



Citizens' Climate Lobby Lobby Climatique des Citoyens

CCL Monthly Conference Call, Saturday, August 1, 2015

Groups meet at 9:45am PT / 12:45pm ET. The conference call starts at 10am PT / 1pm ET.

The call lasts for a little over an hour and then the groups meet for another hour after that to plan actions.

Call-in number: 1-866-642-1665: Passcode: 440699#

Instructions: Sign on to the call at least 5 minutes before the start time. When you first join the call, announce your name, city, and how many people are in the room.



Sam Daley-Harris, Center for Citizen Empowerment and

Transformation: How can we maximize the leverage from the media we generate and other actions we take? RESULTS founder and CCL mentor Sam Daley-Harris will join our August call and coach us on best practices to ensure that our actions have the greatest impact with members of Parliament. After 15 years with RESULTS, Sam founded the Microcredit Summit Campaign, which he left in 2012 to establish the Center for Citizen Empowerment and Transformation.

August 2015 ACTIONS

1. Optimize the impact of your letters to the editor.
2. Participate in the Canadian version of the CCL Endorsement project. Get leaders and organizations to support our carbon fee and dividend proposal.

Forthcoming the week of August 9

1. Consider how you can share Citizens' Climate Lobby's Public Service Announcements for television and radio locally. We will send out a package and instructions at the beginning of the week of August 9. Please note this is what we will be discussing on the CCL Canada education call on Thursday, August 13, 2015 at 4 pm PT / 7 pm ET.

Possible Upcoming CCL Event in Ottawa: Sunday, November 22 to Tuesday November 24, 2015: CCL Canada's Post Election Rendez-Vous and Lobbying Days - circle the date but NOTE this is not firm. Many things have to fall in place for this to happen. Planning will begin in earnest in August. By September we will have a better idea if connections on Parliament Hill are able to work with us. Please note that the UNFCCC talks in Paris start November 30 - thus we don't want to overlap. Also, there is a slight possibility that Parliament may not resume until January – depending on the outcome of the Federal Election.

Next Big Overton Window: Pope Francis will address Congress and the United Nations September 21 and 22. There will be a large march in Washington DC.

Laser Talk – Is 2015 the summer of climate hope?

The first glimmers of hope that action on the climate crisis was gaining momentum this summer occurred in late May: Suncor's CEO [called for a carbon tax](#) and Statoil, Royal Dutch Shell and other [major oil companies in Europe](#) wrote a letter to the UNFCCC declaring a need for carbon pricing.

On June 8th, Prime Minister Harper, pledged to stop the use of fossil fuels by 2100 at the G7 Summit in Bonn, Germany and in the process acknowledged the threat of climate change.

While lobbying on [Parliament Hill](#), June 1st and 2nd, Canadian Citizens' Climate Lobby volunteers reported repeatedly that parliamentarians were opening up to carbon pricing. Later in June, after lobbying in Washington DC, CCL volunteers also reported a positive difference in how Congress was responding to CCL lobbyists, [especially Republicans](#).

In between lobbying Parliament and Congress, the Pope released [an encyclical](#) about creation care. It is a moral call to action to people of all faiths to take care of this planet and each other. Not only did 1.2 billion Catholics receive this call to action, the [World Evangelical Association](#) also addressed their 600 million faithful and welcomed the Pope's call to action on creation care.

On June 6th and June 9th, the editorial boards for the national newspapers for the USA and Canada, [New York Times](#) and [Globe and Mail](#) endorsed revenue neutral carbon taxes respectively.

On July 5, 2015 [over 10,000 people marched in the streets of Toronto](#) asking for jobs, justice and climate action. Later that week, progress was made at the Climate Summit of the Americas. Sudbury MPP Glenn Thibeault helped CCL get a seat at the Summit. CCL's Joe Robertson represented CCL at the Summit. His report on how subnational governments are coming together to create meaningful policy to address the climate crisis is a [must read](#).

On July 9-11, 2015 Al Gore and Climate Reality trained over 500 new climate leaders in Canada. Mr. Gore's message at the Climate Reality conference was one of hope and progress around the world in creating a climate friendly future.

First Nations leaders opened up both days of the conference leaving many with a great sense that the door of opportunity has flung wide open.

It's just a matter of time now. Climate will have its day of truth too because truth always wins.

Action #1: Optimize your letters to the editor .

GETTING THE MOST OUT OF YOUR LETTERS TO THE EDITOR:

- 1) Send copies of published letters to the editor to your MP.
- 2) Mention your MP's name in your Letters to the Editor
- 3) Keep track of your group's letters to the editor and bring hardcopies of your accumulated letters to the editor with you when you lobby your MP.
- 4) Submit Letters to the Editor to multiple papers.
- 5) Please note that CCL's official talking points are only to be found in our laser talks and media packages.

To turn the ship of state, use the trim tab

RESULTS founder Sam Daley-Harris shared this important message for all volunteers on the Citizens Climate Lobby conference call in March 2014. He is our guest again this month.

When Amy announced that Citizens Climate Lobby volunteers had had 179 letters to the editor published in January 2014, an organizational record, I thought, "Amazing! Astounding!" Then I wondered, are we getting all the mileage and impact out of the letters and op-eds that we could? When you get a letter to the editor or op-ed published do you send it to your representative and both senators? Do you, or does the person who is the group contact for each MP and senator follow up on the phone to make sure the aide saw the letter or op-ed? 179 letters a month would mean more than 2,100 letters published this year. 2,100 letters sent to at least one rep. and two senators would mean 6,300 touches, 6,300 reminders with letters to the editor alone.

Something else I wondered was, do you mention the name of your representative and senators in the letter perhaps thanking them for co-sponsoring a bill or asking them to co-sponsor or to make sure legislation is introduced? And do you realize that if a bill is not exactly what you want, you can urge your Members of Parliament to cosponsor the bill and work to amend it to, for example, by making the carbon fee fully refundable? Do you also alert others on social media with a link to your letter?

The germ of these ideas come from futurist and inventor Buckminster Fuller. Fuller would say, "If you want to turn around a huge ocean liner, don't try to push it around from the front of the ship, don't even try to turn the massive rudder. Instead, find the trim tab, that little rudder at the end of the big rudder and turn that. Then the rudder will turn more easily and then the ship itself." Fuller would go on to say, "With regard to the Ship of State, don't ever try to turn the whole government or even the rudder. Find the trim tabs and turn those. Then the ship of state will turn more easily." So what are the trim tabs for turning the Ship of State? MPs certainly are trim tabs. The media certainly are trim tabs. So if a letter to the editor or op-ed is a trim tab, then you want to make sure MPs see them.

When Amy announces the number of letters to the editor and op-eds that have been published each month ask yourself: Were they sent to the representatives and senators from that riding or province. Did someone follow up to make sure the aide saw them? Did the letters mention the MPs by name? And did the letters ask for a co-sponsorship? Let's make sure we use all our trim tabs to the max. Congratulations!

Sam Daley-Harris, CEO
Center for Citizen Empowerment and Transformation

<https://citizensclimatelobby.org/sam-daley-harris-feb-28-2014/>

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. To **help the politicians** that are championing Carbon Fee and Dividend.
 8. You truly are all **Climate Heroes**. You will empower other citizens to speak out for the climate.
 9. To **showcase** local writers on your team and work towards getting a column in your local paper.
 10. To **increase the likelihood** any letter to the editor supporting carbon fee and dividend gets published.
- Continuously sending well written LTEs to your local newspaper are a *stepping to securing an editorial board meeting* – which should be a goal of every CCL group in 2015.**

How can you increase the likelihood of getting published?:

1. Make it **personal**, not representing a group.
2. Check the paper to see if there is a **word limit**.
3. Do not abuse anything or anyone.
4. **Name drop** – complementing the author of an editorial that supports a price on carbon or a paper for choosing to publish the editorial or news item appears to increase the likelihood of an LTE being published. It is a very good practice to name drop your MP's name in the LTE.
5. 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.** Specifically mention an MP's name.
6. 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.
7. Avoid the **overuse of flowery language** and metaphors. Newspapers want news not poetry.
8. Think about your **rhetoric style** before you write to help you focus. Styles include narrative (**story telling**), argumentative (**persuasive**), expository (**explanatory**) and descriptive (**vivid imagery**).
9. **Be impeccable with your word** and only quote peer reviewed science with widespread consensus. CCL talking points are found in [our laser talks](#) and in [our editorial packets and media releases](#).
10. **Use the CCL media packet and laser talks** to help you write your LTEs. In fact, we strongly encourage you to cut and paste paragraphs and then reword them to make them your own.
11. **TEAMS, MENTORS and YOUTH:** Develop an LTE team. If you have a good writer on your team, have that person draft suggested LTEs for others to edit and submit so you can increase the number of people getting letters to the editor published. Youth seem to have an easier time getting letters published – thus recruit them.

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.
- **Verification:** 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 MORE THAN ONE PAPER

Our National Newspapers

NATIONAL POST letters-2@nationalpost.com

FINANCIAL POST fletters@nationalpost.com

GLOBE AND MAIL letters@globeandmail.com

A list of contact information of local papers from the RESULTS Canada website.

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

POST MEDIA NEWSPAPERS often run syndicated column and articles

Montreal Gazette : <http://www.montrealgazette.com/opinion/letters/letters-to-the-editor.html>

National Post : letters-2@nationalpost.com

Ottawa Citizen: <http://www2.canada.com/ottawacitizen/letters.html>

Windsor Star: <http://www.windsorstar.com/about-windsor-star/contactus.html>

Star Phoenix (Saskatoon): letters@thestarphoenix.com

LeaderPost (Regina): letters@leaderpost.com

Edmonton Journal: <http://www.edmontonjournal.com/opinion/letters/letters-to-the-editor.html>

Calgary Herald: Letters@calgaryherald.com

Vancouver Sun: <http://www.vancouver.sun.com/about-vancouver-sun/editorial.html>

The Province: provletters@theprovince.com

In 2014, Sun Media papers were sold to Post Media. They are still in publication and often syndicate columns across Canada that appeal to “conservatives”. And most of the SunMedia dailies accept 500 word LTEs!.

Big Sun Media Papers Online form for LTEs

Calgary Sun	Calgary, AB	http://www.calgarysun.com/letter-to-editor
Edmonton Sun	Edmonton, AB	http://www.edmontonsun.com/letter-to-editor
Ottawa Sun	Ottawa, ON	http://www.ottawasun.com/letter-to-editor
Toronto Sun	Toronto, ON	http://www.torontosun.com/letter-to-editor
Winnipeg Sun	Winnipeg, MB	http://www.winnipegson.com/letter-to-editor

Sunmedia Community Dailies form for LTEs

Barrie Examiner	Barrie, ON	http://www.thebarrieexaminer.com/letters
Belleville Intelligencer	Belleville, ON	http://www.intelligencer.ca/letters
Brantford Expositor	Brantford, ON	http://www.brantfordexpositor.ca/letters
Chatham Daily News	Chatham, ON	http://www.chathamdailynews.ca/letters
Cornwall Standard-Freeholder	Cornwall, ON	http://www.standard-freeholder.com/letters
Fort McMurray Today	Fort McMurray, AB	http://www.fortmcmurraytoday.com/letters
Kingston Whig Standard	Kingston, ON	http://www.thewhig.com/letters
London Free Press	London, ON	http://www.lfpress.com/letters
Niagara Falls Review	Niagara Falls, ON	http://www.niagarafallsreview.ca/letters
North Bay Nugget	North Bay, ON	http://www.nugget.ca/letters
Northumberland Today	Cobourg, ON	http://www.northumberlandtoday.com/letters
Orillia Packet and Times	Orillia, ON	http://www.orilliapacket.com/letters
Owen Sound Sun Times	Owen Sound, ON	http://www.owensoundsuntimes.com/letters
Pembroke Daily Observer	Pembroke, ON	http://www.thedailyobserver.ca/letters
Peterborough Examiner	Peterborough, ON	http://www.thepeterboroughexaminer.com/letters
Sarnia Observer	Sarnia, ON	http://www.theobserver.ca/letters
Sault Star	Sault Ste. Marie, ON	http://www.saultstar.com/letters
Simcoe Reformer	Simcoe, ON	http://www.simcoereformer.ca/letters
St. Catharines Standard	St. Catharines, ON	http://www.stcatharinesstandard.ca/letters
St. Thomas Times-Journal	St. Thomas, ON	http://www.stthomastimesjournal.com/letters
Stratford Beacon Herald	Stratford, ON	http://www.stratfordbeaconherald.com/letters
Sudbury Star	Sudbury, ON	http://www.thesudburystar.com/letters
The Daily Graphic	Portage La Prairie, MB	http://www.portagedailygraphic.com/letters
The Daily Herald Tribune	Grande Prairie, AB	http://www.dailyheraldtribune.com/letters
The Daily Miner and News	Kenora, ON	http://www.kenoradailyminerandnews.com/letters
The Recorder and Times	Brockville, ON	http://www.recorder.ca/letters
Timmins Daily Press	Timmins, ON	http://www.timminspress.com/letters
Welland Tribune	Welland, ON	http://www.wellandtribune.ca/letters
Woodstock Sentinel Review	Woodstock, ON	http://www.woodstocksentinelreview.com/letters

Action #2: Participate in the CCL Endorsement Project

One of the questions asked in meetings with the offices of parliamentarians is this: *Who in the riding supports your policy?*

As Parliamentarians move closer to supporting carbon pricing, endorsements from community leaders for carbon fee and dividend back in their ridings will be a critical factor in their decision to sponsor or vote for our legislation.

For August and September, therefore, we are asking CCL chapters to seek and secure these endorsements. The approach we are taking to secure endorsers is the same approach we use to lobby our Members of Parliament and Senate. That approach begins with a request for a meeting.

At your meeting this month:

- Make a list of community leaders/organizations your group will approach for endorsements.
- Assign a volunteer to each leader. That volunteer will request a meeting.
- Decide who will lead the endorsers project and support volunteers in their efforts.

Two letters of endorsement: One letter endorses CCL's Carbon Fee and Dividend proposal. Think of this as your primary ask. If the endorser isn't quite ready to support CCL's proposal, we also have a letter endorsing climate action. Think of this as your supporting ask. Both of these letters can be downloaded on CCL Community:

Please note we are awaiting the approval of the Canadian endorsement letters and will send them to you once we get them, which should be very soon. Many thanks to Cathy Lacroix (CCL) for initiating this project in Canada. You can view the American versions here:

<http://community.citizensclimatelobby.org/resources/endorsement-letters/>

Send your signed endorsement letters to: endorse@citizensclimatelobby.org

Wondering where to start and how to go about getting endorsements? CCL volunteer Kim Schaffer has prepared a useful how-to for the Endorsement project. You can download it on CCL Community:

<http://community.citizensclimatelobby.org/resources/getting-endorsements/>

Want to hear more about the CCL Endorsement Project? Then go to the CCL University in the CCL Community

Go to this page in the CCL Community:

<http://cmttydev2.citizensclimatelobby.org/cclu/>

and scroll down to: **Learning Objective: Outreach Training and then click on**

[Getting Endorsements](#) – How to get endorsements for climate action or Carbon Fee and Dividend from community leaders.

Sample email requesting a meeting with a potential endorser:

Subject: <Leader Name> – Support for Climate Action

<Intro, appreciation and/or reference common interests>

I am writing regarding the subject of climate change, a looming crisis that threatens our way of life and that requires immediate action at the national level. I am a member of Citizens' Climate Lobby (CCL), and we are asking community leaders to sign onto a letter confirming your support for climate action.

We are currently engaged in conversations with Members of Parliament, and your support could be a determining factor in whether they choose to take action.

We would like to meet with you or your staff to discuss the issue, the solution and your possible support. When would be a good time for a meeting?

Thank you, NAME

*Citizens' Climate Lobby (CCL), <CITY> Chapter
<EMAIL> | <PHONE> | <http://citizensclimatelobby.ca/>*

How to join the CCL Community Social Network site

If you or any of your group members have not registered in the CCL Community social network and would like to join please follow these instructions:

1. If you have not already done so, register with your local CCL Group (as a member of YOUR CHAPTER) on our website here: <http://citizensclimatelobby.org/register-with-ccl/> . If you are not sure if you have registered in our database, contact reports@citizensclimatelobby.ca and we will check the CCL database.
2. If you are already registered in the database and a CCL Community invitation did not arrive, please send an email to communityregistration@citizensclimatelobby.org an invitation.
3. Accept the invitation, enter your profile info, write down your USERNAME and PASSWORD, and make a bookmark on your browser for <http://community.citizensclimatelobby.org/>.
4. An "activation" email will be generated (check your inbox, spam or junk) and activate the account.
5. You can now log in!
6. If you would like, watch the "Getting Started with Community" video tutorial at the top of the FAQ page.
7. Join the Great White North (Canada) group and perhaps your provincial or local group too.
<http://community.citizensclimatelobby.org/groups/canada/great-white-north/> 1
8. Please check out the FAQs and the CCLU from time to time for new info.

Special Canadian Instructions:

Each required field in the CCL Community has been customized for Canadians to join. Here are the specifics:

- CCL Group Name: Look for the first two initials of your province's name followed by your group. eg BC Vancouver, ON Red Lake, AB Calgary, QC Montreal or NS Halifax (PEI may not be in there as that is new).
- Congressional District: We are being organized under our provinces not our ridings - look for CAN-AB, CAN-BC, CAN-ON etc
- State/Province/Division: Our "provinces" are embedded alphabetically within the "states".

LEARN MORE ABOUT HOW TO GET AROUND THE CCL COMMUNITY:

[Navigating CCL Community for beginners](#) (enter the word "Community" as the password when prompted)