

Communicating Climate Change to Technology-Savvy World: Creating Videos based in Glacier National Park

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Climate change is altering ecosystems across the entire planet and with it the way in which humans view and interact with the world. Glacier National Park presents a stark image of these changes through the melting glaciers, changes in biodiversity, and altered landscapes. A visitor survey conducted in the national parks in 2011-2012 on climate change education, found that not only do most visitors want to learn more about climate change but they are willing to change their behaviors in the parks to help mitigate the effects of climate change. It is imperative to communicate to the public about these pressing threats in order to educate and respond.



Sperry Glacier 2014

The glaciers in Glacier National Park could be gone by as early as 2020. Even with this visual red flag warning, it is difficult to connect the melting glaciers directly to people's lives. People must find ways to embrace the beauty and wonder of the natural world while living in a technology driven world. In today's media, people gather news and learn about the outside world through images and videos that are readily available online.

This project explores the production of short videos on climate change for the Crown of the Continent Learning Center in Glacier National Park as an attempt to connect the impacts of climate change directly to people's lives. Interviews with experts, locals, and employees are paired with beautiful scenery to engage people with the environmental challenges that face the planet. These videos will be featured on the Learning Center's website to increase public awareness.

Filming took place throughout Glacier National Park with Canon 5D Mark 2 and Mark 3 cameras. Two videos were produced for the project. The first addresses the water system in Glacier and the connection between glaciers, snow pack, and agricultural lands. The second film highlights the changes that have been witnessed and measured in Glacier, their connection to climate change, and the implications of these changes.



This project is intimately tied to resource conservation in Glacier National Park. Finding ways to communicate and educate the public on the effects of global warming will be crucial in creating a global response to this crisis. These videos will be used as educational material on climate change for the park. Glacier is an unbelievably beautiful and precious natural resource, and it is an excellent venue to show the effects of climate change and opportunities to shift the current climate trajectory. There is a balance that must be found between nature and technology, using the two creatively in partnership to generate more effective messages about the urgency of climate change.