



Public and Government Affairs Consultancy

27 July 1997

Mr Ray Evans  
WMC Limited  
Melbourne  
VIC 3000.

By fax: 9685 6400

Dear Ray,

Attached is the media strategy for the Countdown to Kyoto Conference, as we promised. John and I are, of course, in Bonn for the next fortnight and we will be back in the office on 11 August. However, we are available at any time via our mobile phones — John 0412 375 660; me 0412 569 581 — or through Jim Byth in the office.

We will be in touch with the key journalists from Bonn in the course of our work for the AIGN and this will be complementary with the required pre-conference promotion. We will also be talking to the American industry and political representatives in Bonn about the conference.

In the meantime we need to be informed of the confirmed speakers' list and their availability for interviews and feature articles.

As for our involvement in the conference itself, we should like confirmation from you of the arrangement we discussed with you. We believe we should be in Canberra from Sunday 17 August, making five days fulltime for each of us. At our normal rates, this would run out at a fee of \$10,000, plus expenses. However, we accept your budget constraints and would be pleased to act for you for the offered fee of \$6000. Let's talk about expenses later.

We look forward to working with you.

Yours faithfully,

(signed)

Noel Bushnell

## **COUNTDOWN TO KYOTO**

**19-21 August 1997**

**National Convention Centre, Canberra**

---

### **MEDIA STRATEGY**

Events leading up to the conference will ensure there will be heightened media interest in greenhouse and, therefore, the conference. It is timed 12 days after the end of AGBM7 in Bonn and a week after the Four Corners program on greenhouse. It is also being held in the context of a major "education" campaign being mounted by the Clinton Administration, leading up to the President's conference in October.

#### **Conference issues**

##### **Media bias**

Pro-green views are strong in the Australian media, and especially so on the Canberra Press Gallery (although variable in strength). The result is that the non-green view struggles to get a fair hearing in the face of green counter-moves.

##### **Green movement attitude**

Green opposition is likely to be more strident than ever because they are now on the back foot politically in Australia, and the Kyoto negotiations are not going well (pre-Bonn).

##### **US right wing views**

The backing of Frontiers of Freedom and known US right-wingers make obvious targets for green counter-moves.

##### **Speaker profiles**

Most of the speakers, and especially the Americans, are little known among Australian journalists.

##### **Support**

Government and corporate attitude to the conference appears ambivalent and thus could be characterised as lacking.

##### **Bonn fallout**

The result of AGBM7 is unknown at this stage but the trend appears to be away from the EU position and at least towards the US, if not the "differentiationists". The best result will be continued uncertainty.

##### **Denial of science**

The anti-greenhouse science argument is a strong element of the conference. Pat Michaels' recent cover story appearance in New Scientist will be a stimulus of debate.

## **Strategic Approach**

- To reinforce the economic debate in Australia, which has now taken hold in the US, Japan, Canada and other countries.
- To emphasise the mainstream nature of the conference, its speakers and their papers.
- To engage the greens, both proactively and responsively through placing a stream of material in the ideas marketplace.

## **Key audiences**

On this occasion, the major audience will be journalists covering the conference. The information they are supplied and the way they are handled will be crucial.

## **Program**

The conference will need a solid period of promotion, focussed on the profiling of the key speakers. Key journalists should be offered feature material and interviews, depending on the availability of the speakers.

### **Pre-conference**

*Now to week beginning 11/8* — co-ordinate with AIGN campaign from Bonn and at home; contact key journalists.

*Week beginning 11/8* — Bonn team back. Step up pre-conference promotion using the key speakers. Hagel and Dingell need to be offered to key journalists as feature material. (Availability, background needed.)

*Arrival of Hagel and Dingell (date unknown)* — interviews/maybe news conference (ideally Sunday 17/8).

*Monday 18/8* — interviews/news conference if not possible on Sunday; otherwise a preview news release.

### **Conference**

Daily news releases (at least one a day); constant liaison with attending journalists to emphasise key messages.

## **Journalists' facilities**

A special room will need to be set aside near the conference hall for the use of journalists. It will need:

Tables, chairs for, say, 12 positions.

Telephone and power point for each position.

Photocopier and fax (with plentiful supplies of paper, toner etc).

Maybe two PCs, loaded with Windows 95 and the latest version of Word (Windows 3.11 programs will run on this configuration).

A laser printer hooked to the PCs (plus paper etc).

The room will need a full-time attendant able to deal with the equipment — i.e. refilling the paper, toner etc on the copier, fax and printer, fixing minor glitches and assisting with the computer equipment.