



C l i m a t e
s t o r i e s -
n a r r a t i n g
t h e c h a n g e

S i m o n C l a r k w i t h
A l o k J h a



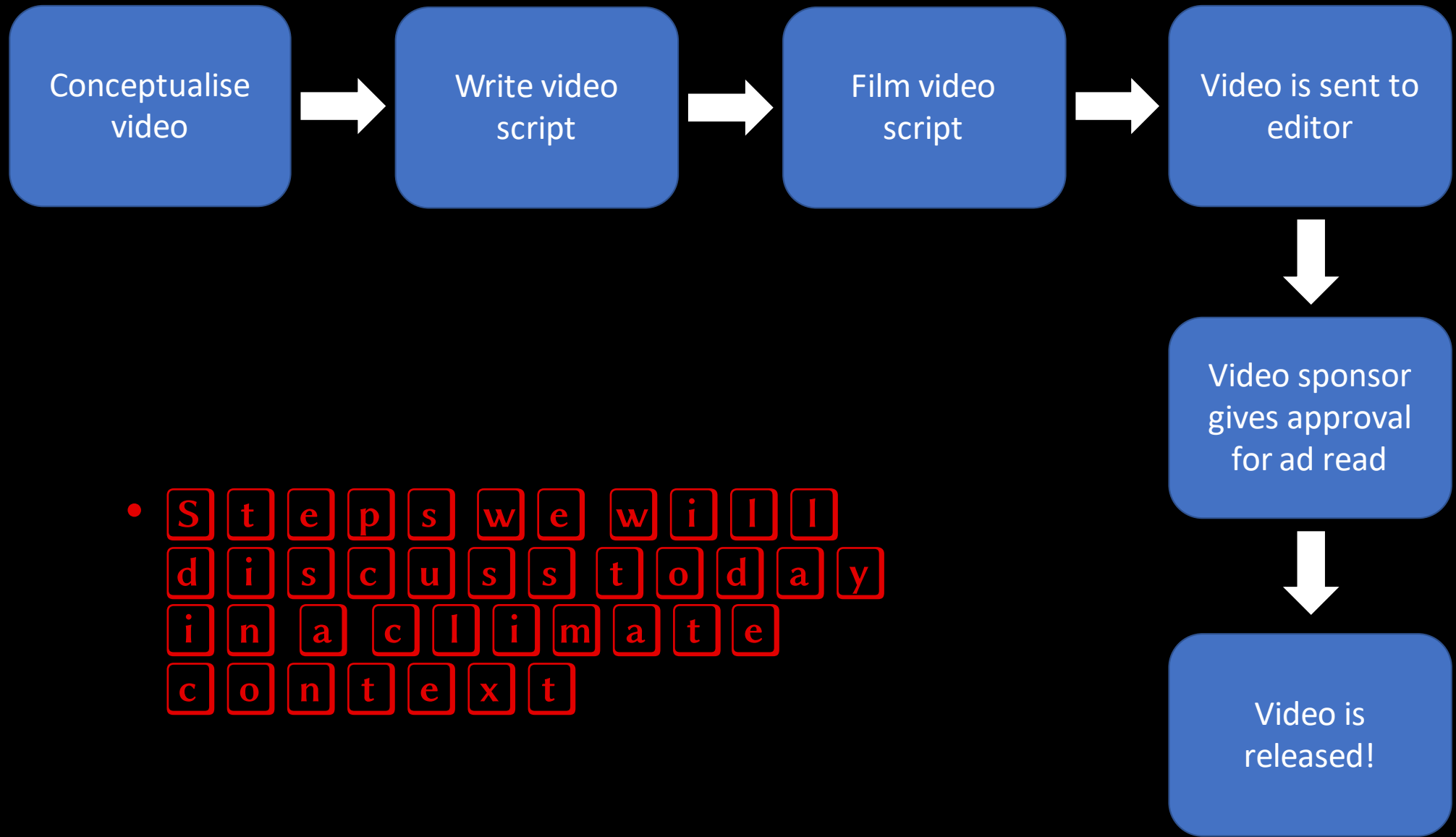


I n t r o d u c t i o n s

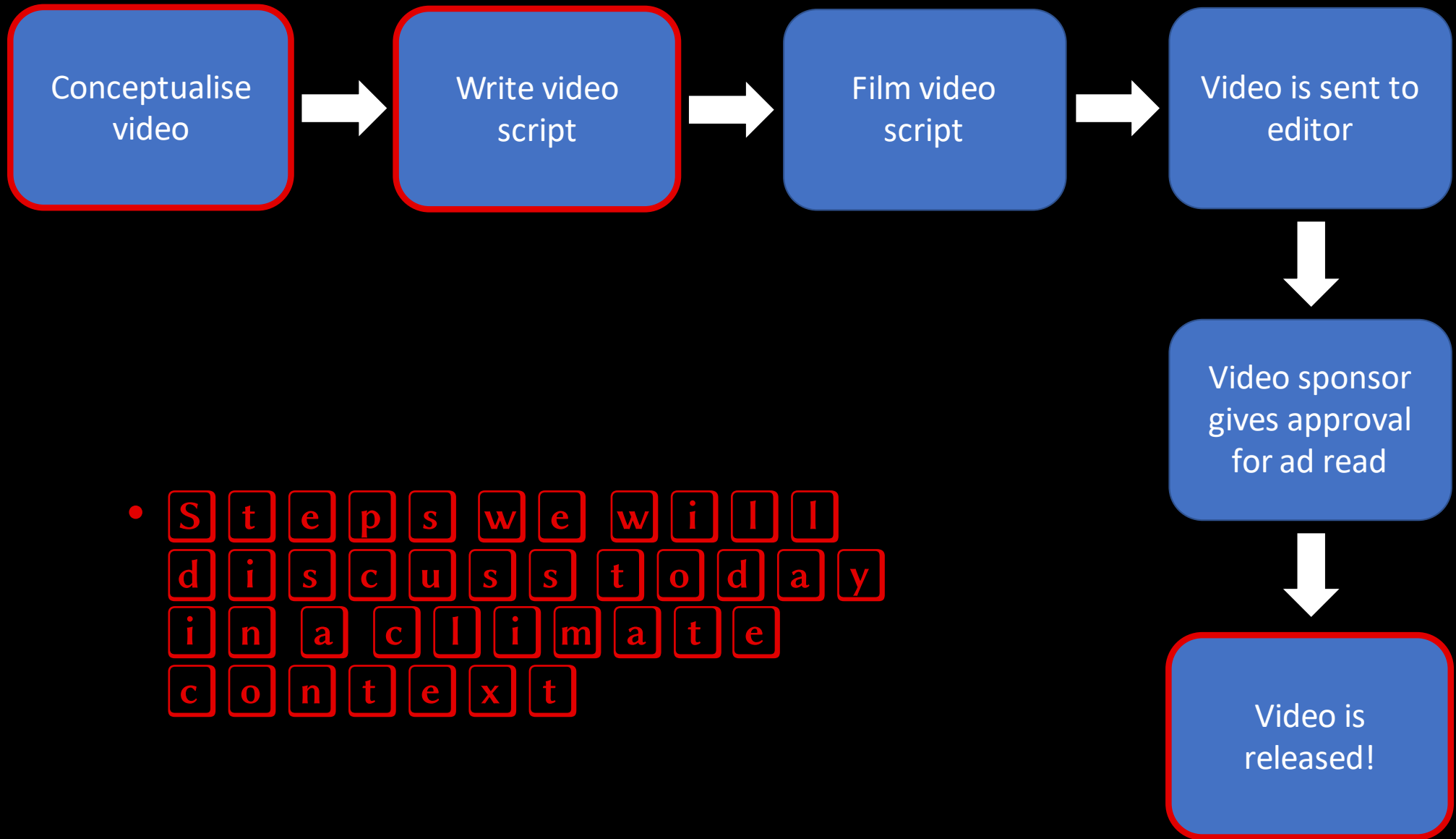
- R e c o v e r i n g a c a d e m i c
- F u l l - t i m e s c i e n c e
c o m m u n i c a t o r s i n c e 2 0 1 8 :
v i d e o s , p o d c a s t s ,
l i v e s t r e a m s , l i v e e v e n t s ,
a n d a b o o k
- C h o o s i n g s t o r i e s
- S t r u c t u r i n g s t o r i e s
- W r i t i n g s t o r i e s
- S h a r i n g s t o r i e s

o l i m a t e

s t o r i e s



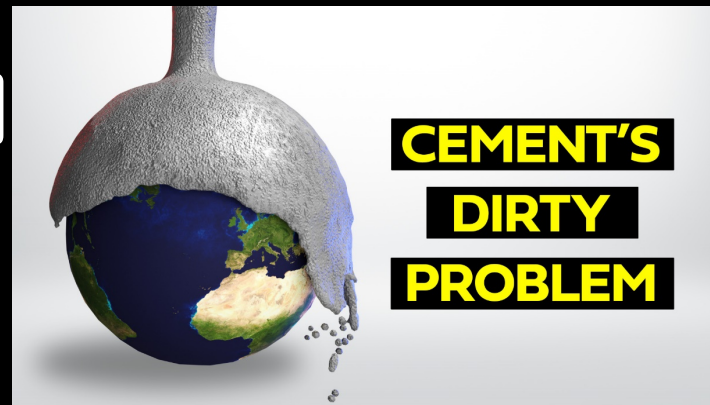
- Steps we will discuss today in a climate context



- Steps we will discuss today in a climate context

Which story to tell?

- Where do I want to sit within the "climate sphere"?
- Specificity: learning objectives, audience, format



Global
warming:
An
inconvenient

How we stop
cement
ruining
the climate

The Many
Errors of
An

Structuring a scientific story

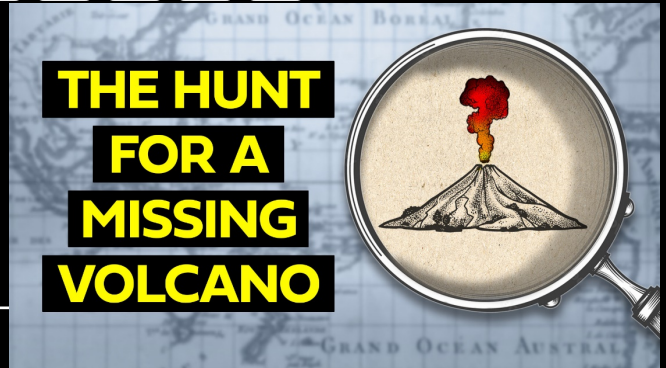
- Framing is crucial
 - Find your protagonist: a scientist, a species, a city
 - Frame an antagonist or a struggle within your story



1979



1989



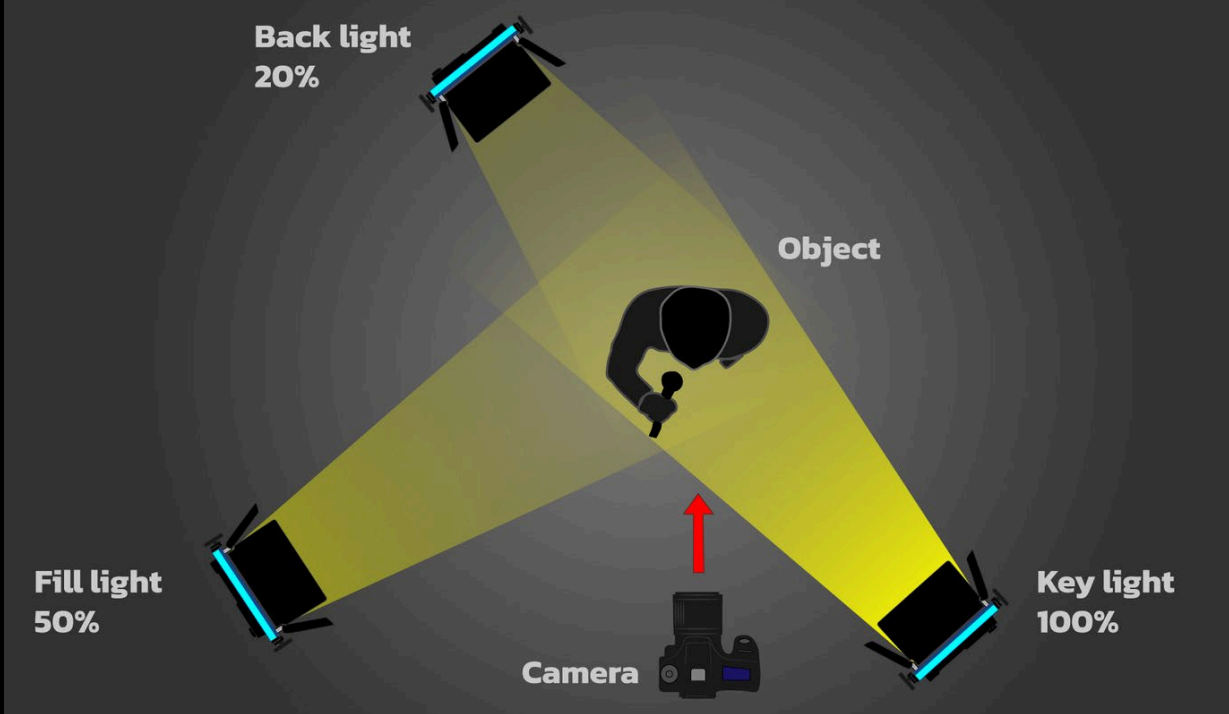
• The world of our time is a vast wilderness of science
who changed the world. A mystery: the world of our time is a vast wilderness of science
the world of our time is a vast wilderness of science
Lost Earth of 1809

W r i t i n g a b o u t (c l i m a t e) s c i e n c e

- L e v e l o f l a n g u a g e : b e
s p e c i f i c
- A l w a y s d e f i n e y o u r t e r m s : b e
s p e c i f i c
- C o n t e x t : e n o u g h , b u t n o m o r e
- " t h e c a t s a t o n t h e m a t "
- W h e n s c i e n t i s t s t a l k a b o u t
n u a n c e , l i s t e n t o t h e m !
- S p l i t y o u r s c r i p t b e t w e e n
p r o d u c t i o n e l e m e n t s

P r o d u c t i

- U s e N o t i o n !
- I f i l m u s i n g
a C a n o n R 6
a n d
S e n n h e i s e r
e w G 4 l a p e l
m i c
- T w o m o s t
i m p o r t a n t
t h i n g s :
 - A u d i o
 - L i g h t i n g



Rewatching it now is... interesting. Especially when you consider that in 2007, the year Gore received the Nobel Peace Prize, his film was at the centre of a court case about misinformation and scientific propaganda in schools.

- You see in 2006 the governments of England, Scotland, and Wales launched initiatives to distribute films about climate change to be shown in secondary schools, one of these films being An Inconvenient Truth, which was accompanied by a guidance note.
- This distribution was opposed by a group of people who claimed that An Inconvenient Truth contained a multitude of scientific errors and was politically motivated, and thus that the distribution of the film to schools amounted to political indoctrination of children.



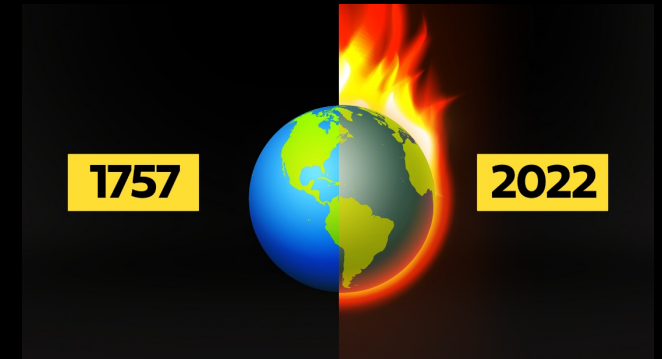
Spreading the word

- The two most important aspects of what you make are...

- Title
- Thumbnail

- Have a release strategy:
Instagram,
Twitter, vertical
clips

- What are the two or



Global warming:



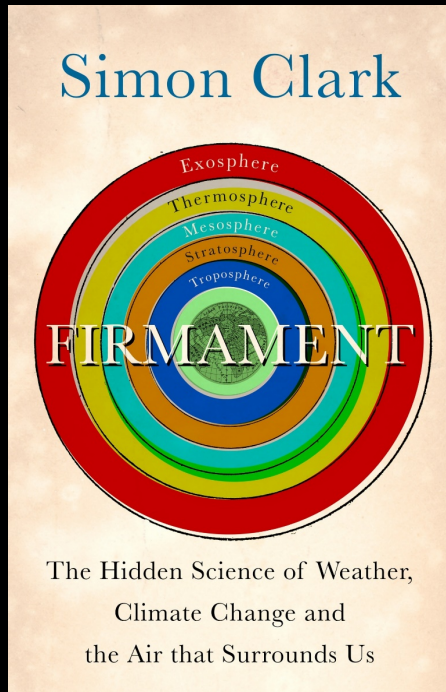
Why Team Seas
Doesn't Work:

Their

What makes a
successful story
about climate?

- Leaves the audience with some positive emotions
- Doesn't treat the audience like idiots
- Features a surprising conclusion in familiar territory
- Some difficulty or adversity being overcome
- Provides context: historical, social, scientific

R e m e m b e r t o l i k e ,
c o m m e n t a n d
s u b s c r i b e



@simonoxphys



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