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# Al Gore And NBC: Birds Of A Feather

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Jul. 10, 2007 (Investor's Business Daily) --

Politics: Was what Al Gore called "the largest global entertainment event in all of human history" also the largest in-kind political contribution? And where's the Fairness Doctrine when you need it?

Considering that here in the U.S. the Peacock Network's three-hour Gore infomercial on global warming lost out in the ratings to "Cops" and "America's Funniest Home Videos," Gore's claim may be open to question. Live Earth, in fact, may have been America's funniest home video. Ever.

But thanks in large part to the 75 hours of free airtime that NBC gave Gore on its various stations, starting with NBC and including CNBC, Bravo, the Sundance channel, Universal HD and Telemundo, Gore may now be the 800-pound gorilla this political season.

Gore insists he's not running for president. Yet, as we have wondered before, why would a man who insists that global warming is the biggest threat to mankind, bigger than nuclear terror, not want control of the reins of a major world polluter and chief resister to Kyoto?

Dan Harrison, an NBC corporate senior vice president, called the Gore effort "an initiative we believe in" -- the "we" presumably including corporate parent General Electric. (NYSE:GE) Yet he insisted: "I don't think climate change is a political issue."

From the other side of his mouth, Harrison opined: "If it's a political issue, it's whether the political will exists to address that change. We know we need to do something, and this is a way to heighten awareness."

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So he considers it NBC's mission to generate that political will in an election cycle in support of a man who once ran for president.

NBC and GE have other interests in hyping climate change. Let's not forget GE is the parent of NBC and stands to make a wad of cash from selling alternative energy products from wind turbines to solar panels to those compact fluorescent bulbs containing mercury.

So when Gore prances on stage to demand we stop building coal-fired plants, that's music to GE's corporate ears.

NBC's Ann Curry certainly thinks global warming is a political issue. During prime-time coverage, she almost got down on her knees to beg the jolly green giant to run for the White House.

Interviewing Gore from the site of the concert in New Jersey, Curry gushed:

"A lot of people want me to ask you tonight if you're running for president. And I know what your answer is gonna be, believe me. I gotta ask you though. After fueling this grass-roots movement, if you become convinced that without you there will not be the political will in the White House to fight global warming to the level that is required, because the clock is ticking, would you answer the call? Would you answer the call, yes or no?"

Certainly Gore thinks global warming is a political issue, appearing earlier this year before Democrat-controlled House and Senate committees pleading for action. During his opening statement before the House, he famously said: "The planet has a fever. If your baby has a fever, you go to the doctor."

After Gore's testimony, a better course of action would have been to ask for a second opinion.

When a conservative appears on talk radio, liberals cry for the Fairness Doctrine. Seventy-five free hours for Archbishop Gore's Church of Climate Change? Not a peep.

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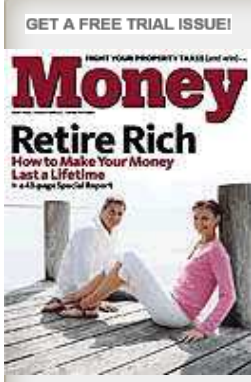
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