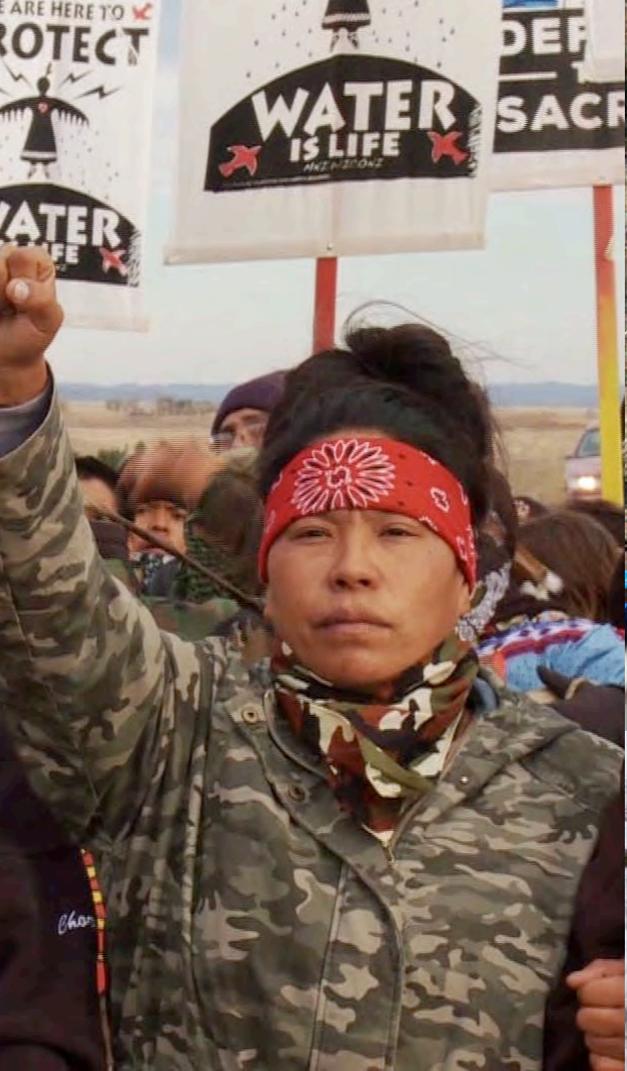


Strategies for Engaging New Water Protection Ambassadors

Sunshine Menezes, PhD
Metcalf Institute
University of Rhode Island



Image: Marty Two Bulls
m2bulls.com



Democracy Now;
John L. Mone/AP Images;
Jennifer Skjod/Flickr

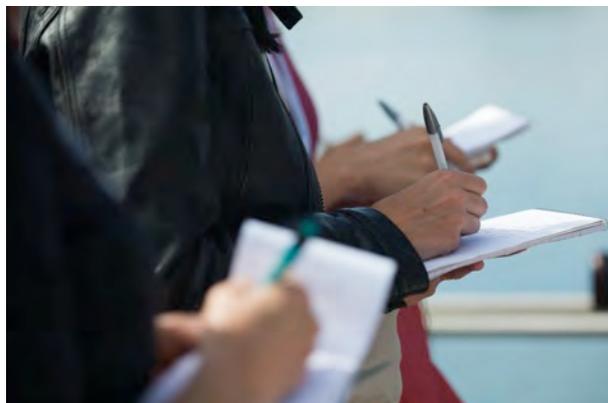


Images: Save the Bay; Wendy Maeda/Boston Globe; Clark County, WA;

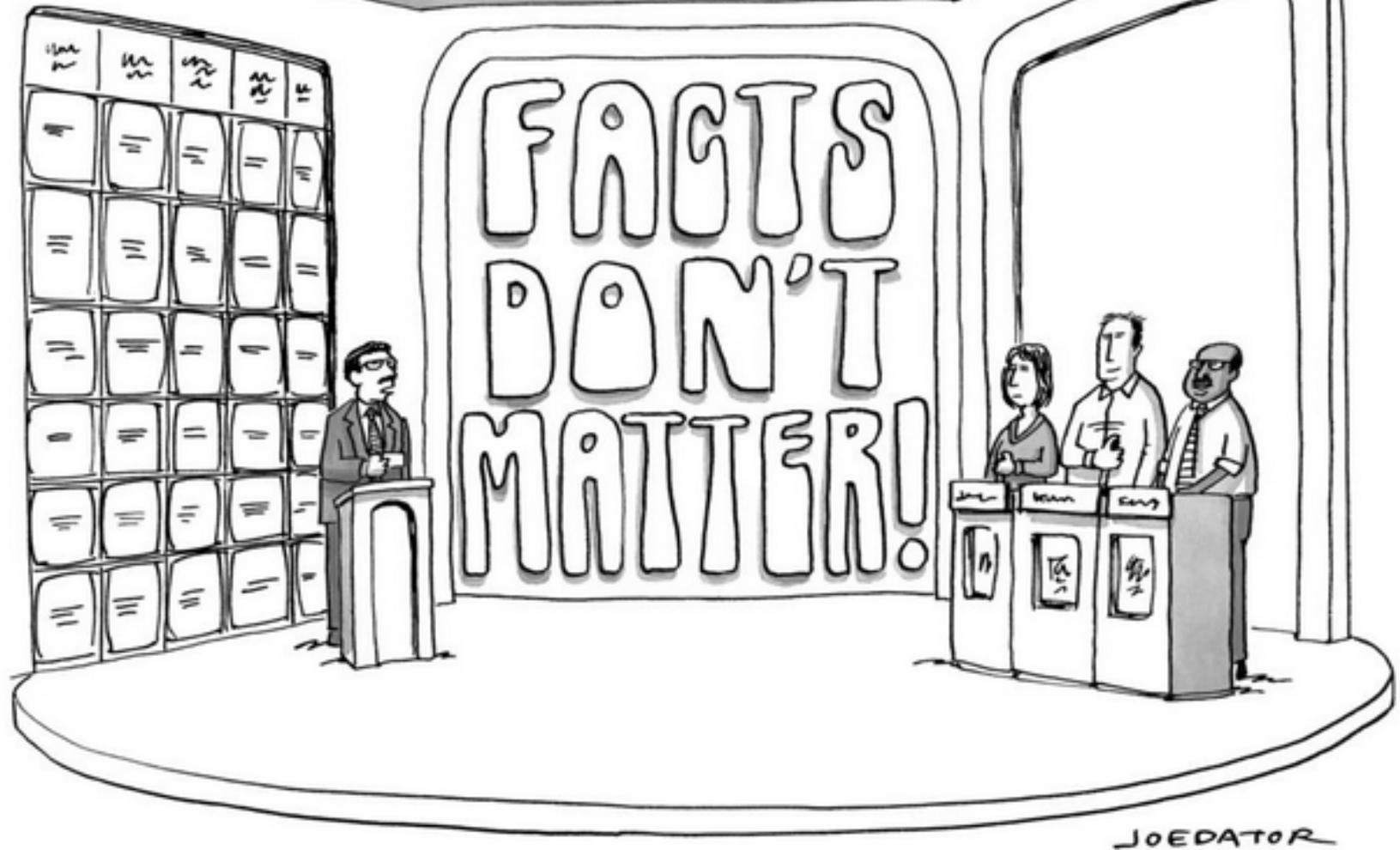
THE
UNIVERSITY
OF RHODE ISLAND
GRADUATE SCHOOL
OF OCEANOGRAPHY

Metcalf
Metcalf Institute for Marine & Environmental Reporting

Fostering informed public dialogue about environmental challenges and solutions

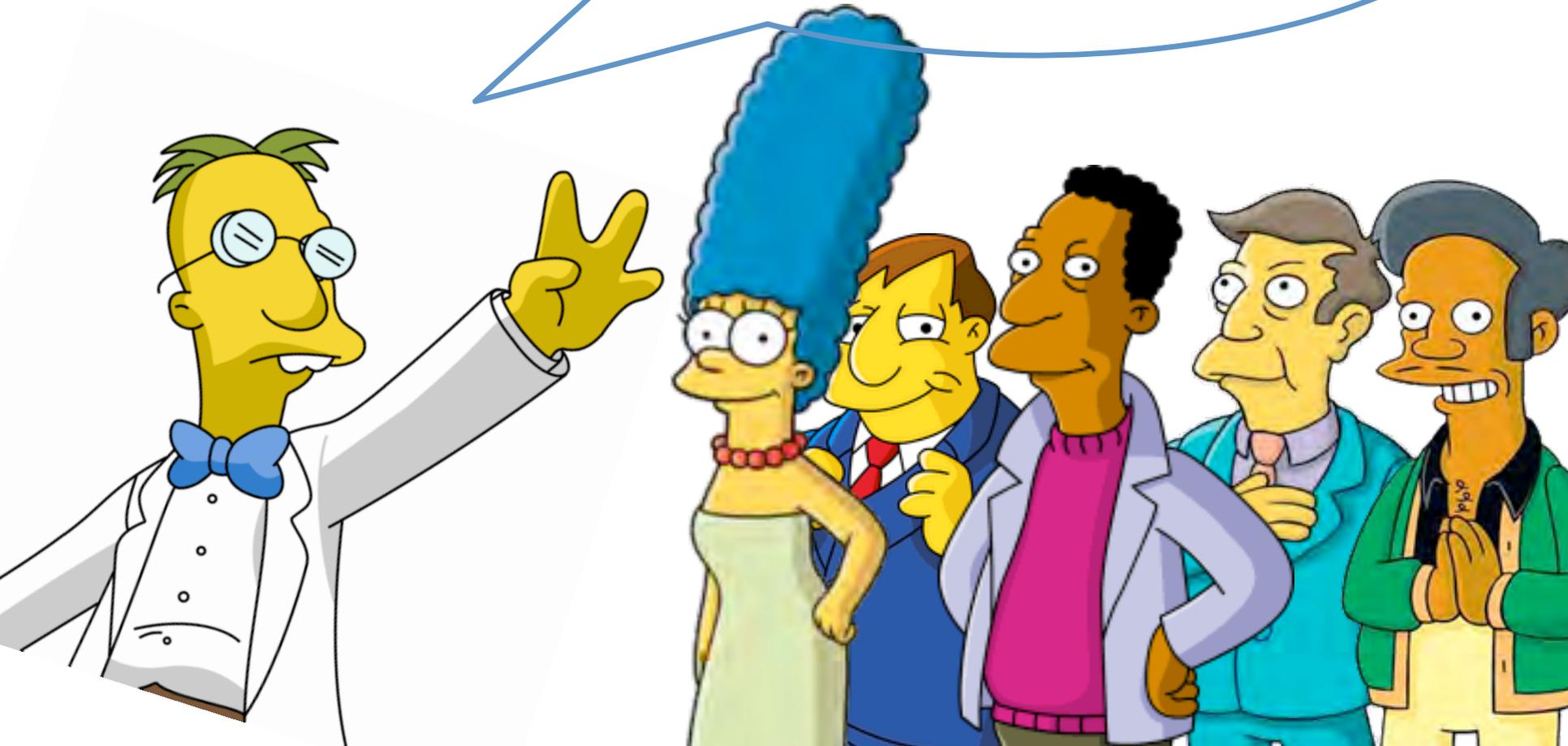


Photos by Gretchen Ertl for Metcalf Institute

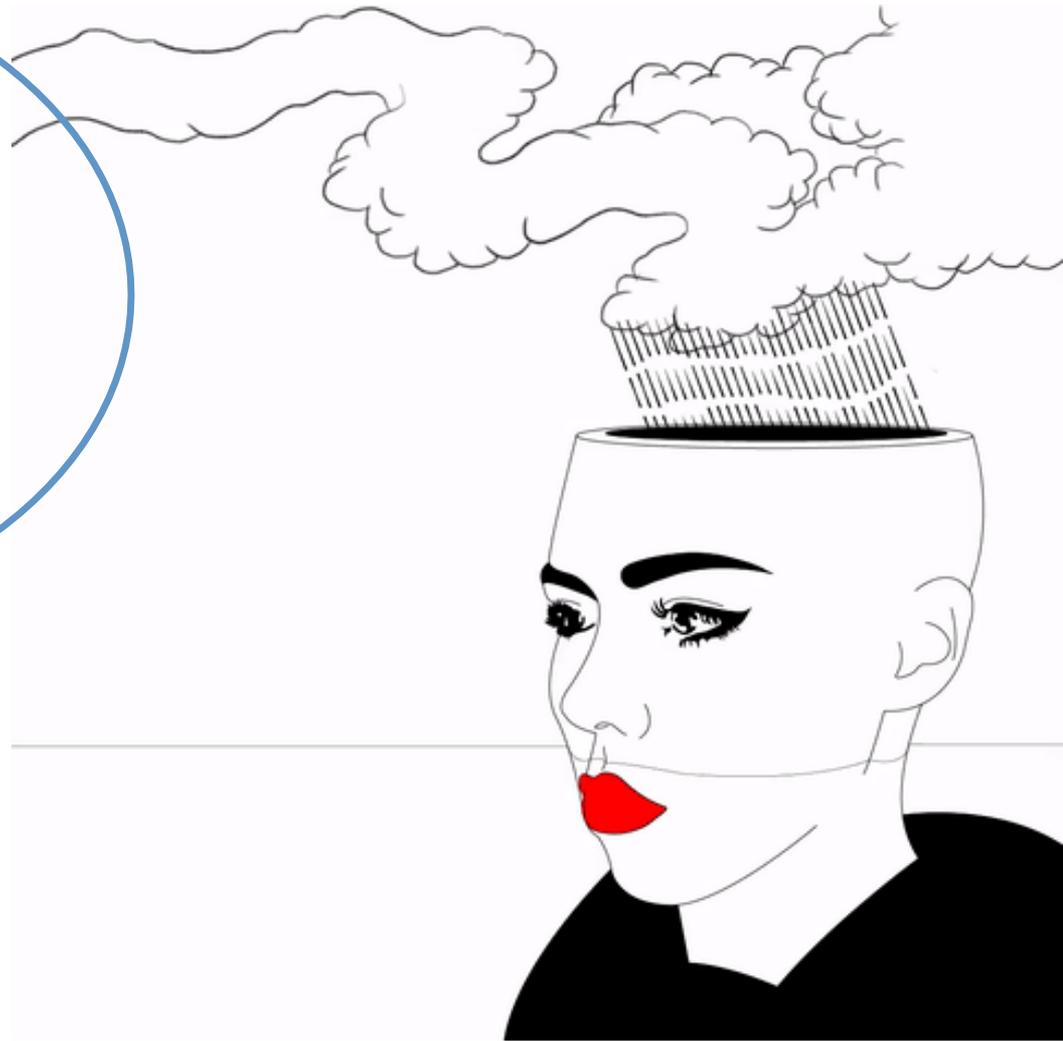


"I'm sorry, Jeannie, your answer was correct, but Kevin shouted his incorrect answer over yours, so he gets the points."

Ecosystem Services
Maintaining Stream Flow
Managing Invasive Species
Flood Control



Does this affect me?
Am I paying for this?
What can I do?



Gif by Xaviera Lopez

Girl Scouts Lead the Way



1. Reflect on relationship with water
2. Celebrate/create water art
3. Learn about water issues
4. Explore water solutions
5. Educate and inspire

“More Facts” Not the Answer

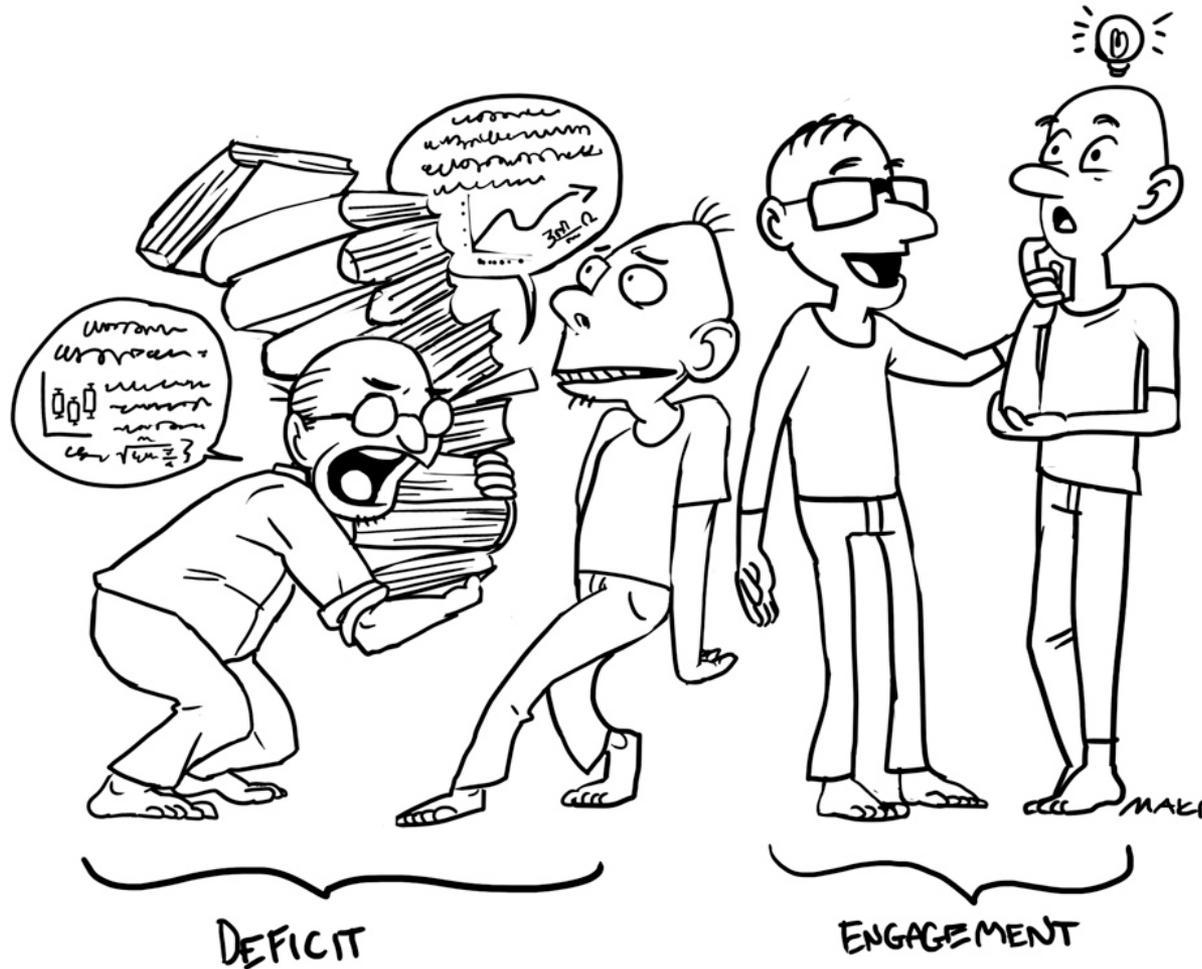


Illustration by Maki Naro

Who is your audience?



Images, L-R: Anacostia Community Museum; Getty Images; BostonDiscoveryGuide.com

What are your goals?



- To inform or educate?
- To persuade?
- To spur action?



The Opinion Pages | OP-ED COLUMNIST

Trump Is Bad for Water and Puppies



Gail Collins

FEB. 23, 2017



"THE FOOL TELLS ME **HIS** REASONS.
THE WISE MAN PERSUADES ME WITH
MY OWN."

Aristotle

1. Clarity

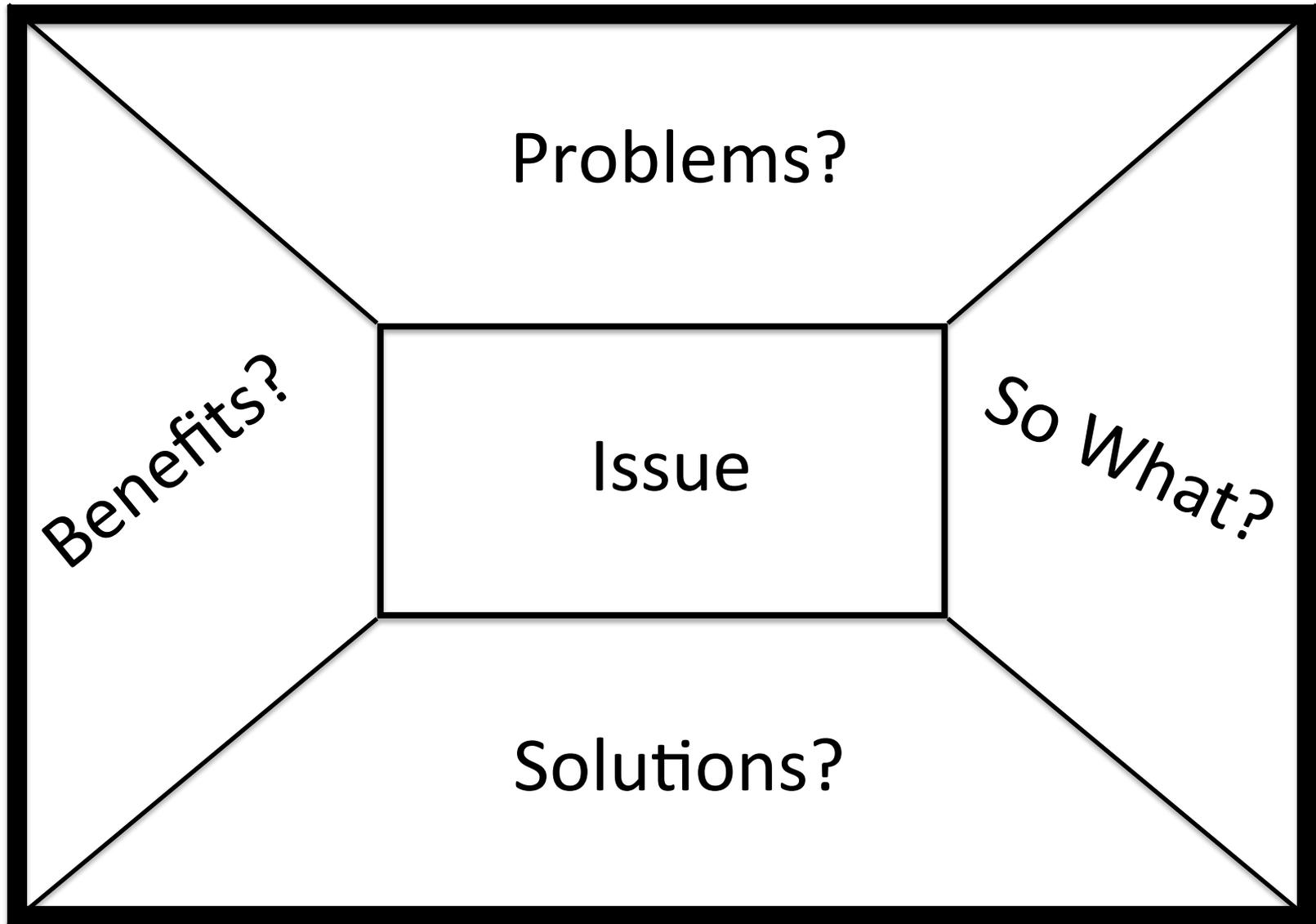
Limit messages

No jargon

Use framing



The COMPASS Message Box



2. A Compelling Story



Be relevant

Use emotion

Mix your media!
(Images, sound,
video)

3. Foster Dialogue



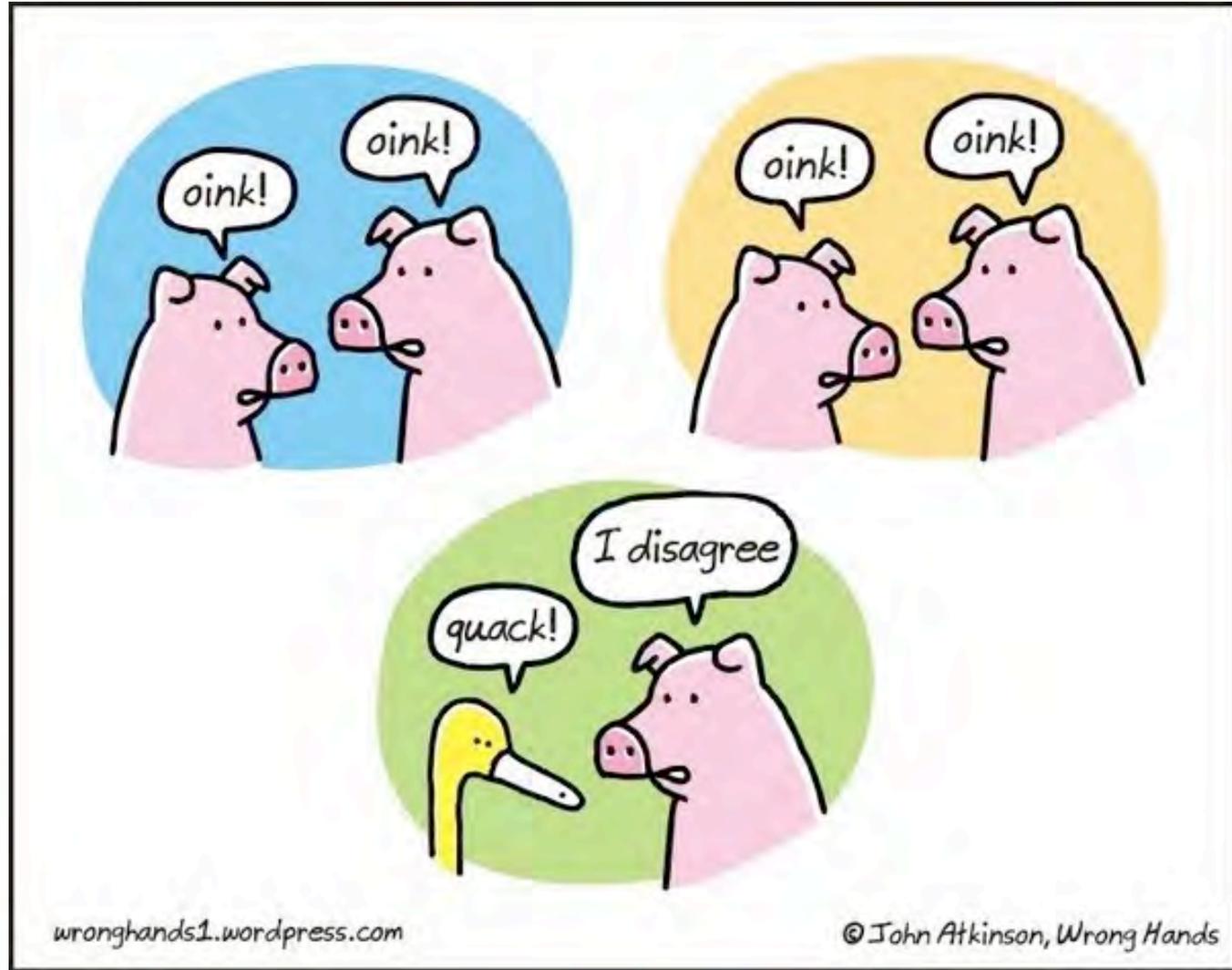
Listen!

Be responsive

Build trust

Be aware of
mental models





Credit: John Atkinson



Because the Stories
We tell determine
what we think about
what happens, which
determines what
happens Next.

wdydwyd?

Image: lhollaback.org

sunshine@uri.edu
@sunshinemenezes
@MetcalfURI

www.metcalfinstitute.org

THE
UNIVERSITY
OF RHODE ISLAND
GRADUATE SCHOOL
OF OCEANOGRAPHY

Metcalf
Metcalf Institute for Marine & Environmental Reporting



Yankee Magazine