

“Framing the Conversation: A Crash Course in Effective Climate Change Communication” Spring 2025

A virtual training opportunity for all climate communicators

The National Network for Ocean and Climate Change Interpretation (NNOCCI) is excited to announce its public **Spring 2025 NNOCCI Crash Course!** This is a 7-week, 25-hour, online course for those interested in gaining strategic framing skills. NNOCCI is a partnership among climate scientists, informal science educators, and climate communicators with public trust and large audiences. Dedicated to fostering productive conversations about climate action, we operate as a supportive community of practice. We use and teach evidence-based, empirically tested tools to inspire hope and action. We recognize that climate change is hurting at-risk communities first and worst; we promote dialogue and actions that holistically protect and uphold the wellness of all communities. In a changing world, this course is designed to help participants strategically frame the conversation with the various audiences they interact with. Together, we can shift climate change communications to be more positive, productive, civic-minded, and action-focused.

In the Crash Course, participants will learn basic framing elements including [what NNOCCI is](#), why framing matters, and best practices in use of values, metaphors, and solutions. This course is ideal for those who have an interest in learning more about how to strategically frame their climate communications. Each week, participants will construct pieces of a well-framed climate narrative, which will culminate in a full climate story to submit as a final project. For more information on NNOCCI training offerings, visit <https://nnocci.org/training/>.

Benefits of the NNOCCI Crash Course:

1. **Gain skills to engage others on climate change.** The training consists of a series of asynchronous elements, such as online video modules and practice assignments, along with weekly facilitated webinars. The course aims to deliver a comprehensive introduction to strategic framing, provides an overview of NNOCCI tools and messaging, and offers access to experienced trainers who will support you in crafting impactful climate messages.
2. **Accessible from anywhere.** This online, 7-week, 25-hour module provides a comprehensive overview of strategic framing tools from the comfort of your home/office.
3. **Network with like-minded climate scientists and climate communicators.** Expand your professional network and explore the challenges, opportunities, and best practices of climate communication within a supportive international community of practice.
4. **Join the NNOCCI Network.** NNOCCI has built and fostered a community of practice to help scientists and science educators share best practices and challenges of communicating climate research. NNOCCI's reach is broad, with a network of more than 800 individual members and > 530 organizations.

Course Offerings: Weeks of March 31st - May 12th:

- **Cohort A** will meet virtually, weekly, **Wednesdays from 2-3 PM ET / 11-12 pm PT**
 - First class will be on April 2nd; last class will be on May 14th
 - [Register HERE for Cohort A](#) - you may not switch Cohorts once selected
- **Cohort B** will meet virtually, weekly, **Thursdays from 3-4 PM ET / 12-1 pm PT**
 - First class will be on April 3rd; last class will be on May 15th
 - [Register HERE for Cohort B](#) - you may not switch Cohorts once selected

Course Size: We accept up to 30 participants per cohort on a first come/first served basis.

Course Fee: \$300 (USD)*

*Please note, we know that wealth and income are not distributed justly and equitably amongst people and organizations. Please inquire about our sliding scale if cost is a barrier to your participation by emailing NNOCCI Fiscal Sponsor, Adam Ratner, at Ratnera@TMMC.org. Any information about this request will be kept confidential.

Frequently Asked Questions about the NNOCCI Crash Course

Who can join the Crash Course?

Our Spring 2025 Crash Course is open to all interested climate communicators! Check out our page <https://nnocci.org/training/> for other exciting upcoming training opportunities as well.

What if I know people who should take the course?

Awesome - we're relying on members to spread the word! You can send them to the training page on <https://nnocci.org/training/> to find out more information about the course!

I don't think this is something I can do this year. Will there be other opportunities like this?

Yes! While we don't have settled days of the week and times for future courses just yet, we plan to offer another NNOCCI public Crash Course from the weeks of October 6th - November 17th, 2025.

Please visit nnocci.org/training to learn more about all training opportunities and to check back when we release dates for more upcoming Crash Courses! While visiting, check out the bottom of our homepage where you can sign up for our free monthly newsletter or our social media channels. All of our course offerings are first posted to these mediums.

Do I need to have institutional support to be a participant?

The time commitment for instructional webinars will likely take place during the workday for many, so it may be important for participants to have institutional support or a flexible work arrangement. For reference, we encourage signing up with a colleague, this allows you to have a partner to both practice with and later work with to implement the strategies you learn in this course.

What technological requirements do participants need to meet?

Participants will need to have access to free video conference technology (Zoom) and a reliable high speed (or high bandwidth) internet connection.

How does the course work?

The course will be a combination of both synchronous and asynchronous learning. Live webinars will take place each week at the specific time stated. These sessions will provide time for both content delivery, as well as personalized coaching and mentoring opportunities for participants. Outside of the set webinar times, course instructors will post weekly assignments to our free online course platform (we utilize Canvas) and participants will submit work, comment on other participant posts and receive feedback through Canvas.

Is there a limit to how many people can take the Crash Course?

To ensure that we can provide a meaningful experience for all participants, we will have a cap of 30 people to attend each crash course. Due to this, while the registration will be open until March 21, 2025, spaces could be filled prior to that date, so we encourage people to join as early as possible to ensure your spot.

Want to know more about how Strategic Framing on climate works before committing to a 7-week course?

Check out our most recent free 60-minute introductory presentation about our work, [*"Changing the Conversation: An Introduction to Effective Climate Change Communication"*](#), from February 19th, 2025!

NNOCCI National Network for Ocean and Climate Change Interpretation

Add/Drop Policy:

All applicants will receive information about their course login information for both Zoom and Canvas by March 25th, unless a new participant slot becomes available from the waitlist. Participants who have neither attended class nor contacted ContactNNOCCI@gmail.com or their Facilitation Team by the end of the first day will forfeit their spot in the Crash Course, allowing us to offer it to waitlisted participants. In this event, or in the event that a participant lets us know within a week of the course's start that they cannot continue, a refund will be given; note, these final drop dates are therefore *April 9th for Cohort A and April 10th for Cohort B*. Those on the waitlist will be notified within the first week of the course if there is availability for them to join (session will be recorded for anyone who may be accepted following another participant's drop).

Waitlisted participants who are added during the first week of the course are strongly encouraged to attend the first webinar; however, if they cannot make it, they will not be dropped from the roster considering the circumstances (the first course webinar will be recorded for this potential event).

Course Completion Requirements:

Webinars, collaboration, and community are integral to this course. Please ensure you are able to make at least 5 of the 7 weekly webinars, though attendance to all webinars is strongly recommended for the fidelity of the course. If you miss more than 2 webinars, you may be dropped from the course.

Timeliness of submitting assignments is a critical component of learning throughout the Crash Course, as peer feedback and current discussion develop and deepen content understanding. *Any late assignments should be completed within one week of the original due date to keep up with the momentum of the course and the community of practice.* Please communicate with your NNOCCI facilitators as soon as possible if you are struggling with deadlines or anticipate issues completing assignments in a timely manner, your facilitation team is here to help you.

In order to earn a completion certificate from NNOCCI for the Crash Course and join our Network as a full member, students are required to complete *at least 80%* of the assignments in the Canvas learning modules and submit their edited and complete framed climate story. All work is required to be submitted within one week of course completion, therefore Cohort A's final submissions will be due May 21st and Cohort B's final submissions will be due May 22nd.

Please direct all questions to ContactNNOCCI@gmail.com and we will get back to you as soon as possible.