

Press Outreach
MKS

White House Climate Change Task Force

734 Jackson Place, NW • Washington, DC 20503
202/343-1060 • fax 202/343-1163

TO: Todd Stern
Staff Secretary

CC: Natalie Wymer

THROUGH: Dirk Forrister
Chair, White House Climate Change Task Force

FROM: Paul Risley
White House Climate Change Task Force

DATE: Monday, August 11, 1997

RE: **Additional Climate Change Media for you to meet**

Richard Harris, National Public Radio

Interested in meeting with you. Available for lunch on Wednesday or Thursday this week, possibly other days. Harris is a competent reporter with extensive knowledge of climate change policy. Shares the beat with David Baron, who is based in Boston.

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Washington-Based Broadcast Media: Natalie and I are putting together a brief list of suggested broadcast media for you to meet.

Press MHS

FAX

Date: Monday, July 28, 1997

Time: 5:07:00 PM

2 Pages

To: Jonathan
Office of Todd Stern

From: Paul Risley
WHCCTF

Fax: 4562215

Fax: 202 343 1163

Voice:

Voice: 202 343 0486

Comments:

I will call Jack Cushman shortly and call back to confirm with you. Sarah Silver, a producer with ABC is another person who Todd might want to meet with. I have a call into her boss to see if he or she might be willing to travel from NYC over the next week or so for such a meeting.

Paul
343-0484
fax 343-1163

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TO: Todd Stern
Staff Secretary

THROUGH: Dirk Forrister
Chair, White House Climate Change Task Force

FROM: Paul Risley
White House Climate Change Task Force

RE: Suggested Climate Change Print Media for you to meet

Per our conversation yesterday, I would suggest you have lunch or coffee with each of these reporters at earliest convenience (say next week) to capitalize on the Kamen piece and the event tomorrow. I will forward a selection of articles by these reporters shortly.

Joby Warrick, Washington Post 334-7292

Young, new reporter to Post. Used to write for Raleigh N & O where he won a Pulitzer for coverage of pig farm pollution.

Fred Hiatt, Washington Post, 334-7281

Writes editorials for the Post, a weekly column on foreign policy and environmental issues, and selects environmental opinion pieces run on the Post's op-ed page.

7/30
11:30-700A
Jack Cushman, New York Times, 862-0309

Wrote an extremely favorable article on last week's release of Administration economic data; wants to write more on climate in future. The environ groups like this guy.

John Fialka, Wall Street Journal, 862-9269

Journeyman economics beat reporter at Journal. Fairly conservative in his reporting, always includes industry spin; reportedly working on an article presently on business reaction to last week's release of economic data. Friendly person.

Jim Gerstenzang, Los Angeles Time, 861-9230

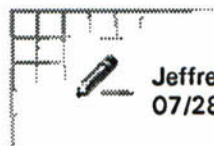
Great environmental reporter, always looking for CA angles as well as national policy issues. Wrote the major article on BP CEO speech on climate change. Gerstenzang concentrates on politics and policy, LA Times has a science reporter in LA.

Joe Hebert, Associated Press, 776-9472

Joe has been writing about the environment for AP since the early 80s. Since he files stories all the time he has influence over what other reporters read or hear about.

Vickie Allen, Reuters, 898-8316

Friendly, smart and aggressive reporter who has to keep up with the competition. She's not as informed on climate change as some reporters so she has to helped on some details.



Jeffrey M. Smith
07/28/97 01:25:41 PM

Record Type: Record

To: Todd Stern/WHO/EOP, Sean P. Maloney/WHO/EOP, Carolyn E. Cleveland/WHO/EOP

cc:

Subject: Communications -- climate change

Todd -- Late last Friday afternoon, July 25th, we got a call from two producers (Sarah Silver, Mark Atkinson) at ABC News in New York who wanted to discuss the issue of climate change. They are not correspondents. As they explained it, they are simply producers who first get the lay of the land, and then go back to NYC to discuss with their "futures editors" how they might "block out" the issue to make it more understandable to their viewers

I told them that you should be first one on their list to speak with. They said that, yes, they were planning on contacting you and that they planned on being in Washington for several days this week. They had hoped to visit with you on Wednesday, Thursday, or Friday. But they said they also wanted to "touch base" with the President's science advisor. I explained that his schedule was booked for those days, and that he only had a few minutes late Monday afternoon. I explained that he could briefly fill them in on the past OSTP regional climate change conferences, and give them a heads-up on the upcoming ones scheduled for Arizona and New Hampshire. I suggested that perhaps after they had visited with you, they might wish to come back for a longer visit at a later date if they wanted to delve more deeply into the science questions.

In any event, they are scheduled to drop by Gibbon's office briefly today around 4:00 p.m. Jack wanted to make sure you were aware of this. His intention is talk off the record only about the OSTP conferences and stick strictly to scientific matters. He will leave all the policy questions, principles, strategy, WH conference matters, what have you, up to you.

Still, I think it would make sense to have an overall communications game plan that is written down and agreed to by all involved. This would go beyond what has already been prepared -- the Cabinet background material, talking points, Q&A's, etc. In the days ahead, it might make sense for you and other leaders to sit down with the all of the various networks' producers, or newspaper bureau chiefs, to lay out the case and suggest ways in which the climate change story might be most effectively told. For instance, we have several op-eds ready to go for your consideration. Where they should be placed and under whose by-line is yet to be decided. I've also been contacted by a Stanford professor, Jon Krosnik, who, from what I can tell, has done some fairly sophisticated attitudinal research on how public opinion on the issue of climate change is formed. I'm sending it over to you this afternoon. Additionally, I've been in touch with Paul Risley at the Climate Change Task Force. We thought you might find it helpful to have some joint suggestions of "who does what by when" in trying to tell the story in the electronic and print media, both national and regional, over the next 100 days. If you agree, we'll proceed to provide you with some options to consider. Otherwise, please advise, and we'll do whatever we can to be helpful and supportive. Thanks.

Jeff Smith (6-6047)

7/24

~~with~~

press
Mtas

give state copy to Bob

① Talk to Bob B. '97 JUL 28 PM 1:44

② book on how scientific skeptics are paid for

③ Sandulow subb. stuff + Amy's paper

State & local

Int'l
regional
state

Press - Mtag

White House Climate Change Task Force

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TO: Todd Stern
Staff Secretary

THROUGH: Dirk Forrister
Chair, White House Climate Change Task Force

FROM: Paul Risley
White House Climate Change Task Force

CC: Natalie Wymer

DATE: 3:08 PM, Wednesday, August 6, 1997

RE: **Interview Request from CORD MEYER, columnist, Washington Times**

Cord Meyer, an international affairs columnist for the Washington Times, read yesterday's NYT piece by Bill Stevens on industries yielding on climate change and called this morning. Cord called it a "wonderful article," said he was fascinated, and wants to write a column for the Washington Times on the subject. He wants to meet with someone to explain Administration policy on climate change and implied that he may write a positive column on the subject. Nicholas Lapham said he received a similar call from Cord and concurs that an interview on background be granted.

Dirk would be willing to talk to Cord on background, to walk him through the complexities of climate change policy and explain the pro-market details of the US proposal. On Natalie's recommendation, we (Forrister, Risley and Wymer) would meet following such an appointment to determine whether Cord should also meet with you, either for an on the record briefing or on background.

Cord, by several accounts, is an "emeritus columnist" for the Times, who only occasionally contributes pieces for publication. He is not a full-time employee of the Washington Times, nor on its editorial board.

Cord Meyer is anxious to meet with someone today; I do need to call him back with a response as soon as possible.

*Press-Interviews
Mtg*

FAX

'97 AUG 20 PM 6:27

Date: Wednesday, August 20, 1997

Time: 6:10:00 PM

2 Pages

To: Jonathan A.
Staff Secretary

From: Paul Risley
WHCCTF

Fax: 4562215

Fax: 202 343 1163

Voice:

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Comments:

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THROUGH: Dirk Forrister
Chair, White House Climate Change Task Force

FROM: Paul Risley
White House Climate Change Task Force

DATE: Wednesday, August 20, 1997

RE: **Additional Climate Change Media with whom you should meet**

You should consider meeting with these reporters in early September:

Traci Watson, USA Today, 703-276-361

Assigned to environmental beat. New to USA Today as of last week. Very interested in learning about climate change and possible story ideas. Needs to tell the story of climate change from around the country, not inside the Beltway. She wrote a frontpage story on Greenpeace on 8/19. She previously worked at US News & World Report.

Bob Rankin, Knight Ridder, 383-6017

Knight Ridder is a major US newspaper chain including the Miami Herald and the Detroit Free Press. Rankin covers the environment beat and wrote on climate change two months ago. He recently indicated an interest in writing another article on the current status of climate change policy over the next several weeks.

Kevin Whitelaw, US News & World Report, 955-2234

Covers the State Department, not the environmental beat. Is interested in covering climate change policy. Has requested an interview with Under secretary Wirth -- we have asked Wirth's office to hold off on scheduling the interview until Whitelaw has met with you.

FAX

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Date: Monday, August 11, 1997

Time: 5:48:00 PM

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FAX

*Pres
MAG*

Date: Friday, August 08, 1997

Time: 5:59:01 PM

2 Pages

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Office of Staff Secretary

From: Paul Risley
WHCCTF

Fax: 4562215

Fax: 202 343 1163

Voice:

Voice: 202 343 0486

Comments:

PLease deliver to Todd Stern. Sending weekly report shortly.
Paul.

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TO: Todd Stern
Staff Secretary

CC: Natalie Wymer

THROUGH: Dirk Forrister
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FROM: Paul Risley
White House Climate Change Task Force

DATE: Thursday, August 7, 1997

RE: **Upcoming Media Activities**

1. Bill Stevens of the New York Times is expected to file a story on the Bonn Talks for the Tuesday Science section of the Times.
2. Andrew Revken of the metro news desk of the New York Times is expected to file a "Week in Review" article for next Sunday on public education and outreach on climate change.
3. Cord Meyer, columnist with the Washington Times, expects to file a column on climate change to run on August 22.

- 0 -

FAX

*Press
Meetings*

'97 AUG 11 PM4:32

Date: Monday, August 11, 1997

Time: 4:09:00 PM

2 Pages

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