



CCL Monthly Conference Call, Saturday, January 11, 2014

Groups meet at 9:45am PT/12:45pm ET

The international conference call starts at 10:00 am PT/1:00 pm ET **SHARP!** The conference call part of the meeting is a little over an hour long and the groups meet for another hour after that to plan actions.

Call-in number: **1-866-642-1665** Pass code **440699#**

Instructions: Sign on to the call at least five minutes before the start time. When you first get on the call, announce your name, city and how many people are in the room.

Adele Morris of the Brookings Institution



Adele Morris is a fellow and policy director for Climate and Energy Economics at the Brookings Institution. Her expertise and interests include the economics of policies related to climate change, energy, natural resources, and public finance.

Actions:

1. THINK BIG CANADA! Systematically review your CCL plans for 2014. Use our resources to help organize you and your CCL group in 2014. If the road to hell is paved with good intentions, then the road to paradise is probably paved with meticulously designed and executed plans. Go Trim tabs!
2. With our help, hone your skills for writing letters to the editor this month. And be sure to send to your MP the letters to the editor that are published by your group members.

Upcoming:

- i. Tune your TV to the CBC and watch this week's Fifth Estate on Friday, January 10, 2014: **SILENCE OF THE LABS** – **Is there are a war on knowledge in Canada?**
- ii. For those of you who live in Ontario and were trained by Al Gore, please note there is a **reunion** in Toronto on **Saturday January 25, 2014** from 10 am to 3 pm at the OPSEU Toronto Office Membership Room, 31 Wellesley St. East Toronto, ON M4Y 1G7. If you plan attend, and would like to distribute material about Citizens Climate Lobby, please contact cathy@citizensclimatelobby.ca .
- iii. We are contemplating a mini-lobbying blitz in Ottawa circa mid-April. Please note that we have moved the expected date based on feedback from students. We will announce our intentions in February.
- iv. Citizens Climate Lobby's fifth International Conference and Lobbying Days in Washington, June 21-23, 2014. Look for registration emails soon. Canada had 22 delegates attend some or all of the CCL conference last year in Washington.

ACTION #1

Make plans and set goals for your group in 2014

As an organization, CCL has set the goal of enacting a revenue-neutral fee on carbon in Canada by 2015. We have developed a national framework for achieving that goal. In the context of that framework, we would like our groups and members to make plans and set goals that contribute to that framework, ultimately achieving our goal of enacting effective climate legislation.

At your meetings this month:

- Review the CCL National Framework for 2014 (see below).
- Using the national framework as a guide, turn to the 2014 group planning summary form to discuss and agree upon your group's goals and actions for 2014.
- After agreeing on group goals for 2014, turn to the individual planning sheet and decide which actions you'll take in the coming year.
- If time allows, let members share the action or goal that they are most excited about.

Resources:

- CCL National Framework for 2014 (below)
- Individual planning form [WORD](#) or [PDF](#)
- Group planning form [WORD](#) or [PDF](#)
- [Two Year Plan to create the political will for Carbon Fee and Dividend in Canada.](#)

A CCL National Framework for 2014

Traditionally every January we take time to do chapter and individual planning. This year we would like to embed that planning process in a wider context: *What do we have to do as an organization to pass our legislation?* The following framework is meant to set the stage for our local plans—to show us what we are building toward together. Just as a single LTE builds toward a stunning media presence nationally, our local actions are jointly building the political will to pass a bill. A single lobby meeting when combined with others nationally results in CCL holding more lobby meetings than any other environmental group, even those with large paid staffs.

Goal: Parliament enacts a revenue-neutral fee on carbon by election 2015 (October 2015) or soon thereafter.

Background: Canada is not on track to meet even the scientifically inaccurate [Copenhagen Targets](#). Carbon taxes have been regularly called “[job killing](#)” in the House of Commons by the Conservatives. As well, it appears political parties may have staked out carbon pricing camps for the oil and gas sector. However, the Conservatives have delayed introduction of regulatory mechanisms for [the oil and gas sector](#). The NDP are in the [Cap and Trade](#) camp. The Liberals are in the midst of determining policy and their Leader, Justin Trudeau, appears to open to [any carbon pricing mechanism](#). The Green Party switched from their previous revenue neutral tax shift policy (income tax shifting) and have adopted Carbon Fee and Dividend.

Where we are now: On November 19, 2013, on the floor of the House of Commons, MP Bruce Hyer asked the government to consider Carbon Fee and Dividend during question period. If we can find a co-champion outside of the Green Party for Carbon Fee and Dividend, this may set the stage for the introduction of a Private Member's Bill for Carbon Fee and Dividend. No guarantees yet though.

Operational Areas: To accomplish this we have 3 “levers of political will”

- 1) **Lobbying**—an active liaison and lobby team for 80 MPs.
- 2) **Media**—relationships with editors and reporters and a large presence on the opinion pages.
- 3) **Outreach**—to constituents and key community groups. This form of outreach is aimed at growing a body of supporters that are outside our groups. Some of them may become part of CCL but many will not.

We can't work the levers without volunteers to do the work, so we also need...

- 4) **Development**—a chapter in at least 80 ridings by the end of 2014, and a special emphasis on the members of key committees such as Environment, Natural Resources and Finance as well as ridings where MPs won their seat by a thin margin. This requires research and outreach to increase strategically the number of CCL chapters and the number of active members within existing chapters.

CCL national goals for 2014:

- A chapter in at least 80 ridings
- Second annual conference and lobbying days in Ottawa November 15-17, 2014 (tentative date)
- A paid administrative assistant for the National Office to lighten the load as we expand (part-time).
- By the summer of 2014, a paid communications officer (part-time) to handle the main communications for the national office - monthly action sheets, the CCCL Twitter handle, some webmastering, media releases, laser talks, editorial packets and communication packets for the Canadian CCL conference 2014.
- A liaison for at least 80 parliamentarians, that sends updates and meets with staff or face to face at least four times a year.
- A relationship with the two national papers (National Post and Globe and Mail), 10 other major papers in Canada's big cities as well as another 20 smaller newspapers in Canada including Sun Media papers (Yes, Sun Media papers – this is the paper chain of the Conservative base. We must build bridges.)
- Double our LTEs, OpEds, editorials in 2014
- In 2014 Members of Parliament are receiving on average 10 personalized constituent emails/letters/postcards and one completed [Parliamentary petition](#) each month about climate change. (MPs like emails more so than their US counterparts).
- Broaden the demographics of our membership base, especially to include more conservatives and others not traditionally aligned with climate advocacy.

Chapter/volunteer Activities: CCL is a volunteer-driven organization. We will accomplish our goals with the active participation of our most important resource—our volunteers. Below are some of the activities that should take place in 2014 to build political will.

- A) **Lobbying.** For each MP, we need a constituent liaison who builds a relationship with the MP and aides, provides timely, appropriate, trustworthy information, maintains research on the MP's position and interests, brings to the conversation the best messengers and information to reach the MP, and has a team to help plan and carry out activities:
- 1) **Relationship:** schedules, plans and carries out meetings with the MP and key aides. Continues useful contact in between meetings.
 - 2) **Information:** researches and keeps up to date MP bio and local climate impacts, identifies and locates information persuasive to the MP, such as who are their main funders locally.
 - 3) **Primary Messengers:** Constituents—MP receives lots of constituent letters/contact.

4) **Other messengers:** Faith, business, labor, farm, major donor, community leaders, climate scientists, economists, local party activists, local elected officials, other important messengers,— identify who the key messengers are for your MP/riding and bring some to communicate with the MP.

B) **Media:** Relationship with editors, steady presence on the opinion pages, use of other media. How many of the 10 largest papers in Canada can we have ready to support a carbon tax when it comes up in Parliament? How many smaller papers will weigh in? How can we increase our LTEs in the Conservative base's newspaper chain: Sun Media? How do we double our editorials, Op Eds and LTEs in 2014? How do we increase our presence in the broadcast media?

C) Outreach:

- 1) Constituents—how many emails / letters/ postcards to Parliament can we generate in 2014? Chapters each average 10 per month. CCL members can easily write that many. We can generate more by incorporating letter writing into many more outreach events, such as CCL presentations and tables. We can take our letter writing to friends/families/neighbors/coworkers by holding regular letter writing parties.
- 2) How many completed [Parliamentary Petitions](#) can we complete per month? Always have a petition on hand and get people to sign them. Incorporate petition signing into your outreach events as well.
- 3) Set up meetings with key messengers in the community such local political leaders, faith, business and key community groups in support of our proposal.
- 4) Bring on board organizational partners who can also lend support such First Nations leaders, Umbrella Groups for Poverty, Unions, local Chambers of Congress, Rotary Clubs and other environmental organizations.
- 5) CCL in Canada has also worked with [Our Horizon](#) and [the Jellyfish Project](#).
- 6) When and if the time is right, how could your group help get an Avaaz petition for Carbon Fee and Dividend circulating across Canada?

D) Development.

- 1) **Your own chapter**—how can it become stronger? Can you liaison with other local environment groups to help your group with a carbon pricing town hall for example? Can you take in members from other ridings and become more of regional chapter. Is your group ready to host a regional CCL meeting in 2014 like they do in the USA?
- 2) **Nearby areas without a chapter**—can you send presenters to local groups, and reach out to organizations and individuals there? What part of your region is strategically most important?
- 3) **Nationwide outreach**—who do you know that would make a good CCLer somewhere else, how can you open doors for local organizers?

E) **Political Campaigns:** We can ask questions, make statements, participate in and hold candidate forums, meet with and provide information to candidates. We can participate in the development of party platforms. We will not participate in attacks.

Group and individual planning.

What part will you and your chapter play in building the political will in 2014 and achieving our national goals? (Use forms to record your plans.) These are for your personal use only and we will never ask you to report back to us.

ACTION #2

Resources for writing letters to the editor

Why write letters to the editor (LTE)?

1. To **develop a relationship** with the **editorial staff** of your local paper and make them well aware of the urgency of the climate crisis and our solution, Carbon Fee and Dividend.
2. At election time, political candidates usually get interviewed by their local media. Often the editor publically supports a candidate. If your local media is well aware of the situation and a candidate is a **climate lug**, it probably won't bode well for that candidate.
3. To **empower** your volunteers to speak out about climate change.
4. To **practice communicating** all the connections climate change has to the many facets of our lives.
5. To get the **truth** and **hope** out about climate change in our local newspapers. The **truth** is that climate change is human caused. The **hope** is that the crisis is solvable.
6. To **brand** Carbon Fee and Dividend as a non-partisan and citizen solution to the climate crisis.
7. You truly are all **Climate Heroes**. You will empower other citizens to speak out for the climate.
8. To **showcase** local writers on your team and work towards getting a column in your local paper.
9. **To increase the likelihood** any letter to the editor supporting climate action gets published.

Continuously sending well written Letters to the Editor to your local newspaper are a *stepping to securing an editorial board meeting*. Later in 2014 we will be coaching you on how to secure and **conduct a meeting with your local editorial board**.

Tips for writing a letter to the editor:

1. Make it **personal**, not representing a group.
2. Check the paper to see if there is a **word limit**. Limits range from 150 words/750 characters to 250 words. A few may allow as many as 500 words.
3. Do not abuse anything or anyone.
4. Use a compelling **subject line**. Three types of letters that are compelling: **a.** Use conflict; e.g. End the climate change charade; **b.** Characters with compelling stories, e.g. Prince Charles says *business as usual is an act of suicide on a gargantuan scale*; **c.** Government lobbying, specifically mention your MP's name.
5. Know who you are pitching to. Is it national or local viewpoint you are appealing to? Make a local connection if you can for your local newspapers.
6. Avoid the **overuse of flowery language** and metaphors. Newspapers want news not poetry.
7. Think about your **rhetoric style** before you write to help you focus. The styles are narrative (story telling), argumentative (persuasive), expository (explanatory) and descriptive (vivid imagery).
8. Only quote peer reviewed science and science that has widespread consensus, unless of course you are a scientist and clearly explain and defend. If you not sure please note that CCL talking points can be found in [our laser talks](#) and in [our editorial packets and media releases](#).
9. Don't be shy about plagiarizing from our resources. In fact, we strongly encourage you to cut and paste sentences and paragraphs and then reword them a little bit to make them your own. Our national manager does this all the time.

Many of these tips were given by a media panel at the RESULTS Canada conference in Ottawa on November 30, 2013 and were submitted to us by Anita Payne (CCCL Perth).

Putting your letter together: the structure

Letters to the editor (LTE) typically are 150-200 words, meaning you are limited to 3 or 4 short paragraphs. They are the haiku of advocacy — short and sweet.

Start the writing process by asking yourself the question: *What is my message and how does that relate to the article that was in the paper?*

Opening: In your very first sentence, cite the article that you are responding to. For example, “Your editorial Saturday questioning the existence of climate change left me quite puzzled, given that the world’s glaciers are receding at record rates.” (Note: It’s okay to challenge a view, but never be disrespectful or snide)

Transition to message: You don’t have much space, so transition quickly to your message. Start by stating the problem. “If we ignore what scientists are telling us, global temperatures will rise throughout the century with dire consequences — coastal flooding, droughts, famine, extinction of species.”

Propose a solution: This is the meat of your message. “We must reduce the level of carbon-dioxide — the primary greenhouse gas — to a level that will avert these disastrous effects. Scientists tell us that level is 350 parts per million in the atmosphere. The most efficient and effective means to do this is to place a fee on carbon and return the revenue equally to all residents.”

Closing the letter: Finish up strong either by referring back to the beginning of the letter (closing the circle) or with something clever. “Policy-makers can argue all they want, but Mother Nature doesn’t argue — and she doesn’t negotiate.”

Don’t try to say everything in one letter. There’s no room for it and it muddies the message.

In addition to your name, the newspaper will want your address and phone number (not for publication) to verify your letter.

Submit your letter to the editor

Some news media ask you to submit letters using a form on their website. Here is a list of contact information of local papers on the RESULTS Canada website.

http://www.results-resultats.ca/Tools/LetterToEditor_eng.asp

**SEND YOUR PUBLISHED LETTER TO THE EDITOR (LTE)
TO YOUR MEMBER OF PARLIAMENT!**

INTERNET TROLLS, TROLL SMASHING & THE ONLINE COMMENT SECTION

Don't feed the trolls is the mantra for many LTE writers. In general, to "troll" means to allure, to fish, to entice or to bait. **Internet trolls** are people who fish for other people's confidence and, once found, exploit it. If you are not prepared for it, you may be taken aback by some of the comments and you might even get sucked into their negative and insane vortex. Ergo – don’t feed the online trolls. However, that does not mean you must ignore the comment section.

CCL Sudburians engage with the trolls quite regularly in an attempt to create some balance online. They engage in what is called *troll smashing*. They don’t take the troll bait. They stick to the truth. They try to get a couple extra factual points in that expand on the LTE or discredit claims of the trolls. They avoid *ad hominem* attacks and Cathy has learned the hard way, not to take the troll bait. Your group may want to consider troll smashing. Once you get used to it, it can be a lot of fun, as long as you don’t take it seriously and don’t take the troll bait. It is however, not for the light of heart.

Laser Talk #1

Recent Weather in No Way disproves Global Warming

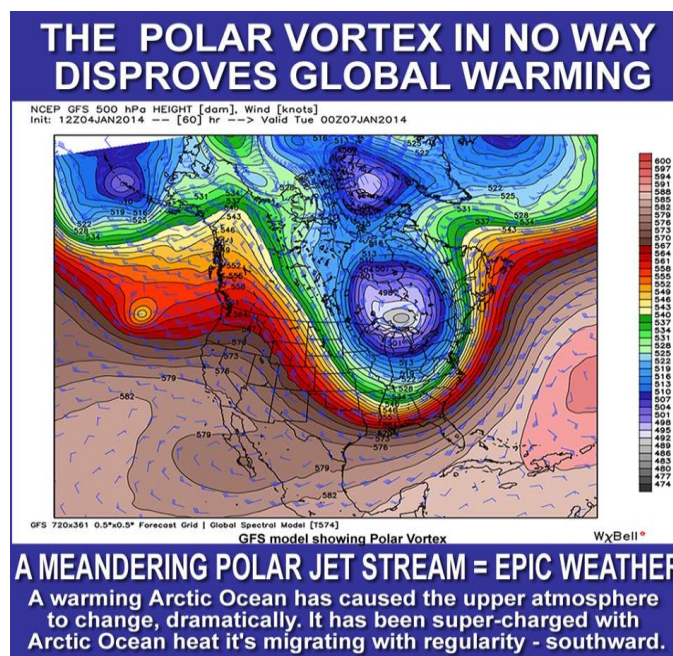
Cold temperatures kicked off the New Year in 2014 for much of North America. But that's not proof that the science of global warming is questionable, as some pundits readily claim.

This cold snap will not go down as the most significant Arctic outbreak in history (1) and winters are definitely warming (2). As well, November, the most recent month for which global data is available, was the warmest such month on record, all but guaranteeing that 2013 will go down on record as one of the top 10 warmest years, if not in the top 5 (3). Finally, while North America may be under a cold snap, Northern Europe and Siberia are experiencing well above normal temperatures (4).

This recent cold weather is explained by the phenomena called “polar vortex”. A polar vortex is a large, frigid air mass located near the Earth's geographical poles. The vortex is a continually circulating pool of cold air in a counter-clockwise direction. As the air is being circulated in place, it grows colder and denser (5).

Button up Georgia! The following may explain why southern parts of North America are currently experiencing cold temperatures: A warming Arctic Ocean has changed the polar jet stream in the upper atmosphere, dramatically. The polar jet stream now moves more slowly and it is meandering more (6,7). It has been super-charged with Arctic Ocean heat and it is migrating with more regularity southward and thus bringing, weather systems from the Arctic, like polar vortexes, more southerly (8).

- 1) <http://insideclimatenews.org/breaking-news/20140107/polar-vortex-gripping-us-may-be-example-climate-change>
- 2) <http://www.climatecentral.org/news/winters-are-warming-all-across-the-us-15590>
- 3) <http://www.climatecentral.org/news/toasty-november-vaults-2013-into-top-5-warmest-years-16844>
- 4) <http://www.washingtonpost.com/blogs/wonkblog/wp/2014/01/06/can-global-warming-be-real-if-its-cold-in-the-u-s-um-yes/>
- 5) <http://www.ctvnews.ca/sci-tech/a-polar-vortex-is-causing-our-winter-woes-but-what-the-heck-is-it-1.1620078#ixzz2pj9TLoq4>
- 6) <http://www.theguardian.com/uk/2013/apr/07/science-behind-britain-coldest-easter>
- 7) <http://www.politico.com/story/2014/01/white-house-science-director-john-holdren-knocks-climate-change-skeptics-101919.html>
- 8) <http://www.washingtonpost.com/blogs/capital-weather-gang/wp/2014/01/06/the-polar-vortex-in-no-way-disproves-climate-change/>



PS & LOL: Watch John Stewart here: <http://www.youtube.com/watch?v=GA8mx1y-KRo> Thanks Joanne for the link in Facebook that Canadians can watch. FYI, the language in this video might be offensive to some.