

Title: Improving Communications about Climate Change
Investigator(s): Heidi Cullen (PI)

Institution: Climate Central

Background

This activity will draw upon the very best climate science information to create compelling graphics, vivid animations and short video reports that make climate variability and change an issue of vital interest to climate professionals and average citizens—not remote and abstract, but local, concrete and relevant. Drawing upon research efforts within CICS, as well as studies like the 2009 USGCRP Global Climate Change Impacts in the United States report this content will be distributed to a variety of media partners at both the local and national level, and on the Climate Central and NOAA-related websites.

Additional Information may be located at:

<http://cicsnc.org/projects/heidi-cullen.html>