

10 BIG OIL FRONT GROUPS TO WATCH

A RENEWABLE ENERGY ISSUES BRIEF



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10 “BIG OIL” FRONT GROUPS TO WATCH

Front groups are as old as Big Oil. These are coalitions, committees, alliances and think tanks that are created by organizations that don't disclose their support. They usually have misleading names, for example the Citizen's Alliance for Responsible Energy (CARE), which is now defunct, and often consumers take them and their positions at face value, not understanding the group's underlying goals or implications.

There are several common threads among the front groups that are supported by enemies of renewable energy (most often Big Oil) with the largest number of them publishing documents and supporting research that proves global warming doesn't exist. This goal is achieved in many ways with the most prominent being the support of groups that promote “sound science”. Another popular strategy is to fund think tanks to write papers that outline policies that are beneficial to the energy industry (oil, coal, natural gas).

Here are 10 Big Oil front groups that should be on your radar.

1. [The Heartland Institute](#)
2. [Competitive Enterprise Institute](#) (CEI)
3. [Committee for a Constructive Tomorrow](#) (CFACT)
4. [American Enterprise Institute](#) (AEI)
5. [CATO Institute](#)
6. [Center for North American Energy Security](#) (CNAES)
7. [American Council on Science and Health](#) (ACSH)
8. [George C. Marshall Institute](#)
9. [Food Before Fuel](#)
10. [Cooler Heads Coalition](#)

It is important that the renewable energy industry does a better job of working with other organizations, in essence, take a play out of Big Oil's playbook and form alliances with unusual suspects. But I personally caution the industry from *creating* new coalitions, as they have a tendency to lack credibility and leave a sour taste in mouths of consumers. (Read “25 Coalitions The Renewable Energy Industry Should Know” available April 17, 2009 at www.CommunicatingRenewables.com.)

For example, if you decide to dismiss my advice and create a front group, then consider the group [Policy Communications](#) that has overseen the development of a series of coalitions and front groups whose missions are to create policies beneficial to the energy industry. These coalitions include [Americans for American Energy](#), [Western Business Roundtable](#), [Partnership for America](#), and [NextGen Energy Council](#).

There are many, many more groups that are funded by the enemies of clean energy and the nonprofit organization [SourceWatch](#) is a great resource. As new groups come to my attention, I will add them to the list of “groups to watch”. In the meantime the industry should focus on building stronger alliances with *existing* associations and coalitions to ensure that the transition to the new green energy economy is successful.

RESOURCES

25 Coalitions The Renewable Energy Industry Should Know:

www.CommunicatingRenewables.com

American Council on Science and Health (ACSH): www.acsh.org

American Enterprise Institute (AEI): www.aei.org

Americans for American Energy: www.americansforamericanenergy.org

CATO Institute: www.cato.org

Center for North American Energy Security (CNAES) www.cnaes.net

Competitive Enterprise Institute (CEI): www.cei.org

Committee for a Constructive Tomorrow (CFACT): www.cfact.org

Cooler Heads Coalition: www.globalwarming.org

Food Before Fuel: www.foodbeforefuel.org

George C. Marshall Institute: www.marshall.org

NextGen Energy Council: www.nextgenenergy.org

Partnership for America: www.partnershipforamerica.org

Policy Communications: www.policycom.com

SourceWatch: www.sourcewatch.org

The Heartland Institute: www.heartland.org

Western Business Roundtable: www.westernroundtable.com



ABOUT 4R COMMUNICATIONS

4R Communications is a consultancy whose principal has more than eight years experience in public relations and marketing communications in the renewable energy and agriculture industries. The organization has expertise in counseling clients on the most effective ways to communicate product advantages for industries that are rapidly changing due to government legislation, global climate concerns, economic turmoil, and consumer support volatility. To learn more about how 4R Communications can help your business, contact Joanna Schroeder, APR at jms@4RCommunications.com.