
Communicating Beyond the Choir: Impacting Policy, Press and Public



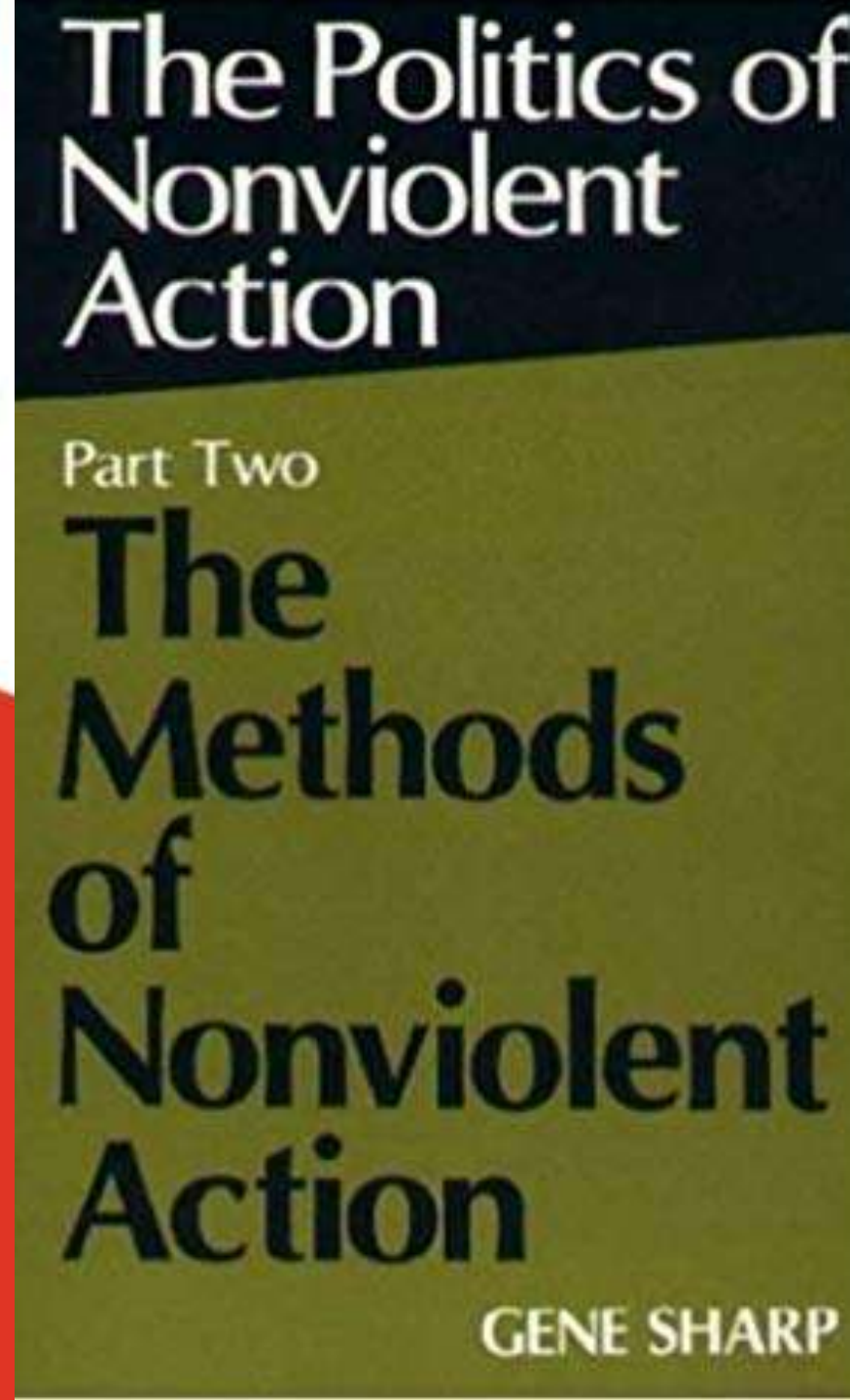
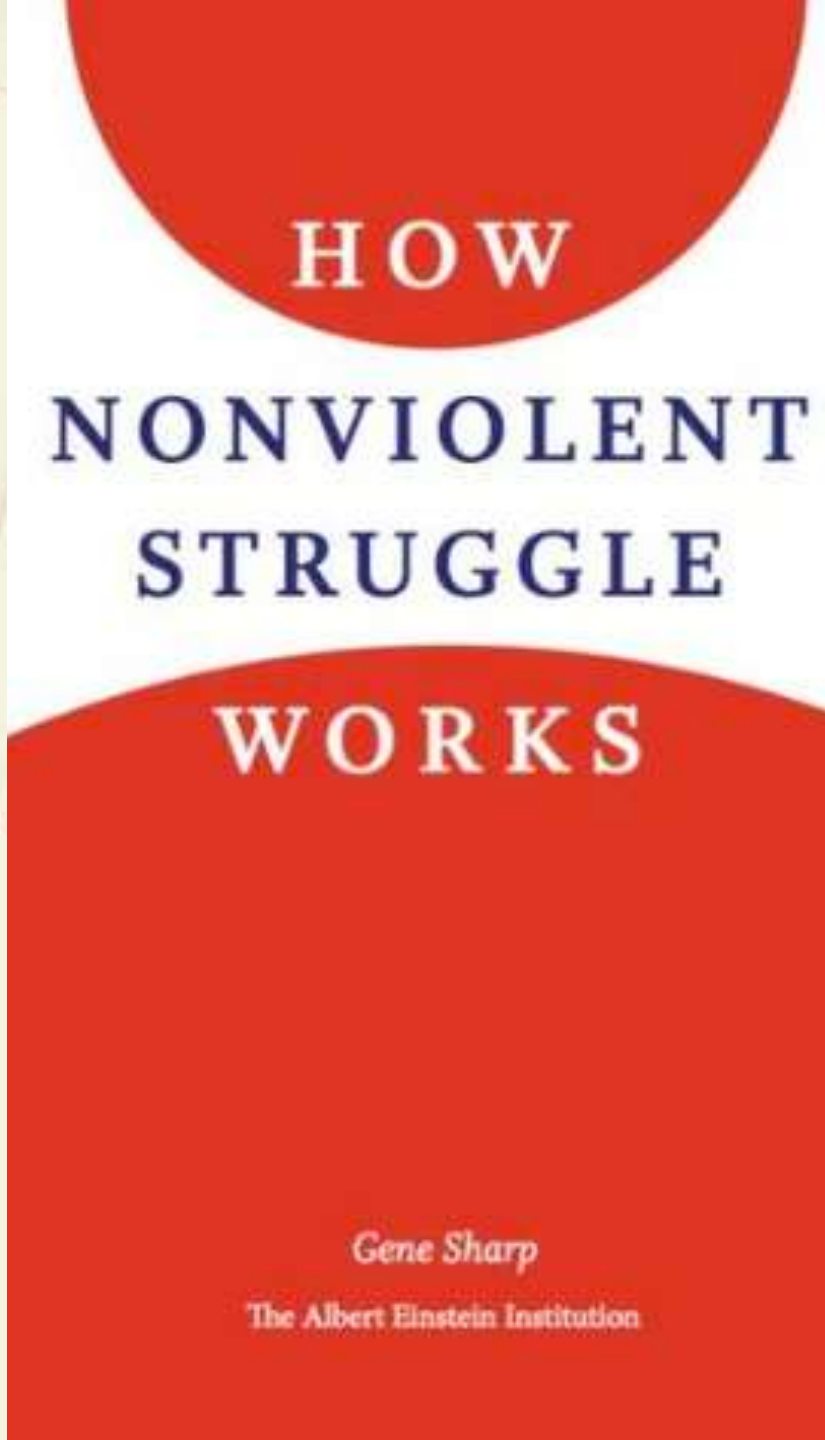
“

Only mass
social
movements
can save us.

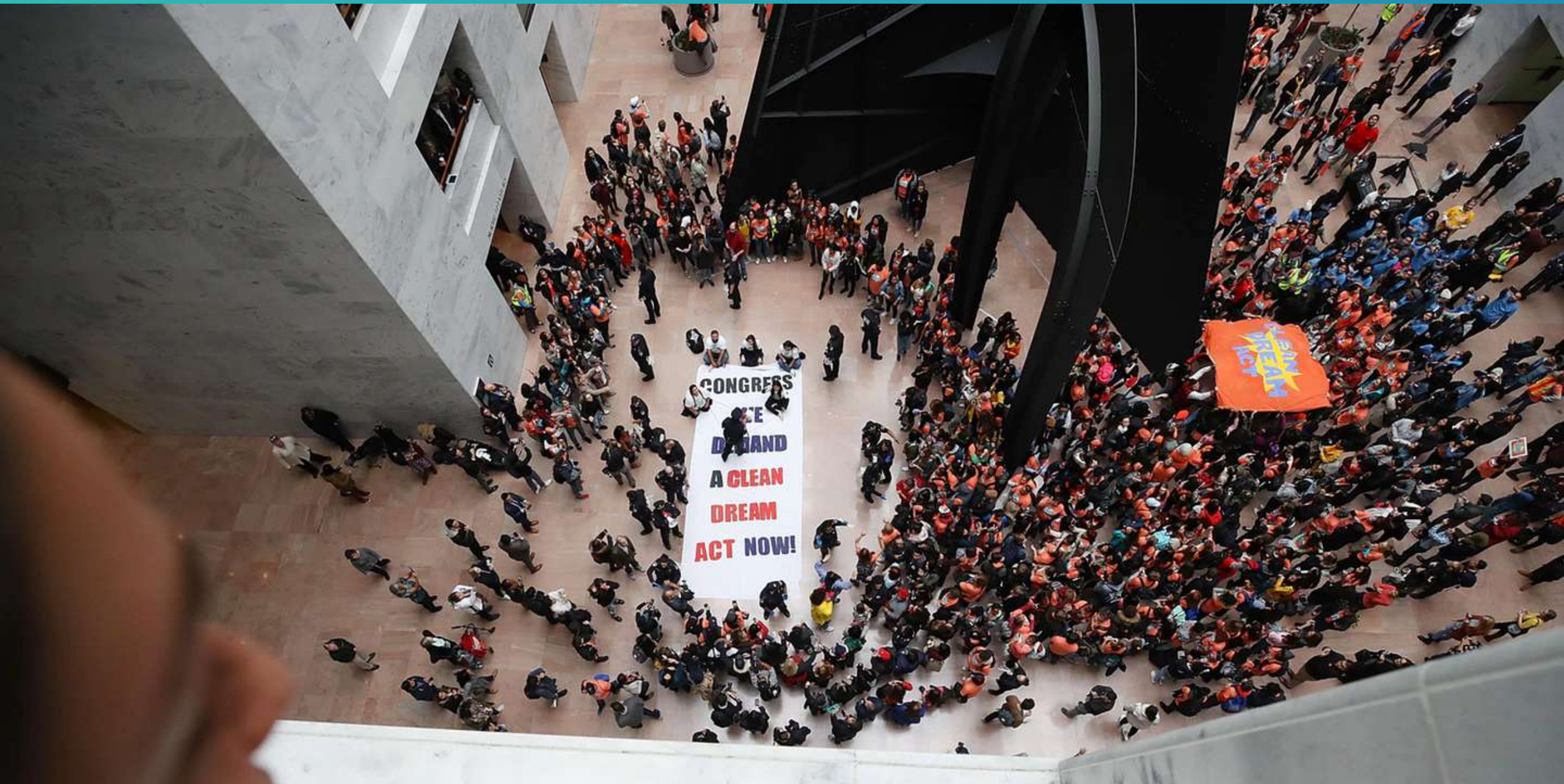
- Naomi Klein

”















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WELCOME
TO THE COUNTRY?

**STILL
NO ARRESTS?**



Boehner: Public health option as unpopular as a 'garlic milkshake'

BY MOLLY HOOPER - 10/01/09 04:24 PM EDT

18 COMMENTS

0 SHARES

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 TWEET





Just In...

REPUBLICAN LEADER · JOHN A. BOEHNER





Just In...

Honda delivering garlic to Boehner after 'milkshake' joke

BY MICHAEL O'BRIEN - 10/02/09 02:34 PM EDT

5 COMMENTS

0 SHARES



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TWEET



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FROM THE ARCHIVES

New Year's Eve noshing: 25 easy-to-make dishes

December 29, 2011

Congressman makes a stink about colleague's garlic remark

Michael M. Honda, who represents Gilroy, delivers a basket of garlic and a rebuttal ditty to John A. Boehner, who said a public option to private insurance would be as popular as a garlic milkshake.

October 03, 2009 | Richard Simon



WASHINGTON — To the congressman who represents Gilroy -- the nation's self-proclaimed garlic capital -- Rep. John A. Boehner's declaration earlier this week that a government-run health insurance program would be about as popular as a garlic milkshake, well, it stinks.

Democratic Rep. Michael M. Honda on Friday delivered a basket of the stinking rose to the Ohio Republican's Capitol office, while praising the health benefits of garlic and citing public support for a public alternative to private insurance.

"Two things make for a strong healthy heart. Gilroy garlic, for one, a good start," Honda wrote Boehner in a ditty. "Public option? Also high, In the America eye, 65 percent n'er want it to part."

Called for comment, Brian M. Bowe, executive director of the Gilroy Garlic Festival Assn., added, "I don't know that you can get a garlic milkshake here in Gilroy, but I'd be happy to invite John Boehner to next year's Gilroy Garlic Festival and serve him some garlic ice cream. It's delicious, and I have no doubt that a little extra garlic would do wonders for his health."



Dr. Martin Luther King, Jr. Right: Jeh C. Johnson

Obama official: MLK would love our wars!

A top Pentagon official says the antiwar civil rights leader would support the wars in Iraq and Afghanistan



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SCHOOL SHOOTINGS AND FILM SHOTS
DAVID JELINEK • JAMES STILLWAGGON

BIG MARIJUANA VS. CRAFT WEED
RYAN STOA

IT'S TIME FOR A NEW RECONSTRUCTION
K. SABEEL RAHMAN

TRACING MY AFRICAN AMERICAN GENEALOGY
KENYATTA D. BERRY



POLITICS 01/19/2011 05:09 pm ET | Updated Dec 06, 2017

Lawmakers Press Pentagon Official On MLK War Claim



By Amanda Terkel



ELECTIONS HQ



CPC to Pentagon: Martin Luther King Jr. Opposed War



01/21/11

This letter was sent by Rep. Michael Honda (D-Calif.) and signed by 11 other members of Congress to Jeh Johnson, general counsel for the Department of Defense.

Dear Mr. Johnson,

[Contact CPC](#)

UNITED



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GATE

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MON MAY 11 2015

GATE MAY CHANGE





Michael Shank, Ph.D., Contributor

Adjunct Assistant Professor, NYU's Center for Global Affairs

Confronting Homeland Security's 'SSSS' Watch List

If you were to look at my past and present passports, you'd see a host of nations stamped on it that the White House has historically considered an adversary, an "axis of evil" state, or a security threat.

05/21/2015 11:30 am ET | Updated Dec 06, 2017





THE PATH TO PROSPERITY
**A RESPONSIBLE,
BALANCED BUDGET**

FISCAL YEAR 2014 BUDGET RESOLUTION
House Budget Committee
budget.house.gov

Abe Lincoln impersonator to teach kids about the budget

BY JUDY KURTZ - 06/18/13 01:54 PM EDT

3 COMMENTS

0 SHARES



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TWEET



Just In...

Sanders on 'alarming' climate change report: 'We've got to wake up and address these issues'

SUNDAY TALK SHOWS

— 7M 53S AGO

Fox's Pirro to Clinton on 2020: 'The only place that you need to run is back into the woods'

MEDIA — 8M 1S AGO

Steyer says he's undecided on running in 2020

SUNDAY TALK SHOWS

— 19M 51S AGO

It's not the first time Shank will be stepping into the role of the esteemed commander in chief. He used to play the president back in his home state of Ohio, and he also stepped into Lincoln's shoes for a House Appropriations subcommittee performance for kindergartners back in 2010.

He tells ITK since it's been a few years since he's done the Lincoln lesson for the elementary schoolers, he's always looking for new ways to engage and educate the youngsters: "I have to scratch my Lincolnian beard for more ideas."

Photo: Michael Shank as Lincoln.

Host Fruitful Reddit AMA

Gain new marketing benefits with 6 free tips on how to host a successful Reddit AMA

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Tom Williams

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A 'people's budget' that invests in jobs

By Raul M. Grijalva, Mike Honda and Lawrence Mishel, Special to CNN

April 14, 2011 7:13 a.m. EDT



Rep. Raul Grijalva, at the microphone, is joined by Rep. Mike Honda, on the left behind him, and Rep. Keith Ellison, to the right.

STORY HIGHLIGHTS

- Congressional Progressive Caucus, Economic Institute created "People's Budget"
- Authors: Creating jobs, protecting middle class, investing in growth are priorities
- Writers say budget would end the wars and cut spending by \$1.7 trillion over a decade
- Ends taxpayer subsidies to oil and gas companies, closes tax loopholes, they say

Editor's note: U.S. Rep. Raul M. Grijalva, D-Arizona, is co-chairman of the Congressional Progressive Caucus. U.S. Rep. Mike Honda, D-California, is a member of the U.S. House Budget Committee. Lawrence Mishel is president of the Economic Policy Institute.

(CNN) -- Despite a weak economic recovery and persistent, unacceptably high unemployment, Washington is prematurely pivoting from job creation to deficit reduction. Worse yet, many of the budget proposals flooding Washington are nothing but reverse Robin Hood plans to redistribute wealth from working families to the most privileged among us.

A budget plan that puts people first

By Mike Honda and Jeffrey D. Sachs, Special to CNN

May 23, 2011 11:03 a.m. EDT



Mike Honda

Editor's note: Rep. Mike Honda is a senior member of the House Budget and Appropriations Committee and a member of the Congressional Progressive Caucus. Jeffrey D. Sachs is director of the Earth Institute at Columbia University.

(CNN) -- Last week's collapse of the Senate's "Gang of Six" debt-reduction talks, and talk of a "Gang of Five," will deepen the public's distaste for the process and substance of the budget debates in Washington. Voters across the country resent being left out of these increasingly elite deliberations.

STORY HIGHLIGHTS

- The public is fed up with budget debates, say Mike Honda and Jeffrey D. Sachs
- Budget deal must be publicly debated and reflect America's true values, they say
- A proposal of the Congressional Progressive Caucus achieves this, say Honda and Sachs
- The People's Budget takes on corporations and excess spending, they say

As much as the politicians argue, they don't seem to hear the good sense of the American people. The many closed-door meetings in Washington to decide on America's future are filled, instead, with esoteric and magical formulas purporting to close the deficit.

One group wants budget "caps." Another wants "trigger clauses." A third wants simplistic rules. None of these will work. These are gimmicks, not governing. Governing is about making choices, setting priorities and following through.

RELATED TOPICS

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Governing is also about ensuring that the interests and values of American people are at the negotiating table. If not, any new deal will benefit only the rich and powerful, or will simply postpone any real decisions until after 2012. Either way, America would lose.

Our message is therefore clear: a budget deal needs to be publicly debated, and needs to reflect the true values and views of the American people.

One group in Congress gets this. The Congressional Progressive Caucus (CPC) has heard the message of the American people, who want to cut the deficit without cutting into America's future and without destroying America's sense of fairness.

IDEAS • CLIMATE

Bailing On the Paris Climate Deal Would Be a Huge Security Risk



By **REP. RAÚL GRIJALVA AND MICHAEL SHANK** June 1, 2017

IDEAS

U.S. Representative Grijalva (D-AZ) is a ranking member on the House Natural Resources Committee. Shank is an adjunct assistant professor at New York University's Center for Global Affairs.

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53°

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We're fiddling as the climate burns:

Michael Honda and Michael Shank

Published 11:21 a.m. ET April 19, 2016 | Updated 11:47 a.m.

The elites are aflutter about the climate crisis. Here's how to get more people alarmed and engaged.



(Photo: Giff Johnson, AFP)



The latest frightening climate study, predicting a [devastating rise in sea levels](#) in the lifetimes of babies born today, isn't generating the sense of urgency that it should. Many more people need to be alarmed and engaged, and there are ways to make that happen.

The rates of sea level rise have increased rapidly over the last century and are projected to consume many American cities' infrastructure by mid-century. We won't be able to adapt through engineering. Nor can we rely on the power of the Paris climate talks in December, particular policies in America, or the proof behind climate science and data.

International diplomats, government officials, Supreme Court justices and New York-based newspaper editorial boards are often the ones having these conversations. And it's often assumed that this will move the dial — that the fight is mostly about securing voluntary carbon-cutting contributions from each country, the Obama administration winning a court battle over its Clean Power Plan, or persuading the few remaining media holdouts to report accurately on climate science.

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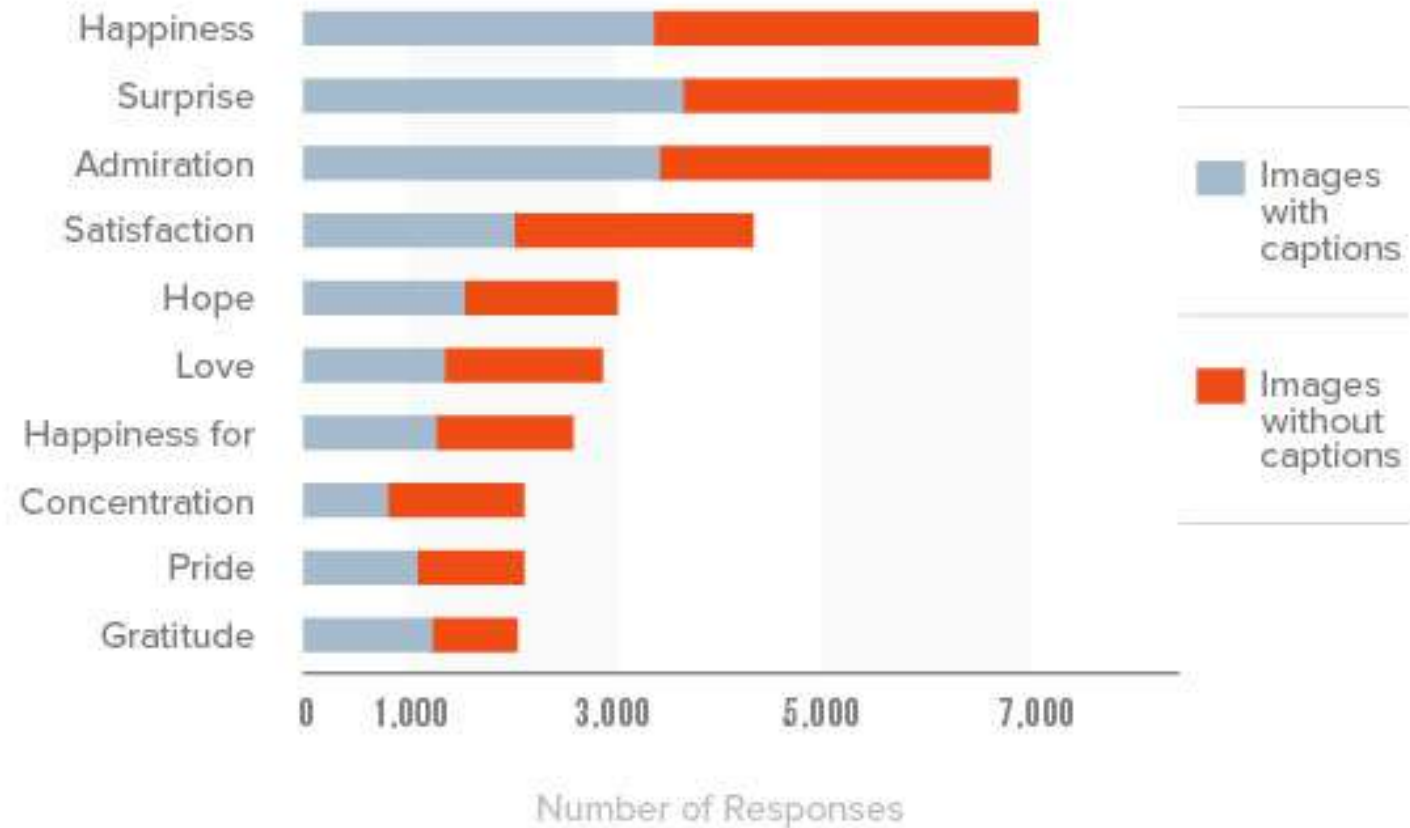


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Writing for the Media

TOP EMOTIONAL RESPONSES TO VIRAL IMAGES



8 Tips for Effective Tweets

1. Keep it Simple
2. Provide Direction
3. Tap into Key Moments
4. Use Hashtags Correctly
5. Humanize Your Voice
6. Listen to Understand
7. Use Creative Stopping Power
8. Evoke an Emotional Response



Katharine Hayhoe ✓

@KHayhoe Follows you

Not suspicious, just Canadian. Climate scientist, [@TTUCSC](#) director, poli sci prof, knitter, pastor's wife, mom. TIME100 + Fortune50. First in line for cloning.

📍 Texas Tech University

[katharinehayhoe.com](#)

📅 Joined April 2009

Tweet to

Message

👤 427 Followers you know



📷 1,366 Photos and videos



Katharine Hayhoe ✓

@KHayhoe

Following



We don't talk about it much: but we get this, every day. The last few days, I was told I'm c---, a liar, full of bs, and have a fake degree. [@coralsncaves](#) [@DrAndreaDutton](#) [@SarahEMyhre](#) and most other women have similar experiences. Yet still, we persevere.



HARASSMENT: 'Ugly fake scientist.' Women say sexist attacks on the rise

Female scientists say the harassment they're enduring from men is becoming more personal, increasingly sexist and less focused on their scientific conclusions.

[eenews.net](#)

2:01 PM - 21 Aug 2018

485 Retweets 1,067 Likes



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Richard Betts ✓ @richar...

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Ed Hawkins ✓ @ed_haw...

Follow



Dr. Sarah E. Myhre @Sar...

Follow



Find people you know

Import your contacts from Gmail

Connect other address books

Trends for you · Change

[#LouFest](#)

[#WednesdayWisdom](#)

50.3K Tweets

[#NationalCheesePizzaDay](#)

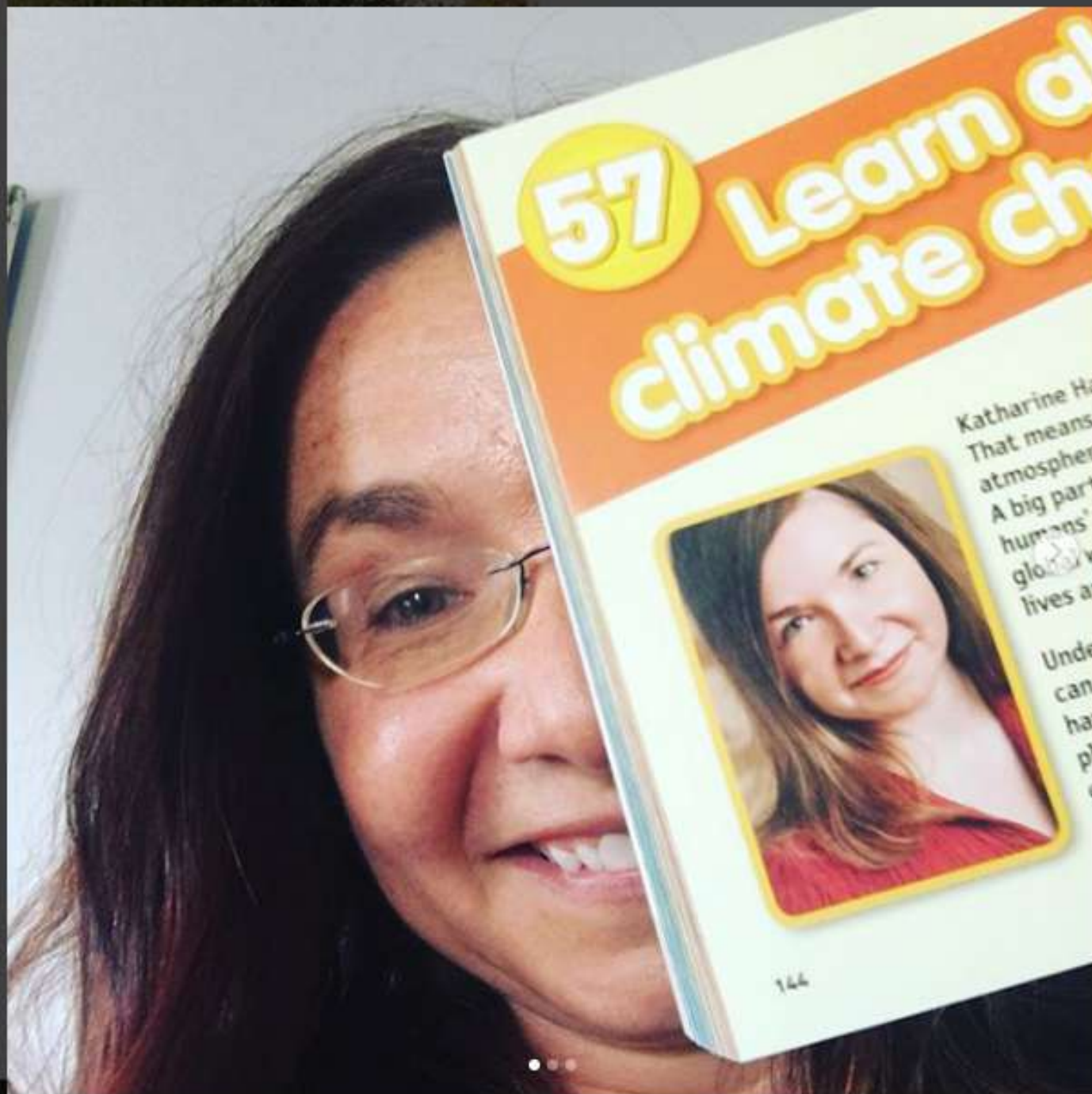
Vegan is Tweeting about this

[#CMWorld](#)

2,350 Tweets

[#BackToSchoolNYC](#)

[#DressUp](#)



katharinehayhoe • [Follow](#)

katharinehayhoe Look what arrived in the mail! The latest addition to @natgeo's awesome kid series is "100 Ways to Make the World a Better Place" and my favourites are, clearly, #57 and #64 :)

#science #kids #bethechange

kimcobb2 ❤️❤️❤️❤️❤️❤️ purchased.

azure0terra Fun!

kimcobb2 @kimcobb2 ok purchased x 5. Great donation to my kids classrooms! Endorsed by my heroine!

katharinehayhoe @kimcobb2 it is so refreshing to see accurate, hopeful materials we can share with their kids, isn't it?! Everyone needs one of these!

mrspoke can I triple like this?? :)

credfernjr This is why Time Magazine went ..



230 likes

AUGUST 13

[Log in to like or comment.](#)



Writing for the Media

- ✓ Follow the news on a daily basis
- ✓ Choose one argument, and then prove it
- ✓ Introduce your main argument immediately
- ✓ The “so what?” factor
- ✓ Offer specific recommendations
- ✓ The article should be 700-750 words





Writing for the Media

- ✓ Tell stories if possible
- ✓ Use short sentences and paragraphs
- ✓ Write in first or third person
- ✓ Remove climate/carbon jargon
- ✓ Be active not passive
- ✓ End strong

SENTENCE FLUENCY: **Vary Sentence Lengths**

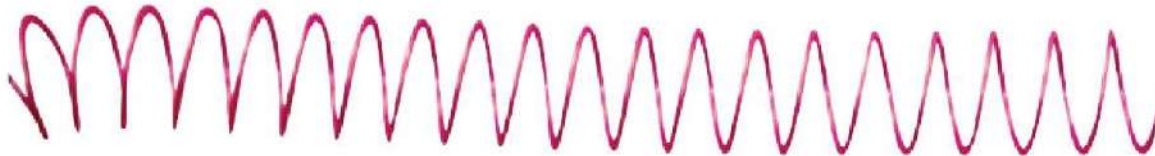
Short sentences
= 1-3 words



Medium sentences
= 4-9 words



Long sentences
= 10+ words



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A word cloud centered around the theme of carbon pricing. The words are arranged in a non-uniform, overlapping manner. The colors used include dark blue, orange, red, yellow, and teal. The sizes of the words vary, with 'carbon pricing' and 'policy' being the largest. The background is white, and the entire graphic is framed by a teal border on the left and right sides.

non-pricing
cost-effectiveness
carbon pricing
policy
climate policy
cap-and-trade
carbon leakage
fairness
social cost of carbon
output-based allocations
emissions
EITE
marginal abatement cost
carbon tax
complementary
Negative externalities

Writing for the Media

- ✓ Relax and have fun
- ✓ Final reminder:
 1. the op-ed should have a **single, clear argument** presented at top,
 2. the op-ed should have a **clear structure** to it, and
 3. the language should be **easy to understand and easily accessible.**



Table 1: Structure of an Op-Ed

Op-Ed Structure Review this structure as many times as needed	Example Outline Below is a sample op-ed structure
Main argument It is best to identify your main argument in the first or second paragraph of the op-ed	Sample main argument -We need to <u>‘get off gas’</u> -There’s <u>nothing ‘natural’</u> about it -Time to move <u>‘beyond gas’</u>
First supporting statement Statement supports the main argument	First supporting statement It’s <u>bad for the <i>environment</i></u> (e.g. carbon footprint)
Second supporting statement Statement supports the main argument	Second supporting statement It’s <u>bad for our <i>health</i></u> (e.g. health effects from fracking, pipelines, compressor stations)
Third supporting statement Statement supports the main argument	Third supporting statement It’s <u>bad for our <i>security</i></u> (e.g. explosive infrastructure posing security risk)
Specific recommendations/solutions Editors appreciate problem-solving, not just critique	Specific recommendations/solutions -“Bridge” fuel no longer needed -Technologically, we’ve arrived at destination (<u>100% renewable scale-up feasible</u>)
Strong ending The end should reinforce the main argument while moving us forward	Strong ending - <u>Reiterate main argument</u> (Ditch gas: it’s bad for people and planet; Switch now)

“

Practice,
Practice,
Practice.

- Anonymous

”



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Interviewing for the Media

**First, prepare 2-3 talking points
that clearly explain your city's climate
analysis and prescription.**





Second, deliver the 2-3 talking points in such a way that enables you to be asked back again to the television or radio station.







**Third, remember that the majority of all
communicated meaning is nonverbal
(between 65-93%, according to
communication theorists).**





Interviewing for the Media

- ✓ Develop 2-3 messages and talking points
- ✓ Watch the television show several times
- ✓ Know the exact format of the show
- ✓ Ask the producer or assistant as many questions as possible
- ✓ Rehearse the interview in advance
- ✓ Choose in-studio interviews over satellite interviews







Interviewing for the Media

- ✓ Remember the power of nonverbal communication
- ✓ Keep focused throughout the interview
- ✓ Talk to the host by name
- ✓ **Deliver your key messages immediately**
- ✓ Speak slowly and with tonal variety
- ✓ Stay collected throughout the entire interview



“

Rehearse,
Rehearse,
Rehearse.

- Anonymous

”





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Pitching the Media

The Prep

- Be creative.
 - Know a reporter's expertise.
 - Make the reporter look good.
 - Have a compelling subject line.
- Keep the pitch short, simple and tight.
- Send the media a story for which they are hungry.

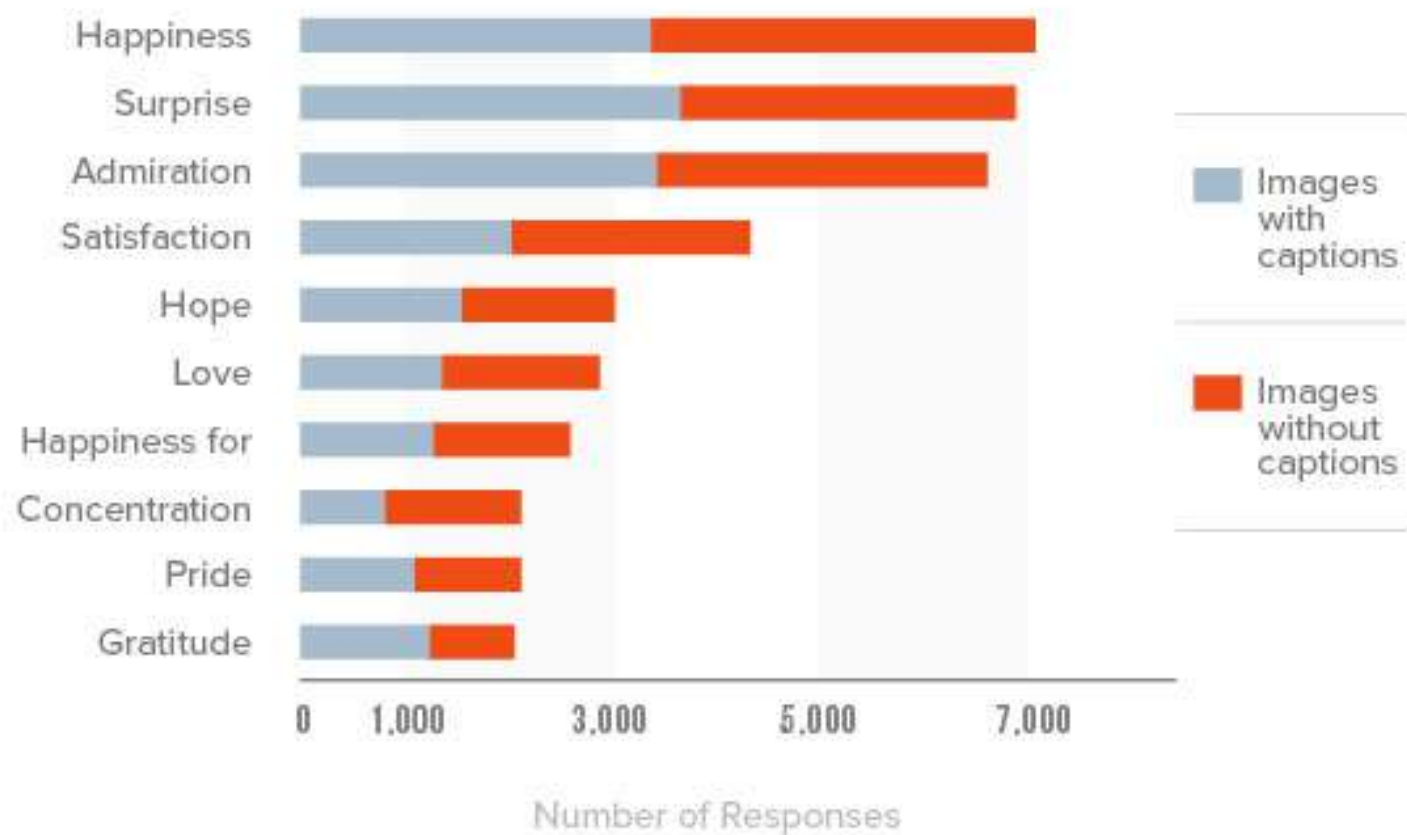


The Pitch

Who/What/Where/When/Why

- Go micro then macro
- Be helpful and friendly
- Be familiar to the reporter
- Be clear about the news hook
- Offer media access when possible
 - Know your media audience
 - Practice, practice, practice

TOP EMOTIONAL RESPONSES TO VIRAL IMAGES



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Commitments?



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Thank you!

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