

# Donald Trump & the Political-Climate Deniers

By Gerald Kutney, Ph.D.<sup>1</sup>

## Abstract

A short Walt Disney animation, *Chicken Little*, is not your everyday cartoon; it is an exposé of the threat of propaganda to society that was produced in 1943 to support the war effort. The antagonist of the story is Foxy Loxy who uses propaganda to convince Chicken Little that the sky is falling. The subversive plot leads to the death of the fowl citizenry of the farmyard community.

A similar propaganda campaign has been released by political-climate deniers in America, most notably Senator James Inhofe, who have persecuted scientists, including some of the leading climate scholars in the world simply for reporting their expert opinions. This propaganda campaign against the scientists is an affront to academic freedom and to freedom in a modern democracy.

The drivers behind political-climate denial are ideology and fear of economic harm. Publicly, the message is about protecting America, because climate-change programs would cost jobs, hurt the American economy and competitiveness, and, their argument continues, the science still needs to be investigated further before doing anything.

The propaganda campaign reached new heights with the election of a climate denier as the “Leader of the Free World.” Before becoming President, Donald Trump had used Twitter to promote his climate-denier agenda. His tweets turned to action once he became President, and he instituted a climate change-cleansing policy on Federal government websites and communiques, and installed climate deniers in senior government posts. This Administration has sought to unravel the cornerstones of U.S. climate-change policies, by repealing the Clean Power Plan and withdrawing from the Paris Climate Agreement. Political-climate denial has already been taken to an unprecedented level by President Trump, after being in power for a year!

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<sup>1</sup> This article is partially based on my book, *Carbon Politics and the Failure of the Kyoto Protocol* (2014), and guest lectures on political-climate deniers at Carleton University in Ottawa on November 25, 2016 and November 3, 2017.

## Foxy Loxy

During World War II, Disney studios produced animations that had little to do with children's stories. One of these, the dark tale of *Chicken Little*, was released on December 17, 1943. Even though a cartoon, there is nothing suitable for children about it, and its message was directed at an adult audience. The story begins by introducing the fowl inhabitants of a fenced farmyard; each species of bird is a parody of frivolous aspects of society. Among this group is the "yoyo champ" Chicken Little who was a "little shy on brains." A hungry and cunning fox, Foxy Loxy, arrives at the edge of the farmyard and sees the chickens inside. Foxy Loxy devises a sinister plan using a book entitled *Psychology* from which he reads the following lines:<sup>2</sup>

*To influence the masses, aim first at the least intelligent.*

*If you tell them a lie, don't tell them a little one, tell a big one.*

*Undermine the faith of the masses in their leaders.*

An interesting bit of history about the cartoon was that the original title of the book used by Foxy Loxy had been *Mein Kampf*,<sup>3</sup> and the above lines had been the paraphrased words of Adolf Hitler. America was at war, and the cartoon had been requested by the U.S. government to illustrate the dangers of subversive propaganda.

Foxy Loxy begins by targeting the gullible Chicken Little. The fox hits the chicken on the head with a piece of wood that has a star drawn on it and, hiding behind the fence, announces:

*This is the Voice of Doom speaking! Special bulletin! Flash! The sky is falling! A piece of it just hit you on the head! Now be calm. Don't get panicky. Run for your life!*

Chicken Little then runs through the farmyard crying out that the sky is falling, and hysteria overcomes the flock. Cocky Locky, the leader and rationalist, challenges the ludicrous claim of Chicken Little and briefly restores calm. But Foxy Loxy and his book of tricks were ready for this one. The credibility of this voice of authority is attacked by a vicious slander campaign. With the fall from grace of Cocky Locky, Chicken Little, goaded by Foxy Loxy, steps up as the new leader, and foolishly convinces the flock to flee to a cave for safety where Foxy Loxy springs his trap. This "kid's" cartoon ends with the fox eating the last of the birds and placing its wishbone down on the ground among many others, like the tombstones in a war cemetery. The story of *Chicken Little* is a gloomy fable on the fatal consequences of a malicious propaganda campaign.

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<sup>2</sup> Anon. [Walt Disney, \*Chicken Little\*, YouTube](#), 1943.

<sup>3</sup> Anon. [IMDb, \*Chicken Little\* \(1943\)](#), accessed January 19, 2018.

## Political-Climate Deniers

Foxy Loxy had pretended to be the *Voice of Doom*, when he warned of danger from the sky. Sixty years later, *prophets of doom* were accused of a propaganda campaign about a new danger from the sky:<sup>4</sup>

*[R]eject prophets of doom who peddle propaganda masquerading as science in the name of saving the planet...and reject fear as a motivating basis for making public policy decisions.*

These words are not taken from a cartoon, but from a Congressional meeting of the U.S. Senate Committee on Environment and Public Works. The comment on the “prophets of doom” had been made by the Chair of the Committee, Senator James Inhofe of Oklahoma,<sup>5</sup> where he was mocking the science of a United Nations organization, the Intergovernmental Panel on Climate Change (IPCC). During his 90-minute tirade, he repeatedly mentioned the “hoax” of climate change, which became his trademark phrase. While other Republican politicians have since expressed similar views,<sup>6</sup> Inhofe is the father of political-climate deniers. He even published a book on his views, called *The Greatest Hoax*,<sup>7</sup> in 2012. In a more recent grandstand performance on the Senate floor on February 26, 2015, the 80-year-old Senator began by talking about the “hysteria on global warming.” He then held a snowball in his hand and cynically asked the Chair if he knew what it was, and then stated: “it is a snowball from just outside here, so it is very, very cold out.” He goes on to claim that the cold weather was real-life evidence that the world was not warming, despite scientific proof that “2014 has been the warmest year on record.”<sup>7</sup>

Since climate change is a complex problem, the United Nations had established the IPCC, whose experts are warning us that our emission of greenhouse gases, largely from the production of energy from fossil fuels, is going to have a serious impact on our planet. Yet, these climate scientists have been harassed and threatened,<sup>8</sup> and put on the defensive by the tactics of the political-climate deniers, such as Senator Inhofe; according to one researcher:<sup>9</sup>

*You can't have a spelling mistake in a paper without it being evidence on the floor of the Senate that the system is corrupt.*

And another scientist lamented in an issue of the journal *Nature*:<sup>10</sup>

*Everyone is scared shitless, but they don't know what to do.*

A study on the matter concluded:<sup>11</sup>

*Conservatives attempted to intimidate these high-profile scientists, and sully their image, with the aim of disparaging mainstream climate science more generally by association. While their tactics produced no evidence of scientific wrongdoing, their public accusations nevertheless were enough to cast doubt on climate science within Congress.*

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<sup>4</sup> Inhofe, J., [Sen. Inhofe delivers major Speech on the Science of Climate Change](#), *U.S. Senate Committee on Environment and Public Works*, July 29, 2003; [Congressional Record](#), July 28, 2003; also see [The Science of Climate Change](#), *Congressional Record* 150 (130), S11291 – S11297, October 11, 2004.

<sup>5</sup> For a biography of James Inhofe, see Anon., [James Inhofe](#), *Desmog*, accessed January 19, 2018.

<sup>6</sup> For an overview of American political-climate deniers see [Skeptical Science](#), and Moser, Claire, and Koronowski, Ryan, [The Climate Denier Caucus in Trump's Washington](#), *ThinkProgress*, April 28, 2017.

<sup>7</sup> Barret, T., [Inhofe brings snowball on Senate floor as evidence globe is not warming](#), *CNN Politics*, February 27, 2015.

<sup>8</sup> For examples, see Kutney G., [Carbon Politics and the Failure of the Kyoto Protocol](#), pp. 102-114, 2014.

<sup>9</sup> Kintisch, E., [Stolen E-mails Turn Up Heat on Climate Change Rhetoric](#), *Science*, 326, p. 1329, December 4, 2009.

<sup>10</sup> Anon., [Climate of Fear](#), *Nature* 464 (March 11), p. 141, 2010.

<sup>11</sup> McCright, A.M., and Dunlap, R.E., [Anti-reflexivity: The American Conservative Movement's Success in Undermining Climate Science and Policy](#), *Theory, Culture & Society* 27 (2-3), p. 119, 2010.

The prestigious organization, the U.S. National Academy of Sciences, attempted to fight back against these “political assaults” by political-climate deniers with an editorial in the journal *Science*:<sup>12</sup>

*WE ARE DEEPLY DISTURBED BY THE RECENT ESCALATION OF POLITICAL ASSAULTS ON SCIENTISTS in general and on climate scientists in particular...*

*Many recent assaults on climate science and, more disturbingly, on climate scientists by climate change deniers, are typically driven by special interests or dogma, not by an honest effort to provide an alternative theory that credibly satisfies the evidence...*

*We also call for an end to McCarthy-like threats of criminal prosecution against our colleagues based on innuendo and guilt by association, the harassment of scientists by politicians seeking distractions to avoid taking action, and the outright lies being spread about them. Society has two choices: We can ignore the science and hide our heads in the sand and hope we are lucky, or we can act in the public interest to reduce the threat of global climate change quickly and substantively. The good news is that smart and effective actions are possible. But delay must not be an option.*

A political-climate denier is no more than a Foxy Loxy spreading propaganda to undermine scientific authority. Political-climate deniers have persecuted scientists, including some of the leading climate scholars in the world, for simply reporting peer-reviewed results that these politicians did not **want** to hear. Scientific research often takes years to be published, yet an unscholarly, bombastic rebuttal by a political-climate denier can be churned out in a couple of hours, or less. Should self-serving propaganda campaigns be paid for by tax dollars and under the authoritative seal of the U.S. Senate?

In *Carbon Politics and the Failure of the Kyoto Protocol*, I expressed my feelings on the matter:<sup>13</sup>

*Not since the days of Copernicus (1473 – 1543) and Galileo (1564 – 1642), when scientists dared to claim that the Earth revolved around the sun, has a scientific theory caused so much outrage. In the past, stubborn naysayers and rulers rejected the new scientific truths, and some scientists faced the Inquisition. With climate change, the story unfolds in much the same way as politics again challenges science, especially in America. Sadly, the brunt of these allegations has fallen on those scholars associated with the IPCC, men and women who have freely offered their time, responding to a call by the United Nations to help all of humanity. For their trouble, they have been harassed and slandered by a small, but vocal, opposition. The real problem, though, is that certain politicians have even tried to raise criminal charges against them. Does it seem right that American citizens, many internationally recognized for their contributions to science, are bullied by elected officials? At this political level, the skeptics movement is a travesty of justice, not only against the scientific community but the rights of citizens in general, that is unprecedented in a democracy.*

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<sup>12</sup> Gleick, P.H., et al., *Climate Change and the Integrity of Science*, *Science* 328, pp. 689-90, May 7, 2010.

<sup>13</sup> Kutney G., *Carbon Politics and the Failure of the Kyoto Protocol*, p. 116, 2014.

## Why are there Political-Climate Deniers?

A fundamental challenge is that you cannot see or feel climate change; we would not know that this catastrophe was looming if experts did not tell us, and the science, itself, is far from easy for the layperson to understand. Public trust in the science, then, is essential to moving forward on this issue. However, despite scientific consensus, there is no public consensus, and political-climate deniers strive to keep it this way.

A well-financed and organized “denial machine”<sup>14</sup> manufactures doubt on the science and exaggerates the economic consequences of proposed climate legislation. The well-oiled denial machine includes:

- Financiers, such as the fossil-fuel industry, and, especially, the Koch Brothers<sup>15</sup>
- Conservative think tanks, such as Heartland Institute and the Cooler Heads Coalition
- Conservative mass media, such as the *Wall Street Journal* and *Fox News*<sup>16</sup>
- Political-climate deniers, such as Jim Inhofe and Donald Trump.

Typically, the denial campaign is right out of Propaganda 101; first, deny the scientific consensus and argue that further study is needed before taking action, and second, assert that any legislation will cost jobs, and hurt the American economy and competitiveness. The influence of the denial machine is illustrated by a Google search. In Google, using Incognito Window, I entered *truth about climate change* and a second search, *truth about global warming*. There were 51.9 million and 19.8 million results, respectively, and two of the first five entries were for climate-denier sites:

### Truth about Climate Change

Climate Change: Vital Signs of the Planet: Evidence - NASA: Climate ...

<https://climate.nasa.gov/evidence/> ▼  
The Earth's climate has changed throughout history. Just in the last 650,000 years there have been seven cycles of glacial advance and retreat, with the abrupt end of the last ice age about 7,000 years ago marking the beginning of the modern climate era — and of human civilization. Most of these climate changes are ...  
Causes · Scientific Consensus · Global Ice Viewer · Graphic: Global warming from ...

"Alternative Facts" about Climate Change - Scientific American Blog ...

<https://blogs.scientificamerican.com/.../alternative-facts-about-climate-change/> ▼  
Dec 5, 2017 - Recently, EPA Administrator Scott Pruitt and Energy Secretary Rick Perry have called for the establishment of an adversarial “Red Team/Blue Team” (RT/BT) process to assess the credibility of key findings of climate science. These highly publicized requests echo earlier calls for an RT/BT process by New ...

Warming Up to the Truth: The Real Story About Climate Change | The ...

<https://www.heritage.org/.../warming-the-truth-the-real-story-about-climate-change> ▼  
by S Ballunas - Cited by 6 - Related articles  
The human influence on global climate change is small and will be slow to develop. The conclusion comes from the lack of meaningful warming trends of the low layer of air, in contradiction to the computer simulations that project a strong human effect should already be present.

Friends of Science | The Myths and Facts of Global Warming

<https://www.friendsofscience.org/index.php?id=3> ▼  
(See here) At current concentrations, a 3% change of water vapour in the atmosphere would have the same effect as a 100% change in CO<sub>2</sub>. Those attributing climate change to CO<sub>2</sub> rarely mention these important facts. MYTH 5: Computer models verify that CO<sub>2</sub> increases will cause significant global warming. FACT: The ...

Communicating Climate Change: Focus on the Framing, Not Just the ...

<https://www.climateproject.org/.../communicating-climate-change-focus-framing...> ▼  
Nov 9, 2017 - Communicating Climate Change: Focus on the Framing, Not Just the Facts. Humans are currently in a war against global warming. Or is it a race against global warming? Or maybe it's just a problem we have to deal with? Republished from The Conversation with permission. By Rose Hendricks.

### Truth about Global Warming

Climate Change: Vital Signs of the Planet: Evidence - NASA: Climate ...

<https://climate.nasa.gov/evidence/> ▼  
Climate change: How do we know? ... Scientific evidence for warming of the climate system is unequivocal. ... Ice cores drawn from Greenland, Antarctica, and tropical mountain glaciers show that the Earth's climate responds to changes in greenhouse gas levels.  
Causes · Scientific Consensus · Global Ice Viewer · Graphic: Global warming from ...

Warming Up to the Truth: The Real Story About Climate Change | The ...

<https://www.heritage.org/.../warming-the-truth-the-real-story-about-climate-change> ▼  
by S Ballunas - Cited by 6 - Related articles  
The human influence on global climate change is small and will be slow to develop. The conclusion comes from the lack of meaningful warming trends of the low layer of air, in contradiction to the computer simulations that project a strong human effect should already be present.

Friends of Science | The Myths and Facts of Global Warming

<https://www.friendsofscience.org/index.php?id=3> ▼  
COMMON MISCONCEPTIONS ABOUT GLOBAL WARMING. MYTH 1: Global temperatures are rising at a rapid, unprecedented rate. FACT: The HadCRUT4 surface temperature index, produced by the Hadley Centre of the UK Met Office and the Climate Research Unit of the University of East Anglia, shows warming to 1878 ...

100% Truth about Global Warming, Climate Change | Tesla

<https://forums.tesla.com/forum/.../100-truth-about-global-warming-climate-change> ▼  
Nov 27, 2017 - 1 post  
King Solution 01: 100% Truth about Global Warming, Climate Change Billions if not Trillions is spending every year on this Global Alert subject many call it as global warming or climate change. All Governments are betting on the wrong fighter, that fighter (scientist, professors) cannot even hold a knife ...

The truth behind global warming | The Week UK

[www.theweek.co.uk](http://www.theweek.co.uk) · Checked Out ▼  
Jul 7, 2017 - It may not be among Theresa May's priorities, but climate change is high on the G20 agenda.

<sup>14</sup> For a review of the “Denial Machine,” see Dunlap, Riley, E., Climate Change Skepticism and Denial: An Introduction, *American Behavior Scientist* 57 (6), p. 691, February 22, 2013. The paper is an introduction to a symposium that elaborated on the subject. For a recent example of a propaganda campaign from the denial machine, see Mann, Michael E., ‘Anatomy of a Smear’ or ‘How the Right Wing Denial Machine Distorts the Climate Change Discourse’, *HuffPost*, July 16, 2017.

<sup>15</sup> For an exposé of the influence of the Koch Brothers on Mike Pence, see Mayer, Jane, The Danger of President Pence, *New Yorker*, October 23, 2017.

<sup>16</sup> For an example that mocks the climate consensus see Thomas, Cal, Chicken Little ‘Science’, *Fox News*, April 17, 2014.

Google has a strong impact on public perception, and the above searches do not support a scientific consensus on climate change.

The denial machine, however, is not a major reason for why there are political-climate deniers, who are simply harnessing its power for their own ends. Being uneducated about the science is also not a major reason why political-climate deniers exist.<sup>17</sup> Rather, the major reasons that there are political-climate deniers are ideology and economics, and conservatives will use the latter to support their case. With ideology,<sup>18</sup> there is engrained opposition to climate change policies among conservatives who support the free-market and small government, and they can view environmental policies as socialistic.<sup>19</sup> Perceived economic threat is the other major reason. A statement made over eighty years ago illustrates the point: *It is difficult to get a man to understand something, when his salary depends upon his not understanding it.*<sup>20</sup> If individuals believe that their job security is at risk from legislation, then they will oppose it. Claims that climate change legislation will hurt American prosperity and competitiveness stir up similar fears, especially when coming from elected-public officials. Liberals, on the other hand, are also concerned about economic prosperity, but as their ideology generally favors environmental protection by government, they are more willing than conservatives to enact climate change legislation. As conservatives have been moving further right, political polarization in America has intensified, making climate legislation an even more contentious political issue.<sup>21</sup>

Political-climate deniers, essentially, view the supporters of climate change legislation as “Chicken Littles,” who are exaggerating the threat by claiming “the sky is falling.” From the other end of the political spectrum, political-climate deniers are viewed as using “big lies” to manipulate the general public into believing that there is no scientific consensus on the threat from climate change. In my opinion, the science speaks for itself, and the political-climate deniers are “Foxy Loxy’s.” My criticism of political-climate deniers has to do with their propaganda tactics to defame scientists and deny the consensus within the scientific community. Instead, the debate should be focused on the economic impact – good or bad - without propaganda against the science. However, even a hint of a challenge to the conservative ideology is often met with big lies.

When I wrote *Carbon Politics and the Failure of the Kyoto Protocol* in 2014, I had been offended by the antics and success of the political-climate deniers. A year later, in an interview by *Yale Climate Connections*, I had expressed reasons for hope,<sup>22</sup> but it has since evaporated. A coup took place in 2017 that would have the political-climate deniers in complete control of the Federal Administration.

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<sup>17</sup> Dunlap, Riley, E., McCright, Aaron, M., and Yarosh, Jerrod H., [The Political Divide on Climate Change: Partisan Polarization Widens in the U.S.](#), *Environment*, September-October, 2016; Funk, Cary, and Kennedy, Brian, [The Politics of Climate, 1. Public Views on Climate Change and Climate Scientists](#), *Pew Research Center*, October 4, 2016; Funk, Cary, and Kennedy, Brian, [The Politics of Climate, 4. Public Knowledge about Science has a limited tie to People’s Beliefs about Climate Change and Climate Scientists](#), *Pew Research Center*, October 4, 2016.

<sup>18</sup> Hodson, Gordon, [Political Polarization on Climate Change](#), *Psychology Today*, December 1, 2015; Hodson, Gordon, [Ideology Matters \(Too Much\)](#), *Psychology Today*, November 10, 2015; Gibbons, John, [Climate Deniers want to Protect the Status Quo that made them Rich](#), *Guardian*, September 22, 2017; Palm, Risa, Lewis, Gregory B., and Feng, Bo, [What Causes People to Change their Opinion about Climate Change](#), *Annals of the American Association of Geographers*, 107 (4), p 883. Recent polls show the radical split between conservative republicans and liberal democrats on climate change (Anon. [The Partisan Divide on Political Values Grows Even Wider, Part 7. Global Warming and Environmental Regulation. Personal Environmentalism](#), *Pew Research Centre*, October 5, 2017; Funk, Cary, and Kennedy, Brian, [The Politics of Climate, 1. Public Views on Climate Change and Climate Scientists](#), *Pew Research Center*, October 4, 2016; Saad, Lydia, [Half in US are now Concerned Global Warming Believers](#), *Gallup*, March 27, 2017; Newport, Frank, [Public Opinion and Trump’s Decision on the Paris Agreement](#), *Gallup*, June 2, 2017); Nuccitelli, Dana, [Fake News is a Threat to Humanity](#), *Guardian*, December 27, 2017.

<sup>19</sup> A derogatory, conservative moniker for environmentalists is “watermelons,” green on the outside and socialist on the inside; the topic was discussed by the executive editor of *Breitbart News*, see Delingpole, James, [Watermelons: How Environmentalists are Killing the Planet, Destroying the Economy and Stealing Your Children’s Future](#), Biteback Publishing, 2012; and Lynas, Mark, [Watermelons: How Environmentalists are Killing the Planet, Destroying the Economy and Stealing Your Children’s Future](#), *NewStatesman*, February 16, 2012.

<sup>20</sup> Upton, Sinclair, *I, Candidate for Governor. And How I got Licked*, p. 109, University of California Press, Berkeley, 1935.

<sup>21</sup> Dunlap, Riley, E., McCright, Aaron, M., and Yarosh, Jerrod H., [The Political Divide on Climate Change: Partisan Polarization Widens in the U.S.](#), *Environment*, September-October, 2016; Reinhart, R.J., [Partisan Gap on Environment Widens after Trump’s Election](#), *Gallup*, March 22, 2017; Roberts, David, [Conservatives probably can’t be persuaded on Climate Change. So now What?](#), *Vox*, November 10, 2017.

<sup>22</sup> Ward, Bud, [An Author’s Year-Long Trip from Pessimism to Hope](#), *Yale Climate Connections*, April 8, 2015.

## Donald J. Trump and His Political-Climate Denier Administration

### *Twitter, Trump & Climate Change*

Political-climate denial was taken to an unprecedented level when Donald J. Trump became President. His denial stance was well known before his election, especially via Twitter.<sup>23</sup> He launched the first of his climate-denial tweets on November 1, 2011: *It snowed over 4 inches this past weekend in New York City. It is still October. So much for Global Warming.*<sup>24</sup> Cold weather demonstrating the fallibility of climate change science would be a common theme of many of his tweets that followed. Another frequent argument was related to the “hoax” of climate change science; for example, on January 25, 2014: *NBC News just called it the great freeze - coldest weather in years. Is our country still spending money on the GLOBAL WARMING HOAX?*<sup>25</sup> Trump’s climate-denial message reminds one of Senator Inhofe’s.

One of his more imaginative climate-denial tweets appeared in 2012: *The concept of global warming was created by and for the Chinese in order to make U.S. manufacturing non-competitive.*<sup>26</sup> Not much was made of the comment, until a Democratic presidential debate when Bernie Sanders lambasted Trump for the tweet, on January 17, 2016. The following day, when asked on *Fox & Friends*, Trump replied that his tweet had been a joke. With that the controversy might have gone away if he had not then continued his reply by making further accusations against China: *Well, I think the climate change is just a very, very expensive form of tax. A lot of people are making a lot of money. I know much about climate change. I'd be—received environmental awards. And I often joke that this is done for the benefit of China. Obviously, I joke. But this is done for the benefit of China, because China does not do anything to help climate change.*<sup>27</sup> Making matters worse for himself, Trump denied making the China accusation only a few months later at a Presidential debate with Hillary Clinton.<sup>28</sup>

The tweets on climate change had been frequent from Trump until February 2015,<sup>29</sup> and then ceased until October, when he tweeted two more times, with his last tweet on the subject coming on October 19, 2015: *It's really cold outside, they are calling it a major freeze, weeks ahead of normal. Man, we could use a big fat dose of global warming!*<sup>30</sup> After a total of over one hundred tweets on this subject,<sup>31</sup> why did Trump stop? I ([@6esm](#))

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<sup>23</sup> Twitter is a media that allows the President to directly communicate his views uncensored, and Trump has taken this to a level never seen before. He is extremely popular, though controversial, on Twitter with 47 million followers (currently #20 in the global ranking; Obama is #3 at 99 million). Though others have more followers, none brings more attention to Twitter than Trump; the tweets of the “Twitter-in-Chief” cause more headlines than anyone else in Twitter and some have suggested that he was been Twitter’s saviour (Solon, Olivia, [Can Donald Trump Save Twitter?](#), *Guardian*, January 5, 2017; Anon., [What is Trump Worth to Twitter? One Analyst Estimates \\$2 Billion](#), *Fortune*, August 17, 2017). However, there have been calls to ban Trump from Twitter; for example, his recent tweets threatening North Korea forced Twitter to justify why they were not banning the President (Romano, Aja, [Twitter says Trump’s North Korea Tweets do not violate its Policy against Violent Threats](#), *Vox*, September 26, 2017). For discussions on why Twitter will not ban Trump, see Anon., [Why Twitter won’t ban Trump](#), *CBC News*, July 27, 2017; Sharp, Adam, [Here’s Why it would be Wrong for Twitter to Suspend Donald Trump’s Account](#), *CBC News*, October 6, 2017; and Wong Julia C., [Twitter Makes it Clear: Donald Trump will not be Banned](#), *Guardian*, January 5, 2018.

<sup>24</sup> Trump, Donald J., [Twitter](#), November 1, 2011.

<sup>25</sup> Trump, Donald J., [Twitter](#), January 25, 2014. In the over 100 tweets, the word “hoax” or “hoaxsters” appeared 9 times, and “cold” weather 29 times.

<sup>26</sup> Trump, Donald J., [Twitter](#), November 6, 2012. While there is no evidence of a Chinese connection, the concept that the Kyoto Protocol was an attempt by some nations to bolster their own competitiveness over the United States may have merit; see Kutney G., [Carbon Politics and the Failure of the Kyoto Protocol](#), 2014, pp. 192-200.

<sup>27</sup> Trump, Donald J., [Donald Trump Slams Iran Deal](#), *Fox News*, January 18, 2016.

<sup>28</sup> See Carroll, Lauren, [At New York debate, Donald Trump denies saying climate change is a Chinese hoax](#), *Politifact*, September 26, 2016 (climate change, generally, had a low profile during the Presidential debates and a question on the topic was never raised). Later, even China’s Premier Li Keqiang brought up the matter: *Fighting climate change is a global consensus, it’s not invented by China* (Johnston, Ian, [China tells Donald Trump there is an ‘International Responsibility’ to act over Climate Change](#), *Independent*, June 1, 2017).

<sup>29</sup> Donald Trump also had his last appearance on the *Apprentice* in February 2015, and he announced his intentions to run for president on June 16<sup>th</sup>.

<sup>30</sup> Trump, Donald J., [Twitter](#), October 19, 2015. While the tweets stopped, Donald Trump did continue his climate-denier comments; for example, he again raised climate “hoax” at the end of 2015 (Trump, Donald, [Transcript of Donald Trump’s Dec. 30 Speech in Hilton Head, S.C.](#), *The Kansas City Star*, January 20, 2016).

<sup>31</sup> See [Trump Twitter Archive](#): total tweets (excludes retweets) = 110: climate change and global warming = 21, only climate change = 11, only global warming = 78.

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Donald Trump had joined Twitter in March 2009 and, at the time of the writing of this report, had issued over 36,800 tweets from his account [@realDonaldTrump](#). His first tweet appeared on May 4, 2009: *Be sure to tune in and watch Donald Trump on Late Night with*

posed this question to the Twitter world on September 24, 2017 - *Why did @realDonaldTrump suddenly stop tweeting about climate change after >100 in October 2015?* - hoping someone would have an answer, but I received no responses (including from the President!).

Unexpectedly, Donald Trump wrote a new tweet about global warming on December 28, 2017, as a severe cold wave hit eastern North America: *In the East, it could be the COLDEST New Year's Eve on record. Perhaps we could use a little bit of that good old Global Warming that our Country, but not other countries, was going to pay TRILLIONS OF DOLLARS to protect against. Bundle up!*<sup>32</sup>

November 1, 2011 – First



October 19, 2015 – Second Last



December 28, 2017 – Most Recent



While Trump had not been directly tweeting about climate change in 2016,<sup>33</sup> his influence had not gone away. In fact, in a Twitter Influence Ranking study that mapped the climate change conversation in 2016,<sup>34</sup> Donald Trump was ranked #1 as Top Overall<sup>35</sup> and Top Talked About;<sup>36</sup> the study concluded: *So, across the whole climate change conversation on Twitter in 2016, the single most important person is not engaged at all in the actual conversation. There are other powerful and well-known people who have external power on Twitter, but nowhere near to the same extent as Trump.* In 2017, Trump was the topic of more tweets than any other elected leader, but the tweets of the President did not make the top-ten list of most retweets.<sup>37</sup>

Why does Trump utilize Twitter? The reason he gave was that he distrusts traditional public media: *I use Social Media not because I like to, but because it is the only way to fight a VERY dishonest and unfair "press," now often referred to as Fake News Media. Phony and non-existent "sources" are being used more often than ever. Many stories & reports a pure fiction!*<sup>38</sup>

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David Letterman as he presents the Top Ten List tonight! He now has a second Twitter account as President of the United States @POTUS, from which over 2000 tweets have been issued, but none mentioning climate change or global warming.

Mike Pence (@mike\_pence), Melania Trump (@MELANIATRUMP), Donald J. Trump Jr. (@DonaldJTrumpJr), and Eric Trump (@EricTrump) have never tweeted about climate change or global warming. One tweet appeared from Ivanka Trump (@IvankaTrump) on February 10, 2010: *Ironic tidbit of the day...Senate global warming hearing canceled due to the blizzard.* <http://bit.ly/9nzHsE>. Jared Kushner is a member of Twitter (@jaredkushner) but has never tweeted.

<sup>32</sup> Trump, Donald J., [Twitter](#), December 28, 2017.

<sup>33</sup> He issued three tweets at the end of May 2017 stating that on June 1<sup>st</sup> he would announce his decision on the Paris Climate Agreement. This is the closest that Trump came to mentioning climate change in a tweet since October 2015.

<sup>34</sup> Swain, John, [Mapped: the Climate Change Conversation on Twitter in 2016](#), *CarbonBrief*, January 31, 2017. The study examined more than 13 million tweets from more than 3 million users.

<sup>35</sup> *Top overall influence is measured by combining the quantity of connections (retweets, mentions, replies), the quality of the connections (measured by page rank) and the reach of the user's tweets. These are adjusted to discount the skew towards users with very large number of followers. The Top Overall Influences were: 1. Donald Trump, 2. Narendra Modi (PM of India), 3. the UN, 4. President Obama, 5. Hillary Clinton.*

<sup>36</sup> *It measures how much a user is talked about rather than responded to. It measures the ratio of the amount of times a user is mentioned to the number of times a user is retweeted. The ratio is adjusted for the number of tweets the user makes and the number of followers the user has. This can indicate that a user is not active on Twitter, but is being talked about in the wider world which is reflected by other users mentioning the user.* In the Top Talked About category, Donald Trump far out-scored his closest rival, who was President Obama; Ivanka Trump was ranked #20.

<sup>37</sup> Nelson, Louis, [Obama's – not Trump's – Tweets Make 2017 Top 10 Retweet List](#), *Politico*, December 5, 2017. Ex-president Obama had three tweets in the top ten list.

<sup>38</sup> Trump, Donald J., [Twitter](#), December 30, 2017.

## *Climate-Change Cleansing*

Controversial tweets (and other public statements) have been common from Trump, but no one knew what President Trump would actually do when he came to power. After taking Office, the press began badgering officials to get them to answer whether President Trump still believed that climate change was a hoax. While no one admitted the climate hoax belief, there was also no denial. When posed to the President, himself,<sup>39</sup> and members of his administration - including Deputy Press Secretary Lindsay Walters,<sup>40</sup> Press Secretary Sean Spicer,<sup>41</sup> Press Secretary Sarah Sanders,<sup>42</sup> U.S. Ambassador to the United Nations Nikki Haley,<sup>43</sup> EPA Administrator Scott Pruitt,<sup>44</sup> and Secretary of Energy Rick Perry<sup>45</sup> - the question was never answered.<sup>46</sup> The silence speaks for itself,<sup>47</sup> and President Trump, finally, broke his silence on the topic in his denier-tweet on global warming on December 28, 2017.<sup>48</sup> In any case, there is now no doubt as to the answer, as actions speak louder than words. President Trump expunged many within the bureaucracy, slashed budgets, and appointed political-climate deniers to key posts within the Federal government.

Prominent political-climate deniers in the Administration (the following list includes an example of a climate-denier quote from each appointee) include:<sup>49</sup>

- Vice President - Mike Pence: *Global warming is a myth. The global warming treaty is a disaster. There, I said it. Just like the "new ice age" scare of the 1970's, the environmental movement has found a new chant for their latest 'chicken little' attempt to raise taxes and grow centralized governmental power. The chant is 'the sky is warming! the sky is warming!'.*<sup>50</sup>
- CIA – Director – Mike Pompeo: *There's some [scientists] who think we're warming, there's some who think we're cooling, there's some who think that the last 16 years have shown a pretty stable climate environment.*<sup>51</sup>
- EPA - Administrator – Scott Pruitt: *Scientists continue to disagree about the degree and extent of global warming and its connection to the actions of mankind.*<sup>52</sup>
- DOE (Department of Energy) - Secretary – Rick Perry: *Calling CO2 a pollutant is doing a disservice to the country, and I believe a disservice to the world... short term, I'm substantially more concerned about Iran changing the temperature of New York.*<sup>53</sup>

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<sup>39</sup> Pruitt, Scott, [Daily Press Briefing by Press Secretary Sean Spicer and EPA Administrator Scott Pruitt](#), *The White House, Office of the Press Secretary*, June 2, 2017.

<sup>40</sup> Lindsay Walters, [Press Gaggle by Deputy Press Secretary Lindsay Walters and Secretary of Agriculture Sonny Perdue en route Cedar Rapids, June 21, 2017](#), *The White House, Office of the Press Secretary*, June 21, 2017.

<sup>41</sup> Spicer, Sean, [Daily Press Briefing by Press Secretary Sean Spicer - - #30](#), *The White House, Office of the Press Secretary*, March 28, 2017; Spicer, Sean, [Daily Press Briefing by Press Secretary Sean Spicer and EPA Administrator Scott Pruitt](#), *The White House, Office of the Press Secretary*, June 2, 2017; Spicer, Sean, [Press Gaggle by Press Secretary Sean Spicer, 6/19/2017](#), *The White House, Office of the Press Secretary*, June 19, 2017.

<sup>42</sup> Sanders, Sarah, [Press Briefing by Press Secretary Sarah Sanders and Homeland Security Advisor Tom Bossert](#), *The White House, Office of the Press Secretary*, September 11, 2017.

<sup>43</sup> Halley, Nikki, [Transcript: Nikki Halley on "Face the Nation," June 4, 2017](#), *CBS News*, June 4, 2017.

<sup>44</sup> Pruitt, Scott, [Daily Press Briefing by Press Secretary Sean Spicer and EPA Administrator Scott Pruitt](#), *The White House, Office of the Press Secretary*, June 2, 2017.

<sup>45</sup> Perry, Rick, [Press Briefing by Secretary of Energy Rick Perry and Principal Deputy Press Secretary Sarah Sanders](#), *The White House, Office of the Press Secretary*, June 27, 2017.

<sup>46</sup> Smith, David, ["Yes or No?" White House won't say if Trump is a Climate Change Denier](#), *Guardian*, June 2, 2017; Beckwith, Ryan Teague, [President Trump won't say if He still thinks Climate Change is a Hoax. Here's Why](#), *Time*, September 27, 2017. Late in 2017, after he had been fired as Communications Director, Anthony Scaramucci stated that "I love the President's sense of humor, but I also think he's saying something else... I think you guys should ask him directly if he's a climate change denier. I think you'll find you'll be surprised by that answer" (Diaz, Daniel, [Anthony Scaramucci: Trump's View on Climate Change might Surprise You](#), *CNN*, December 31, 2017).

<sup>47</sup> For a summary of Trump's beliefs on climate change see Carroll, Lauren, [Does Donald Trump believe in Man-Made Climate Change?](#), *Politifact*, June 5, 2017.

<sup>48</sup> Trump, Donald J., [Twitter](#), December 28, 2017.

<sup>49</sup> For a discussion on Trump's nominees, see Freedman, Andrew, [A Guide to Trump's Alarming Cabinet Full of Climate Deniers](#), *Yahoo News*, December 18, 2016; Milman, Oliver, [Trump's Transition: Sceptics Guide Every Agency dealing with Climate Change](#), *Guardian*, December 12, 2016; Sidahmed, Mazin, [Climate Change Denial in the Trump Cabinet: Where do his Nominees Stand?](#), *Guardian*, December 15, 2016. An added person to add to the list is the new ambassador to Canada, Kelly Craft, who stated: "I think that both sides have their own results, from their studies, and I appreciate and I respect both sides of the science" (Harris, Kathleen, Barton, Rosemary, Zimonjic, Peter, [New U.S. Ambassador to Canada Kelly Craft says She believes 'both sides' of Climate Science](#), *CBC News*, October 23, 2017).

<sup>50</sup> Pence, Mike, [Global Warming Disaster](#), 2000. Also see, Schreyer, Natalie, [On Climate Change, Pence and Trump are a Perfect Match](#), *Mother Jones*, July 15, 2016; Mayer, Jane, [The Danger of President Pence](#), *New Yorker*, October 23, 2017.

<sup>51</sup> Pompeo, Mike, [News Review with Mike Pompeo](#), *C-Span*, June 25, 2013.

<sup>52</sup> Pruitt, Scott, and Strange, Luther, [The Climate-Change Gang](#), *National Review*, May 17, 2016.

<sup>53</sup> Gillman, Todd, J., [In DC, Gov. Rick Perry Talks 2016, Ted Cruz, Climate Change, Border Security](#), *Dallas News*, June 19, 2014.

- DOI (Department of the Interior) - Secretary – Ryan Zinke: *It's not a hoax, but it's not proven science either. But you don't dismantle America's power and energy on a maybe. We need to be energy independent first. We need to do it better, which we can, but it is not a settled science.*<sup>54</sup>
- DOJ (Department of Justice) – Attorney General – Jeff Sessions: *Carbon pollution, CO2, is really not a pollutant. It is a plant food and it does not harm anybody except that it might include temperature increases.*<sup>55</sup>
- HHS (Department of Health and Human Services) – Administrator – Tom Price (resigned September 29, 2017): *This decision [EPA plans to regulate carbon dioxide] goes against all common sense, especially considering the many recent revelations of errors and obfuscation in the allegedly "settled science" of global warming.*<sup>56</sup>
- HUD (Housing and Urban Development) - Secretary – Ben Carson: *There is no overwhelming science that the things that are going on are man-caused and not naturally caused. Gimme a break.*<sup>57</sup>
- NASA – Administrator (nominee) – Jim Bridenstine: *global temperatures stopped rising 10 years ago. Global temperature changes, when they exist, correlate with Sun output and ocean cycles.*<sup>58</sup>
- State Department - Secretary – Rex Tillerson: *The world is going to have to continue using fossil fuels, whether they like it or not.*<sup>59</sup>
- USDA (US Department of Agriculture) – Secretary – Sonny Perdue: *I don't know that [human activity is contributing to climate change], nor that I think that it has been proven to be that. There are scientists on both sides of that.*<sup>60</sup>

These appointments by President Trump have entrenched political-climate denial within his Administration, and one appointment, in particular, has placed a “Foxy Loxy” in charge of the climate-regulation barnyard. Scott Pruitt,<sup>61</sup> the Administrator of the EPA, purged climate change and global warming from the Environmental Protection Agency (EPA) website.<sup>62</sup> Senator Inhofe was, of course, supportive of the climate purge: *We're going to take all this stuff that comes out of the EPA that's brainwashing our kids, that is propaganda, things that are not true.*<sup>63</sup>

The climate sanitizing of government websites appears trivial when compared to the tearing down of the climate-change pillars of the Obama Administration. The cornerstone of the domestic regulatory mechanism for reducing greenhouse gas emissions from electricity generation is the Clean Power Plan. On March 28, 2017, President Trump

<sup>54</sup> Johnson, Charles, S., [Lewis, Zinke debate federal budget, health care, global warming](#), *Billings Gazette*, October 4, 2014.

<sup>55</sup> U.S. Senate, Committee on Environment and Public Works, [OVERSIGHT HEARING: EXAMINING THE PRESIDENT'S FISCAL YEAR 2016 BUDGET REQUEST FOR THE U.S. ENVIRONMENTAL PROTECTION AGENCY](#), pp. 50-1, March 4, 2015. Jim Inhofe presided over the session.

<sup>56</sup> Price, Tom, [Republicans Continue to Fight National Energy Tax, Vote Smart](#), March 2, 2010.

<sup>57</sup> Marinucci, Carla, [Ben Carson, the Anti-Trump, brings Conservative Message to S.F.](#), *San Francisco Chronicle*, September 8, 2015.

<sup>58</sup> Bridenstine, Jim, [Trump NASA Nominee Rep Jim Bridenstine \(R-OK\) Demands Obama Apologize on Global Warming](#), *Youtube, C-Span*, March 24, 2014; also see Nuccitelli, Dana, [We have every Reason to Fear Trump's Pick to Head Nasa](#), *Guardian*, November 6, 2017..

<sup>59</sup> Neate, Rupert, [ExxonMobil CEO: ending oil production 'not acceptable for humanity'](#), *Guardian*, May 25, 2016.

<sup>60</sup> Perdue, Sonny, [Agriculture Secretary Perdue talks TPP, Nafta, and Climate Change](#), *The Wall Street Journal*, October 15, 2017.

<sup>61</sup> For more on Scott Pruitt, see Warland, Justin, [Inside Scott Pruitt's Mission to Remake the EPA](#), *Time*, October 26, 2017; Anon., [Scott Pruitt, Desmog](#), accessed January 19, 2018; Roberts, David, [Why the Head of the EPA built Himself a Secret Phone Booth](#), *Vox*, October 3, 2017; PBS has launched a series, [War on the EPA](#), October 11, 2017; Kaufman, Alexander C., and D'Angelo, Chris, [EPA plans new Climate Science 'Critique.' Swapping Peer Review for Red vs. Blue Politics](#), *Huffpost*, June 30, 2017; Kaufman, Alexander C., [Here's the List of Climate Change Deniers considered for the EPA's 'Red Team' Debate](#), *Huffpost*, October 25, 2017; Roberts, David, [Even Climate Deniers seem to Think Scott Pruitt is Bullshitting](#), *Vox*, October 26, 2017.

<sup>62</sup> Milman, Oliver, and Morris, Sam, [Trump is Deleting Climate Change. One Site at a Time](#), *Guardian*, May 14, 2017; Goldman, Gretchen, [Removing Climate Change Resources from EPA Website 'Offensive and Dangerous,' Science Group Says](#), *Union of Concerned Scientists*, October 20, 2017; Irfan, Umair, ["Climate Change" and Global Warming "are Disappearing from Government Websites](#), *Vox*, November 9, 2017; Rinberg, Toly, and Bergman, Andrew, [Censoring Climate Change](#), *New York Times*, November 22, 2017; Wallace, Gregory, [Report: Trump Admin Scrubbed Mention of Climate Change from Websites](#), *CNN*, January 10, 2018. For a general overview of administration censorship on climate change, see Green, Miranda, [Trump administration swaps 'Climate Change' for 'Resilience.'](#) *CNN Politics*, September 30, 2017. A now ironic tweet came from Pruitt on April 26, 2016 stated: *In a direct abuse of power, a coalition of 17 attorneys general are targeting climate change "deniers"* (Pruitt, Scott, [Twitter](#), April 26, 2016).

<sup>63</sup> Inhofe, James, [Sen. Inhofe: EPA is Brainwashing our Kids](#), *CNN Politics*, March 16, 2017.

issued an executive order for the EPA to review the policy,<sup>64</sup> and in early October, the EPA announced that it: *is issuing a proposal to repeal the rule.*<sup>65</sup>

Part of the motivation for implementing the Clean Power Plan had been the major international agreement to tackle climate change, the Paris Climate Agreement. The executive order on the Clean Power Plan did not directly mention the Paris Agreement, but during his election campaign, Trump repeatedly expressed his intent to withdraw from the Agreement,<sup>66</sup> and in the Rose Garden on June 1, 2017, he did just that:<sup>67</sup>

*I am fighting every day for the great people of this country. Therefore, in order to fulfill my solemn duty to protect America and its citizens, the United States will withdraw from the Paris Climate Accord -- (applause) -- thank you, thank you -- but begin negotiations to reenter either the Paris Accord or a really entirely new transaction on terms that are fair to the United States, its businesses, its workers, its people, its taxpayers. So we're getting out. But we will start to negotiate, and we will see if we can make a deal that's fair. And if we can, that's great. And if we can't, that's fine.*

*As President, I can put no other consideration before the wellbeing of American citizens. The Paris Climate Accord is simply the latest example of Washington entering into an agreement that disadvantages the United States to the exclusive benefit of other countries, leaving American workers -- who I love -- and taxpayers to absorb the cost in terms of lost jobs, lower wages, shuttered factories, and vastly diminished economic production.*

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<sup>64</sup> Trump, Donald J., [Presidential Executive Order on Promoting Energy Independence and Economic Growth](#), *The White House, Office of the Press Secretary*, March 28, 2017; also see Anon., [Background Briefing on the President's Energy Independence Executive Order](#), *The White House, Office of the Press Secretary*, March 27, 2017; Harris, Andrew H, and Dlouhy, Jennifer, [Trump Administration Seeks Halt to Clean Power Plan Review](#), *Bloomberg Politics*, March 29, 2017.

<sup>65</sup> Volcovici, Valerie, [Exclusive: EPA to propose repealing Obama's Climate Regulation – Document](#), *Reuters*, October 3, 2017; Friedman, Lisa, and Plumer, Brad, [E.P.A. announces Repeal of Major Obama-Era Carbon Emissions Rule](#), *New York Times*, October 9, 2017. In the announcement, Pruitt smugly declared: *the war on coal is over*. Anon., [EPA takes another Step to Advance President Trump's America First Strategy, Proposes Appeal of "Clean Power Plan."](#) *EPA News*, October 10, 2017. Trump and Pruitt certainly won this battle, but the war is not yet over, see Milman, Oliver, [Fightback begins over Trump's 'illegal and irresponsible' Clean Power Appeal](#), *Guardian*, October 10, 2017.

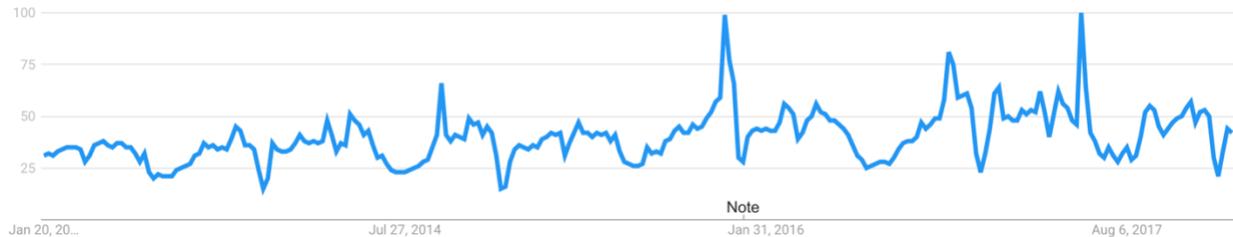
<sup>66</sup> See, for example, Anon., [Donald Trump would 'cancel' Paris Climate Deal](#), *BBC News*, May 27, 2016.

<sup>67</sup> Trump, Donald J., [Statement by President Trump on the Paris Climate Accord](#), *The White House, Office of the Press Secretary*, June 1, 2017; also see Anon, [Trump: the U.S. will withdraw from the Paris Accord](#), *USA Today, YouTube*, June 1, 2017. At the end of the speech, Scott Pruitt then rose and gave lush praise to the President. The following day, Scott Pruitt held his own press conference on the matter (Pruitt, Scott, [Daily Press Briefing by Press Secretary Sean Spicer and EPA Administrator Scott Pruitt](#), *The White House, Office of the Press Secretary*, June 2, 2017). For the role of Myron Ebell in Trump's decision see O'Harrow Jr., Robert, [A Two-Decade Crusade by Conservative Charities Fueled Trump's Exit from Paris Climate Accord](#), *The Washington Post*, September 5, 2017; Anon., [Myron Ebell](#), *Desmog*, accessed January 19, 2018.

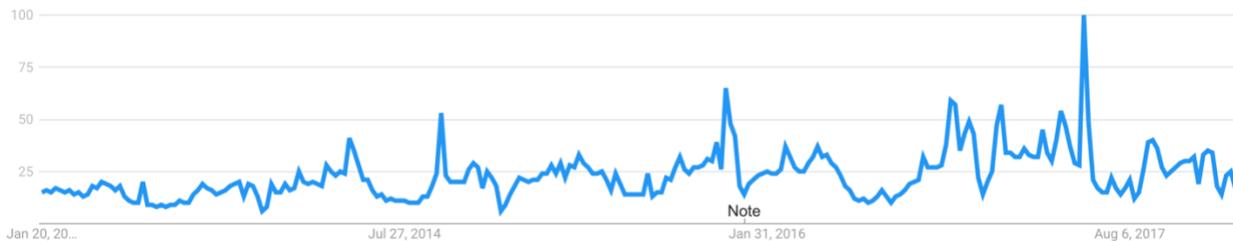
The announcement to withdraw from the Paris Agreement spiked “interest” (from *Google Trends*) in climate change globally and especially in the United States (May 28 – June 3, 2017):<sup>68</sup>

Google Trends – Interest Over Time – Past Five Years – Climate Change

Worldwide



United States



**“President Loxy”**

Trump is not the first Republican president to be a political-climate denier. Ronald Reagan and George H. W. Bush were also climate deniers,<sup>69</sup> and it was George W. Bush who had withdrawn from the Kyoto Protocol.<sup>70</sup> In fact, George W. Bush had a special “book,” similar to that of Foxy Loxy’s *Psychology*, to guide him in his strategy, which listed five key points:<sup>71</sup>

*WINNING THE GLOBAL WARMING DEBATE – AN OVERVIEW*

*Please keep in mind the following communication recommendations as you address global warming in general, particularly as Democrats and opinion leaders attack President Bush over Kyoto.*

*1. The scientific debate remains open. Voters believe that there is no consensus about global warming within the scientific community. Should the public come to believe that the scientific issues are settled, their views about global warming will change accordingly. Therefore, you need to continue to make the lack of scientific certainty a primary issue in the debate, and defer to scientists and other experts in the field.*

<sup>68</sup> Note that the earlier peak (November 29 – December 5, 2015) was the period of the adoption of the Paris Agreement at COP 21.

<sup>69</sup> For the policies and tactics of the earlier climate-denier Presidents, see Kutney G., *Carbon Politics and the Failure of the Kyoto Protocol*, 2014, pp. 136-154.

<sup>70</sup> Kutney G., *Carbon Politics and the Failure of the Kyoto Protocol*, 2014, pp. 152-154. Also see Baker, Peter, *16 Years Later, Bush’s Climate Pact Exit Holds Lessons for Trump*, *New York Times*, June 4, 2017.

<sup>71</sup> Luntz, Frank, *Straight Talk, The Environment: A Cleaner, Safer, Healthier America. Winning the Global Warming Debate - An Overview*, p. 137, The Luntz Research Companies, 2002.

2. *Americans want a free and open discussion. Even though Democrats savaged President Bush for formally withdrawing from the Kyoto accord, the truth is that none of them would have actually voted to ratify the treaty, and they were all glad to see it die. Emphasize the importance of “acting only with all the facts in hand” and “making the right decision, not the quick decisions.”*

3. *Technology and innovation are the key in arguments on both sides. Global warming alarmists use American superiority in technology and innovation quite effectively in responding to accusations that international agreements such as the Kyoto accord could cost the United States billions. Rather than condemning corporate America the way most environmentalists have done in the past, they attack their [sic] us for lacking faith in our collective ability to meet any economic challenges presented by environmental changes we make. This should be our argument. We need to emphasize how voluntary innovation and experimentation are preferable to bureaucratic or international intervention and regulation.*

4. *The “international fairness” issue is the emotional home run. Given the chance, Americans will demand that all nations be part of any international global warming treaty. Nations such as China, Mexico and India would have to sign such an agreement for the majority of Americans to support it.*

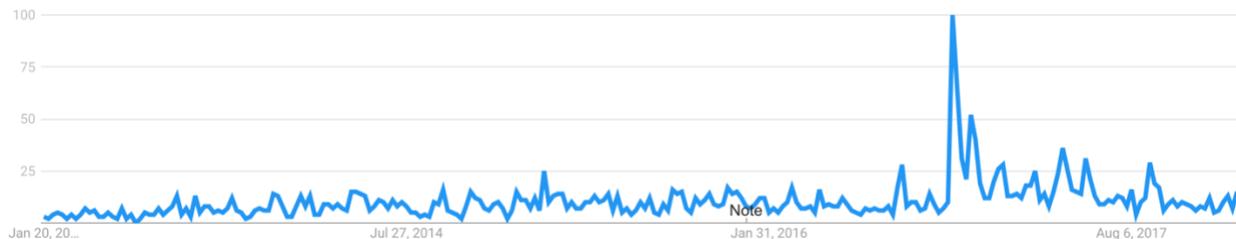
5. *The economic argument should be secondary. Many of you will want to focus on the higher prices and lost jobs that would result from complying with Kyoto, but you can do better. Yes, when put in specific terms (food and fuel prices, for example) on an individual-by-individual basis, this argument does resonate. Yes, the fact that Kyoto would hurt the economic well being of seniors and the poor is of particular concern. However, the economic argument is less effective than each of the arguments listed above.*

This infamous 2002 report by Frank Luntz began with the following recommendation:<sup>72</sup> *A compelling story, even if factually inaccurate, can be more emotionally compelling than a dry recitation of the truth. Or as Foxy Loxy would have said: If you tell them a lie, don't tell them a little one, tell a big one.*

While President Trump's favorite talking point deals with the economic argument, which was downplayed by Luntz, he, nevertheless, has brazenly taken political-climate denial to a level never reached by George W. Bush, or his other Republican predecessors, for only he has created a political-climate denier Federal Administration. The election of Donald Trump on November 8, 2016, sparked record “interest” (Google Trends) in “climate denier.”

### Google Trends – Interest Over Time – Past Five Years – Climate Denier

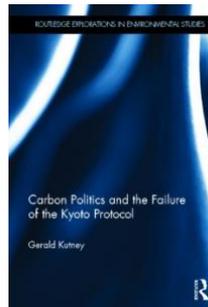
#### Worldwide



<sup>72</sup> Luntz, Frank, *Straight Talk, The Environment: A Cleaner, Safer, Healthier America, Overview*, p. 132, The Luntz Research Companies, 2002.

## Bio of the Author

Dr. Kutney (Ph.D. in chemistry from the University of Toronto) was an adjunct professor in Environmental Sciences at the University of Northern British Columbia and taught the graduate course on climate change. Over a four-year period, he studied the politics behind the Kyoto Protocol and climate-change negotiations, and in 2014, the results were published by Routledge in a peer-reviewed book: *Carbon Politics and the Failure of the Kyoto Protocol* charts the framework and political evolution of the Kyoto negotiations in search for an answer to the failure of the international community to act on climate change.



The focus is not on the science or consequences of climate change but on the political gamesmanship which has been pervasive throughout the Kyoto negotiations by the major players. The influence of politics on the Kyoto process has been well studied, and *Carbon Politics* is more than an updated history of the subject matter. An objective of the book is to identify what went wrong with Kyoto and to clear up popular misconceptions on global leadership on climate change legislation.

