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)
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

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
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.
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 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.

KIRSTON CAPPS  JUNE 15, 2020
What Would a World Without Prisons Look Like?

The architect Deanna Van Buren designs civic spaces that are healing alternatives to correctional facilities.
Blue Apron will make Election Day a paid day off

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."
Shape Narratives

What happened

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.

What now

Learn more...

What next
# Signs and Symbols

<table>
<thead>
<tr>
<th>Avoid saying:</th>
<th>Instead, say:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mentally ill</td>
<td>“a person with ____”</td>
</tr>
<tr>
<td>Lunatic</td>
<td>[a mental illness diagnosis]</td>
</tr>
<tr>
<td>Psycho</td>
<td></td>
</tr>
<tr>
<td>Schizophrenic (Schizo)</td>
<td></td>
</tr>
<tr>
<td>Wacko</td>
<td>“a person is ____”</td>
</tr>
<tr>
<td>Looney</td>
<td>[disorientated, depressed, delusional, paranoid, hallucinating, etc.]</td>
</tr>
<tr>
<td>Mad</td>
<td></td>
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<tr>
<td>Crazy</td>
<td></td>
</tr>
<tr>
<td>Nuts</td>
<td></td>
</tr>
<tr>
<td>Addict</td>
<td>“a person with a substance use disorder”</td>
</tr>
<tr>
<td>Abuser</td>
<td>“a person who has a/an ____ use disorder” [drugs, alcohol, etc.]</td>
</tr>
<tr>
<td>Alcoholic</td>
<td></td>
</tr>
<tr>
<td>Dirty/Clean</td>
<td></td>
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</tbody>
</table>
Messages That Reassure

#loveislorender
ACTION CENTER

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

Like us: Spitfire Strategies

Follow us: @SpitfireSays
Messages That Motivate

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.


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

https://twitter.com/liberianboii
naaee.org/eePRO
North American Association for Environmental Education
942 subscribers

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.

Nature as Inspiration and Transformation: An Intro to Nature Poetry with Aimee Nezhukumatathil
325 views • 1 month ago

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.
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
Thank You!