

# LIVING THROUGH THE CLIMATE EMERGENCY



**April 12 – 22**

**#ClimateEmergencyWeek**

## COVERAGE PREVIEW & PARTNER TOOLKIT

*April 12*



**Hello partners,**

Get ready to shine. CCNow's April 12-22 joint coverage week, themed "[Living Through the Climate Emergency](#)," is shaping up as a powerful exercise in public service journalism. We're so grateful to the partners that are participating, and we're confident that our audiences will find great value, even inspiration, in the stories we'll report.

This toolkit provides all the resources you'll need to make the most of the week. You'll find summaries of some of the stories that CCNow partners will make available for other partners to republish or rebroadcast. We also have [social media assets and other tools](#) that partners should use to maximize the reach and impact of everyone's work. And, on the final page, you'll find CCNow's standard republication guidelines, complete with the required tagline and our logo.

During the week, we ask that partners:

- **Publish, Broadcast, and Share** your own original climate stories
- **Republish and Rebroadcast** as many stories by CCNow partners as possible, to extend the reach of the work. (A preview of available stories follows.)
- **Engage your Audience** on the subject of climate change. In particular, we invite you to share a social media callout, asking readers and viewers about how they're experiencing the climate emergency in their lives. Use the hashtag #ClimateEmergencyWeek, and we'll track responses to share with the group.
- **Amplify CCNow coverage** on social media, also using the hashtag #ClimateEmergencyWeek.

If you have questions, don't hesitate to contact us: [editors@coveringclimatenow.org](mailto:editors@coveringclimatenow.org).

Now let's go make some noise!

Onward,

**Mark Hertsgaard**  
Executive Director  
Covering Climate Now

# REPUBLISHABLE CONTENT

Our coverage week will include diverse content and initiatives from around the world. Below, in alphabetical order, are some of the impressive stories that partners will make available to other CCNow partners for republication or rebroadcast.

Please note that story lengths and publication dates are subject to change. [See here](#) for instructions on how to share stories.



## US-Japan summit: A new climate partnership?

Tackling climate change will be a top agenda item at an April 16 meeting between US President Joe Biden and Japanese Prime Minister Yoshihide Suga. The two leaders are expected to agree on a shared approach to boosting their climate commitments. The Asahi Shimbun will report on the meeting and its implications for global cooperation, particularly at Biden's global climate summit on April 22 and 23.

*Length: TBD, in English translation*      *Available beginning: TBD*



## Our changing natural landscapes.

Across the US, climate change is affecting people's homelands, landscapes they love and rely upon, and places where scientists have centered their fieldwork, sometimes for decades. As these places change, we grieve and mourn, but we also need to change our relationships with such places to avoid climate despair.

*Length: 1,500-2,000 words*      *Available beginning: April 15*

## When the good news from oil and gas isn't so good

In late March, New Mexico's largest news outlet ran a story about how 2020 was a record-breaking year for oil and gas production in the state, and how that production pays for so much of the state's schooling. But the report was alarmingly similar to a press release from the oil and gas industry. And it didn't note the many downsides of last year's production numbers, including increased production with fewer workers in the field and a startling increase in greenhouse gas releases.

*Length: 1,500 words*      *Available beginning: April 18*

## Joint Emergency Statement: Journalism should reflect what the science says—the climate emergency is here.

It's time for journalism to recognize that the climate emergency is here. This is a statement of science, not politics. Why "emergency"? Because words matter. To preserve a livable planet, humanity must take action immediately. Signed initially by CCNow and eight of our core partners, this joint statement challenges journalists to take the climate emergency seriously—and to cover it like they would any other emergency, including Covid-19. Partners are encouraged to publish and sign the statement themselves.

*Length: 200 words*      *Available beginning: April 12*





## **Transition: What It Looks Like Now and What It Could Look Like (Series)**

The fossil fuel industry has said for years that it provides stable, well-paid jobs for Americans. That may have been true of coal and oil at a time, but in the past decade it has become less so, and too many workers in oil and gas regions have been left to fend for themselves. In this series, we explore the promise vs. the reality of fossil fuel jobs, and what a just transition to clean energy might look like for oil and gas workers.

*Length: Varies*

*Available beginning: April 15*

## **A Curriculum of Control (Series)**

At least since the 1960s, likely earlier, the fossil fuel industry has invested heavily in educational materials and teacher training resources in the public school system, and in educational materials targeting kids in general. We've gathered several examples, including dozens of films, activity books, and lessons on energy that emphasize the importance of reliability and affordability in energy solutions and typically describe non-fossil options as unreliable and expensive. This series shows how the industry's efforts to control the narrative have changed over time and continue today.

*Length: Varies*

*Available beginning: April 15*



## **The emotional side of climate change**

Therapists aren't yet fully equipped to deal with the rising sentiments of climate grief, but all therapists should develop skills and know how in this emerging field. In this piece, we'll hear from a therapist who helped farmers deal with the devastation wrought by massive storms in the Midwest. We'll also explore what a holistic culture of care might look like for both the planet and our mental health.

*Length: 1,500-2,000 words*

*Available beginning: April 15*

## **“Building back better” in our schools**

President Biden has prioritized public schools in his infrastructure/climate plan to “build back better.” Retrofitting schools could be a huge boon for students as well as the climate. We'll hear from teachers fighting for clean energy in schools, for proper cooling and ventilation systems, and for resilience against climate disasters. The piece will also describe a bill introduced in by Rep. Jamaal Bowman, Democrat of New York and former school principal, to make schools a centerpiece of a Green New Deal.

*Length: 1,500-2,000 words*

*Available beginning: April 19*



## **The Permian Basin: Ground zero for a billion-dollar surge of zombie oil wells**

As oil and gas companies weathered volatile oil prices last year, many halted production. More than 100,000 oil and gas wells in Texas and New Mexico are idle. Of these, about 7,000 are “orphaned” wells that state governments are now responsible for cleaning up. Another 13,000 are likely to be abandoned in the coming years. A conservative estimate of the cleanup cost? Almost \$1 billion. Who should pay?

*Length: 6,000 words*

*Available beginning: April 12*



## **The North Carolina pastor encouraging the religious right to care about climate change**

Through eco-grief groups and climate scripture reading sessions, Rev. Scott Hardin-Nieri wants to recruit congregations in the South to the climate cause. But even as his home state of North Carolina faces an onslaught of harms from the climate crisis, many of the congregations he works with view climate advocacy with hostility. Can his efforts provide a blueprint for convincing conservatives that we face a climate emergency?

*Length: TBD*

*Available beginning: TBD*



**INDIAN  
COUNTRY  
» TODAY**

Digital. Indigenous. News.

## **For tribes, an impossible decision: Leave cherished land, or risk climate destruction?**

The Quileute Tribe regularly harvests fish and shellfish off the coast of northwest Washington, and their ancestors hunted whales and traveled in ocean-going canoes from Alaska to California for trade. But amid climate change the ocean is increasingly becoming a threat. Tribal nations thus face an excruciating decision: Move away from lands they've cherished for centuries or risk widespread destruction?

*Length: 2,100 words*

*Available beginning: April 12*

## **Enbridge Line 3 is dividing people and communities**

Enbridge's Line 3 pipeline has brought jobs to some Native peoples in Northern Minnesota—but the controversial project has also brought conflict and discord into the most intimate spheres of spirituality, family, and community. Many Tribal members oppose the pipeline, which runs 400 miles across the Fond du Lac reservation, treaty lands of several other bands of Ojibwe, and the headwaters of the Mississippi River.

*Length: 3,400 words*

*Available beginning: April 12*



## **AUDIO | East Palo Alto: Climate vulnerability meets citizen resistance**

Across the tracks from wealthy Silicon Valley, East Palo Alto is a low-income city that is extremely vulnerable to sea level rise—but blessed with skilled activists and leaders determined to protect the city. This three-part radio series explores an extraordinary effort in self-preservation that more and more communities around the world will eventually face themselves. Segments include:

- East Palo Alto began as a community for people of color who were systematically redlined out of Palo Alto. This story explores the city's history and current challenges through the lens of a family that has lived it, discusses why the city is exceptionally vulnerable to sea level rise, and points to the need for a regional plan that preserves all communities along the San Francisco Bay, not only the wealthiest. (6 minutes, 50 seconds)
- Some East Palo Alto residents are Pacific Islander climate refugees who fled sea level rise in their home countries only to face the same threat in their new home. Now, refugees and activists are collaborating with the city's mayor to build a new wetland at the sea's edge and save homes. (6 minutes, 50 seconds)
- An audio diary from an East Palo Alto resident about living there and working on this issue.

*Length: Varies*

*Available beginning: TBD*



## **Who says a Green New Deal can't win in red states?**

Chloe Maxmin, a 28-year-old Democrat who champions a Green New Deal, knocked off the Maine state senate GOP leader in last November's elections. Maxmin won in a red district, in part by appealing to Trump supporters. Her secret? Talk—and especially listen—to all voters, not just your base. Look beyond party labels to the moral values most people share, like fair pay and clean water. As Congress prepares to debate Biden's climate/infrastructure plan, Maxmin's lessons challenge conventional wisdom about American politics and how to make climate progress.

*Length: 2,800 words*

*Available beginning: April 12*

## **Our real climate problem: rising seas**

Because humans have overheated the oceans (not just the atmosphere), at least 20 to 30 feet of sea level rise is now inevitable, argues University of Miami scientist Harold Wanless. Climate policy, he says, must prioritize limiting this rise. Current trends could cause 2 to 3 feet higher seas by 2040, submerging large parts of many coastal cities and forcing the evacuation of tens of millions of people. Humans therefore must not only stop burning fossil fuels, Wanless writes; we must also extract massive amounts of carbon dioxide from the atmosphere.

*Length: 1,200 words*

*Available beginning: April 13*



## **Crises collide: Homeless in America when climate disaster strikes**

It's an immutable truth of the climate crisis that the most vulnerable among are hit first and hardest by the effects. At a time of rising homelessness in the U.S., and as climate-related disasters become commonplace—wildfires in California, monster hurricanes that thrash the East Coast and Gulf, an arctic blast in Texas—the rule holds. The experiences of homeless Americans during extreme weather events—and of those made homeless by these storms—are a warning that the climate emergency is here with us now, draining resources and devastating lives.

*Length: 2,200 words*

*Available beginning: April 21*



## **The faces of climate migration**

A series of short profiles of people who moved to the United States after enduring climate disasters in their home country. With climate impacts set to grow worse in the coming years, their stories are only a preview of the experiences that could become all too common if strong action isn't taken now.

*Length: 1,100 words*

*Available beginning: April 12*

***Stories continue...***



## **VIDEO & PRINT | Planet Forward with Frank Sesno**

How are health and climate concerns inspiring change in what's on the menu? Host Frank Sesno speaks with the producer of plant-based eggs and manufactured chicken. Started from a single cell in a laboratory, these new foods require a fraction of the water, and produce a fraction of the climate pollution, that conventional food production does. Insect farming likewise offers abundant protein with low planetary impact. Grasshopper tacos, anyone? An accompanying essay by Sesno will reflect on the themes of urgency, action, and inclusion—all needed to spark truly audacious change

*Length: TBD*

*Available beginning: April 20*



## **Biden's unlikely duo of climate champions**

An unlikely duo is steering President Biden's efforts to re-engage the United States in the international effort to fight global warming: a patrician former presidential candidate and a plain-speaking, long-time civil servant, both with Boston roots and baseball loyalties. John Kerry and Gina McCarthy are reprising a partnership from Barack Obama's tenure—but this time around the challenge is tougher and the danger of failure looms larger.

*Length: TBD*

*Available beginning: TBD*



## **Our last best hope: Where we stand in the climate fight**

With President Biden in office, a serious plan to combat climate change is finally in our sights—but the clock is ticking, and there is no more room for error. For Rolling Stone, Jeff Goodell compares this moment in the climate fight to previous ones and finds both reason for hope and for alarm.

*Length: 2,000 words*

*Available beginning: April 15*



## **The climate emergency, through young activists' eyes**

Three mini-profiles—which may be published together or separately—of youth activists whose stories reflect different aspects of the climate crisis. Amber Brown is a Sunrise Movement organizer from Dallas, Texas who helped coordinate support and cooked hundreds of meals for people who lost power during Winter Storm Uri; Helena Gualinga of Ecuador experienced extreme flooding and food scarcity during the Covid-19 pandemic; and Amber Tamm is a Brooklyn-based farmer and food security advocate

*Length: 3,200 words, in total*

*Available beginning: April 19*

## **Environmental racism is bad for your health**

People of color and the poor commonly experience the harshest impacts of climate and other forms of environmental damage, often because they live closer to power plants and other pollution sources or in redlined neighborhoods with higher temperatures. The physical effects include higher rates of cancer, asthma, and heart disease. But environmental racism can cause lethargy, anxiety, depression and other types of mental health problems, as well.

*Length: 1,700 words*

*Available beginning: April 21*

**Teen Vogue's stories continue...**

## When was your first “Oh, no!” climate moment?

We’re asking people between the ages of 12 to 30 to recall when they first became aware that the climate crisis was going to define their lives. Was there a particular moment? What was their emotional reaction? And how will their specific communities be affected going forward?

*Length: 1,600 words*

*Available beginning: April 22*



## Paying farmers to sequester carbon.

A Texas nonprofit wants to compensate landowners for preserving or restoring natural ecosystems in order to remove carbon dioxide from the atmosphere. It’s part of a growing interest in harnessing the power of natural climate solutions. The science is sound—one study shows that soil could conservatively store 23.8 Gt of CO<sub>2</sub>-equivalent per year—but the practical mechanisms are still evolving.

*Length: 2,100 words*

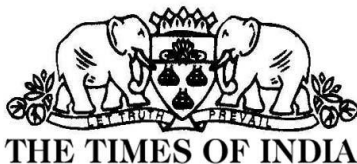
*Available beginning: April 15*

## Many plant and animal species face extinction. Will we do anything about it?

Eleven years ago, nearly 200 nations set targets for safeguarding the planet’s diminishing biodiversity, which is driven in part by climate change. None of the targets have been met, which imperils humans as well as the natural world. Negotiators meet next month in Kunming, China to revisit the challenge, even as scientific trends grow more troubling: Extinction rates for vertebrates are greater than scientists thought, and two in five plant species are at risk of disappearing.

*Length: 1,600 words*

*Available beginning: April 20*



## Will India’s state-owned companies ditch fossil fuels?

India is the world’s third largest annual emitter of heat trapping gases and home to some of the dirtiest air on earth. Retiring nearly 28 gigawatts of coal plants has positioned the country to achieve its clean energy goals—but only if state-owned companies stop investing in fossil fuels

*Length: TBD*

*Available beginning: TBD*



## Learning a new language can help save the planet

Language, specifically the suppression and destruction of Indigenous languages, as well as global English hegemony, is a core part of environmental destruction. Learning endangered languages can give people different perspectives about the relationship between humans and Earth and nature.

*Length: TBD*

*Available beginning: TBD*

***Vice’s stories continue...***



## **Governments that occupied land for centuries are criminalizing Indigenous people for occupying land**

The last year has seen a huge rise in Indigenous resistance against pipelines and other developments. The result has been a legal crackdown, with governments rushing to pass laws that make many environmental protests illegal.

*Length: TBD*

*Available beginning: TBD*



## **NYC's MTA sea level rise construction projects**

To protect New York City from sea level rise, the MTA is installing flood barriers at subway entrances in Lower Manhattan, doing extensive work on the Coney Island train yard, and, of course, continuing to repair train tunnels damaged by Hurricane Sandy, like the L Train. WNYC rounds up the projects the MTA is working on, big and small, to consider how the agency is prepping New Yorkers for a flooded future.

*Length: TBD*

*Available beginning: April 12*

## **Can Brooklyn heat its homes without natural gas?**

As New York City and state leaders pledge to develop a climate-neutral energy system, National Grid is building a natural gas pipeline in north Brooklyn—and plans to pay for it by raising rates on customers. Environmental justice activists are vehemently opposed, but the company says the pipeline is necessary to meet the borough's energy demands. Can Brooklyn wean itself off natural gas?

*Length: TBD*

*Available beginning: April 12*



## **Op-ed: As we “build back better,” don’t forget Black families and workers**

As President Biden promises to “Build Back Better,” Charles Ellison, executive producer and host of the daily program “Reality Check” on WURD, argues that the nation must make sure that Black workers and families are not left behind.

*Length: 800-1,000 words*

*Available beginning: TBD*



## **California's Yurok Tribe is reclaiming land for innovative climate solutions**

The Yurok Tribe was one of the first groups in California to take advantage of the state's carbon offset program, which offers compensation for projects that sequester greenhouse gases. The Yurok are re-acquiring thousands of acres of their traditional territory, where they're implementing traditional practices, like prescribed burns, to revitalize the land and build climate resilience—an instructive example of how Indigenous communities can protect themselves and teach others in the face of the climate emergency.

*Length: 1,000*

*Available beginning: April 15*

# SOCIAL MEDIA & ENGAGEMENT

Let's amplify our impact by using the #ClimateEmergencyWeek hashtag when we share stories. We've also created visual assets for your use across your social media accounts, as well as some sample copy (below) to get you started.

Check out our [Twitter](#), [Facebook](#), and [Instagram](#) pages throughout the week where we'll be posting stories from all partners. We encourage you to do the same. If you see a story that you think we should share, let us know by posting with #ClimateEmergencyWeek and tagging us @CoveringClimate.

## Engagement Callout

We invite you to share a social media callout, asking readers and viewers about how they're experiencing the climate emergency in their own lives. Use the hashtag #ClimateEmergencyWeek, and we'll track responses to share with the group.

Use one of the engagement questions we've created below or craft your own, more localized question. Remember to include #ClimateEmergencyWeek when posting so we can track responses and deliver them to you.

- How is the climate emergency affecting your daily life?
- How are you surviving the climate emergency? (Have you had to start buying water? Do you wear a mask due to low air quality? Have you moved?)
- Are you a frontline worker? How are you experiencing the convergence of the climate and Covid-19 crises?

## #ClimateEmergencyWeek Visuals

Use these visuals to accompany work and on social media throughout the coverage period. High-res versions of these images, and blank versions of the image for you to create translated versions of our message (or messages your own) can be [downloaded here](#).



## CCNow Slack workspace

Finally, we'll be communicating with partners about the Climate Emergency Week on CCNow's new collaboration Slack workspace. If you're a partner and would like to join the Slack workspace, email our engagement editor, Mekdela Maskal: [mekdela@coveringclimatenow.org](mailto:mekdela@coveringclimatenow.org)

# SHARING GUIDELINES

When republishing partner content, CCNow partners *must* include the following tagline:

*This story originally appeared in [originating outlet name, with a link to its homepage or the original article] and is republished here as part of [Covering Climate Now](#), a global journalism collaboration strengthening coverage of the climate story.*

When publishing your own content, please include the following tagline:

*This story is part of [Covering Climate Now](#), a global journalism collaboration strengthening coverage of the climate story.*

Please include our logo, which you can [download here](#).

## Some answers to frequently asked questions:

- Due to image licensing restrictions, images may not be re-produced, unless doing so is clearly permitted. When graphics or imagery are provided, ensure proper credit is given.
- Headlines may be altered, as long as your headline retains the original meaning and does not introduce new spin or agenda.
- Grammar and spelling may be corrected, both for stories being published across regions (i.e., US to UK) and for stories that contain typos or errors.
- Where necessary, stories may be “localized” for audiences: For example, miles might be converted to kilometers, and a story that mentions the city “Norwich,” may need to say “Norwich, England” for publications and websites outside of the UK. We ask that edits STOP at matters of style. Our rough line in the sand is: Don’t change “said” to “says.”
- Time markers may be altered, where necessary to ensure accuracy or clarity. “Yesterday,” for example, might be changed to “last week” or “in March.”
- Stories may be translated into different languages. If you translate a story, please send the link to the translated story to [sharing@coveringclimatenow.org](mailto:sharing@coveringclimatenow.org), so that other publications may also benefit from the translation.

Additional guidance can be viewed [here, on our website](#). For any further questions, please contact us at [editors@coveringclimatenow.org](mailto:editors@coveringclimatenow.org).

