



*“Communication is not something you add on to science; it is the essence of science.”*

— Alan Alda



# *COMMUNICATING CLIMATE SCIENCE TO A BROADER AUDIENCE: GETTING BEYOND THE JOURNAL ARTICLE AND IN FRONT OF THE PUBLIC*

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## TODAY'S TALK

1. Talking about climate science
2. Working with the media
3. Interview tips and tools
4. Audience participation
5. Time for questions







# TALKING ABOUT CLIMATE SCIENCE: DON'T BE AFRAID

**Scott Collis**  
Scientist, Argonne National  
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## BE THE EXPERT

- Consider working with traditional media
- You might not be the best expert, but you could be the best person to explain the science
- If not you, then whom?







## A QUICK REALITY CHECK

- 78,418 geoscience papers published worldwide (2018)<sup>1</sup>
- Globally, research papers read by an average of 10 people<sup>2</sup>
- Are journals the best way to share our work?



<sup>1</sup> [NSF National Science Board, 2018](#)

<sup>2</sup> [Asit Biswas, National University of Singapore and Julian Kirchherr, Oxford University](#)





# WHO IS YOUR AUDIENCE?



- The science community
- Home institutions, professional societies, and funding agencies
- Science-attentive public
- Well-informed public





## ALWAYS ASK YOURSELF, 'WHY AM I DOING THIS?'

- Name recognition for your organization, program, and field
- Most important reason: We want a public that is educated and values our science—the key to long-term longevity







# WORKING WITH THE MEDIA

**Mike Wasem**  
Communications, Pacific  
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## WORKING WITH THE MEDIA

- Decline of traditional media, rise of specialized media
- Speed of news
- Proliferation of social media and citizen journalists







## WHEN THE PHONE RINGS

- Follow your institution's guidance
- Be responsive
- Establish relationships
- Work with your media team







# THE JOURNALIST'S AUDIENCE



- Familiarize yourself with how the journalist speaks to audiences
- Tailor your message accordingly
- Make your comments relevant and understandable to their audience



## BE ON POINT

- Be mindful of time constraints
- Condense your key points and prioritize the most noteworthy
- Use plain language and analogies







## BE YOUR OWN ADVOCATE

- Actively engage on social media and build a professional network
- Build a following; journalists are active on social
- Engage with your institution's (and ARM's) social media team
- Send ideas, photos and videos







# THE ART OF THE INTERVIEW

**Corydon Ireland**  
Science Writer, Pacific Northwest  
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## BEFORE THE INTERVIEW

- Conditions and deadlines
- Subjects
- Hostility index
- Self-interview
- Key messages







## DURING THE INTERVIEW

- Recording
- 30,000 feet
- Problem, solution, and public impact
- Definitions and analogies
- Visuals







## AFTER THE INTERVIEW

- Technical review
- Handouts
- Links to key papers
- Video and images
- Stay in touch







# AUDIENCE PARTICIPATION: TAKING CONTROL OF AN INTERVIEW





## BLOCKING\*

- “We’re here today to talk about \_\_\_\_\_ and that’s why \_\_\_\_\_”
- “I think what is really important today is \_\_\_\_\_”
- “It is not our policy to discuss \_\_\_\_\_, but I can tell you \_\_\_\_\_”
- “I am not an expert on that issue.”



\* Stephen Clutter and Donovan Mager, U.S. Department of Energy, 2022





## BRIDGING \*

- (Answer)... The important thing is...  
(message)
- (Answer)... I'd like to emphasize...  
(message)
- (Answer)... Our concern is...  
(message)
- (Non-answer) ... But what I can tell you  
is... (message)



\* Stephen Clutter and Donovan Mager, U.S. Department of Energy, 2022



YOUR TURN!



# QUESTIONS AND ANSWERS



THANK YOU