

= DeSmogBlog =

The DeSmogBlog , founded in January 2006 , is a blog that focuses on topics related to global warming . The site describes itself as " the world 's number one source for accurate , fact based information regarding Global Warming misinformation campaigns . " DeSmogBlog opposes what it describes as " a well @-@ funded and highly organized public relations campaign " that it says is " poisoning " the climate change debate .

Since its inception , the site has received several mentions in the media regarding its involvement in global warming issues . The site was co @-@ founded by James Hoggan , president of a public relations firm based in Vancouver , Canada . The website was recognized in December 2007 with an award by a trade organization for its standards and content .

= = Content = =

= = = Mission and audience = = =

The blog was co @-@ founded in January 2006 by James Hoggan , president of the public relations firm Hoggan and Associates . In a February 2007 interview with the Vancouver Sun , Hoggan conveys his anger at industry interests who he believes mislead the public about the scientific understanding of global warming . He referred to this alleged misrepresentation of the facts as , " public relations at its sleaziest " . Hoggan used his public relations skills to start a blog that would " clear the PR pollution that clouds the science of climate change " and expose organizations and individuals which he considered to be unethical . DeSmogBlog says it reports on the credibility of experts who appear to misrepresent the science of global warming in the media by investigating their scientific background , funding sources , and industry interests . The site originally targeted a Canadian audience but is now involved in global climate change coverage .

Contributors to the site assist in researching organizations that the site 's staff believe are phony , grassroots organizations , or astroturf groups sponsored directly or indirectly by industries seeking to thwart climate change @-@ related legislation . Organizations alleged by the blog to be astroturfs include Friends of Science , Natural Resources Stewardship Project , Global Climate Coalition , and International Climate Science Coalition . Individuals that the site has identified as pushing an anti @-@ climate change point of view are listed in the site 's " Denial Database " , with accompanying information about their industry affiliations and professional biographies . In a Financial Post column , Canadian environmentalist Lawrence Solomon stated that the organization was , in Solomon 's words , " specifically created for the purpose of discrediting skeptics . "

In a report in the Globe and Mail , Hoggan stated that the most frequent visitors to the site came from Calgary , Ottawa , and Washington D.C ..

= = = Notable issues or media mentions = = =

In one instance , the site responded to a 2006 open letter opposing the Canadian Government 's climate @-@ change plans , claimed to be signed by " accredited experts in climate and related scientific disciplines " , by analyzing the list of the signatories . The site concluded that those checked had few peer @-@ reviewed publications on the topic and / or had fossil @-@ fuel industry connections .

DeSmogBlog has criticized Financial Post editor and columnist Terence Corcoran , claiming he impedes progress on climate change and environmental protection legislation in Canada . In turn , Corcoran has criticized Hoggan and his website , accusing both of serving the interests of large corporations hoping to make money on emissions trading .

The blog has been referenced in The Guardian by George Monbiot , who most recently cited a study by the website showing that in 2008 " the number of internet pages proposing that man @-@ made global warming is a hoax or a lie more than doubled " . In another column , Monbiot noted that

DeSmogBlog posted a video critical of Anthony Watts 's blog Watts Up With That that Watts had deleted from YouTube for copyright reasons . Monbiot has also mentioned DeSmogBlog 's efforts to expose efforts by oil , coal , and electricity companies to manipulate media views on climate change .

= = = Heartland Institute documents = = =

In February 2012 , DeSmogBlog posted a number of internal documents purportedly from The Heartland Institute , a libertarian think tank . According to a statement posted on the Heartland Institute website , " Some of these documents were stolen from Heartland , at least one is a fake , and some may have been altered ... the authenticity of those documents has not been confirmed . "

Days after the document posting , blogger and journalist Megan McArdle wrote on The Atlantic website of a comment to a blog post that suggested that one of the documents , a memo titled " 2012 Heartland Climate Strategy , " was likely a fake based on the document being a scan which included metadata with a US west coast time zone . DeSmogBog responded that they had " no evidence supporting Heartland 's claim that the Strategic document is fake " and then included a number of references to McArdle 's first piece on the topic . McArdle then said of the DeSmogBlog response that " The first two links are to my post , and they are an egregious misrepresentation of what I said , " and goes on to note that " the stubborn willingness to ignore obvious problems becomes the story . "

On February 20 , 2012 , Peter Gleick issued a statement in the Huffington Post explaining that he had received an anonymous document in the mail that seemed to contain details on the climate program strategy of The Heartland Institute . He admitted to soliciting and receiving additional material from the Institute " under someone else 's name , " calling his actions " a serious lapse of my own and professional judgment and ethics . "

= = Founder and staff = =

The site 's co @-@ founder , James Hoggan , is President of the Vancouver @-@ based public relations firm James Hoggan & Associates , chair of the David Suzuki Foundation , a trustee of the Dalai Lama Center for Peace and Education , and an executive member of the Urban Development Institute . He is the author (with Richard Littlemore) of the 2009 book Climate Cover @-@ Up : The Crusade to Deny Global Warming (ISBN 978 @-@ 1553654858) , which criticizes global warming denial and conspiracy theories . The sources do not identify the site 's other co @-@ founder .

The website names John Lefebvre as a benefactor . Frequent contributors to the blog include Ross Gelbspan and Richard Littlemore . Littlemore is a science writer who formerly worked for the Vancouver Sun . The site 's project manager was Kevin Grandia , who left to become the Director of Online Strategy at Greenpeace . The site is now managed by Brendan DeMelle .

= = Awards = =

The site was recognized in December 2007 by three British Columbia chapters of the Canadian Public Relations Society , the Vancouver , Victoria (CPRS @-@ vi) and Northern Lights in Prince George , with an award for demonstrating " The highest ethical and professional standards while performing outstanding work " . In a CPRS press release which accompanied the award , Hoggan stated that the site had been viewed by 520 @,@ 000 people over its history , had been cited as a source by 24 media outlets , and mentioned in more than 4 @,@ 500 other blogs . According to the press release , the blog was selected for the award by a panel of journalists and public relations professionals in Victoria , Vancouver , and Prince George .

DeSmogBlog was also listed by Time magazine as one of the " best blogs of 2011 " in June , 2011 .