

Science Communication & Outreach

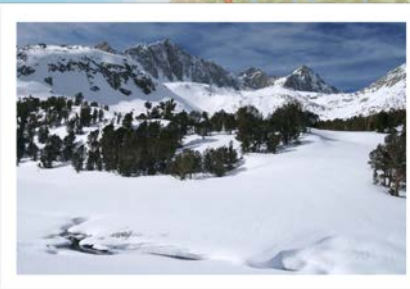
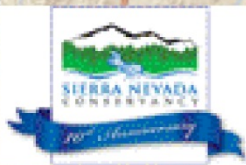
A View from the Mountains

Brittany Covich,
Communications & Outreach Manager
Sierra Nevada Conservancy





Sierra Nevada Region



Pacific fisher, U.C. Cooperative Extension



Upper Peak Lake - 2014

Upper Peak Lake - 2015

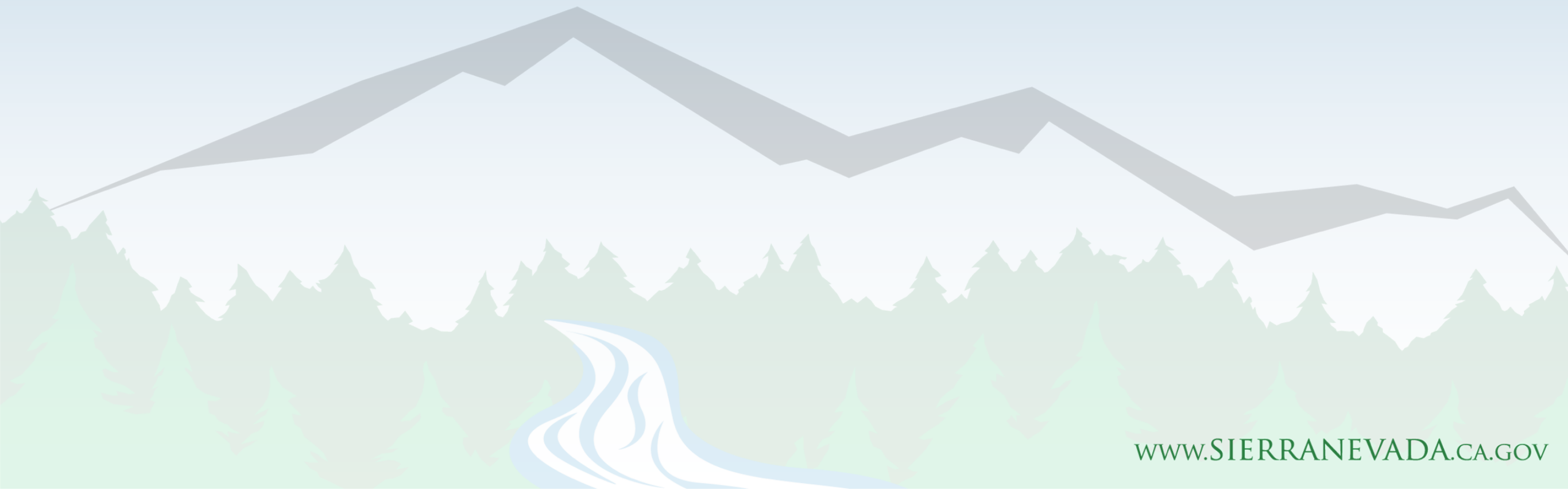




Lessons Learned...

1. KNOW YOUR AUDIENCE

2. DON'T JUST TELL IT, SHOW IT



What does 80% mortality look like?

BULLARD'S BAR
DRAMATIZATION

Lessons Learned...

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- 2. DON'T JUST TELL IT, SHOW IT**
- 3. MAKE IT RELATABLE**



How Much Is That?

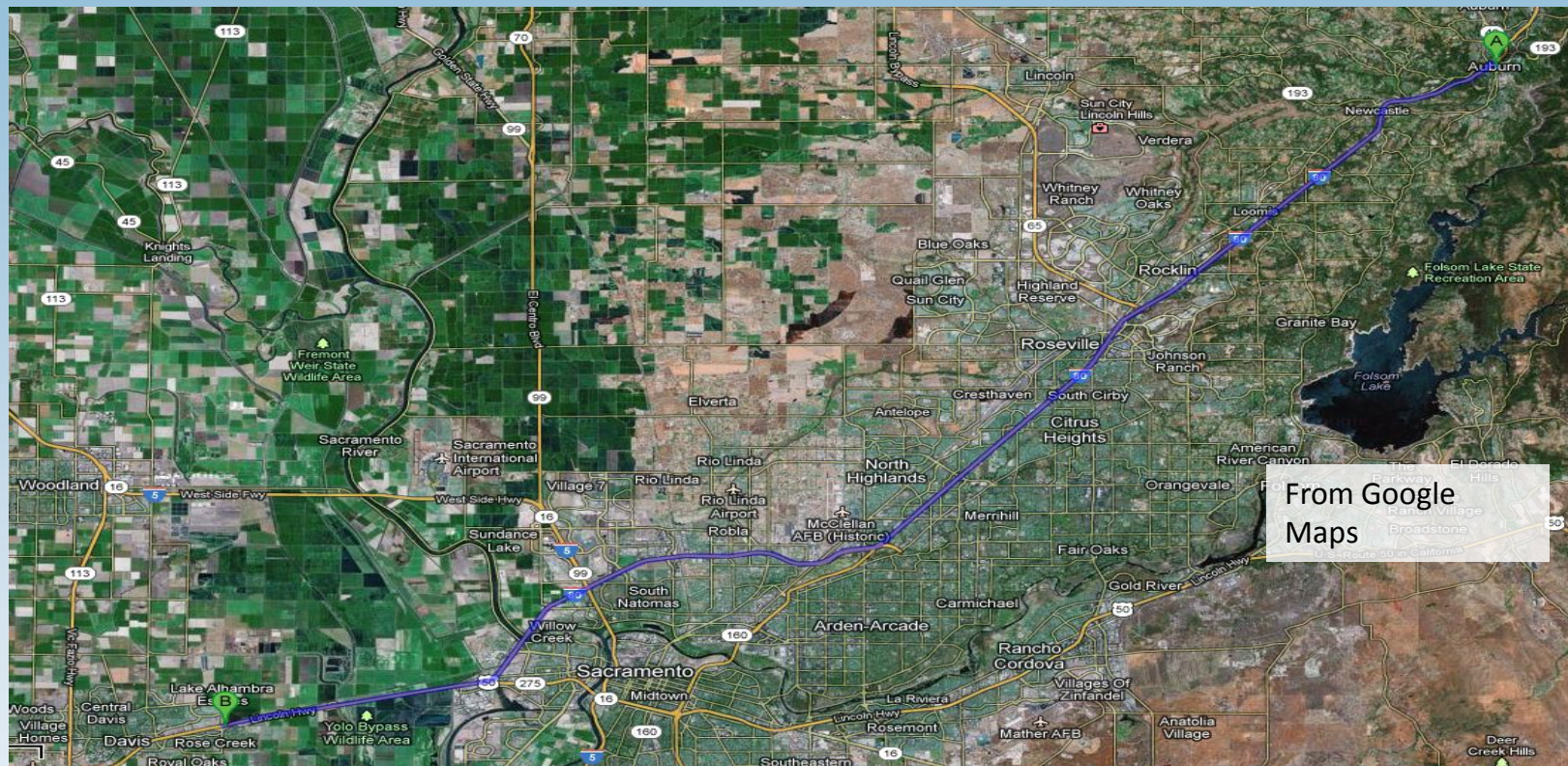


Each one of these
can carry 50,000
lbs

Have a length of
32.5 feet

If all of the eroded sediment from that
unit filled these trucks to their max
capacity and they were set end to end,
how far would it stretch?

How Much Is That?



The line of parked end-to-end of trucks would stretch from Auburn to Davis, roughly 40 miles.

CALIFORNIA'S PRIMARY WATERSHED THE SIERRA NEVADA REGION

Provides **more than 60%**
of CA's developed water
supply, which nourishes:

- › communities
- › agriculture
- › industry

LEGEND

Avg Precip (in/year)

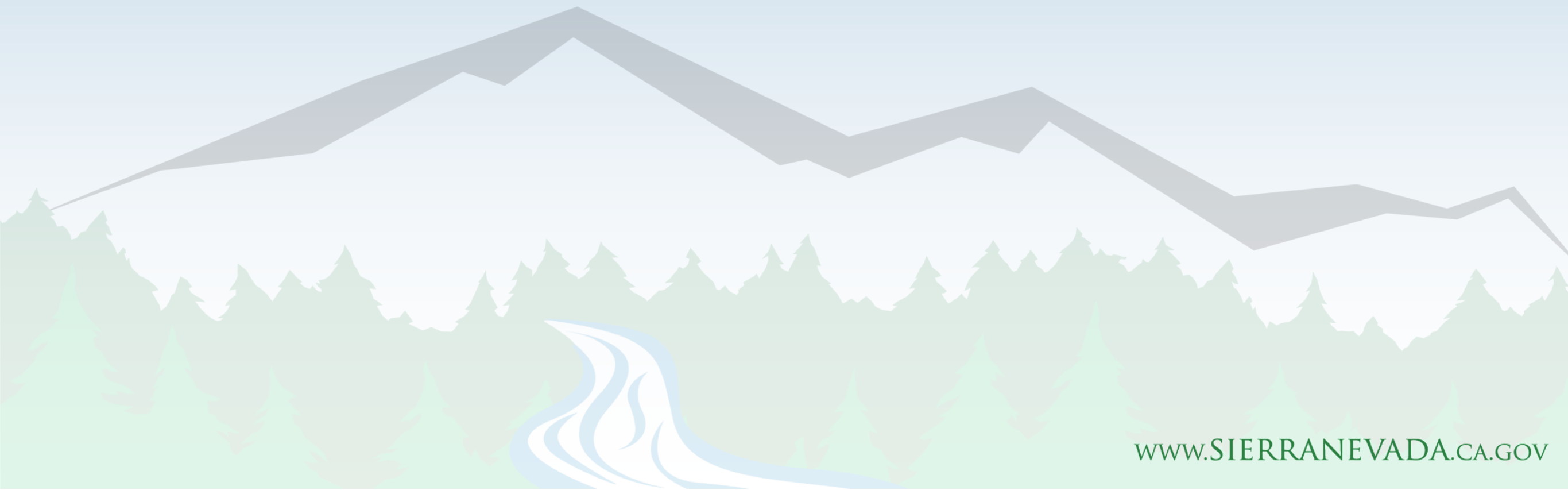
- 2 – 15
- 16 – 32
- 33 – 53
- 54 – 81
- 82 – 149

Water Sources/Destinations

- SNC boundary
- major watersheds
- water flow & direction
- major water destinations
- major metropolitan areas

Lessons Learned...

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- 2. DON'T JUST TELL IT, SHOW IT**
- 3. MAKE IT RELATABLE**
- 4. KEEP IT SIMPLE**



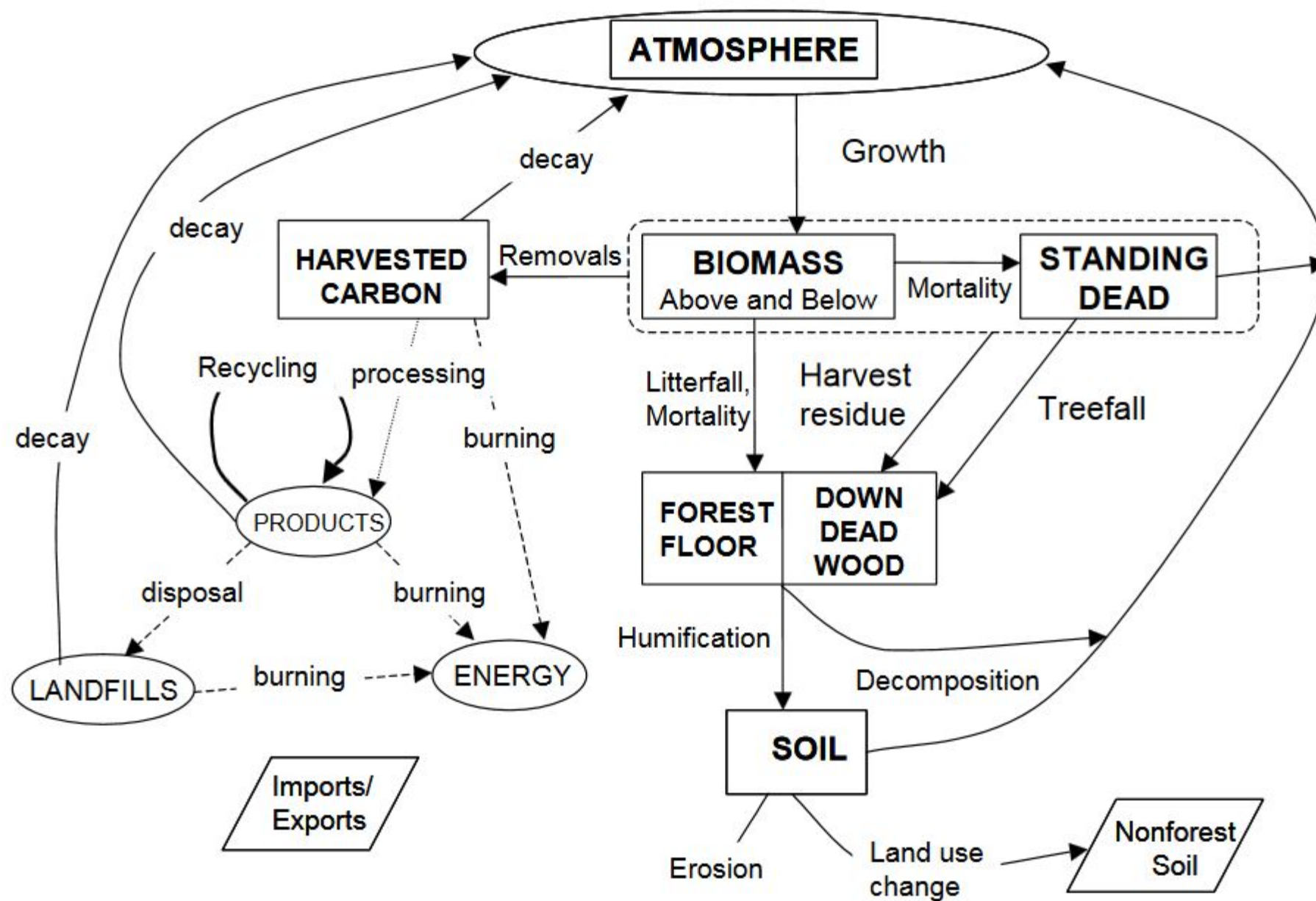
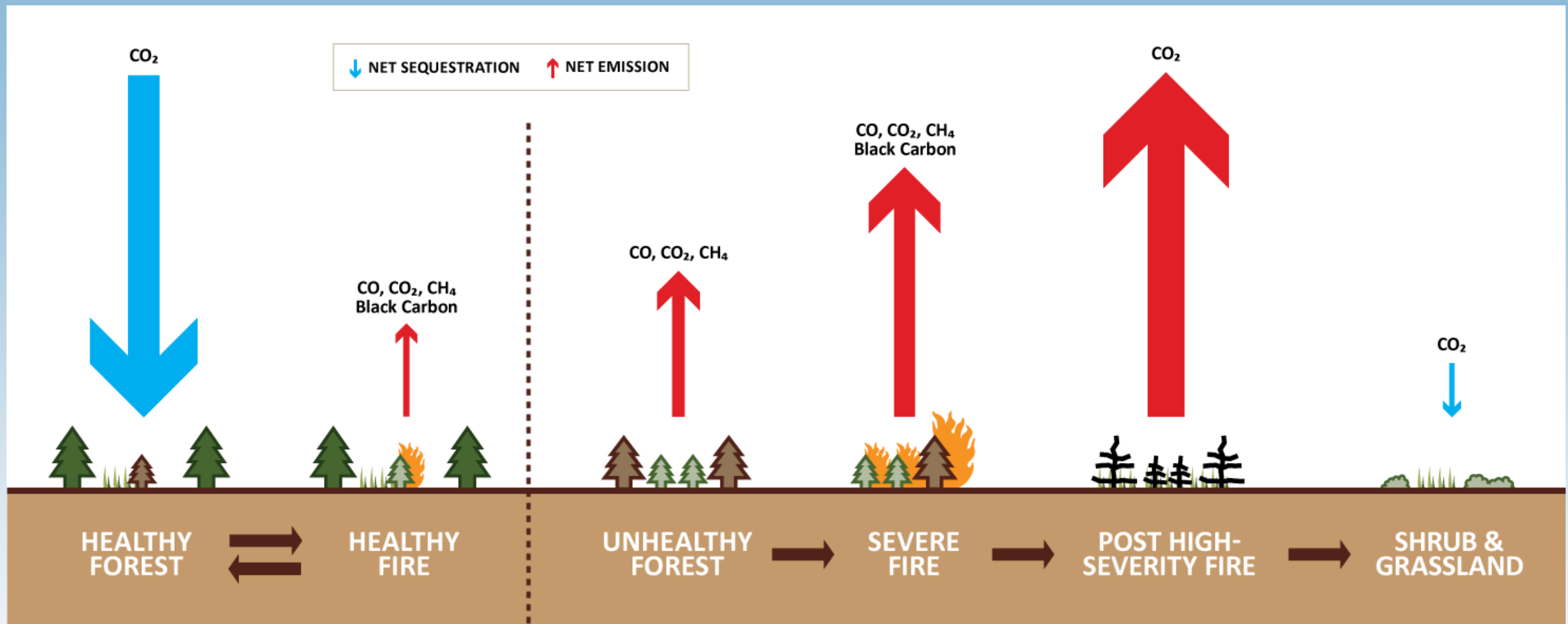


Figure 3.1 Diagram of stocks and flows of carbon in the forest sector.



Lessons Learned...

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- 2. DON'T JUST TELL IT, SHOW IT**
- 3. MAKE IT RELATABLE**
- 4. KEEP IT SIMPLE**
- 5. TAKE IT TO YOUR TEST AUDIENCE**

This is a test of the emergency broadcast system, this is only a test...



Nic Enstice, SNC Science Coordinator, knower of all things forest



Denice Maberry, SNC Receptionist & voice of truth

Changing behavior...



CNN U.S. » Crime + Justice | Energy + Environment | Extreme Weather | Space + Science U.S. Edition +

'Angry fire' roars across 100,000 California acres

updated 10:20 p.m. EDT, Mon August 31, 2009

STORY HIGHLIGHTS

- **NEW:** Fire creates own wind patterns, making it unpredictable, officials say
- Fast-growing wildfire nearly doubles to 164-square-mile conflagration
- Two firefighters killed battling blaze when vehicle went down steep embankment
- Six people refuse to evacuate their Gold Canyon ranch

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2007 California Wildfires on  **NBC NEWS.com**

'We can't stop it'

Officials all but concede defeat to wildfires as estimated 1 million evacuate

74 Paradise homes destroyed by Humboldt Fire

BUTTE COUNTY Thousands fled still-blazing wildfire - when they got back home, dozens of houses had been destroyed

By **Matthai Kuruvila** Published 4:00 am, Sunday, June 15, 2008

Changing behavior...

The Washington Post

Energy and Environment

The really scary thing about wildfires is how they can worsen climate change



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By EZRA DAVID ROMERO • JAN 26, 2016



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VALLEY VOICES

OCTOBER 12, 2016 4:35 PM

Restoring forests to tame wildfires means more Valley water

WWW.SIERRANEVADA.CA.GOV

Questions?

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