

Workshop 1 - Mixed Messages: The Media & Climate Change Science

Scientists say they don't want to do interviews with the media because the media aren't experts in the subject. And journalists are sometimes scared to touch any science stories because they don't want to get it wrong, or because they can't seem to get a definitive answer from scientists. So how do we take all that great information and bring it to the people that need it?

Nathan Eagle, Civil Beat; Ku'u Hiraishi, HPR; Roger Sorkin, and Derek Ferrar, EWC, experienced media and communications hands all, bring us this unique workshop that government and civil society alike will find useful. Workshop leaders will give us tips on how to work with reporters and other audiences. In smaller breakout groups, participants will learn how to draft effective press releases, reach out to and work with media, and create a media network. The workshop will culminate in a mock interview session.