**My Site’s Climate Change Stories – Worksheet**

*This worksheet is for broad thinking about your site’s climate change stories – list as many ideas as you can think of, and talk to others at your site for more input and inspiration.*

**Park/site name:**

**Step 1 – Potential Site Connections to Climate Change**
Based on your current knowledge of how climate change relates to your site, make a list of everything at your site that has a link to climate change – such as resource impacts, impacts to visitor experience, impacts to public perception, historical connections, and/or in providing access to primary park themes or management goals. What can be understood or communicated about climate change because of your site’s resources and stories? What is lost – or gained – at your site because of climate change? Think broadly. This is your starter list for potential climate change stories at your site.

**Step 2 --Identify Potential Audiences**
Think about and list your potential audiences for climate change interpretation -- both existing audiences and possible underserved or outreach audiences. Of the audiences you have listed here, which ones do you need to learn more about regarding their perspectives on climate change?

**Step 3 – Identify Audience Relevance**
Next, explore and list the ways for your potential audiences to find personal relevance with the issue of climate change at your site. Why might they be interested in the climate change story at your site? How does the climate change story relate to their personal interests and experiences? Identify the “so what” -- why should they care on a personal level? By answering these questions, you can begin to think strategically about how to provide experiential opportunities for your visitors to connect in a personal way to your site’s unique climate change story.

**Step 4 – Identify Goals**
List possible goals for interpreting climate change at your site. What does your site want to achieve with climate change interpretation? What types of management goals do you want to address? What interpretive goals do you want to address? What types of visitor experience goals might also be important to consider?

**Step 5 -- Identify Interpretive Themes**
Based on all of your thinking above, begin to craft some potential interpretive themes (theme statements or theme questions) that might be used for different interpretive venues or media products at your site. Include an aspect of audience relevance in each theme.

**Step 6 – Potential Interpretive Venues and Strategies**
How does climate change fit into existing interpretive services? Are there programs where you could include a climate change story? Could you develop a stand-alone climate change program at your site? Identify existing services or new opportunities for climate change interpretation. Begin thinking about interpretive approaches, methods or strategies.