

FREE INTRODUCTORY WORKSHOP

Strategic Framing and Climate Change Communication for Informal Science Educators

Sponsored by: Mass Audubon's Wellfleet Bay Wildlife Sanctuary and Waquoit Bay National Estuarine Research Reserve

When: Friday, October 18, 2013, 9 a.m. – 5 p.m.

Where: Cape Cod Community College, 540 Main Street, Hyannis

What: This one-day workshop will

- Introduce participants to elements of strategic framing – a research-based approach to communications that helps to engage audiences in thinking productively about how they can participate in creating or supporting solutions to important issues of our time.
- Explain how strategic framing elements, when put together, tell a story about climate change that can help communicators to engage audiences in positive ways, overcome traditional barriers and cue people to think productively about solutions.
- Share several simple activities and demonstrations to review core elements of climate and ocean science.
- Provide opportunities to practice applying framing to your own exhibits or institutions, and learn about further professional development opportunities.
- Include a continental breakfast and lunch.

Facilitator: Amy Fleischer, Education Director, Mass Audubon's Wellfleet Bay Wildlife Sanctuary. Amy is a member of the NNOCCI network and has participated in a long-term learning program, called "Study Circle." She has practiced with strategic framing in her workplace and is serving as a Regional Leader for the project.

About the *National Network for Ocean and Climate Change Interpretation (NNOCCI)*

NNOCCI is a collaborative effort led by the New England Aquarium with the Association of Zoos and Aquariums, the FrameWorks Institute, the Woods Hole Oceanographic Institution, the National Aquarium in Baltimore, Monterey Bay Aquarium, the New Knowledge Organization in partnership with Pennsylvania State University and the Ohio's Center for Science and Industry. With support from the NSF Climate Change Education Partnership program, NNOCCI's goal is to establish a national network of professionals who are skilled in communicating climate science to the American public.

Registration:

Register online at www.massaudubon.org/wellfleetbay or call (508) 349.2615. Please specify your organization and position in the comments field if you register online. Space is limited to 20 participants. Early registration is appreciated; pre-registration is required. Questions? Please contact Amy Fleischer at (508) 349-2615, ext. 114 or afleischer@massaudubon.org.