

# Earth to Sky – Electronic Workshop

## Introduction to Communicating Climate Change

February / March 2011



Global Temperature  
Anomaly 2000 -2009

### March 7<sup>th</sup> Webinar:

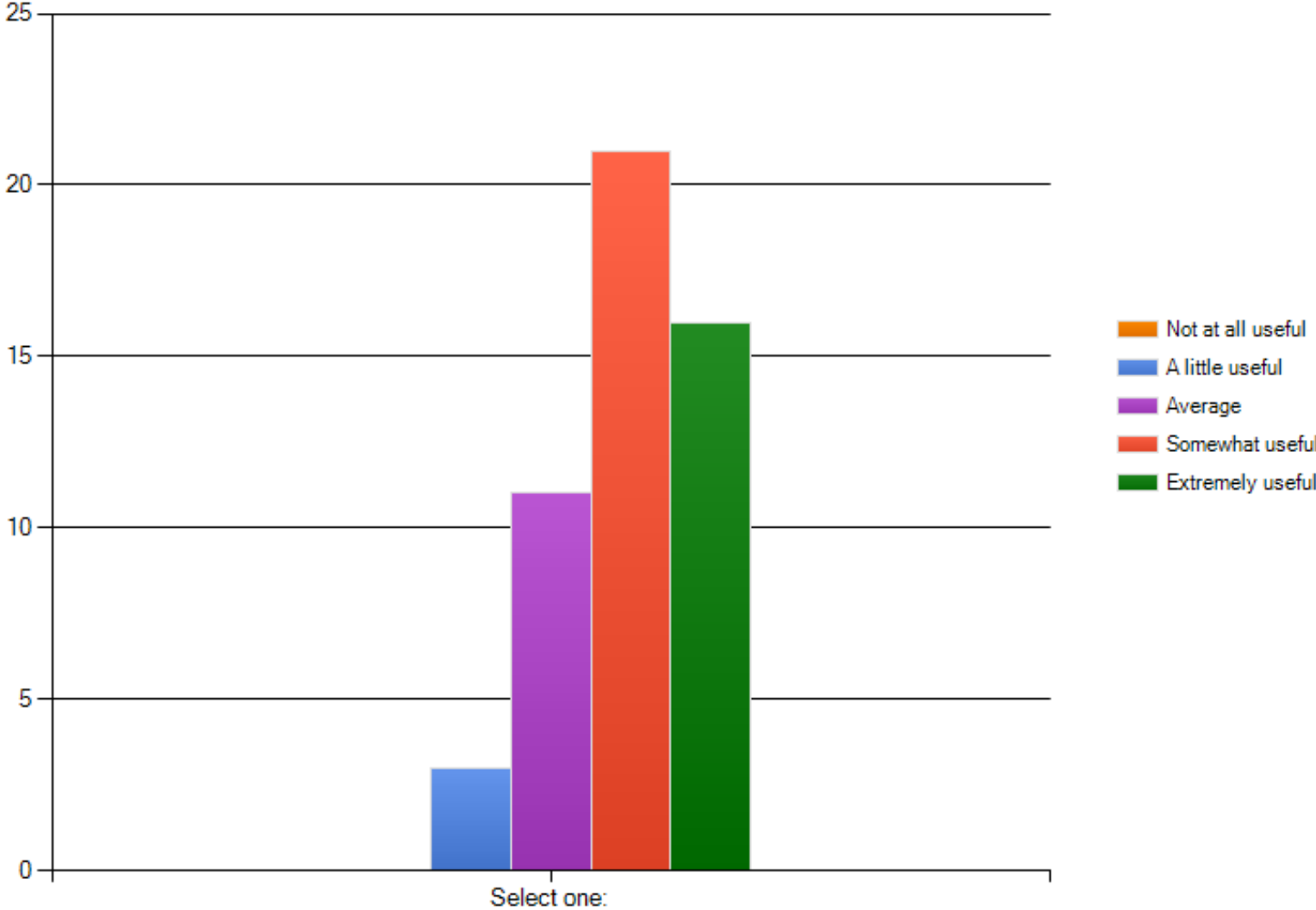
*“Engaging the Audience, Why it Matters and  
some Appropriate Techniques to Apply”*

Presenters: David Larsen (via Recording)  
Becky Lacome, Sara Melena, and Angie Richman  
National Park Service

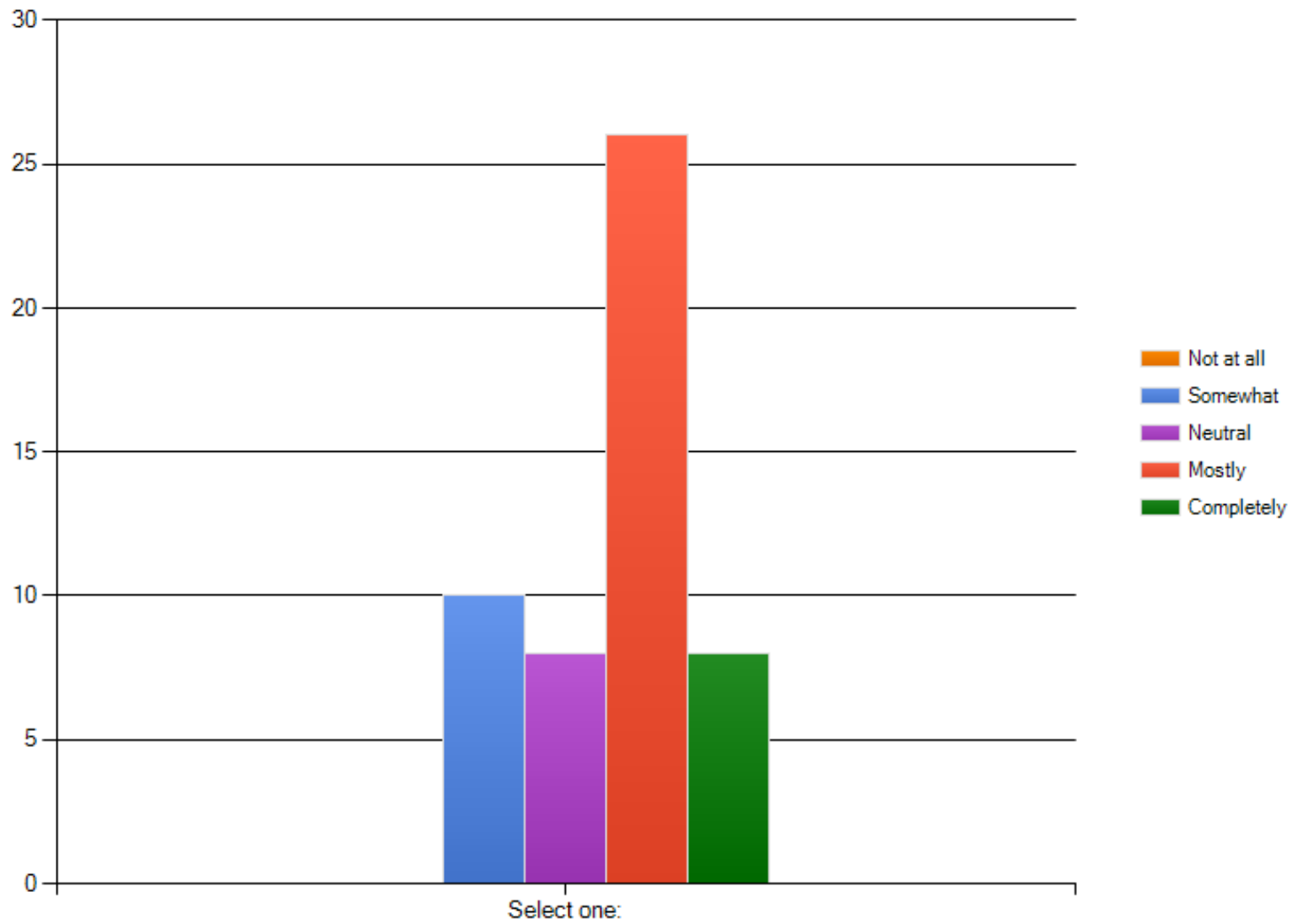
GoToWebinar ID#: 538-619-977  
Phone Number: 1-805-309-0020  
Access code: 395-809-558



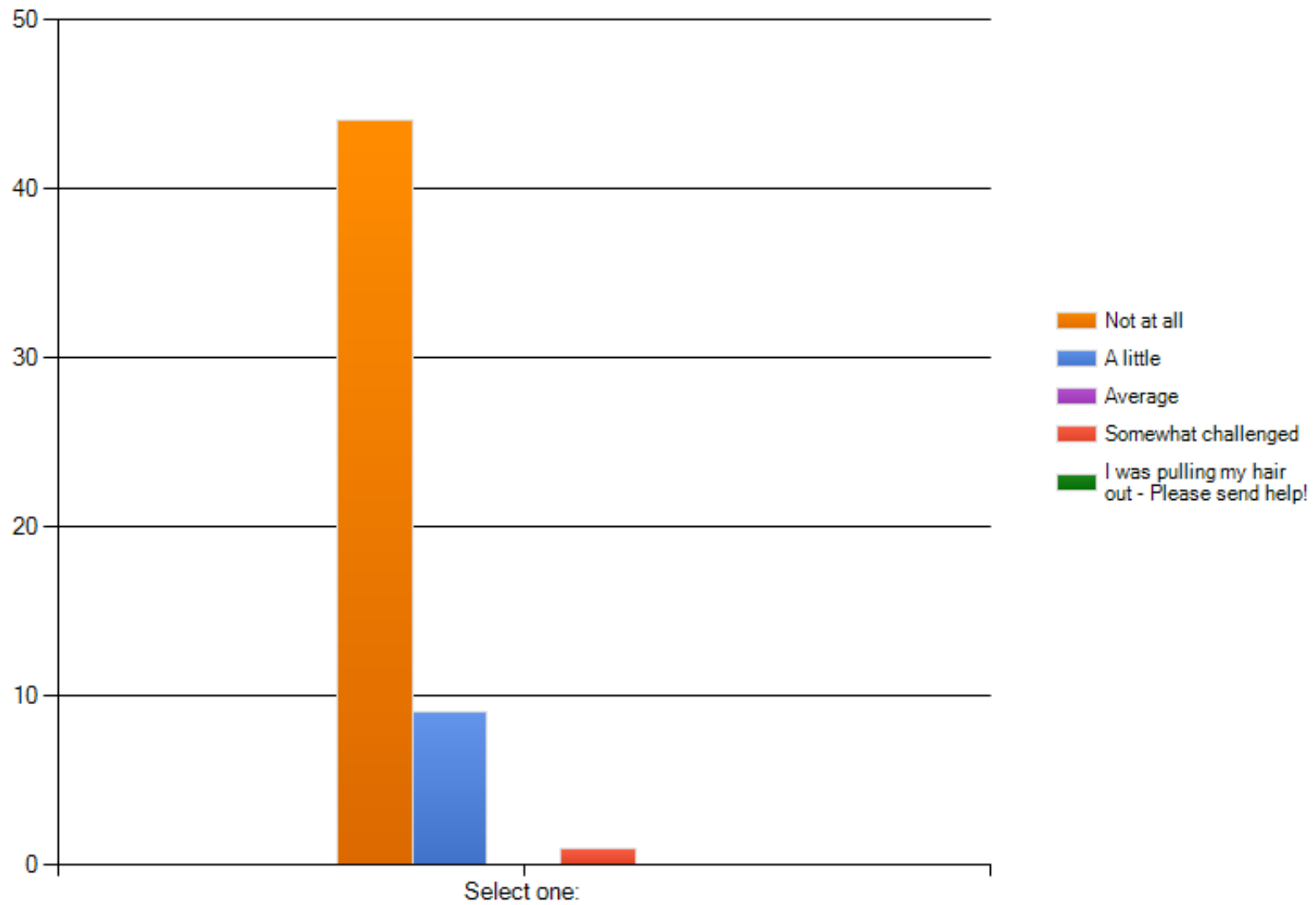
To what extent was Dr. Griffith's Banana-Coal recording useful to you?



### To what extent were your expectations met?



### To what extent did you have technical difficulties during today's webinar?



## Today's Panelists:

(Colleagues of David Larsen, working on defining a Competency for climate change as it relates to field rangers)



John Morris  
Interpretive Specialist  
NPS, Alaska Regional Office



Becky Lacombe  
Training Specialist  
Mather Training Center, WV



Sara Melena  
Education Specialist  
Natural Resource  
Stewardship/Science, CO



Angie Richman  
Communication Specialist  
Climate Change Response  
Program, CO

**David Larsen**, former Training Manager for Interpretation and Education at the National Park Service's Stephen T. Mather Training Center in Harpers Ferry, West Virginia.



David has been a leader in the creation of professional standards for the National Park Service's Interpretive Development Program. He has traveled throughout the country conducting interpretive training, field evaluations, and interpretive planning.

He has worked extensively with the US Fish and Wildlife Service as well as with the National Association for Interpretation and is a recipient of the Sequoia Award (NPS' highest honorary award for excellence in interpretation)..

# Public Engagement

- Civic Engagement
- Personal Services
- Walks, Talks, and Tours
- Media in all Forms
- Curriculum-based Programs
- Youth Programs

# Agency

- The state of being in action or of exerting power



# Climate Change

- Is going to be the big test for us in our ability to share with and collaborate with the public (Long-term)
- Opportunity – can we transform ourselves? Can we truly partner?



***Connect***

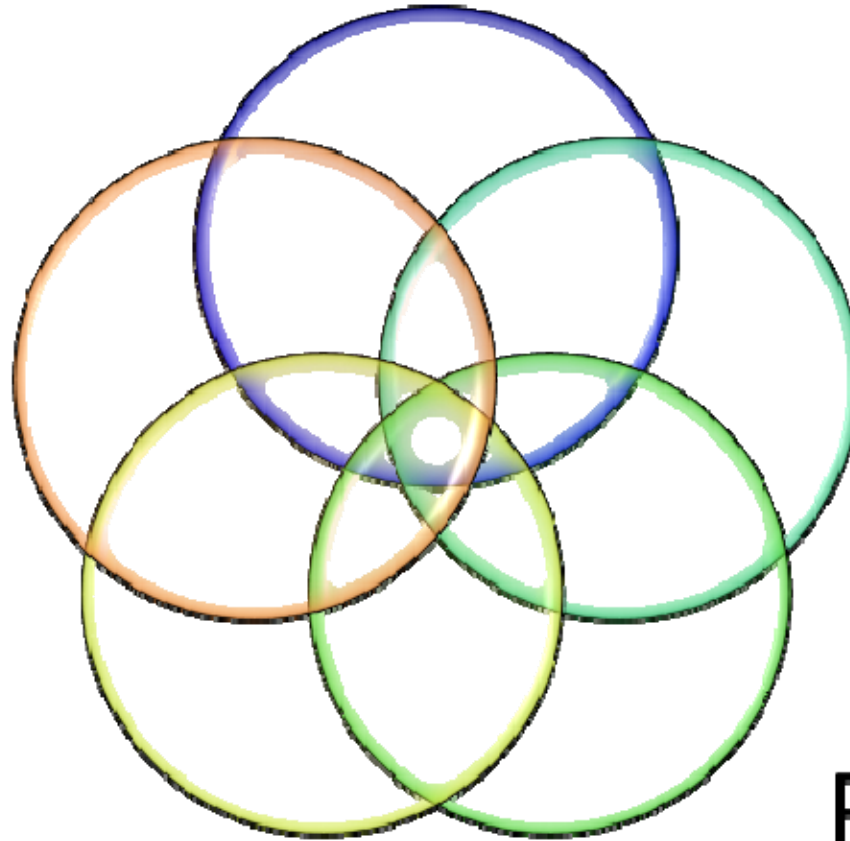


**Partner**

**Express**

**Act**

**Participate**

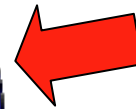




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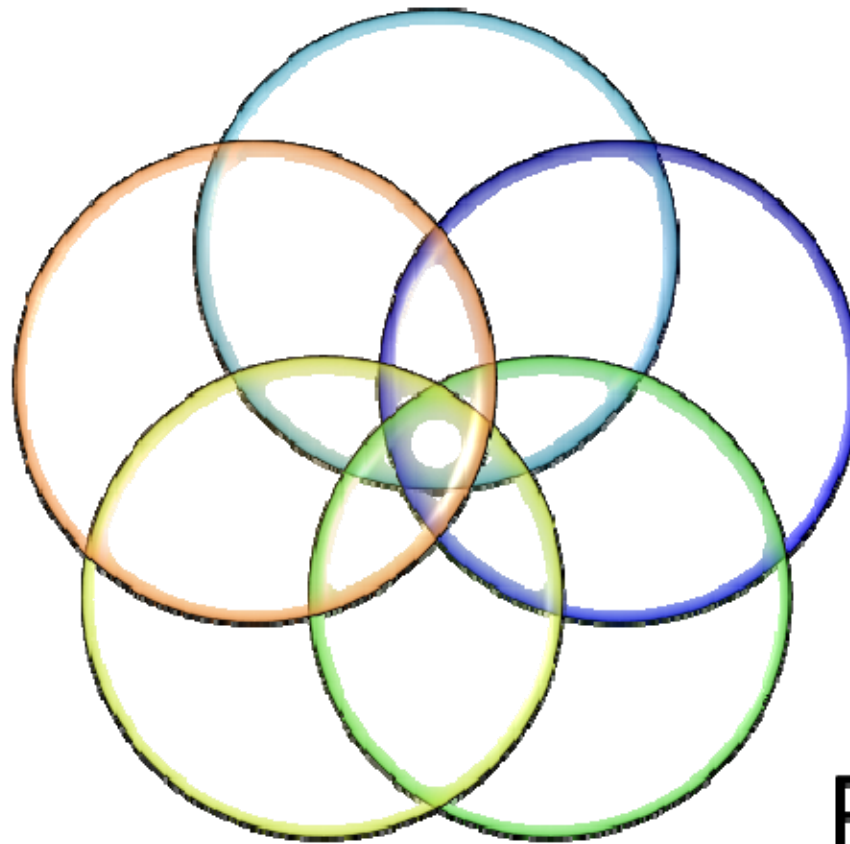
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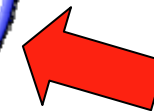
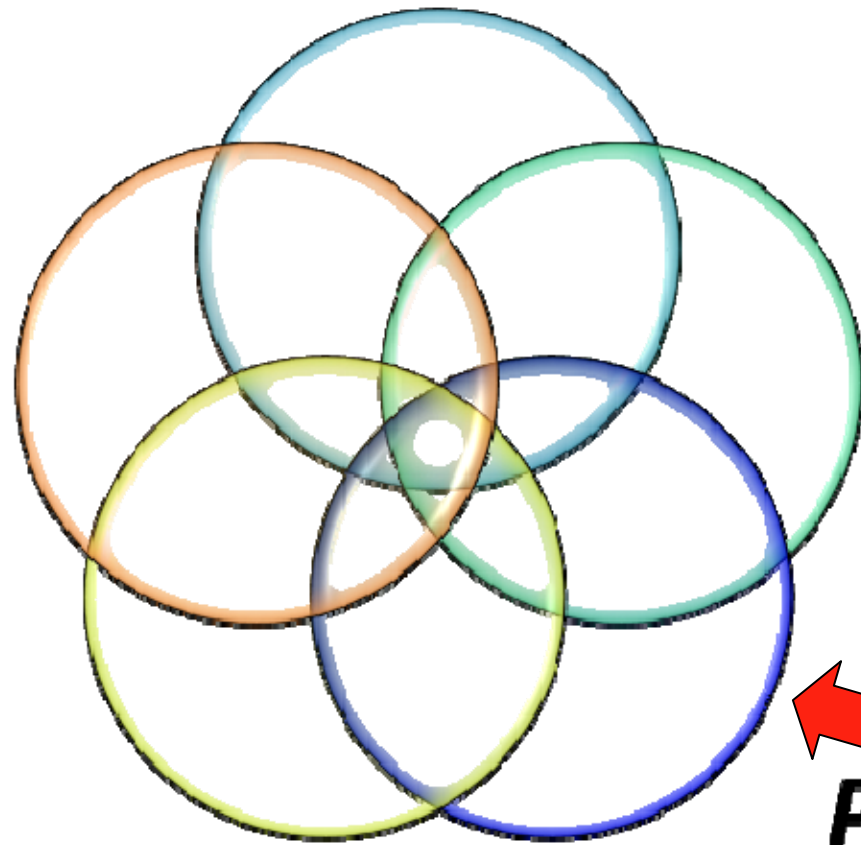


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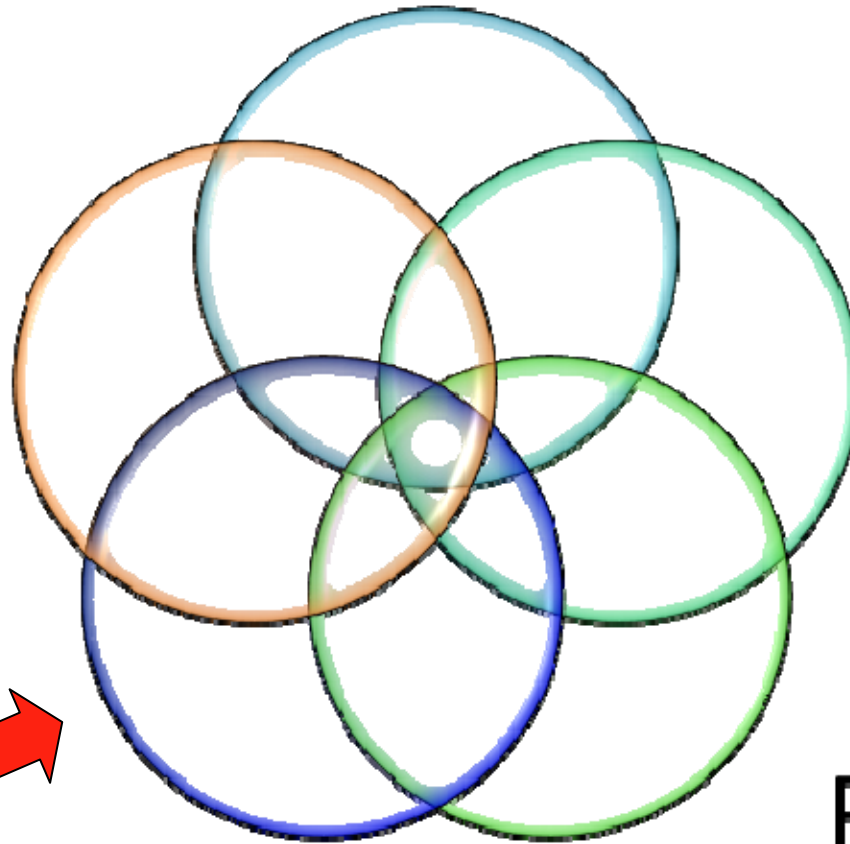
***Participate***



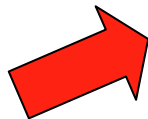
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***Act***

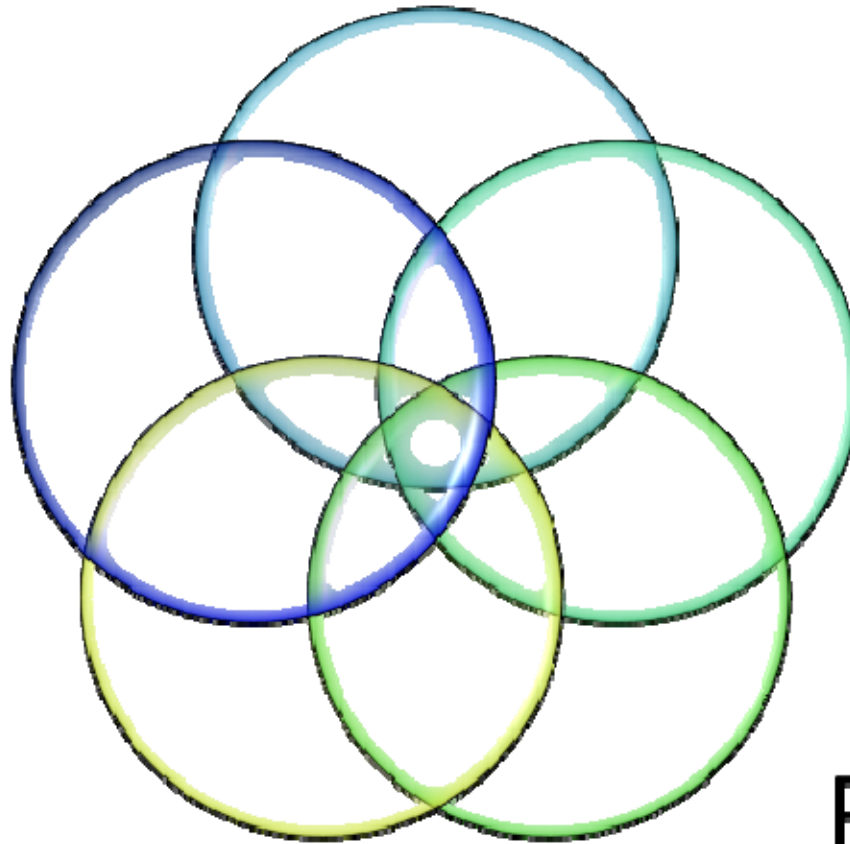
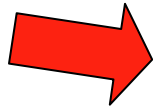


**Participate**



**Connect**

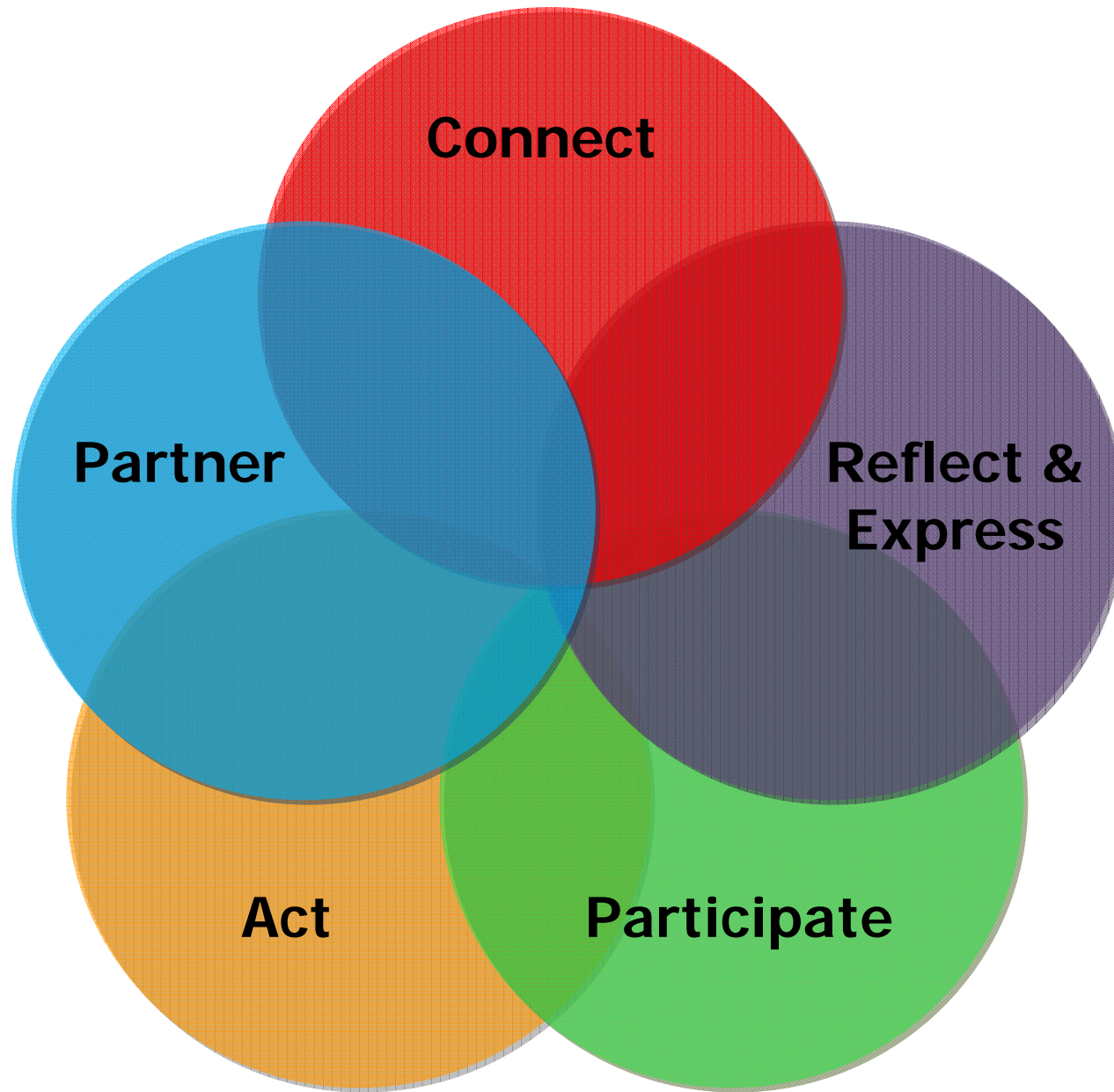
***Partner***



**Express**

**Act**

**Participate**



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(Colleagues of David Larsen, working on defining a Competency for climate change as it relates to field rangers)



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Interpretive Specialist  
NPS, Alaska Regional Office



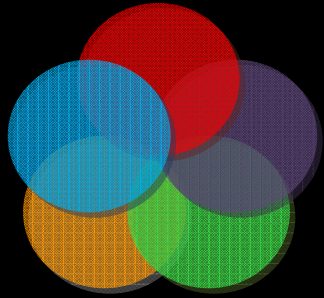
Becky Lacombe  
Training Specialist  
Mather Training Center, WV



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Stewardship/Science, CO

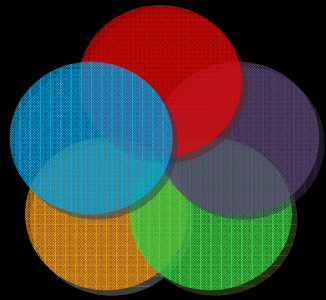


Angie Richman  
Communication Specialist  
Climate Change Response  
Program, CO



# Appropriate Techniques

- Listen – Active Communication
- Multiple Points of View
- Never Replace one Meaning with Another
- Make your Agency's Position an Equal in the Discussion
- Know the Difference between Your Role/Presentation and other Responsibilities



# Appropriate Techniques

- Plan for Balance of Effect
- Acknowledge Disagreements
- Use Universal Concepts (Love, Greed, Change)
- Make Gestures of Respect
- Use Accurate Language
- Create Strategies Ahead of Time



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## Introduction to Communicating Climate Change

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Next Webinar – Wednesday March 9<sup>th</sup>, 2pm EST:

***“Communicating about Climate:  
Examples from the Field”***

Presenter: Earth to Sky Practitioners from NPS and FWS  
Neil Howk (NPS), Cathy Curby (FWS),  
Will Elder (NPS), and Stephanie Kyriazis (NPS)