

Guide 5: Communicating Climate Trends – Combining Imagery and Audio

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1 Introduction

Developing the skills to communicate climate trends is an important skill for scientists and policy makers. This exercise will focus on developing the skills to communicate climate trends using a imple script, graphics, and audio to create a publically available video.

1.1 Goals

Create a compelling story! Based on the data and the analysis, what is the story you want to tell? What are the key messages you want to communicate? How does this “jive” with the EPA reports or policy goals in the state?

Based on what we have learn from research on Social Media, what type of graphics or script do you want to write.

1.2 Approach

Unfortunately, a linear order of steps (and use of our guides) is not possible. The process of creating a compelling story is iterative and requires some back and forth between processes and guides.

Nevertheless, for this stage, here’s what I suggest:

1. Explore various methods to display climate data
2. Use the following [Google Doc](#) to suggest code and/or some functions that can be used to analyze your data. Marc and mentors will meet to see if we can help you with your code.

2 Take Home Message

I suggest that you start with the end in mind. What is the take home message? What do you want the viewer to remember?

- What are some types of evidence that Climate change is happening in State X?
- What are the potential impacts of a changing climate on State X’s resources/activities?
- What is State X doing to mitigate/adapt?
- What might a resident of State X do about climate change?

3 A roll and B roll

3.1 A roll

The A roll is the primary footage that drives the story. It is the main footage that is used to tell the story.

3.2 B roll

The B roll is the secondary footage that is used to support the A roll. It is often used to show the viewer what the narrator is talking about.

4 Script

4.1 What are some types of evidence that Climate change is happening in State X?

Time Marker	A Roll Audio	B Roll Imagery
0:00		
0:20		
0:40		
1:00		
1:20		
1:40		
2:00		

4.2 What are the potential impacts of a changing climate on State X's resources/activities?

Time Marker	A Roll Audio	B Roll Imagery
1:00		
1:20		
1:40		
2:00		
2:20		
2:40		
3:00		

4.3 What is State X doing to mitigate/adapt?

Time Marker	A Roll Audio	B Roll Imagery
2:00		
2:20		
2:40		
3:00		
3:20		
3:40		
4:00		

4.4

Time Marker	A Roll Audio	B Roll Imagery
3:00		
3:20		
3:40		
4:00		
4:20		
4:40		
5:00		

5 Making a Movie

6 Grading Rubric

Category	Mastery	Accomplished	Points
Problem Definition	clear PQP, audience ask is clear and obvious		
Question of Interest			
Purpose of Video	Clearly defined,		
Documented Evidence			
Data Graphics	Carefully customized R graphic	Uses pre-made & cited sourced graphics	
Impacts of Climate Change			
State Policy Described			
Audience Empowerment			
Audio			
Movie A/B Roll Integration			
Take Home Message			
Total			