

HOW TO TALK ABOUT 350

Should you or your participants be asked to take part in media interviews, we've created a short list of talking points to keep in mind and consider bringing up during an interview.

If you or your spokesperson hasn't participated in many interviews in the past, a good practice is to go into your interview with 2-4 key issues or points you want to make, and try to circle back to them when possible.

Also, make sure to highlight your local event and the biggest noteworthy point from your event—whether that means the huge crowd that attended, a big supporter who participated, a significant visual you were able to create, etc.

TALKING POINTS

About 350.org

- » 350.org is an international campaign dedicated to creating an equitable global climate treaty that lowers carbon dioxide below 350 parts per million.
- » 350 is the number that leading scientists say is the safe upper limit for carbon dioxide—measured in “parts per million” in our atmosphere. [For more on the science of 350 visit 350.org/science]
- » Although current levels are already at 390, if we put a high enough price on carbon that we stop using so much, while also ensuring poor countries a fair chance to develop, we will be able to reverse course, develop a clean energy economy and prevent serious, long-term damage.

About October 24

- » Six weeks from now, governments will be convening in Copenhagen, Denmark, for the United Nations Climate Change Conference, in order to create a new climate treaty. The International Day of Climate Action on October 24th is the best chance we'll have to influence the treaty before negotiating positions solidify.
- » On October 24th communities will gather at thousands of places around the world—from the Taj Mahal to the Great Barrier Reef—to draw attention to the need for a dramatic international agreement to reduce carbon emissions and set us on a rapid path to 350.
- » Over ____ [insert total number or “over 2000”] events have been organized for October 24 in ____ [insert total number or “over 150”] countries. We are proving to the world that not only is 350 possible, but it is also what people all over the world demand.

About [YOUR event]

- » Create some talking points on the specific, newsworthy details of your event- including the number of people that came out, where your event was, what you did at the event, if there were any bigger name for your region that attended or spoke, etc.