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Buenos Aires Press Plan

Major Functions

1. Morning Background Briefing for U.S. media at USIS Press Facility
(Dirk Forrister will be briefer, at least during the first week)
2. Evening Press Briefing by U.S. delegation at Conference site
(7:00 PM time slot currently reserved with UN Secretariat)
3. USIS Press Desk at International Press Center (serves as proactive outreach coordination point for all credentialed print and electronic media)
4. Schedule and Facilitate Media Interviews with U.S. Delegation Principals for interviews with U.S., host nation and international broadcast and print media.
(Consecutive interpretation into Spanish will be available for interviews with Latin broadcast media from 10:00 - 13:00 hours and from 15:00 - 18:00 hours.)
- Since a number of major U.S. newspapers will not be in attendance at B.A., we are planning to facilitate telephone interviews with several top environmental reporters (also leading European media as warranted).
5. An Information Kit that includes fact sheets on U.S. domestic activities, background on the flexibility mechanisms, a pamphlet on the science of climate change and other reference material will be available for distribution to the press and NGO contacts.

USIS Products/Facilities

- Morning news clips of U.S., host nation and major international press reports
- USIA and State websites to be constantly updated
- USIS dedicated e-mail address
- Internet research services
- transcription and translation (into Spanish) services for on-the-record briefings
- briefing space for up to 40 people, TV interview space and executive work area
- USIS Buenos Aires staff will be augmented by approximately 14 additional USIA personnel
- USIA media elements will cover COP-IV (VOA, Worldnet TV & the Washington File)
- USIA designed a COP IV information kit folder and printed a "Climate Change 2" brochure in English (2,000) and Spanish (1,000).

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BUENOS AIRES COMMUNICATIONS PLAN

OBJECTIVE

On the ground in Buenos Aires, we will need to do our best to manage press coverage, principally by keeping reporters informed and by demonstrating steady progress. Our information kit will play a key role in articulating our expectations and emphasizing our significant domestic actions. In addition, we will hold press briefings (both formal and informal ones) and conduct interviews with reporters both in Buenos Aires and in the U.S., by phone.

MESSAGE

We should be prepared to adapt the four key pre-Buenos Aires message points as developments occur:

- 1) This meeting is about making incremental advances in developing the flexibility mechanisms described in the Kyoto Protocol. It is not about replicating Kyoto's historic breakthrough.
- 2) Climate change is a long-term problem that requires careful consideration and steady negotiation, not a rush to a short-sighted fix.
 - ▶ International consensus is difficult to achieve and the last 10 months have required significant work to consolidate the international community around the Kyoto Protocol. Buenos Aires will be about continuing to steadily build on Kyoto's momentum.
- 3) A key achievement that could come out of Buenos Aires is the development of work plans to further elaborate the flexibility mechanisms -- principally emissions trading and the Clean Development Mechanism (CDM). These work plans are instrumental to ensuring cost-effective reductions and moving forward on fulfilling the Kyoto Protocol.
 - ▶ Emissions trading has the potential to be the Protocol's most powerful engine for reducing emissions, but only if the rules are clear and sensible and it is not burdened with unnecessary controls. Efforts to limit emissions trading present a serious problem and if approved would fundamentally undercut the effectiveness of the Kyoto Protocol.
 - ▶ CDM is central to ensuring cost-effective reductions and further engaging developing countries.
- 4) The U.S. is engaged in significant domestic efforts to reduce greenhouse gas emissions that are achieving real results.

PRESS OPPORTUNITIES

Informal Morning Briefings

- ▶ Frequency to be determined. The first week they could be conducted by Forrister. Possible topics to be discussed include: U.S. domestic activities -- emissions reduction efforts & partnerships with business, etc.

Delegation Press Briefings

- ▶ Frequency to be determined. They would be led by Kimble/Eizenstat with participation by senior members of the delegation.

Managing of Press Requests/Outreach

- ▶ Requests for interviews from U.S. and foreign press in Buenos Aires. State will coordinate requests and State in conjunction with White House staff will determine the best spokesperson, among Eizenstat, Kimble, Pomerance, Stern and Forrister.
- ▶ Conference calls with U.S. press that don't travel. We should be prepared to conduct a couple of these each week to be adjusted as demand dictates. A combination of Kimble and Stern is probably the best. One-on-one calls can be scheduled as needed.

MATERIALS

Our Buenos Aires information kit will contain materials that set expectations, educate reporters and attendees new to the issues, and that demonstrate our significant domestic actions on climate change, including:

- ▶ Fact sheet to set purpose, tone and appropriate level of expectations for meeting;
- ▶ General fact sheets on emissions trading and CDM and developing country participation;
- ▶ State of Knowledge and fact sheet updating climate science;
- ▶ Packet of fact sheets on domestic action. (Including overview translated in Spanish);
- ▶ Copies of Eizenstat and Yellen/Browner op-eds; and
- ▶ Quote sheet from recent testimony and speeches.

Other elements of the information kit, include:

- ▶ State Department fact sheet on Kyoto (along with Spanish translated version)
- ▶ USAID fact sheet on developing country plan
- ▶ Bios for key members of the U.S. delegation
- ▶ FCCC Secretariat Glossary of Terms