

Communicating Climate

A Seminar for the Graduate Program in Climate and Society
Columbia University, Earth and Environmental Sciences

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Time: Thursday, May 29, 2008, 2:00pm-5:00pm

Location: Columbia University, Schermerhorn Extension Room 963

Seminar Objective:

This seminar will help familiarize students with the biases in the “popular press” concerning climate change, including: sourcing of data, “spins” on the story, differences and similarities in journalistic coverage, etc. Students will learn to succinctly point out flaws or omissions in sourcing information, analyzing the use of experts and other components of climate-related journalism. Students will also present 2-minute presentations of climate-related issues (no preparation necessary!) to be critiqued under peer review.

Communicating Climate Change Discussion

Discussion of press coverage

60 minutes

1. Sharing your coverage articles and summaries: examples
2. Differences and similarities?
3. Examples of sources: who is cited? Are they viewed as “reputable”? In which circles?
4. Is “climate” presented as a political/scientific/social/ethical/other issue?
5. RECOMMENDATIONS: for scientists, journalists, politicians, others?

Activity: “An Inconvenient Truth”

100 minutes

- Presentations of slides to group (2 minutes each/Total 40 minutes)
- Reactions (3 minutes each/Total 60 minutes)

20 minutes closing discussion and overall comments

Strategies Used

PRO

Con

Sources

PRO

CON

How are they doing?

PRO

CON