

Why do some messages persuade, and others don't? What is good science messaging? How can we reach new audiences about the importance of sustainable resource management?

If you're interested in these questions, you might like [this video](#) on overfishing, created by a couple of UCLA undergrads as extra credit for a class in oceanography. I love it, and so does their professor. If the [Whole Foods Parking Lot](#) video can go viral, maybe this one can, too.

And check out this current [New Yorker piece](#) (sub. req'd.), on how and why "Uncle Tom's Cabin" succeeded in crystalizing the feelings of a large swath of the country against slavery. This view and version of history is undoubtedly oversimplified, but it's hard to read the article without wondering about a climate-change-narrative analog.