Media Training for Climate Health Professionals

Expand your communication skills + maximize your impact!

Wednesday, Nov. 18 | 3:00 - 4:30 PM ET
Introduction and Welcome
Media Training

1. Why media is important
2. How to generate earned media
3. How to prepare for an interview
4. Key message review
5. Panel discussion
6. Audience Q&A
Sarah Spengeman

Deputy Communications Director
Energy Innovation
@sspengem
Why Media?

1. Health is an effective message
2. You are trusted messenger
3. Adds credibility + positive cycle
4. Influence decisions
Why Media

Media frames an issue for the public
Why Media

Health is an effective frame
- it’s affecting my health
- it’s impacting my health and the health of the people I care about now
- there are practical solutions that bring immediate benefits
# America's Most & Least Trusted Professions

Rating of selected U.S. professions in terms of honesty and ethical standards in 2018

<table>
<thead>
<tr>
<th>Profession</th>
<th>Low/Very low</th>
<th>Very high/High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurses</td>
<td>2%</td>
<td>84%</td>
</tr>
<tr>
<td>Medical doctors</td>
<td>8%</td>
<td>67%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>5%</td>
<td>66%</td>
</tr>
<tr>
<td>High school teachers</td>
<td>10%</td>
<td>60%</td>
</tr>
<tr>
<td>Police officers</td>
<td>13%</td>
<td>54%</td>
</tr>
<tr>
<td>Accountants</td>
<td>7%</td>
<td>42%</td>
</tr>
<tr>
<td>Clergy</td>
<td>15%</td>
<td>37%</td>
</tr>
<tr>
<td>Journalists</td>
<td>34%</td>
<td>33%</td>
</tr>
<tr>
<td>Building contractors</td>
<td>20%</td>
<td>29%</td>
</tr>
<tr>
<td>Bankers</td>
<td>21%</td>
<td>27%</td>
</tr>
<tr>
<td>Real estate agents</td>
<td>19%</td>
<td>25%</td>
</tr>
<tr>
<td>Lawyers</td>
<td>28%</td>
<td>19%</td>
</tr>
<tr>
<td>Business executives</td>
<td>32%</td>
<td>17%</td>
</tr>
<tr>
<td>Car salespeople</td>
<td>44%</td>
<td>8%</td>
</tr>
<tr>
<td>Members of Congress</td>
<td>58%</td>
<td>8%</td>
</tr>
</tbody>
</table>

n=1,025 U.S. adults

Source: Gallup
Why Media

Builds credibility

Coverage generates coverage

FCCA In The News

Point of View: Stop the burn of pre-harvesting sugarcane
8/19/2020 | Palm Beach Post | Dr. Cheryl Holder & Dr. Carol Lindsey

‘It’s hell living there’: Texas inmates say they are battling COVID-
7/31/2020 | The Dallas Morning News | Lauren McGaughy

What Happens When A Pandemic Meets a Heat Wave
7/24/2020 | Bloomberg City Lab | Linda Poon

Florida Moves Ahead With More Electric-Vehicle Plans: Will Inves-
7/20/2020 | WUFT | Marlowe Starling

For Poor In America, Sanitary Sewage Disposal Can Be A Challen-
7/20/2020 | WUFT - Environment, Fresh Take Florida | Marlowe Starlin

Paradise for Mold: A lesser-known consequence of a warmer, we-
7/1/2020 | WUFT - The Human Hazard Series | Noora Al-Raith

Reopening our communities safely amid pandemic
4/29/2020 | The Miami Times | Dr. Phyllis Rhymes-Johnson

Trees are good for our health. Miami needs a lot more of them
4/23/2020 | The Miami Herald | Erin N. Marcus

IMMEDIATE ACTIONS NEEDED TO PROTECT BLACK FLORIDANS
4/17/2020 | The Florida Courier | Dr. Stephanie Talton-Wallace & 1

Are humans to blame for the coronavirus? How deforestation giv-
4/9/2020 | NBC News

Many residents in African-American communities are more vul-
4/6/2020 | The Miami Herald | Dr. Cheryl Holder

The doctors of tomorrow are concerned about the environmental
3/2/2020 | The Inquiring Sea

Not to Ruin the Super Bowl, but the Sea Is Consuming Miami
1/31/2020 | Wired | Matt Simon

NBC Florida Climate Check Special 2019
12/25/2019 | NBC Florida Sports & Original Content

The rising health threats of a hot planet
10/8/2019 | AMC News | Dr. Beth Howard

We are working to help our leaders and the public understand that climate change is a health emergency, and that urgent climate action will protect health.

Hear our members speaking out:

- It’s time to wake up to the threat of climate change, and to act by Dr. Sarah Howard, MD, American Academy of Pediatrics “Voiced” Blog, September 2020
- Wildfires, climate change and the air we breathe by Dr. Christina James and AMWA, JACC, September 2020
- It’s climate change that keeps this East Bay doctor up at night by Dr. Amanda McLellan, East Bay Times, September 2019
- Climate Anxiety from an Early Career Psychologist’s Perspective by Dr. Chelsea Vossel, Psychology Today, September 2019 and Change 10
- Wildfire smoke adds to toxic emissions hit Brevard residents already suffering with tuberculosis by Dr. Amanda McLellan interviewed on WMFE, September 2019
- Climate change is a public health crisis put on your watch list by Dr. Amanda McLellan Medical Society Consortium On Climate And Health “Members in Action” Blog, September 2019
- Climate change, coronaviruses, and a green new deal for public health, featuring Dr. Linda Rudolph, Dr. Ashley McCue and Sarah Schaefer, MD and Medical Student, Sunrise Bay Radio, August 2019
- In California, you can drill for oil, next to a home, activists hope to change that Los Angeles Times, August 2018
- Missing the point on OSU’s efforts to go all-electric to fight climate change, guest commentary by Dr. Amanda McLellan, Calmatters, August 2018
- Our opportunity to practice good medicine, climate, COVID, and safe elections, grand Rounds at Kaiser San Rafael by Dr. Ashley McCue, June 2020
- Demystifying morbid obesity from Stanford on Fox11 Orlando, Op-Ed by Dr. Amanda McLellan and Dr. Marbach, Mercury News, June 2020
- Divide you disrupt draft should have climate change brought by children, Op-Ed by Dr. Ashley McCue, Orlando Sentinel, June 2020
- Brightwater oil drilling threatens children’s health, climate, Op-Ed by Dr. Jeff Marks and Dr. Amanda McLellan, May 2020
- Congress needs to step up on climate emergency, Op-Ed by Dr. Amanda McLellan, Orlando Sentinel, February 2020
- Climate change is already affecting your health, Op-Ed by Dr. Ashley McCue and Dr. Amanda McLellan, Sun Sentinel, Palm Beach Post, October 2019
- In solidarity with youth climate strike, medical students take action, Op-Ed by Sarah Vossel, Sympathy, October 2019
- KPR radio interview with Glenn Biggins (Start listening: 0:51 minute mark)
- Dr. Ashley McCue speaks on the podcast, Climate Posse wrapped!
Why Media

Influences decisions

CBS NEWS POLL

CLIMATE CHANGE IS A...
(AMONG AMERICANS)

CRISIS  28%
SERIOUS PROBLEM  36%
MINOR PROBLEM  20%
NOT A PROBLEM  16%

MARGIN OF ERROR: 2.2 PTS
How to Generate Press

1. Newsworthy events
2. Relationships
3. Raise your profile
How to Generate Press

1. Newsworthy events
   - petition delivery
   - lobby days
   - protest/direct action
   - Research or report release
# Media Outreach Tools

<table>
<thead>
<tr>
<th>Media Advisory</th>
<th>Press Release/Briefing</th>
</tr>
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<tbody>
<tr>
<td>BEFORE</td>
<td>DAY OF</td>
</tr>
<tr>
<td>● What</td>
<td>● What is the news?</td>
</tr>
<tr>
<td>● When</td>
<td>● Statements</td>
</tr>
<tr>
<td>● Where</td>
<td>● Quotes</td>
</tr>
<tr>
<td>● Who</td>
<td>● Narrative</td>
</tr>
<tr>
<td>● Why</td>
<td>● background data/facts</td>
</tr>
</tbody>
</table>
News Hooks

- Attention grabber - why cover this topic? why now?
  - Is it timely? (Is there a hurricane? wildfire?)
  - Is it local? (What is happening right now in your market? How do you connect that back to climate and health?)
  - Is is a fresh perspective/new angle?
  - Is it first or best?
  - Is it controversial?
How to generate press

2. Relationships

- build relationships with reporters
- social media
- build relationships with partners and allies/join coalitions
- personalized direct pitching
Media Lists

- Read the papers and listen/watch the outlets you care about.
- Pay attention - who is writing about climate/health/environment/clean energy?
- Make your own list in Excel.
  - Outlet, Name, Title, Email, Phone, Pitch Notes (previous stories)
- Email the reporter - thank them, compliment their story, mention your area of expertise. Offer to serve as a resource/expert.
- Set up phone introductions for your group
Pitching

- Attention grabbing subject line
- Write your pitch points out – frame the story
  - Paint the picture – tell the story
  - Tie your pitch back to something already in the news
  - Keep it brief

- Short email - no attachments. All text in the body of the email.

- Follow-up, Follow-up, Follow-up
3. Raise your profile

- get active on social
- website with media hits/media inquiry email
- statements
- write op-eds and LTEs
Op-Eds

- Showcase your expertise
- Demonstrates your unique perspective on the issue/topic
Melissa Baldwin

Founder
Chase Media Services, LLC

Director
Florida Clinicians for Climate Action
Do you feel like this?
When a reporter calls...

1. What is the deadline?
2. Who is the outlet? What is the story angle?
3. What is the reporter looking for (exactly?)
Preparing for your Interview
What to wear

NO!

YES!
Preparing for your Interview
What’s Behind You?

What does the room look like behind you?
Preparing for your Interview
What To Say

1. Repeat Key Messages
2. Use *stories* or *anecdotes*
3. Back up story with facts
4. Make a call to action
**Key Messages**

**Problem:** Climate change is harming our health right now.
- Everyone is at risk, but some are more vulnerable than others.
- If we don’t reduce pollution, these health threats will increase.

**Solution:** The good news is climate solutions are health solutions.
- Removing pollution from our air and water will improve our health.
- Clean energy technologies will create jobs, and save lives.

**What you can do:** That’s why so many Americans’ support a rapid transition to clean energy for our health.
- Most Americans agree we need clean air and clean water.
- That’s why we need our lawmakers to support the transition away from polluting fuels to cleaner forms of energy.
Tested Messages - A Winning Combination

**IMPACTS:** Climate change reduces air quality by increasing smog, wildfires, pollen, and mold. This can lead to lung infections, asthma and allergy attacks, bronchitis, chest pain, and even death.

**SOLUTIONS:** Using cleaner forms of energy such as solar and wind power in homes, schools and businesses will give us clean air and water, and reduce the pollution that causes climate change.

**SOCIAL NORMS:** Most Americans agree that we want healthy communities and a healthy climate, and many of us are taking action.

>>> Insert your Call to Action Here
Medical Professionals Call for Action on Climate Change

Children, seniors and people living with disabilities are at high risk from air pollution that contributes to climate change. (sotiko14/Adobe Stock)

October 29, 2020

HARRISBURG, Pa. – More than 4,300 doctors, nurses and medical students have signed on to a letter warning that climate change is a clear and present danger to public health, and calling on elected leaders for action.
TV vs. Print vs. Radio

What do they have in common:

● “Personification” find a real person who is experiencing the problem you are talking about, or benefiting from the solution

What’s different:

● TV needs **visuals** - something to point the camera at - more than a talking head, movement, action. (B-roll)
● Radio offers opportunity for thoughtful conversation. Less visual.
● Print can be most-in depth, but print reporters these days are pressed for time
Florida doctors warn of effects on health from climate change

Medical Residents Learn To Treat The Growing Health Hazards Of Climate Change
Written by Martha Bebinger • Oct. 12, 2020

It was low tide on the north shore of Boston when Steve Kearns felt the mosquito bite that would land him in a hospital with West Nile Virus disease for a week.

“For at least six months after that, I felt like every five minutes I was being run over by a truck,” Kearns says. “I couldn’t work, I couldn’t walk very well and I couldn’t focus. I wondered for a bit if I’d ever get better.”
Anecdotes & Metaphors

**Anecdote Example:**

Dr. Cheryl Holder’s patient, Anna Mae, an elderly woman with COPD and Asthma who couldn’t afford her light bill, and needed a refill on her prescription.

**Analogy Example:**

Marshall Shepherd: “There's also amazingly warm sea surface temperatures and ocean heat content. And as I often say, that's the fuel supply. That's the gasoline for hurricanes. And right now, they're running on 93 octane, not 87.”
Preparing for your Interview
What to do -- Tips & Tricks

2. Repeat key messages, early and often.
3. Smile, look at the person interviewing you.
Pace Yourself

- Take your time answering
- Ask for clarification if you don’t understand the question
- Pace your speech
- Use your natural voice
- Punch certain words
Keep It Simple

Don't use a five-dollar word when a fifty-cent word will do.

~ Mark Twain
Illustrate Your Stats

This:

The biggest farms in Iowa are around 30,000 acres.

Or this:

30,000 acres is *twice* the size of the entire island of Manhattan!
Bridge
- That’s a great question, but
- You bring up a good point, but...
- I’m glad you said that, here’s what...
- I haven’t seen that in my work, but what I do know is...

Flag
- What we want people to know is that...
- One of the things we found interesting was...
- I want to point out that...
- The real question here is...
- The heart of the matter is that...
- The thing I want you to remember is...
Follow-up After the interview

Before story is published:
● Email after interview, to provide supporting materials, if discussed, or requested.
● If you’re worried about how you will be quoted - you can ask the reporter to call you to fact-check/verify quotes

After story is published:
○ **Thank** the reporter
○ Collect and catalogue your media coverage.
○ **Share** your story on social media.
In Closing:

• You’re the expert. Speak with confidence.
• Stick to your talking points and repeat them.
• It’s okay to take a breath and collect your thoughts.
• It’s OK to ask for another take.
• Critique your performance and share your experience with your colleagues.
• Practice makes perfect
Panel Discussion

Kate Stein
London School of Economics
Former Reporter, NPR WLRN

Ari Bernstein, MD, MPH
Harvard C-CHANGE

Amanda Millstein, MD
Climate Health Now

Neelu Tummala, MD
Virginia Clinicians for Climate Action
Thank You

https://www.ClimateHealthNow.org/

www.ms2ch.org

www.FloridaClinicians.org

https://EnergyInnovation.org/