

Climate Literacy Workshop Proposal

To create modular Climate Literacy Workshops that can be duplicated by others through “orientation” we will first draw on the resource of talent within the CLN. These topics have been identified for a one-day workshop.

Understanding the audience’s psychology.

Exploring content - what’s already out there?

Making media - how to get the message out.

Community engagement from the ground up

Hands-on workshop in clean tech solutions

Other:

How we know what we don’t know

Film making on iphones and cell phones



Understanding the audience's psychology.



- Defining the audience and its psychology (study results)
- The general public is responding less to climate change than in 2007. Why?
- How much do people know about basic planetary science? Facing the facts about climate “illiteracy.”
- Motivation for learning
- Empowerment vs guilt-tripping and doom and gloom. How youth and the general public adopt new concepts. Understanding the public threshold for pain and numbing out, and motivations for change.

- Key characteristics
- Behavior patterns
- Media habits
- Where do they get their information?



Community engagement from the ground up



- Review projects that have built community successfully
- The Fairchild Challenge and other CLN projects
- Explore ways of building your own community
- Museums, websites, games, competition, hands-on projects
- How to engage community through goal-driven projects
- Creating leaders through speakers bureaus
- The power of rewarding and competing

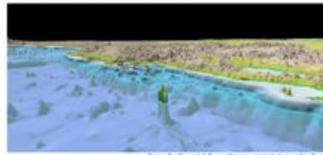


SEA LEVELS EXHIBIT

Sea Levels is a traveling exhibit to engage the public in the fluctuation of sea level throughout the geologic history of Earth. People can explore their world millions of years ago and into the future by experiencing Sea Levels.

The interactive Sea Levels exhibit will educate and entertain participants with the dramatic, constant motion of the Earth's geological forces—from melting and freezing of ice forms, to movement in the Earth's crust, to thermal expansion of the planet itself. These forces govern the configuration of our coastlines and our way of life as they have throughout the ages.

The purpose of Sea Levels is to expand public knowledge and understanding of causes and effects of Earth forces that govern sea level as the topic of a rising ocean looms ahead of us in the coming years.



Center for Coastal & Ocean Mapping, 2009 Hydrographic Center

earth advertising

Contact: Martha Shaw 212-933-1381
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Exploring content - what's already out there?

- Climate communications and existing programs
- A review of the content on climate science and literacy
- What works? What doesn't.
- A look at some nay sayer content
- How do teachers locate this content-- how can this be improved?
- See CLN content and introduce cleanet.org directory



Making media - how to get the message out.

- This is an interactive “ how-to” workshop
- Make your own ad agency
- Create your own campaign
- Strategy outline provided
- Media Plan outline provided
- Creative Brief outline provided
- Produce some campaign ideas
- Execute media plan
- Publish the campaign

Be e-Literate. What's your Climate Intelligent Quotient?

What's your CQ?

climate.nasa.gov



YouTube

CSRwire®
raw and unfiltered

 **ENERGY.GOV**

Success stories


Constant Contact®
Connect. Inform. Grow.

Hands-on workshop in clean tech solutions

- Do a project that offers solutions
- Build a little straw bale house
- See how pv panels teach physics and chemistry
- Make race cars with PV and aluminum cans (NEED kits)
- Use ice cubes and thermometers to test insulation
- other...

