

Slippery Green Words

By Alan Caruba

Every so often *The New York Times* slips up and lets some truth appear on its hallowed and vastly over-rated pages.

Such was the case on May 2nd when reporter John M. Broder wrote “Seeking to Save the Planet, With a Thesaurus.” As he put it in the first sentence, “The problem with global warming, some environmentalists believe, is ‘global warming.’” This is a very real problem, especially when the word is getting out that the planet has been cooling for a decade.

The problem worsens for them as word leaks that the ice at the North Pole is a lot thicker than earlier suspected—something that does not happen if it’s supposed to be melting. And the same holds for the South Pole whose ice is growing, along with many of the world’s glaciers.

Having spent the past twenty years or so blaming “global warming” for everything happening on Earth, the public has grown tired of the endless blather about it. Since it has provided much of the funding that Green organizations have pulled in from the gullible, not to mention from millions in government grants to study something that is not happening, the time has come to “re-brand” global warming into something that will still generate the money these charlatans depend upon.

Broder had laid hands on a memorandum by ecoAmerica, “a nonprofit environmental marketing and messaging firm in Washington.” To rephrase that, ecoAmerica is no different from any Madison Avenue advertising or public relations firm whose job is to get you to buy or believe something.

When you have a lemon, make lemonade, and global warming is rapidly becoming a lemon. So the folks at ecoAmerica advise the Greens to avoid grim warnings about global warming and talk about “our deteriorating atmosphere.”

This has been tried. Remember the Ozone Layer that was supposed to be disappearing? It didn’t. It hasn’t. It won’t. Meanwhile you and everyone else has lost access to Freon, the miracle chemical that was vital to refrigeration as well as one of the best fire extinguishers ever invented. Those holes? They tended to show up over active volcanoes!

The atmosphere is not deteriorating. It hasn’t deteriorated for more than 4.5 billion years, permitting Earth to be the only planet in our solar system capable of sustaining life.

EcoAmerica went on to recommend moving away from discussing carbon dioxide (CO₂) in favor of telling lies about “the dirty fuels of the past.” Well, those “dirty fuels” are not in the past. They are responsible for all of the energy we use every day and, unless you don’t like electricity and don’t want to drive or fuel anything, you better learn to like oil, natural gas, and coal.

Nuclear energy is nice too, but the Obama administration has just made it impossible to store nuclear waste in the multi-million dollar facility at Yucca Mountain in Nevada. Why? There is no good answer except to note this is the most anti-energy administration since the days of Jimmy Carter.

EcoAmerica doesn't want to "confuse" the public about "cap and trade" legislation that would run up the cost of energy for everyone by thousands of dollars a year. Instead, they recommend that Greens talk about "cap and cash back" or "pollution reduction refund."

Having apparently concluded that the Greens have been lying to them for years, all the polls and surveys reveal that "Environmental issues consistently rate near the bottom of public worry, according to many public opinion polls.

Indeed, ecoAmerica suggests that Greens stop using the word "environment" and begin talking about "the air we breathe, the water our children drink."

The problem with that is that the air in America is as clean as humanly possible to achieve and the water is the safest on Earth to drink.

The truth means nothing to the Greens. Their game is all about power over everyone's lives and the means to drain every dollar they can from the government and from gullible people who buy products whose prices have been jacked up by claiming it is environmentally friendly in some fashion.

They have spent several decades indoctrinating and frightening the newest generations of Americans in the nation's schools and via the print and broadcast media.

These people are utterly contemptible.

Alan Caruba is a graduate of the University of Miami and then served in the US Army before becoming a professional writer. In 1990, based on his years as a business and science writer, Mr. Caruba founded The National Anxiety Center as a clearinghouse for information about "scare campaigns" designed to influence public opinion and policy. Junk science and dubious claims are regularly debunked. See:

<http://www.anxietycenter.com/>

His weekly commentary, "Warning Signs", is widely quoted and excerpted by leading Internet sites and often are published as opinion editorials. The website of the Center is visited by more than a half-million people every month.

Alan Caruba blogs daily at:

<http://factsnotfantasy.blogspot.com>.