

U.S. House of Representatives
Committee on Natural Resources
Washington, DC 20515

February 9, 2022

Eva McCloskey
Managing Director
Academy of Interactive and Visual Arts
22 West 21st Street, 7th Floor
New York, NY 10010

Dear Ms. McCloskey:

We write to request information and documents related to your work in recognizing public relations (PR) firms for their campaigns on behalf of fossil fuel industry clients on the subject of climate change.

Under House Rule X(1)(m), the Committee on Natural Resources (Committee) has jurisdiction over management of federal fossil fuel resources with the potential to drive climate change, and conservation of lands, waters, and species impacted by climate change. Public perception of climate science has a direct impact on implementation of current federal policy and should inform development of potential legislation within the Committee's authority.

For decades, fossil fuel companies and associations have engaged in public relations campaigns to downplay the threat of climate change and the central role fossil fuels have played in causing it.¹ These influence campaigns were intended to prevent the country from taking critical steps to address the climate crisis.² Fossil fuel companies and trade groups have partnered with PR firms to use a variety of questionable tactics to undermine legislative and regulatory environmental

¹ Cook, J., Supran, G., Lewandowsky, S., Oreskes, N., & Maibach, E., (2019). *America Misled: How the fossil fuel industry deliberately misled Americans about climate change*. George Mason University Center for Climate Change Communication. <https://www.climatechangecommunication.org/america-misled/>

² Schwartz, B. & Pramuk, J. (2021, September 29). *Exxon Mobil has been lobbying against parts of Democrats' big social and climate spending bill*. CNBC. <https://www.cnbc.com/2021/09/29/exxon-mobil-has-been-lobbying-against-parts-of-biden-reconciliation-bill.html>

Egan, M. (2021, October 3). *Big Oil is going all-out to fight climate rules in Build Back Better*. CNN Business. <https://us.cnn.com/2021/10/03/business/climate-biden-oil-reconciliation/index.html>

Podmore, Z. (2021, May 30). *Industry groups pushed lawmakers to oppose Biden's oil lease pause despite state report showing limited impact*. The Salt Lake Tribune. <https://www.sltrib.com/news/2021/05/30/industry-groups-pushed/>

initiatives.³ For example, as a senior ExxonMobil lobbyist (since fired) explicitly admitted, industry will gladly work with “shadow groups” to secretly undermine climate efforts, and will rely on trade associations to be the “whipping boys” at oversight hearings so that corporate executives can avoid having to answer tough questions.⁴

The Committee seeks greater understanding of this cooperation among industry, trade associations, and PR firms to influence public opinion and policymaking in ways that prevent the United States from addressing the climate crisis.

The Committee requests the following information and documents from January 1, 2015, to the present:

1. All nominations, applications, and/or petitions for public relations, marketing, and/or influence campaign awards in which the client of the nominated organization, or the nominated organization itself, was a company, trade association, or other organization in the natural gas, coal, and/or oil sector(s).
2. All supporting documentation submitted pursuant to the applications, nominations, and/or petitions identified in #1.
3. All communications relating to the applications, nominations, and/or petitions identified in #1.

Please produce materials responsive to the above items, per the attached instructions, no later than **February 23, 2022**. Contact the staff of the Oversight and Investigations Subcommittee at (202) 225-6065 with any questions about this request. Thank you for your attention to this matter.

Sincerely,



Raúl M. Grijalva
Chair
Committee on Natural Resources



Katie Porter
Chair
Subcommittee on Oversight and Investigations
Committee on Natural Resources

³ Brulle, R. & Werthman, C. (2021), “The role of public relations firms in climate change politics.” *Springer Nature*, DOI: [10.1007/s10584-021-03244-4](https://doi.org/10.1007/s10584-021-03244-4)

⁴ Carter, L. (2021, June 30). *Inside Exxon’s playbook: How America’s biggest oil company continues to oppose action on climate change*. Unearthed. <https://unearthed.greenpeace.org/2021/06/30/exxon-climate-change-undercover/>

Brady, J. (2021, July 1). *Exxon Lobbyist Caught On Video Talking About Undermining Biden’s Climate Push*. NPR. <https://www.npr.org/2021/07/01/1012138741/exxon-lobbyist-caught-on-video-talks-about-undermining-bidens-climate-push>

U.S. House of Representatives
Committee on Natural Resources
Washington, DC 20515

February 9, 2022

Ed Dalheim
Executive Director
Association of Marketing and Communication Professionals
127 Pittsburg Street
Dallas, TX 75207

Dear Mr. Dalheim:

We write to request information and documents related to your work in recognizing public relations (PR) firms for their campaigns on behalf of fossil fuel industry clients on the subject of climate change.

Under House Rule X(1)(m), the Committee on Natural Resources (Committee) has jurisdiction over management of federal fossil fuel resources with the potential to drive climate change, and conservation of lands, waters, and species impacted by climate change. Public perception of climate science has a direct impact on implementation of current federal policy and should inform development of potential legislation within the Committee's authority.

For decades, fossil fuel companies and associations have engaged in public relations campaigns to downplay the threat of climate change and the central role fossil fuels have played in causing it.¹ These influence campaigns were intended to prevent the country from taking critical steps to address the climate crisis.² Fossil fuel companies and trade groups have partnered with PR firms to use a variety of questionable tactics to undermine legislative and regulatory environmental

¹ Cook, J., Supran, G., Lewandowsky, S., Oreskes, N., & Maibach, E., (2019). *America Misled: How the fossil fuel industry deliberately misled Americans about climate change*. George Mason University Center for Climate Change Communication. <https://www.climatechangecommunication.org/america-misled/>

² Schwartz, B. & Pramuk, J. (2021, September 29). *Exxon Mobil has been lobbying against parts of Democrats' big social and climate spending bill*. CNBC. <https://www.cnbc.com/2021/09/29/exxon-mobil-has-been-lobbying-against-parts-of-biden-reconciliation-bill.html>

Egan, M. (2021, October 3). *Big Oil is going all-out to fight climate rules in Build Back Better*. CNN Business. <https://us.cnn.com/2021/10/03/business/climate-biden-oil-reconciliation/index.html>

Podmore, Z. (2021, May 30). *Industry groups pushed lawmakers to oppose Biden's oil lease pause despite state report showing limited impact*. The Salt Lake Tribune. <https://www.sltrib.com/news/2021/05/30/industry-groups-pushed/>

initiatives.³ For example, as a senior ExxonMobil lobbyist (since fired) explicitly admitted, industry will gladly work with “shadow groups” to secretly undermine climate efforts, and will rely on trade associations to be the “whipping boys” at oversight hearings so that corporate executives can avoid having to answer tough questions.⁴

The Committee seeks greater understanding of this cooperation among industry, trade associations, and PR firms to influence public opinion and policymaking in ways that prevent the United States from addressing the climate crisis.

The Committee requests the following information and documents from January 1, 2014, to the present:

1. All nominations, applications, and/or petitions for public relations, marketing, and/or influence campaign awards in which the client of the nominated organization, or the nominated organization itself, was a company, trade association, or other organization in the natural gas, coal, and/or oil sector(s).
2. All supporting documentation submitted pursuant to the applications, nominations, and/or petitions identified in #1.
3. All communications relating to the applications, nominations, and/or petitions identified in #1.

Please produce materials responsive to the above items, per the attached instructions, no later than **February 23, 2022**. Contact the staff of the Oversight and Investigations Subcommittee at (202) 225-6065 with any questions about this request. Thank you for your attention to this matter.

Sincerely,



Raúl M. Grijalva
Chair
Committee on Natural Resources



Katie Porter
Chair
Subcommittee on Oversight and Investigations
Committee on Natural Resources

³ Brulle, R. & Werthman, C. (2021), “The role of public relations firms in climate change politics.” *Springer Nature*, DOI: [10.1007/s10584-021-03244-4](https://doi.org/10.1007/s10584-021-03244-4)

⁴ Carter, L. (2021, June 30). *Inside Exxon’s playbook: How America’s biggest oil company continues to oppose action on climate change*. Unearthed. <https://unearthed.greenpeace.org/2021/06/30/exxon-climate-change-undercover/>

Brady, J. (2021, July 1). *Exxon Lobbyist Caught On Video Talking About Undermining Biden’s Climate Push*. NPR. <https://www.npr.org/2021/07/01/1012138741/exxon-lobbyist-caught-on-video-talks-about-undermining-bidens-climate-push>

U.S. House of Representatives
Committee on Natural Resources
Washington, DC 20515

February 9, 2022

John Crewe
Chief Executive Officer
Haymarket Media
275 7th Avenue, 10th Floor
New York, NY 10001

Dear Mr. Crewe:

We write to request information and documents related to your work in recognizing public relations (PR) firms for their campaigns on behalf of fossil fuel industry clients on the subject of climate change.

Under House Rule X(1)(m), the Committee on Natural Resources (Committee) has jurisdiction over management of federal fossil fuel resources with the potential to drive climate change, and conservation of lands, waters, and species impacted by climate change. Public perception of climate science has a direct impact on implementation of current federal policy and should inform development of potential legislation within the Committee's authority.

For decades, fossil fuel companies and associations have engaged in public relations campaigns to downplay the threat of climate change and the central role fossil fuels have played in causing it.¹ These influence campaigns were intended to prevent the country from taking critical steps to address the climate crisis.² Fossil fuel companies and trade groups have partnered with PR firms to use a variety of questionable tactics to undermine legislative and regulatory environmental

¹ Cook, J., Supran, G., Lewandowsky, S., Oreskes, N., & Maibach, E., (2019). *America Misled: How the fossil fuel industry deliberately misled Americans about climate change*. George Mason University Center for Climate Change Communication. <https://www.climatechangecommunication.org/america-misled/>

² Schwartz, B. & Pramuk, J. (2021, September 29). *Exxon Mobil has been lobbying against parts of Democrats' big social and climate spending bill*. CNBC. <https://www.cnbc.com/2021/09/29/exxon-mobil-has-been-lobbying-against-parts-of-biden-reconciliation-bill.html>

Egan, M. (2021, October 3). *Big Oil is going all-out to fight climate rules in Build Back Better*. CNN Business. <https://us.cnn.com/2021/10/03/business/climate-biden-oil-reconciliation/index.html>

Podmore, Z. (2021, May 30). *Industry groups pushed lawmakers to oppose Biden's oil lease pause despite state report showing limited impact*. The Salt Lake Tribune. <https://www.sltrib.com/news/2021/05/30/industry-groups-pushed/>

initiatives.³ For example, as a senior ExxonMobil lobbyist (since fired) explicitly admitted, industry will gladly work with “shadow groups” to secretly undermine climate efforts, and will rely on trade associations to be the “whipping boys” at oversight hearings so that corporate executives can avoid having to answer tough questions.⁴

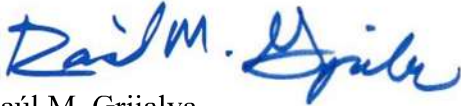
The Committee seeks greater understanding of this cooperation among industry, trade associations, and PR firms to influence public opinion and policymaking in ways that prevent the United States from addressing the climate crisis.


The Committee requests the following information and documents from January 1, 2014, to the present:

1. All nominations, applications, and/or petitions for public relations, marketing, and/or influence campaign awards in which the client of the nominated organization, or the nominated organization itself, was a company, trade association, or other organization in the natural gas, coal, and/or oil sector(s).
2. All supporting documentation submitted pursuant to the applications, nominations, and/or petitions identified in #1.
3. All communications relating to the applications, nominations, and/or petitions identified in #1.

Please produce materials responsive to the above items, per the attached instructions, no later than **February 23, 2022**. Contact the staff of the Oversight and Investigations Subcommittee at (202) 225-6065 with any questions about this request. Thank you for your attention to this matter.

Sincerely,


Raúl M. Grijalva
Chair
Committee on Natural Resources


Katie Porter
Chair
Subcommittee on Oversight and Investigations
Committee on Natural Resources

³ Brulle, R. & Werthman, C. (2021), “The role of public relations firms in climate change politics.” *Springer Nature*, DOI: [10.1007/s10584-021-03244-4](https://doi.org/10.1007/s10584-021-03244-4)

⁴ Carter, L. (2021, June 30). *Inside Exxon’s playbook: How America’s biggest oil company continues to oppose action on climate change*. Unearthed. <https://unearthed.greenpeace.org/2021/06/30/exxon-climate-change-undercover/>

Brady, J. (2021, July 1). *Exxon Lobbyist Caught On Video Talking About Undermining Biden’s Climate Push*. NPR. <https://www.npr.org/2021/07/01/1012138741/exxon-lobbyist-caught-on-video-talks-about-undermining-bidens-climate-push>

U.S. House of Representatives
Committee on Natural Resources
Washington, DC 20515

February 9, 2022

Anne Lacher
Office Manager & Membership Coordinator
Minnesota Public Relations Society of America
2345 Rice Street, Suite 220
St. Paul, MN 55113

Dear Ms. Lacher:

We write to request information and documents related to your work in recognizing public relations (PR) firms for their campaigns on behalf of fossil fuel industry clients on the subject of climate change.

Under House Rule X(1)(m), the Committee on Natural Resources (Committee) has jurisdiction over management of federal fossil fuel resources with the potential to drive climate change, and conservation of lands, waters, and species impacted by climate change. Public perception of climate science has a direct impact on implementation of current federal policy and should inform development of potential legislation within the Committee's authority.

For decades, fossil fuel companies and associations have engaged in public relations campaigns to downplay the threat of climate change and the central role fossil fuels have played in causing it.¹ These influence campaigns were intended to prevent the country from taking critical steps to address the climate crisis.² Fossil fuel companies and trade groups have partnered with PR firms to use a variety of questionable tactics to undermine legislative and regulatory environmental

¹ Cook, J., Supran, G., Lewandowsky, S., Oreskes, N., & Maibach, E., (2019). *America Misled: How the fossil fuel industry deliberately misled Americans about climate change*. George Mason University Center for Climate Change Communication. <https://www.climatechangecommunication.org/america-misled/>

² Schwartz, B. & Pramuk, J. (2021, September 29). *Exxon Mobil has been lobbying against parts of Democrats' big social and climate spending bill*. CNBC. <https://www.cnbc.com/2021/09/29/exxon-mobil-has-been-lobbying-against-parts-of-biden-reconciliation-bill.html>

Egan, M. (2021, October 3). *Big Oil is going all-out to fight climate rules in Build Back Better*. CNN Business. <https://us.cnn.com/2021/10/03/business/climate-biden-oil-reconciliation/index.html>

Podmore, Z. (2021, May 30). *Industry groups pushed lawmakers to oppose Biden's oil lease pause despite state report showing limited impact*. The Salt Lake Tribune. <https://www.sltrib.com/news/2021/05/30/industry-groups-pushed/>

initiatives.³ For example, as a senior ExxonMobil lobbyist (since fired) explicitly admitted, industry will gladly work with “shadow groups” to secretly undermine climate efforts, and will rely on trade associations to be the “whipping boys” at oversight hearings so that corporate executives can avoid having to answer tough questions.⁴

The Committee seeks greater understanding of this cooperation among industry, trade associations, and PR firms to influence public opinion and policymaking in ways that prevent the United States from addressing the climate crisis.

The Committee requests the following information and documents from January 1, 2015, to the present:

1. All nominations, applications, and/or petitions for public relations, marketing, and/or influence campaign awards in which the client of the nominated organization, or the nominated organization itself, was a company, trade association, or other organization in the natural gas, coal, and/or oil sector(s).
2. All supporting documentation submitted pursuant to the applications, nominations, and/or petitions identified in #1.
3. All communications relating to the applications, nominations, and/or petitions identified in #1.

Please produce materials responsive to the above items, per the attached instructions, no later than **February 23, 2022**. Contact the staff of the Oversight and Investigations Subcommittee at (202) 225-6065 with any questions about this request. Thank you for your attention to this matter.

Sincerely,



Raúl M. Grijalva
Chair
Committee on Natural Resources



Katie Porter
Chair
Subcommittee on Oversight and Investigations
Committee on Natural Resources

³ Brulle, R. & Werthman, C. (2021), “The role of public relations firms in climate change politics.” *Springer Nature*, DOI: [10.1007/s10584-021-03244-4](https://doi.org/10.1007/s10584-021-03244-4)

⁴ Carter, L. (2021, June 30). *Inside Exxon’s playbook: How America’s biggest oil company continues to oppose action on climate change*. Unearthed. <https://unearthed.greenpeace.org/2021/06/30/exxon-climate-change-undercover/>

Brady, J. (2021, July 1). *Exxon Lobbyist Caught On Video Talking About Undermining Biden’s Climate Push*. NPR. <https://www.npr.org/2021/07/01/1012138741/exxon-lobbyist-caught-on-video-talks-about-undermining-bidens-climate-push>

U.S. House of Representatives
Committee on Natural Resources
Washington, DC 20515

February 9, 2022

Erika Bradbury
Editorial Director
PR News
9211 Corporate Blvd. 4th Floor
Rockville, MD 20850

Dear Ms. Bradbury:

We write to request information and documents related to your work in recognizing public relations (PR) firms for their campaigns on behalf of fossil fuel industry clients on the subject of climate change.

Under House Rule X(1)(m), the Committee on Natural Resources (Committee) has jurisdiction over management of federal fossil fuel resources with the potential to drive climate change, and conservation of lands, waters, and species impacted by climate change. Public perception of climate science has a direct impact on implementation of current federal policy and should inform development of potential legislation within the Committee's authority.

For decades, fossil fuel companies and associations have engaged in public relations campaigns to downplay the threat of climate change and the central role fossil fuels have played in causing it.¹ These influence campaigns were intended to prevent the country from taking critical steps to address the climate crisis.² Fossil fuel companies and trade groups have partnered with PR firms to use a variety of questionable tactics to undermine legislative and regulatory environmental

¹ Cook, J., Supran, G., Lewandowsky, S., Oreskes, N., & Maibach, E., (2019). *America Misled: How the fossil fuel industry deliberately misled Americans about climate change*. George Mason University Center for Climate Change Communication. <https://www.climatechangecommunication.org/america-misled/>

² Schwartz, B. & Pramuk, J. (2021, September 29). *Exxon Mobil has been lobbying against parts of Democrats' big social and climate spending bill*. CNBC. <https://www.cnbc.com/2021/09/29/exxon-mobil-has-been-lobbying-against-parts-of-biden-reconciliation-bill.html>

Egan, M. (2021, October 3). *Big Oil is going all-out to fight climate rules in Build Back Better*. CNN Business. <https://us.cnn.com/2021/10/03/business/climate-biden-oil-reconciliation/index.html>

Podmore, Z. (2021, May 30). *Industry groups pushed lawmakers to oppose Biden's oil lease pause despite state report showing limited impact*. The Salt Lake Tribune. <https://www.sltrib.com/news/2021/05/30/industry-groups-pushed/>

initiatives.³ For example, as a senior ExxonMobil lobbyist (since fired) explicitly admitted, industry will gladly work with “shadow groups” to secretly undermine climate efforts, and will rely on trade associations to be the “whipping boys” at oversight hearings so that corporate executives can avoid having to answer tough questions.⁴

The Committee seeks greater understanding of this cooperation among industry, trade associations, and PR firms to influence public opinion and policymaking in ways that prevent the United States from addressing the climate crisis.

The Committee requests the following information and documents from January 1, 2008, to the present:

1. All nominations, applications, and/or petitions for public relations, marketing, and/or influence campaign awards in which the client of the nominated organization, or the nominated organization itself, was a company, trade association, or other organization in the natural gas, coal, and/or oil sector(s).
2. All supporting documentation submitted pursuant to the applications, nominations, and/or petitions identified in #1.
3. All communications relating to the applications, nominations, and/or petitions identified in #1.

Please produce materials responsive to the above items, per the attached instructions, no later than **February 23, 2022**. Contact the staff of the Oversight and Investigations Subcommittee, at (202) 225-6065 with any questions about this request. Thank you for your attention to this matter.

Sincerely,



Raúl M. Grijalva
Chair
Committee on Natural Resources



Katie Porter
Chair
Subcommittee on Oversight and Investigations
Committee on Natural Resources

³ Brulle, R. & Werthman, C. (2021), “The role of public relations firms in climate change politics.” *Springer Nature*, DOI: [10.1007/s10584-021-03244-4](https://doi.org/10.1007/s10584-021-03244-4)

⁴ Carter, L. (2021, June 30). *Inside Exxon’s playbook: How America’s biggest oil company continues to oppose action on climate change*. Unearthed. <https://unearthed.greenpeace.org/2021/06/30/exxon-climate-change-undercover/>

Brady, J. (2021, July 1). *Exxon Lobbyist Caught On Video Talking About Undermining Biden’s Climate Push*. NPR. <https://www.npr.org/2021/07/01/1012138741/exxon-lobbyist-caught-on-video-talks-about-undermining-bidens-climate-push>

Cc: Megan Sigg
Marketing Manager
PR News

U.S. House of Representatives
Committee on Natural Resources
Washington, DC 20515

February 9, 2022

Paul Holmes
Founder & Chair
PRovoke Media
271 West 47th Street, Suite 23-A
New York, NY 10036

Dear Mr. Holmes:

We write to request information and documents related to your work in recognizing public relations (PR) firms for their campaigns on behalf of fossil fuel industry clients on the subject of climate change.

Under House Rule X(1)(m), the Committee on Natural Resources (Committee) has jurisdiction over management of federal fossil fuel resources with the potential to drive climate change, and conservation of lands, waters, and species impacted by climate change. Public perception of climate science has a direct impact on implementation of current federal policy and should inform development of potential legislation within the Committee's authority.

For decades, fossil fuel companies and associations have engaged in public relations campaigns to downplay the threat of climate change and the central role fossil fuels have played in causing it.¹ These influence campaigns were intended to prevent the country from taking critical steps to address the climate crisis.² Fossil fuel companies and trade groups have partnered with PR firms to use a variety of questionable tactics to undermine legislative and regulatory environmental

¹ Cook, J., Supran, G., Lewandowsky, S., Oreskes, N., & Maibach, E., (2019). *America Misled: How the fossil fuel industry deliberately misled Americans about climate change*. George Mason University Center for Climate Change Communication. <https://www.climatechangecommunication.org/america-misled/>

² Schwartz, B. & Pramuk, J. (2021, September 29). *Exxon Mobil has been lobbying against parts of Democrats' big social and climate spending bill*. CNBC. <https://www.cnbc.com/2021/09/29/exxon-mobil-has-been-lobbying-against-parts-of-biden-reconciliation-bill.html>

Egan, M. (2021, October 3). *Big Oil is going all-out to fight climate rules in Build Back Better*. CNN Business. <https://us.cnn.com/2021/10/03/business/climate-biden-oil-reconciliation/index.html>

Podmore, Z. (2021, May 30). *Industry groups pushed lawmakers to oppose Biden's oil lease pause despite state report showing limited impact*. The Salt Lake Tribune. <https://www.sltrib.com/news/2021/05/30/industry-groups-pushed/>

initiatives.³ For example, as a senior ExxonMobil lobbyist (since fired) explicitly admitted, industry will gladly work with “shadow groups” to secretly undermine climate efforts, and will rely on trade associations to be the “whipping boys” at oversight hearings so that corporate executives can avoid having to answer tough questions.⁴


The Committee seeks greater understanding of this cooperation among industry, trade associations, and PR firms to influence public opinion and policymaking in ways that prevent the United States from addressing the climate crisis.

The Committee requests the following information and documents from January 1, 2012, to the present:

1. All nominations, applications, and/or petitions for public relations, marketing, and/or influence campaign awards in which the client of the nominated organization, or the nominated organization itself, was a company, trade association, or other organization in the natural gas, coal, and/or oil sector(s).
2. All supporting documentation submitted pursuant to the applications, nominations, and/or petitions identified in #1.
3. All communications relating to the applications, nominations, and/or petitions identified in #1.

Please produce materials responsive to the above items, per the attached instructions, no later than **February 23, 2022**. Contact the staff of the Oversight and Investigations Subcommittee at (202) 225-6065 with any questions about this request. Thank you for your attention to this matter.

Sincerely,



Raúl M. Grijalva
Chair
Committee on Natural Resources



Katie Porter
Chair
Subcommittee on Oversight and Investigations
Committee on Natural Resources

³ Brulle, R. & Werthman, C. (2021), “The role of public relations firms in climate change politics.” *Springer Nature*, DOI: [10.1007/s10584-021-03244-4](https://doi.org/10.1007/s10584-021-03244-4)

⁴ Carter, L. (2021, June 30). *Inside Exxon’s playbook: How America’s biggest oil company continues to oppose action on climate change*. Unearthed. <https://unearthed.greenpeace.org/2021/06/30/exxon-climate-change-undercover/>

Brady, J. (2021, July 1). *Exxon Lobbyist Caught On Video Talking About Undermining Biden’s Climate Push*. NPR. <https://www.npr.org/2021/07/01/1012138741/exxon-lobbyist-caught-on-video-talks-about-undermining-bidens-climate-push>