

**CLIMATE
POWER
EDUCATION FUND**

**DIRTY LIES
WEBINAR**

Purpose: to educate about API's misinformation campaign, and provide effective messaging tools to fight back.



THE MASK | How API Uses Outside Groups To Hide Their Influence

THE SPEND | How API Pays to Spread Disinformation

CULTURE | How API Makes Fossil Fuels Seem Inevitable

PEOPLE | How API Lies About Jobs, Costs, And Representation

POLITICS | How API Blocks Climate Solutions



THE MASK

**How API Uses
Outside Groups To Hide
Their Influence**



Independent Petroleum Association of Mountain States



Power Past Impossible



Citizens to Protect Pennsylvania



Energy For Progress



Coloradans for a Stable Economy



API spreads pro-oil & gas misinformation through



PR firms



trade organizations



dark money groups



fake grassroots groups



ads on TV and social media

New Orleans 2017



A fossil fuel PR firm hired several dozen actors to voice support for a new gas power plant at a City Council meeting, packing the room so the 83% non-white community could not get in to speak.

Source: The Lens New Orleans, New York Times

Los Angeles Times

BUSINESS

They fought for clean air. They didn't know they were part of a gas industry campaign

Los Angeles

2017

Method Campaign Services, at the behest of Clean Energy Fuels Corp., posed as an environmental campaign and hired 20 residents to give public comment in favor of vehicles that run on natural gas instead of a rule requiring all electric trucks.

Source: [The LA Times](#)



salon

Exclusive: Big Oil pushed school officials to make “dishonest” claims on Biden climate policy

North Dakota

2021

State oil industry associations pushed state school superintendents to make dishonest claims that President Biden’s leasing pause would hurt school budgets.

Source: Salon

These lies go beyond PR spin. They are among the most egregious, unethical, and aggressive examples of manipulation in our politics.



THE SPEND

How API Pays to Spread
Disinformation

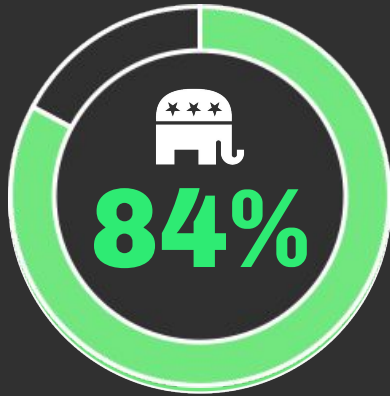
\$5,350,000

**API's 2020
spend on
federal
lobbying**

Source: [OpenSecrets](#)



\$140,705,116



Republican



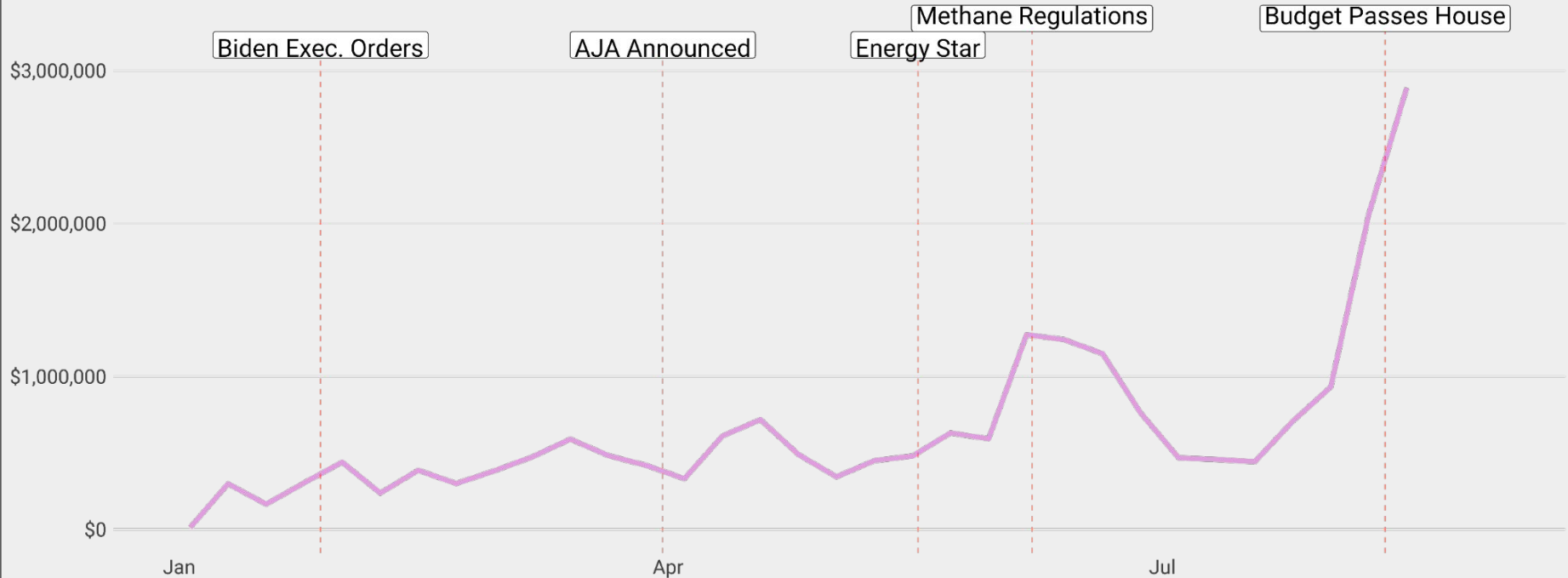
Additionally, in 2019-2020, API gave \$5 million to outside groups, like dark money groups

**The oil and gas industry's
2019-2020 campaign
contributions**

Source: [OpenSecrets](#)

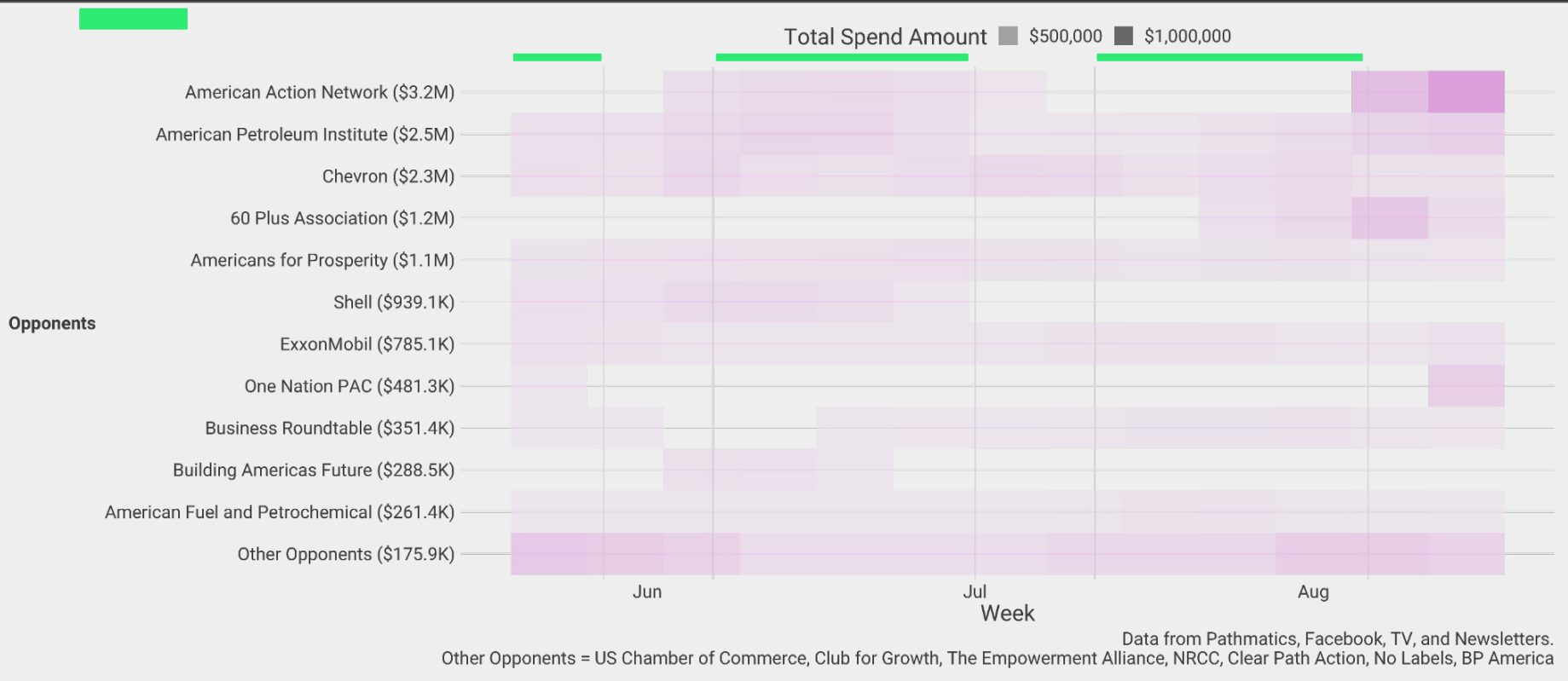
API and its Members Spend Increases After Executive Action on Climate

Advertising Spending by Climate/Infrastructure Investment Opponents



Data from Pathmatics, Facebook, TV, and Newsletters for week 01/03 through week 08/21.

Spend Increases as Congress Debates Infrastructure Investments



We believe the future of energy is lower carbon

what year will Chevron meet its 2023 carbon intensity reduction target?

- a. 2025
- b. 2023
- c. we already have.

read below to find out



Curious about how Chevron is using tech to shape the future of energy? Learn more about our investments in technologies, like the ones Barbara mentioned in a recent interview with CNBC.

what can chevron do to create a lower-carbon future?



barbara burger
VP of Innovation

It's gonna take developments in a number of these areas to be able to do it.

the human energy company

Tweet



Together, we can continue to reduce CO₂ emissions and provide affordable, reliable energy. Learn more about the U.S. natural gas revolution.



A MESSAGE FROM EXXONMOBIL

Houston's carbon capture and storage potential

A key technology to help reduce large-scale CO₂ emissions.

Find out about policy actions needed to make it happen ▶

ExxonMobil

With the appropriate government and industry backing, roughly 100 million metric tons of CO₂ could be captured annually by 2040 for safe and permanent storage offshore Houston.

Through innovative partnerships, we've helped reduce CO₂ emissions to a generational low.

Let's do even more together.

ENERGY for PROGRESS

LEARN MORE



Chevron believes in actions, not just words

through Chevron's carbon capture projects, how many tonnes of CO₂ are they expected to capture per year?

- a. nearly 5,000 tonnes
- b. nearly 500,000 tonnes
- c. nearly 5,000,000 tonnes

read below to find out



Not Just Paid Media – Fox and Others Amplify



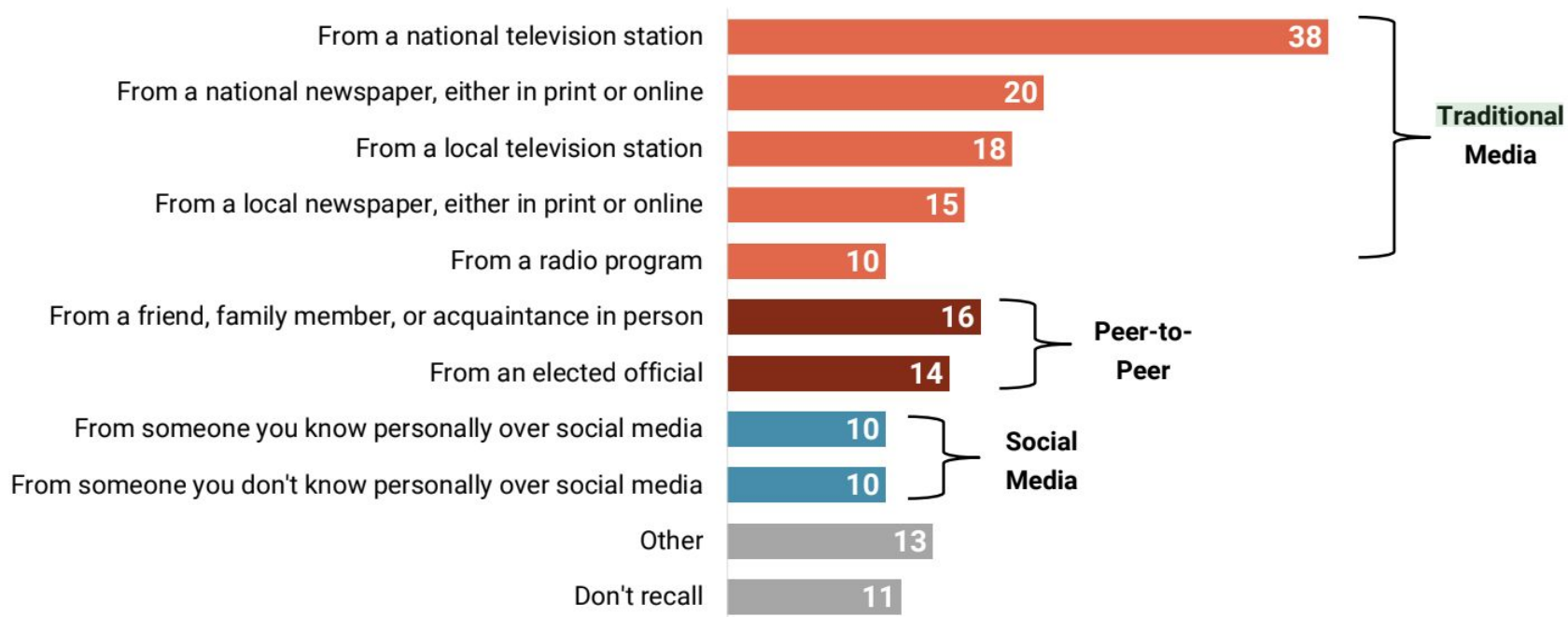
Steve Scalise: Biden's energy policies will 'increase global emissions and crush American jobs'

IER INSTITUTE FOR ENERGY RESEARCH.

Gasoline Prices Under the Green New Deal Would Reach \$13 per Gallon

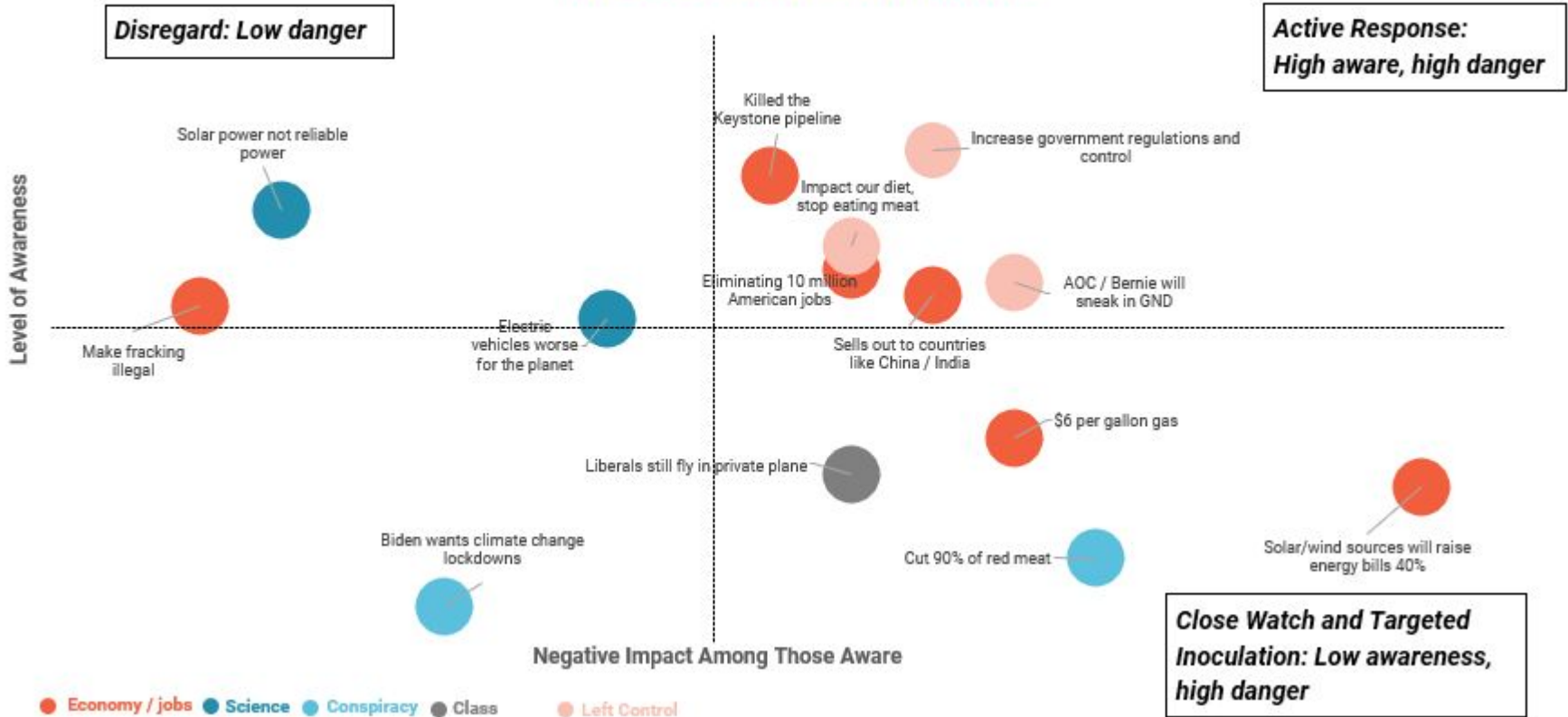
DISINFO SPREADS PRIMARILY THROUGH **TRADITIONAL** MEDIA

Where did you see or hear this that raised doubts about climate change? Select all that apply
(Among Climate Balancers)



Disinfo that API Pushes Generates Harm

AMONG CLIMATE BALANCERS



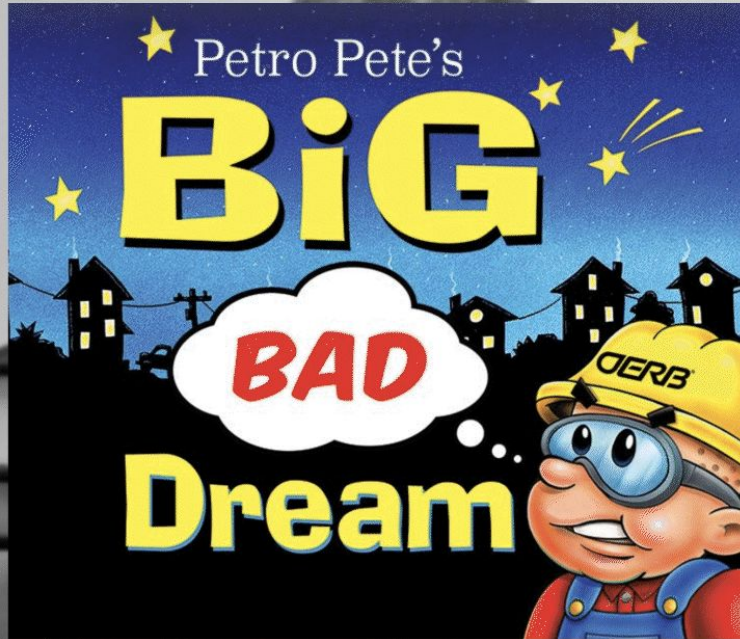


CULTURE

**How API Makes Fossil
Fuels Seem Inescapable**

Oklahoma & Kansas

1940s-Present



As early as the 1940s, the oil industry has been developing K-12 curricula that are taught to students in states where public education is underfunded. The lesson plans teach students science and economics through a pro-fossil lens while ignoring downsides of fossil fuel use like climate change.

Source: NPR's StateImpact Oklahoma

6.7 SCMG, the Trustees, and each of them shall take reasonable care not at any time during the Term to make any statement or issue any publicity or otherwise be involved in any conduct or matter that may reasonably be foreseen as discrediting or damaging the goodwill or reputation of the Sponsor.

London

2021

Shell International sponsored an exhibit on climate change in the Science Museum, and included language in the contract that prohibited the museum from using any language that would damage the fossil fuel company's reputation.

Source: Channel 4 News

MARKETING

Fossil fuel use is
inescapable.

"OIL FILLS
EVERY PAGE"

"When you turn the page, odds are you'll be looking at a petroleum-based product. That's because the pillars of fashion—from clothes to make up to the magazines they're featured in—are made in part with petroleum products. Beyond fashion, natural gas and oil are a vital part of our modern way of life. Learn how we're safely fueling the world around you at PowerPastImpossible.org, American Petroleum Institute"



VANITY FAIR

2017

MARKETING

Fossil fuel use is
inescapable.

SCIENCE

AP

Energy agency: End new fossil fuel supply investments

By FRANK JORDANS May 18, 2021

This year, the International Energy Association declared that **no new fossil fuel resources can be developed if the world is to meet the Paris targets.**

Source: International Energy Agency

POLITICS

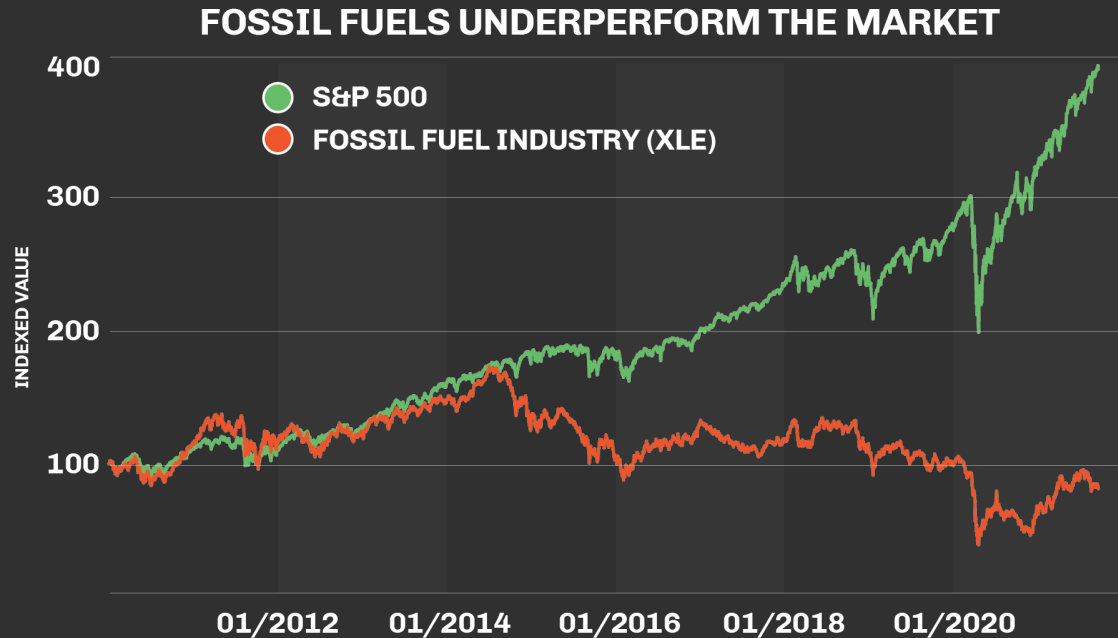
“Not only do fossil fuels help provide heat and electricity in our homes and fuel to power our vehicles, but they are also used to make the products **we rely on daily, including everything from smartphones and clothing to PPE and medicines.”**

**– Sens. Cruz, Cassidy, Wicker, Cornyn, Sullivan, and Kennedy,
[7/22/21](#)**

THE FREE MARKET

The fossil fuel industry is in long term, secular decline.

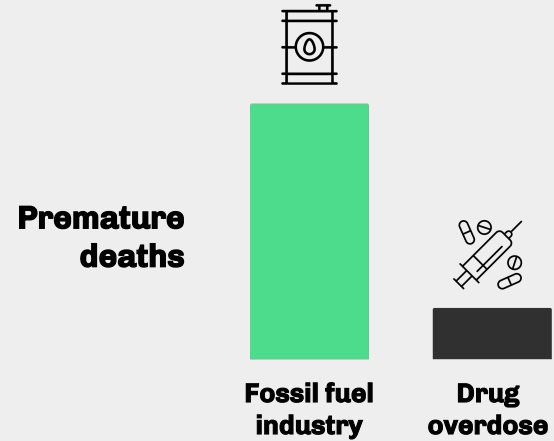
Since 2010, the value of a bundle of US fossil fuel companies shrank 17% compared to 295% growth from the S&P 500 over the same period.



MARKETING

Fossil fuel use is **safe**.

SCIENCE



The fossil fuel industry depresses living standards, causing 350,000 premature deaths each year—almost 5x the number of drug overdose deaths—through air pollution in the U.S.

Source: [Bloomberg](#), [CDC](#)



PEOPLE

**How API Lies About Jobs,
Costs, and Representation**

POLITICS



MARKETING

**Fossil fuel companies
serve communities by
providing jobs.**

TRUTH

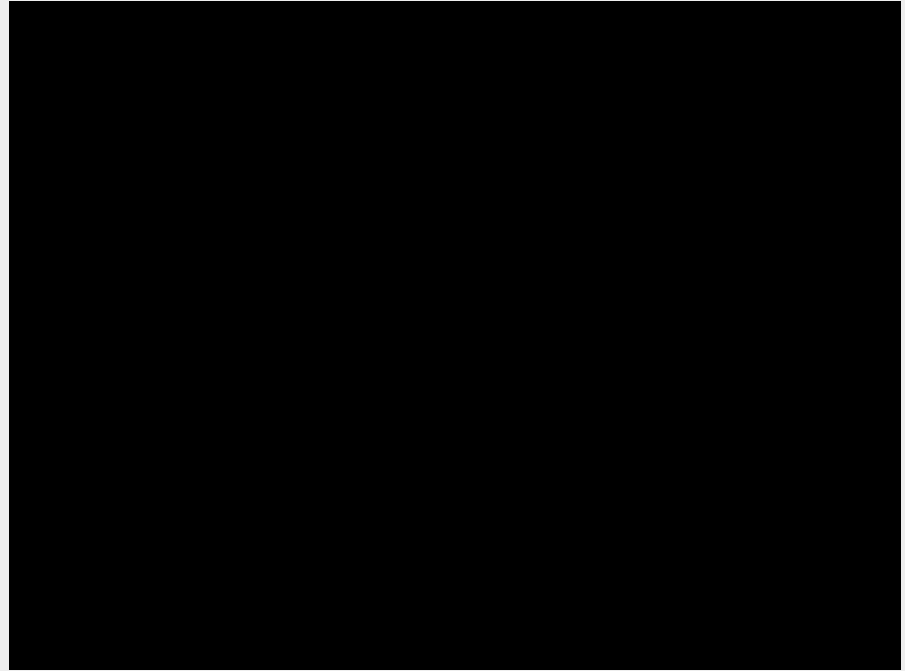
Oil & gas companies laid off 107,000 U.S. workers and 10-15% of their global staff in 2020 while taking \$3-7 billion in Paycheck Protection Assistance.

Instead of hiring those people back, 10 companies paid their CEOs \$156 million, and last quarter announced at least \$16 billion in stock buybacks.

Source: CNN, Sierra, corporate disclosures

MARKETING

**Fossil fuel companies
serve communities by
providing **jobs.****



Texas

2020

A subsidiary of Texas Independent Producers and Royalty Operators created a website called Women For Natural Gas full of fake testimonials from apparently imaginary women who love natural gas.

Source: Mother Jones

MAY 15



Carey White



Natalie Smith

Mother Jones

MARKETING

**Fossil fuel companies
serve communities by
providing jobs.**

TRUTH

In 2019, women comprised just 15% of the fossil fuel workforce, and only 8% of the higher-paying technical roles. Only 20% of fossil fuel companies even had a C-suite approved gender diversity strategy in 2019, and just 15% offer mentorship programs and actively track female participation.

Source: The Petroleum Equipment and Services Association

MARKETING

Fossil fuel companies
empower young people,
women, and marginalized
communities.



Today the natural gas and oil industry supports millions of American jobs that account for 7.6 percent of the U.S. economy. Many of these well-paying jobs, which are all along the skills continuum, require a background in one or more of the STEM disciplines: Science, Technology, Engineering or Mathematics. And by 2035, the industry could have nearly 1.9 million job openings, including an estimated **707,000 job opportunities to be filled by African Americans and Hispanics and more than 290,000 to be filled by women**. As an industry, we are working to inspire the next generation of leaders and professionals, paying particular attention to young women and minority students who are currently underrepresented in STEM subjects.

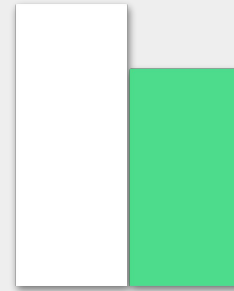
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- AMERICAN PETROLEUM INSTITUTE -

MARKETING

Fossil fuel companies
empower young people,
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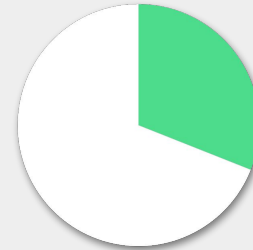
TRUTH



**Black fossil fuel workers
earn**

23%

**less than their white
counterparts**



Black fossil fuel workers are

31%

**under represented in the
industry**

MARKETING

Fossil fuel companies
keep **costs** low for
consumers.



WHAT DOES
NATURAL GAS
MEAN TO
MARYLANDERS?

**LOWER HOME
HEATING BILLS**

MARKETING

Fossil fuel companies keep **costs** low for consumers.

SCIENCE

Clean energy is already cheaper than fossil fuels in dozens of states, and studies show that **we can deliver these savings to consumers more quickly by investing in speeding up the transition.** Investments in public transit and air quality improvements will also deliver considerable savings to American households.



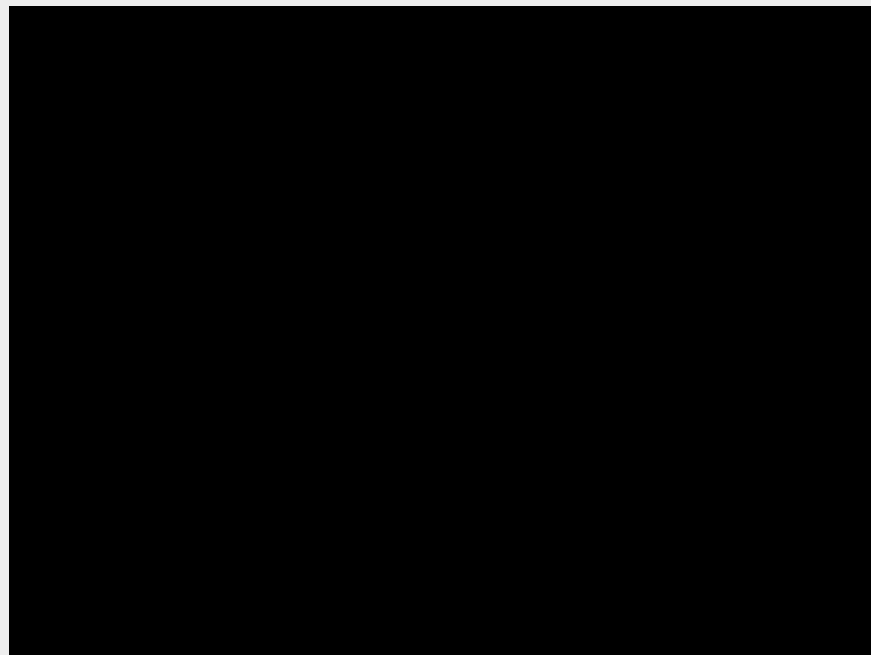
POLITICS

How API Blocks Climate Solutions

MARKETING

Fossil fuel companies support a
tax on carbon emissions.

TRUTH



MARKETING

Fossil fuel companies provide essential **climate solutions** like natural gas.



Innovations from the natural gas and oil industry have helped make the country's air quality over 70% cleaner. See how we're breathing new life into energy at PowerPastImpossible.org.

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**POWER
PAST
IMPOSSIBLE
.ORG**
— A MESSAGE BY PETROLEUM INDUSTRY —

MARKETING

Fossil fuel companies provide essential **climate solutions** like natural gas.

SCIENCE

From fracking wells to power plants, gas development leaks methane—a greenhouse gas 86x as potent as CO₂—and volatile organic compounds, principal precursors to smog, into communities. **We cannot meet the President's climate goals without significant reductions in our use of gas,** and our children deserve a world where they don't need detectors in their homes to make sure appliances aren't killing them with invisible gases.

Source: Congressional Research Service, Oil Change International

WHY SPREAD MISINFORMATION?

WHY SPREAD MISINFORMATION?



Congress is working to pass the largest-ever investment in clean energy and environmental justice.



The Department of Interior is due to release recommendations to reform the federal oil and gas leasing system.



President Biden has promised to make buildings more efficient, which would impact the 68% of the gas industry's revenue that comes from residences.

API's goal is to block popular pro-climate policies at every level of government to protect corporate profits.