

# New Campaign Targeting TV Met Climate Change 'Deniers'

'FORECAST THE FACTS'

The screenshot shows the homepage of the 'Forecast the Facts' campaign. At the top left is the logo with a sun icon and the tagline 'Is your meteorologist blowing hot air?'. Navigation buttons for 'ABOUT', 'CONTACT US', 'PRESS', and 'SHARE' are visible. An 'UPDATES' section mentions media coverage in Reuters, the Huffington Post, Houston Chronicle, and the San Diego Reader. A central graphic states 'OVER 50% DENY HUMAN-INDUCED CLIMATE CHANGE' and 'WE NEED OUR TV METEOROLOGISTS TO REPORT THE FACTS ABOUT CLIMATE CHANGE.' Below this, a text block explains that more than half of TV weather reporters don't believe in human-induced climate change. On the left, a blue box asks 'Do you believe there is solid evidence the earth is warming?' with 'YES' and 'NO' buttons. On the right, a 'JOIN THE CAMPAIGN' section includes a form for Name, Email, and Zip, and a 'JOIN' button. A small text block at the bottom left explains the purpose of the survey.

This screenshot shows the 'WEATHER CASTER WATCH' section. It contains a list of weathercasters identified as deniers. A yellow arrow points to the number '55' in a list, which is circled in red. The text below the arrow reads 'IDENTIFIED AS DENIERS OF CLIMATE CHANGE'. To the right, there is a 'TWITTER FEED' section with several tweets related to the campaign. At the top right of this section, there is a small privacy policy notice: 'You will receive periodic updates about Forecast The Facts and related campaigns. You may unsubscribe at any time. Here's our privacy policy.'

- Identifying specific weathercasters to target
- Quoting TV mets and their views
- Petitioning AMS about their policy statement
- Intentions might be valid but their tactics may do more harm than good