

Climate Communication Mini-Assignment

Your mission is to write a **letter to the editor**, create a **mock webpage** (static), a **series of tweets**, or a **blog post** (or a few blog posts) that communicates a lesson learned (or lessons) from one of the four lab assignments from the first two weeks of class (GIS Radiation Balance, Imaginary Earth, Vostok Ice Core, or ENSO labs). If you would like to talk about a different topic covered in the first two weeks of class you may – but you **MUST** get your topic approved by me first. The assignment is **due on Friday February 5th 2016 at 4 PM**.

Regardless of what you choose above, all assignments have the same rubric (see below) but will have very different tones. If you choose to write a letter to the editor you will need to assume a more formal tone and relate it to a current event – for example the climate negotiations in Paris. The mock webpage or blog post could also relate information to a current event or it could take a more educational tone (or even a funny tone). Regardless of which option you choose – **BE CREATIVE!**

Read the article by Sommerville & Hassol (2011) on Canvas for tips on science communication and check out this website for further info: <http://guide.cred.columbia.edu/>. Figure 3 in Sommerville & Hassol (2011) is a great way to structure your LTE/webpage/tweets/blog: start with the bottom line, the talk about why someone should care, then provide supporting details.

Rubric

- [30%] Content: The content must be scientifically accurate and be rooted in one of the four lab assignments (GIS Radiation Balance, Imaginary Earth, Vostok Ice Core, or ENSO)
- [50%] Communication Style (Elements listed below)
 - (20%) Clarity: You have crafted a clear message
 - (10%) Context: You put the scientific information in context (with a current event, social justice, etc)
 - (10%) Language: Good use of metaphors, analogies or references to everyday situations to describe the “lesson learned”
 - (10%) Audience: consider your audience by relating the information to something they care about – for example something local if you choose to write a letter to editor.
- [10%] Tone: your content and style is appropriate given your choice of format and message
- [10%] Creativity: **BE CREATIVE!!!**