefs, commentaries, op-eds, ads

Heartland Institute, Chicago (not D.C.!)

If an industry privatizes profits and socializes costs/risks ... HI can help

- “Thinktank” - tax-exempt “public charity” 501(c)(3)
 - Really PR agency/lobbyist with ideological rationale
 - In last few years, #1 for climate anti-science
- Heartland and President Joe Bast often in TTID
 - PM’s Roy Marden was on Board ~1996-2008
- “Joe Camel is Innocent!” 08/21/96
- “Five Lies about Tobacco;The Tobacco Bill Wasn’t about Kids.” 07/98
- <http://www.nationalacademies.org/hmd/Reports/2015/TobaccoMinimumAgeReport.aspx>



Billboards in Chicago paid for by The Heartland Institute along the inbound Eisenhower Expressway in Maywood, Illinois. Photograph: The Heartland Institute

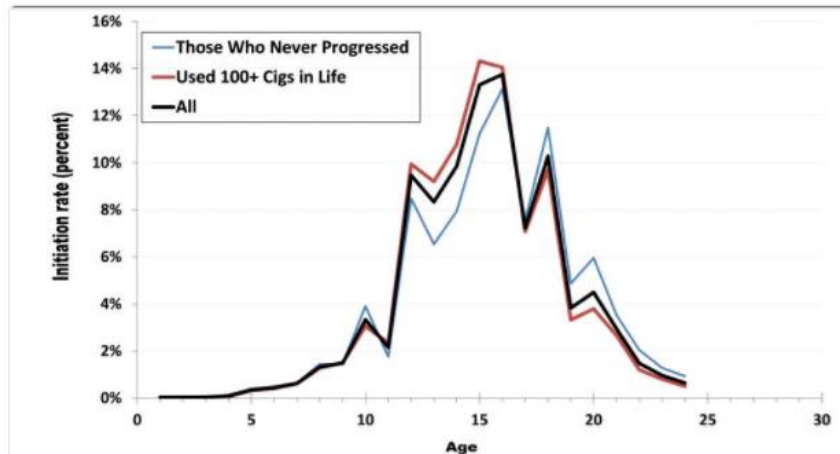
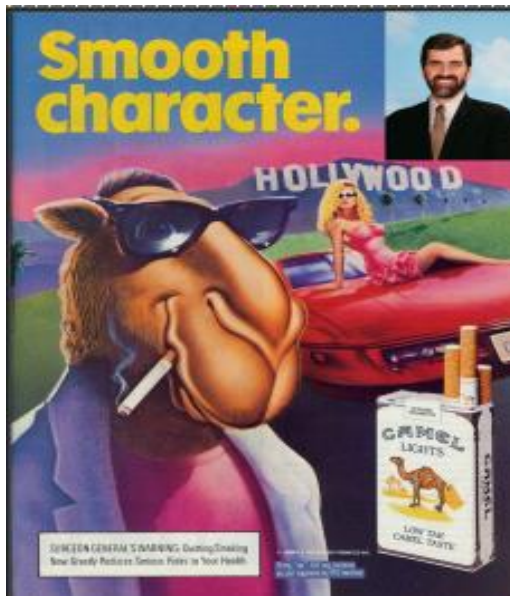
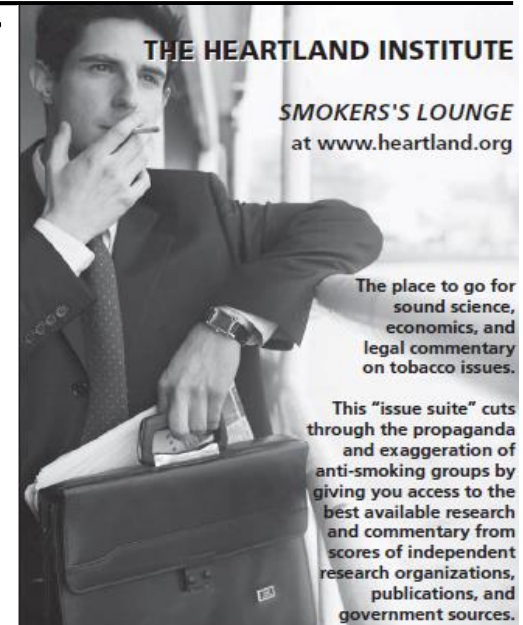


FIGURE 2-4 Age distribution of cigarette initiation reported by those 26 years old and older, broken down by those who did versus those who did not progress to using 100-plus cigarettes in their lifetimes, NSDUH, 2002 through 2012.

SOURCE: Committee analysis from HHS et al., 2014.

Heartland Institute (cont)

- *Welcome to Heartland's Smoker's Lounge* 04/20/07
- *Environment and Climate News*, all state legislators
 - May 2006, p.6 Smoker's Lounge ad →
 - July 2008, p.8 Jerome Arnett, Jr
"Best Available Scientific Evidence Shows
Secondhand Smoke Is No Danger" ↓



- 2012 Still getting \$\$ from Altria, Reynolds, more than in TTID ... and for "Healthcare Reform", from **Pfizer**, and PhRMA for example. forecastthefacts.org/sponsors/heartland-institute
- And mercury is fine in fish and environment (Heartland gets coal money)

Heartland Institute (cont) Joe Bast, 06/14/12

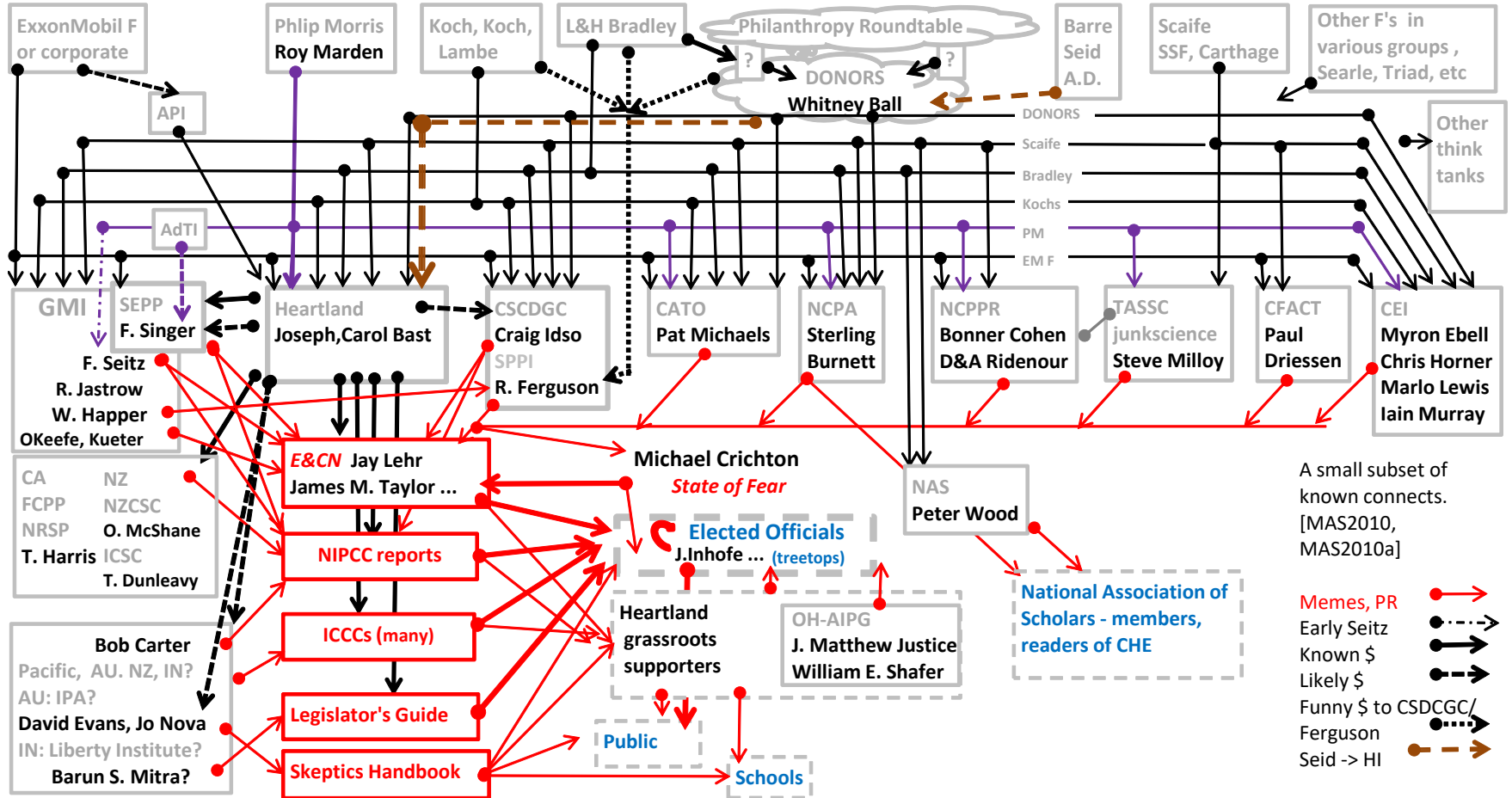
fakegate.org/the-heartland-institute-and-tobacco

- Smokers already pay taxes that are too high to be fair, and far above any cost they impose on the rest of society.
 - The public health community's campaign to demonize smokers and all forms of tobacco is based on **junk science**.
 - **Litigation against the tobacco industry is an example of lawsuit abuse, and has "loaded the gun" for lawsuits against other industries.**
 - Smoking bans hurt small businesses and violate private property rights.
 - The harm caused by smoking can be reduced by educating smokers about their options.
 - Punishing smokers "for their own good" is repulsive to the basic libertarian principles that ought to limit the use of government force. ...
- 'Our positions on tobacco control are based on facts and principles, not on who funds us. **Anti-smoking groups exaggerate the dangers of smoking, second-hand smoke, and smokeless tobacco products in order to support their agenda of higher taxes, more regulations, and subsidies.** We've certainly earned their enmity for pointing this out, but it is untrue to claim that we are misleading the public, denying a very real public health problem, or in some other way are behaving badly. **We are not.**'

Projection + politics

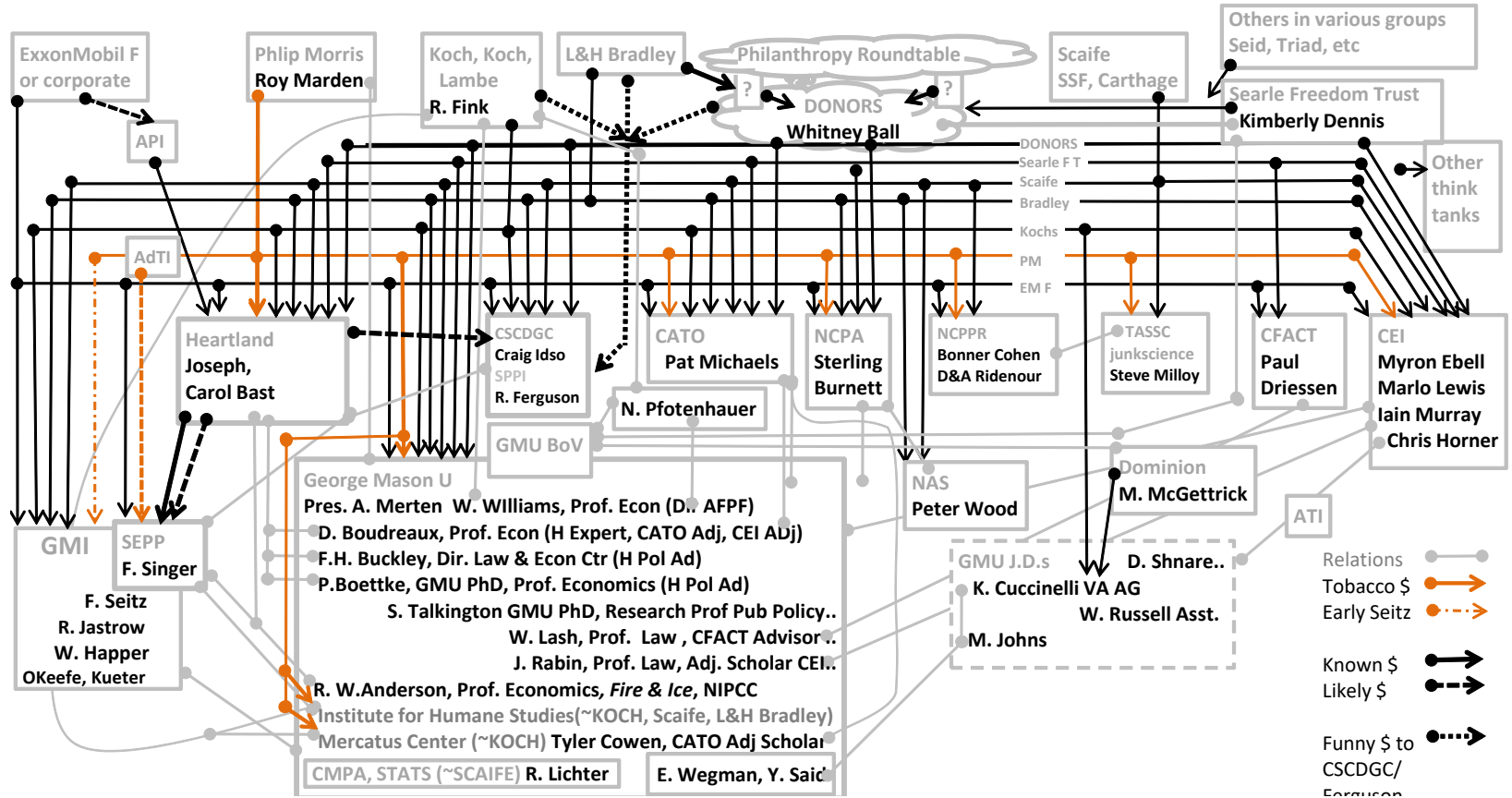
Example 1 – Heartland and Friends

www.desmogblog.com/fake-science-fakexperts-funny-finances-free-tax, p.3, updated



Example 2 – George Mason University

www.desmogblog.com/see-no-evil-george-mason-university p.40

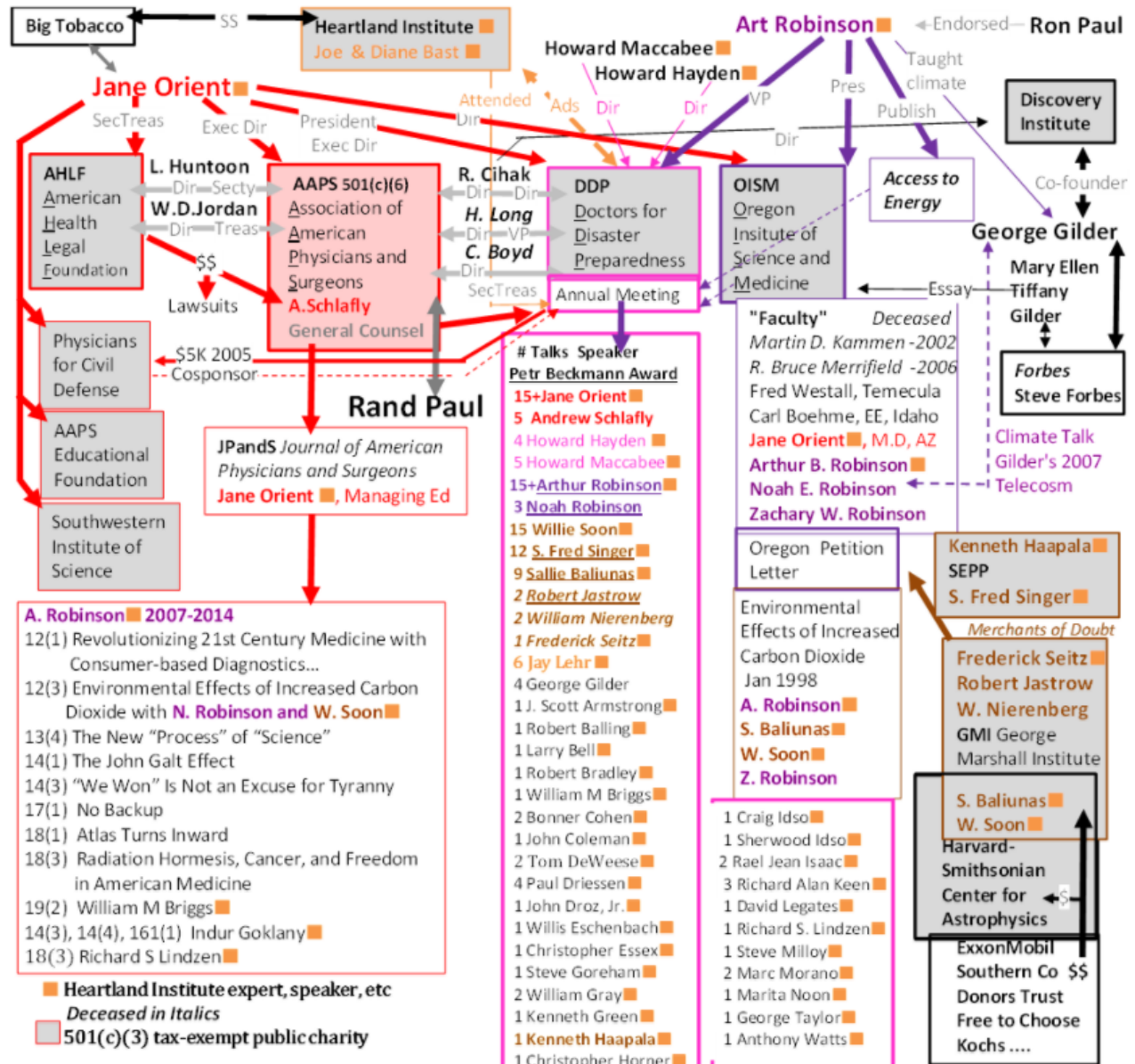


Note: most of GMU seems a normal university. Folks like Ed Maibach do great work. but a few parts are tightly tied with Kochs and/or tobacco (Tollison economics network).

Example 3 – AAPS, DDP & OISM

<https://www.desmogblog.com/2015/02/23/anti-science-associations-rand-paul-jane-orient-art-robinson-willie-soon-and-friends>

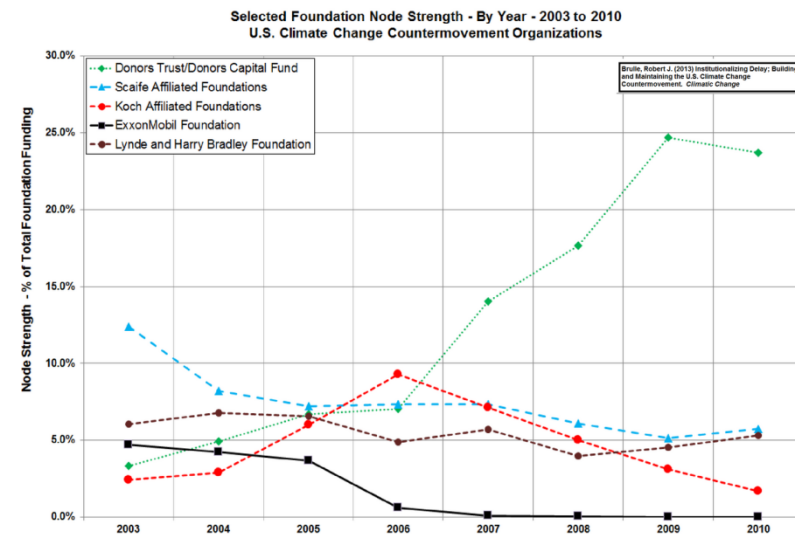
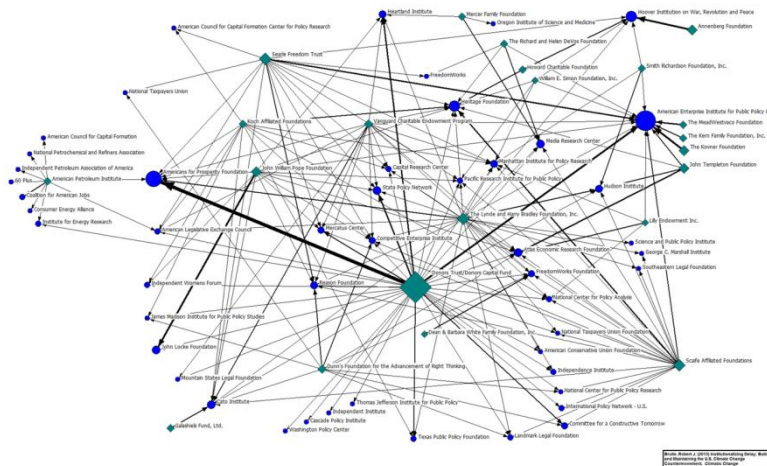
Jane Orient
 Art Robinson
 Robert Mercer
 Ron Paul
 Tom Price
 A. Schlafly
 and many more



Great 2013 research paper on think tank funding

Drexel sociologist Robert J. Brulle

- Study Details Dark Money Flowing to Climate Science Denial 12/20/13**
www.desmogblog.com/2013/12/23/detailed-study-exposes-dark-money-flows-climate-science-denial
 Institutionalizing delay: foundation funding and the creation of U.S. climate change counter-movement organizations.
drexel.edu/~media/Files/now/pdfs/Institutionalizing%20Delay%20-%20%20Climatic%20Change.ashx
- 91 organizations, over 2003-2010, 8 years, total ~\$7B
 Annual income ~\$900M, of which trade associations (C5/6) get \$800M
 501(c)(4) advocacy groups get \$30--\$60M 2009-2010
 501(c)(3) tax-exempts get ~\$250M income
 ~\$64M identifiable foundation support ... so can find ~25%, rest dark

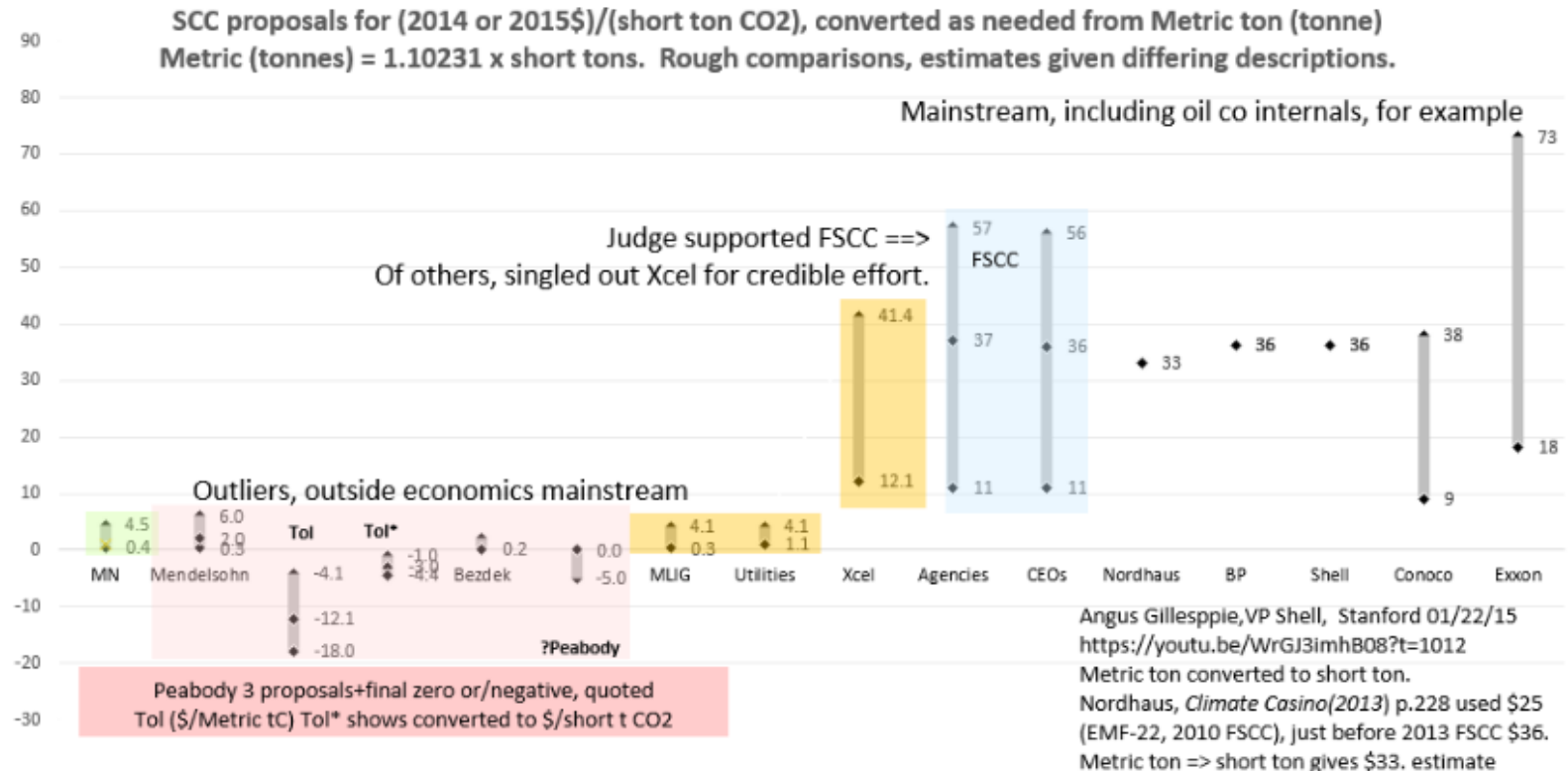


Minnesota Social Cost of Carbon Case

<https://www.desmogblog.com/2016/03/20/will-happer-rebrands-gmi-as-CO2-Coalition-CoalOILition>

<https://www.desmogblog.com/2016/08/05/will-happer-drills-for-support-with-lamar-smith-ted-cruz>

<https://www.desmogblog.com/2016/06/07/peabodys-outlier-gang-couldnt-shoot-straight>



Much work by Stanford's John Weyant on Energy Modeling Forum <https://emf.stanford.edu/>



Some tactics of doubt

- Endless petitions, especially via Fred Singer, but others “Oregon Petition,” OISM, Arthur Robinson in late 1990s
- Attack on Ben Santer in *Wall Street Journal*, eviscerated rat on doorstep
- Attempts to subvert science societies: APS, ACS, GSA, IOP(UK), at least
- Attempts to subvert peer review into pal review, then blame scientists
- Decade-long attack on the hockeystick, Mike Mann, “Serengeti strategy” Wegman Report, organized by 2 think tanks + Rep. Barton
Bogus academic misconduct complaints & lawsuits, as per VA’s Cuccinelli
- “Climategate” timing in 2009: **steal email, post (1st on Russian server)**
- Internet amplification of attacks, Marc Morano posts email address → wave of hate mail; echo chambers in the blogosphere; plausible deniability
- But scientists are learning, others helping as we can climatesciencedefensefund.org; several libel suits under way (hard)
New emphasis at AGU for communication, education on help for defense
Fortunately, some good people in government.

Much history in CCC, SSWR, FFFF

Often leading-edge use of information technology

- Big Tobacco – print ads, TV, movie placements, Internet as possible
- 1991 “The Greening of Planet Earth” VHS tape to libraries across US
Western Fuels Association (WFA)
<https://www.youtube.com/watch?v=ep5ptrPN6ns&feature=youtu.be&t=600>



- 1997 website “Still Waiting for Greenhouse” (WFA advisor John Daly)
<https://web.archive.org/web/19970513045628/http://www.vision.net.au/~daly/>
- 2006 blogs
- 2009 CRU email controversy aka “Climategate”
https://en.wikipedia.org/wiki/Climatic_Research_Unit_email_controversy
- Since then, social media

Some advice (for physical AND social scientists)

- Outreach and communication, warning of what to expect
 - Every scientist needs a little media training, to not stick foot in mouth
Also, keep eye on own institution's Press Releases.
 - Many need to do some public outreach, get good at it. Many do.
 - A very few must spend much of their time + policy ~ Stephen Schneider
 - MUST keep doing the science we need. Rest of us can't.
 - But some of rest of us must help get #^\$*&#@* off your backs
 - See movie *Merchants of Doubt*, attend relevant AGU sessions
- **You are not alone**, consider attacks to badges of honor
 - **Immediately** ask advice from people who know this war
 - Many climate (and a few social) scientists have seen this
 - Climate Science Legal Defense Fund (Lauren Kurtz)
 - Union of Concerned Scientists, *DeSmogBlog*, *Skeptical Science*
 - If Marc Morano publishes your email, expect deluge of hate mail, but it usually dies down after a while.

Comparisons

- Structure: industry association → more use of “independent” entities
TIRC / Tobacco Institute → CTR → TASSC → thinktanks, universities
Greening Earth Society (Western Fuels) → Cooler Heads Coalition →
TASSC → thinktanks, universities, especially via Koch network.
- Key organizing event
12/14/53 Tobacco co's in NYC with Hill & Knowlton
04/xx/98 American Petroleum Institute offices in Washington, DC*
www.euronet.nl/users/e_wesker/ew@shell/API-prop.html
Global Climate Science Communications Team
SEPP, CFACT, FoF/CEI, ATR, TASSC (Milloy)
Exxon, The Southern Company, Chevron, API
- Internal science
(Much) suppress; (Some) suppress, but especially ignore (ICN 2015)
- Externally-published science
As per Proctor (pp.257-) {distraction | decoy | filibuster} research
Rarer real research: attempts to sneak past weak peer review,
infamous partial takeover of *Climate Research* 1997-2003.
Many articles by non-climate scientists ... with/without PhDs.

Comparisons (cont)

- PR & Lobbying
Yes. **Yes.** US Chamber of Commerce does both.
www.desmogblog.com/2015/07/02/thomas-donohue-sells-us-chamber-commerce-big-tobacco
- Legal/political
Endless (plus, hassling Proctor over book & its title)
Rep Joe Barton's 2005/2006 attack on Mann, Bradley, Hughes; Hockey stick
Sen James Inhofe, various threats
VA AG Ken Cuccinelli lawsuits against U VA, Mann
ATI (Schnare thinktank) lawsuit against U VA, Mann, Dessler (TAMU),
Hayhoe (Texas Tech), Hughes & Overpeck (U of AZ)
- Internet amplified attacks
? Much of the war was pre-Internet, some on now, Twitter
Wall Street Journal, etc attacks on Ben Santer, 1996-; dead rat
Endless attacks on Mike Mann since 2002 (Scaife (deceased), etc)
Andrew Weaver's "wall of hate" bulletin board
Katharine Hayhoe / Newt Gingrich / Rush Limbaugh Marc Morano (email)
climatecrocks.com/2012/01/24/katherine-hayhoe-the-interview-much-of-this-is-intended-to-intimidate ; texasclimatenews.org/wp/?p=4153
"Nazi Bitch Whore Climatebecile baby crying next to the basket next to the guillotine."

Comparisons (cont)

- Use of international trade rules to hamper local policy
Yes. **Large concern over use of rules to allow intimidation by lawsuit**
- Tobacco example – Australia and New Zealand “plain packaging”
US Chamber of Commerce challenge AU
www.health.gov.au/internet/yourhealth/publishing.nsf/Content/Myron-Brilliant#.UwLwBoWqnhJ
(US) National Association of Manufacturers challenge AU
yourhealth.gov.au/internet/yourhealth/publishing.nsf/content/nat-ass-of-man#.UwLwh4WqnhI
- Editorial: Burnt sacrifice to the bully? NZ
www.stuff.co.nz/dominion-post/comment/editorials/9709484/Editorial-Burnt-sacrifice-to-the-bully
'OPINION: Big Tobacco is deeply threatened by New Zealand's plan to introduce plain packaging of cigarettes. The tobacco companies are warning they will challenge the New Zealand law, now before Parliament, just as they are challenging Australia's 2012 law. Now Big Tobacco's powerful friends in American business are threatening trouble for our exports if we go ahead with plain packaging. New Zealand must stand up to these bullies. The **United States Chamber of Commerce** and five other business groups have registered "concern" that a plain packaging law is not in the public interest. They say it could also have a negative impact on New Zealand's primary exports. These are naked threats dressed up as civic concern. '
- Context NZ market shares:
BATNZ (74%), ITNZ(18%) (London-based)
Philip Morris NZ (6%), %94M (of \$75B) ... but that is PM Intl, not US

Rocks in the Gears ... For Helpers, Not Scientists

- **Exposure**

- **They do not like it much**, *Science* profile 10 June 2011, pp.1250-1251:

- “Will Happer, a physicist at Princeton University who questions the consensus view on climate, thinks Mashey is a destructive force who uses “totalitarian tactics”—publishing damaging documents online, without peer review—to carry out personal vendettas.”

- Happer Chairs George C. Marshall Institute exposed in *Merchants of Doubt*.

- He **was not happy** with 2009 APS Petition expose.

- Lomborg didn't like this:** Copenhagen Consensus Center USA

- had nice website, Google StreetView found it in MA storefront ☺



- **Academic misconduct complaints, including via Office of Research Integrity**

- 2006 Wegman Report – Ed Wegman (George Mason U) manufactured for Rep. Joe Barton, potential big legal entanglement. Retraction for plagiarism, already lost job of Editor-In-Chief of his journal.

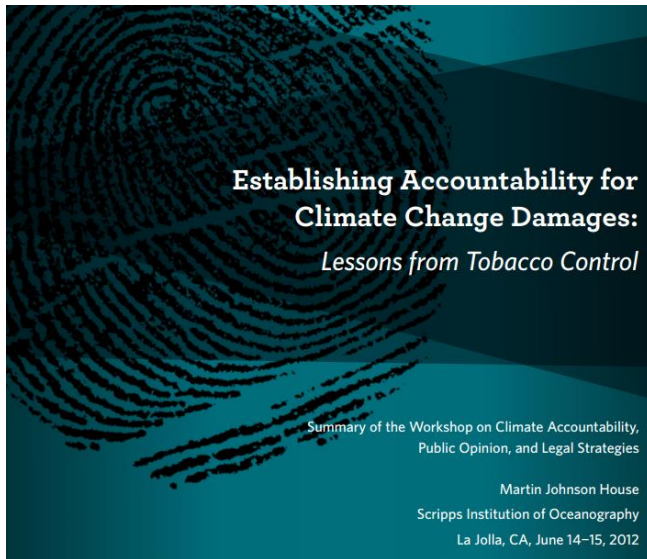
- 2 x \$1M lawsuits in 2014/2015 vs ... me ... **failed badly**

- **Complaints to IRS on 501(c)(3) status for SEPP, Heartland, CSCDGC**

- Included tobacco funding and thinktank efforts found in TTID
 - Exactly what would they do with tobacco \$\$ in the public interest?
 - IRS is opaque, and these take years, so we'll see

Rocks in the Gears ... → Legal

- UCSUSA @ Scripps, June 2012 (Google lajolla junta 2012 ☺)
www.climateaccountability.org/pdf/Climate%20Accountability%20Rpt%20Oct12.pdf
- Big coal companies file for bankruptcy (2015, 2016)
 - Arch Coal, Alpha Natural Resources, Peabody Energy
 - Cheap gas, renewables, bad investments ... and EPA: health+global warming
 - Documents reveal payments to think tanks to harass scientists
 - Minnesota Social Cost of Carbon, Peabody: William Wecker, TTID, Proctor (p.441)
- <http://insideclimatenews.org/> @ExxonKnew 2015
 - State Attorneys General start to move, talk starts of RICO
 - thinkprogress.org/climate/2015/10/20/3713761/exxon-climate-denial/



Exxon's Climate Cover-Up Should Be Investigated By DOJ, Tobacco Prosecutor Says

BY EMILY ATKIN • OCT 20, 2015 8:17 AM



Former Department of Justice lawyer Sharon Eubanks, who ran the department's tobacco litigation team, is photographed at her Washington office Wednesday, July 19, 2006.

Conclusion 1

- Tobacco built anti-science machinery and tactics
- Environmental anti-science inherited the machinery
 - Tactics
 - Organizations
 - Sometimes even same people
 - Climate anti-science funding is more distributed, additional reasons
 - Tobacco cuts down trees, takes farmland, causes fires, uses energy, landfill
 - Climate scientists are learning to recognize tactics, and ally with social scientists, investigative journalists, friendly bloggers.
 - Over last few years, fossil~tobacco message has started to work
- Legally-actionable counters ... rocks in the gears, starting to appear
- We hope it doesn't take as long, as warming is ~permanent
- **Politics**: 25 years ago, climate was not partisan, that has been created.. Think tanks, TEA Party in US, international allies
- Thanks for Truth Tobacco Industry Documents! ! Terrific help!
Now, if only we had the equivalent for environmental issues
Why does TTID search for Exxon get 20,000 hits?? Just gas stations??

Extras

Reasons #1... Money and More

- As in tobacco, money matters
- But often, ideology/politics matter more
- Ideology: IDE2 and some Libertarians
- Politics: POL2 tobacco analogy might be temperance movements
 - Non-partisan ~1989 → unfortunate manufactured left/right polarization ... some very good climate scientists are/were Republicans

Figure 2.6 Reasons for Anti-Science (R)

IF anti-science THEN one or more following reasons likely to be found; not all combinations make sense.		
Finance	FIN1	Huge: long-term, direct economic organizational self-interest
	FIN2	Large: long-term, direct organizational interest, via funding from above
	FIN3	Personal: direct economic interest, effectively paid for anti-science
	FIN4	Plausible Fear: personal economic impacts, less direct, employee (ex: coal co)
	FIN5	Vague fear: personal economic impacts; general public LB suggests "reference dependency" and "non-rational risk assessment"
Ideology	IDE1	Professional (paid political advocacy; anti-regulation; extreme free-market)
	IDE2	Public (political advocacy; anti-regulation; extreme free-market, beyond usual)
Politics	POL1	Political wedge tactic: "X says it", more votes
	POL2	Against: "Cannot stand X, so anything they say is wrong" Example: "greenie treehugger environmentalists", or "Al Gore"

Reasons #2... Psychology (and Sociology)

- Seems more prevalent in climate anti-science than tobacco (?)
- Social networks of like-minded people, recruiting
- “DK corrals” *on Internet blogs, stir attacks on scientists

Psychology	PSY1	Conflates: confuses non-science with real science, dismisses latter as former
	PSY2	Contrarian nature; even without attention
	PSY3	Contrarian attention: gets much more attention/publicity; may help career
	PSY4	Ego/pride: in skepticism in general and of scientists in particular
	PSY5	Dunning-Kruger Effect: incompetent and does not know it
	PSY6	High-bar, low-bar: real science takes work; contrarian, easy acceptance
	PSY7	Ambiguity-intolerance: all-or-none thinking; "Authoritarian personality" ??
	PSY8	Personal anchor: encounters anti-science early, accepts, sticks
	PSY9	General psychology denial: problem just too big
	PSYa	Personal: Influence from respected mentor/colleague/etc with strong beliefs

- Dunning-Kruger Effect
en.wikipedia.org/wiki/Dunning%E2%80%93Kruger_effect

Reasons #3... Tech/science

- Within field, combination with FIN3 seems more common in tobacco
- Statistician Sir Ronald Fisher (tobacco) ~ Richard Lindzen (?)

Tech including science	In field	TEC1	Long Anchor: early position from TEC0, held long, ~Type II error Early doubts OK, but mainstream has long ago moved. TEC7, PSY2?
		TEC2	Field non-science: evidence stays weak, mild ~Type I error (solar?)
		TEC3	Field pseudo-science: wrong: strongly disproved, strong ~Type I error Scientist has an idea, but mainstream science gets in its way. (cosmic?)
		TEC4	Intra-field (or nearby) conflict: personal, factional; discipline rivalry Some meteorologists and TV weather people seem especially prone to distrusting climate scientists, especially modelers. Guess: the former have to predict noise, and get criticized when they miss. Some may not understand the physics and methods of climate modeling.
	Either	TEC5	"Going emeritus": (retired, or close) person starts opining beyond expertise These are truly sad cases. Sometimes response to perceived loss of influence. If inside field and has long done good work, then... might be TEC1, PSY3, PSY1
		TEC6	Ego: smarter than field scientists, prove them wrong
	Not in field	TEC7	Inter-field conflict: many in one field dislike (sometimes newer) field Unsurprising that some mining/petroleum engineers disbelieve AGW. (FIN4) Some a) physicists, b) engineers, c) economists, d) political scientists seem unusually likely to distrust climate science. (Speculative) reasons complex. DOE, nuclear, weapons folks sometimes dislike environmentalists...
		TEC8	Over-generalization: of methods from own area, models, proofs, etc

International Interconnects (Example: GWPF)

www.desmogblog.com/foia-facts-5-finds-friends-gwpf

Date: Thu, 12 Aug 2010 13:18:03 +0100 From: Patrick David Henderson <EMAIL> Subject: Reviewing the IPCC

← GWPF
IEA connect

To: *(list of people enumerated later)*

Dear All, As you know, the expert committee appointed by the InterAcademy Council to review the role and functioning of the IPCC is due to report at the end of this month. Against this background, you might be interested to see the three attached documents* which were submitted as evidence to the committee. The respective authors are Gordon Hughes, Ross McKittrick and me.* Although we are all professors of economics, each of these submissions follows its own distinctive line of argument: they are in fact complementary. Taken together, they present a strong case for change, alongside specific proposals for giving effect to it.'

Name	Co	Field	Orgs	TO:	A. THINKTANKS	INVOLVED
Lawson, Nigel	UK	Politics & journ	GWPF BoD Chair	Green, Ken.	US Environ sci & engr	AEI,ELC, Reason
Peiser, Benny	UK	Social anthy	GWPF Director	Hayward, S.F.	US American Studies	AEI, DONORS
Henderson, D.	UK	Economics	GWPF AAC Chr	Lynch, Kerry	US Economics	AIER
Hughes, G. A.	UK	Economics	Edinburgh U	Illarionov, A.	US Economics	CATO
McKittrick, R.	CA	Economics	U Guelph, GMI	Niskanen, W.	US Economics	CATO (d 2011)
				Michaels, Pat	US Ecol climatology	CATO, WCR, GMU
ACADEMIC		ADVISORY	COMMITTEE	Ebell, Myrion	US Economics?	CEI, CHC, FoF
Carter, Robert	AU	Marine geology	HI, ICSC	Horner, Chris	US Attorney	CEI, CHC, ATI
Courtillot, Vin.	FR	Geophysics	U of Paris	Lewis, Marlo	US Government	CEI
Dyson, Free.	US	Physics	IAS Princeton	Smith, Fred	US Political writer	CEI
Happer, Will	US	Atomic physics	GMI Chr, Princeton	Morano, Marc	US Political Science	CFACT, Inhofe
Lindzen, Rich.	US	Atmos. sciences	M.I.T.	Driessen, Paul	US Attorney, PR	CFACT, Atlas+
Plimer, Ian	AU	Geology	U Adelaide	Bast, Joseph	US -	HI President
Reiter, Paul	FR	Med. Entomol	Pasteur Inst	Miller, Dan	US Journalism	HI Publisher
Tol, Richard	IE	Economics	E&SRI	Taylor, J. M.	US Attorney, journ.	HI E&CN Editor
				Harris, Tom	CA MechEng->PR	ICSC, High Park
				Bradley, R. Jr	US Polit. Economy	IER, CATO, CEI
				Murphy, R. P.	US Economics	IER, Reason
				Morriss, A. P.	US Economics	U AL,Mercatus,IER
				Goklany, Indur	US Electrical Engr.	PERC, AEI
				Singer, Fred	US Physics	SEPP, IHS(GMU)
				TO:	B. US CONGRESS	INVOLVED
				Spencer, P.	US Managed Weg Rpt	House(Barton)
				Dempsey, M.	US Paper 02/23/10	Senate(Inhofe)
				Lungren, D.	US Paper 02/23/10	Senate(Inhofe)

Corporations Vary

- Jeffrey D. Clement's *Corporations are Not People*
 - Good focus on long-term issue, so no repeat, but more
 - PBS/Frontline October 2012, again:
www.pbs.org/wgbh/pages/frontline/government-elections-politics/big-sky-big-money/dark-money-group-central-to-citizens-united-may-have-misled-irs
- Corporations are like people, have own personalities, ethics, vary greatly
 - Some need to be put out of business
 - Some useful, need to be constrained, bad behavior fixed
 - Some neutrals to be educated, maybe made allies, at least do no harm
 - Some potential allies, good behavior should be rewarded
- Health Effects on
 - Owners (and some of the biggest companies private, like Koch Industries)
 - Stockholders
 - Employees
 - Customers
 - Public beyond customers
- Geography & politics

Companies – Examples, Health, Risks

Co	Bell	SV	Tobacco	Coal	Oil	Gas	Chem	Pharma
General	++	++	--	+/--	+/-	+/-	+/-	++/-
Emp	+	+	-	--	=	?	-	?
Cust	=	=	---	?	?	=	?	+/-
Public(imm)	=	=	--	-	-	=	-	?
Public(long)	=	=	---	---	--	-	-?	?

Many companies have relatively little direct influence on health of anybody, EXCEPT as they treat employees. If they value employees and their health, they can be allies.

Silicon Valley tech companies are often OK, given competition for good employees.

Tobacco companies are clearly bad, even hurt own employees (Proctor).

Coal companies, especially in Appalachia, make ExxonMobil look like Greenpeace.

In long run, coal use just has to stop. I'd use all the oil+gas we can get if coal could stop now. Fracking is complicated.

Chemical companies: some may be OK, some are pretty bad.

Pharma: (one I know least): mixture of good and not-so-good.

=====

Automobile companies: mixed, some surprises (Swedish safety engineers)

Used to be clear allies of oil ... now, not so much (Hybrid, Electrics, etc)

GM food: complicated

Corporations, Ecosystems, Value Chains

- Corporations do not exist in isolation
 - PR firms, lawyers, press/TV/internet, lobbyists, politicians
 - Customers, alliances, competitors
- Value chains
 - a → b → c ... corporation → customer1 → customer2 ...
 - Need to understand to find weak points, helpers
 - Maybe competitors
- Embarrassment can work with some, not others
- Customers, especially customer1, have \$, and if they have choices
- Local is usually easier than national or global
 - US States often lead
- Some efforts take lawyers and huge patience (tobacco)
- Oddly, many reasonable CEOs want good rules to level playing field

Conclusion 2

- It is not enough to think that big corporations are bad
 - Opinion: anything that gets too much control tends to be bad
- If fighting corporations
 - Need to understand the ecosystem they exist in
 - Need to understand possible pressure points.
- I hope a few of you will get interested in the climate+health issues

Public charity, some rules

‘SEC. 3. CRITERIA USED TO DETERMINE WHETHER ADVOCACY BY AN ORGANIZATION IS EDUCATIONAL ...

.03 The presence of any of the following factors in the presentations made by an organization is indicative that the method used by the organization to advocate its viewpoints or positions is not educational.

1 The presentation of viewpoints or positions unsupported by facts is a significant portion of the organization's communications. *IRS-1E*

2 The facts that purport to support the viewpoints or positions are distorted. *IRS-2E*

3 The organization's presentations make substantial use of inflammatory and disparaging terms and express conclusions more on the basis of strong emotional feelings than of objective evaluations. *IRS-3E*

4 The approach used in the organization's presentations is not aimed at developing an understanding on the part of the intended audience or readership because it does not consider their background or training in the subject matter.” *IRS-4E*’

IRS-5L Behavior seems like Lobbying, but 990 says none

IRS-6G Governance needs to be active, engaged, independent

IRS-7F Possible Financial abuses, self-dealing, tax-shelters, flows(?)



CIGARETTE BUTT POLLUTION PROJECT

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No ifs ands or BUTTS! Lawmaker proposes a ban on filtered cigarettes.

Assemblyman Mark Stone (D Monterey) recently introduced legislation AB1504 calling for a prohibition on the sale of single-use cigarette filters (i.e., filtered cigarettes) based on environmental concerns. Watch this video for more information.

[READ MORE](#)

