



Communicating in Historic Times

Kristen Grimm

President, Spitfire Strategies

June 2020



What's at Play

Strong Sustained Push for Racial Justice and Dismantling White Supremacy

Global Pandemic

Economic Upheaval

Mercury in Retrograde (Kidding)

YES.

That may account for the weirdness ...

Mercury turns direct at 1:26AM PT (North America) on July 12, 2020

[Reddit](#) [Tweet](#) [Share](#) [Like 3.3K](#)

[Learn More About Mercury Turning Retrograde](#)

Photo Credit: NASA - <https://www.nasa.gov/feature/the-incredible-shrinking-mercury-is-active-after-all>

Psst .. for you grammar nerds [IsMercuryRetrograde.com](#) works too :)

[Contact Me](#)

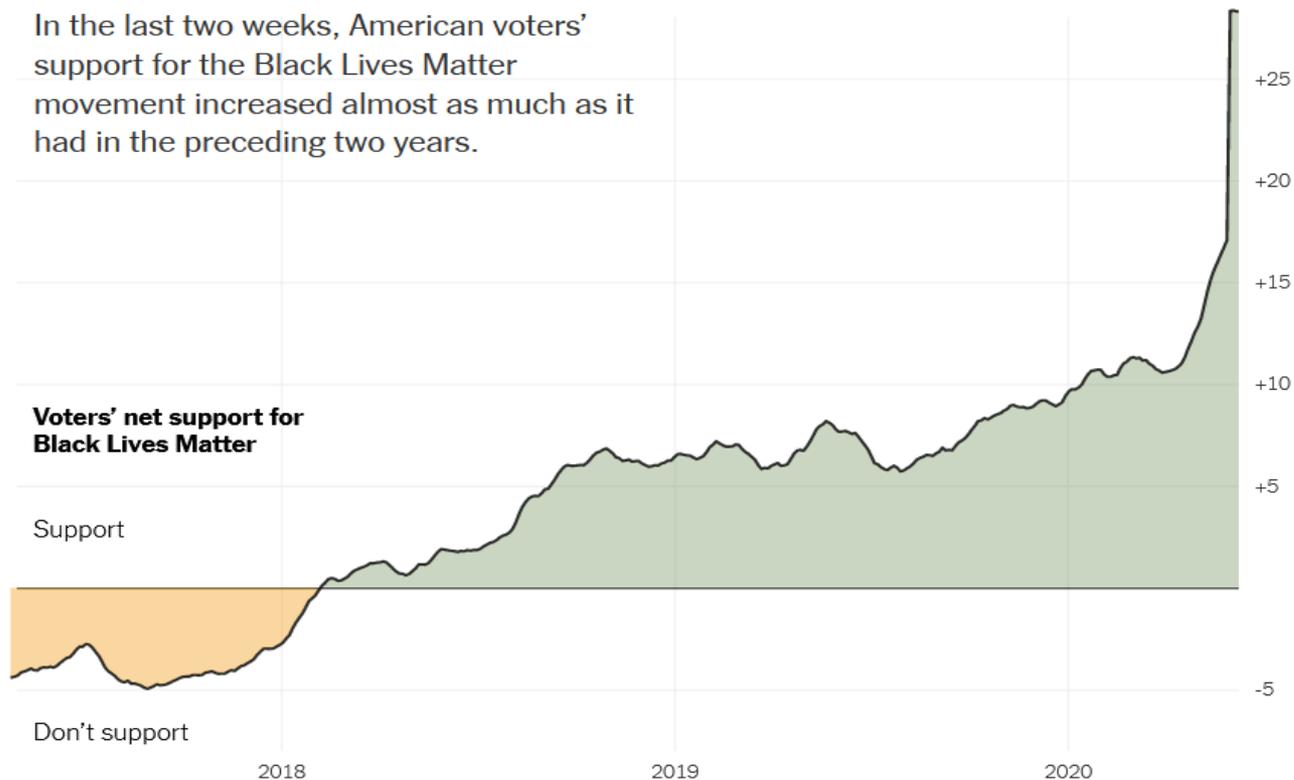
Where We Are

The New York Times

How Public Opinion Has Moved on Black Lives Matter

By Nate Cohn and Kevin Quealy June 10, 2020

In the last two weeks, American voters' support for the Black Lives Matter movement increased almost as much as it had in the preceding two years.



Change Dynamics to Note

Perception

What do people think they know?

Trust

Who do they trust?

Loss

What will they lose in the change?

Imagination

Imagining possibilities or mayhem

Perception

Scarcity or abundance

Future coming at you or walking into the future

Agency: can do something or not



Nat'l Cowboy Museum
@ncwhm



Hello, my name is Tim and I am the head of security for The Cowboy. I have been asked to take on the additional duty of social media management while the museum is closed. I'm new to this but excited. My team will also continue to protect and monitor the museum. Thanks, Tim Send



♥ 8,521 9:15 PM - Mar 17, 2020

💬 1,323 people are talking about this

Trust

Audubon

Take Action

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Renew

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News

Magazine

Birds

Get Outside

Conservation

About Us



Birding

It's Time to Build a Truly Inclusive Outdoors

As the nation continues to confront racism, the birding community must embrace difficult conversations.

Still, our efforts must continue—and white people must join. We are at the cusp of a turning point that embraces human diversity as joyfully as the diversity of feathered creatures. To get there, white people must value Black lives and hear our voices—and lean into uncomfortable conversations about racism and privilege that follow. The birding community must show that it is not neutral. Neutrality is dangerous, and this is our protest.



Corina Newsome is a biology graduate student at Georgia Southern University. She has worked in wildlife conservation for eight years, and is currently a field biologist studying the MacGillivray's Seaside Sparrow.

Loss

Cities and counties that can marshal their vacant properties stand to avoid the permanent scars of the recession.

They can also rebuild their communities fairly to benefit disadvantaged groups — and prevent the pandemic from exacerbating the social inequalities.

“Local officials own the problem, whether they own the property or not.”



A vacant home in the Roseland neighborhood of Chicago. Land banks have been a common technique for helping cities address abandoned properties. // Tim Boyle/Bloomberg

Can Land Banks Get Us Out of This Mess?

KRISTON CAPPS JUNE 15, 2020

A network of land banks in the U.S. could help prevent the long-term damage that some cities saw after the Great Recession, say bipartisan backers in Congress.

Imagination



The New York Times

What Would a World Without Prisons Look Like?

The architect Deanna Van Buren designs civic spaces that are healing alternatives to correctional facilities.

Connect the Dots

BRIEF

Blue Apron will make Election Day a paid day off



"Governor Votes Early" by Maryland GovPics/Jay Baker is licensed under CC BY 2.0

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@RyanTGolden

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Dive Brief:

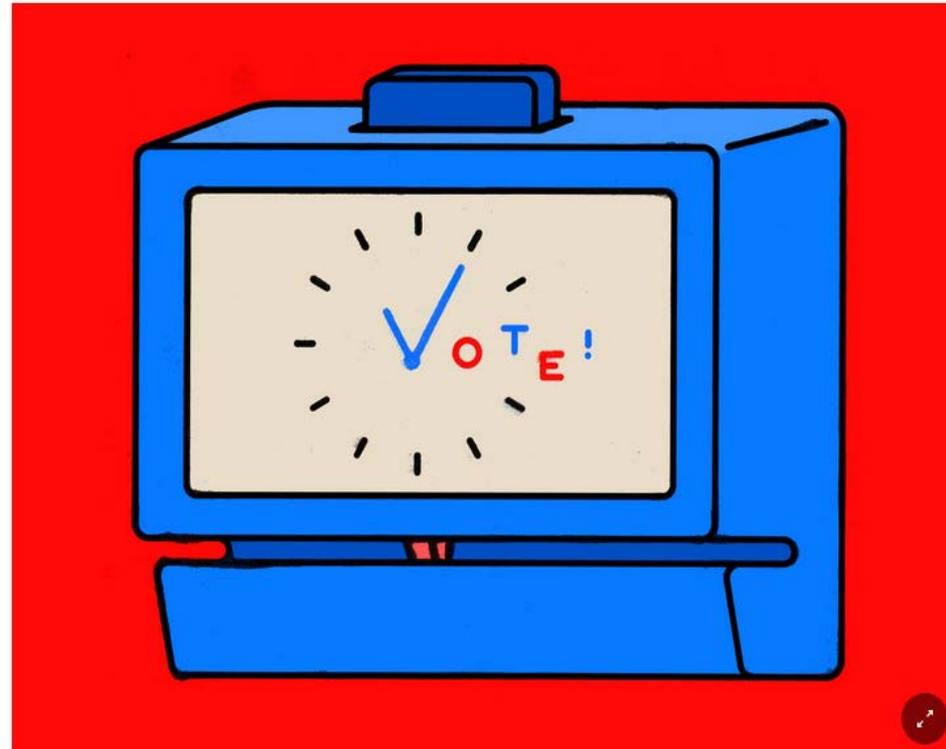
- Blue Apron will close all of its offices and fulfillment centers on Election Day and give employees a paid day off, a company spokesperson confirmed to HR Dive in an email.
- According to a statement from Linda Kozlowski, the company's CEO, Blue Apron will also establish on-site and electronic voter registration; support employees' efforts to participate in early voting and absentee voting; and subsidize transportation to and from polls.
- "We believe all of our employees should have the full opportunity to use their voice without having to make a choice between getting a paycheck and casting a vote," Kozlowski said. "These efforts are designed to do our part to remove barriers to voting and to ensure our employees have every opportunity to make their voices heard."

The New York Times

ECONOMIC VIEW

For Racial Justice, Employees Need Paid Hours Off for Voting

Corporate America can give real support by making it easy for workers to vote, an economist says.



Shape Narratives



What happened



What now

What next

Join a global movement to ensure publicly-funded diagnostic tools, treatment, and the COVID-19 vaccine will be sustainably priced, available to all and free at the point-of-delivery.

[Learn more...](#)

Show Emotional Range



Credit: Viralartproject.com

Signs and Symbols

Avoid saying:	Instead, say:
Mentally ill Lunatic Psycho Schizophrenic (Schizo)	“a person with ____” [a mental illness diagnosis]
Wacko Looney Mad Crazy Nuts	“a person is ____” [disoriented, depressed, delusional, paranoid, hallucinating, etc.]
Addict Abuser Alcoholic Dirty/Clean	“a person with a substance use disorder” “a person who has a/an ____ use disorder” [drugs, alcohol, etc.]

Messages That Reassure

#loveislouder
ACTION CENTER



The Jed Foundation



MESSAGING IDEAS & RECOMMENDATIONS

Note: Our medical advisors and leading sociologists are emphasizing the importance of the language we use, especially during this long period of physical distancing. Try to avoid words that make staying home feel depressing or scary like lockdown, isolation, alone, etc. It's important to understand the different terminology being used around "staying in" (shelter in place, quarantine, self-isolation). We've chosen to use the phrase "physical distancing" instead of "social distancing" since it's critical that people remain socially connected.

GENERAL MESSAGING:

- Right now, our jobs are to stay home and practice physical distancing while also keeping our minds and bodies healthy so we can prevent further strain on our medical system and stay strong for each other. Find tips, tools and resources in the @LoveisLouder Action Center at www.loveislouder.com. #loveislouder
- I'm joining @LoveisLouder in committing to take one action each day to stay calm, kind, active and connected, while I'm staying in and staying safe. Find tips, tools and resources to get started at www.loveislouder.com. How will you STAY today? #loveislouder
- If you're feeling overwhelmed, anxious, or disappointed during this time of uncertainty, that's totally normal...and you aren't alone. It's important we take care of ourselves and each other because stress and feelings of isolation can impact our immune systems. Find tips, tools and resources in the @LoveisLouder Action Center at www.loveislouder.com. #loveislouder



Messages That Clarify

We'd like to take a moment to reintroduce ourselves.

We started The Outbound Collective because the idea of the “great outdoors” could sometimes feel out-of-reach and intimidating, and we wanted to change that. Today, we are not only a vibrant adventure-seeking community, but also a movement that celebrates a more approachable outdoor & travel culture, and one that is rooted in inclusion, everyday exploration, and inspiration.

Where We Stand

Both of our founders are bi-racial. Building a more inclusive and culturally diverse outdoor and travel industry is a core purpose of our business. We unambiguously stand in solidarity with all Black, Indigenous, and People of Color (POC), and all those stepping up to fight against injustice and systemic racism.

If your reaction to this statement is to say “keep race out of my outdoor inspiration,” or “stick to sharing beautiful photos,” that's ok. You are welcome to find that inspiration elsewhere. There is no place for racism, bigotry, or any other form of hatred in this community. This is a home for everyone who celebrates our collective differences, who acknowledges that we need to support and care for each other, and who (also) loves outdoor adventures.

Messages That Motivate



<https://twitter.com/i/status/1244762897743351808>



What did that bring up for you?
Let's workshop.

Thank you



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Messages That Motivate

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BabyNames.com

Your #1 Source for Names & Meanings

Enter a Name



Advanced Search

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

Each one of these names was somebody's baby.

EMMETT TILL - ERIC GARNER - JOHN CRAWFORD III - MICHAEL BROWN - EZELL FORD - DANTE PARKER - MICHELLE CUSSEAU - LAQUAN MCDONALD - TANISHA ANDERSON - AKAI GURLEY - TAMIR RICE - RUMAIN BRISBON - JERAME REID - JOSEPH MANN - MATTHEW AJIBADE - JAMES N. POWELL JR. - FRANK SMART - NATASHA MCKENNA - TONY ROBINSON - ANTHONY HILL - MYA HALL - PHILLIP WHITE - ERIC HARRIS - WALTER SCOTT - WILLIAM CHAPMAN II - ALEXIA CHRISTIAN - BRENDON GLENN - VICTOR MANUEL LAROSA - JONATHAN SANDERS - FREDDIE CARLOS GRAY JR. - JOSEPH MANN - SALVADO ELLSWOOD - SANDRA BLAND - ALBERT JOSEPH DAVIS - DARRIUS STEWART - BILLY RAY DAVIS - SAMUEL DUBOSE - MICHAEL SABBIE - BRIAN KEITH DAY - CHRISTIAN TAYLOR - TROY ROBINSON - ASSHAMS PHAROAH MANLEY - FELIX KUMI - KEITH HARRISON MCLEOD - JUNIOR PROSPER - LAMONTEZ JONES - PATERSON BROWN - DOMINIC HUTCHINSON - ANTHONY ASHFORD - ALONZO SMITH - TYREE CRAWFORD - INDIA KAGER - LAVANTE BIGGS - MICHAEL LEE MARSHALL - JAMAR CLARK - RICHARD PERKINS - PHILLIP PANNELL - NATHANIEL HARRIS PICKETT - BENNI LEE TIGNOR - MIGUEL ESPINAL - MICHAEL NOEL - KEVIN MATTHEWS - BETTIE JONES - QUINTONIO LEGRIER - KEITH CHILDRESS JR. - JANET WILSON - RANDY NELSON - ANTRONIE SCOTT - WENDELL CELESTINE - DAVID JOSEPH - CALIN ROQUEMORE - DYZHAWN PERKINS - CHRISTOPHER DAVIS - MARCO LOUD - PETER GAINES - TORREY ROBINSON - DARIUS ROBINSON - KEVIN HICKS - MARY TRUXILLO - DEMARCUS SEMER - AMADOU DIALLO - WILLIE TILLMAN - TERRILL THOMAS - SYLVILLE SMITH - ALTON STERLING - PHILANDO CASTILE - TERENCE CRUTCHER - PAUL O'NEAL - ALTERIA WOODS - BOBBY RUSS - JORDAN EDWARDS - AARON BAILEY - RONELL FOSTER - STEPHON CLARK - ANTWON ROSE II - MALICE GREEN - AIYANA STANLEY JONES - BOTHAM JEAN - PAMELA TURNER - DOMINIQUE CLAYTON - ATATIANA JEFFERSON - CHRISTOPHER WHITFIELD - VICTOR WHITE III - CHRISTOPHER MCCORVEY - REGINALD DOUCET JR. - DANROY "DJ" HENRY JR. - ERIC REASON - KORRYN GAINES - REKIA BOYD - KIONTE SPENCER - DARIUS TARVER - MANUEL ELLIS - VICTOR DUFFY JR. - KOBE DIMOCK-HEISLER - COREY JONES - TYRE KING - MICHAEL LORENZO DEAN - TRAYVON MARTIN - RENISHA MCBRIDE - OSCAR GRANT III - BREONNA TAYLOR - KALIEF BROWDER - DARRIEN HUNT - WILLIAM GREEN - AHMAUD ARBERY - TONY MCDADE - JAMEL FLOYD - GEORGE FLOYD

BabyNames.com stands in solidarity with the black community.

#blacklivesmatter

Baby Names and Meanings

Naming your baby is the most important choice you can make as an expecting or new parent. BabyNames.com has been a trusted source of names for over twenty years. Find out the name meanings for your entire family!



<https://people.com/human-interest/babynames-changes-homepage-killed-police-brutality/>

Messages That Motivate

Your Day at a Glance

ARIES

Demand justice for Breonna Taylor

TAURUS

Demand justice for Breonna Taylor

GEMINI

Demand justice for Breonna Taylor

CANCER

Demand justice for Breonna Taylor

LEO

Demand justice for Breonna Taylor

VIRGO

Demand justice for Breonna Taylor

LIBRA

Demand justice for Breonna Taylor

SCORPIO

Demand justice for Breonna Taylor

SAGITTARIUS

Demand justice for Breonna Taylor

CAPRICORN

Demand justice for Breonna Taylor

AQUARIUS

Demand justice for Breonna Taylor

PISCES

Demand justice for Breonna Taylor

naaee.org/eePRO



Select Language

OUR WORK

OUR PARTNERS

EEPRO

GET INVOLVED

ABOUT US



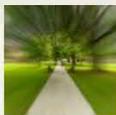
Monthly Webinar Series

Bringing new ideas and innovation to the field of EE



eeLEARN

A series of online learning modules exploring the foundations of environmental education



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Searchable directory of EE degree programs, institutions, and faculty

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BLOG

Let's Keep Learning from Each Other: Help GEEP Reach 100 Country Profiles!



1 like



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YOUTUBE STUDIO

Angela Park

- Worked in the White House in both terms of the Clinton administration
- Wrote: *Equity in Sustainability: A 2014 and Everybody's Movement: Environmental Justice and Climate Change 2009*
- Sought after trainer, facilitator, and speaker
- Co-founded and served as deputy director of the Environmental Leadership Program
- Advisor to the Kresge Foundation's Climate Resilience and Urban Opportunity Initiative.

1:14:10

eeWEBINARS: Centering Equity in EE's COVID Response with Angela Park

361 views • 3 weeks ago

Angela Park discusses ways to center equity in Environmental Education amid the response to COVID19.

CC

Aimee Nezhukumatathil

So lucky to have Aimee with us today!

1:22:12

Nature as Inspiration and Transformation: An Intro to Nature Poetry with Aimee Nezhukumatathil

325 views • 1 month ago

NAAEE eeWEBINARS - Nature as Inspiration and Transformation: An Intro to Nature Poetry with Aimee Nezhukumatathil.

CC

Dr. Drew Lanham

- The Home Place: Memoirs of a Colored Man's Love Affair with Nature (Milkweed 2016; Tantor Audio 2019), was awarded the Phillip Reed Memorial Award for Outstanding Writing on the Southern Environment in 2018.
- Lanham is poet laureate of his home place county of Edgefield, SC, and the author of Sparrow Envy – Poems.
- His essay "Forever" (Orion Magazine 2018), which laments

1:15:39

NAAEE eeWEBINARS: How do we find good in the bad times? Nurturing nature in the time of COVID!

480 views • 1 month ago

Listen to J. Drew Lanham, author, poet, and Certified Wildlife Biologist, as he talks about how nature serves to heal us and bring us closer in COVID times.

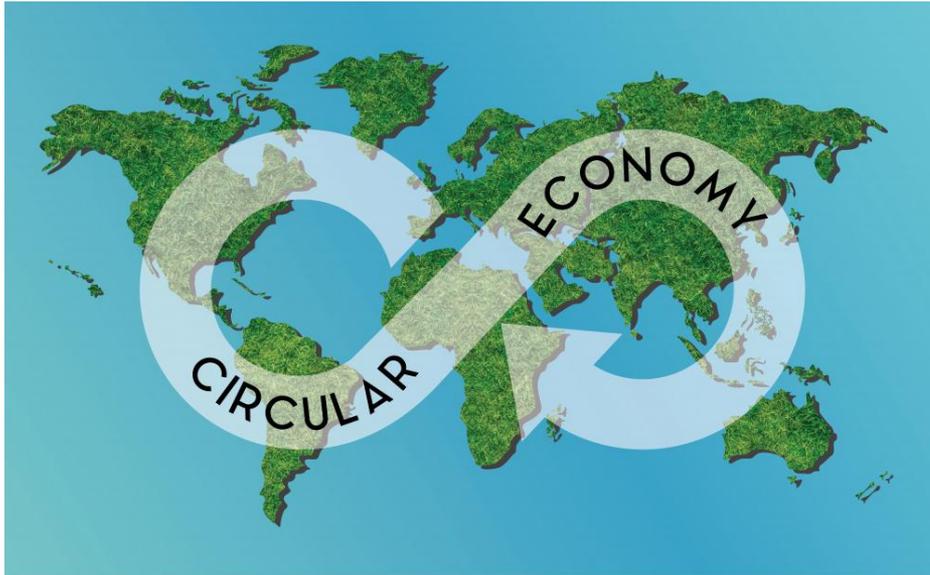
CC

Upcoming Webinars

The Circular Economy: Creating the World We Want

Thursday, July 16, 3-4:15 PM ET

Pramod Kumar Sharma, Foundation for Environmental Education and
Bill Wescott, Brain Oxygen LLC



I can't
wait!



First Lady Tammy Snyder Murphy



Born in 1965, Tammy Snyder Murphy is a native of Virginia and a graduate of the University of Virginia (B.A., English and Communications, 1987). She and her family reside in Monmouth County, New Jersey.

Tammy and New Jersey Governor Philip D. Murphy have been married for 25 years and together have four children: Josh, Emma, Charlie, and Sam. A transformative experience for the Murphy family was proudly representing the United States in the Federal Republic of Germany from 2009 to 2013. Tammy, individually and together with her husband, spoke and led on behalf of the United States of America. She chaired meetings, gave speeches, and hosted meals and receptions, strengthening our nation's relationship with a critical ally while impacting the lives of thousands of Germans and Americans.

Upon returning to New Jersey, Tammy and Phil realized that the incredible state they call home needed bold new leadership. Together, they founded a think tank to explore ways to help grow the middle class and jumpstart New Jersey's economy. During the campaign, transition, and now as First Lady, Tammy has been energized and inspired traveling the state and meeting New Jerseyans to hear their concerns, utilizing her experience in the private and nonprofit sectors to work through policy ideas and solutions.

[READ MORE](#)

****Save the Date****

Climate Change Education Panel

Thursday, July 23, 3-4 PM ET

New Jersey Will Be First State in the Nation to Incorporate Climate Change Across
Education Guidelines for K-12 Schools

The image features a central graphic of colorful paint splatters in shades of purple, blue, green, yellow, orange, and red, set against a white background. The text "Thank You!" is written in a white, sans-serif font across the center of the splatters. At the top of the image, there is a horizontal bar with four colored segments: teal, green, yellow, and grey. At the bottom, there is a horizontal bar with three colored segments: red, teal, and orange.

Thank You!