

Working with Journalists
Coastal Climate Change Adaptation in the
Northeast: Lessons Learned

National Adaptation Forum
Denver Colorado

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Audiences

Local officials and citizens

Practitioners/Providers

Media



THE IDEAL COMMUNITY RELATIONS STRATEGY

- **GO DIRECT**
- **TO KEY PUBLICS**
- **VIA OPINION LEADERS**
- **USING MEMBERS OF THE COMMUNITY**

Media

- Journalists: newspapers, **trades**
- Thought leaders: Bloggers, Media entrepreneurs, Editors...

Journalists are people, too.

Multi-tasking.

Juggling deadlines.

Doing more with less.

Their bosses have high expectations.

How can we help them help us?

How can we help journalists help us?
Ask them!

Give them what they want

Don't give them what they *don't* want

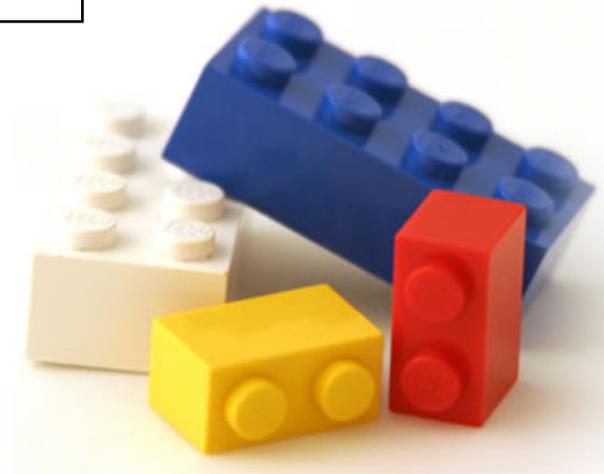
Understand what they are using and relying upon to develop a story

Know the limits of the web

What do journalists really want & need?



“Yes there’s been flooding,” says Portsmouth resident Barbara Renner, “but it’s never killed before.”



The press release is not dead, BUT...



91

percent
of journalists
use Google
to do their job

The press release is not dead, BUT...



64

percent
use
social
networks

The press release is not dead, BUT...



89

percent
use
blogs



COLLABORATIVE INSTITUTE FOR
OCEANS, CLIMATE AND SECURITY
UNIVERSITY OF MASSACHUSETTS BOSTON



Stories, and
the people
who tell them.



ART: Average Reading Time

Think like your reader

Average adult reads 200 words/minute

Source: The Poynter Institute

ART: Average Reading Time

How much **Time** do you expect a reader to spend reading your piece?



ART: Average Reading Time

If you think like your reader...



D	H	O	B	S	H	N	E	P	T	U	N	E	Y
U	E	J	I	H	U	N	Y	S	T	H	A	O	R
D	N	A	U	U	E	E	E	M	A	E	N	W	A
W	N	A	I	P	L	U	T	O	N	A	O	D	H
A	G	H	P	L	I	Z	O	O	E	R	U	S	U
R	D	E	I	H	C	T	M	N	W	T	N	S	H
F	H	Y	H	O	P	B	E	O	Q	H	I	U	E
R	A	C	O	E	A	A	R	R	T	E	O	A	E
U	S	A	T	U	R	N	C	P	L	A	N	E	T
R	T	A	E	H	F	T	U	E	U	L	E	E	E
I	E	U	C	U	F	A	R	O	V	C	E	I	O
A	R	F	A	I	R	A	Y	A	O	E	I	R	H
T	O	A	I	N	I	A	B	E	A	R	N	A	E
O	I	A	T	E	O	E	N	A	A	E	H	U	A
E	D	I	D	D	O	E	D	U	T	S	E	T	S
E	S	Z	E	E	H	O	P	H	S	L	U	M	S

VENUS
EARTH
MARS
CERES
ASTERIODS
JUPITER
SATURN
NEPTUNE
URANUS
PLUTO
DWARF
PLANET
MOON

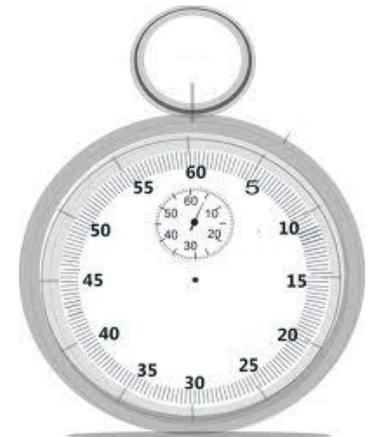
ART: Average Reading Time

If you think like your reader...



ART: Average Reading Time

If you think like your reader...



Acknowledge limits to the web

1. Half of all web users scan content instead of read
2. Visitors read only 20 percent of the words on a page



3. Visitors view most web pages for 20 seconds or less
4. Fewer than 1 in 10 page views extend beyond 2 minutes

Resources for the Over-worked Journalist

Background

**Climate
Science 101**

Impacts

**Local
Impacts**

Contacts

**Local
Experts**

**Local
citizens**

**Local
officials**

Content

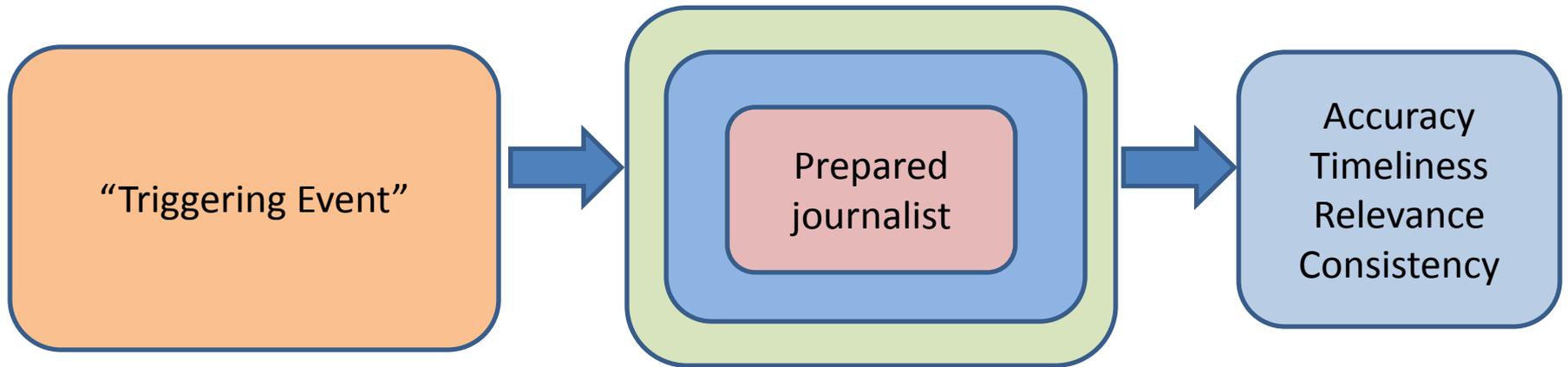
Maps

**Photos,
video**

Stories

**Agencies
and URLs**

Helping Journalists Help Us



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Thank you!

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My Field of View stephensonstrategic.com/blog/



An ounce of prevention is worth a pound of cure.



**A great empire,
like a great cake,
is most easily
diminished at
the edges.**



**Beer is proof
that God loves
us and wants us
to be happy.**