

"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

- Scott Collis
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 DOE Office of Science
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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 Laboratory





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)¹
- Globally, research papers read by an average of 10 people²
- Are journals the best way to share our work?



NSF National Science Board, 2018
 Asit Biswas, National University of Singapore and Julian Kirchherr, Oxford University







WHO IS YOUR AUDIENCE?

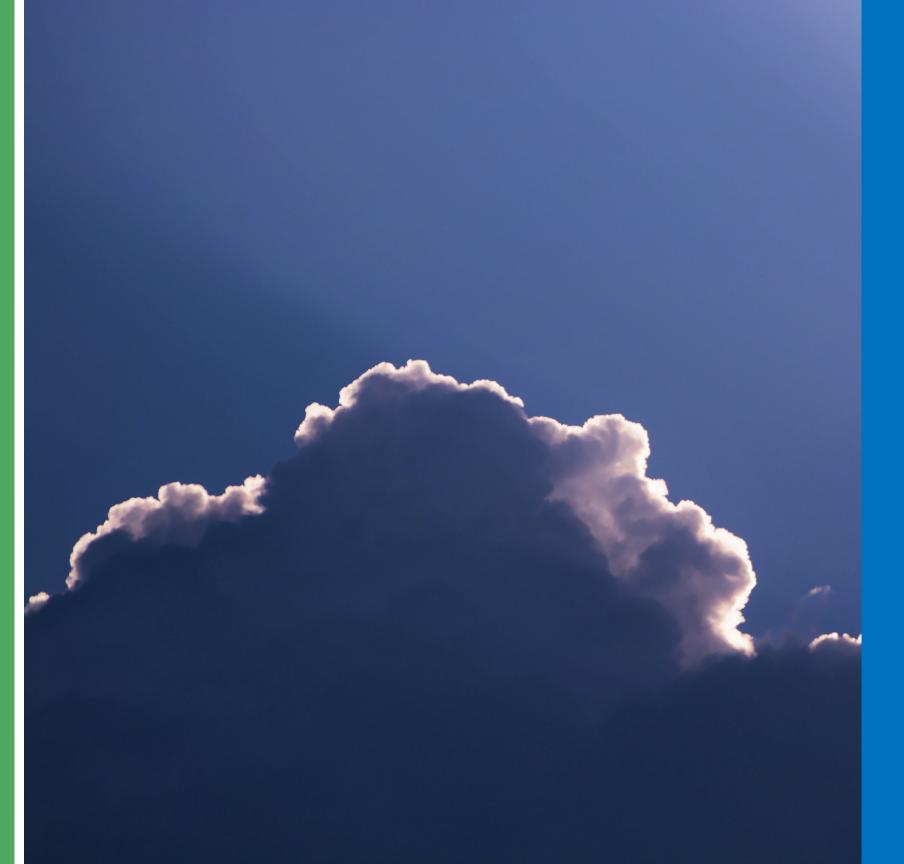
- The science community
- Home institutions, professional societies, and funding agencies
- Science-attentive public
- Well-informed public



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 Northwest National Laboratory





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









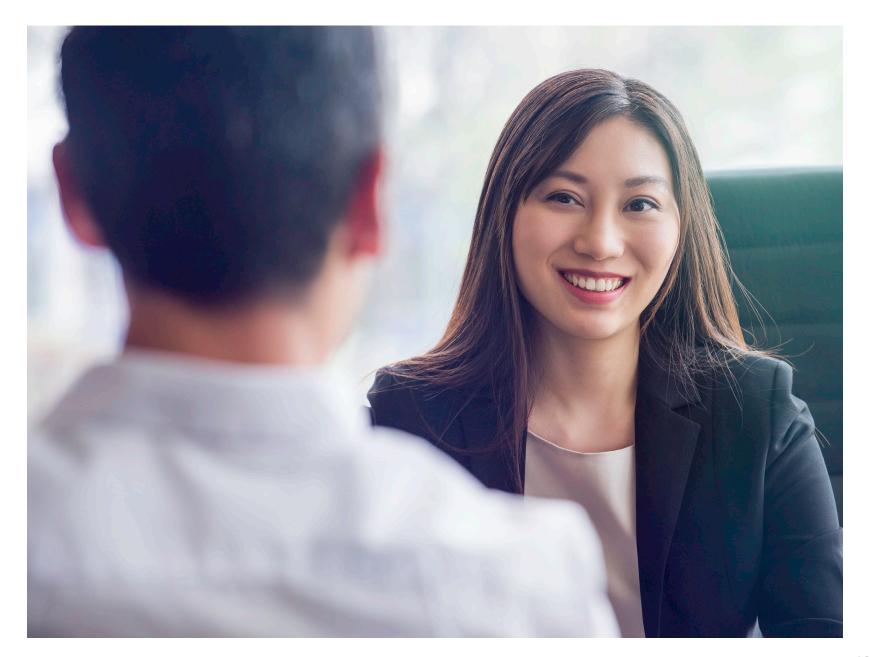
THE JOURNALIST'S AUDIENCE

- 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

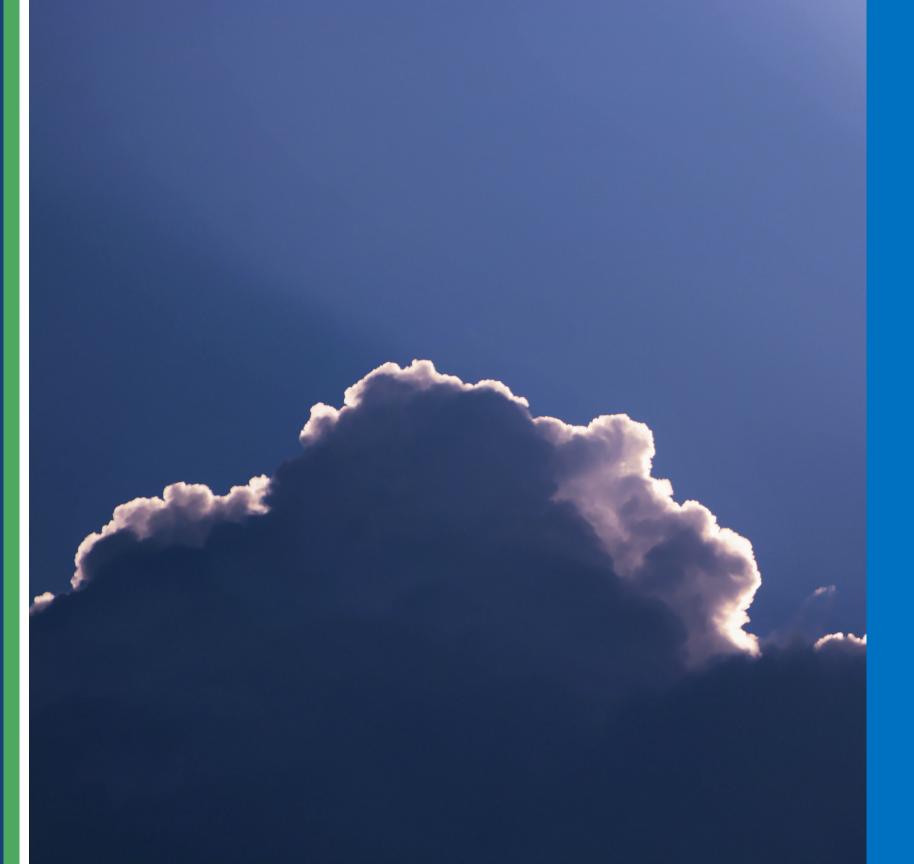




BE YOUR OWN ADVOCATE

- 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

National Laboratory





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

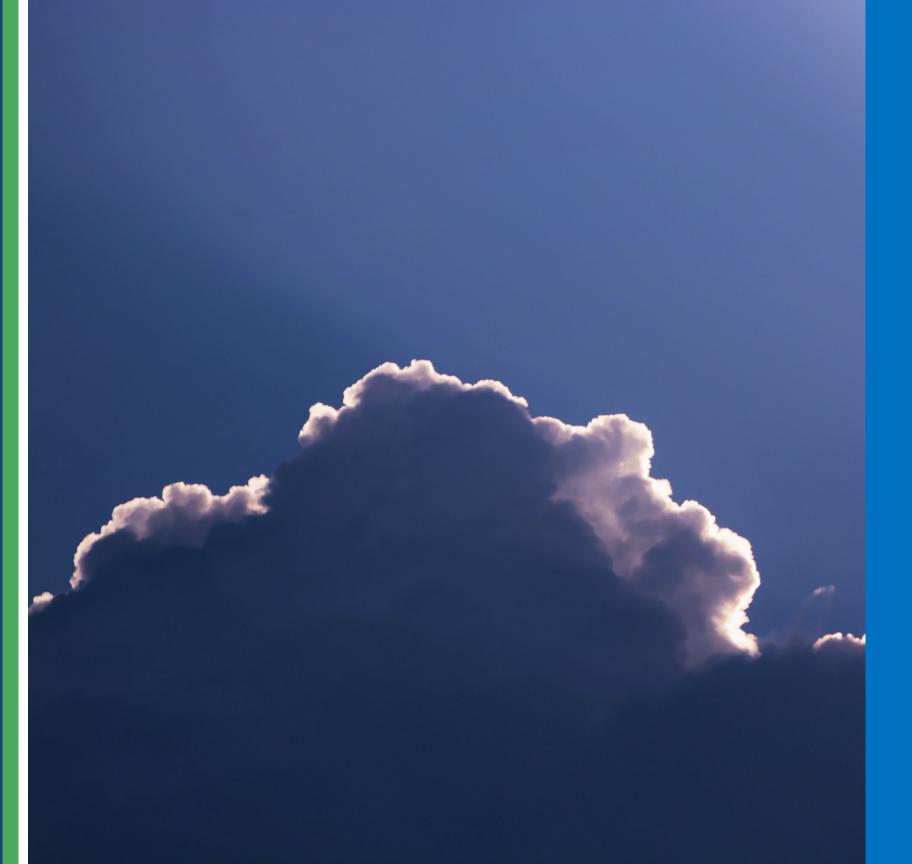




AFTER THE INTERVIEW

- 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

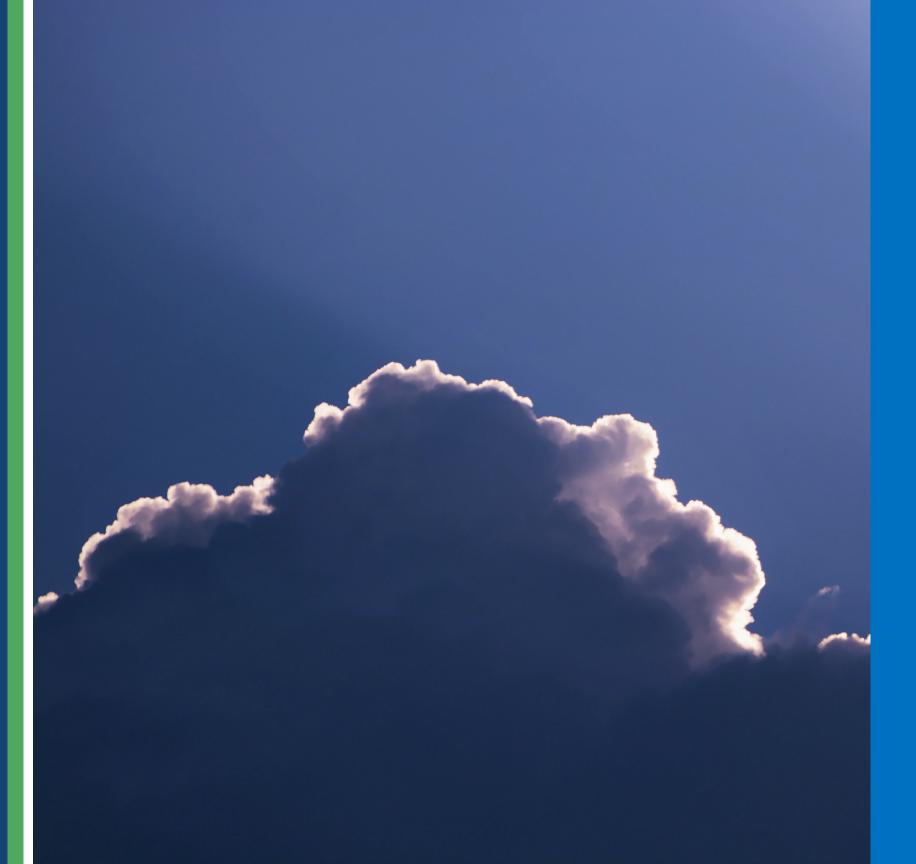


BRIDGING*

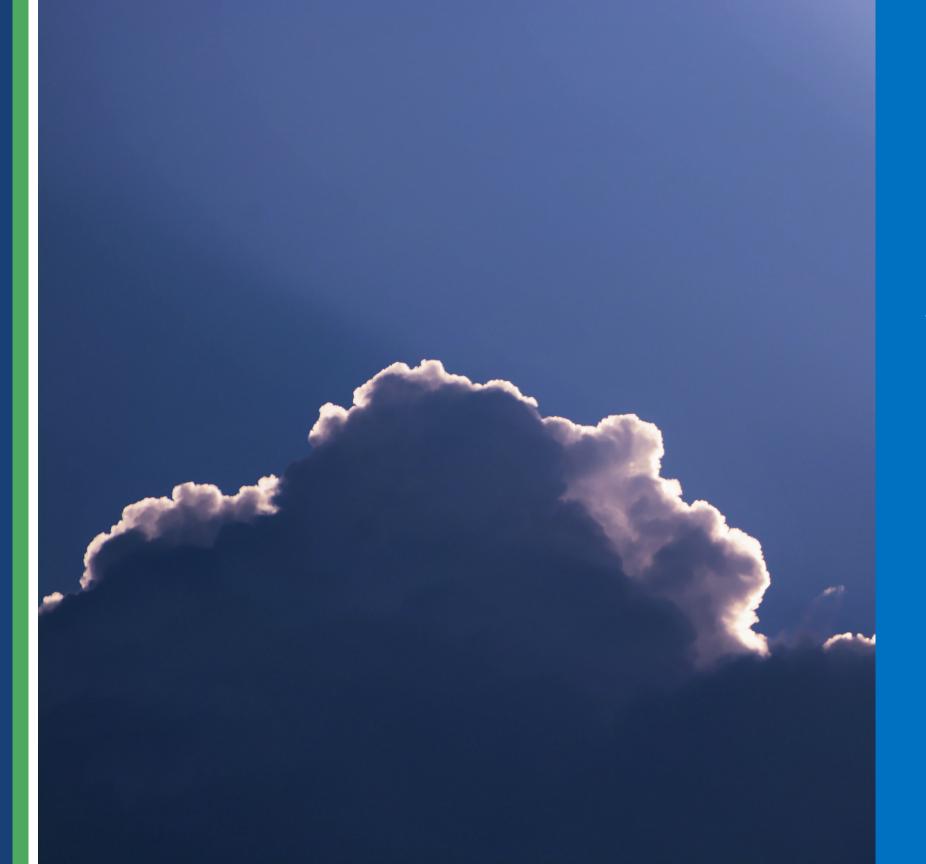
- (Answer)... The important thing is... (message)
- (Answer)... I'd like to emphasize... (message)
- (Answer)... Our concern is... (message)
- (Non-answer) ... But what I can tell you is... (message)



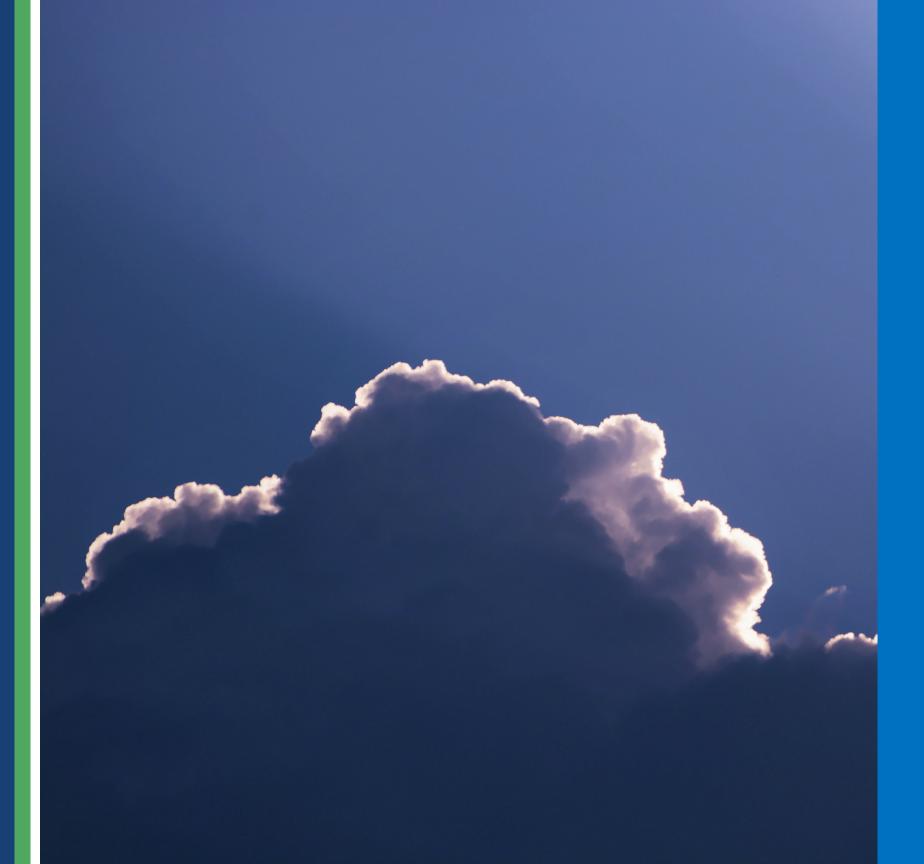
^{*} Stephen Clutter and Donovan Mager, U.S. Department of Energy, 2022



YOUR TURN!



QUESTIONS AND ANSWERS



THANK YOU