About us at Resource Media…

- Communications Strategy
- Execution and Outreach
- Digital and Social Media
- Environment, public health and social justice
- Mission-driven non-profit
Ecosystem services, huh?

- Wise investment
- Health and safety
- Prosperity
- Legacy
Hotter Years, More Fires
Western States

Source: NCEI Climate at a Glance (spring and summer temperature)
Climate Central analysis of U.S. Forest Service Records (fires)
Even in a crisis, lead with values
And always remember your audience
The truism

Danger  Opportunity
Three principles for crisis communications

1. Be prepared
2. Tell the truth
3. Stay on message
Be prepared
Messaging on “nature-based solutions”
Research headlines
1. Nature-based solutions
2. Don’t say “green” (even if it is!)
3. Complementarity
4. Better-informed choices
5. Use examples
6. Focus on the benefits, not the players
7. Don’t talk about “resilience”
8. Core value: safety
9. Proactive and cost-effective actions
10. Use frontline messengers
Flagstaff: a case study

Danger    Opportunity