

Looks like the White House is taking note of the same polling data Dan blogs about [here](#) on the public's antipathy toward, or misunderstanding of, the phrase "cap and trade". This from the [LA Times](#), in a story generally chronicling the administration's efforts to figure out the best language and framing for its climate policies:

It seems clear that the White House is absorbing some of these messages. During Obama's 2008 presidential campaign, his website included a section devoted to energy and environmental protection. The phrase "cap and trade" popped up at several points.

In contrast, [Obama's White House website](#) carries an energy section that makes no mention of "cap and trade."

A list of energy policy talking points compiled by Obama's Council on Environmental Quality is filled with poll-tested messages, such as variations on the phrase "clean energy jobs."

The same story says that "global warming" is also on the chopping block, partly for reasons I blogged about [here](#). But I see no consensus yet on a good substitute. "Carbon pollution" seems to be [getting some play](#)...