

Dear Friend,

This month, Sightline distills current scholarship and top findings from local and national opinion research into three key steps that focus communications on solutions, opportunities, and shared values. The findings include several focus group studies conducted this spring and summer in the Northwest.

This Flashcard aims to get northwesterners talking about climate with a more powerful and unified voice. In coming months, look for more on specific message recommendations on climate policy.

For more details about these tips and the research that informed them, click the links below to lots more information online. And as always, let me know what you think and how you're talking about climate in your work.

Anna Fahey, Sightline communications strategist

Flashcard No. 2: Climate Communications Checklist

1. SOLUTIONS first:

"Can-do," concrete, optimistic, actionable.

"The good news is we have everything we need now to respond to the challenge." – Al Gore

2. Seize the OPPORTUNITIES:

Create jobs, boost local economies, reduce energy costs, lead the world.

"It is now time to roll up our sleeves, get down to work, and lead the world in developing new energy technologies." – Jay Inslee

3. VALUES are the glue:

Responsibility, independence, security, pride.

"Our values demand that we be good stewards of the planet for our children and our children's children." – Hillary Clinton

[More climate communications tips and quotes.](#)



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