



BUILDING A NETWORK OF CLIMATE COMEDIANS WHEN WE NEED IT MOST

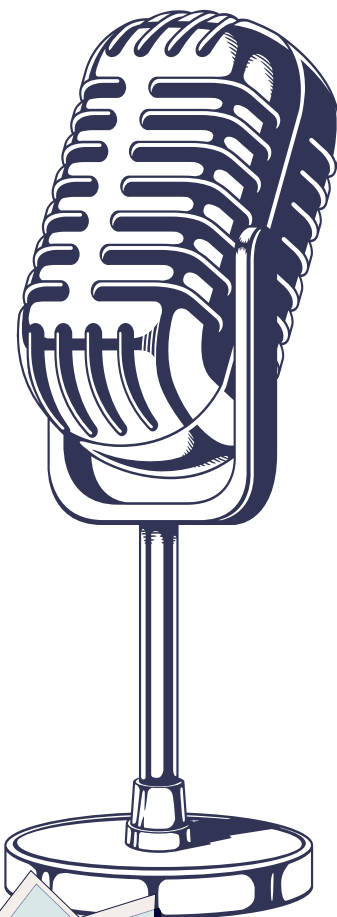
**INTRODUCING THE CLIMATE COMEDY COHORT:
INTERSECTING CREATIVE AND CLEAN ENERGY STRATEGY**

Launched in 2022, the **Climate Comedy Cohort (CCC)** is an unprecedented network of comedians who come together to learn, collaborate, and create hilarious new comedy informed by the hottest climate science.

Co-created and co-directed by the Center for Media & Social Impact's GoodLaugh initiative and clean energy nonprofit Generation180, the **Climate Comedy Cohort** brings together diverse comedians from around the country to flip the script on the way we think about climate change. The ultimate aim: to leverage humor as a cultural strategy to change the climate narrative from doom and gloom to “we’ve got this!”—and shift how people see their role in clean energy.



WATCH VIDEO





WHY COMEDY?



Public opinion research shows that the majority of Americans are concerned about climate change, but most know little about meaningful steps they can take. There’s a lot more people can do – actions beyond recycling or bringing their own bags to the grocery store. Comedians like Chris Rock, John Oliver, and Wanda Sykes have used comedy as a way to confront issues that may otherwise seem intimidating to tackle in everyday conversation. And that’s exactly why it’s necessary to support comedians in creating content around climate change.

The CCC approach focuses on investing in comedians as clean energy ambassadors who are agents of change committed to climate action that lasts beyond the program—

and creating original comedy that tackles the biggest problem facing the world today. By bringing talented professional comedians together with some of the country’s most important experts in climate change science and communication, the the **Climate Comedy Cohort** allows the best of both worlds—comedy creativity and climate science—to collaborate and shape meaningful entertainment content designed to inspire public awareness and engagement.

WHO ARE THE PARTNERS?



Generation180 is a national nonprofit working to inspire and equip people to take action on clean energy in their homes and communities. Generation180 works to provide individuals with clear pathways to action and popularize a new narrative of agency and hope using cultural strategies, including partnering with artists and comedians. Generation180's ethos of optimism, inspiration and action around climate change, as well as their communications and messaging expertise combined with GoodLaugh's expertise in cultivating and producing socially responsible comedy projects makes them the perfect collaborative partners to produce a project that aims to create climate comedy with profound cultural reach.



GoodLaugh is a comedy production engine and knowledge lab that brings together the most talented minds in humor, social justice, entertainment, and philanthropy to collaborate and create comedy and research to help repair the world and build a more just, equitable future. As a program of the Center for Media & Social Impact, GoodLaugh facilitates comedy production, research, and convenings with social justice at the core. By making new comedy, distributing unique insights, and bringing together unlikely players to leverage humor for social good, GoodLaugh believes that “laughing in the face of injustice” can solve, well, almost anything.



LOLO
LOLO

WHO ARE THE COMEDIANS?

LOLZ

2023 CLIMATE COMEDY COHORT



Leah Bonnema

Leah Bonnema is a stand-up comedian who's appeared on the *Late Show with Stephen Colbert*, *Don't Tell Comedy* and *Hard Read on Chris Gethard Presents*. She is cohost of the podcast *Were You Raised By Wolves* and author of the romcom-esque novel *The Holiday Breakdown*. Leah is obsessed with her dog, Gandalf, and soft cheeses.



Sami Bronowski

Grew up in the UK, Israel and France. He moved to New York to study jazz saxophone. He played jazz gigs around the city and got into comedy when he noticed audiences laughing whenever he would say something in between songs. He now makes videos for TikTok and Instagram.



Kaycee Conlee

Kaycee Conlee is a standup comedian, writer, and actor. She has appeared on *The Tonight Show With Jay Leno* and wrote and performed her own mini-special for the "Power to the Punchline" series. On stage, Kaycee has all the charm and likability of the 'gay girl next door,' sharing stories from her Florida upbringing, anecdotes about her family, and observations from everyday life.



Rasheda Crockett

Rasheda Crockett is an actor, writer, and producer who is best known for her starring role as Tracey Davis in BET+'s hit comedy series, *Bigger*. As a staff writer for *Adam Ruins Everything*, Rasheda's assigned episode "Adam Ruins Guns," was selected to submit for a HUMANTIS Award. Rasheda began her career independently producing original sketches on *YouTube* which garnered the attention of executives for the CBS diversity showcase in 2019, and will soon release her own series of independently-produced sketches on her *YouTube* channel.



Reem Edan

Reem Edan is an Iraqi-American content creator, award-winning writer, and internationally touring stand-up comedian. She can be seen performing on ShahidVIP's *Stand Up Sketch Show*, featured on IG pages like *Family Guy*, and has contributed jokes to *Tom & Jerry*, *Scooby Doo*, and *Looney Tunes*' social media. She was also named one of "Five Muslim Women Comedians to Get You Through Social Distancing" by *Bustle*.



Mark Kendall

Mark Kendall is an Atlanta-based comedian. He is the co-founder of CoolCoolCool Productions, where they use comedy to encourage civic engagement.



Robert Mac

Long-time comedian and even longer-time Earthling. As seen on *Dry Bar Comedy*, *Last Comic Standing*, *Comedy Central*, and many shows that have gone off the air. Enjoys long naps on the beach.



Pratima Mani

Pratima Mani is a Peabody-winning, two-time *Emmy* nominated comedic writer and performer based in New York City. With roots in NYC's live comedy scene, she has written for the likes of *Upright Citizens Brigade Theater's Maude Night*, *Reductress* and *The Belladonna*. She's an alum of *Spotify's "Sound Up"* US podcast bootcamp for women of color and is currently a writer for *The Late Show with Stephen Colbert* and in post-production on her short film *Stitched*.



Ashley Brooke Roberts

Ashley Brooke Roberts is a comedian, writer, and actress, originally from Chapel Hill, NC. She writes audio rom-coms for the Meet Cute Network, just finished working on the Amazon Prime show *Play-Doh Squished*, and wrote for NPR's *Ask Me Another* for years until their final show. Her big life achievements so far: an award from the Associated Press for exposing a county official with ties to dog fighting and dancing in a Dead Prez music video.



2022 CLIMATE COMEDY COHORT

SNORT

CHUCKLES



Paola Sanchez Abreu

Paola is an actor, writer, voiceover artist, activist, and an undercover woo girl living in New York City. Her TV credits include *Chicago Med*, *Madame Secretary*, and *The Code*. She is also an organizer with Sunrise Movement NYC, working to stop climate change and create millions of good jobs in the process.



Harris Alterman

Harris Alterman is a comedian from Denver currently performing in NYC. He has performed on a number of festivals including The Laughing Skull Comedy Festival, Limestone Comedy Festival, San Francisco Sketchfest, and The High Plains Comedy Festival. Harris is also the winner of the 2017 New Faces Contest at the Denver Comedy Works.



Josh Burstein

Josh Burstein is a standup comedian, journalist, and host of several web series. A digital strategist who produced content for the Obama Administration and Biden campaigns, Josh works at the intersection of impact, education, and entertainment.



Bianca Cristovao

Bianca Cristovao is a stand-up comedian based in Los Angeles. Originally from the Czech Republic, she gained recognition for her take on immigration and adversity.



Brad Einstein

Brad Einstein is a comedian, writer, actor, Webby Award-winning wilderness production consultant and "Brilliant Comedy Mastermind" according to some very kind exaggerators at Time Out New York. Along with his creative partner Kyle Niemer, he is a two-time National Parks Service Artist-in-Residence. Past credits include the Second City National Touring Company, *Billy on the Street*, *Shameless*, *Chicago Fire*, *The Onion News Network*, *Outside Magazine Online*, and The Aspen Ideas Festival.



Katie Hannigan

Katie Hannigan is a stand-up comedian who performs nightly in NYC and all across the USA. She's been featured on *The Late Show with Stephen Colbert*, *Comedy Central*, *Just For Laughs New Faces*, *Travel Channel*, and *MTV*.



Kyle Niemer

Kyle Niemer is an award-winning Chicago-based Director and federally recognized forest comedian. His work has aired nationally on Discovery, CBS and OutsideOnline; and has collaborated with noted brands across the country including HotWheels, MotorTrend and Guaranteed Rate. He is a *Comedy Central* Yes and Laughter Lab finalist, a two time NPS artist-in-residence and the 2022 Voice of the Wilderness recipient.



Nikki Palumbo

Nikki Palumbo is a writer and comedian based in Brooklyn. Nikki recently wrote TikToks for *Barbie* (yes, that one) and previously wrote jokes for the Google Assistant (no, the other one). Nikki has contributed writing to *The New Yorker's Daily Shouts*, *McSweeney's*, *Reductress*, and *the MTV TV & Movie Awards: Unscripted*.



David Perdue

David Perdue is a stand up comedian, actor, podcaster & proud southerner based in Atlanta, GA. David enjoys seeing his name spelled correctly, making his family & friends laugh, rooting for his favorite local sports teams & most importantly NOT being a former U.S. Senator.



HOW THE CCC PROGRAM WORKS

COLLABORATION AND CREATIVE PRODUCTION ACROSS SCIENCE AND COMEDY

Application and Selection

Structured as a nine-month fellowship, each cohort of fellows was chosen from a competitive juried process, and hundreds of diverse comedians applied. The fellows were chosen based on a combination of the strength of their comedic voice, commitment to climate issues and level of comedic experience.





Comedy ThinkTanks with Experts

Building relationships across the wildly disparate worlds of professional comedy and climate change science is core to the **CCC** approach, and the process is designed to be immersive for both. Led by the **Climate Comedy Cohort** partners, the fellows participated in a weeklong intensive workshop and comedy writers' room as the heart of the creative process. The weeklong event called the Climate Comedy ThinkTank—a model based on GoodLaugh's co-creation model—featured presentations from experts across climate change science, behavior change, climate communication, clean energy technology, climate justice, and climate journalism. During the creative week, modeled after a comedy TV show writers' room, comedians received an immersive education about climate issues from experts in the field. Comedians were able to increase their knowledge, ask questions, and build their comprehension across a range of climate-focused topics while experts were able to see and understand how creative artists engage with their own complex, policy-driven work. Comedians applied the information that they acquired to brainstorm award-winning comedy ideas, from stand-up to sketch to live show ideas.

2023 COMEDY THINKTANK EXPERT SPEAKERS



Rosalind Donald

Professor of Climate, Environmental Justice, and Media & Communications at American University



Anirudh Tiwathia

Behavioral Scientist at Rare's Climate Culture Entertainment Lab



Marissa Ramirez

Director of Community Strategies, Environment, Equity & Justice Center for NRDC



David Roberts

VOLTS clean energy and politics writer



Wendy Philleo

Executive Director at Generation180



Stuart Gardner

Senior Program Director at Generation180



Caty Borum

CMSI's Executive Director



2022 COMEDY THINKTANK EXPERT SPEAKERS



Niklas Hagelberg
United Nations



Rey Leon
Mayor of Huron, CA,
Executive Director, LEAP



Dr. Reyhaneh Maktoufi
WGBH Civic Science Fellow in Science
Misinformation



Dyanna Jaye
Co-founder of the Sunrise Movement



LaSheita Sayer
EV Owner, Women Who Charge



Stuart Gardner
Senior Program Director, Gen180



Layel Camargo
Climate artist and activist



David Roberts
VOLTS clean energy and politics writer



Wendy Philleo
Executive Director, Gen180



Caty Borum
Executive Director, CMSI

Comedy ThinkTank Guidebook Resource

To guide an intensive collaborative experience, the **Climate Comedy Cohort** team developed a new guidebook that distills the hottest climate change and clean energy science into manageable bites of information. Comedians referred to the guidebook at the Climate Comedy Think Tank week, and throughout the course of the nine-month fellowship, in order to shape new original comedy based on the experience.

Webinar Series and Creative Consultation

Over the course of the nine-month fellowship, the **Climate Comedy Cohort** comedians participated in webinars with experts and worked one-on-one with the **CCC** creative comedy team to develop original comedy that produced short-form videos designed for easy public dissemination and live show material, and other content shared via social media.





THE RESULTS

ORIGINAL COMEDY CREATED BY THE CLIMATE COMEDY COHORT

CCC NYC Pitch Showcase

In June of 2022, following the launch of CMSI's GoodLaugh, the **Climate Comedy Cohort** pitched original climate focused comedy ideas to an audience of climate activists, funders and folks in comedy entertainment. This showcase allowed the cohort to punctuate both their viable ideas and also promote themselves as comedians with something to say. Since this event, many **CCC** members have been hired to do climate comedy in such places as NYC Climate Week and the Hollywood Climate Summit.

Earth to Mars Comedy Tour

In October of 2022, **CCC** comedians hit the road on a live comedy tour, stopping in Mason City, Illinois, Atlanta, Georgia, and Los Angeles, California. The comedians brought their climate-focused stand-up sets to cities across the country, using humor to help audiences think about the daily clean energy choices available in their own lives.

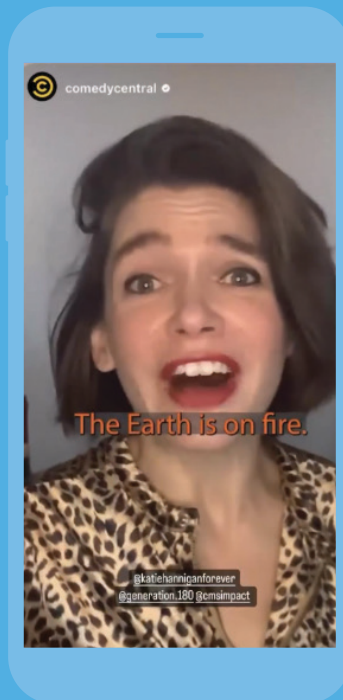
Videos for Public Engagement

In 2022, the **Climate Comedy Cohort** partnered with Comedy Central for a live “takeover” of its Instagram stories. **CCC** comedians created a total of 12 original climate videos distributed by Comedy Central, generating impressive public engagement on its social channels.



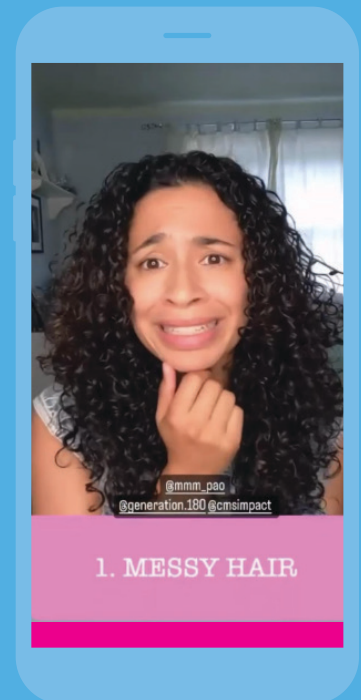
Harris Alterman
No Flush November

[PLAY VIDEO](#)



Katie Hannigan
The Earth Is On Fire

[PLAY VIDEO](#)



Paola Sanchez
Too Many Hotties

[PLAY VIDEO](#)



Kyle Niemer

Wearable Recycling?

[▶ PLAY VIDEO](#)



Nikki Palumbo

Cry Where It Matters

[▶ PLAY VIDEO](#)



Brad Einstein

Single Use Plastics Demo

[▶ PLAY VIDEO](#)



Bianca Cristovao

Fighting Immigration

[▶ PLAY VIDEO](#)



Josh Burstein

Low Energy Lighting

[▶ PLAY VIDEO](#)



David Perdue

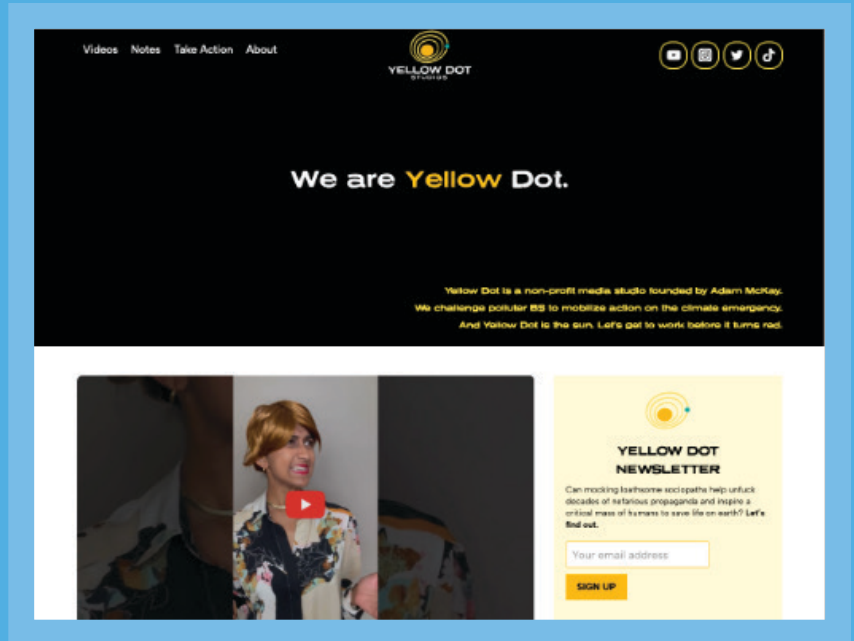
We Can Fight Back

[▶ PLAY VIDEO](#)

Yellow Dot Studios



In 2023, the CCC program partnered with Yellow Dot Studios, the climate change comedy production engine founded by comedy genius and industry legend Adam McKay, producer of *Don't Look Up* and other high-profile entertainment films and TV projects that center climate. Yellow Dot, which provided production and creative consulting for the CCC comedians, hosted the final videos on its social channels.



Pratima Mani

Induction Stoves

[▶ PLAY VIDEO](#)



Robert Mac

Conquer The Sun StandUp

[▶ PLAY VIDEO](#)



Mark Kendall

I Can Walk

[▶ PLAY VIDEO](#)

**How To Talk Back
To Aunties
about going green**



Here's three tips for
talking back to aunties

Reem Edan

Aunties

[PLAY VIDEO](#)



Rasheda Crockett

Might Could - Vegan Cheese

[PLAY VIDEO](#)



Kaycee Conlee

5 EV Tips

[PLAY VIDEO](#)



**INSTEAD,
YOU CAN
BUY A HEAT
PUMP, A SOLAR**

Sami Bronowski

Save Your Guilt

[PLAY VIDEO](#)



Ashley Brook Roberts

Autopia Exposed

[PLAY VIDEO](#)



RICK AND MELODIE

Residents of Plum Street

Leah Bonnema

Soil Santa

[PLAY VIDEO](#)

Live Comedy Show: The Most Urgent Town Hall That Has Ever Happened



In November 2023, the **Climate Comedy Cohort** team of strategists and comedians produced *The Most Urgent Town Hall That Has Ever Happened: A Climate Comedy Show*, a sold-out live comedy variety show hosted at Caveat Comedy Club in New York City.

Show Synopsis

There's a climate crisis and the town of Greenville, USA is on the case! Watch as Coach Thompson tries his best to wrangle Greenville's chaotic and severely overbooked town hall where everyone has something to say. This town hall has everything: concerned citizens! Erotic fanfic readings! Mixtapes! Oh, and did we forget to mention a full standup comedy show too? Starring the **Climate Comedy Cohort** – a group of comedians featured everywhere from *The Colbert Show*, BET and Comedy Central – this is the most hilarious way to exercise some civic participation!



WATCH VIDEO



The Electric Caravan: A Docu-Comedy Series



Created by CCC comedians Brad Einstein and Kyle Niemer, and produced with logistical and financial support from the Climate Comedy Cohort. *The Electric Caravan* is a four-episode comedic nature documentary series that explores the most buckwild parts of our buck wilderness while rekindling our connection to the natural world. Because—and this might come as a shock—we’re actually...all...connected? This series has been filmed, edited and has been submitted throughout the film festival circuit.

 WATCH VIDEO

password: EC

THE ELECTRIC CARAVAN



Agenda

- Multiple facets of climate science
- Intersecting impacts on people of color
- Community driven solutions in our current moment

IMPACT



The **Climate Comedy Cohort**, co-created and directed by the *Center for Media & Social Impact's GoodLaugh* initiative and clean energy nonprofit *Generation180*, won a Gold Anthem award for Special Projects, an initiative working to build a network of comedians using humor to inspire climate action. The Anthem Awards were developed by The Webby's to recognize the best purpose- and mission-driven work worldwide.

"Induction Stoves," a video created by 2023 **Climate Comedy Cohort** fellow, comedian, and writer Pratima Mani, won a platinum AVA digital award in the digital advertising and video production categories. Notably, the video also won "Most Popular Video" at the Behavior, Energy, and Climate Change (BECC) 2023 conference's Climate Comedy Festival.



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