



**The Climate  
Reality Project®**

NORTHERN NEW MEXICO CHAPTER

## **Presenting Climate Change: The Art of Public Narrative**

A Free Workshop for NNM Chapter Members

**Saturday, May 11, 10 AM to 4 PM**

**Executive Board Room at El Monte Sagrado**

**317 Kit Carson Road, Taos, NM 87571**

### **Welcoming Remarks – William M. (Bill) Brown**

In 2006, I was nominated by local citizens in Taos to apply for a new training program under the auspices of what was then called The Climate Project. Al Gore had founded The Climate Project as a means for expanding the reach of his message elucidated in his book “An Inconvenient Truth.” The more people presenting this message, the greater its reach and impact would be.

After an initial test training at his home in Tennessee, The Climate Project put out a call for applications to participate in a learning session in Nashville. This call resulted in 4000 applications of which 1000 would be accepted. My application was successful, and after consultation with my wife, we agreed to commit our time and resources to the project.

We traveled to Nashville for a session with Al Gore and his scientific and communications specialists in the first week of January 2007. The program was immensely powerful and revealing, and it turned my life into a full-time commitment to coping with our climate crisis.

I have worked on our climate crisis on an almost daily basis since. I do research, writing and communications nearly every day. And I continue to do this work twelve years and four months later because of its all-encompassing importance to our human condition and our relationship with all other life on Earth. I have made a career of dealing with our climate crisis. This is my calling and my life.

In 2012, I was nominated for The Paul Bartlett Ré Peace Prize of the University of New Mexico. The citation reads, in part, “For outstanding contributions to the



promotion of peace through environmental conservation and The Climate Reality Project.” I was pleasantly surprised to win the prize over several other outstanding candidates.

This prize was a validation of my public narrative on our climate crisis, and an acknowledgement of the work of all of us as a necessary component of peace. We are already within the range of pandemic, famine and diaspora induced by climate changes worldwide. All these invite conflict; all these present threats to peace.

Maintaining peace and ensuring a peaceful future is my foundation for the narrative I present in my writing and speaking. In this regard, I constantly examine and reexamine my narrative for communicating the scope and consequences of our shared global crisis, and the urgent need to meet it by applying all our intelligence and resources.

Our intentions here today are to get to know each other better; to help each other find the personal narratives we are seeking to carry our messaging of our climate crisis. Frankly, this is more about art than science or technology or policy or economics. We will succeed if the art of our communications motivates positive action in individuals and groups who hear our narratives.

We will talk about the many tools for our narratives throughout our program. These tools are to give you a sense for what lies ahead as you take on your responsibilities for messaging climate change.

Those of you who have participated in training sessions hosted by Al Gore for The Climate Reality Project are designated Climate Leaders and belong to a leadership corps of more than 19,000 members in 153 countries today. Those of you who have not yet participated in one of these events might want to consider applying to attend in the months ahead. Those of us who have been through one or more of these trainings can fill you in on the details later.



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And everyone here should be clear that this is about leadership and its characteristics: relentless optimism; absolute confidence; professional oral and written poise; and well researched messaging, all wrapped together in your personal style and coming from the deepest parts of your being.

So, let's focus on making this a transformative day where art becomes part of your activism and activism becomes part of your art. We are all here to help each other today and in the months and years ahead to find the voices we are seeking to carry our messages.

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