



ATLAS ECONOMIC RESEARCH FOUNDATION

Founded 1981

May 8, 2000

Mr. A. G. Randy Randol III, Ph.D.
Exxon Corporation
2001 Pennsylvania Avenue, NW • Suite 300
Washington, DC 20006-1813

Dear Mr. Randol:

Enclosed is the Atlas Economic Research Foundation's proposal for funding analyses by independent scientists and organizations of several climate change studies, most notably the:

- IPCC Third Assessment Report,
- U.S. National Assessment Report on Climate Variability,
- National Council of Churches' study and advocacy packet on global climate change, and
- National Research Council/National Academy of Sciences study of global temperature change.

The proposal anticipates that Atlas, through the institutes it supports, will convene (a) one or more panels of independent scientists, who will prepare the analyses; and (b) public relations specialists who will coordinate the analyses' dissemination, promotion and discussion among opinion leaders and policy makers in the United States and other parts of the world. Through the institutes it supports, Atlas will also sponsor a symposium, luncheon and press briefing May 30 on Capitol Hill, for legislators, congressional staffs, journalists and other people interested in these issues.

Atlas and others involved in this effort will also seek additional funding from private foundations, individuals, companies and trade associations that: are committed to sound science and economics; recognize that there is as yet no such thing as a "consensus view" on global climate change; support America's strong tradition of open, robust debate on important public policy issues; and understand the serious adverse consequences that politically motivated reductions in certain fuel uses will have, especially for poor people in the United States and developing world.

This additional funding will augment any funds your groups are able to provide. Overall funding levels will determine how many of the project components outlined here can be completed within the timeframe specified, and to the standards you have come to expect from Atlas programs.

If you have any questions or comments, please do not hesitate to call me.

Sincerely,

Alejandro A. Chafuen, Ph.D.
President and Chief Executive Officer

THE ATLAS ECONOMIC RESEARCH FOUNDATION

April 25, 2000

PROPOSAL: Promoting Sound Science on the IPCC's Third Assessment Report (TAR)

PROBLEM Proponents of catastrophic global warming theories will soon begin using the IPCC's **Third Assessment Report (TAR)** and the revised **U.S. National Assessment Report** in support of their campaigns to convince the United States and other countries to ratify the Kyoto Protocol. The **National Council of Churches** and **National Research Council's National Academy of Sciences** have also issued studies that will become part of these advocacy campaigns.

It is essential that congressmen, journalists, ambassadors and other officials in the United States and overseas be made aware that global warming science is far from settled. Indeed, there is a growing recognition within the scientific community that satellite and other data demonstrate only a slight warming of the earth's atmosphere – far less than predicted by climate models and global warming alarmists. A large and growing number of respected scientists also recognize that natural phenomena may be primarily responsible for observed climate changes, and that human activities may play only a minor role.

The Atlas Economic Research Foundation seeks to reach key opinion leaders and policy makers with accurate, credible information about the reports and the current state of global climate change science.

PROPOSAL Convene a panel of respected scientists, to examine the four reports and issue independent reviews that: (1) evaluate and correct the science behind them; (2) underscore the need for sound science in policy debates about global climate change; and (3) demonstrate that large numbers of climate scientists have yet to be convinced that humans are causing climate change significant enough to necessitate immediate, drastic reductions in fossil fuel use.

Present the independent panel's analyses and supporting materials to key members of the news media, Congress, corporations, trade associations, think tanks, universities, government agencies and their international counterparts.

Utilize the Internet, congressional testimony and other cost-effective strategies, to maximize the impact of the independent panel's analyses on debates, news stories and votes on the Kyoto accords.

BUDGET The overall budget for this project is \$194,700. Of this total, \$62,700 is allocated to convening the scientific panel, and preparing and publishing four critiques. \$122,500 is dedicated to the public and government information efforts outlined below and in the detailed budget breakdown that follows. \$9,500 is to cover Atlas overhead and project administration expenses.

Atlas seeks \$65,000 of this total from the Exxon-Mobil Corporation.

A. CRITICAL ANALYSES BY INDEPENDENT SCIENTIFIC PANEL

1. IPCC draft Third Assessment Report (TAR)

The Atlas Economic Research Foundation will help to fund and coordinate the convening of a panel of well known and well respected climate scientists, who will analyze the Third Assessment Report, its executive summary and any IPCC promotional statements about it. The panel's analysis will be published, made widely available, and promoted and discussed via news releases, op-eds, congressional testimony, presentations and other means, as discussed below.

The analysis will be based on the TAR's second draft and completed by mid summer 2000. Other facets of the project will be carried out between then and the COP-6 summit, which will open November 12, 2000. Scientists to be invited to participate in the project include the following.

- ❖ Astrophysicist Sally Baliunas, Harvard University; climatologist Robert Balling, Arizona State University; atmospheric scientist John Christy, University of Alabama; atmospheric scientist Hugh Ellsaesser, formerly of the Lawrence Livermore National Laboratory; physicist Richard Lindzen of MIT; climatologist Patrick Michaels, University of Virginia; chemist Arthur Robinson of the Oregon Institute of Science and Medicine; physicist S. Fred Singer of the Science and Environmental Policy Project; and atmospheric scientist Roy Spencer of NASA – all from the United States.
- ❖ Jarl Albeck, John Daly, Peter Dietze, Vincent Gray and Kirill Kondratiev – from countries ranging from Australia to Russia.

Other invitees will include Brian Hannegan of the U.S. Senate Energy Committee staff; Charles Keller of the Los Alamos Laboratory; Michael MacCracken from the U.S. Global Climate Research Program; and Stephen Schneider of Stanford University.

Project funding will cover travel and related expenses, honoraria, publication costs and other expenditures associated with developing this analysis, as summarized in the budget below.

The Atlas-supported panel of climate scientists will also review the following three global warming studies. The scientists' critical analyses will be made available online, and in news release and monograph form to journalists, religious leaders, think tanks, legislators and others.

2. U.S. National Assessment Report

The National Assessment of the Potential Consequences of Climate Variability and Change purports to evaluate "the consequences of climate change" for the United States and "possible coping mechanisms that exist to adapt to climate change." Because it is coordinated by the National Science and Technology Council, under White House auspices, this report to Congress and the American public is expected to reflect alarmist viewpoints and be based largely on climate models that growing numbers of climatologists now recognize cannot accurately predict even short term temperature changes.

3. National Council of Churches' climate study

The National Council of Churches recently launched an advocacy effort that includes church bulletins, public broadcast announcements and a five-part congregational course of study entitled, "It's God's World: Christians, the Environment and Climate Change." The NCC is urging approval of the Kyoto Protocol on global climate change.

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7. **Opinion pieces** (op-eds) will cover IPCC-related issues and be provided (along with a brief "pitch letter") to papers, think tanks and other outlets, in the United States and overseas, via e-mail, regular mail and Web site postings.
8. **Radio and television interviews and talk show appearances** will enable the climate change panel to reach broad audiences, respond to questions, link their scientific critique to economic and agricultural issues, address the politics of global warming, and participate in discussions of Kyoto's potential adverse impacts on developing nations.

Tapes of appearances could be sent to organizations in the States and overseas. Selected segments could be used in VNRs and actualities, or even voiced-over in other languages.
9. **Radio ads** announcing the release of the critiques, and emphasizing that there is as yet no "consensus view" on global warming, may also be produced and aired in selected locales.

D. BRIEFINGS FOR CONGRESS, EMBASSIES AND OTHER ORGANIZATIONS

1. **Selected legislators and personal or committee staffs** will be given special briefings, to make them familiar with scientific facts, issues and misinformation – and thus better able to advise constituents, respond to global warming alarmists, and present informed viewpoints to the press, businesses and government officials.
2. **Corporations, trade associations and business alliances** like the Environmental Issues Council and Global Climate Coalition will also receive briefings, so that they can make a stronger case for science- and economics-based decisions on global climate change issues.
3. **Think tanks and other nonprofits** like ALEC, the Acton Institute, Cato, Citizens for a Sound Economy, Heartland Institute, Heritage Foundation, National Center for Policy Analysis and Reason Public Policy Institute will receive briefings, printed materials and PowerPoint presentations, so that they can more effectively reach many new audiences.
4. **Presidential candidates, Republican National Committee, Democratic Leadership Council.** These individuals and organizations are likely to receive many questions and challenges on global warming issues. Making them familiar with scientific facts, issues and misinformation will enable them to take better informed, more principled stands.
5. **Selected church leaders and theologians** will be briefed, to ensure that they are familiar with scientific evidence and theories on global warming, and are not unduly swayed by alarmist viewpoints on the topic.
6. **Washington, DC embassies** (especially those of major developing nations) will be invited to a Capitol Hill briefing, so that accurate scientific information augments their countries' economic analyses and decisions regarding whether to support the Kyoto Protocol.
7. **World Bank and International Monetary Fund** officials will be invited to the embassy briefing or given separate presentations, to help ensure that sound science and economics are an integral part of all policy decisions within their organizations.
8. **Congressional testimony.** Scientists involved in this effort will also be available to testify during hearings on Capitol Hill.

E. INTERNET, WEB SITES, E-MAIL AND COMPACT DISKS

1. **Summaries and details, tailored to individual audiences,** will be posted to Web sites hosted by the Greening Earth Society, Competitive Enterprise Institute, CFACT, the

Cooler Heads Coalition, George Marshall Institute, Heartland Institute, Interfaith Council on Environmental Stewardship, Science and Environmental Policy Project and other organizations. They will also be e-mailed to journalists, think tanks and government agencies around the world, inserted into newsgroup sites, and sent via CDs and electronic news releases to journalists, religious leaders, legislators and others.

2. **Hyperlinks on Web sites and within documents** will take readers to related sites that can provide additional information or simply make it more likely that Web users will learn about sites that analyze and comment on the IPCC and other reports.
3. **Opinion surveys, soliciting opinions and comments.** Surveys may be posted on Web sites, to generate input, determine how to modify mailings and documents, and solicit comments from Web site visitors.
4. **Banner ads on selected Web sites** could make the general public aware of the scientific critiques, problems with the IPCC, National Assessment, NCC and NRC/NAS reports, and the lack of evidence that the earth's climate is changing to a dangerous degree.

F. VISUAL AND AUDIO AIDS

1. **PowerPoint presentations.** Several different PowerPoint presentations would enable sound science advocates to reach audiences that represent various industries or interests, and people who speak different languages or whose computers are able to download graphics at varying speeds. The programs could be made available on diskettes or CDs; in the form of transparencies, plastic overheads and paper hardcopies; or over the Internet.
2. **Video news release.** A short video news release (VNR) could be created, based on footage shot during briefings, at a news conference or during interviews. It would include an introductory statement (text only), a narrated story, a non-narrated B-roll and still images, to give TV stations maximum options and incentives for using the VNR.
3. **Audio news release and/or radio actuality.** Similarly, an audio news release and/or radio actuality could be prepared from tapes made during briefings, at a news conference or during interviews.

G. EVALUATION OF RESULTS

The success of this project will be measured by the number of: "hits" received by Web sites, articles and op-eds distributed and actually placed, people in attendance at briefings and press conferences, appearances on talk shows and other programs, media interviews, invitations to editorial board meetings and congressional hearings, radio and television stations using materials provided to them – as well as levels of interest generally expressed by targeted audiences.

All these results will be tabulated and presented to project sponsors. Ultimately, however, the central question is the degree to which this effort helps to generate favorable coverage in news stories, editorials, and radio or television news programs; comments by legislators and other opinion leaders or policy makers; reactions by foreign governments; and the like.

As much as possible, both U.S. and overseas results will be evaluated and summarized in writing.

H. DELIVERABLES

In addition to the evaluations, deliverables will include copies of the three critiques; any translations of the critiques; all news releases, fact sheets, op-eds and features written or placed; and any CDs, VNRs, actualities and PowerPoint presentations developed.

At least six to eight op-eds will be written by participating scientists and other authors knowledgeable about global climate issues.

Atlas will also provide a full listing of Web sites hosting any of these materials, editorial board meetings held, briefings given, press conferences or briefings held, testimony or speeches presented, other events or materials developed under the project, and attendees at each event.

I. BUDGET NOTES

The following comments refer to the preliminary project budget presented in Section K.

Travel, per diem, honoraria and other costs associated with convening the scientists and preparing three critical analyses are for illustrative purposes only. They represent one possible way in which the funds will be used. However, actual expenditures will depend on which scientists participate, their travel expenses and financial requirements, and related factors. Government scientists, for example, are typically precluded from receiving honoraria; some scientists may travel long distances; and others may prefer to contribute their analyses via e-mail.

Overall funding commitments will determine how priorities are assigned to each project component, to ensure that analyses are completed, key audiences are reached, and public relations and educational objectives are met.

The high cost of radio and television may make these efforts a lower priority, to ensure that money is available for reaching key media, government, embassy and other audiences with written analyses, op-eds, briefings, PowerPoint presentations and other materials.

The Atlas Economic Research Foundation will discuss program evaluation options with project sponsors, to determine how much detail they would like in the project assessments, and thus the funding level that should be allocated to this component of the project.

K. PRELIMINARY PROJECT BUDGET

The following budget estimates will be supplemented by more precise figures that will be developed following discussions with participants and prospective project sponsors.

ITEM	PERSONNEL	ACTIVITIES & EXPENSES	TOTAL
A1. Critique of IPCC report	4-6 scientists + staff + editor	Travel: 6 x \$450 = \$2700 honoraria: 3 days x 6 x \$500 = \$9000 hotel & meals: 3 x 6 x \$250 = \$4500 write online and printed report = \$3500 staff coordinator + misc expense = \$4000	\$ 23,700.
A2. Critique of National Assessment Report	4-6 scientists + staff + editor	Travel, per diem, honoraria write online and printed report	\$ 5,000.
A3. Critique of NCC report	4 scientists + staff + editor	Travel, per diem, honoraria write online and printed report	\$ 10,000.
A4. Critique of NRC/NAS report	4 scientists + staff + editor	Travel, per diem, honoraria write online and printed report	\$ 6,500.
B. Printing publications, talking points, visuals	Staff	IPCC report (1000 copies) NCC report (500 copies) NRC/NAS report (500 copies) Translations, charts, graphs, etc	\$ 17,500.
C. Publicity & Promotion			
News releases, contacts	Staff	Drafting and dissemination	\$ 3,500.
NAPS	Staff + NAPS fee	News features to dailies, weeklies	\$ 5,500.
Editorial board meetings	Staff + 2 scientists	Travel, hotel, meals, honoraria – 5 days	\$ 7,000.
Briefings to journalists	Staff + 2 scientists	Travel, hotel, meals, honoraria – 4 days	\$ 6,000.
Opinion pieces	Staff + scientists	6-10 op-eds	\$ 5,000.
Press conferences	Staff + 2 scientists	Travel, hotel, meals, honoraria – 1 day	\$ 1,500.
Radio and television	Staff + 2 scientists	From scientists' local site – honoraria	\$ 1,500.
D. Briefings			
Congressional	Staff + 2 scientists	Travel, hotel, meals, honoraria – 2 days	\$ 5,000.
Corporate	Staff + 2 scientists	Various sites – hotel, meals, honoraria	\$ 4,000.
Think tank briefings	Staff + scientists	Various sites – hotel, meals, honoraria	\$ 4,000.
Candidates, RNC, DLC	Staff + scientists	Various sites – hotel, meals, honoraria	\$ 3,500.
Embassies	Staff + 2 scientists	Travel, hotel, meals, honoraria – 1 day	\$ 4,000.
Religious Leaders	Staff + 2 scientists	Travel, hotel, meals, honoraria – 1 day	\$ 4,000.
World Bank and IMF	Staff + 2 scientists	Travel, hotel, meals, honoraria – 1 day	\$ 4,000.
Congressional testimony	Staff + 2 scientists	Travel, hotel, meals, honoraria – 2 days	\$ 5,000.
E. Internet postings			
Tailored summaries	Staff + Web master	Writing, design, posting, updates	\$ 7,500.
Internet hyperlinks	Staff + Web master	Creating, posting	\$ 1,500.
Internet surveys	Staff	Design, writing, posting, evaluation	\$ 3,500.
Internet banner ads	Staff + Web master	Research, design, ad fees	\$ 4,500.
F. Visual and Audio			
PowerPt presentations	Staff + gfx artists	Research, writing, design, production, etc	\$ 11,000.
Video news release	Staff + video crews	Writing, shoots, post-prod, dissemination	\$ 18,500.
Audio news release	Staff + audio crews	Writing, production, dissemination	\$ 5,000.
H. Program evaluation			
Office, phone, etc	Staff	Data gathering, analysis, report	\$ 3,500.
Atlas overhead & admin		Scientists' expenses	\$ 4,000.
			\$ 9,500.
PROGRAM TOTAL			\$194,700

L. PROJECT SCHEDULE

This project schedule reflects both work already completed and components that are being planned and will be completed as part of this initiative. P = plan; I = implement; D = distribute; E = evaluate.

PROJECT COMPONENT	Feb '00	April '00	June '00	Aug '00	Oct '00	Dec '00	Feb '01	April '01	June '01
Spanish, German, Chinese Translations of Singer bklet	done	D	D/E	D/E	D/E	D/E	E	E	E
A1. IPCC report	P	I	I	I	D	D	D/E	D	
A2. Natl Assessmt report									
A3. NCC report	P	I	I	I	D	D	D/E	D	
A4. NRC report	P	I	I	I	D	D	D/E	D	
B. Printg, talkg pts, visuals			I	I	I/D/E	D/E		E	
C. Publicity & Promo									
News releases		P	I	D	D	D/E	D	E	
NAPS		P	P	I	I	E			
Editorial board meetings		P	P	I	I	I/E	I	I/E	E
Briefings to journalists		P	P	I	I	I	I	E	E
Opinion pieces		P	I	I/D	I/D	I/D/E	I/D	I/D	I/D/E
Press conferences		P	P	I	I	E			
Radio and television		P	P	I	I	I	E		
D. Briefings									
Congressional			P	I	I	I	E		
Corporate		P	I	I	I/E	I/E	I/E		
Think tank briefings		P	I	I	I/E	I	I	I	I/E
Candidates, RNC, DLC		P	P/I	I	I	I/E	E		
Embassies		P	P/I	I	I	I/E	E		
Religious Leaders		P	P/I	I	I	I/E	I	I	I/E
World Bank and IMF		P	P/I	I	I	I/E	I	I	I/E
Congressional testimony				P	I	I	I	I/E	
E. Internet postings									
Tailored summaries		P	P/I	I	I	I	I/E	I	I/E
Internet hyperlinks		P	P/I	I	I	I	I/E	I	I/E
Internet surveys			P	P/I	I	I/E	I	I	E
Internet banner ads		P	P/I	I	I	I/E	I	I/E	
F. Visual and Audio									
PowerPt presentations		P	P/I	I	I	I/D	I/D/E	E	
Video news release			P	P/I	I	D	D	E	
Audio news release			P	P/I	I	D	D	E	
H. Program evaluation					P	E			E

M. CONCLUSIONS

Government, foundation and environmental organizations advocating immediate, drastic action to avert a global warming "catastrophe" will spend tens of millions of dollars this year on their advocacy efforts. Among them are the National Assessment of Climate Change Program, Environmental Protection Agency, Pew Charitable Trust, Ozone Action, Sierra Club, Natural Resources Defense Council, and a number of liberal church groups.

Although the budget for this Atlas Economic Research Foundation program represents only a tiny fraction of the funds that will be expended by global warming alarmists, its impact will be significant and far-reaching. The Atlas program will ensure that key audiences in the United States and overseas – including congressmen, journalists, ambassadors and other officials – receive accurate, credible information about global climate change science.

The scientific critiques will also underscore the need for sound science in this important public policy debate. They will demonstrate that there is, as yet, no consensus among scientists that humans are causing discernable climate change. In so doing, they will also make clear that climate change temperature records in no way justify immediate, drastic fossil fuel reductions – or the serious social, health, economic and environmental impacts that such reductions would cause.

Continued research into global climate change, its causes and effects is essential. However, that research must be conducted not only by scientists already convinced that alarming, human-induced changes are taking place – but also by scientists who believe the verdict is still out on the accuracy and validity of current climate models and predictions. Equally important, the results of that research must be subjected to open, rigorous debate – in public, media, congressional and scientific arenas alike.

Only in this way can we safeguard the public interest, our American tradition of policy decisions based on sound science and economics, responsible stewardship, and observance of our moral and civic duties.

This proposed Atlas Foundation program will ensure that these vital public policy goals are met.