

**Basic Talking Points for Discussing Global Warming and Audubon's Involvement  
(note-details of specific political solutions will be found in supporting policy talking points)**

The following is intended to assist Audubon staff and volunteers in providing basic information about Global Warming (the term we should all use, as opposed to climate change). With this information, you can easily construct a 30 second "elevator" message or offer more detailed insights on the issue, its implications and the rationale for Audubon's involvement.

In all cases, start by communicating the "primary message" immediately below. It is the main idea you want all audiences to remember and act upon. From there, choose the specific themes and supporting information that will help you best communicate with your intended audience. Note that the first four themes are meant for use with all audiences, the next two focus more specifically on Audubon's role in addressing the issue.

More specific information related to policy proposals will be posted later. For now, this information should assist you in concisely and consistently communicating the Global Warming story.

**Primary Message** (*what you want everyone to remember*)

**Global Warming is among the greatest threats to birds, other wildlife, and people ever experienced by humanity. We still have the power to affect how serious its consequences will be, but we must act now!**

**Themes** (*use in concert with the primary message, as appropriate to your audience and communication objectives*)

**1. Impacts are already being seen and long term-predictions make it clear that Audubon and every concerned organization must get members to take action now to reduce global warming pollution.**

- Scientists predict that global warming will lead to extinction of a quarter of all species on earth in the next 50-75 years
- The longer Global Warming continues unchecked, the more serious the impacts will be.
- Floods, droughts, storms and other impacts will increasingly take a toll on natural habitats and food supplies, displacing people and wildlife worldwide.

**2. Real solutions exist now.**

- Everyone can make lifestyle changes and help to alter local and national policies so we can deal with Global Warming while there's still time to protect the things we care about.
- Scientists tell us we need to cut global warming pollution by 2 % a year to reach our goal of 80 % cuts by mid-century. That means leaving behind the dirty fossil fuel driven technologies of yesterday and adopting the clean renewable energy solutions that will fuel the economy of tomorrow.
- By capping Global Warming pollution and using technologies we have today—wind, solar, increased energy efficiency and conservation — we can achieve more than three-quarters of the emissions reductions we need to reach our goal.
- We have all the tools and all the technologies we need to reduce Global Warming emissions and create a cleaner, safer environment, but we need to act now.

- 3. Addressing global warming will help to protect birds, other wildlife, and natural resources.**
- Reducing fossil fuel consumption helps to protect wildlife and ecosystems that are at risk from mining, drilling, deforestation and development
  - Lowering fossil fuel consumption also reduces air and water pollution that harm wildlife, people and economic values.
  - Protecting and restoring forests, farmland, grasslands and other means of carbon sequestration provides significant benefits for habitat and ecosystems.
  - Overall, addressing Global Warming is a win-win-win situation that conserves our environment and the people who depend upon it, improves our national security by reducing our addiction to oil, and makes America a leader in producing clean energy jobs and technologies.

(Audubon-specific themes)

- 4. Audubon is uniquely positioned to educate the public, increase grassroots activism and motivate change through our chapters, state offices and activist network across the country.**
- Audubon's network of chapters, centers, state offices and activists can reach new audiences in parts of the country that have other environmental groups or where Audubon is the most effective messenger.
  - Many of our members, chapters and activists want to help address global warming, but need the tools to do so, which Audubon will provide.
  - Audubon members realize that without action on global warming, many of the conservation gains they've worked so hard to achieve could be erased.
- 5. Issues connected with Global Warming are central to Audubon's core mission and long been a focus of work by our state offices, chapters, policy program and more.**
- Promoting renewable energy and energy efficiency programs that minimize impacts on birds and other wildlife.
  - Protecting forests, farmland and other habitat from fossil fuels, timber harvesting and other activities that cause Global Warming.

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**Q and A** (*this content will aid you in responding to skeptical questions, while remaining consistent with our larger messages*)

**Q: What about all the scientists who disagree with the whole global warming theory?**

**A: There is no legitimate scientific debate about the facts of global warming.**

- Scientists agree that global warming is happening, humans are causing it, and serious climate changes are happening at an unprecedented and dangerous rate.
- The only remaining naysayers are generally funded by polluting industries and/or are citing conclusions that are unpublished and not peer-reviewed.
- In nearly a thousand peer-reviewed scientific articles on global warming, not a single one disputed these facts.

**Q: Isn't it too risky (costly) to take action without even more proof?**

**A: See above regarding "proof".**

**Addressing Global Warming is smart risk management.**

- Even if there is not exact certainty about the amount and timing of change, the magnitude of the risk is enormous and justifies action to reduce that risk

- The solutions need to be of the same magnitude as the risk

**The Solutions to Global Warming provide lots of other benefits and those benefits far outweigh the costs.**

- Reducing oil consumption reduces our dependence on the Middle East, air and water pollution, offshore oil drilling, and spills
- Reducing the use of coal improves air quality and public health; protects mountains in West Virginia, farm and ranchland in the west, forests in New England and fisheries worldwide. Overall, addressing Global Warming is a win-win-win situation that conserves our environment and the people who depend upon it, improves our national security by reducing our addiction to oil, and makes America a leader in producing clean energy jobs and technologies.