

Yale Program on Climate Change Strengthens Their Mission Through Video

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"Wochit has been a big help to our outbound communications. The ease of use of the platform and the breadth of the media library have made it much easier for us to translate the complicated story of climate change into human terms for a broad audience, much better than I had imagined we'd be able to before we signed on. I'm really thankful that we've had the chance to work together for the last couple of years."

About the Yale Program on Climate Change

Since 2007, the Yale Program on Climate Change Communication (YPCCC) has explored the world's opinions on climate change. As a research center within the Yale School of Forestry & Environmental Studies, the program is responsible for conducting scientific research on public climate change knowledge, attitudes, policies, and behaviors.

Public awareness and understanding are critical components of an effective response to climate change, and YPCCC plays a significant role in getting the word out. Their goal is to explain climate change to the broader public in human terms.

The Challenge

The biggest challenge for YPCCC was a lack of manpower and video production experience. With only one full-time digital employee and part-time undergraduate and graduate students, they did not have time to spend learning video production or creating high-quality videos.

Instead, they needed a way to quickly and easily create professional videos around climate change that could then be disseminated across all their online platforms. They also needed a solution that would allow them to empower the undergraduate and graduate students who work with them for a few hours a week to make their own videos and become better communicators.

These YPCCC videos needed to be able to be:

- Created in just five to ten hours a week of work without in-depth filming or editing required.
- Function in a non-audio environment, which is how Facebook and Instagram are broadly used.
- Have a short up-time in terms of the amount of training needed to create a product video.

"We don't know when there are going to be wildfires, floods or droughts this year but we know that they are going to happen and more often, due to global warming," said Jon. "Being prepared to give that context to the public when it happens is a great opportunity for us to make an impact."

The Solution

From the time YPCCC created their first video using **Wochit**, they knew it was the video production platform for them. With just one digital staff team member—who had little to no video production experience—they were able to create an initial 90-second, high-quality video that imitated what professional social video producers could do, all in just two to three hours of learning.

"To be able to say 'I can actually just do that' without having a prior significant knowledge-base made me feel confident that I can put this in the hands of our students and they would be able to create meaningful messages that follow the aesthetic rules up to a standard that we are comfortable with," explained Jon.

The **Wochit** library was particularly helpful for YPCCC. Since most of YPCCC's stories often touch on current events, geographical location, or extreme weather, having access to a library filled with that type of content is highly valuable. It allows them to increase the speed of their production and cut back on uptime by providing a depth and breadth of stock footage that they would not have enjoyed otherwise.

The Outcomes

After working with **Wochit**, YPCCC was able to introduce videos as a new awareness channel. They were able to test different video styles to see what worked best with which target audience.

YPCCC's new video program successfully got their students more involved in communicating about climate change. By offering an easy-to-use video production platform, their students were able to develop their skills in video creation after only a single training session. Now, the students can be more active participants in the YPCCC cause.

Finally, they improved the workflow around video creation. While it was a learning experience, the platform allowed YPCCC to empower their team to make unique videos with various visual storytelling elements—found in **Wochit** tools—that they found compelling. This elevated the video experience and opened up the option for more evergreen stories in the future.

Conclusion

To communicate with people that climate change is personal, YPCCC wanted to experiment with using videos to better reach their audience. **Wochit** provided them with a scalable way to regularly create videos with limited staff and experience.

Now they can pitch their message on climate change to different target audiences, connecting the dots for viewers and furthering the YPCCC mission.

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