Challenges Of Marketing Climate Change On Wednesday's Access Utah

By TOM WILLIAMS • AUG 6, 2015

I've had conversations with scientists that go like this: I say: “A significant percentage of Americans/Utahns don't believe in human-caused climate change.” They say: “But they should, the science is overwhelming.” “But they don't, and if effective political action is going to happen, they'll need to be convinced.” “Well they should.” “But they don't.” “But they should.” And etc. While it’s not scientists' primary job to convince non-believers, I sense frustration on the part of those who see climate change as a significant problem. On Wednesday’s AU we talk with two marketing expert about how to effectively sell climate change, or reframe the discussion. How should we talk about climate change and sustainability?
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