

Appendix C19: Specific Recommendations for the Media

Below, we provide specific recommendations for the media. Recommendations are organized by the 4Ps of the field, presented in order of priority suggested for this group. They are consistent with, but in some cases more detailed than, the synthesis of recommendations offered in the main report.

Practice

- Launch an “America adapts!” series of news stories (focused on a wide variety of sectors, regions, sizes of communities, businesses, etc.) that highlights novel ideas and best practices, and that illustrates effective use of science, inclusive planning, and decision making for equitable outcomes.
- Tell stories of successful (and unusual, innovative) collaborations to solve adaptation challenges within and beyond the field (stories of “silobusting”).
- Report on new discoveries, ideas, and solutions.
- Tell stories of maverick or outside-the-box solutions.
- Communicate widely what is insufficient and contrast that with more comprehensive approaches.
- Improve your own skill in communicating issues related to social justice.

Purpose

- Vastly improve communication of the urgency of the climate problem (by balancing with messages of efficacy).
- Move away from mere disaster reporting and commit instead to solution-oriented communication (not just problems and risks).

- Tell success stories of communities averting threats, being safer due to the full range of climate actions taken, illustrating in real places what adaptation success and maintained or increased human well-being looks like.
- Share stories of persevering through challenge, stories of resilience, stories of greater equity, and stories of renewal after hardship.

People

- Use mainstream, conventional, and non-traditional social media and other networks to vastly increase climate-related reporting.
- Ensure reporters are skilled and current in effective climate change communication practice.

Pillars

- Consider reporting climate change not from the environment or science desk, but as a matter of economic, social, health, policy, and security news.
- Consider reporting on funding shortfalls for “making/keeping America safe.”
- Consider reporting on bipartisan federal and state or non-partisan local policy advances.