

Climate Change, Design & Public Service Journalism



How stories communicate and engage people
with climate change on a local level

Join the conversation with **#ONA19 #ONA19LocalClimate**



Post-Sandy

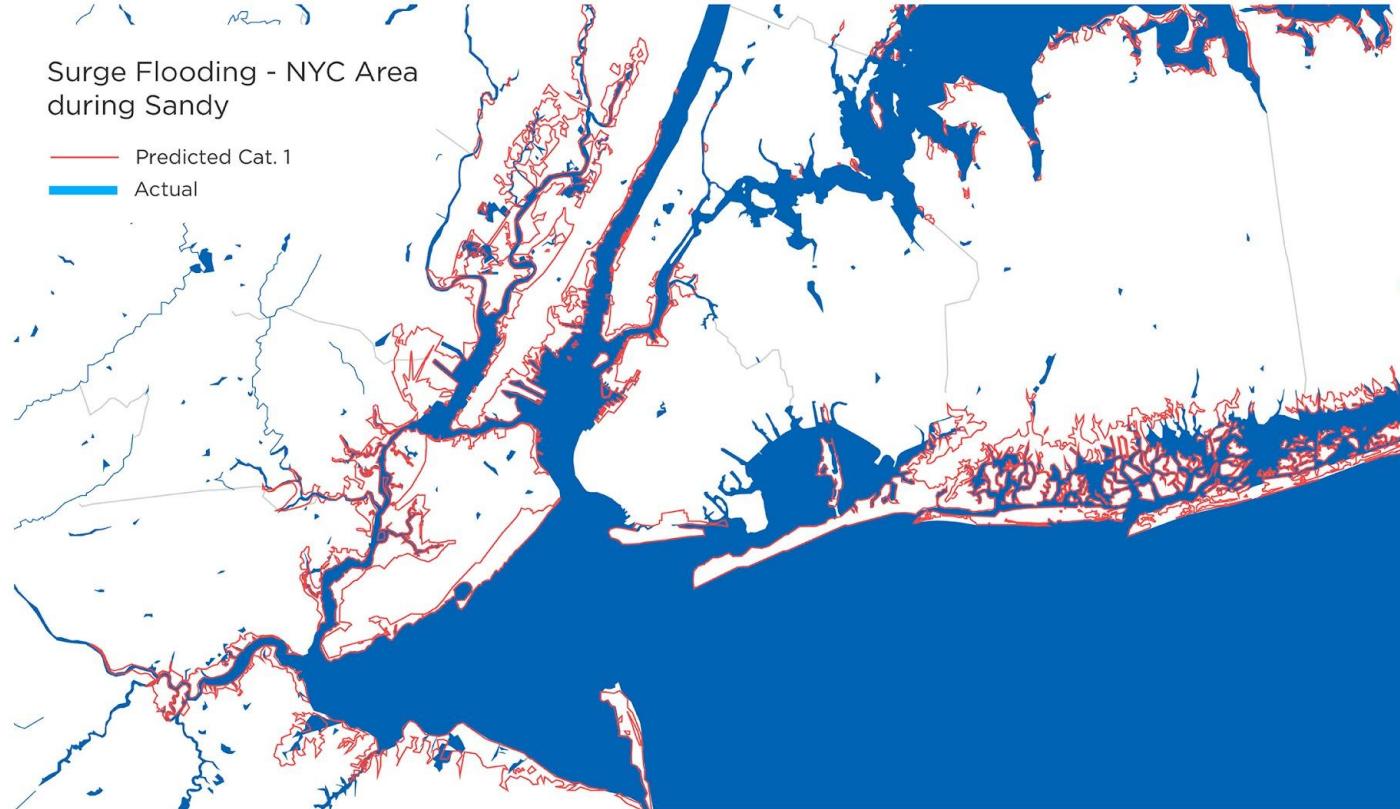


Midland Beach, Staten Island, New York

Surge Flooding - NYC Area
during Sandy

— Predicted Cat. 1

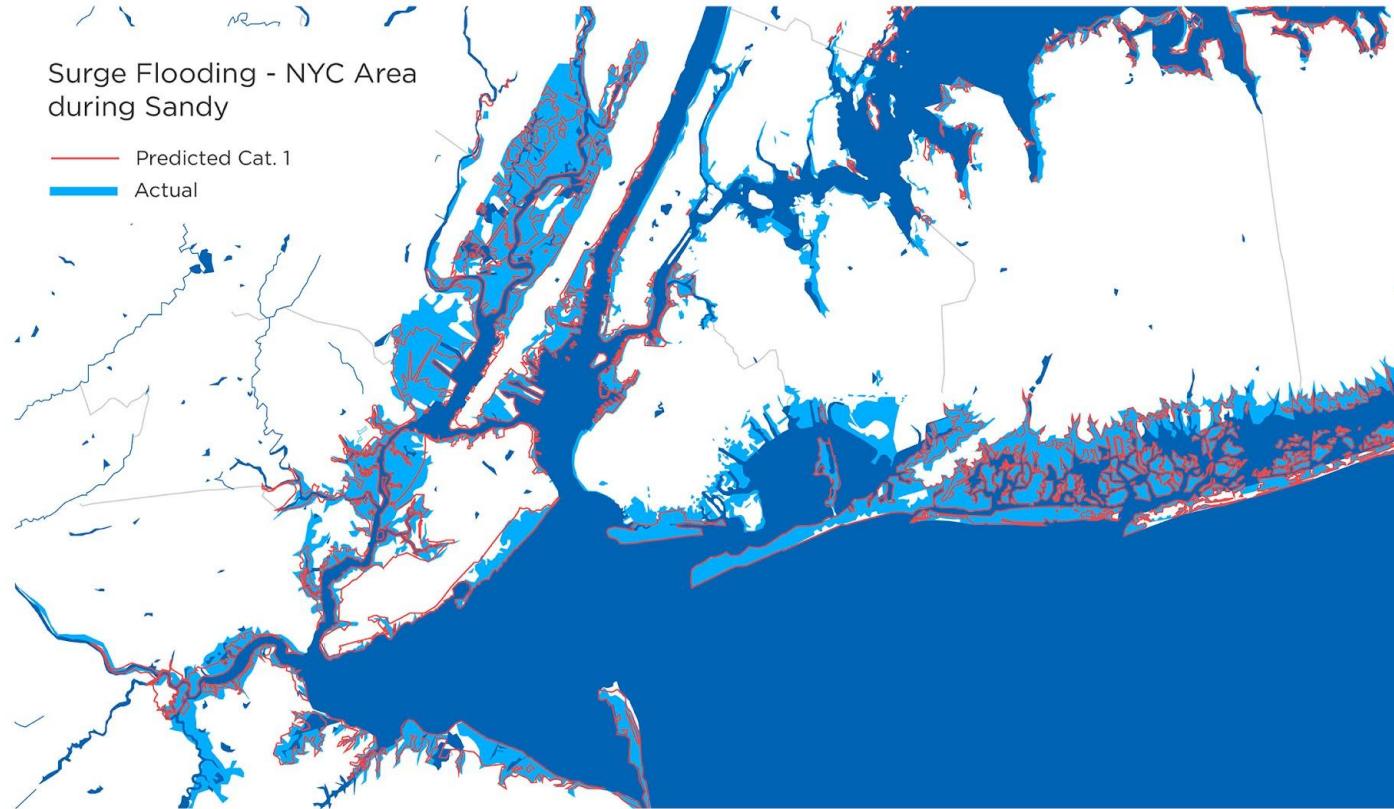
— Actual



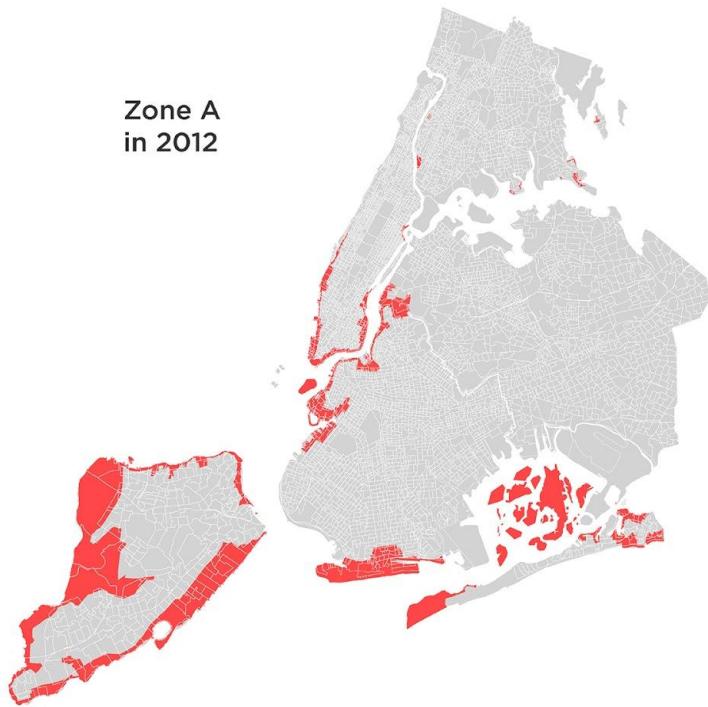
Surge Flooding - NYC Area
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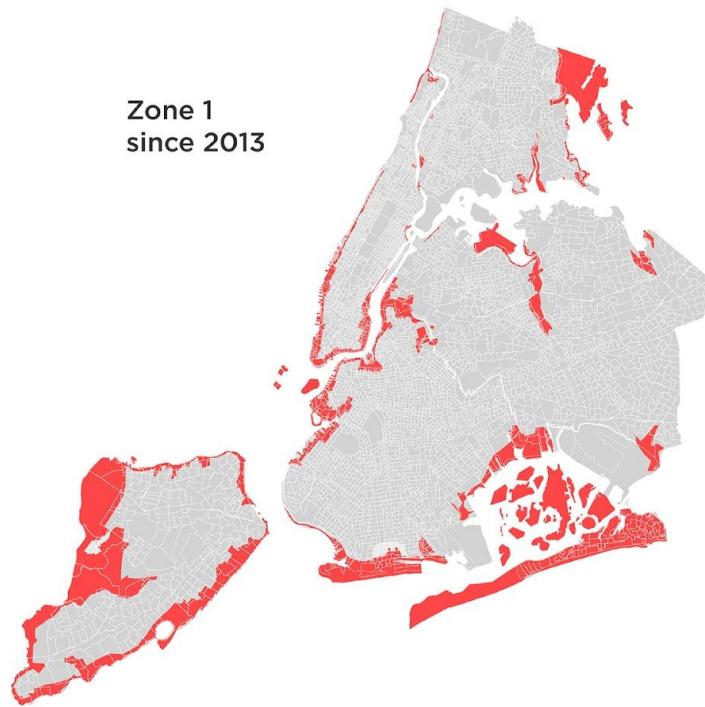
— Actual



Zone A
in 2012



Zone 1
since 2013



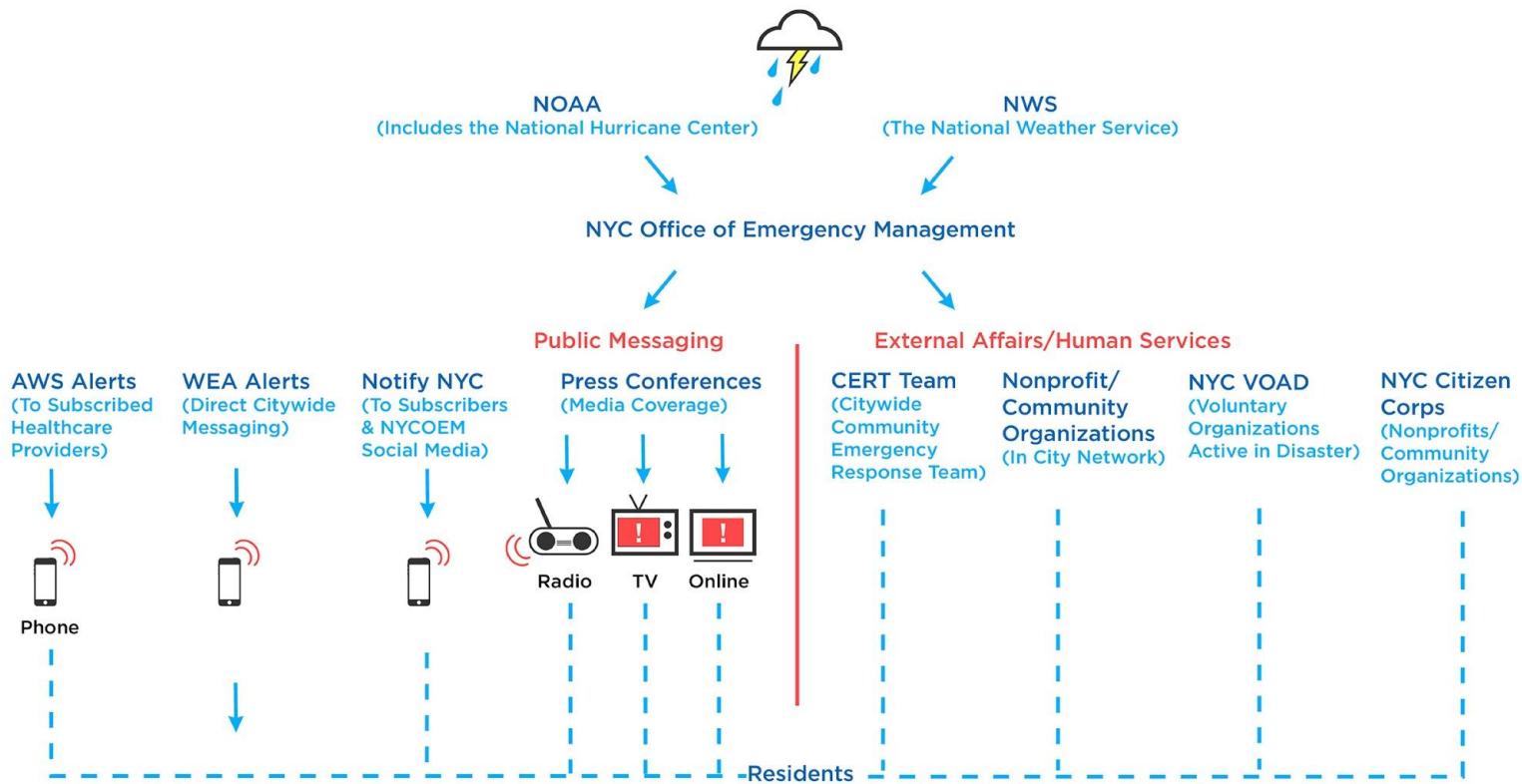


Severe alert

2012-06-29, 10:17 pm



Flash Flood Warning this area til 1:15 AM
EDT. Avoid flood areas. Check local media.
-NWS





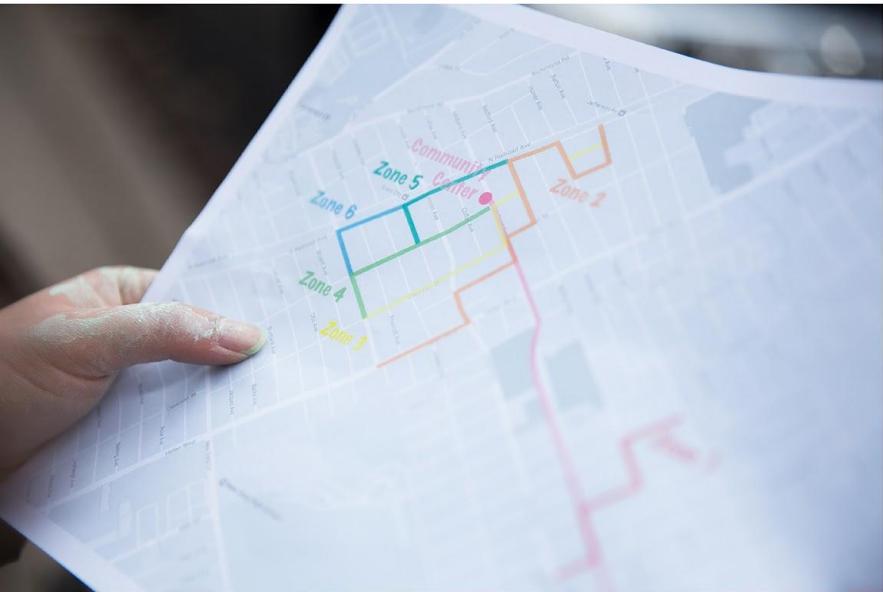
Roseanne Dempsey, Midland Beach Resident, Staten Island

The more you watch the news, the more panic you feel they create. You don't know whether to heed the warnings, is it too late to heed the warnings? We've lived in this house for 40 years. So we didn't evacuate like we probably should have. **Until we saw the water rushing down the street from the beach, we didn't realize how much trouble we were in.**

Roseanne Dempsey, Midland Beach Resident







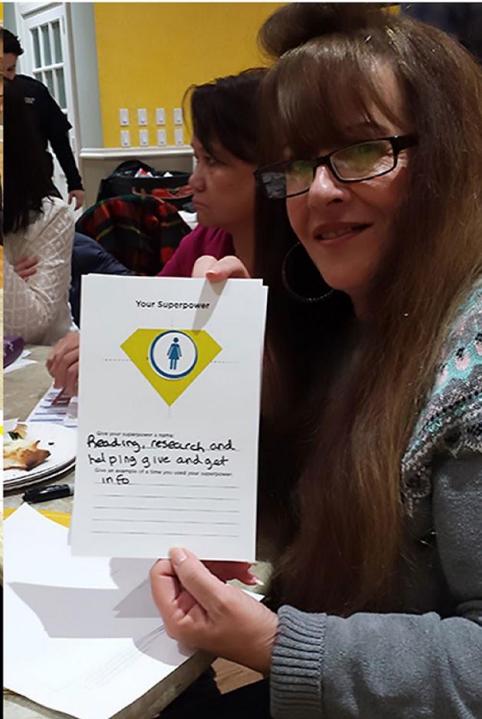
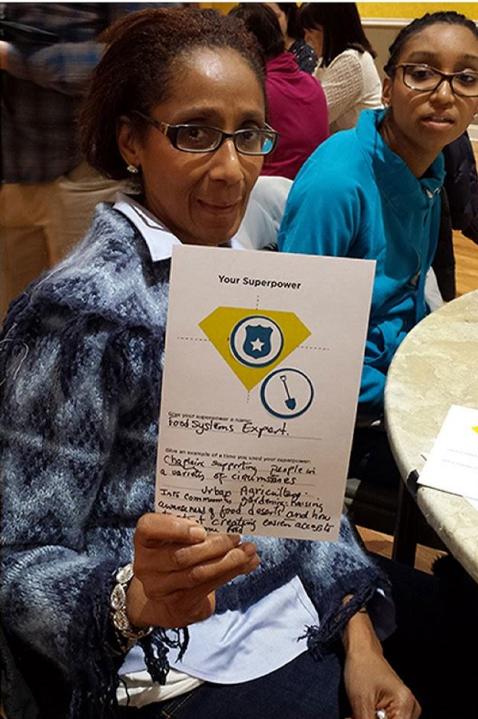
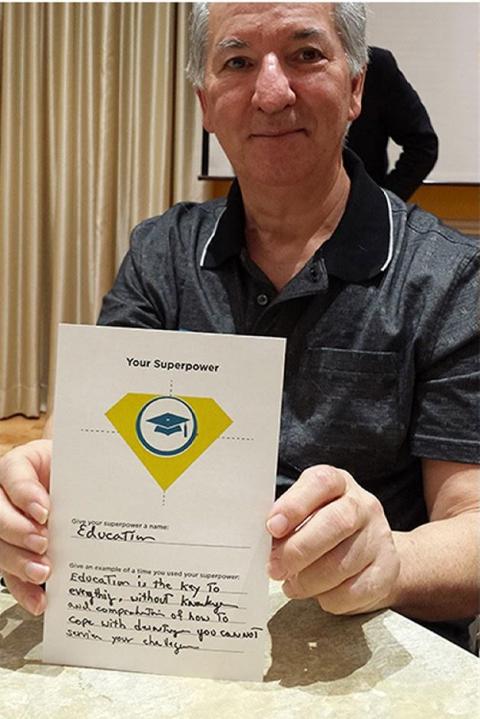
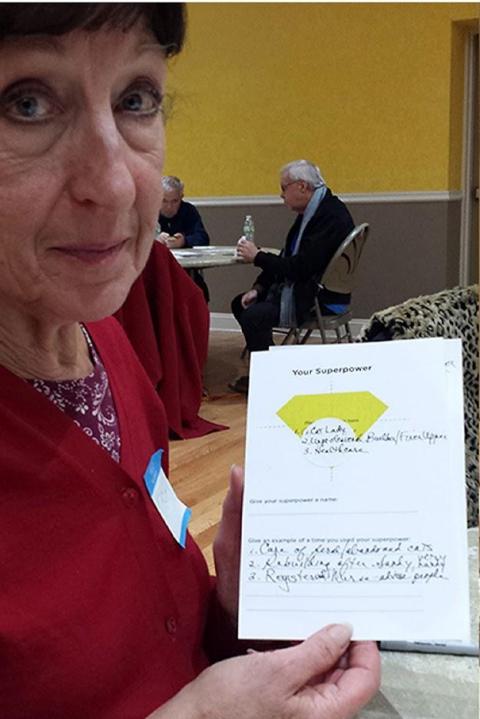


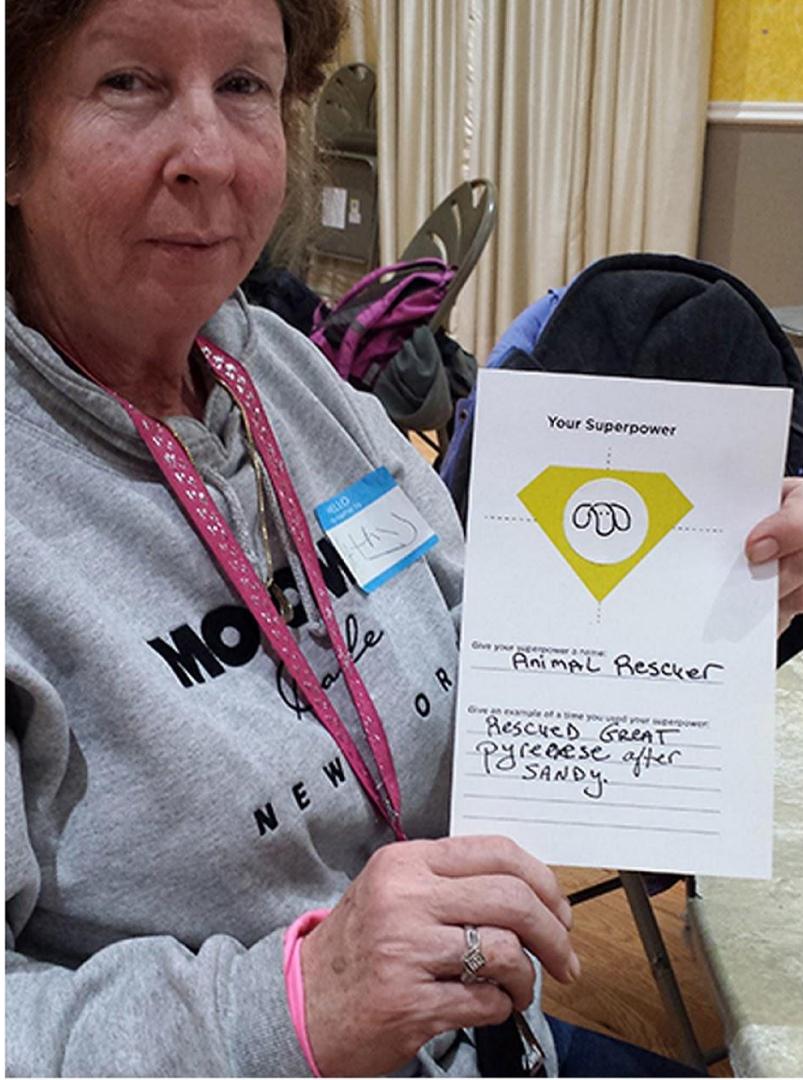
Communicating Climate Change Through Public Service Journalism | Work by Clarisa Diaz, WNYC | @Clarii_D, cdiaz@wnyc.org





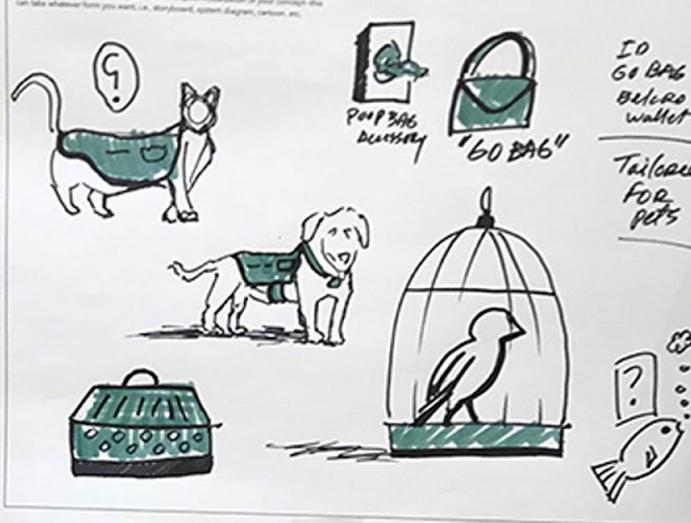






Cancer
Storyteller
Bridger
Health care
Animal Rescue
Dot-Connector

8. How might your team's responsibilities help your neighbors?
- Survival Pack for Pets
- Community Trust
- Universal Application
- Strength in this

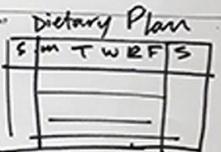


I.O.
GO BAG
Before
wallet
Tailored
FOR
PETS

5. What are your concept's features? Is it a tool?
A product or service? An event or space?
A new way to communicate?
- Glow in the dark
 - Flotation
 - Owner Info
 - 1st, NAME,
 - godparent's info
 - Dietary info
 - GO BAG → Food

7. Who might you partner with to make this concept real?
- Pet shops
→ Petco?

6. What are some challenges? Are there any unknowns or risks? Questions your concept raises...
- Parents of pets may not always be able to be contacted
 - How do respond to pet owners that have Fish?
 - Cats can live on their own
8. How will people use your concept...
- Before a storm?



- ...During a storm?
- glow in the dark
- flotation

9. How would you tell people about your concept? (in a word of mouth, poster, video, etc.)
- WORD OF mouth
- getting to know your neighbor or fellow pet owner
- Trust communities

1. Name your concept: (Feel free to come back to this at the end after building out your idea):

START // TEAM: S.I.G.N.

S.I.G.N.
Staten Island group
of (e)knowledge

2. What are your team's superpowers?

CPR
Knowledge
tech
languages
chemistry
engineering
acting
cultural exchange

3. How might your team's superpowers help your neighbors?

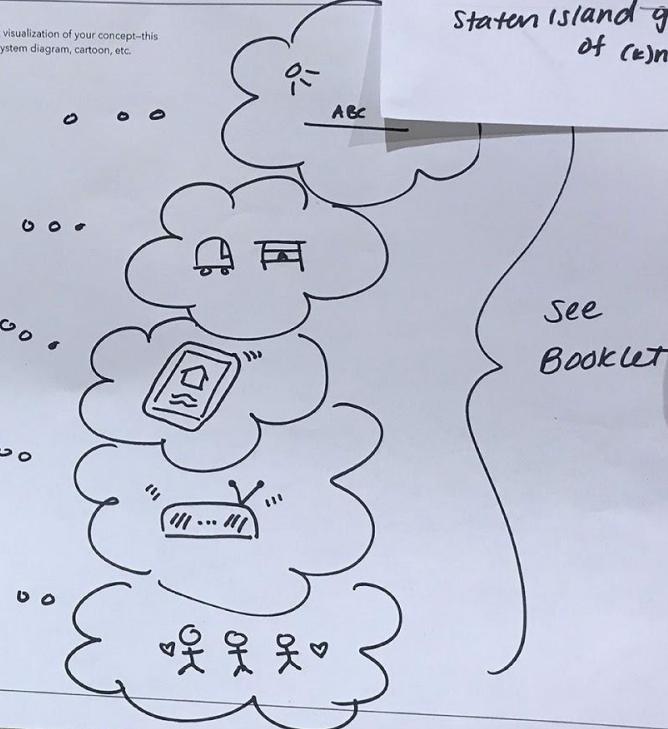
- pray for understanding
- open your home to neighbors
- helping older people read/understand evac. zones
- zones @ bus stops w/directions

4. Visualize your concept.

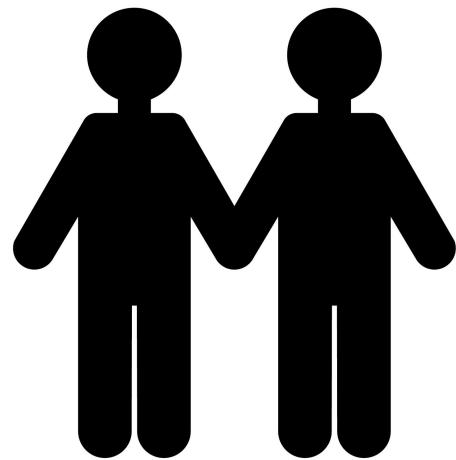
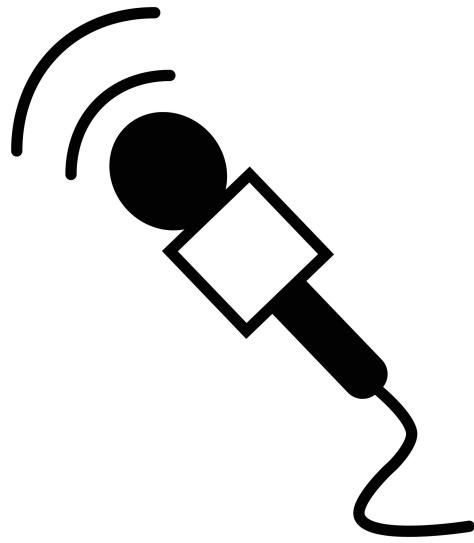
Take your idea and make it tangible. Sketch a quick visualization of your concept--this can take whatever form you want, i.e., storyboard, system diagram, cartoon, etc.

EMERGENCY PLAN

S school
T transit
A app
R radio
T together!







Seeing Local Changes



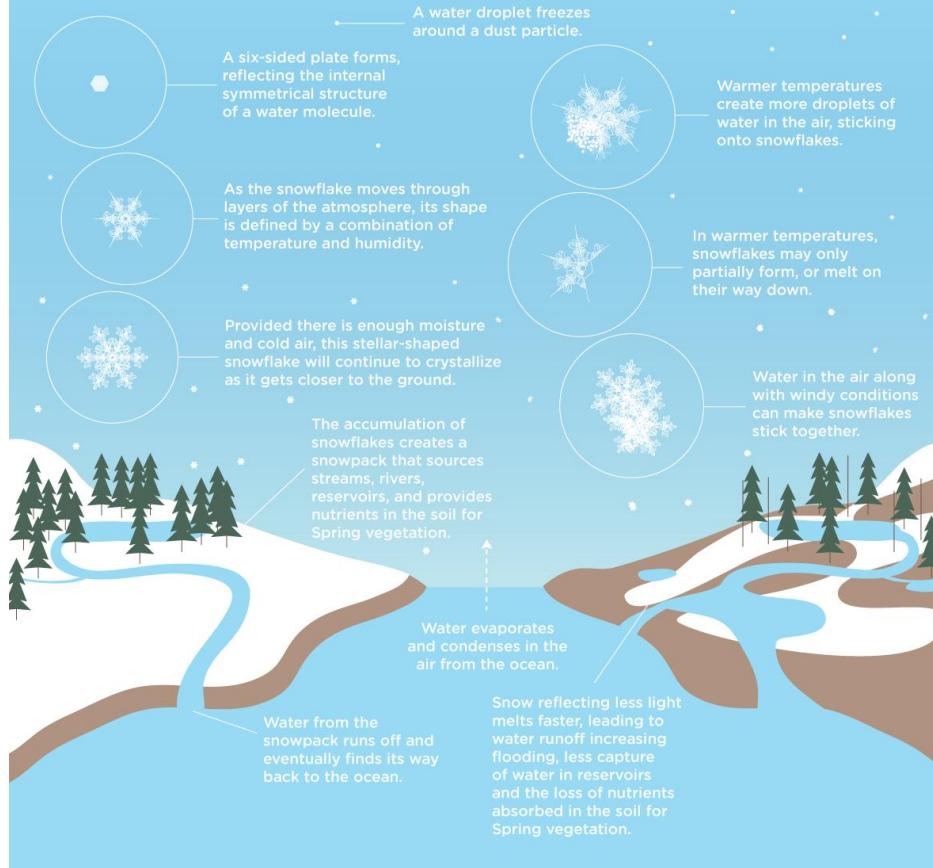
Snow in the Catskills, New York

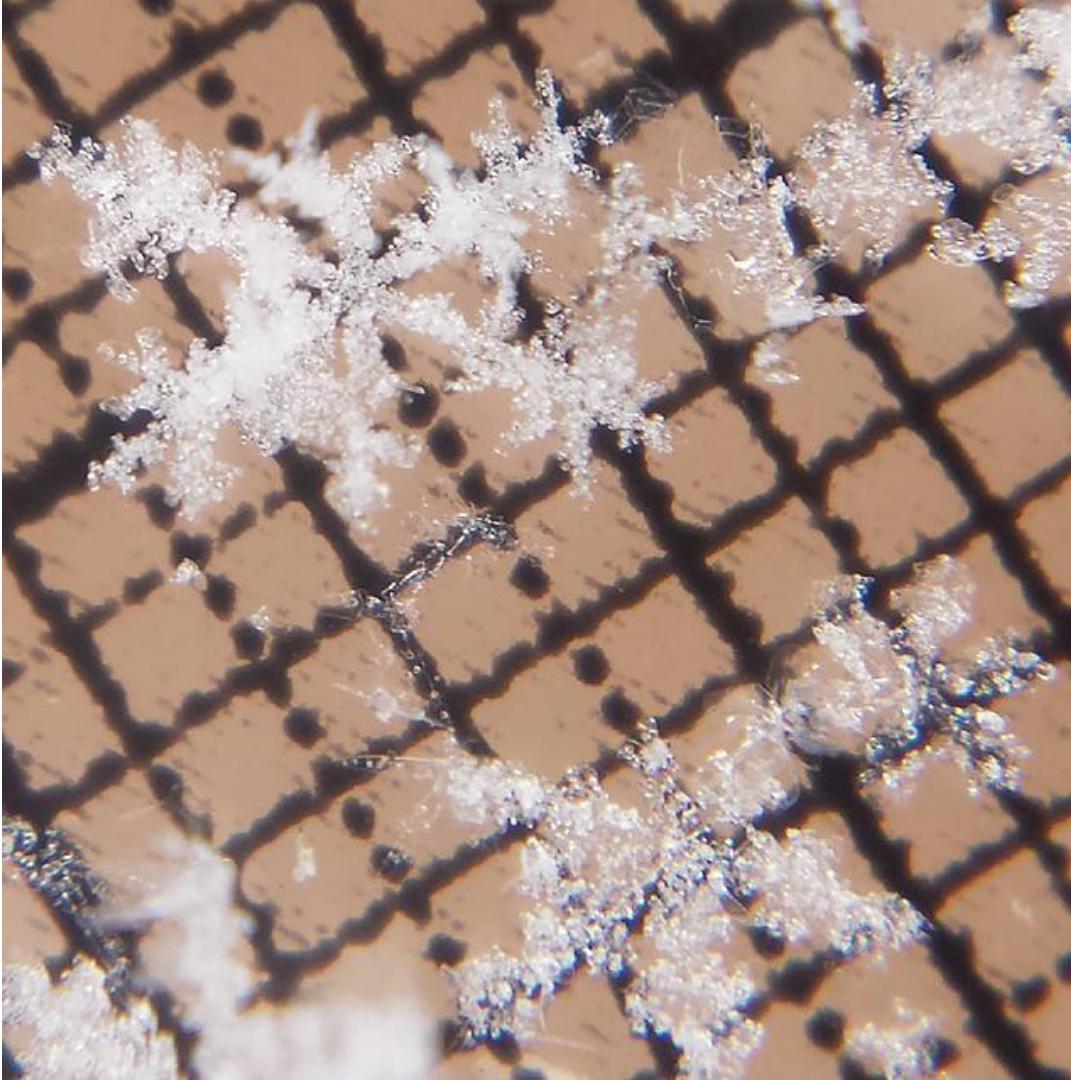




Image courtesy Kenneth Libbrecht

Snowflake Formation & Snowpack Hydrology

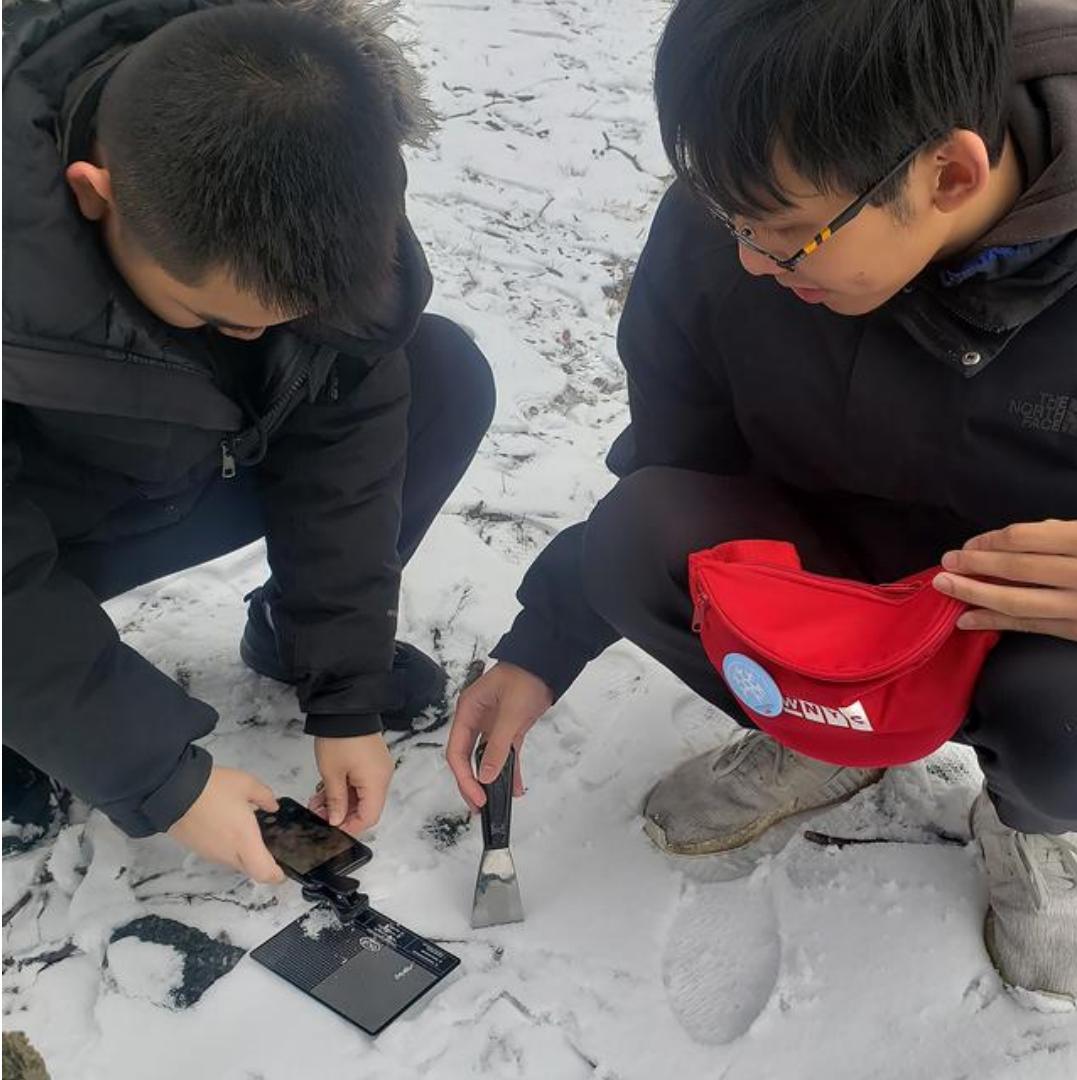


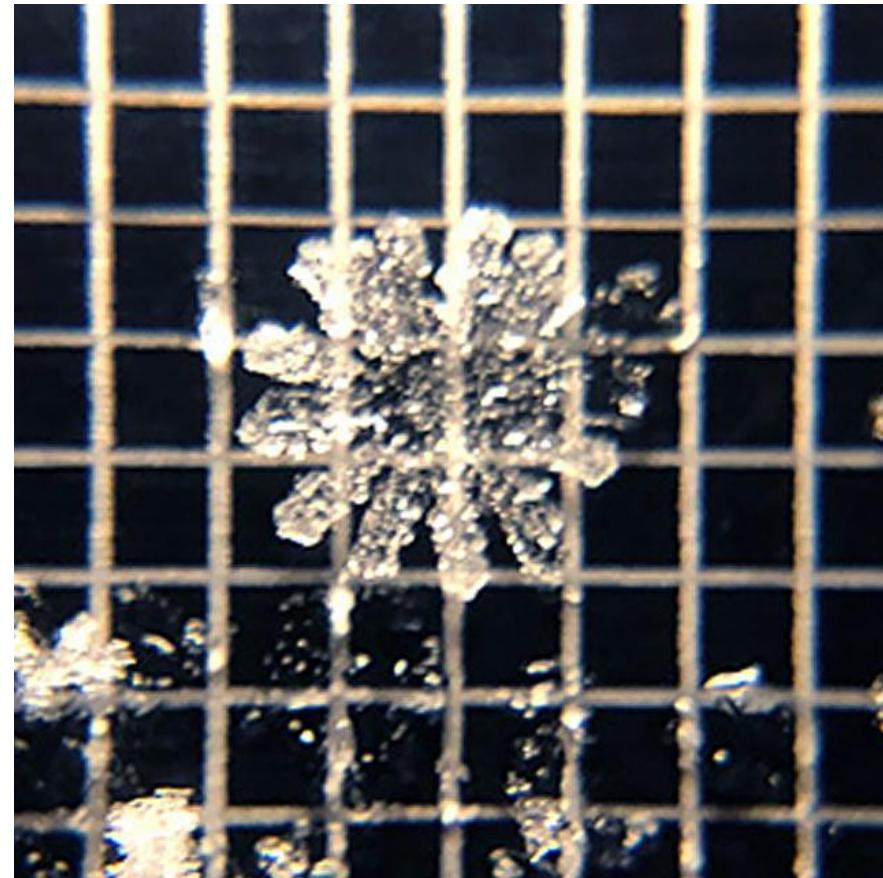
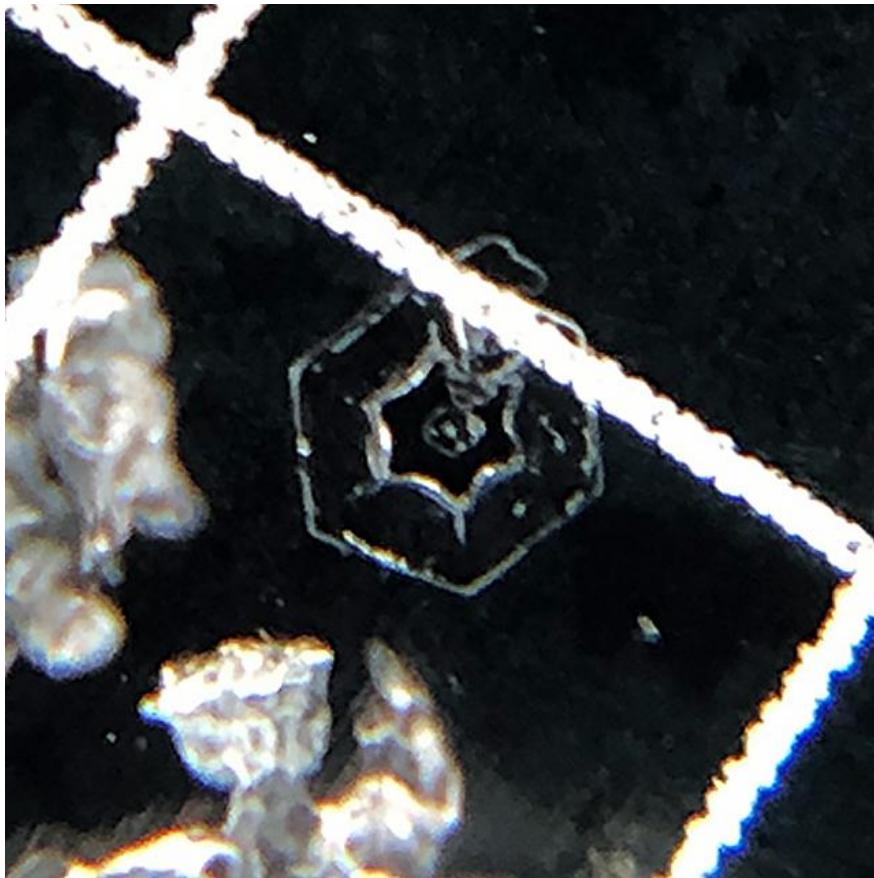




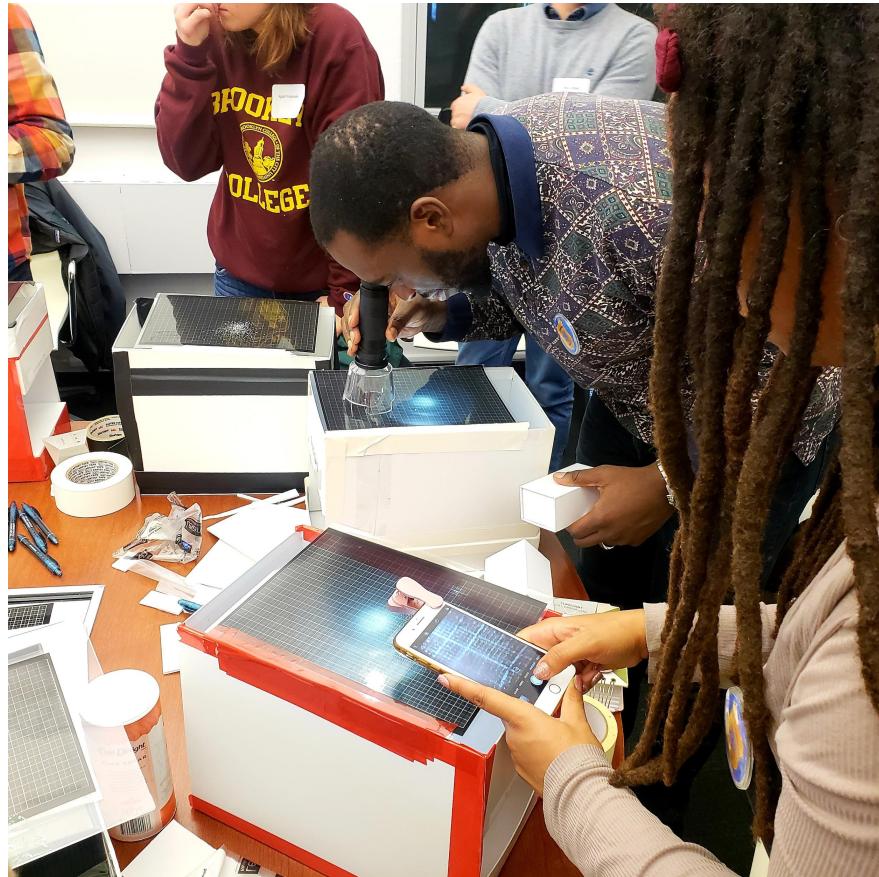
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Images courtesy New York Harbor School







Thank you!

Clarisa Diaz

@Clarii_D cdiaz@wnyc.org

Be sure to visit the many ONA19 exhibitors in the third floor Exhibit Hall.