

PRESS RELEASE
February 18, 2021

For more information, contact:
Briana Sapp Tivey
Director of Marketing & Communications
bsapptivey@sbnature2.org
805-682-4711 ext. 117 or 805-705-0648

Climate Communication Workshop Offered by SB Museum of Natural History, CEC, and Climate Central

- Change in the Weather: Climate Communication Workshop
- Thursday, March 4, 7:00 PM, free to the public via Zoom
- Register at sbnature.org/weather

SANTA BARBARA, CA— Emmy-Award-winning meteorologists Bernadette Woods Placky and Anthony Yanez will share empowering advice for discussing climate change during a free online workshop on Thursday, March 4 at 7:00 PM via Zoom. Moderated by UCSB Bren School Environmental Communication Program Director Lisa Leombruni, Ph.D., the workshop is jointly hosted by Santa Barbara Museum of Natural History, Community Environmental Council (CEC), and Climate Central, with support from the Museum's Christel Bejenke Fund.

Climate change can be a complicated and intimidating subject. Misinformation, political opinions, varying levels of science literacy, and the inherent complexity of interactions between parts of the planet's climate system all pose challenges to clear communication. Meteorologists frequently discuss climate change with general audiences and are uniquely qualified to explain relevant and accurate information in an accessible way. Placky, Yanez, and Dr. Leombruni will share how they tackle this difficult issue, and how others can, too.

The organizers and panelists have designed the event to be a truly interactive workshop, in the hopes of maximizing benefits to participants by suiting the content to their needs and questions. Participants will be able to use Zoom's polling feature to influence the course of the workshop. Panelists will give the audience the opportunity to vote to determine which topics they'll discuss in depth.

"Surveys show that most Americans know that the climate is changing, but they have questions about what that means for them, their families, and their communities. At the same time, they rarely discuss the subject," Placky says. "One of the most important actions that anyone can take to address climate change is just to talk about it."

Yanez is a meteorologist for NBC4 Los Angeles, with over 20 years of broadcast experience. Placky is chief meteorologist and Climate Matters program director for Climate Central, an independent 501(c)(3) nonprofit group of scientists and communicators who research and communicate climate science. Their Climate Matters program provides data and graphics to a network of over 970 TV meteorologists, nearly half of all meteorologists in the United States.



Lisa Leombruni is the Environmental Communication Program Director and a lecturer for the Strategic Environmental Communication and Media Program at UCSB's Bren School of Environmental Science and Management. Previously, Lisa worked for NOVA/WGBH Boston, where she co-developed proposals for new television programs, oversaw media evaluation and impact studies, and conducted editorial research. Lisa recently joined the Community Environmental Council Board of Directors.

This event is the third in a series of community conversations hosted by the Santa Barbara Museum of Natural History in collaboration with community partners. Community Environmental Council has partnered with the Museum for all three events. The Museum and partners began the series in response to rising community interest in climate change following the Thomas Fire and subsequent debris flows. The first event was "Drought, Fire, and Flood: Climate Change and Our New Normal," held at the Granada Theatre on April 25, 2018. On January 26, 2020, the Museum hosted "Two Years After Fire and Flood: A Community Conversation About the Impacts of the Thomas Fire and January 9 Debris Flow."

###

About the Santa Barbara Museum of Natural History

Powered by Science. Inspired by Nature. Founded in 1916, the Santa Barbara Museum of Natural History is a private, 501(c)3 nonprofit organization with a mission to inspire a thirst for discovery and a passion for the natural world. The Museum seeks to connect people to nature for the betterment of both, and prides itself on being *naturally different*. For more information, visit sbnature.org.

About the Community Environmental Council (CEC)

Recognized as a 2020 California Nonprofit of the Year, CEC has worked since 1970 to incubate and innovate real life environmental solutions that directly affect the California Central Coast. Its current work advances rapid and equitable solutions to the climate crisis—including ambitious zero carbon goals, drawdown of excess carbon, and protection against the impacts of climate change. Its programs lead to clean vehicles, solar energy, resilient food systems, and reduction of single-use plastic. Learn more at CECSB.org/impact and find CEC on the web at CECSB.org and on Facebook.com/CECSB, Instagram.com/CEC_SB, and Twitter.com/CECSB.

About Climate Central

Climate Central is an independent group of scientists and communicators who research and report the facts about our changing climate and how it affects people's lives. It is a policy-neutral 501(c)3 nonprofit.

SANTA BARBARA
MUSEUM
of
NATURAL
HISTORY

Climate Central uses science, big data, and technology to generate thousands of local storylines and compelling visuals that make climate change personal and show what can be done about it. It addresses climate science, sea level rise, extreme weather, energy, and related topics. It collaborates widely with TV meteorologists, journalists, and other respected voices to reach audiences across diverse geographies and beliefs. For more information, visit climatecentral.org.