

AN ENGINEERING WITH NATURE[®]
SYMPOSIUM

NATURAL & NATURE- BASED FEATURES

20 SEPTEMBER 2018

UNIVERSITY OF CALIFORNIA SANTA CRUZ

**AMERICA
ADAPTS
THE CLIMATE
CHANGE
PODCAST**

Doug Parsons
America Adapts Media

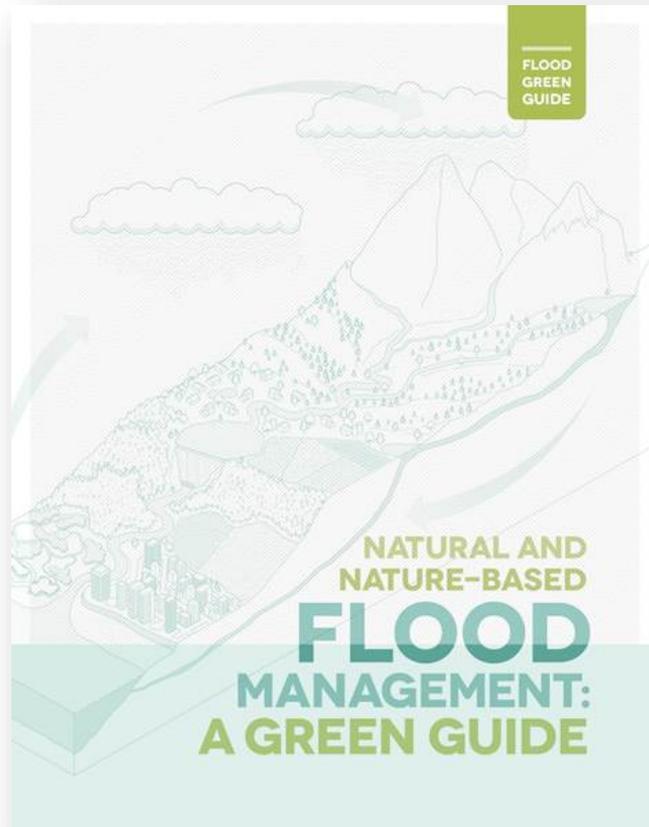
Our Journey Today

- Adaptation and Engineering with Nature: Two Peas in a Pod
- What is a podcast?
- Adaptation Storytelling
- Adapters Speak
- Podcasting for you.



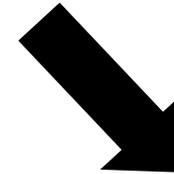
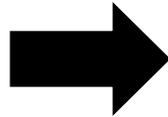
Tweet @usaadapts !

Partnering with WWF

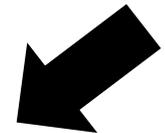
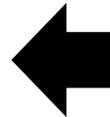
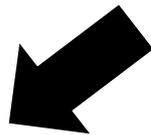


Tweet @usaadapts !

I am one of you.



Society for Conservation Biology



Communication 101



Me (and you) during most presentations.



**Don't Be a
Prisoner to
your own Topic**



THE BEGINNER'S GUIDE TO PODCASTS



What is a podcast?

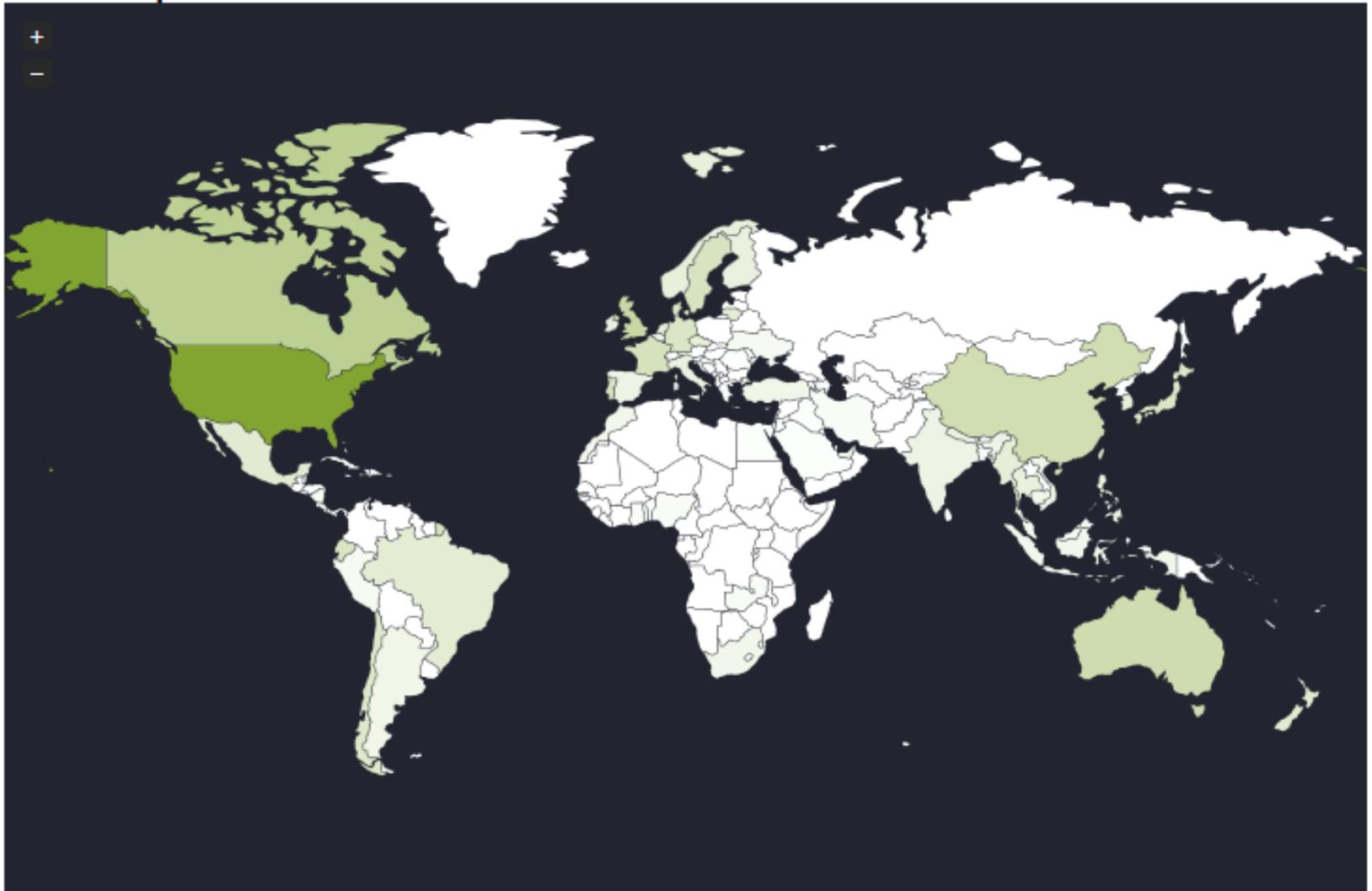
- A Podcast is a broadcast of an audio file delivered over the Internet. It is recorded, published with a syndication feed (rss) and saved to a server.
- Bi-Weekly episodes
- Filling a niche (not climate impacts, etc.)
- 500,000+ podcasts

Why Podcasting?

- Communicating science is hard!
- Predicted listeners, then unpredictable.
- Resonate with larger orbits.
- Explain adaptation.
- Been such an insider conversation
- Low cost/High Impact
- Need a good host.
- It's not a blog!



World Map



Adaptation

The Greatest Story Never Told!



Mitigation vs Adaptation



Why do we make adaptation so boring???

I conduct
vulnerability
assessments...



- **Adaptation**
- **Scenario Planning**
- **Resilience**
- **Vulnerability Assessments**
- **And so on...**

Adaptation is Much Bigger Universe

- **Conservationists**
- **Landscape Architects**
- **Military Analysts**
- **Urban Planners**
- **Scientists**
- **Writers...**
- **Podcaster...**



Judge Alice Hill
National Security and Climate Change




Dr. Katharine Hayhoe Podcast
Evangelicals Adapt to Climate Change



Beth Gibbons
Managing Director



Dr. Amy Brady
The Rise of CLI-FI: Climate Change Science Fiction

AMERICA ADAPTS THE CLIMATE CHANGE PODCAST
Bill Mckibben

HARVARD ADAPTS EAST BOSTON TO CLIMATE CHANGE

Andy Revkin
The America Adapts Podcast

From the New York Times to ProPublica: Reporting on Climate change, President Trump and much more.

Dr. Keren Bolter
Ground Truthing Sea Level Rise

The Who, What, Where and Why of Sea Level Rise in South Florida

Sascha Petersen
Founder



Private Sector Adaptation Planning: Tribal, Local Govt and Much More!

Dr. Michael Mann
Talking Climate Change in the Age of Trump

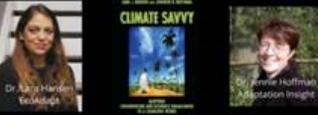
A Podcast Discussion Covering The Madhouse Effect, ClimateGate, President Trump and much more!

AMERICA ADAPTS THE CLIMATE CHANGE PODCAST

Climate Change Journalism, Science Skepticism in Middle America and the Future of Adaptation

John Sutter 

Climate Savvy Podcast: 5 Years of Adaptation



CBA1: Community Based Adaptation Podcast



Kampala, Uganda

Adaptation Funding and Shovel Ready Adaptation



Dr. Molly Cross

Ecosystem Based Adaptation, Communication, Training and much more!



Shaun Martin

Dr. Randy Olson
Making Coral Reefs Great Again:

Science through storytelling, climate change adaptation and much more! – A Podcast Conservation

Dr. Katharine Mach
Behind the Scenes at the Intergovernmental Panel on Climate Change

Deconstructing a Climate Change Skeptic

A Podcast with **Marc Morano**



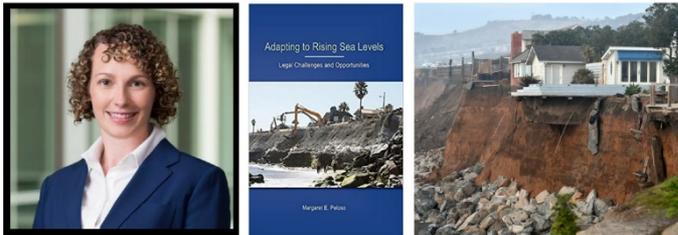
Dr. Jesse Keenan



Ivy League Adaptation: Talking national security, resilience, and much more!

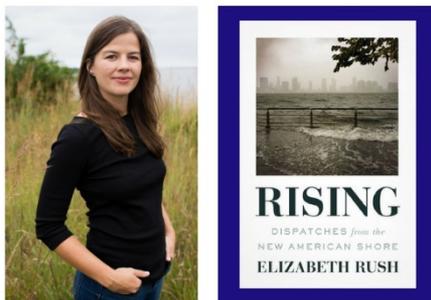
Adaptation All Stars

Rising Sea Levels and the Law



Podcast with Adaptation Lawyer Margaret Peloso

THE HERO'S JOURNEY: A PODCAST



CLIMATE ADAPTATION
AND CREATIVE NON-
FICTION WRITING

AUTHOR
ELIZABETH RUSH

Podcast: Conservation and Adaptation

in Asia's High
Mountain Landscapes



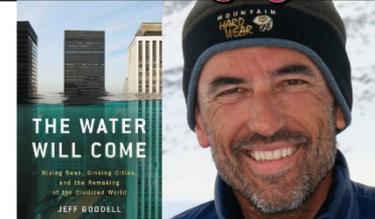
USAID
FROM THE AMERICAN PEOPLE



Episode Sponsored by WWF and USAID



Jeff Goodell of *Rolling Stone*



Podcast on Rising Seas and Sinking Cities

Dr. Katharine Hayhoe Podcast



Evangelicals
Adapt to Climate
Change



Climate Gentrification

Podcast with
Adaptation
Reporter
Erika Bolstad

Dr. Rebecca Beavers



National Parks Adapt to
Climate Change: A Podcast

A Guide to
Coastal
Adaptation at
NPS!



ADAPTS TO CLIMATE CHANGE

An America Adapts Podcast
with CEO Dr. Chad Nelsen

Don't Preach to the Choir

- Marc Morano
- Pat Michaels –
Cato Institute
- Monsanto



MONSANTO



CATO
INSTITUTE

Right now, in this this galaxy not so far,
far away...

CLIMATE ADAPTATION

Episode 1

A NEW HOPE

Podcast Takeaways

*You're great at judging what's right for the podcast, **keeping it positive**, having potentially difficult conversations in a friendly way, and choosing content.*

*I'm a year into doing climate adaptation work in Connecticut, and have been largely working on my own. **It's nice to feel part of a larger community** and know that others are facing the same hang-ups and confusions in **trying to figure all this stuff out**.*

*Hi Doug, I'm a young adaptation professional in Montana/Alaska and just started listening to your podcast. **It is keeping me sane, hopeful, and feeling plugged into the world of adaptation** as I search for work and a meaningful way to contribute.*

Experts that Listen

*Resilience and adaptation vary greatly in their meanings across disciplines and practices. Its not just an epistemological problem, it is a management and communication challenge. America Adapts highlights the great diversity of people and perspectives that mimic the pluralism that currently defines the landscape. At the same time, the show is asking the tough questions that challenge the agency, intent, capacity, subjectivity and biases of this community. The result is a frank picture of the boundaries of a fast growing body of knowledge. **I also like the gossip.***

Dr. Jesse M. Keenan, Harvard University

It's nice to hear "verbally" from many adaptation leaders that we encounter at select meetings. It was trying to catch my favorite NPR programs at different times of day that led me to listening to a wider variety of podcasts. I enjoy the informal, conversational nature of many podcasts. You can listen to the conversation on your walk, your commute, or other activities. Podcasts are a favorite form of media for my 11-year-old son. We often listen to the same podcast at different times and then discuss.

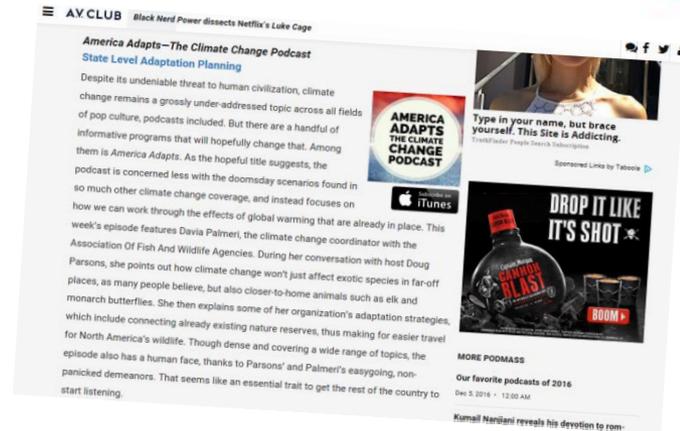
**Rebecca Beavers, Ph.D. | Coastal Geology & Adaptation Coordinator,
National Park Service**

I really enjoy the in-depth conversations with adaptation experts, many of whom I've wanted to meet. It's like I get to sit down and chat with them myself for an hour – something that rarely happens at conferences where interactions are either 5-minutes in a hall way or listening to a presentation. And the podcasts are as witty as they are informative. I've learned a lot to help inform my own work.

Shaun Martin, Senior Director, Climate Change Adaptation and Resilience, World Wildlife Fund

As a mom and a professional with little time to spare, it is really hard to keep up with all the latest science across all of the subjects I want to follow. I love how Doug's interviews cover solid science about climate change and adaption but are also entertaining to listen to. Instead of putting on something from Netflix, I can catch up on the latest science during downtime with my husband, after dinner, after a busy day, when we want to listen or watch something fun.

Effie Greathouse, Scientist/mother,



*When discussing climate change—even in the world of podcasts—it's so easy to succumb to fatalism. That's why America Adapts is so refreshing. Rather than revel in doom and gloom, it accepts that some of climate change's effects are already irreversible, and explores how we as human beings can adapt to—not prevent—them. This makes for a tone that's informative yet digestible; serious in its stakes while still allowing room for humor. **Most importantly, it views our relationship with climate change through a lens of actionability, not fear.** Society needs this kind of conversation when it comes to climate change, especially in the realm of pop culture. —Dan Caffrey, The A.V. Club*

Unexpected Feedback

Like many people, post election I was suffering from a feeling of hopelessness and desperation. I generally console myself with an overload of information in times of stress and so was scouring the interwebs for various balms. I stumbled upon your podcast and became a huge fan! I work as an endangered spp biologist so I especially identify with the episodes revolving around state and federal stories.

C.E.

Take Home Messages

- Unique and public platform
- Makes an arcane topic accessible, personal, and at a manageable scale
- Expands the adaptation community
- Contributes to 'mainstreaming' adaptation as an idea
- People want to be part of the solution.
- **Reports are dead.** Long live the podcast.
- Adaptation IS sexy. Stop acting like it isn't.
- Adaptation provides endless stories.

PODCAST: Flooding and Nature-Based Solutions

The Good, the Bad, and the Ugly of Flooding



May 6th, 2018

How is this relevant to you?

- You are required to communicate.
- Deliver information via a podcast, Long shelf life. .
- Feds, find partners
- Don't force yourself into a role.
- Come see me..



Thanks!

To Subscribe:

Text: “adapters”
to 31996

Doug Parsons

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