



NEXTGEN CLIMATE



THE HOT SEAT: TURNING UP THE HEAT ON KOCH-FUELED CLIMATE CHANGE DENIERS



America is at an energy crossroads, and there is nearly a billion dollars in money from the Koch brothers' network standing in the way of real solutions that will move our country forward. But there's good news: Republican presidential hopefuls' willingness to deny basic science and put our country at risk in their pursuit of the Kochs' campaign cash is a serious liability with voters.



NextGen Climate (NGC) is launching the Hot Seat—a high-tech war room that will track Koch-backed presidential candidates and put them in the Hot Seat for their science denial and support for policies that only serve the best interests of the Kochs.



Based in NGC's San Francisco headquarters with satellite offices in D.C. and key states, the Hot Seat will turn the Koch money trail into a negative for Republicans. Whether they are shaking hands and kissing babies in Iowa or hosting a town hall in New Hampshire, we'll be ready to strike when Republicans kowtow to the Koch brothers and deny basic science.





The Hot Seat tease that was on billboard in Des Moines.



Building on lessons learned and best practices developed during the 2014 cycle, NGC will deploy data-driven tactics to hold Republican presidential candidates accountable. NGC will expose the nexus between the nearly one billion dollars the Koch network plans to spend and the anti-science positions taken by Republican presidential candidates.



The Koch brothers have emerged as a serious liability for politicians who align themselves with these powerful special interests—making their political influence a critical wedge issue that moves the dial with swing voters and enrages the young voters needed by the GOP to take back the White House.



By following the money trail between the Koch brothers' unprecedented campaign spending and the specific, local harm that their companies and anti-science policies have inflicted on specific communities, NGC will persuade swing voters and drive key demographic cohorts to the polls.

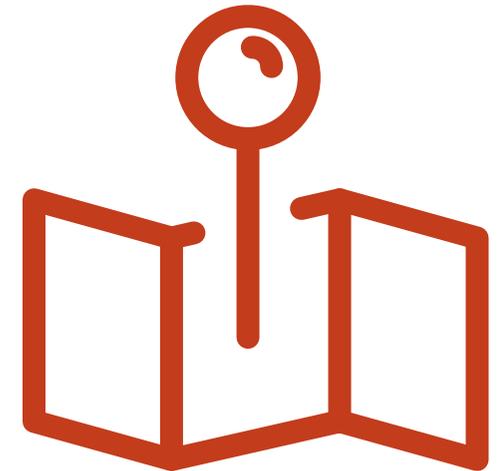


NextGen Climate will shine a spotlight on this issue by communicating a candidate's position and connection to the Koch brothers, including specific in state issues. NextGen Climate deployed this tactic in New Hampshire and Michigan in 2014 and injected this issue into the debate through a variety of tactics.





-  NextGen Climate will document specific environmental issues that resonate with voters at the local level in key states.
-  Leverage Power Of Social Media: Aggressive state of the art social media effort, including crowd sourcing.
-  Climate Responders: Utilizing our vast database, NextGen Climate will engage and activate the Climate Action Voters in Iowa and New Hampshire, as well as other networks of voters in key states.
-  Campus Activity: Invest in a robust campus program to engage young voters.
-  Paid Media: Deploy traditional and conventional ads targeting key voters, focused on young voters.



THE KOCH STRATEGY CASE STUDY: 2014 MICHIGAN U.S. SENATE RACE



- ↑↑↑ The 2014 U.S. Senate race in Michigan demonstrates that no matter how much money polluters like the Kochs spend, when a community's health, security and welfare is threatened, this spending can become toxic for Republicans.
- ↑↑↑ In Detroit, the 48217 zip code is the most polluted in the state. The Koch brothers brought toxic oil waste from a dirty refinery in 48217 and dumped it just up the river, contaminating homes and businesses for months with the dust that blew from the piles.
- ↑↑↑ Using a combination of grassroots organizing, television, radio and digital advertisements, NGC exposed the connection between Republican Senate candidate Terri Lynn Land's campaign backers and a dirty oil refinery in the 48217 zip code.
- ↑↑↑ In a controlled experiment, undecided voters in a treatment group shown the television ad more times during regular television programming supported Peters by a 6 percent larger margin than the control group.

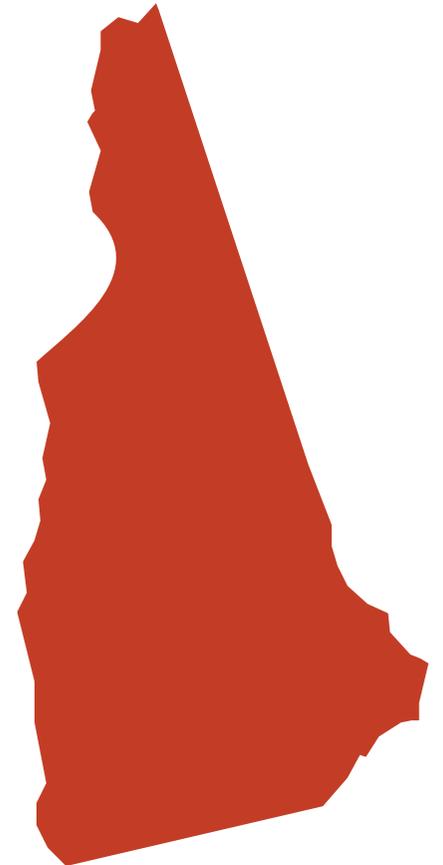




THE KOCH STRATEGY CASE STUDY: NEW HAMPSHIRE 2014 U.S. SENATE RACE



-  In New Hampshire, NGC highlighted Scott Brown's record as one of the biggest recipients of Big Oil money. NGC connected his denial of climate change to his campaign donations—painting him as the equivalent of Big Oil's Manchurian candidate, sent to New Hampshire by Big Oil to run for the Senate.
-  The Koch brothers knew they could count on Scott Brown to protect huge tax breaks for oil companies and to oppose clean air and clean water protections. But after hearing about the millions of dollars the Kochs spent to back Brown, 71% of all likely New Hampshire voters had doubts about his candidacy.





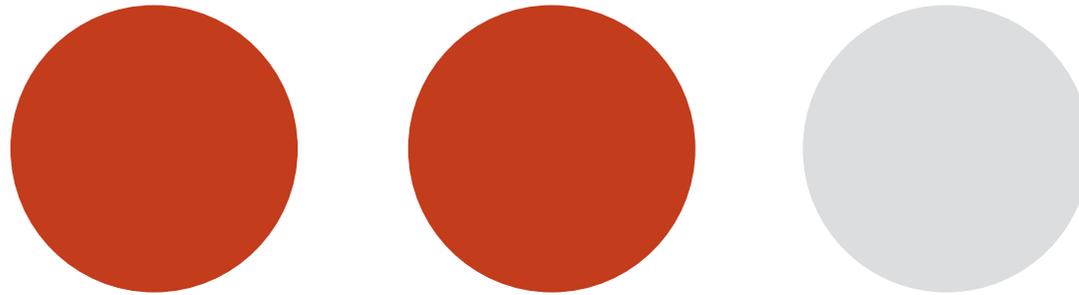
JEB BUSH: "I'M NOT A SCIENTIST"

Plane flying over the Iowa Agriculture Summit.



**AMERICANS WANT ACTION ON CLIMATE
CHANGE — NOT POLITICIANS BOUGHT BY BIG OIL**

AMERICANS WANT POLITICIANS WHO WILL TAKE ACTION ON CLIMATE CHANGE



2/3 of Americans said they were more likely to vote for political candidates who campaign on fighting climate change. [New York Times/Stanford/Resources for the Future Poll]

YOUNG AMERICANS HAVE OVERWHELMING NEGATIVE VIEWS OF THE KOCHS, CLIMATE CHANGE DENIERS & BIG OIL



-  Young people should make up approximately one-third of the voting electorate in 2016, and Koch-backed Republican candidates will make no inroads with this important constituency as long as they are climate change deniers and in the pocket of Big Oil.
-  Young voters hold extremely negative views of both the Koch brothers and oil companies. Just 9% of young people polled in four critical battleground states have a favorable opinion of the Koch brothers, and oil companies garner a putrid 15/58 favorable/unfavorable rating. Even young Republicans have overwhelmingly negative views toward oil companies.
-  An overwhelming margin of young voters—including Republicans—say climate change denial would make them less likely to support a candidate—with more than 41% saying it would disqualify that candidate regardless of their other positions.

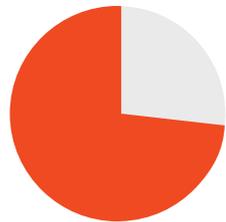


Mobile LED billboard teasing Hot Seat launch in New Hampshire.

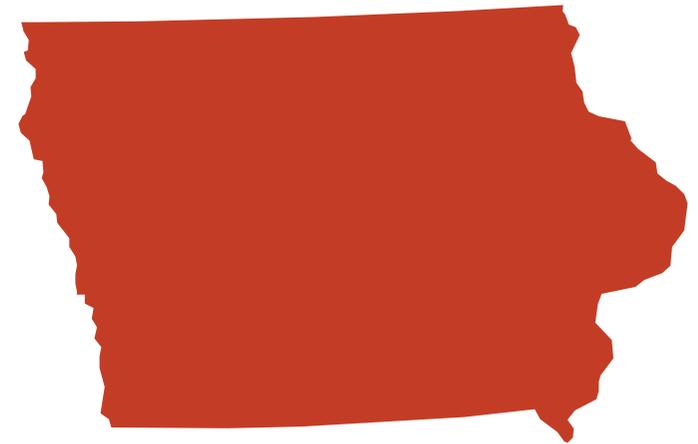


-16%

Among likely Iowa voters in the 2014 cycle, the Koch brothers had a net favorability of negative 16%.



71% of likely voters said it would make them less likely to support a candidate if he or she was being bankrolled by the Koch brothers. [NextGen Climate Opinion Research Memo]



*“Iowa vulnerable
to worsening
changes
in climate”*

– The Des Moines Register

**I’M NOT
A SCIENTIST.**
– *Jeb Bush*

**YOU’RE NOT
A PRESIDENT.**
– *Iowa*

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Billboard used during Iowa Ag Summit.

WHERE THE GOP PRESIDENTIAL HOPEFULS STAND ON CLIMATE



RAND PAUL

Doubts the Science Behind Climate Change

Paul has said climate change “may or may not be true” and said the scientific conclusions on global warming data “are not conclusive.”



JEB BUSH

Skeptical About the Science Behind Climate Change

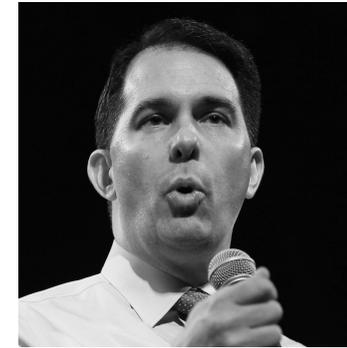
Bush has said he is “a skeptic” and “not a scientist” and that the science behind climate change “is not unanimous among scientists.”



MARCO RUBIO

Rejects the Science Behind Climate Change

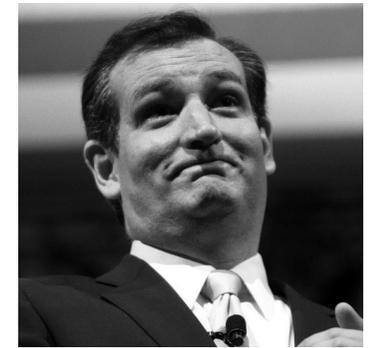
Rubio said he does not accept the science of climate change based on “the way these scientists are portraying it.”



SCOTT WALKER

Ignores Climate Change

Walker has ignored the issue of climate change as governor and proposed budget measures that would harm the environment.



TED CRUZ

Doubts the Science Behind Climate Change

Cruz has compared climate scientists to “flat-Earthers” and said that the “actual facts and the data” show climate change is not real.

**THE HOT SEAT
IS READY TO STRIKE**



WE KNOW WHAT WE'RE UP AGAINST.

The Koch brothers' network has pledged to spend nearly one billion dollars this cycle helping politicians who are willing to ignore the science and bury their heads in the sand.

But Americans are fighting back and putting these politicians in the Hot Seat. We know—and the polling shows—that the willingness of Republican presidential hopefuls to deny basic science and support the Kochs' economic self-interest undermines their credibility. For voters, it's a question of trust.

Beginning today, Republican presidential hopefuls are on notice—the Hot Seat is up-and-running—and we're paying attention.

Quarterbacked by Paul Neaville, the Hot Seat will have an aggressive social media presence, engage and organize NGC's Climate Action Voters to hold candidates accountable—in fact, we've already unveiled a new video exposing the absurdity of climate change denial just in time for April Fools' Day.

Tomorrow we'll be on the ground in Louisville, Kentucky to put Rand Paul in the Hot Seat as he launches his presidential campaign.

Stay tuned for our upcoming disruptive activities the campaign trail, including during Marco Rubio's campaign launch in Miami, Scott Walker's campaign stops, the New Hampshire cattle call and Ted Cruz's upcoming visit to Iowa—there is more to come!



THE PRICE OF DENIAL

click to play