

The background is a dark blue gradient with a glowing, tunnel-like effect on the right side. The tunnel is formed by many thin, parallel lines that curve and converge towards the right, creating a sense of depth and movement. The light is brightest at the opening of the tunnel and fades into the dark blue background on the left.

You Can Talk About  
Climate Change

And They Will Listen

# What Has Worked For Me – To Do's

- Including climate change topics in my main weathercasts
- Keeping the segment as brief and concise as possible
- Presenting an objective fact based segment
- Relating the topic/impacts to the local area and viewers
- When possible, building additional graphics to compliment a Climate Central Graphic to further illustrate the local connection
- Posting the topic on social media

# The Don'ts

- Don't Over do it – Maybe one topic once a week or once every two weeks - Be subtle with your delivery of the information

I've had some negative feedback when I've aired or posted too much. I've found viewers appear more receptive to hearing about climate change related topics when they feel its not being forced on them

- Don't be too technical or complex with your presentation – keep it as simple and relatable as possible



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# Summary

- You can talk about climate change on the air and the viewers will listen
- Climate Central research and graphics makes it easier
- The more educated you are about climate change the more at ease you will be talking about it on the air, online, and at public appearances
- A great book to read: “The Thinking Person’s Guide to Climate Change” by Robert Henson – Available Through the AMS