

**Letter to the Editor of *Fortune***

**Re: “The Business of Green”, VOL. 157, NO. 8 - April 28, 2008**

Dear Editor,

Numerous articles in your April 28 issue subtly but definitively asserted that manmade global warming is settled science. It is not. I can cite scores of scientists and truckloads of evidence calling this notion into question. Your magazine’s journalism on this issue was at best sloppy and, at worst, agenda-driven.

The reality is that we don’t know why the Earth cools or warms. Yet Americans have been presented with a one-sided discussion, and the many respected scientists who disagree that human activity is the cause of whatever climate change may be occurring are often the target of efforts to silence them.

In the future your “green” articles ought to present other viewpoints on this very important issue. Although I thoroughly enjoy most of *Fortune*’s in-depth articles about business issues, the magazine’s one-sided treatment of this controversial issue was a major disappointment.

You dropped the ball. I have come to expect better of *Fortune*.

Sincerely,

Bob McClure  
President/CEO – The James Madison Institute