

# CLIMATE COVERAGE

## HOW TO CONFRONT PUSHBACK IN NEWSROOMS

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We hear from TV reporters and producers that they want to cover climate change stories but face pushback from their higher-ups in the newsroom about the story not being visual or urgent enough, or climate change not getting good ratings.

When reporters do get stories assigned, many are oftentimes asked to get the “other side” of the story. But when it comes to climate change there are no two sides, there is only fiction vs lies. Climate deniers are pushing misinformation while climate change is based on well researched and documented scientific evidence. Journalists have a responsibility to debunk--not promote--the spread of misinformation.

What’s more important is that every major poll shows that **your audience wants more climate coverage**: According to a Pew Research Center report published in February of 2020 “for the first time in two decades of Pew research, environmental protection rivals the economy among the public’s top policy priorities.”

*In that poll, 64% say the environment should be a top priority, while nearly as many Americans say that about the economy or 67%.*

# DEBUNKING THE MYTHS

## THE CLIMATE IS ALWAYS CHANGING IT'S NATURAL!

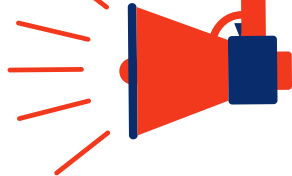
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This logic is deeply flawed in suggesting that only natural forces, not human behavior, have been the dominant cause of climate change. This is the (il)logical equivalent of saying that because people die naturally, there's no such thing as murder.

**Focus on the Facts:** Every single [National Academy of Science](#) agrees that humans are causing climate change and [the consensus](#) among scientists and the peer-reviewed literature is overwhelmingly strong.

**Call out the denier's hidden motives:** The common denominator among climate deniers is their ties to the fossil fuel industry. As this [Washington Post](#) article notes, there is ample evidence that the fossil fuel industry uses the media to sow doubt, spread misinformation, and spread denial among Americans about climate change.

**Remember these tactics are long documented.** [This report](#) by a group of experts from Harvard and George Mason Universities explains how the fossil fuel industry is copying the same strategy and old tactics the tobacco industry used decades ago to keep Americans in the dark about the dangers of smoking.



## MORE RESOURCES

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So you're interviewing a denier?

Debunking the Top 10 Climate Change Myths

Skeptical Science's Debunking Handbook

A great resource that can also be applied to any other form of disinformation



**Marlene Peralta**

Senior Broadcast Manager



Marlene Peralta leads Climate Nexus' Broadcast work. She was a former journalist with a master's in Broadcast Journalism from CUNY Craig Newmark Graduate School of Journalism. She has worked for CBS Radio, Newsday, El Diario, HITN TV, and others. Read her full bio [here](#).