Welcome!

Climate Communications Initiative Advisory Committee Meeting

March 6, 2018

David Titley, CCI Advisory Committee Chair
How do we ensure that NASEM scholarship related to climate from across all programmatic areas is shared and used?
NASEM has many communication and engagement activities and capabilities.
What else could we be doing?
Climate Communications Initiative
What are we trying to do?

Leverage work from across the institution to more fully realize the potential of our work.

Identify the particular niche of the Academies in the broader landscape of climate communications efforts.

More effectively meet the Nation’s needs for climate information being responsive to and engaging with different audiences.

Develop innovative approaches to be more nimble and responsive to the Nation’s needs

Establish better institutional coordination on this cross-cutting issue. Hopefully, this will provide a model for tackling other contentious, cross-cutting issues in the future.
Within 6 months of being formed, the Advisory Committee will develop a strategic plan for the Climate Communications Initiative (CCI). The plan will:

- Articulate a mission, goals, and target audiences for the Climate Communications Initiative;
- Identify priorities for near-term and longer-term activities;
- Recommend mechanisms to ensure coordination of related communication activities spanning the National Academies; and
- Recommend mechanisms for monitoring and evaluating the impact of the products and activities of the CCI.

The plan will be reviewed and approved internally by the Governing Board Executive Council. Once approved, the Advisory Committee will continue to provide ongoing guidance on implementation, as appropriate.
Advisory Committee

David Titley, The Pennsylvania State University (Chair)

Dominique Brossard, University of Wisconsin-Madison
(Strategic communication & social media research)

Robert Bullard, Texas Southern University (Environmental justice)

Caitlin Choate, AirBNB (Social Media Strategy)

Mariette DiChristina, Scientific American (Science journalism & public communication)

David Goldston, MIT Washington Office (Government affairs)

William Hallman, Rutgers, the State University of New Jersey (Public perception & risk communication)

David Herring, NOAA (Science communication)

Matthew Krehbiel, Achieve, Inc. (Science education)

Maureen Lichtveld (NAM), Tulane University (Public health impacts)

David May, AIG (Brand strategy & digital marketing)

Sabrina McCormick, George Washington University (Sociology & film-making)

Tancred Miller, North Carolina Division of Coastal Management (Local resource management)

Philip Mote, Oregon State University (Climate variability and change)

Anton Oenning, Future Shape, LLC (Consumer marketing)

Michael Ramage (NAE), ExxonMobil Research and Engineering Company, Retired (Industry & sustainable development)

Louis Schick, NewWorld Capital Group, LLC (Business development & environmental technology)

Susan Tierney, Analysis Group (Economics of energy solutions)
Timeline & progress

Summer 2017  Funding and approval to begin planning the CCI
Fall 2017    Committee assembled
Jan 2018     First committee conference call
March 2018   In-person meeting; public information gathering
Mar-May 2018 Committee & staff prepare strategic plan
Summer 2018  Seek approvals and begin implementation

* This meeting is part of a broader Input gathering strategy—from volunteers, staff from across the institution, Members of the Academies, and other stakeholders.*
Goals for today

• Learn about research that can inform potential CCI approaches

• Learn about the current climate communications landscape

• Gather input from potential audiences and stakeholders on their needs for climate information

• Obtain input on what NASEM should or could be doing to communicate its work on climate
Join the conversation!

Participate in the conversation on Twitter using #NASEMClimateComms and tag us @NASEM_Climate