



# Getting the Public to Care About Carbon

Or Carbon Cycle II: This Time it's Personal....

# What is a carbon cycle?



Carbon:  
“sorta celebrity” status



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# How to get the public to care



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# Step 1: Boost their Understanding





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## ALWAYS Recap The Basics

- Start with the big picture
- Drill down to specific issues and questions
- Get to your area of research and its findings
- Have your elevator pitch ready!

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- Talk about how your research will help us solve a problem



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ALWAYS Point Out Why This Matters

- Start with the big picture problem and be specific
- Talk about how your research will help us solve a problem
- What will we be able to do when research like yours is successful

## Step 2: Make them Care



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## Tell A Story

- Make it personal
- Make it specific



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Make It Personal To Them

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- What are the local effects?

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- What changes might we actually feel?



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## Make It Personal To Them

- What are the local effects?
- What changes might we actually feel?
- What changes will our kids feel?

# Step 2: Make them Care

Make It Personal To You

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Make It Personal To You

- Why you got into this line of work



# Step 2: Make them Care

## Make It Personal To You

- Why you got into this line of work
- What person, place or species are you worried about?

# Step 2: Make them Care

## Make It Personal To You

- Why you got into this line of work
- What person, place or species are you worried about?
- Show your passion!

# Step 2: Make them Care





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Don't Leave Us Hanging

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- Is there hope and how do we get some?

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- Is there hope and how do we get some?
- What can we do personally?



# Step 2: Make them Care

## Don't Leave Us Hanging

- Is there hope and how do we get some?
- What can we do personally?
- What work is being done to address this?

# Step 2: Make them Care

## Don't Leave Us Hanging

- Is there hope and how do we get some?
- What can we do personally?
- What work is being done to address this?
- Be an advocate if you can!



# Case Study: The California Drought





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- Constant blitz, consistent messaging
- One specific step / issue at a time
- Outreach to various communities
- Gave people concrete things to do
- Used hash-tags and social media
- Having fun with it!

# Get in touch!

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# Get in touch!

