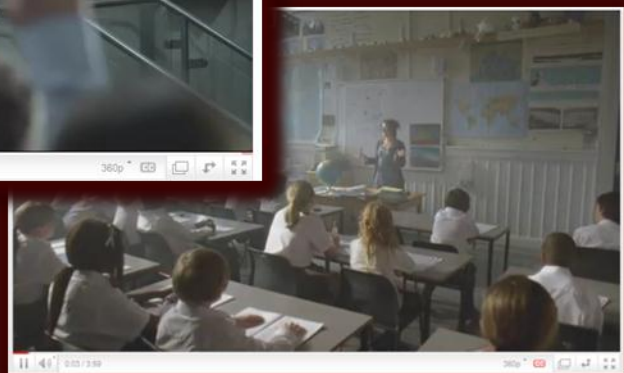


MYSTERY SOLVED

WHY THE PR HACKS EXPLODED THEIR OWN CREDIBILITY

This PR disaster was destined to happen sooner or later.

by Joanne Nova



SPPI ORIGINAL PAPER




October 14, 2010

MYSTERY SOLVED: WHY THE PR HACKS EXPLODED THEIR OWN CREDIBILITY

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The world was baffled. What were they thinking?

How could people with red carpet careers make a mistake so smashingly spectacularly awful that they scored negative press all round the world, lost 20% of their members, and drove away three out of four major sponsors within days?  We can't write them off as a little side group of extremists. 10:10 was sponsored by the UK government, major corporations like Sony, and was a group of nearly 100,000 people (now only 73,000). A hundred odd people must have spent months preparing, with casting, scripting and special effects meetings, so they could capture the effect of exploding ten-year-olds without once noticing the rather invidious parallels with, say, Pol Pot. Incredibly the 10:10 death-flick mini movie was even going to be played at cinemas (light the pyre, throw good names in the fire, and invite the media...).

A hundred odd people must have spent months preparing, with casting, scripting and special effects meetings, so they could capture the effect of exploding ten-year-olds without once noticing the rather invidious parallels with, say, Pol Pot.

To avert leaping into this disaster with two feet and a jet propulsion unit, all they had to do was run one focus-group, say, on three people at a bus stop. Total cost: 2 minutes and 50 cents. So just how could the 10:10 team corner the market in PR-poison in just a four minute mini movie?

**Why did they think ruthlessly killing humans was funny? –
because in their heads, they weren't killing humans,
...they were killing deniers.**

(And what's a 10 year old denier? *Dead meat.*)

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From the dictionary: [Dehumanization](#) — To deprive of human qualities such as individuality, compassion, or civility: slaves who had been dehumanized by their abysmal condition.

Just as Tutsis were called cockroaches, and the Jews were called vermin, when a scientist is a denier, they're automatically a fake, and without the human ability to *reason*, they're sub-human.

So somehow, fittingly, the eco-terrorists own name-calling campaign has come back to blitz them. The dehumanization program worked so well in their own heads, it didn't occur to any of them that they were publicly fantasizing about being inhumane tyrannical murderous thugs. They had dehumanized their targets to the point that no one in a room of supposedly top brains stopped and said "maybe blowing up kids is just a bit base?"

For a gregarious species, executing ^{our} their own offspring breaks a basic rule of biology. But it's a starring idea if you want to turn most-of-the-human-race into your sworn enemy. Is there any better way to swing the fence-sitters *against* you than by threatening their children? I can't think of one.

It's a whole new class of marketing disaster.

As a PR campaign, by supposedly PR savvy people, the abject failure of something that was originally backed by such a large consortium is a headline itself. It takes a special set of conditions to achieve a marketing black hole of these proportions. Never before has so much star-power, money and kudos scored such a monstrous global own-goal.

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The 10:10 video is so bad, it has redefined the term "marketing disaster". It's in a league of its own. Until now, a marketing disaster was just a [waste of money](#), a [wrong phone number](#), delivering catalogues [in the wrong place](#), or where a company [was swamped with](#) more demand than they could cope with. Rarely do marketing disasters drive customers and sponsors away en masse and become an asset for the opposition.

The 10:10 video will be engraved into folklore and infamy.

The 10:10 team made seismic misjudgements

Here are three core reasons they were setting themselves up for a disaster: mostly involving a lack of research and an inability to reason. Their habit of “living in a bubble” cost them dearly.

a) Brain Snap Number One — Don't "know thine enemy"

What did 10:10 do when they wanted to understand the average man-in-the-street? They asked another activist. It's like asking a mirror a rhetorical question. It reflects the group-think right back, adding weight to prejudices and supporting stereotypes. "Deniers are paid by big oil" and "don't care" (when instead those who question the Establishment opinions are the largest grassroots movement of volunteer scientists ever). It's ignorance run amok.

The eco-bigots might pay homage to the *idea* of community consultation, but they didn't do it. They live in rooms of half silvered glass: watching their reflection as they perform for the world while blind to what's really going on outside. In the end the attitude of the bloggers and newspapers that censor dissent comes back to defeat the censors. While sceptics grow stronger with real debate, the closeted immaturity of believers leaves them vulnerable to attack: unprepared for questions they've never sought out, and positively primed to step into the most blindingly obvious PR traps.

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b) Brain Snap Number Two — Let's alienate most of the population

The 10:10 team didn't just target *active* deniers, they attacked people who just shrugged; who had other things to do; who weren't 100% on the crusade.

The 10:10 team think that "the unconvinced" are a minority of 2 out of 20, but polls show [about 60% of the population](#) is unwilling to spend more than a paltry \$10 dollars a month. To offer just \$10 a month to rebuild our entire energy infrastructure qualifies as "unconvinced" – that's a lot of bomb targets.

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Hence, the 10:10 eco-terrorist-cell assumed that in cinemas most people would get the same base "thrill" as they did. Instead, most of the population identifies with the shruggers, and with the voice over artist-- *I thought doing the voiceover was my bit? (SPLAT!)*

10:10 were reaching out to the mass population and saying in nice sickly sweet tones: "agree with us or we'll trick you, kill you, and kill your kids too". *They thought it was funny.*

c) Brain Snap Number Three — Believing it's OK if it's "all for a good cause"

The green supremacists are the means-to-an-ends crowd who rationalize that *anything* is ok if the ends is "good", except that's the excuse used by the Bolsheviks, Fidel Castro, Stalin, and Mao Tse Tung. They don't "get" the unalterable truth that there is no END, only an endless rolling succession of means. If you don't live with principles while you aim for the unreachable end, then you never live with principle.

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The root problem is namecalling — “denier”

Namecalling is a technique to silence dissent. It rubbishes opinions, dissuades people from speaking up, and reinforces the false “supremacy” of the team who resorts to using it. “Denier” gives license to college drop outs to scorn professors of meteorology.

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To see just how mindlessly puerile “denier” is, try the thought experiment of putting those-who-use-it in the same room as one of the more notable “deniers”.

James Cameron, a film director uses *denier* in the most denigrating terms. So imagine he’s in a room talking with, say, Ivar Giaever who has declared he is skeptical of man-made global warming. Cameron’s only qualification is [finishing high school](#), while Giaever got a PhD in theoretical physics when Cameron was nine, and won a Nobel Prize in Physics ten years before anyone had even heard of Cameron. Picture them meeting face to face, and Giaever talking atmospheric physics while [Cameron says](#): 'Anybody that is a global-warming denier at this point in time has got their head so deeply up their ass I'm not sure they could hear me.'

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[Leonardo DiCaprio](#) is another outspoken advocate. Like Cameron, his highest scientific achievement is finishing high school, but that doesn't stop him endorsing books by the PR-smear specialists at DeSmog who are professional marketers who call professors of science "deniers" on a daily basis. Instead of being mocked for his gall, lack of respect and ignorance, DiCaprio was [invited to the Scottish Parliament](#) to talk about Climate Change.

The know-nothing bully boys are being rewarded for disparaging our greatest minds, and highest achievers.

Climate Denier is an Orwellian Trick that has fooled many

Think about the literal meaning of the phrase "climate denier". Imagine how stupid someone would have to be to deny that we have a climate... As long as newspapers, politicians and scientists propagate this mindless phrase they rubbish the English language, trash the highest scientific offices, and promote the heckling domineers who spout inanities. Any organization or individual who uses the term is a part of the attack machine that eats away the pillars of human achievement.

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If the evidence is overwhelming, obvious, and even the village idiot can see that, why can't two [Nobel Physics Prize](#) winners, four elite [Astronauts](#), hundreds of [eminent scientists](#), and [thousands of PhD's](#)?

The Danger of Namecalling

The term "denier" has to go. It's not possible to even *talk about* evidence, until the bullies are sidelined. Think about it... who would bother having a sincere exchange with a *real* denier? It's like discussing string theory with a dog. What's the point?

Anyone who uses the term is telling the world their mind is closed. Why would anyone listen to anything from a certified denier? Which is exactly the point...

It's a misuse of the English language: no one can name and explain that scientific paper we "deny"? (See "[Where is the evidence?](#)").

The chant like repetition of the insulting misnomer feeds the festering mental blindness of the bully-boys (and girls). The abject shame of our so-called modern Western Civilization is that polite conversations are all too rare. There is virtually no sector which doesn't sink to name-calling: Major media houses, prime ministers, *Nature*, the National Academy of Science, The Royal Society, and dozens of elected representatives have all contributed to the hate campaign. The people who go into paroxysms if anyone utters the N word are often the same people who use *denier* as if it were a recognized taxonomic order. (*Homo-denialist*: Subspecies of freak-nematode: two arms, two legs, and a primitive brain). Exterminating deniers is just a form of pest control.

In modern science there is no more urgent task than to shame the stone-age scientific pretenders so they get out of the way, and real scientists can have a real scientific conversation.



The cover photos are screen-shots from the 10-10 mini-film,
as they appear on the following [YouTube link](#).

A business card for Robert Ferguson, SPPI President. The card features a green globe logo with the letters 'SPPI' overlaid. Below the logo is the text 'Science & Public Policy Institute' and the tagline 'Science-based policy for a better world.' To the right of the logo, the contact information for Robert Ferguson is listed: 'Robert Ferguson', 'SPPI President', 'bferguson@sppinstitute.org', '202-288-5699', 'P.O. Box 209', '5501 Merchants View Square', 'Haymarket, VA 20169'. At the bottom of the card, the website 'www.scienceandpublicpolicy.org' is displayed with a small green floral logo.