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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.

Birds are my favorite animals and I want to create a good home for them, so they are safe!

Ever since my yard was taken over by weeds, I have noticed fewer bird species. 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?
"Averaged as a whole, the January 2019 global land and ocean surface temperature was 0.88°C (1.58°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
“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!

Keep it Wild!