



## Media and Communication

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The role of media is of great importance but also very challenging. Considering the complexity of science, what is a 'fair and balanced' view. How can the media present information fairly? This requires a new context and approach. Interviewing a climate scientist is greatly aided by a basic understanding what is 'well established' science verses what is more uncertain, and how important is the difference?

It is more difficult to get it right simply because climate science is vastly more complex than landing a man on the moon. Therefore it is inappropriate to simply blame the media for not understanding the problem. Scientists need to understand the challenge that the media faces. By addressing the premise of a question, scientists may better serve the media's need for better understanding. Media personnel need to understand that the standard questions and methods don't apply when trying to accurately represent what climate change really is, and what it means to their audience.