



# Climate Change National Forum

PROSPECTUS (for potential academic partners) | SUMMER 2015

**Project:** Academic partnership with ClimateChangeNationalForum.org to inform and educate the American public on the science of climate change and its policy implications for a period of one year.

**Proposed Partnership Dates:** The preferred dates are 9/1/2015 - 9/1/2016, though the partnership can begin later if funding is delayed.

**General area:** Climate change communication, education, and journalism; values, humanities and environment; climate policy discussion and debate; economics, national politics and geopolitics; and new media journalism.

**Goals:** (1) Measurably improve Americans' climate literacy, preferably before the COP21 climate negotiations. (2) Facilitate a national values conversation so that Americans can grapple with the moral and ethical questions raised by this issue. (3) Establish a bipartisan marketplace of scientifically grounded policy ideas on what can or should be done about climate change as a nation that is based on shared values. (4) Establish a premiere climate journalism brand that covers the dialogue in the Forum and key developments on this issue and—in collaboration with the contributors of our partners—fact checks the media.

**Objectives:** (1) Become the most credible, accessible, and prolific fact checker on climate change and commandeer the dialogue on the science in the online space. This requires CCNF partnering with one or two leading atmospheric sciences departments or a scientific institution with a strong #SciComm/#SciEd arm and leveraging the participation of a vast community of active climate scientists in the communication of this issue. (2) Become the #1 destination where Americans across political, health, and environmental spectra come together to speak on values regarding climate change and energy policy. This requires CCNF partnering with a leading humanities department whose professors and students will lead this part of the dialogue alongside thought leaders. (3) Become the “go-to” forum where experts and leaders across the political spectrum discuss and debate the policy implications of climate change and offer policy prescriptions that are grounded in science and based on shared values. This requires CCNF partnering with two to three university departments or programs in the areas of economics, sustainability, mitigation technology, political science, and geopolitics. The professors and students of these partner-institutions will drive the dialogue in these areas and take policy positions. (4) Conduct at least two high-profile symposiums. (5) Dispatch at least two journalists to solicit and report on candidates' views on science and policy regarding climate change. (6) Build up and provide ongoing “Olympics-style coverage” of the COP21 climate negotiations on the ground in Paris this December. (7) Plan and publicly call on all presidential candidates to participate in a televised debate focusing on what can or should be done about climate change as a nation. If a number of the candidates agree to participate, the debate will be hosted by one of our partner-institutions. Accomplishing (5), (6), and (7) requires partnering with a leading journalism school and/or news media organization.

**Benefits of partnership:** Partnership would bring further science and policy expertise to CCNF and facilitate the growth of the journalistic arm of CCNF. Partners would benefit from the additional exposure of their in-house experts and by association with a unique and essential source for climate change information and ideas.

## Costs & Compensation:

\$190,000	Annual cost of partnership, which each partner will underwrite though not necessarily pay.
\$0.00	Annual cost paid by a partner in the event of corporate/foundation sponsorship.
\$80,000-\$96,000	Annual compensation received by a partner in the event of corp./foundation sponsorship.
\$90,000-\$99,000	Annual cost paid by a partner if that partner acts as its own sponsor.
\$80,000-\$96,000	Annual value considered a tax deductible donation if a partner acts as its own sponsor.

**Tangible benefits of sponsorship:** Each sponsor will receive at least 1/5th of sponsor ad-space. This will be premium ad space on all products and will include drop down horizontal ads at the top of the homepage, video ads preceding video products, side-bar ads on every page, and ads in prominent space on all printed products.

**Tangible benefits of partnership:** At least 1/5th of partner ad-space.

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