



## Covering Climate: What Is the Media Missing?

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### ***The big picture***

Corporate broadcast news shows devoted only 0.4% of total coverage to the climate in 2020 – [53% less coverage than in 2019](#), in spite of punishing climate-fueled weather events. Yet [most Americans want more, not less, coverage](#) of the climate crisis. They want to understand how changes in the climate affect local weather patterns. By telling the story fully, accurately, and well, [the media can help the public](#) develop an effective response to the biggest crisis of our time. But the loss of so many local news outlets means lost opportunities to connect local events with the bigger climate story, [even in New York](#), a major media center.

### ***Who's telling the stories we need to know about***

350Brooklyn's website lists a number of [useful sources for climate news](#).

Some that we find especially informative are:

- [Climate Nexus](#)
- [E&E News – ClimateWire](#)
- [HEATED](#)
- [Inside Climate News](#)
- [Climate Central](#)
- [Grist](#)
- [Earther](#)
- [The Guardian](#)
- [The New York Times – Climate & Environment section](#)
- [The Washington Post – Climate and Environment section](#)

- [Yale Climate Connections](#)
- [High Country News](#)

## ***Who's trying to change the picture***

[Climate Central Partnerships](#) pairs Climate Central's science and data expertise with reporting by local print, radio, digital and TV outlets.

[Covering Climate Now](#) is a global journalism initiative founded by *The Columbia Journalism Review* and *The Nation* in association with *The Guardian*. With more than 400 news outlets as partners, Covering Climate Now works with newsrooms to share content and offer story ideas and resources. The group's [weekly newsletter](#) highlights best practices.

[Floodlight](#) is a new environmental news collaborative that partners with local journalists and *The Guardian* to co-publish investigations about the corporate and ideological interests holding back climate action.

[ProPublica](#) is a non-profit investigative news organization with its own team of 100 journalists covering a broad range of issues. Its mission is "to expose abuses of power and betrayals of the public trust."

## ***How you can get involved***

### **350NYC Media Task Force**

350Brooklyn's sibling organization, 350NYC, has launched a Media Task Force that aims to hold media accountable for the way it does, or doesn't, "connect the dots between their stories—about weather, storms, fires, pollution, health—and the climate emergency." Members of the task force monitor climate coverage and call on media to, among other things, make climate coverage a priority, connect stories to solutions and policy, link extreme weather to the changing climate, cover the impacts on health, ban fossil fuel company ads, and "cover this like your child's life depends on it." You can join the 350NYC Media Task Force by filling out this form [here](#). They've also compiled a useful rubric for evaluating climate coverage and contacting the media that you can find [here](#).

### **End Climate Silence**

Genevieve Guenther founded [End Climate Silence](#) to challenge the media's failure to connect climate to everything else in our lives. "It's weird to think of silence as messaging but sometimes what you don't say is as important as what you do," Guenther says. The group offers programs to journalists on every beat to help them incorporate climate change into their work. End Climate Silence encourages anyone interested in promoting more powerful climate coverage to suggest stories the media should cover and to follow and retweet its messages [@EndClmtSilence](#)