Communicate Sustainability Successfully: How to Connect with Your Audience

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COMMUNICATING SUSTAINABILITY: 10 IDEAS

DREW ANDERSON, WCU METEOROLOGIST – DANDERSON@WCUPA.EDU
1) JUMP RIGHT IN TO PRESENTATIONS
Best Practices when Optimizing your YouTube channel

3 Offer Digestible Content
Provide 16 seconds to 2 minutes videos. Videos that were between 16 seconds and 2 minutes in length had 53.8% of all YouTube views.
2) LEAD WITH SOMETHING INTERESTING

https://youtu.be/0pwGBgEEaJ8?t=61
UNSUCCESSFUL START / SPEAK TO VIDEO

FIGHT LIKE YOUR WORLD DEPENDS ON IT

an inconvenient sequel

TRUTH TO POWER

https://video-alexanderstreet-com.eu1.proxy.openathens.net/watch/an-inconvenient-sequel
SUCCESSFUL START

https://www.youtube.com/watch?v=9rS_giWIUQ8
3) AMPLIFY YOUR STRENGTHS

ENGAGING
PHOTO CREDIT: FACEBOOK

AUTHENTICITY
PHOTO CREDIT: REUTERS
In the East, it could be the COLDEST New Year’s Eve on record. Perhaps we could use a little bit of that good old Global Warming that our Country, but not other countries, was going to pay TRILLIONS OF DOLLARS to protect against. Bundle up!
MANY PEOPLE SNOOZED IN SCIENCE CLASS
Republican congressman suggests changing moon's orbit to fight climate change

BAD SCIENCE

https://youtu.be/DHjktX1oQPU
SCIENCE IS COMPLEX

“Polar Vortex”:

pressure near the pole

Jet Stream

The jet stream and cold air surge south into the U.S.

Image: NOAA
SCIENCE IS COMPLEX

GLOBAL WARMING CAUSES MORE DROUGHTS AND MORE FLOODING
5) ANALOGIES ARE EFFECTIVE

"Like putting steroids into a storm": How climate change affects hurricanes

CBS News meteorologist and climate specialist Jeff Berardelli explains how warmer ocean temperatures are fueling more intense storm systems and fast-growing hurricanes like Ida.

AUG 30, 2021
ANALOGIES ARE A WAY TO SIMPLIFY

VOLCANIC ASH IS LIKE SAND, NOT LIKE FIRE ASH
THERE ARE OTHER WAYS TO SIMPLY SCIENCE

THE MADHOUSE EFFECT

How Climate Change Denial Is Threatening Our Planet, Destroying Our Politics, and Driving Us Crazy

MICHAEL E. MANN and TOM TOLES

WE CAN GET MORE SAND FROM THE DROUGHT REGIONS!
6) DON’T USE TECHNICAL TERMS
UNWEATHERED THE WEATHER
7) RELATE TO ALL VIEWS

https://youtu.be/4d3UQpfiFfM
OPPOSING VIEWS? RELATE & SPEAK TO FACTS
8) BRING YOUR OWN CONNECTIONS

PROFESSOR BRIAN RICHTER, UNIVERSITY OF VIRGINIA
PRESENTATIONS: JUMP RIGHT INTO IT

NATURAL HOLES
Holes allow sunlight in dense jungle.
PRESENTATIONS: JUMP RIGHT INTO IT

SPEAKING OF LIGHT
PRESENTATIONS: JUMP RIGHT INTO IT

LEDS PRODUCE LITTLE HEAT
9) UPCYCLING IS MEMORABLE

https://youtu.be/Ox-SiNEdzfk?t=33
PRESENTATIONS: JUMP RIGHT INTO IT

UPCYCLE ITEMS ARE ATTENTION-GRABBING

ALL OVER COSTA RICA
UPCYCLED MARKETING
Holiday Idea #1: Grow your own loofas for gifts

YOUR CONNECTIONS

This year, Professor Cheryl Wanko in the English Department, grew her own loofas to give away as gifts. The plants were purchased locally from the West Chester Grower’s Market. Above you’ll see the finished product, or rather, produce, all tied up with ribbons and bows. The bottom image is an example of the appearance of the fruit as it’s being peeled. This will then be cleaned and voila! 100% natural, package and plastic free, bath time magic.

According to Cheryl, these plants like a warm environment and need plenty of time to grow and mature. They also need lots of space to climb, so keep that in mind. What a great idea!
10) WORDS MATTER

Crisis? How many times can Trump and White House officials say it

"This is a humanitarian crisis, a crisis of the heart and a crisis of the soul," Trump said in his speech.
• CLIMATE CRISIS
• CLIMATE CHANGE
• GLOBAL WARMING
1) JUMP RIGHT IN TO PRESENTATIONS
2) LEAD WITH SOMETHING INTERESTING
3) AMPLIFY YOUR STRENGTHS
4) KNOW YOUR AUDIENCE
5) ANALOGIES ARE EFFECTIVE
6) DON’T USE TECHNICAL TERMS
7) RELATE TO ALL VIEWS
8) BRING YOUR OWN CONNECTIONS
9) UPCYCLING IS MEMORABLE
10) WORDS MATTER