

What's your CQ?

climate.nasa.gov

Project:

Launch Climate Literacy Month: February 1, 2011

Media: Post with every media channel: CSRwire, UN, NYT, WSJ, WWF, Youth on Climate Change, Goodall, Miami program/Ca Scripps Oceanographic, etc. Paley Center, Science and other channels TBD month of January

Message:

What's your CQ? climate intelligence is glamorous, why be dumb? Get smart, learn more, show off, climate for dummies, find out, cut through the bull, the real story, truth in journalism, how we know what we don't know.

Image: intelligence (brain) catchy and fun

Action: Go to climate.nasa.gov, and a host of other places, including game sites, Say What (Scott Brophy) films (Lynn Cherry) to test your CQ and (stop doing dumb stuff), Andy Revkin, etc. (TBD by January 25)

Target: Middle America who is choosing from whom to buy their electricity and power, how to heat their homes, what to purchase.

Funding: Launch without funding, get sponsors on second round.

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