

# The Telegraph

*The nation's favourite oily rag*

## FESTIVE QUIZ

1

Who has seeded much of the anti heat-pump propaganda that appears in The Telegraph?

- a. Santa's elves?
- b. A PR agency funded by a gas boiler trade association?

2

In which country is the fund International Media Investments based which is involved in talks to take over The Telegraph?

- a. Lapland
- b. The petrostate that has the world's largest oil expansion plans (UAE)?

3

Are there more Telegraph opinion writers who are board members or academic advisors at the Global Warming Policy Foundation (the UK's main climate denial group), than:

- a. The number of Santa's reindeer?
- b. The 12 days of Christmas?

4

Fill in the blank: Every one of the 31 'Telegraph View' pieces published on environmental issues [REDACTED] climate policies or climate science.

- a. Was seasonably cheerful about...
- b. Attacked...



Turn over for the answers...

# THE FACTS

**1:** Over the past two years, the **Energy and Utilities Association** (a trade association promoting gas boilers) has paid the public affairs firm, WPR, to generate hundreds of articles and interviews to lobby the UK government on energy policy. The WPR’s campaign blurb claimed it “**took on the heat pump lobby**”. Negative stories about electric heat pumps have featured in outlets such as The Sun, Telegraph and The Express.

**2:** U.S.-based RedBird Capital has entered into a joint venture to take control of The Telegraph alongside International Media Investments (IMI) of Abu Dhabi in the **United Arab Emirates (UAE)**. The UAE is reportedly increasing oil capacity by **1 million barrels per day** by 2025 to maximise profit.

**3:** **Ten** opinion writers were board members or academic advisors at the Global Warming Policy Foundation (GWPF). They wrote a total of 144 opinion pieces for The Telegraph during the period examined — averaging over 2.5 per week. **Santa has 9 Reindeer!**

**4:** A new analysis by DeSmog website reviewed over 2,000 Telegraph opinion pieces and editorials published online over a six month period, ending in 16 October. Of the 171 opinion pieces that dealt with environmental issues, 85 percent were identified as “anti-green” : attacking climate policy, questioning climate science and ridiculing environmental groups.

Every one of the 31 ‘Telegraph View’ pieces published on environmental issues **attacked** climate policies or climate science, for example urging Prime Minister Rishi Sunak to reconsider “the ruinous approach to net zero”.



*Merry Christmas all, and perhaps a New Year’s resolution of no more fossil fuel propaganda?*

