Climate Communication

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• The America Publics
• The Unconvinced
• Best Practices
Six Americas
Audience Segmentation
October 2014

% Change
-3   +4   0   +2   +1   -2

Proportion represented by area
Source: Yale / George Mason University

GLOBAL WARMING’S SIX AMERICAS
IN SEPTEMBER 2012
Figure 5: Nature of the one question respondents would most like to pose to a climate scientist
The Unconvinced

- Don’t start with the science
- Have a conversation
- Focus on what they value
- Address the biggest error
- Identify actions
Explaining climate change science & rebutting global warming misinformation

Scientific skepticism is healthy. Scientists should always challenge themselves to improve their understanding. Yet this isn’t what happens with climate change denial. Skeptics vigorously criticise any evidence that supports man-made global warming and yet embrace any argument, op-ed, blog or study that purports to refute global warming. This website gets skeptical about global warming skepticism. Do their arguments have any scientific basis? What does the peer reviewed scientific literature say?

Newcomers, start here  
History of Climate Science  
The Big Picture

2015 SkS Weekly News Roundup #20B
Posted on 16 May 2015 by John Hartz
Speak to their interests, not yours

- Know what is important to them
- Know how they feel about the issue
- Be a good listener
- Start a dialog
Start with the Impacts
Orange Beach, Alabama
Let Others Share Experiences

King Tides
Capturing South Carolina’s Highest Tides

Storm Witness
Documenting Storm Damage in South Carolina
Guidance on Options
An Opportunity to Discuss
See the Options
Talk to Homeowners
Work with trusted sources

• Identify their trusted sources
• Establish partnerships
• Share consistent information
For Additional Information

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