Coined after youth climate activist Greta Thunberg’s famous speech, “House on Fire” is a youth-led podcast about the climate crisis based in Miami, Florida, powered by The CLEO Institute. Co-hosted by Miami natives, 17-year old climate activist, John Paul Mejia (JP), and 21-year-old environmental science student, Gabriela Rodriguez, “House on Fire” holds impactful, intersectional conversations with scientists, activists, artists, and more. In each episode, JP and Gabi team up with guests, including experts in the field of science, advocacy, and journalism to educate their listeners and empower them to become activated in the climate crisis movement.

Our youth is inheriting the most existential, complex crisis the human species has ever faced, and so, the youth is speaking up.
EPISODES

ONE - THE CLIMATE CRISIS 101

SYNOPSIS

In this first episode of House on Fire, we introduce the basics of the climate crisis and how the global youth climate movement has inspired unprecedented action on this emergency. We speak with Caroline Lewis, Founder and Senior Climate Advisor of The CLEO Institute, and Jamie Margolin, the 18-year-old Co-Founder of Zero Hour, one of the nation’s leading youth-led climate organizations.

GUESTS

Caroline Lewis, Founder & Senior Climate Advisor of The CLEO Institute
- Twitter: 230+
- Instagram: 280+

Jamie Margolin, Co-Founder of Zero Hour
- Twitter: 34K+
- Instagram: 38K+

Zero Hour
- Twitter: 39K+
- Instagram: 60.8K+

TWO - YOUTH STRIKES BACK

SYNOPSIS

This episode of House on Fire breaks down the unapologetic youth climate movement that’s grown in the last two years. Joined Miami-based climate activist, Samantha Gazda, and Co-Founder of US Youth Climate Strike, Isra Hirsi we dive into, what the youth is asking for, why it works, their individual experiences, and what’s next.

GUESTS

Isra Hirsi, Co-Founder of US Youth Climate Strike
- Twitter: 112K+
- Instagram: 85K+

US Youth Climate Strike
- Twitter: 34K+
- Instagram: 23K+

Samantha Gazda, Head Organizer at Fridays For Future Miami
- Twitter: 150+
- Instagram: 970+

Fridays For Future Miami
- Twitter: 110+
- Instagram: 1,790+

THREE - GROUND ZERO

SYNOPSIS

Known to many as The Magic City, Miami, Florida is also known as Ground Zero for the climate emergency. Joined by Miami’s most trusted meteorologist, John Morales, covers the impacts the climate crisis will have on Miami, Florida. From rising seas and hurricanes, to extreme heat and saltwater intrusion, an unstable climate threatens every aspect of our lives here at Ground Zero.

GUESTS

John Morales, Chief Meteorologist at NBC6
- Twitter: 86K+
- Instagram: 13K+
EPISODES

FOUR - ARTIVISM

SYNOPSIS

In this episode of House on Fire, we discuss the unifying role of all forms of art in social and political movements – particularly, the climate movement. For insight into the power of using art for climate activism, we speak to three creative drivers of what we call “artivism”: English Musician, Nick Mulvey, Founder of The Bridge Initiative, Kate Fleming, and Miami-based artist, Melanie Oliva.

GUESTS

Nick Mulvey, English Musician
- Twitter: 22K+
- Instagram: 37K+

Kate Fleming, Founder of The Bridge Initiative
- Twitter: N/A
- Instagram: 1,600+

The Bridge Initiative
- Twitter: 60+
- Instagram: 2,300+

Melanie Oliva, Miami-based Artist
- Twitter: 800+
- Instagram: 1,600+

FIVE - COVID-19 & THE CLIMATE CRISIS

SYNOPSIS

Whether it be by mobilizing populations in the name of public safety or yielding power to scientists for solutions, the outbreak of COVID-19 has seen governments around the world enacting urgent solutions to a global crisis. Responding to the Climate Crisis should be no different. Joined by Alex Harris, lead reporter on climate change for the Miami Herald, and Xavier Cortada, Professor in Practice of Art at the University of Miami with a focus on the climate emergency, this episode of House on Fire will focus on the parallels between the Climate Crisis and the outbreak of the COVID-19 Pandemic.

GUESTS

Xavier Cortada, Professor of Practice: Artist at the University of Miami
- Twitter: 1,200+
- Instagram: 2,000+

Alex Harris, Lead Reporter on Climate at The Miami Herald
- Twitter: 7,400+
- Instagram: 60+

SIX - RACIAL JUSTICE = CLIMATE JUSTICE

SYNOPSIS

We know that the climate crisis will affect us all. But will it affect us all equally? The answer is no. In recent weeks, the world has witnessed an outpour of rage, sadness, and empowerment in response to the ongoing police brutality against the Black community. Recognizing that we cannot achieve Climate Justice without Racial Justice, we are joined by Executive Director of 350.org Minnesota, Sam Grant, and Intersectional Environmentalist, Leah Thomas, better known as GreenGirlLeah, to discuss the underlying systems of racist inequality that have contributed to the Climate Crisis.

GUESTS

Leah Thomas, Intersectional Environmentalist
- Twitter: 3,200+
- Instagram: 122K+

Sam Grant, Executive Director of 350.org in Minnesota (MN350)
- Twitter: N/A
- Instagram: N/A

MN350
- Twitter: 7,900+
- Instagram: N/A
SEVEN - PARENTS IN THE CLIMATE MOVEMENT
SYNOPSIS

The role of parents in the climate movement should not go unnoticed. As members of our youth have become leaders of driving climate action in their communities, many families have begun to understand the urgency from their children’s eyes and changed the conversation at home. On this episode of House on Fire, we’re speaking to two parents: Bill Weir, CNN Chief Climate Correspondent, and Yoca Arditi-Rocha, Executive Director of The CLEO Institute and parent of teenagers. Listen as we discuss the role of parents as they understand and help stop the threat an unstable climate places on future generations.

GUESTS

Bill Weir, CNN Chief Climate Correspondent
- Twitter: 123K+
- Instagram: 19K+

Yoca Arditi Rocha, Executive Director of The CLEO Institute
- Twitter: 790+
- Instagram: 240+

The CLEO Institute
- Twitter: 3,700+
- Instagram: 3,750+

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This is a great program to support through a company’s corporate social responsibility, because the podcast aims to educate and advocate for our environment and our communities. This is also a marketing opportunity for companies to reach an audience that is interested in supporting businesses that support our climate. Our House on Fire podcast is Education in Action led by our youth for our youth!

For sponsorship inquiries please contact Mia Kirn at mia@cleoinstitute.org.

STATS
REACHING YOUR TARGET

Millennials are now the largest population in the world.

- 60% of Gen Z
- 52% of Millennials listen to podcasts that are at least 26 minutes in length compared to 42% of older generations.

Studies shows rise in podcast listening by millennials, the biggest 'audio generation'.