

## **Climate Communication: Advertisement & Short Video**

Your mission is to create **a short video** (see below for guidelines) and **one print advertisement**. Both need to do one of the following:

- (1) serves as a “call to action” to reduce society’s or our individual carbon footprints *or*
- (2) describes a policy or technological solution.

The print advertisements can be commercials, billboard ads, magazine ads, newspaper ads, etc. This advertisement should address the “cautious” or “doubtful” portion of the American public (see “Global Warming’s Six Americas and the Election” and the Yale Communication Website: <http://climatecommunication.yale.edu/visualizations-data/ycom-us-2016/> ).

The video should speak specifically to the “doubtful” or “cautious” (whichever you did not use for the print advertisement) clientele in the American public. Your video can be live action, graphics based, or a mixture of the two. Your video must be geared toward the region of the country your group is assigned and reflect the polling results reported in the YPCCC. You will work in groups of 5 and your videos will be presented to the class Wednesday morning. Videos will be assessed by your classmates and myself (see rubric below). You will also be assessed on your ability to answer questions in addition to the quality of your presentation.

Your entire presentation (print and video) **should be no longer than 10 minutes**. One key point of climate communication is being succinct. In addition, this will allow for 3-5 minutes of questions following each portion

### **Rubric for both Print Advertisement [30%] & Video [70%]**

- [20%] Content: The content must be scientifically accurate
- [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) that makes sense for your region (think about local economy, politics, in addition to polling results)
  - (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.
- [20%] Creativity: BE CREATIVE!!!
- [10%] Ability to answer questions: All groups will have the opportunity to answer questions after their videos run – demonstrated mastery of subject matter is important.

For each advertisement, write a 1-2 paragraph explanation for how your message speaks specifically to this group/region, citing the data and findings in the public opinion data and

information about your regions' economy, political leanings, etc. Also, cite relevant research that shaped the way you presented your messages [**total ~ 2-4 paragraphs**]

**Suggested timeline for group presentations:**

- 3 minutes: Present your print advertisement. Explain, in detail, the choices you made in developing this advertisement. Then, explain how it speaks to the first audience (cautious or dubious, regional relevance). Use relevant research in this discussion, but in plain language.
- 5 minutes: Present your video. Explain, in detail, the choices you made in developing this advertisement. Then, explain how it speaks to the second audience (cautious or dubious, regional relevance). Use relevant research in this discussion, but in plain language.
- 3 minutes: time for Q&A

**Group 1:** Colorado, Congressional District 1

**Group 2:** Utah, Congressional District 4

**Group 3:** North Dakota (at large)

**Group 4:** California, Congressional District 2

**Group 5:** Hawaii, Congressional District 1