



**“Don’t Believe The Fossil Fuel Hype”**  
**Video Contest**  
**GUIDELINES**



**DEADLINES (EVERY 60 DAYS):** **MIDNIGHT-- August 20<sup>th</sup>, October 20<sup>th</sup>, December 20<sup>th</sup>, February 20<sup>th</sup>**

**GRAND PRIZE:** Awarded EVERY 60 Days— One iPad Mini for best video submitted during this period. PLUS a \$50 gift certificate to treat the production crew and cast. Your video will be posted on the NAACP website and used in trainings.

**RUNNER-UP PRIZES:** Three top acceptable entries (demonstrating reasonable effort at a quality product) submitted during each 60-Day timeframe will receive a \$50 gift card for a local pizzeria to treat the production team and cast. PLUS your video will be posted on the NAACP website!

**LENGTH:** No more than 5 minutes

**CONTENT:** Your video should be in an engaging and humorous spoof style product that demonstrates common messaging/tactics used by some (not all) entities in the fossil fuel energy industry to maintain the status quo.

You can use one of the following tactics to frame the plot of your spoof video. Or you can come up with your own! Feel free to exercise your creativity through your choice of design, content, video production style, cast of characters, etc.

Focus on clearly communicating the deception and displaying the challenging aspects of the relationships between some companies and frontline communities. The aim is to make your video something anyone can relate to so that people understand and are prepared for the manipulation tactics communities may encounter. Through this video, you will empower communities with knowledge so they don’t allow themselves to be duped/fooled.

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**Top Ten Fossil Fuel Industry Tactics/Messages**

**WHAT THEY DO**

- I. Financial Enticements for Community Organizations/Leaders**
  - a. PLOY: Companies provide money, gifts, small grants, or wining and dining leaders
    - i. Companies will provide relatively meager amounts of money to struggling community organizations and/or community leaders.

- ii. Companies will give gifts, take leaders to lunch, provide tickets to sporting events, including VIP boxes, etc.

## II. Commissioned “Research”

- a. PLOY: Backed by funding from energy companies, scientists from prestigious universities will come out in support of polluting energy production practices or against sustainable practices like energy efficiency or clean energy.
  - i. Companies will directly hire or provide grants to scientists to produce fraudulent data on fossil fuel impacts rather than commission industry approved/ non-bias scientists to study the matter
  - ii. Companies will use fraudulent data to denounce consensus amongst scientists on climate change impacts.

## III. Buying Elections and Opposing Just Energy Policies

- a. PLOY: As a result of backing from the fossil fuel industry, politician XX announces her/his support for destructive energy practices, like fracking, clean coal, etc. claiming that it is environmentally sound and will create jobs
  - i. Politicians and public figures will endorse energy falsehoods (i.e. clean coal) in exchange for campaign money that will secure their seat during next election.
  - ii. Fossil fuel energy companies or coalitions heavily invest in anti-regulatory lobbying and/or lobbying against energy efficiency or clean energy legislation.

### MESSAGES--WHAT THEY SAY

## IV. We Can’t Afford to Clean Up Our Operations—Regulations Kill Jobs

- a. PLOY: Companies claim they will have to pass on costs to consumers and/or cut jobs.
  - i. Companies are making significant profits and, instead of investing in retrofits or conversion to clean energy, they are giving for large compensation packages to executives, such as paying \$9-16 million per year to their CEOs.
  - ii. Instead of investing in technology to protect communities from pollution, companies are also investing millions in anti-regulatory lobbying.
  - iii. Companies state that complying with regulations will create such an economic burden, that it will result in massive employee layoffs and/or rate hikes.

## V. Our Emissions Are Safe

- a. PLOY: Emissions from these plants aren’t dangerous. For example, according to one company “Researchers from Harvard University found that the XX coal plants only contributed less than 1% of the particulate matter in the communities surrounding those plants.”
  - i. Companies will uphold supposedly scientific claims that denounce the hazardous effects of noxious facilities but the development of the “science” is often funded by the same polluting industries.
  - ii. Companies will deny the existence of climate change and/or deny any notion that their polluting facilities are contributing to its advancement.

## VI. It’s Not Our Fault—Our Facility Was Here Before the Community

- a. PLOY: Companies will deny responsibility for the disproportionate impact of polluting facilities on communities of color and/or low income communities citing the fact that often the facility is there and the community moved in around it.

- i. Companies fail to accept responsibility for the fact that no matter who moved there first, it is their facility emissions that are harming the health and wellbeing of the community and it is up to them to take action.

## **VII. We Are Committed to Energy Efficiency and Clean Energy**

- a. PLOY: Companies claim, “We are an eco-friendly company which continuously invests in new energy technology to replace our outdated equipment for more energy efficiency”.
  - i. Fossil fuel companies don’t always choose to use new energy technologies to replace older, dirtier processes.
  - ii. Proposed new technology is often a Band-Aid for polluting problems, having little impact on emissions and therefore not providing a sustainable solution.
  - iii. While claiming to support energy efficiency and clean energy, companies will actively oppose legislation which advances the same.

## **VIII. Renewable Energy Is Expensive and Unrealistic**

- a. PLOY: “Renewable energy mandates will impose tremendous expenditures on our company with little to no return.”
  - i. Fossil fuel companies will make statements that the sun doesn’t always shine, the wind doesn’t always blow, and that the storage and transmission barriers are impossible to overcome. Some also state that certain areas don’t have solar or wind potential.
  - ii. Energy companies are spending record amounts on lobbying the federal government denouncing clean energy rather than using that money towards renewable energy research and development investments (For example, in 2009 the oil and gas industry outspent all other sectors lobbying on climate change)
  - iii. In the economic analysis, fossil fuel companies often fail to acknowledge the extensive federal subsidies received by fossil fuel industry vs. renewables.

## **IX. We Have Jobs For You!**

- a. PLOY: Companies will claim this new power plant will bring 100 new jobs to the community or this new pipeline will bring 20,000 jobs to the nation.
  - i. Companies will promise jobs in exchange for having permits to sidestep zoning regulations that protect the community and the environment.
  - ii. Companies often neglect to acknowledge that not all promised jobs will be filled with people from the community
  - iii. Companies often neglect to acknowledge that many of the promised jobs will have meager pay and high exposure to toxins
  - iv. Companies often fail to qualify that jobs promised are short term jobs, only securing employment for 3-5 years, with little to no benefits.

## **X. We ARE YOU**

- a. PLOY: Companies will often hire people of color to be the “external relations’ and “community engagement” representatives while not having people of color in executive leadership. They will also go after leaders of local organizations to join their board of directors to secure their investment in the company and defense of its practices.
  - i. Companies send out people of color to leverage cultural similarities to gain trust with the community
  - ii. Company representatives will omit information about polluting business practices and weak job opportunities to get communities on board with proposed projects.

**EXAMPLES:** The following list of “spoof” ideas provide examples of how satire is used to highlight falsehoods and challenge inconsistencies.

### ***Community Bribery***

A company pandering to a community leader, plying them with gifts, tickets and grants. This common tactic can have two endings:

1. The community leader takes the gifts, sporting event tickets, and grants and the community goes down in a toxic cloud.
2. The leader refuses the bribes, instead makes demands for just action from the energy company, and everyone’s happy...the energy company transitions to clean energy and still makes a profit, and the community is healthy and thriving.

### ***Our Emissions Are Safe***

A company rejects new air quality technology and claims their emissions are safe according to a commissioned study done by a prestigious university. The frontline community can have two reactions:

1. The community accepts their claims as valid because of the study from a “prestigious university,” and continues to suffer respiratory illnesses induced by the noxious emissions.
2. The community mobilizes an air monitoring study, measuring real-time air quality data related to facility. Juxtapose findings against university study to expose risks, and demand emission reduction technologies are implemented.

### ***We Have Jobs for You***

A company claims that they will be able to provide 100+ jobs if their new facility is approved and environmental regulations are waived. Community leaders can react in two ways:

1. Support the permit waivers that the energy company seeks, in exchange for new jobs in their neighborhood and suffer future environmental hazards.
2. Leverage ability to attract negative media coverage through protest and delay if not stop development unless company complies with environmental regulations and commit to local hiring practices.

### **SAMPLE VIDEOS:**

- I. Climate Name Change <https://www.youtube.com/watch?v=efAUCG9oTb8>
- II. Keystone XL Has a Job For YOU: <https://www.youtube.com/watch?v=g4YUVmYBYIA>

### **SUBMISSION PROCEDURE**

***An email should be sent to [jpatterson@naacpnet.org](mailto:jpatterson@naacpnet.org) with the following 6 items:***

Team Name  
NAACP Branch/Youth Council/Chapter Name and Unit # (if applicable)  
Contact Person for the Submission  
Contact Information (email address, phone number, mailing address)  
Password Protected Vimeo Video Link (*Sign up at [www.vimeo.com](http://www.vimeo.com)*)  
Vimeo Password

***“One of the truest tests of integrity is its blunt refusal to be compromised.” - Chinua Achebe***