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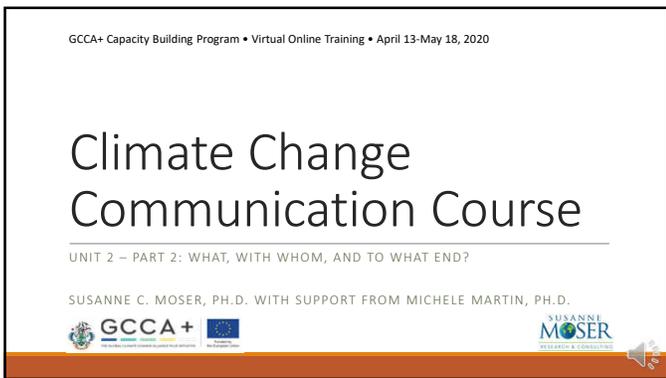
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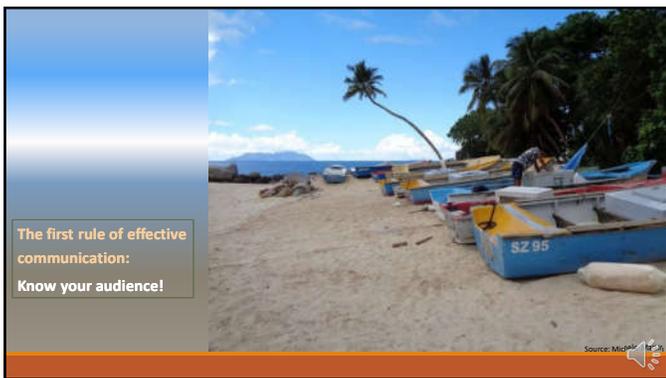
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### Iterating on communication goal(s) & audience

- What change do you want to see happen?
- Who can you make the biggest difference there?
- Therefore, who is/are your primary audience(s)?




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### Types of goals for climate communication and engagement

- **Inform and educate** about climate change, impacts, and solutions
- **Mobilize people to action**
  - Public consultation
  - True participation in developing plans, making decisions
  - Support for high-level leadership and policy
  - Personal action or behavior change
    - Actively doing their part in reducing their own emissions
    - Actively doing their part in reducing risks from climate change impacts
- **Initiate deeper social change**
  - Prepare for transformative change
  - Establish or shift deeply held beliefs, views, values




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### Exercise 4 (continued) – Brainstorm an audience-specific goal

- **Brainstorm a concrete goal for your target audience**
  - What do you want them to know/understand?
  - What do you want them to do or change? (What is the desired response/behavior change?)
  - Is there a political action, civic action to support?
- **Bring your experience together to think strategically about how can you succeed**
  - Start thinking about what it will take to make that happen
  - E.g., is there a sequence to what needs to happen first, second, third, before you can achieve your ultimate goal? Do others need to get involved?
- **Be as specific and detailed as possible**



Source: Merriam-Webster

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 **Exercise 4 (continued):**  
**Iterate on your audience – Go deeper!**

- Who makes what decisions?
- Who has the power?
- Who are the influentials?
- Who can de-polarize?
- Who can model for others?



Source: Mindinventory

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**Identifying opinion leaders**

**What makes someone an opinion leader?**

- Competence that is known to others
  - Past achievements
  - Skills
  - Type of work
- Position
- Occupation of a central position in a network
- Accessibility
- Influence over the flow of information
- Often strong interpersonal and communication skills
- Knowledgeability
- Holds values others respect, share, aspire to



Source: Shutterstock, Pinterest

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 **Exercise 4 (continued) –**  
**Describe your *primary* audience in great detail**

**Specify audience further and describe it using Worksheet**

- Who exactly will you communicate with? Where can you reach them?
- What do you know about the values they hold dear? What do they care about?
- What do you know about their attitudes toward climate change, any impacts, related issues?
- What are their habits?
- What are their concerns and priorities?
- What are their aspirations (personal, professional)? What gives them meaning?
- What do you know about their identity?
- What language might resonate?



Source: Quotogram

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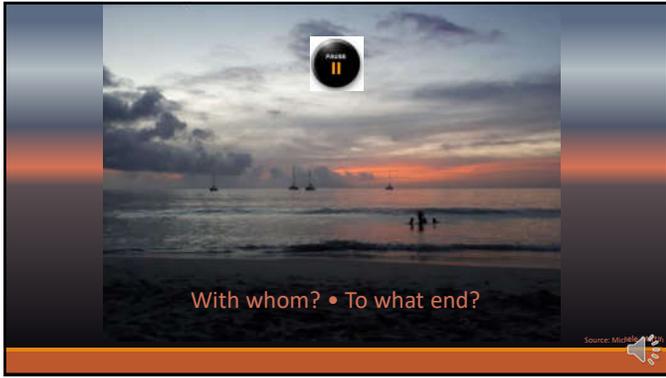
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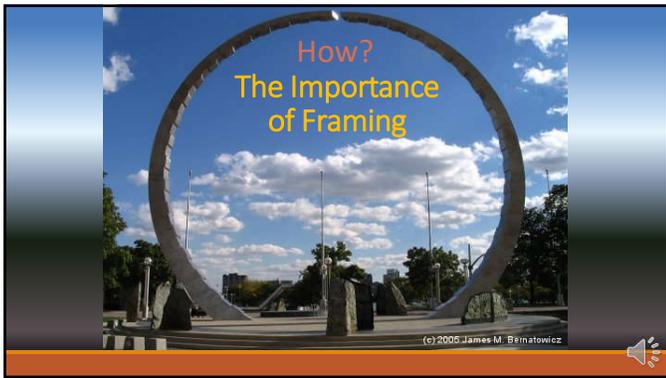
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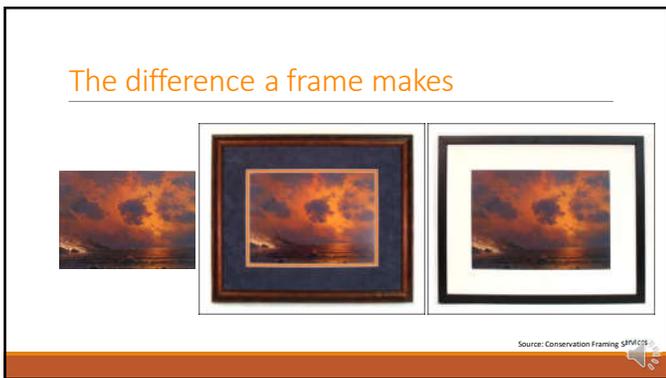
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**Global Warming**  
 When his ship first came to Australia, Cook wrote, the natives continued fishing, without looking up. Unable, it seems, to fear what was too large to be comprehended.

Jane Hirshfield  
*After* (2006)

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### What is framing?

- Definition**
  - Providing an interpretive lens through which an issue is viewed
  - The act, process, structure or style of presenting something
  - To arrange for a purpose, give shape or support a particular effect
- Elements that create a frame include**
  - Language, metaphors, memes
  - Story
  - Messenger
  - Tone of voice, music, noises
  - Imagery, icons, coloring
  - Gestures etc.

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### Framing: A couple of examples

**Global warming as a public health threat**  
<http://climatewisconsin.org/story/extreme-heat/>

2:54 min

**Global warming as a threat to outdoors activities we love**  
<http://climatewisconsin.org/story/ily-fishing/>

3:43 min

Interview with Patsy Athanase

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**Exercise 5:**  
**What difference does it make?**



- The science is clear...
- Protecting our way of life
- Unleashing the creativity of free enterprise to meet our energy needs
- An ounce of preparedness is worth a pound of avoided loss and distress
- Precaution: Taking action now saves money and serves as insurance against an uncertain future
- What could be more common sense: saving energy – saving money – saving our future!
- Changing the atmosphere: Bringing out the leader in you

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**Framing – making an issue accessible and relevant to different people**




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**Identifying “good” frames: The 3 A’s**

<p><b>Definition</b></p> <p><b>Availability</b>          ◦ The ease with which an issue, or examples of it, come to mind based on how frequently the audience encounters them</p> <p><b>Accessibility</b>          ◦ The readiness with which a construct is used in information processing</p> <p><b>Applicability</b>          ◦ The relevance and appropriateness of stored information to the issue at hand</p>	<p><b>Examples (whichever you choose, test them first!)</b></p> <p><b>Availability</b></p> <ul style="list-style-type: none"> <li>◦ Weathering the storm</li> <li>◦ Stand the heat</li> <li>◦ Keep it cool, dude!</li> <li>◦ It doesn’t rain anymore; it pours</li> </ul> <p><b>Accessibility</b></p> <ul style="list-style-type: none"> <li>◦ Public health, clean water/air</li> <li>◦ Leaving a better future for our children</li> </ul> <p><b>Applicability</b></p> <ul style="list-style-type: none"> <li>◦ Resilience → Self-reliance</li> <li>◦ Creation care → Tending to nature, the least of us</li> <li>◦ Precaution → Better safe than sorry</li> </ul>
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## Mental models

- Definition:
  - a kind of *internal* representation of *external* reality
  - a **mental short-cut** to quickly make sense of **new information**
  - *"The image of the world around us, which we carry in our head"*
- Have **explanatory power** of how something works (causes, impacts, solutions)
- The **predispose us to certain behaviors, solutions**
- To explain something difficult, complex or abstract, we give **simplifying metaphors or examples or images**



Sources (l-r): Cabrera Research Lab, Youtube (Hindi Rad), Pinterest, US EPA

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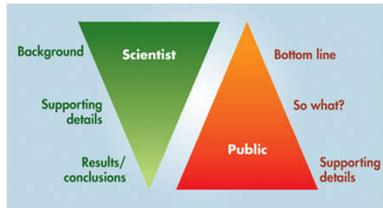
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## A Message: What's most important for the audience to hear



Source: Physics Today

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## Key Messages Illustrating one example



**Talk-Gloss-Home**

The US coastline is crucially important to every American.

**THIS MATTERS TO YOU**

**Preparedness**

Coastal communities are recognizing the threat and are acting to prepare.

**ADAPTATION IS THE SOCIAL NORM**

### In Supplementary Materials:



<https://thestorygroup.org/national-climate-assessment-coasts-chapter/>

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**Exercise 6:**  
**Identifying promising frames for YOUR audience**

- What themes would resonate with your audience?
  - Readily available?
  - Accessible?
  - Applicable?
- What language fits with that frame?
- What language should be avoided?
- Get specific!



Source: offthewall-customframing.com

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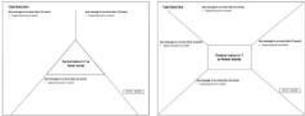
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**Exercise 6 (continued):**  
**Develop 3-4 preliminary messages**

**Develop preliminary messages**

- Specifically, what would you want them to know, hear, take away, and do?
- Develop no more than 3-4 brief key messages
- You can add supporting
  - Sound bites
  - Illustrative examples
  - Statistics

Source: University of Washington, Marketing & Communications

**Practice!**

- Write a little script (2 minutes)
- Practice delivering it with your partner
- Offer each other feedback

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**Outlook to Unit 3**  
 Will be available on April 27, 2020

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Be a hermit! 😊

Connect only virtually with your partner(s) to do this week's practice assignments

Contact Michele Martin if you can't yet find a partner (mpmartinsey@gmail.com)

Note down any questions, challenges, issues that arise

Bring them to our virtual group discussion on April 27

Check your email for information on how to connect to Zoom



Source: Pinterest

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### What we will discuss during the Zoom meeting

- Continuing to get to know each other
- Debrief of Exercise 4 – Some insights from the audience exercise
- Debrief of Exercise 5 – The difference frames make
- Debrief on Exercise 6 – Frames and key messages
- Any questions, concerns (logistics, contents)




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### Outlook to Unit 3

- Guest speaker: Patrick Victor – a different perspective on communicating climate change
- Main focus:
  - Audience-specific motivations & barriers
  - Emotional responses & psychological defenses
  - Revisiting your strategy so far
- Exercises



Source: DevelopmentCrossroads

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### Questions about the material in this unit?



Susi Moser, Ph.D.  
Susanne Moser Research &  
Consulting  
Email: [promundi@susannemoser.com](mailto:promundi@susannemoser.com)



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HAPPY  
EARTH  
DAY  
Celebrating  
50 Years



Find a way to connect with Earth this week!



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Thank you.  
Stay safe.  
Stay well.  
And see you for Unit 3!

Source: Michele Martin



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