



# AMPLIFYING SUSTAINABILITY NEWS: LOCALLY AND BEYOND

Susan Haig - Kevin Englert - Brianna Baker

April 23, 2020



# Announcements

More info on each initiative can be found in the rotating images at [sustainablejersey.com](http://sustainablejersey.com)

- **Certification Timeline Changes**
  - **Municipal** – Samantha, [info@sustainablejersey.com](mailto:info@sustainablejersey.com)
  - **Schools** – Veronique, [lambertv@tcnj.edu](mailto:lambertv@tcnj.edu)
- **EDF Fellows: Free Technical Assistance for Energy Initiatives** – Nancy, [quirkn@tcnj.edu](mailto:quirkn@tcnj.edu)
- **Free Municipal Tech Coaching** – Lauren, [skowronl@tcnj.edu](mailto:skowronl@tcnj.edu)
- **Census Response** – Samantha, [info@sustainablejersey.com](mailto:info@sustainablejersey.com)



# Speakers



*Susan Haig*

CivicStory Founder & Creative Director



*Kevin Englert*

Project Director, NJ Sustainability Reporting Hub

Director of Video Strategy, Condé Nast



*Brianna Baker*

Reporter, Green Philly

Reporting Fellow, NJ Sustainability Reporting Hub



# Agenda

- **NJ Sustainability Reporting Project**
- **How to Get 'Sustainability News' in the News**
- **Best Practices for Getting Coverage**
- **Discussion: Question and Answer**



# NJ Sustainability Reporting Newsrooms, 2019

New Jersey Hills Media  
(15 Weekly Newspapers)

The Nubian News  
(Trenton)

Green Philly

The Bergen Record  
Northjersey.com

WBGO

The Village Green  
(Maplewood & South Orange)

The Press of  
Atlantic City

Cape May County Herald

**NJSR**  
hub





# NJ Sustainability Reporting Project

What and Why?

- Statewide media collaborative – 7 independent newsrooms hosting 7 reporting fellows – August 2019 through Jan 2020 (pilot phase)
- News and Info that fosters change and facilitates action are critical to resolving our planetary crisis





# Founding Partners

- CivicStory – 501 (c) (3) NJ nonprofit org and project lead (formerly NJ Arts News – renamed CivicStory in 2015)
- Center for Cooperative Media at Montclair State University (CCM)
- New Jersey Higher Education Partnership for Sustainability (NJHEPS)
- Alliance for New Jersey Environmental Education (ANJEE)





# NJ Sustainability Reporting Fellows Pilot Phase



@SJ\_Program | #NJSustainabilitySummit





# Project Nonprofit Affiliates

- Association of New Jersey Environmental Commissions (ANJEC)
- Camden County Municipal Utility Authority (CCMUA)
- Ironbound Community Corporation (ICC)
- New Jersey Future
- NJ Audubon
- PSEG Institute for Sustainability Studies at Montclair State University
- Sustainable Jersey
- Sustainable Princeton
- US Green Building Council – NJ Chapter (USGBC-NJ)

# How Reporting Fellowships Work

Reporting fellows selected by an advisory team, through application and interview process

- CivicStory raises funds; provides stipends of \$4,000 to participating newsrooms; newsrooms host a sustainability reporting fellow over a 6-month period
- Participating newsrooms commit to publish 10 to 12 print articles, or 5 to 8 video/audio stories over a 6-month period, and to share their stories on [www.SRHub.org](http://www.SRHub.org)
- Newsrooms have no obligation to publish each other's stories

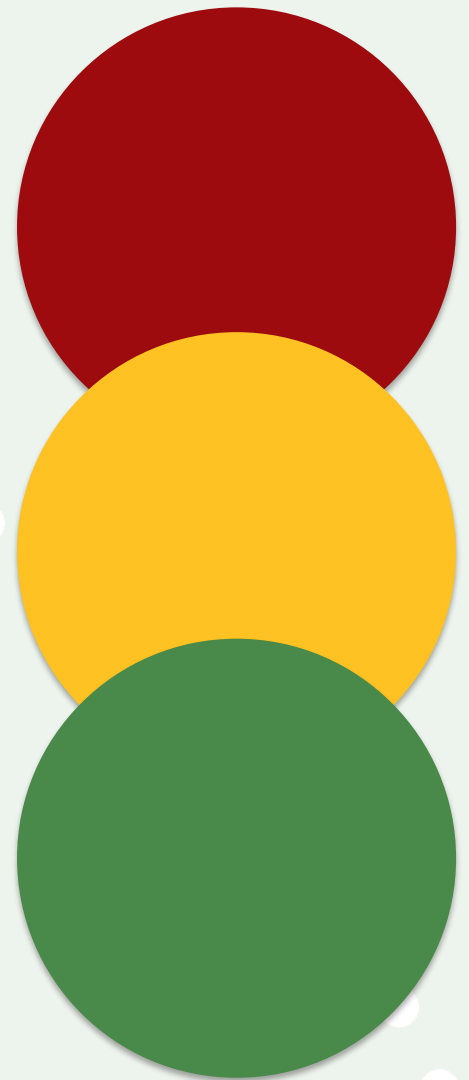
# What is Sustainability News?

- Newsworthy actions and initiatives around NJ that help accelerate transition from environmentally damaging path and ensure healthy environments for future generations
- Topics can include: food choice and waste reduction; water stewardship/storm-water management (green infrastructure); energy savings and renewables; water, soil, air quality remediation; composting; ecological regeneration (biodiversity); transportation; environmental justice issues/action; zero waste (refuse, reduce, reuse) strategies; etc.



## Short-term:

- Generate a critical volume of NJ-focused sustainability news that changes newsroom and public perceptions and “mainstreams” sustainability action and innovation
- Increase citizen engagement in pivoting to sustainability; deepen public and newsroom sense of the urgency of changing behaviors and habits
- Increase awareness of NJ nonprofits and higher education institutions as drivers of sustainability and best practices



## Longer Term:

- Public engagement with NJ Sustainability Reporting fellows and awareness of their journalistic work, training, and professional growth
- Behavior change by citizens of diverse backgrounds, ages, and ethnicities, that conserves precious resources and accelerates society's pivot to health and sustainability.
- Broader lexicon; deepen public understanding of causes of climate change (impacts), and multiple strategies to “flatten the curve” of greenhouse gases
- Vibrant, inclusive, communities: democratic vitality: “drawdown” of cumulative greenhouse gases (CO<sub>2</sub>, methane, nitrous oxide)



# Collaboration Goals

- Engage newsrooms and journalism programs in NJ and beyond in sustainability news
- Secure diversified funding for next phases of sustainability reporting fellowships (Sept. 2020 - Aug. 2021); reach goal of 220 stories
- Widen circle of dissemination partners to ensure broad reach of stories through social media, blogs, podcasts, newsletters
- Highlight sustainability reporting by students from NJ higher ed and high schools

Rising average temperatures, water, air and soil degradation, food waste, bio-diversity loss; these and other sustainability topics are the critical issues of our times.

How can we ensure NJ's efforts to reverse these trends and get the news coverage they deserve?



Best practices for getting coverage of your green team's accomplishments locally, state-wide and beyond.





# PROGRAM UNDERWRITERS



# SUMMIT SPONSORS

