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Frank's New Memo

Posted on June 25, 2019 | 100 Comments

Frank Lantz issued a new memo:

> **Frank Lantz** @
> @FrankLantz
>
> Big thanks to Senator @SenBernie for inviting me to today's "Conservatives for Climate Change" hearing.
>
> The environment belongs to all of us. It's time to put policy over politics, and work together to protect our planet.
>
>
>
> 1:24 PM - 5:22 PM - Jul 25, 2019
>
> 475 people are talking about this

Frank suggests that we drop the word **mainstreaming**. According to his research, it conveys the status quo, whereas the American people demands **improvement** – a better, a safer, and a cleaner environment. For a Conservative who preached for conservation in his twitter memo, that sounds like a consensus.

Frank also suggests that we focus on the **benefits** of addressing climate change, and not only its dangers. That's fine with me, as long as it does not reject the usual consensus regarding CAGW and as long as we realize that hope and fears go hand in hand. (Not a bad idea, if you ask me.) Frank himself illustrates his suggestion with his recent statement of a wildfire emergency. But who better than Hope (Adriene) to talk about climate hope?

> **Frank Lantz** @ @FrankLantz · Jul 25, 2019 ·
> Replying to @SenBernie
>
> How can we get bipartisan support and action on #ClimateChange?
>
> • Focus on consequences of climate change, not just a vague "crisis." Tell people how it will affect them personally.
>
> • Invite people to join you to solve the problem, regardless of the letter after the name.
>
>
>
> **Frank Lantz** @
> @FrankLantz
>
> Yes, I've changed my opinion on #ClimateChange since authoring a skeptical memo 15 years ago.
>
> Now, I want to use my powers for good and find ways to make it a nonpartisan issue. (Look how the @PatriotsOUT crew has shifted after hearing the concerns of their coastal constituency.)
>
>
>
> 1:41 - 3:04 PM - Jul 25, 2019
>
> 475 people are talking about this

And that's the new memo. I would treat this kind of work more than anything armchair neoliberalism can produce, me included. At the very least, Frank bonkers list hints as to how to reach more conservative contrarians.

Everybody's changing and Frank does not see the exception.

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13 Responses to *Frank's New Memo*

> **usualdisclaimer** says:
> July 27, 2019 at 12:00 am
>
> I have said for years that we will make no significant progress on slowing global warming until the republicans in a political party accept the idea that this is a big problem and we have to do something about it… and fast.
>
> The people (like Lantz) who have decades of wildly successful work in partisan politics and propaganda are perfectly suited to the task of persuasion. This isn't about climate action using the wrong terms, it's about a corporatist political party … or two… doing everything it is/ever/ever/ever to swing the last dollar of profit and last ounce of advantage out of fossil fuel systems.
>
> How do these folks take responsibility for their mistakes opposition and the additional costs that opposition has produced?
>
> I guess on the positive side, it is happening. Republicans like Lantz are accepting that they can no longer act like it's not a problem. I am trying to be happy about that. Slow and painful.
>
> Mike
>
> **Russell Seitz (@RussellSeitz)** says:
> July 27, 2019 at 1:00 am
>
> Also Sirs Model Lantz seems as impressment on the old one, but Heartland is still fielding a power of Same Old Lantz wannabes:
>
> https://realtopsyfirbal.blogspot.com/2019/07/this-is-trump-international-conference.html
>
> **Keith McCaro** says:
> July 27, 2019 at 2:17 am
>
> "Conservatives for Climate Change" is a bit ambiguous.
>
> (I am it is actually supposed to be "Climate Action", which is less ambiguous.)
>
> **mrkeathlan** says:
> July 27, 2019 at 2:28 am
>
> I'm a bit dubious – are we going to just get the rhetoric of conservative-right support for climate action, without real climate action? Will it be about US Republicans addressing the problem or about "a better kind of environmentalism" that, like conservatism, ignores the real-world consequences, emphasizes the benefits and minimizes of climate action, all while pretending "better" policy that accurate, let alone US Republicans, will actually fight for?
>
> **jacksonblack1** says:
> July 27, 2019 at 6:03 am
>
> Lantz knows that is spinning out of control. Between him, Karl Rove and Dick Cheney a whole generation of republican leaders have opposed almost every attempt to address climate change.
> Oh well, water under the bridge as they say.
> Lantz knows that the Republican Party is the logical solution to geoengineering, terraforming and genetic engineering.
> Of course that's not as lucrative as haven't figured out why creating infinite debt compounding at interest rates faster than global GDP is growing is actually not a paradox. Is there such a thing as a recent horizon for behavioral economics? Or is it just Ponzi Economics? Ponzi Economics?
> Link to NASDAQ 40yr: https://stockcharts.com/c-sc/sc?s=%5ENAGD&cmp=Government-+Household+Corporate+Debt&chart=L&scale=p&size=L&bm=y&ma=0&cmp=0&ma=0&cmp=0&ma=0&cmp=0