



Eli G. Attie @ OVP
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To: Albert Gore/OVP @ OVP
cc: Ron Klain/OVP @ OVP, Todd Stern/WHO/EOP, Kathleen A. McGinty/CEQ/EOP, Gene B. Sperling/OPD/EOP
Subject: Preliminary Communications Plan on Global Warming (please note -- hard copy is in your briefing book)

January 5, 1998

MEMORANDUM FOR THE VICE PRESIDENT

**CC: RON KLAIN, PAT EWING, KATIE MCGINTY, TODD STERN,
AND GENE SPERLING**

FROM: ELI ATTIE

**SUBJECT: COMMUNICATIONS PLAN FOR YOUR ROLE IN GLOBAL
WARMING DEBATE**

As you may know, Katie McGinty, Todd Stern, and Gene Sperling have begun developing a broader communications and strategic plan to move us forward on the issue of global warming (including message, outreach, process, and additional staffing). While their work is not yet completed -- and we are still awaiting some new, post-Kyoto research by Mark Penn -- we wanted to provide you with initial recommendations about your own public role in the coming months. This memo has been approved by Ron, Katie, Todd, and Gene. It also reflects discussions with Mark Penn, Bill Knapp, and Mark Mellman (who has done extensive research on this issue for the environmental groups).

Please note that this memo is focussed entirely on our domestic audience. There will of course be a special effort focussed on our international and diplomatic needs (e.g. demonstrating seriousness and commitment to developing nations).

Domestic goals of overall Administration effort:

Please note that these are still under discussion, but the consensus seems

to be in the following direction:

To prevent treaty from being killed in the cradle (e.g. early, fatal PR blitz against it, public and existing Senate support quickly sours);

To prevent criticism of treaty specifics from overtaking broad public support for action on the issue (in fact, a key goal is to make clear that we want to take positive steps regardless of the fate of the treaty or the decisions of developing countries);

To emphasize that this will protect the environment, make America more energy-efficient, and strengthen the economy all at the same time (for example, highlighting developments like this week's clean car announcements by the Big Three);

To show that we are on the moderate, reasonable, responsible side of issue -- with at least some business and Congressional support to prove it.

Message principles for overall effort:

Focus on can-do, optimistic arguments (not gloom-and-doom, El Nino, etc. but job creation, new technology, protecting environment while strengthening economy at same time);

Build and highlight broad support/endorsements for position on issue and treaty itself (business, Congressional, enviro, religious groups);

Keep debate on broader issue of global warming, not treaty itself;

On treaty itself, emphasize three key points:

1. This is a good agreement for the world
2. No new taxes
3. Will not send to Senate until and unless key developing countries join

us

Discredit opposition on issue itself (i.e. big business arguments against global warming are like tobacco company science, they've predicted catastrophe every time we've protected the environment).

The Vice President's Role:

Given the nature of the criticisms and political attacks that will be focussed on you during this debate, we believe that your personal role should be to focus on the most positive, optimistic, pro-growth aspects of this overall message. These fall into two categories:

1. **Pro-growth, optimistic, new technology message -- that we can meet this**

challenge in a way that grows the economy and protects the environment at the same time.

This would include Vice Presidential events and speeches highlighting new, cleaner technologies; and announcement of our new tax cuts and other efforts to encourage new technologies to reduce pollution. You should be seen as kicking-off the technology drive to meet this challenge -- leading the nation into a new, stronger, more environmentally sound economy. While we still need to build a case for action on the issue, there is a strong view that you should not personally carry a gloom-and-doom, impending catastrophe message (rising sea levels, etc.); research has shown that a pessimistic argument is less effective than a optimistic one, and it also gives credence to the notion that you are trying to force pain and sacrifice on the country.

2. Constituency-building -- that there is broad support in the business community, in labor and environmental groups, and among the public for our approach as well as for the treaty.

This would include Vice Presidential endorsement events with CEO's, Senate and House members, and outside groups; and also significant meeting time to line up such endorsements and lock them in as early as possible (i.e. we want to avoid another Fast Track situation -- and last-minute scramble for support once the public perception is locked in).

Three other points are worth making:

1) While it would not be the main thrust of your positive message, you should take every opportunity to hit our two main defensive arguments -- no new taxes, and not sending treaty to Senate until developing countries participate.

2) Emphasizing a positive, pro-growth message means that it is probably not a good idea to do counter-scheduling -- such as in-your-face speeches to business and labor audiences (even if the message is positive) which will generate national stories about conflict, as opposed to more positive stories about a new technology success story, or about an industry that will really make use of our new tax credits. Our use of you must be targeted to generate the best and most affirmative, pro-growth national press.

3) We should emphasize your longtime leadership and consistency on this issue. There is no point in trying to downplay or minimize your role, since so many of the attacks will be focussed on you. We should use this as a strength -- that no one better understands the new economy, and how it can create jobs even as we meet our greatest environmental challenge.

Suggested Vice Presidential events:

The following are examples of the first handful of events we could pursue in the period before the State of the Union and budget submission. Please keep in mind that some of these

could be done by the President (we will obviously be coordinating very closely), but these are indicative of the kinds of events we believe you should do:

Attending the ribbon cutting of a major new British Petroleum solar facility in Fairfield, CA, showing the support of a major company as well as a new pro-growth solution (late January);

Announcing some of the new tax credits and other new initiatives at a company that will use them to create jobs (late January-early February);

Holding an early endorsement event at the White House with a handful of CEO's (January or February);

Delivering a major speech on how environmental protection and economic growth go hand-in-hand (i.e. how opponents of Clean Water Act, Clean Air Act, and our environmental efforts always said they would wreck economy, but economy is strongest in a generation) (sometime in February).

Please let us know your thoughts on the above; we will continue to refine these ideas as we plan your January and February schedule.