COMMUNICATING CLIMATE CHANGE

49th CONFERENCE ON BROADCAST METEOROLOGY/SIXTH CONFERENCE ON WEATHER WARNINGS AND COMMUNICATION

SHORT COURSE ORGANIZERS

Mike Nelson, Chief Meteorologist, Denver 7
Bob Lindmeier, Senior Chief Meteorologist, WKOW-TV

SHORT COURSE PRESENTERS

Paul Douglas, Praedictix Senior Meteorologist
Scott Denning, Professor of Atmospheric Science, Colorado State University
Katharine Hayhoe, Professor of Atmospheric Science, Texas Tech University

TUESDAY JUNE 14, 2022

12:30 P.M. **INTRODUCTION AND OVERVIEW - Mike Nelson**
Presenter introductions and a summary of the planned activities for the afternoon.

12:35 P.M. **CLIMATE CHANGE MESSAGING AND FRAMING FOR A CONSERVATIVE AUDIENCE - Paul Douglas**
Climate messaging isn't one-size-fits-all. Sharing and personalizing the science is essential, but so is framing climate impacts and solutions in a manner that appeals to a conservative audience's ideological convictions and faith-based aspirations. It is possible to do both, lean into established science, while framing climate messaging in a way that better resonates across a wide political and ideological spectrum.

1:30 P.M. **COFFEE BREAK**

1:45 P.M. **THE THREE S'S OF CLIMATE CHANGE: SIMPLE, SERIOUS, SOLVABLE - Scott Denning**
Simple explains the mechanism by which CO2 absorbs outgoing radiation and arms the climate.Serious outlines the progressive and permanent nature of CO2-induced warming, and the potential consequences. Solvable explains feasible and affordable solutions for decarbonization to prevent catastrophic damages

2:45 P.M. **COFFEE BREAK**

3:00 P.M. **COMMUNICATING CLIMATE CHANGE IN CONSERVATIVE MARKETS - Katharine Hayhoe (Virtual)**

Dr. Hayhoe will provide insight on what broadcast meteorologists can do and say to help people understand why climate change affects them,

especially those working in more conservative markets. Dr. Hayhoe will also offer copies of her new book “Saving Us”. Her book really hits the nail on the head in greater detail about the role we can play as “climate communicators” to our viewers.

3:45 P.M. **PANEL DISCUSSION AND AUDIENCE QUESTIONS - Paul Douglas, Scott Denning, Katharine Hayhoe**

4:30 P.M. **ADJOURN**