

Communications Activities

Activity 1: The 1:1 - Communication, Engagement, and Sense of Place

Introduction

This activity helps model good listening skills, creates connection between people, and provides a personal connection to climate change through identifying special places.

Material List

Small pieces of paper, pens/pencils, and timer.

Procedure

1. Hand out a small piece of paper to each person. Have them think of a place that is special to them. This place can be anywhere inside, outside, local, or away. Give people a couple of minutes to describe their place or draw it on their paper (the description can be a drawing, bullet points, written explanation, etc.).
2. Have participants pair up with a person they do not know and designate Person A and Person B.
3. Person A has 1 minute to describe their place to Person B when the timer starts. They are to talk for the whole minute but will have to stop when we tell them to stop. Person B may NOT TALK. They can nod but cannot add anything else to the conversation.
4. Now, Person B has 30 seconds to tell Person A what they heard them say about their place.
5. Reverse roles and repeat steps 1-4. This time Person B is talking for 1 minute. They cannot reference Person A's place in their description.
6. Debrief with the participants. What did you notice? Was it hard to listen and not add your thoughts while the other person was talking? How did it feel to describe your special place the whole time without interruptions? Discuss the following:
 - Listening: People have a desire to connect with others. However, we often interrupt someone speaking with us to agree with them about what they are saying, but in doing so, we end up taking over the conversation. When discussing issues close to our hearts, like seeing environmental changes in our communities and special places, it is important to actively listen to each other. Only add your voice when someone has completed their thought. By remembering how it felt to be heard and truly listened to, we can create meaningful dialogue about tough topics.
 - Places: When everyone is thinking about a special place, it unites them in that commonality. Though everyone has a different special place, they find a common ground that allows more understanding to enter the discussion and answer questions.
 - Relating your place to climate change: How would it feel if your special place was at risk? Is your special place at risk due to climate change?



Communications Activities

Activity 2: The 3 Lenses - Seeing things from different perspectives

Introduction

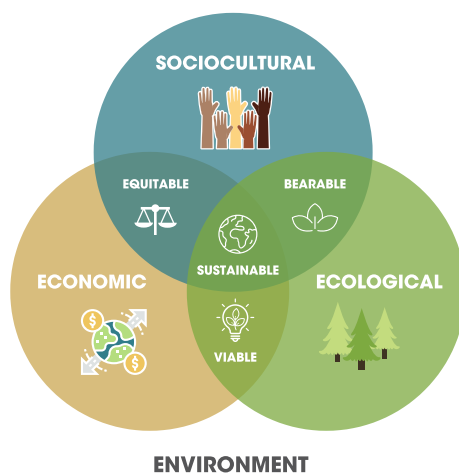
This activity helps people see issues from different perspectives, especially from a sociocultural, economic, and ecological viewpoint on various activities and topics.

Material List

3 tables, 3 large sheets of paper (1 at each table), and markers/pens.

Procedure

1. View a film, read an article or case study, or a topic that is important to your community.
2. As a group, watch the film, read the article or case study or have a clear discussion about the topic at hand.
3. Have people list at least two stakeholder groups affected by this situation and how they are affected. They do not have to agree with their statement or have a solution but have them start thinking about who they believe can affect change or are affected by the situation.
4. Divide into three groups and assign them to a table - each group will visit each of the three tables during the next step. Each table will represent each lens: sociocultural, economic, and ecological (see image at the bottom of the page).
5. Each group will start at their designated table for 5 minutes. Here they will view the film through the lens associated with the table at which they are sitting. What are the positive effects of this lens and the negative? Each group must add at least one new item to the list at each table. It must be something new and cannot be a repeat of what other groups have said.
6. Rotate until everyone has visited all 3 three tables (lenses).
7. Ask each group to share out the written items at their table with everyone. Discuss the issue from the three lenses. Here are some examples of questions to discuss:
 - What topics come up as possible disagreements or conflicts, and how might we overcome those to come to sustainable solutions?
 - What should we be considering looking through each of the three lenses (Ecology, Economy, and Sociocultural)?
 - Why might there be resistance to change and resistance to address the issues of the topic?
 - How might we communicate an effective message to groups represented by each of the three lenses?



Communications Activities

Activity 3: Fishbowl Conversation

Introduction

Fishbowl conversations are a great way to elicit multiple viewpoints about a topic and allow stakeholders to be interviewed in a controlled and open way that makes them feel safe to share their opinions and thoughts.

Material List

Computer (if online), paper and pencil (for questions and notes)

Procedure

1. Identify stakeholders from different points of view and invite them to a forum or a group zoom call. Examples include:
 - Town manager
 - Fire chief or police officer
 - Business person
 - Land trust director
 - Town planner
 - Parent
 - Other community member
2. Have questions formulated before the forum. Make sure to give them to your speakers prior. Tip: Take the time to plan well-thought-out questions that will elicit the information you want to know or get across. Here are examples of discussion questions (these examples can be changed into questions relating to your topic):
 - How long have you lived in this community?
 - What do you value about this town? Enjoy? What are some places that are special to you?
 - Does the town you remember from your past look the same as it does today? If not, what do you think caused those changes?
 - What do you know about the topic?
 - Do you have concerns about climate change in our community? What are your concerns?
 - What concerns do you have about the future of our town?
 - How do you think that the weather or the seasons have changed since you have lived here?
 - How do you think the weather changes affect our community?
3. If in-person, seat the interviewees in front of the audience in a semi-circle so each person can see everyone else. (If online, pre-determine the order in which they answer questions).
4. Ask one question at a time, allowing a few minutes for each person to answer the question from their perspective before moving on to the next question. Move towards the opposite direction for the next question and continue back and forth until all questions are asked.
5. Leave time in the end for general discussion or for your panel to ask questions to the audience. This type of forum will open communications between community members and stakeholders, creating a wonderful dialogue.



Host a Webinar

Introduction:

Are you interested in engaging an audience virtually? Are you looking to reach different people through an online platform? If you answered yes, then you're on your way to creating a webinar. Webinars are a great way to share your message with new people, but how do you run a successful webinar? How do you reach your goals and broaden your network on the way? This quick guide will help you run a successful webinar.

Checklist:

- **Create your idea**

As simple as that. Once you have the idea, try to define a specific focus and background of your topic. Create the objectives, or what you want people to learn, and who your audience is. These ideas should be no more than three ideas and should be concise.

- **Fill in our concept note**

Fill out the concept note found on page 2 to help organize the details of the webinar on one page.

- **Organize and format how you will run your webinar**

How long will it be? How long will each speaker talk, or how much time will be allowed for each topic? What is the flow of your presentation, and how do the different viewpoints, speakers, or subjects weave together? Helpful hint: Think of ways you can make your webinar engaging/interactive.

- **Create your webinar team**

Contact the people you want to be engaged in your webinar. Think beyond just the speakers. Think of who might help with the technology or monitor the chat, who can help run the webinar, and who might take on advertisements for the webinar.

- **Finalize a webinar platform**

Platforms like Zoom have high audio, video, and recording quality to make your webinar successful. Create or acquire information about a school account or make a personal account. Be sure to communicate to attendees and speakers if it is going to be a recorded webinar.

- **Contact**

It's also important to contact people that may be interested to hear about your subject matter. Think of contacting schools, educators, like-minded organizations, students, youth, and other stakeholders. You can never engage too many people. Be sure to provide contact information, a date, time, and registration link, as well as the weblink to access the webinar.

- **Create a Social Media campaign**

Make sure to utilize social media and advertise as much as possible. We suggest using Instagram, Facebook, LinkedIn, and your website. Again, be sure to provide them your contact information, date, time, registration link, and weblink to access the webinar.

- **Contact KCI**

You can contact us at: programs@theclimateinitiative.org. We can help with your concept note, contacts, and much more. Please share your experience with us! Check out our previous webinar examples on our [YouTube](#) channel and below:

- o [Our Changing Winters](#)
- o [TCI & Bigelow Labs: Gulf of Maine Climate Action](#)
- o [Hope on the Horizon: How Maine and the Nation are moving forward for our climate](#)

Host a Webinar

Concept Note Template

Background and Focus

Title:

Date & Time:

Objectives

Target Audience & Target Reach

Speakers

Webinar Run of Show

Webinar Format

Duration

Technology