

Science AMA Series: We're Joel Bach and David Gelber, the creators and Executive Producers of the Emmy-winning TV show Years of Living Dangerously. We're here today to talk about communicating climate change science. AMA!

TheYEARSProject<sup>1</sup> and r/Science AMAs<sup>1</sup>

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### **Abstract**

The YEARS Project is a multimedia storytelling and education effort designed to inform, empower, and unite the world in the face of climate change. We've had two seasons of storytelling on TV, first on Showtime, which won the Primetime Emmy for best documentary series, and second on National Geographic, where the show was broadcast in 171 countries and 45 languages. We're currently producing short-form video content for social media at the rate of 1-2 pieces each day, covering climate impacts, solutions, politics and science. Our average video gets over a million views on Facebook alone. We also partnered with the National Wildlife Federation to create educational materials based on the TV series for use in middle schools, high schools and colleges across the country. We're live now to answer your questions, AMA! So ask away, because David can barely contain himself. Website: <http://yearsoflivingdangerously.com/> Facebook Watch Climate Classroom

# *the* WINNOWER

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THEYEARSPROJECT [R/SCIENCE](#)

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Do you feel that celebrities have a real interest in climate change?

[DannyTrejo2020](#)

Many celebrities do for sure. The ones we've worked are passionate about the issue, which is why they took part in YEARS. -- Joel

When we first met with Don Cheadle to talk about being part of YEARS he said he wanted to be involved because he was really concerned about climate change. He also said he was no expert on the issue. We told him that was perfect, because that's not how he should come across on TV. Rather, he should simply be a concerned citizen like everyone else watching. -- actually, that was more David

DannyTrejo2020, why do you ask?

How do we overcome the the defeated sense of apathy that so many seem to express when confronted with the overwhelming scale of the problem?

Also, how do we convince those in denial?

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[imVINCE](#)

Hi imVINCE, I think we overcome the apathy by showing the many solutions already in play. There are incredible efforts underway by individuals, communities, companies and governments to take action.