

Changing the Subject In-Class Exercises




Part 1: Who Responds to What Message




Exercise #1: Warm Up

Trait	% of Residents in <i>Your</i> County
Believe that global warming is happening	
Believe global warming is caused mostly by humans	

After you guess, look up yourself at <http://bit.ly/pew-global>

Exercise #2: Even Warmer

Group	Summary Description	What kind of people in your community tend to fit this general profile?
 <p>A</p>	<p>Moderate to liberal Democrats, active in their communities. They tend to be female, middle-aged, college educated, and upper income. They have a secular outlook and favor environmental protection to economic growth.</p> <p>This group has above average media use and follows news on global warming closely.</p>	<p>Many of our donors and volunteers fit this profile</p>
 <p>B</p>	<p>The demographic average in America. They lean Democrat and report averages rate of civic involvement. They have mainstream religious views and often favor environmental protection to economic growth.</p> <p>This group has an average media consumption. They say that they need more information about global warming, but they don't actually seek it out.</p>	
 <p>C</p>	<p>Demographically average and evenly split between moderate Democrats and Republicans. This group displays low civic engagement, and tends to have mainstream religious beliefs.</p> <p>This group pays the least attention to environmental news, and below average attention to all news.</p>	

Group	Summary Description	What kind of people in your community tend to fit this general profile?
 <p>D</p>	<p>Politically inactive and mostly Democrats. They may be a minority, female, with low education and income, and mainstream religious views. They prioritize the economy over the environment.</p> <p>This group tends to prefer entertainment television to news. They rarely come across global warming information, and often ignore it when they do.</p>	
 <p>E</p>	<p>This group tends to be male, older, educated, white, and Republican. Many are evangelical Christians. They report average involvement in civic activities. They prioritize the economy over the environment.</p> <p>This group reports average media use. They usually ignore global warming information.</p>	
 <p>F</p>	<p>This group tends to be very conservative white men with high education and income. This group is civically active, and may be evangelical Christians. They prioritize the economy over the environment.</p> <p>This group consumes a specialized media diet of conservative commentary.</p>	

Exercise #3: Begin With Behavior, Part 1

Civic Behavior	% Have or Will Participate
Buy a 30+ mpg car	77%
Caulk & Weather Strip	74%
Join an organization that tries to influence public policy	41%
Join an organized protest	32%
Reduce vehicle travel (public transportation, carpool, bike, walk)	18%
Replace most/all bulbs with CFC	15%
Sign a petition on any topic	8%
Work/volunteer for a campaign or cause	4%

PewResearchCenter
2013 & 2009

Exercise #4: Begin With Behavior, Part 2

Audience	What could you encourage them to DO? (<i>Not</i> what you want them to know, believe, or feel)
General public	
Homeowner	
Farmer	
Rural landowner with 10+ acres of trees	
Local elected official	

Exercise #5: Foolproof Photos

<p>“Eyes are the Windows to the Soul” Individuals, expressing emotion, who have been impacted by climate change</p>	<p>Monkey See, Monkey Do Actions to reduce or respond to climate change that the audience can imitate</p>
<p>Photo Caption:</p>	<p>Photo Caption:</p>
<p>“Seeing is Believing” Before-and-after photos of consequences or solutions</p>	<p>“Collective Causes & Solutions” Images that show how individual actions, at scale, add up to problems and solutions</p>
<p>Photo Caption:</p>	<p>Photo Caption:</p>

Exercise #6: Swap the Shoptalk

Swap Out	Swap In
Agricultural land	Working farms
Aquifer	Groundwater
Biodiversity	Fish and wildlife
Carbon Emissions/Sequestration	Air pollution, smog Clean air, nature-based solutions
Climate Change	Drought, flood, wildfire, pests, and/or spread of tropical disease
Conservation Easement	Voluntary Land Protection Agreement
Ecosystems	Natural areas
Family Forest	Private Woods or Woodlands
Forest Management Plan	Landowner Conservation Plan
Forester	Advisor or Consultant
Global warming	Drought, flood, wildfire, pests, and/or spread of tropical disease
Land use planning	Smart growth/preventing runaway development
Regulations	Safeguards
Resilience	Disaster ready, emergency preparedness
Sustainable development	Preserving the rural way of life

Exercise #7: The Climate Words That Work

When explaining an environmental issue...

- Protect our community/your property
- Control pollution/pests
- Prepare for floods and droughts
- Conserve wildlife

When addressing the “so what” question...

- Future generations
- Healthy
- Family/children
- Safe
- Trends

When encouraging somebody to do something...

- Make a Difference
- Doing my/your/their part
- It affects you
- What you can do
- Working together
- Save Money

When asking somebody to take your side...

- Accountability
- Corporations (evokes negative feelings)/Businesses (evokes positive feelings)
- Choice
- Fair
- Balance
- Planning Ahead
- Responsibility/duty
- Freedom
- Investment
- Law
- American tradition/patriotic

Part 2: Competing for Their Attention

Exercise #8: Quick Critique

What You Can Do



Home > Climate Change > What You Can Do

WHAT YOU CAN DO

The **impacts of climate change in New York** are now increasingly documented, with erratic weather stressing communities and wildlife, agricultural stress due to extreme weather, and changes in our forests.

New York State has established a goal of **50% renewable energy by 2030** to help combat climate change and **make our communities more resilient**.

This will also help increase our energy security and reduce the need for fracking for natural gas. Fracking is increasingly a concern related to **water quality and health** as discussed in this article in Forbes reviewing over 700 studies.



Energy conservation

If you can, increasing the energy efficiency of your home is a great way to save money and reduce the amount of oil/gas/energy you use.

New York State Energy Research and Development Agency (NYSERDA) has a number of programs to help you **identify cost-saving methods** to insulate and weatherize your home. There may also be incentives or rebates for residential or commercial energy conservation.

[Check out the NYSERDA website >>](#)



Support local land conservation

Conserving the lands in the North Country will help make sure that we retain the farms, forests, waterways and habitat that will help absorb CO2 from the atmosphere.

There is growing research documenting the potential for agricultural soils to capture significant amounts of CO2 (up to 37%) from the atmosphere by 2030 if farms increase their carbon-farming practices (farming in a way that reduces climate change related gases like CO2 and methane). We need to encourage New York State, like California to invest in local farms to allow them to move more in this direction."

Conserving wildlife habitat to allow for species to migrate to find more suitable locations to thrive is also important.

Local recreational opportunities is also an important way to reduce the need for extended travel as well as enhancing our communities quality of life.

Climate Change Strategy

CLIMATE CHANGE STRATEGY

Climate change is the conservation challenge of our era. It threatens the Land Trust's core mission of protecting land for wildlife, scenic views, and local communities for future generations. In that regard, responding to climate change is like an insurance policy for land trusts.



Learn how you can help the land in a climate changed future. Photo: Jay Mather.

So, how is the Land Trust going to help? What will guide our work so we can be responsive to climate change? Here are our guiding principles for climate-responsive Land Trust actions:

- We recognize the interconnectedness of all actions. Climate-responsive conservation cannot happen in isolation, and all decisions will have implications for other social, ecological, and/or economic outcomes.
- We prioritize the functionality of ecological processes and systems rather than specific habitats or species.
- We will strive to engage a variety of relevant stakeholders to iteratively and regularly revisit strategies and approaches. Climate change action is necessarily experimental, dynamic, and imperfect.
- We will strive to understand and respond to local concerns and communities while keeping national and global contexts in mind.
- We know that, just as the impacts of climate change are not immediately discernible, climate-responsive conservation will not yield immediate results or solutions. However, this by no means diminishes the importance of acting now.
- We will use the best available science to guide all conservation and stewardship approaches to adaptation and mitigation.



VOLUNTEER FOR LAND

[Learn more >](#)

Want to dig deeper into the nature of Central Oregon? Volunteer for the land!

What is the Land Trust doing about climate change?

The two main ways the Land Trust can address climate change are mitigation and adaptation.

- **Mitigation** means reducing our human contributions to greenhouse gases. There are two main ways the Land Trust can mitigate the effects of climate change on our communities. We can reduce our contributions of greenhouse gases, and we can remove CO₂ from the atmosphere. [Learn more about our mitigation strategy.](#)
- **Adaptation** means making adjustments in our systems—human and natural—in response to current and future climate impacts. There are two main ways the Land Trust can help adapt to climate impacts: we can help conserve nature's stage, and we can help make our natural systems strong. [Learn more about our adaptation strategy.](#)

Message Method Step	What You Can Do	Climate Change Strategy
<p>Step One: Begin With Behavior Which piece does a better job convincing the reader that there is something they can do about climate change, whether they believe it is man-made or not?</p>		
<p>Step Two: Foolproof Photos Which piece does a better job including:</p> <ul style="list-style-type: none"> • Faces of people making a difference or harmed by climate change • People taking action to address climate change • Before-and-after pictures of solutions and consequences 		
<p>Step Three: Swap the Shop Talk Which piece does a better job avoiding using professional jargon, e.g. “resilience” and “sequestration,” that turns off lay audience?</p>		
<p>Step Four: Use the Words That Work Which piece includes the words, phrases from p.8 — or synonyms for those words and phrases.</p>		

Exercise #9: Rethink (and then Rewrite) the “Resilience” Piece

Adapted from a piece by Open Space Institute

There are many roles for land protection in addressing climate change, one of which is maintaining biodiversity in a changing climate. The 2012 climate adaptation report issued by the U.S. Fish and Wildlife Service highlights the need for a network of resilient habitat cores and corridors to be protected. This is closely related to the work that land trusts have been doing for decades, which makes them critical partners for making this vision a reality. Land trusts tend to have more relationships with private landowners than their counterparts in land management agencies.

The most resilient places should be prioritized for protection. Our strategic priorities should be to protect habitats that have the topography and connectivity to cope with the stress of climate change with the least intervention from the conservation community. Landforms are important aspect of resilience because they create microclimates that provide options for plants and animals to adjust their climate locally. Connectivity is similar to the concept of forest blocks and measures the ability for plant and wildlife movement movement to access habitats, food sources and the diversity of land forms.

Message Method Step	Your Thoughts
<p>Step One: Begin With Behavior This passage contains no call-to-action or next step for the reader. What could you put there?</p>	
<p>Step Two: Foolproof Photos Which of the following images could you include?</p> <ul style="list-style-type: none"> • Faces of people making a difference or harmed by climate change • People taking action to address climate change • Before-and-after pictures of solutions and consequences 	
<p>Step Three: Swap the Shop Talk Other than “resilience,” what other problematic terms would you need to swap out?</p>	
<p>Step Four: Use the Words That Work Go out of your way to use words from p.8 that are proven to evoke a positive response</p>	

Exercise #10: Dealing With the Doubtful, Step 1

We are offering a free workshop on how to _____.

This will help you **protect** your family from _____.

We are offering financial and technical assistance to help you
_____. This will help you **protect** your property
from _____.

We are working with local elected officials to _____.

Our goal is to **protect** the community from _____.

Exercise #11: Dealing With the Doubtful, Step 2

<i>Sketch an image in the box above that incorporates patriotic, faith, or military themes into a climate message</i>
<i>Write a caption in the box below that uses one of the terms likely to appeal to "The Doubtful"</i>

Exercise #12: Tempting Testimonials

Group		Would respond favorably to a testimonial from...
Alarmed	<p>Moderate to liberal Democrats, active in their communities. They tend to be female, middle-aged, college educated, and upper income. They have a secular outlook and favor environmental protection to economic growth.</p> <p>This group has above average media use and follows news on global warming closely.</p>	
Concerned	<p>The demographic average in America. They lean Democrat and report averages rate of civic involvement. They have mainstream religious views and often favor environmental protection to economic growth.</p> <p>This group has average media consumption. They say that they need more information about global warming, but they don't actually seek it out.</p>	
Cautious	<p>Demographically average and evenly split between moderate Democrats and Republicans. This group displays low civic engagement, and tends to have mainstream religious beliefs.</p> <p>This group pays the least attention to environmental news, and below average attention to all news.</p>	

Group		Would respond favorably to a testimonial from...
Disengaged	<p>Politically inactive Democrats. They may be a minority, female, with low education and income, and mainstream religious views. They prioritize the economy over the environment.</p> <p>This group tends to prefer entertainment television to news. They rarely come across global warming information, and often ignore it when they do.</p>	
Doubtful	<p>This group tends to be male, older, educated, white, and Republican. Many are evangelical christians. They report average involvement in civic activities. They prioritize the economy over the environment.</p> <p>This group reports average media use. They usually ignore global warming information.</p>	
Dismissive	<p>This group tends to be very conservative white men with high education and income. This group is civically active, and may be evangelical Christians. They prioritize the economy over the environment.</p> <p>This group consumes a specialized media diet of conservative commentary.</p>	