

# Changing the Climate Conversation, in newsrooms and beyond

Covering Climate Now is the world's largest media collaborative, with more than 500 news outlet partners reaching some 2 billion people. Organized by journalists, for journalists, CCNow works with newsrooms everywhere, from the industry's household names—ABC, NBC, and CBS News, the Guardian, Bloomberg, Reuters, AFP—to smaller players. Because of that unique breadth and insider access, CCNow alone has the capacity to help the media tell the *whole* climate story: the heartbreaking dangers but also the common-sense solutions.

Better news coverage is an essential climate solution, a catalyst that makes other climate victories more likely. To preserve a livable planet, humanity must make a rapid, far-reaching shift in energy, agricultural, and economic practices. This shift simply will not happen absent an informed, involved citizenry. At a time when misinformation is rampant, and huge sums are being spent to deliberately confuse people, making serious climate progress requires commensurate funding for the authoritative, engaging journalism CCNow fosters throughout the news business.

Founded in 2019, CCNow works behind the scenes with key media decision makers, helping to shape the news that multitudes of people see, read, and hear. In our first special “week of coverage” in September 2019, our partners produced an additional 3,400 news stories and helped make “climate change” Google’s most-searched phrase. In the lead-up to the COP26 summit last November, we organized partner interviews with Greta Thunberg, UN Secretary General Guterres, COP26 president Sharma, New Zealand prime minister Ardern, and global South ambassador Mohammed Nasheed that brought these climate luminaries’ views to scores of millions of people. Our Climate Beat newsletter offers journalistic tips and guidance to 6,000 subscribers every week.

Going forward, CCNow will continue helping newsrooms do more, louder, solutions-focused news coverage. After decades of climate silence, the media needle is finally starting to move. CCNow, we believe, has helped drive that change. But this welcome improvement remains frustratingly inadequate to the onrushing climate emergency. Which makes CCNow’s work more important now than ever.



**“Now more than ever it is important to cover one of the most pressing issues in our lifetimes.”**

— Al Roker, NBC News