



Generation180

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Generation180 and Center for Media & Social Impact Launch 2025 Climate Comedy Cohort: Supercharging Climate Action with Laughter

Back for the third year, a new band of comedians are stepping up to the mic

CHARLOTTESVILLE, VA and WASHINGTON, DC – July 8, 2025 – Today, [Generation180](https://www.generation180.org) and the [Center for Media & Social Impact \(CMSI\)](https://www.centerformediaandsocialimpact.org) at American University's School of Communication announce the launch of the 2025 Climate Comedy Cohort – an award-winning program that trains comedians in climate science and equips them to craft compelling content reaching audiences across the country.

First introduced in 2022, backed by research showing comedy's power as a persuasive tool, the program prepares gifted performers to become ambassadors for clean energy and climate engagement. This year's cohort invited six established comedians – Jessie Warger, Kenice Mobley, Azie Dungey, Corey Ryan Forrester, Hila the Earth, and Tom McGovern – with a combined audience of over 2 million social followers to create and amplify clean energy-focused videos and performance art.

"We are thrilled to invite such a talented, diverse cohort of stand-up comedians and content creators – a group well suited to help inject hope and positive engagement into the dialogue about climate at a time when we need it most," said Esteban Gast, Generation180's comedian-in-residence and the program's artistic co-director. "Comedic storytelling can make pressing social issues more relatable and memorable – which makes it easier for people to connect with and be inspired to take action rather than dwell in fear and doomerism."

"It's an exciting challenge to bring levity to something people often don't want to talk about, but is so important," said Bethany Hall, creative director of CMSI's Comedy Initiatives and CCC creative co-director. "When comedians learn something new and apply their unique lens to social problems as complex as this one, they are enormously effective at helping audiences see things differently," she said.

“We know from decades of research – our own and many others’ – that comedy is uniquely persuasive, attention-getting, memorable, and activating when it comes to communicating about serious social issues, including climate change. This program is designed to put all of those research ideas to work, with some of the funniest comedians in the country,” said Caty Borum, Executive Director of CMSI.

“Clean energy has become polarized, and we need trusted messengers more than ever to help us break down those barriers. Partnering with comedians helps us cut through the noise, dispel disinformation, and reach new audiences about how clean energy benefits their lives and the meaningful ways people can take action on climate change,” said Stuart Gardner, Executive Director of Generation180.

What’s Ahead in 2025:

- **Digital Storytelling:** A slate of short-form videos and animated sketches will debut across social platforms to educate and engage viewers on clean energy, policy, and everyday impact.
- **Creative Continuity:** Cohort members will continue weaving climate-powered humor into their stand-up performances, amplifying reach long after the fellowship concludes.

Celebrating Success:

The Climate Comedy Cohort program continues to earn recognition for its innovative approach to climate communication. In 2024, the program received a [Gold Anthem Award](#) in the “Sustainability, Environment & Climate” category for Purpose & Mission-Driven Work, an honor presented by the International Academy of Digital Arts and Sciences in partnership with the Webby Awards. Building on that momentum, comedians from the 2023 cohort created and performed a live comedy double feature titled *The Most Urgent Town Hall That Has Ever Happened*, a bold, humorous take on climate urgency that earned a [Silver Telly Award](#) for Craft in the Comedy category.

Research shows most Americans are concerned about climate change but often lack clear information on meaningful actions they can take. This year’s cohort will address climate misinformation, highlight the benefits of electric vehicles, and more.

Learn more about this year’s 2025 CCC comedians and follow the 2025 Climate Comedy Cohort’s journey through live shows and new video drops at the [Climate Comedy Cohort website](#).

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About Generation180

[Generation180](#) is a national nonprofit organization working to inspire and equip people to take action on clean energy in their homes and communities. We lead national education campaigns to electrify homes, buildings, and transportation – the biggest sources of carbon emissions. By partnering with artists and storytellers, we work to change the climate narrative from gloom and

doom to “We Got This!” and give people meaningful ways to take action toward a cleaner, healthier, and more equitable energy future.

About the Center for Media & Social Impact

[The Center for Media & Social Impact \(CMSI\)](#), based at American University’s School of Communication, is a creative innovation lab and research center that creates, studies, and showcases media for equity, social change, and social justice. The Climate Comedy Cohort is a part of CMSI’s program [GoodLaugh](#), which is a comedy production engine and knowledge lab that brings together the most talented minds in comedy, social justice, entertainment, and philanthropy to collaborate and create comedy and research to help repair the world and build a more just, equitable future. GoodLaugh facilitates comedy production, studies, and convenings with social justice at the core. By making new comedy, distributing new knowledge and understanding, 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.