

# Media Emissions

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# My propositions

- ◆ That mainstream media has generally totally failed in providing quality analysis of issues and policies
- ◆ Hoping that this will change is like hoping that Santa Claus is real – a childhood hope that we grow out of
- ◆ This provides a growing opportunity for users of social media
- ◆ A case study on “emissions targets”

# Greenpeace's 40% campaign

countdown to  
copenhagen

tck tck tck



**SIGN**  **N**

To help avoid catastrophic climate change NZ needs to Sign On to 40 per cent by 2020 emission reduction targets at the UN climate talks in Copenhagen in December.

**THE WORLD NEEDS US**



Sign On

Join us in  
supporting a  
40 per cent by  
2020 emission  
reduction

How much has the media  
just reported this “aim”  
and how much have they  
explained the  
consequences?

# My explanation

1. Emissions are currently 25% over 1990 level
2. By 2020, the BAU projection is to be 40% over 1990 – or at 140%
3. Therefore the reduction being called for is from 140% to 60% - a relative cut of 57%
4. How do you cut emissions 57% in ten years?

Agriculture  
nitrous oxide 16%

Stationary energy 15%

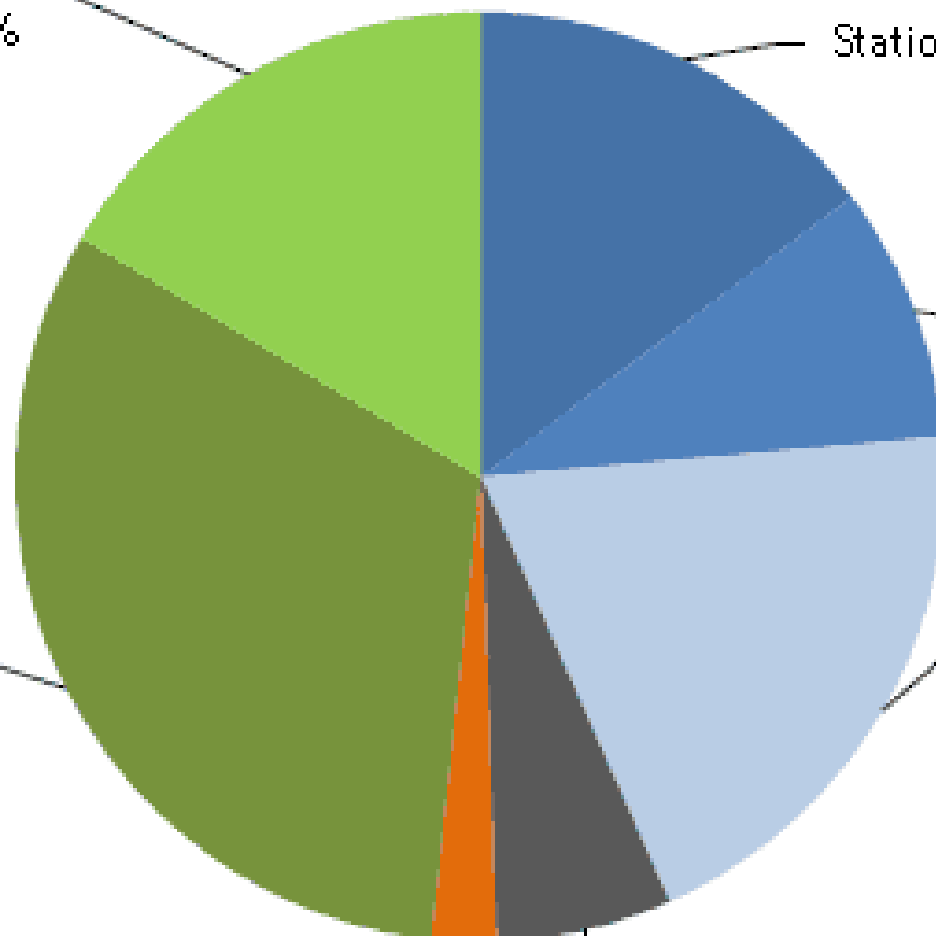
Electricity  
generation 9%

Transport 20%

Agriculture  
methane 32%

Waste 2%

Industrial processes 6%



# To achieve a 57% reduction

1. Ban all cars, buses, motorcycles and planes – 20%
2. Close down all power plants for domestic power – 9%
3. Close down all power plants for manufacturing – 15%
4. Hire gang of vigilantes to hunt down cows and slaughter around one third of the national stock
5. Have rejected Sir Bob Jones' advice to Muldoon over an alternative to carless days being to shoot every tenth motorist

# Green Party Policy

## Agriculture

If we reduce the average dairy stocking rate from 2.83 cows/ha to 2.3 we save 2.2 Mt while farmers are more likely to enjoy medium-term profitability as well.

# So how have media reported?

## Many want bolder emissions cuts

4:00AM Monday Aug 03, 2009  
By Eloise Gibson

New Zealanders are more ambitious than the Government when it comes to cutting greenhouse gas emissions, a survey suggests.

The online poll found that there was support for deeper cuts than the 15 per cent by 2020 as suggested by Climate Change Minister Nick Smith and Prime Minister John Key.

The poll of 2251 people found 51 per cent wanted cuts of at least 16 per cent while 49 per cent wanted cuts of at least 20 per cent.

The Government is due to announce its target in the next week. It is committed to



Nick Smith. Photo / Mark Mitchell

**YOUR VIEWS**

Do we need to reduce greenhouse gas emissions by 40 per cent before 2020?

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- until appeal is hea
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- officer, police say
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- ◆ 135 stories on the 40% target campaign
- ◆ Only 18 explain what it may mean

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# 2008 election coverage

- ◆ 66% of newspaper stories were on strategy (the game) not substance (policy)
- ◆ A growth in vox pop – almost daily
- ◆ Average TV story length 2 minutes
- ◆ TV3 ran 18 stories on scandals/gaffes and six on the economy – and in the midst of a recession
- ◆ Response of sector groups to policies had a total of 65 seconds airtime during the campaign
- ◆ Politicians got 25% of the airtime, and the “celebrity journalist” got 68% talking about it
- ◆ 40% of stories had a live cross, despite no live element to the report

# Blogs use “Factoids”

- ◆ “The Greens propose shooting every 5<sup>th</sup> cow in order to reduce carbon emissions”
- ◆ “China’s Copenhagen promise means that in 2020 their level of carbon emissions will be 50% greater than the rest of the world combined”
- ◆ Even if every country bar China went carbon neutral by 2020, global emissions would be higher than in 2006
- ◆ The Kyoto Protocol costs US\$800b and is projected to lower the 2050 temperature by 0.07 of a degree

# Push Factoids through social media until voters understand

1. The only way to meet the Greens/Greenpeace target of 40% is to start killing (or sterilising) cows
2. That regardless of what the US, EU and developed countries do – China alone will easily negate their reductions.
3. A deal without China is useless
4. The mitigation model will require trillions of dollars to even marginally impact temperatures

# It is slowly working – 2010 vs 2009

- ◆ 45% say need to reduce emissions to save planet (56% in 2009)
- ◆ 25% say reduce emissions even if standard of living reduced (35%)
- ◆ 18% say reduce emissions even if costs jobs (24%)
- ◆ Focusing on the economic impact trumps concern about the environmental impact