



Memorandum — March 8, 2012

To: Television hosts and producers
From: Jim Lakely, Director of Communications

Re: Roosters of the Apocalypse

A nonprofit organization devoted to discovering, developing, and promoting free-market solutions to social and economic problems.

In *Roosters of the Apocalypse*, author Rael Jean Isaac examines the modern environmental movement and the use of fear to convince the mainstream public that humans are significantly disrupting the world's climate. I hope you can take some time to read it and will consider having Ms. Isaac as a guest on your program.

Isaac is a sociologist who has written extensively about social movements and has studied the environmental movement closely. Her book concludes today's environmentalists are using fear of global warming as a way to pressure lawmakers into taking unnecessary and extremely costly actions to reduce greenhouse gas emissions.

In the book Isaac points out, "There are now more than four climate change lobbyists for each member of Congress. Then there are the 'consultants' on climate change and the lawyers salivating at the prospect of billions of dollars in damages from laggard 'emitters.' There is even a new breed of 'eco-therapists' to help people navigate their feelings of fear, grief, confusion, and depression about contributing to global warming."

Roosters of the Apocalypse is a great book for anyone interested in environmentalism, climate change, or contemporary social movements. I encourage you to read this book, share it with your colleagues, and talk about it on the air.

If you would like more information about Heartland's efforts on energy and environment policy, or want more information about Isaac or to book her on your program, contact me at 312/377-4000 or jlakely@heartland.org.

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I am a scientist and I take great umbrage at being sent such a load of crap from a bullshit shell organization for the oil industry. You are the most anti-science group I can imagine.
David Suzuki

David Suzuki
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