



Teleplaneta: a 7 year-long effort to spread natural hazard's knowledge

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One of the main and toughest goals for a geoscientist is to have a properly communication with the society when the time comes for showing results, scientific advances or whatever kind of remarkable event. The complexity of the scientific terminology, and the existence of a few communication channels, often prevents lay people to know about how the advance of science is occurring or how new discoveries are helping us to have a better understanding about the Planet Earth. In that respect, mass media provide the most powerful tool to enhance this communication, both radio and TV broadcasting, since the wealth of Earth-sciences' related information available on issues like global climate, water, energy and natural hazards remain largely unknown to the public and often untapped by policy and decision makers. Almost 75% of the Earth population lives in areas that had been hit, at least once in the last 20 years, by earthquakes, severe storms, flooding or droughts. TELEPLANETA is a joint effort of the Spanish National Public Television in the Canary Islands (RTVE-Canarias) and the Instituto Volcanológico de Canarias (INVOLCAN) for raising public awareness of the impact of these natural hazards in the society, with an understandable language away from too much technical terms but basically avoiding the gruesome side of this kind of events. TELEPLANETA tries to give a scientific explanation of why these hazards occur, focusing on the visual communication with the viewers. This weekly TV program is broadcasted through the worldwide coverage news channel - 24 Hours Channel – of the Spanish National Public TV (TVE).

Actually immersed on our 7th season, TELEPLANETA has gone through a challenging improvement, from a barely 4 minute outsider program to a 20 minutes long, full enhanced TV show. We actually provide accurate information about natural hazards, but also a weekly review of twitter's best pictures and comments regarding nature, as well as scientific report at the most impressive natural scenarios and technology and research institutions. TELEPLANETA has collected several awards and public acknowledgments along these seven years. The TV program is available at its own website in the RTVE matrix web (<http://www.rtve.es/alacarta/videos/teleplaneta/>).