



# ClimateChange

STORYTELLING RESOURCES



## Greening Storylines and Sets

*Hollywood, Health & Society has teamed up with the **Environmental Media Association**, which has been a leader in promoting ways to “green” TV stories and sets, in adapting the following EMA checklist. The choices characters make—their behavior and actions during a half-hour sitcom or an hourlong drama—can have a profound and positive effect on audiences. From simple things such as picking up a piece of trash in the street to large plot points, environmental messages in storylines can help educate viewers and encourage millions of people to change their thinking and behavior.*

### In the Home

- Volunteer or organize for environmental and social causes
- Teach children to appreciate nature
- Buy organic food and other local products from farmers markets, and reduce meat consumption by eating vegetarian or vegan meals
- Put items into recycling bins—newspaper, cans, plastics, glass and junk mail
- Plant an organic garden
- Raise chickens in the back yard for eggs
- Replace lawns with native plants
- Compost kitchen scraps
- Use alternative transportation (public transit, walking, bikes), drive hybrids or alternative fuel vehicles and fill up diesel engines with biodiesel
- Turn off vehicle to reduce idling
- Turn off lights when leaving rooms
- Improve home insulation and weatherproofing
- Use solar energy: either by purchasing from renewable energy provider, mounting solar panels or hot water heaters on rooftops, or using small scale solar-powered yard and patio lighting
- Turn off water when brushing teeth or washing dishes
- Donate old household items to charities, shelters, schools, etc
- Have organic labeled products on the kitchen counter, on shelves and in the refrigerator
- Use a canvas bag for shopping and groceries
- Purchase sustainable products for the home, such as green cleaning products for the kitchen



↔ “The Big Bang Theory”

Characters at home can wear T-shirts with green slogans, use a canvas shopping bag, drive a hybrid car or use a bike, and go vegetarian.

- Pack lunches in reusable containers
- Wear t-shirts with green slogans
- Hang posters with eco messages
- Have laundry drying on a clothesline
- Install energy efficient lighting and fixtures and own energy efficient appliances

### In the Office

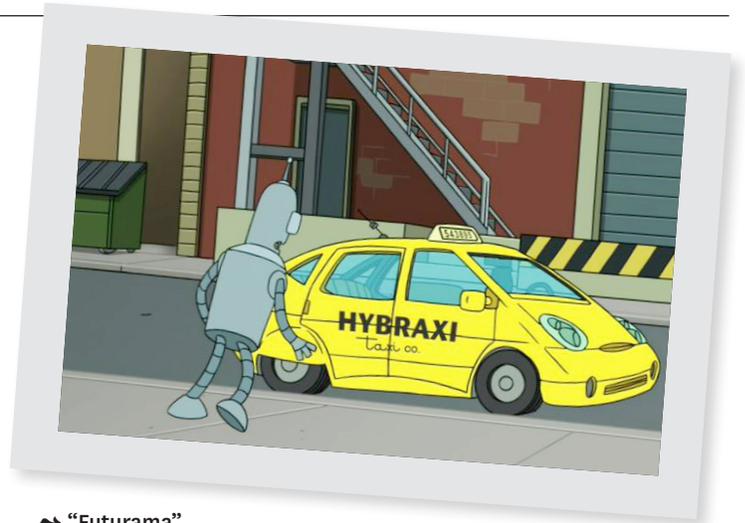
- Use recycling bins for white paper, mixed paper/junk mail, magazines, newspapers, bottles and cans and electronic waste
- Use reusable coffee cups, travel mugs and water bottles instead of disposable styrofoam, paper or plastic cups, and eat from reusable kitchenware
- Walk, bike, use public transit or carpool to work in a fuel-efficient or alternative-fuel vehicle
- Turn off lights, computers and equipment when not in use
- Petition the office to upgrade to energy efficient equipment
- Bring lunch packed in reusable containers
- Use laptops, not desktops (which consume more energy), and donate old computers to schools, children's organizations and nonprofits
- Invest in green technologies and products, or start sustainably minded companies

### In the School

- Organize environmental student events
- Learn about climate change and renewable energy in classrooms
- Participate in science and energy-focused projects and competitions
- Avoid paper, plastic and Styrofoam in cafeterias—use glasses, plates and silverware instead
- Use recycling bins for white paper, mixed paper, magazines, newspapers, bottles and cans
- Compost cafeteria scraps, and throw litter away in garbage cans
- Eat local fruit and vegetables as snacks instead of using vending machines
- Take public transportation
- Hang posters, signs and bumper stickers that promote environmental messaging on classroom/hallway walls, lockers, backpacks, bikes, and cars
- Drink from reusable water containers, not disposable plastic bottles

### Prop Master Shopping List

- A blue or green recycling bin with the recycle symbol clearly visible, with such words as cans, glass, plastic, newspaper, or junk mail typically placed in the kitchen/garage; cafeteria and quads/courtyards
- A small compost bucket for kitchen scraps or a large backyard composter
- Bins for donating old household items and office electronics to charities, shelters, schools and nonprofits
- Signs reminding kids (& parents) to turn off lights, TV, games, and to not waste water when brushing teeth, showering, washing dishes, etc.



↔ "Futurama"

Characters in the office or at school can drink from reusable coffee cups and water bottles, learn about climate change in class, and hang posters and signs about the environment.

- Signs to remind office workers to turn off lights, computers and office equipment when not in use; include energy conservation notifications if possible
- Organic and fair trade signage in businesses
- Posters and bumper stickers with environmental messaging for classrooms, hallway walls, backpacks, bikes, cars
- T-shirts with green messages that support eco endeavors
- Reusable water bottles to substitute for plastic bottles
- Reusable containers for lunches brought to work or school
- Reusable coffee mugs and travel mugs
- Bikes hanging or parked in garage or driveway
- Alternative fuel vehicles, like electric or hybrid cars
- Public bus stops/shuttles on or near school campuses
- Push mower and hand-powered tools in garage vs. gas powered or electric
- Laptop computers (which use significantly less energy than desktops) vs. desktops
- Backyard clothesline for drying clothes
- Energy efficient bulbs and appliances
- Small solar powered backyard lights or large roof mounted solar panels and hot water heaters
- Canvas shopping bags hanging from a hook in the kitchen or pantry
- Organic or locally sourced goods and produce
- Drying "rack" located on kitchen counter for plastic baggies
- Reusable kitchenware and mugs instead of disposable paper, plastic, or styrofoam in break-rooms and cafeterias