

West Chester University

Digital Commons @ West Chester University

Sustainability Research & Practice Seminar
Presentations

Sustainability Research & Creative Activities @
WCU

9-8-2021

Communicate Sustainability Successfully: How to Connect with Your Audience

Drew Anderson

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Part of the Sustainability Commons

A man with a beard and blue eyes is smiling in a selfie-style shot. He is wearing a dark blue jacket. The background shows a clear, turquoise river flowing over rocks in a lush, green forest. The scene is bright and natural.

COMMUNICATING SUSTAINABILITY: 10 IDEAS

DREW ANDERSON, WCU METEOROLOGIST – [DANDERSON@WCUPA.EDU](mailto:danderson@wcupa.edu)

1) JUMP RIGHT IN TO PRESENTATIONS



SHORT WINDOW TO GRAB ATTENTION

Best Practices
when Optimizing your
YouTube channel



3 OFFER DIGESTIBLE CONTENT

Provide 16 seconds to 2 minutes videos.

Videos that were between 16 seconds and 2 minutes in length had 53.8% of all YouTube views.

SEVERE WEATHER TEAM 6 CENTRE COUNTY TODAY

2) LEAD WITH SOMETHING INTERESTING



11:19 61°

LIVE SEVERE WEATHER TEAM 6



DREW ANDERSON
METEOROLOGIST



<https://youtu.be/0pwGBgEEaJ8?t=61>

UNSUCCESSFUL START / SPEAK TO VIDEO



FIGHT LIKE YOUR WORLD
DEPENDS ON IT

an **inconvenient** sequel **TRUTH TO POWER**

Cert TBC

PARAMOUNT PICTURES AND PARTICIPANT MEDIA PRESENT AN ACTUAL FILMS PRODUCTION 'AN INCONVENIENT SEQUEL: TRUTH TO POWER'
MUSIC BY JEFF BEAL EDITED BY DON BERNIER COLIN NUSBAUM CINEMATOGRAPHY BY JON SHENK EXECUTIVE PRODUCERS DAVIS GUGGENHEIM LAURIE DAVID LAWRENCE BENDER SCOTT Z. BURNS LESLEY CHILCOTT
ORIGINAL SONG "TRUTH TO POWER" PERFORMED BY ONE REPUBLIC PRODUCED BY JEFF SKOLL PRODUCED BY RICHARD BERGE, p.p.a. DIANE WEYERMANN, p.p.a. DIRECTED BY BONNI COHEN AND JON SHENK
WRITTEN BY RYAN TEGGER AND T. BONE BURNETT
PARTICIPANT MEDIA
INCONVENIENTSEQUEL.COM #BEINCONVENIENT f/PARAMOUNTPICTURESUK

<https://video-alexanderstreet-com.eu1.proxy.openathens.net/watch/an-inconvenient-sequel>

SUCCESSFUL START



https://www.youtube.com/watch?v=9rS_giWIUQ8

3) AMPLIFY YOUR STRENGTHS



ENGAGING
PHOTO CREDIT: FACEBOOK

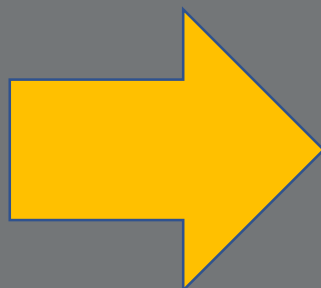


AUTHENTICITY
PHOTO CREDIT: REUTERS

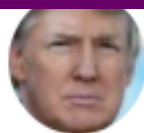


4) KNOW YOUR AUDIENCE

BAD SCIENCE



@realDonaldTrump



Donald J. Trump ✓

@realDonaldTrump

Follow

In the East, it could be the COLDEST New Year's Eve on record. Perhaps we could use a little bit of that good old Global Warming that our Country, but not other countries, was going to pay TRILLIONS OF DOLLARS to protect against. Bundle up!

7:01 PM - 28 Dec 2017

62,905 Retweets 193,462 Likes



133K 63K 193K

MANY PEOPLE SNOOZED IN SCIENCE CLASS



Republican congressman suggests changing moon's orbit to fight climate change

Gu

BAD SCIENCE



<https://youtu.be/DHjktX1oQPU>

“Polar Vortex”:

SCIENCE IS COMPLEX

pressure near the pole

Jet Stream

**The jet stream
and cold air surge
south into the U.S.**



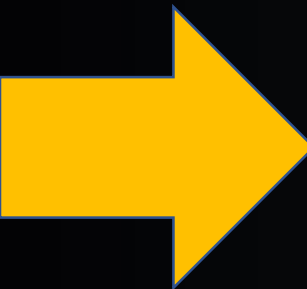
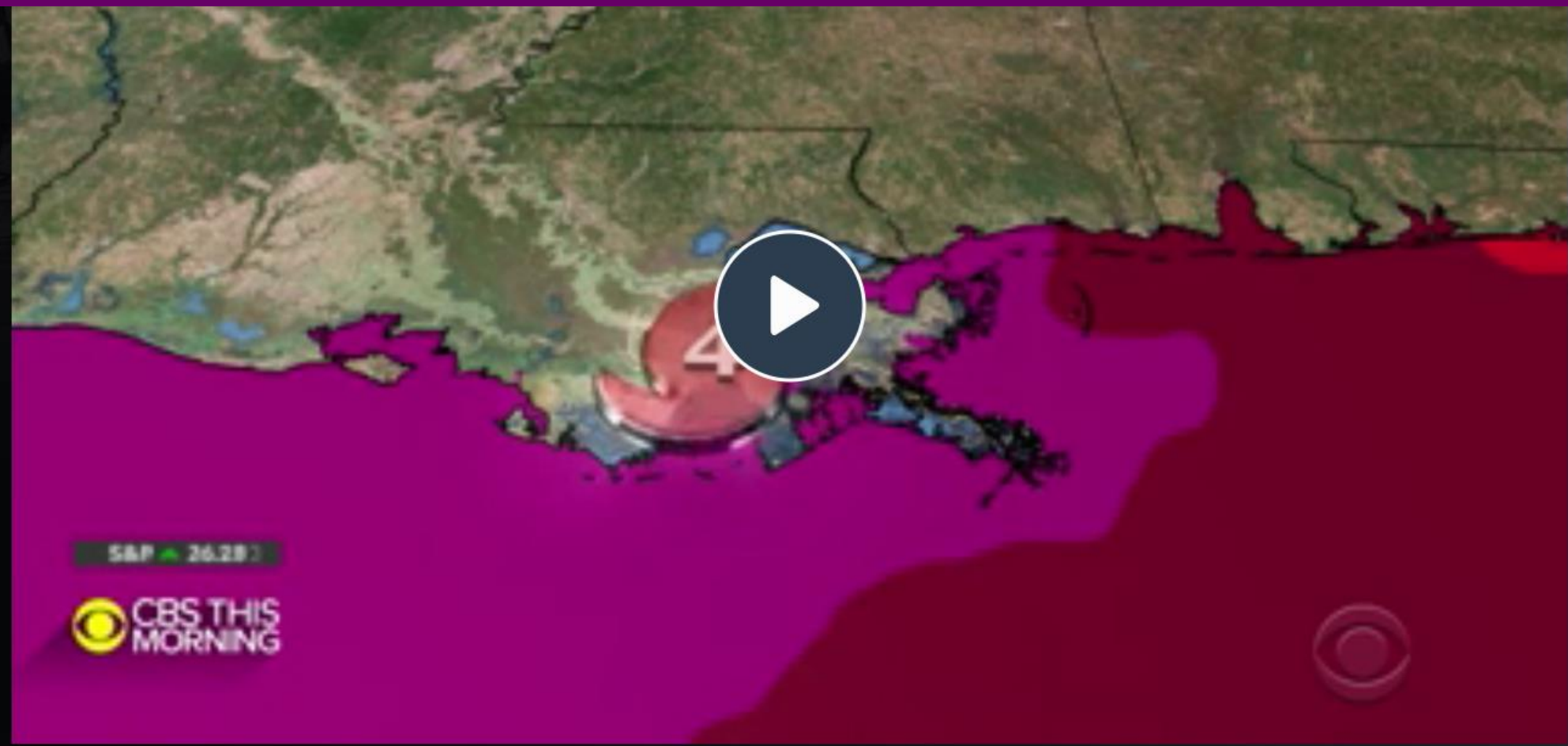


SCIENCE IS COMPLEX



GLOBAL WARMING CAUSES MORE DROUGHTS AND MORE FLOODING

5) ANALOGIES ARE EFFECTIVE



"Like putting steroids into a storm": How climate change affects hurricanes

CBS News meteorologist and climate specialist Jeff Berardelli explains how warmer ocean temperatures are fueling more intense storm systems and fast-growing hurricanes like Ida.

AUG 30, 2021

ANALOGIES ARE A WAY TO SIMPLIFY



VOLCANIC ASH IS LIKE SAND, NOT LIKE FIRE ASH

THERE ARE OTHER WAYS TO SIMPLY SCIENCE

THE MADHOUSE EFFECT



How
Climate Change Denial
Is Threatening Our Planet,
Destroying Our Politics,
and Driving Us Crazy

MICHAEL E. MANN
and TOM TOLES



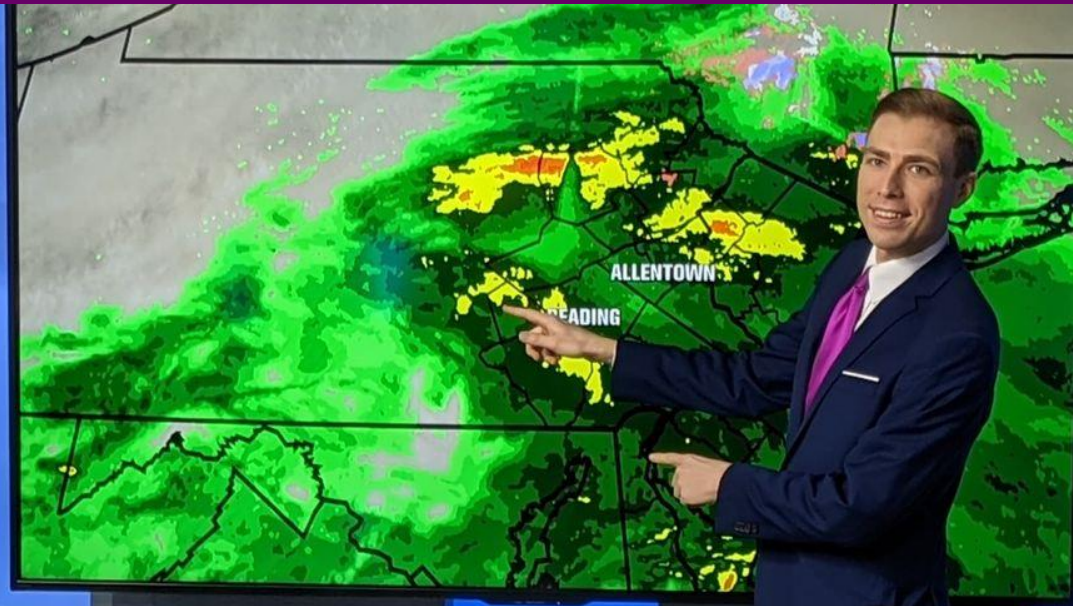
6-15-11

As of 2:00 AM Eastern Time 08-Sep-2021

6) DON'T USE TECHNICAL TERMS



UNWEATHERED THE WEATHER



7) RELATE TO ALL VIEWS



<https://youtu.be/4d3UQpfiFfM>

OPPOSING VIEWS? RELATE & SPEAK TO FACTS



  [Facebook.com/jjmccartneylive](https://www.facebook.com/jjmccartneylive)
Call in LIVE 303-242-5502





8) BRING YOUR OWN CONNECTIONS



PROFESSOR BRIAN RICHTER, UNIVERSITY OF VIRGINIA

NATURAL HOLES



HOLES ALLOW SUNLIGHT IN DENSE JUNGLE



SPEAKING OF LIGHT



LEDS PRODUCE LITTLE HEAT



9) UPCYCLING IS MEMORABLE



<https://youtu.be/Ox-SiNEdzfk?t=33>

ALL OVER COSTA RICA



UPCYCLE ITEMS ARE ATTENTION-GRABBING

UPCYCLED MARKETING

PARQUE NACIONAL
VOLCAN TENORIO
→

LA OLINA LODGE

CABINAS
CASCADA
Río Celeste
TOUR A CABALLO 83528415
HORSE BACKRIDING 3KM →

LABERINTO KATIRA
0-5414

Posada
Río Celeste
La Amistad
8356-0285
2 KM

CABINAS
PIURI
Río Celeste
8706-0617
3 KM

FINCA LA AMISTAD ←

LAS
COLINAS
← 5km

Posada
Cielo Roto
Río Celeste
8352-9439
www.cielorotocostarica.com

RIO
RESTAURANTE

RESTAURANTE
DELICIAS DEL
TENORIO
CEL 60 335037
2.5KM →

Holiday Idea #1: Grow your own loofas for gifts

YOUR CONNECTIONS



This year, Professor Cheryl Wanko in the English Department, grew her own loofas to give away as gifts. The plants were purchased locally from the West Chester Grower's Market. Above you'll see the finished product, or rather, produce, all tied up with ribbons and bows. The bottom image is an example of the appearance of the fruit as it's being peeled. This will then be cleaned and voila! 100% natural, package and plastic free, bath time magic.

According to Cheryl, these plants like a warm environment and need plenty of time to grow and mature. They also need lots of space to climb, so keep that in mind. What a great idea!



10) WORDS MATTER

POLITICS NEWS

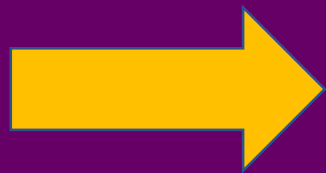
Crisis? How many times can Trump and White House officials say it

"This is a humanitarian crisis, a crisis of the heart and a crisis of the soul," Trump said in his speech.



<https://www.nbcnews.com/politics/politics-news/crisis-how-many-times-can-trump-white-house-officials-say-n956501>

- **CLIMATE CRISIS**
- **CLIMATE CHANGE**
- **GLOBAL WARMING**



Adapted for **A NEW GENERATION**
from the *New York Times* Bestseller

an inconvenient truth

the crisis of
global warming



- 1) JUMP RIGHT IN TO PRESENTATIONS**
- 2) LEAD WITH SOMETHING INTERESTING**
- 3) AMPLIFY YOUR STRENGTHS**
- 4) KNOW YOUR AUDIENCE**
- 5) ANALOGIES ARE EFFECTIVE**
- 6) DON'T USE TECHNICAL TERMS**
- 7) RELATE TO ALL VIEWS**
- 8) BRING YOUR OWN CONNECTIONS**
- 9) UPCYCLING IS MEMORABLE**
- 10) WORDS MATTER**