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News Item

Scientists target PR and ad firms they accuse of spreading disinformation | Reuters

By Valerie Volcovici
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> WASHINGTON, Jan 19 (Reuters) – More than 450 scientists on Wednesday called on the executives of major advertising and public relations firms to drop their fossil fuel clients and stop what the scientists said was their spread of disinformation around climate change.

> They sent a letter to the executives of major global public relations and advertising firms, including conglomerate WPP, Edelman and IPG, as well as the CEOs of their clients who tout sustainability goals including Unilever, Amazon and Microsoft.
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> "As scientists who study and communicate the realities of climate change, we are consistently faced with a major and needless challenge: overcoming advertising and PR efforts by fossil fuel companies that seek to obfuscate or downplay our data and the risks posed by the climate crisis," the scientists wrote.
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Source: Scientists target PR and ad firms they accuse of spreading disinformation | Reuters