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# Deconstructing the Stories We Share About Weeds





# Laguna Canyon Foundation

Protect, preserve and  
enhance the South  
Coast Wilderness in  
Orange County  
which includes both  
Laguna and Aliso  
Canyon





# Future Success of Conservation







Communication is defined as the imparting or exchanging of information or news

# Scientist skill set

- Simple and direct communication style
- Literal-minded
- Data-driven
- Question assumptions and biases

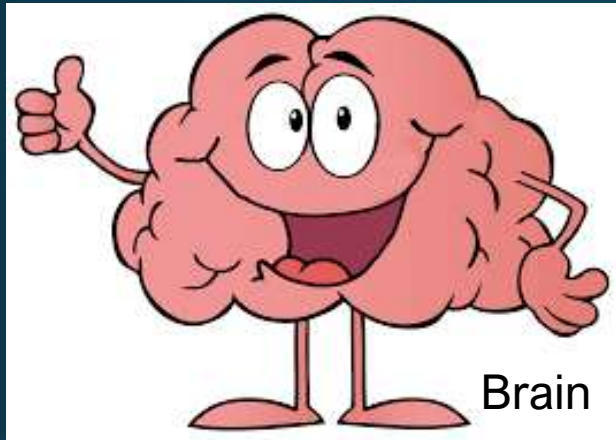


# Communication 101

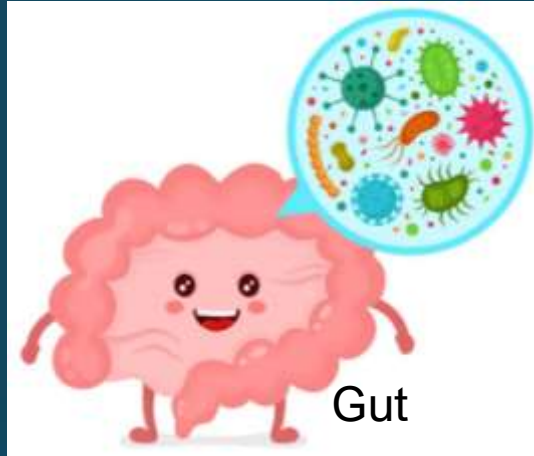
- Ask questions
- Listen
- Show understanding
- Give information
- Give direction



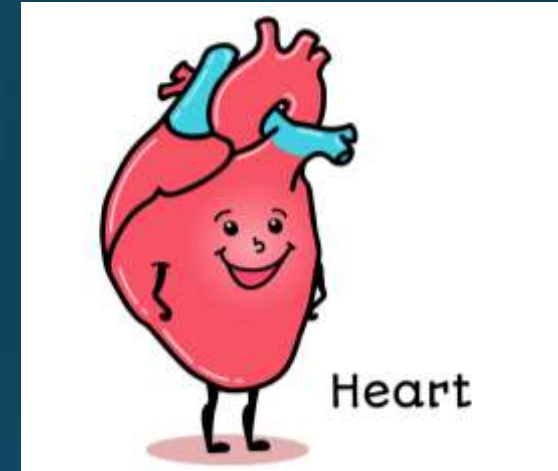
# Different Ways People Process Information



- Reason and rationale
- Studies, data and proof



- Intuition and instinct
- Experiences and case studies



- Emotions and feelings
- Stories, imagery and metaphors

Comprehensive studies from all around the world prove that invasive weeds are detrimental to avian populations.



# Talking to the Public

- Do you use herbicide?
- Iceplant isn't native?
- I love mustard!
- Can't nature heal itself?





# Speaking from the brain

"Averaged as a whole, the January 2019 global land and ocean surface temperature was  $0.88^{\circ}\text{C}$  ( $1.58^{\circ}\text{F}$ ) above the 20th century average and tied with 2007 as the third highest temperature since global records began in 1880."

- NOAA Global Climate Report



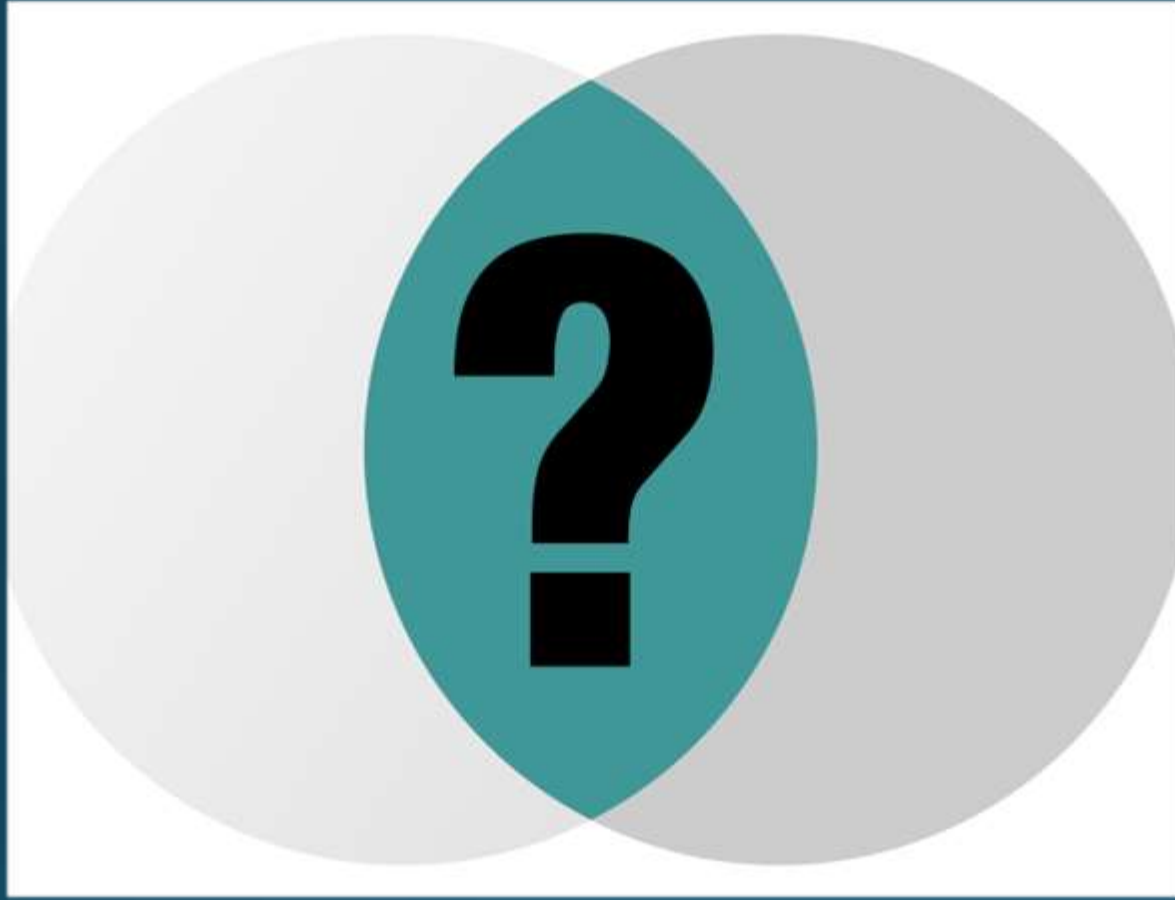
# Speaking from the Heart

“People are suffering. People are dying. Entire ecosystems are collapsing. We are at the beginning of a mass extinction and all you can talk about is money and fairy tales of eternal economic growth. How dare you.”

- Greta Thunberg







Finding Common Ground

# Biodiversity

- Habitat is a home for plants and animals
- Non-native plants tend to create a monoculture
- A variety of plants =  
A variety of animals
- Native plants make a better home







# Take Home Message

- Talk about the real world, not abstract ideas
- Be a good listener and respect people's opinions
- Connect with what matters to your audience
- Be a storyteller
- Use effective visual communication to tell your story





# Thank you!

