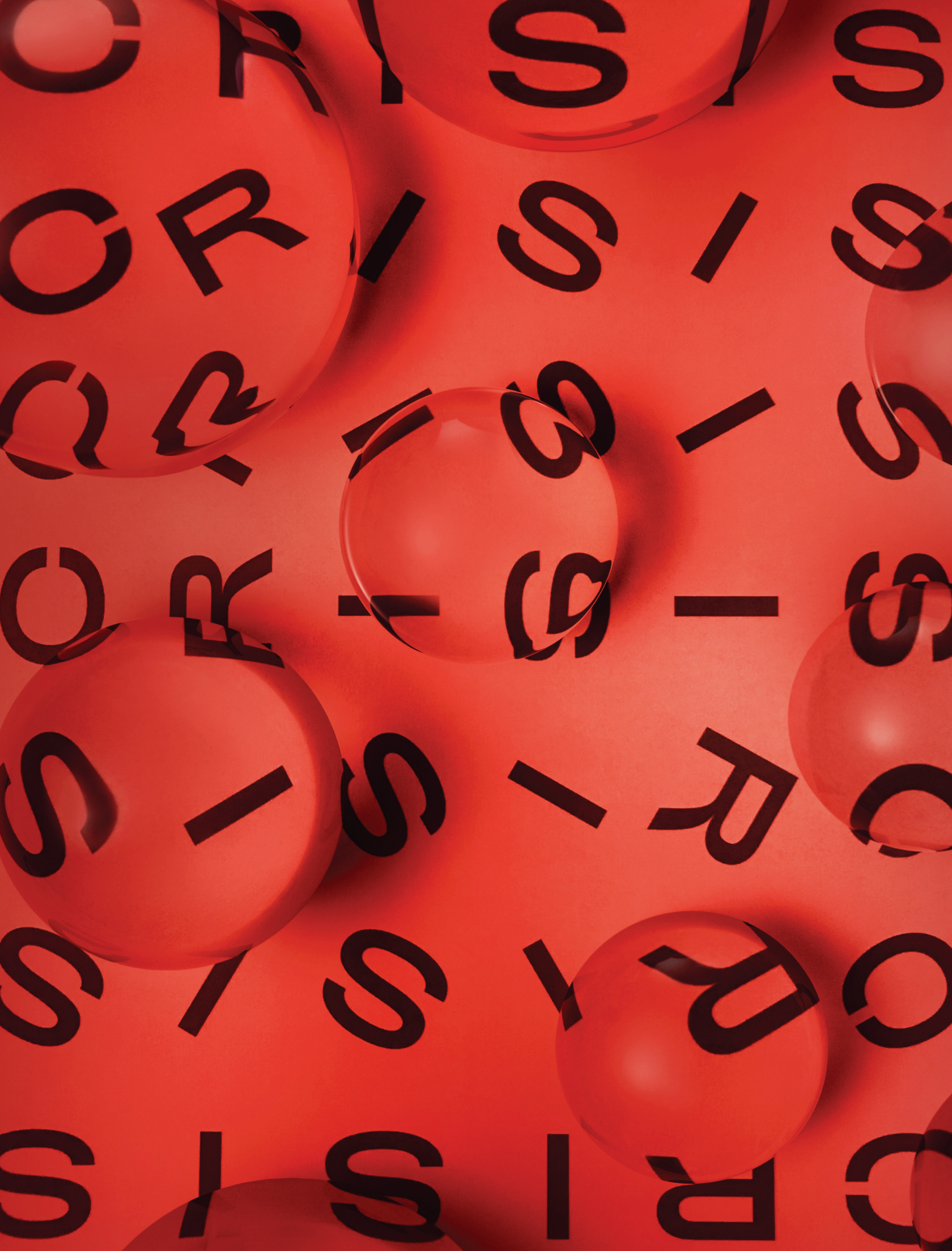




**Columbia  
Journalism  
Review.**



# Journalists:

According to an IPCC report released in May, the planet has eleven years left to take serious action on the climate crisis. Eleven years.

Yet in 2018, the top news shows on ABC, NBC and CBS spent a combined total of only 142 minutes reporting on the climate crisis—lower than 2017. And when the IPCC report came out this year, the media mostly ignored it, and focused on the birth of the royal baby instead.

## It's time to break our silence.

For years, most of the American media has failed to adequately cover the most urgent issue of our time. We need to change the way we report about the climate, and we need to do it today.

That's why we launched Covering Climate Now, a joint project of the *Columbia Journalism Review* and *The Nation*. During the week of September 16, more than 220 publications from around the world are going to flood the news, culminating on September 23—the day of the Climate Action Summit.

After that, it's up to you. No matter what type of reporter you are, consider the climate crisis the context of every headline, the story behind every story. Here's what you can do to make a difference.

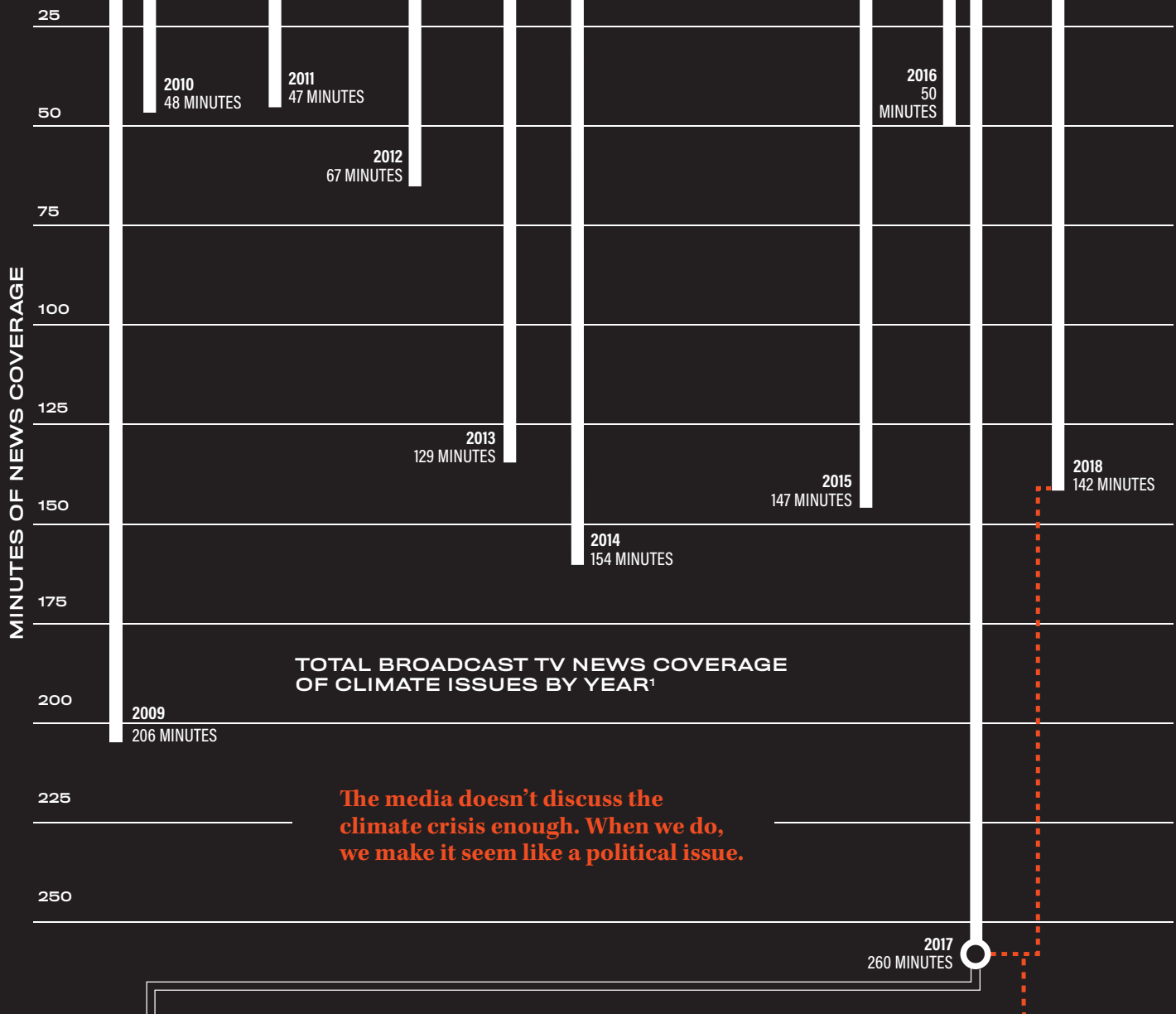
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# THE POLITICAL COVERAGE IS A PROBLEM.



260

The amount of minutes  
devoted to climate issues  
in 2017<sup>2</sup>

87%

The percentage of those  
segments that discussed climate  
issues in relation to US politics<sup>2</sup>

45%

The drop in minutes of climate  
coverage from 2017 to 2018<sup>1</sup>

Sources: 1. Media Matters for America  
2. The Washington Post

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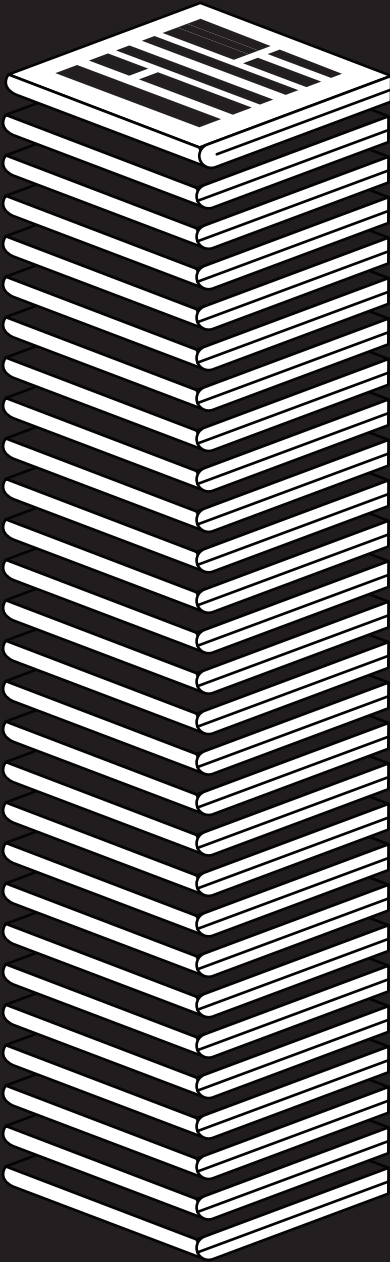
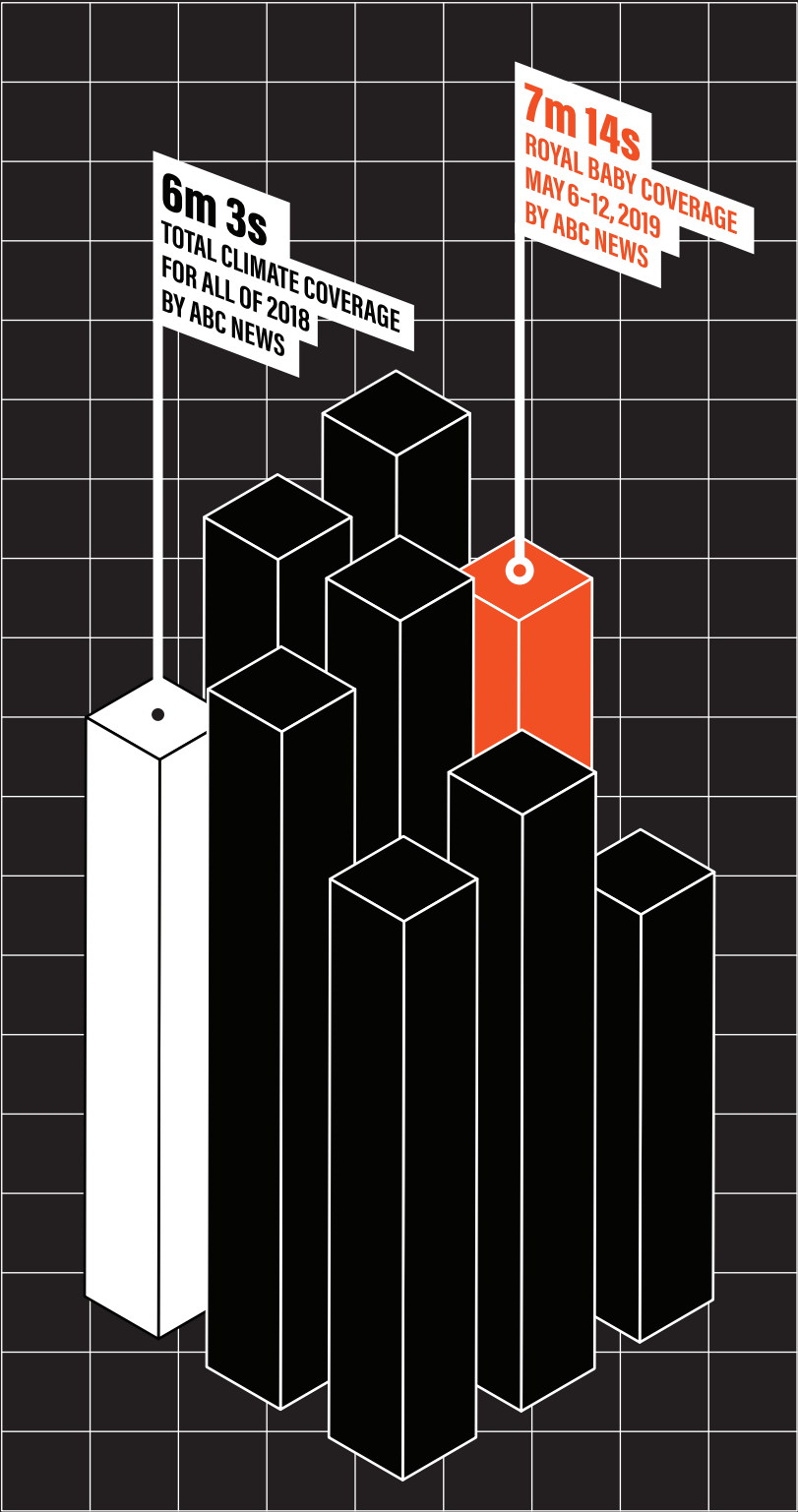
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The royal baby was born the same day the IPCC report on the climate crisis was released. The report paints a bleak picture of the world that child will live in: sunken cities, mass human migration, global famine, epidemics and species extinction. We, the media, covered his birth. We didn't cover the report.

**BROADCAST TV NEWS COVERAGE OF CLIMATE ISSUES  
AND EXTINCTION VS. ROYAL BABY**



28/50

OF THE BIGGEST NEWSPAPERS  
IN THE UNITED STATES DIDN'T  
TELL THEIR READERS ABOUT  
THE IPCC REPORT.

Sources: Media Matters for America

ACTION

ACTION

ACTION

ACTION

ACTION

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ACTION



# We, the media, can do justice to the climate story at this decisive, historic moment.

But we need the participation and energy of as many journalists and news outlets as possible. Here's what you can do:

- Increase the amount and the visibility of climate coverage.
- Cover the solutions to the crisis, like advances in solar, wind and energy efficiency.
- Make it clear that the climate crisis isn't just one more story, but the overriding story of everything.
- Use pointed language that conveys urgency. For example, *The Guardian* now uses "climate crisis, emergency or breakdown" instead of "climate change," and "global heating" instead of "global warming."

To get involved, email [coveringclimatenow@cjr.com](mailto:coveringclimatenow@cjr.com)

***Deere Says Trouble on the Farm  
Caused by Climate Crisis, Trade Wars  
Will Drag on Profits, Sales***

***Ritz-Carlton Miami Beach offers \$2  
million residences. But property values to  
plummet as sea levels rise***

MEGHA

DUCHI

*Prince Archie Is B  
By 11th Birthday,  
Will Be 6 Degrees*

GIVES

TO ABC

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*orn;*  
*London*  
*Hotter*  
SEX,  
BIRTH  
OY

Can we get this story right?

Can we tell it whole?

Can we connect the dots  
and inspire people with  
the possibility of change?

What's journalism for,  
except to awaken the world  
to the catastrophe looming  
ahead of it?

*—Bill Moyers*

#coveringclimatenow