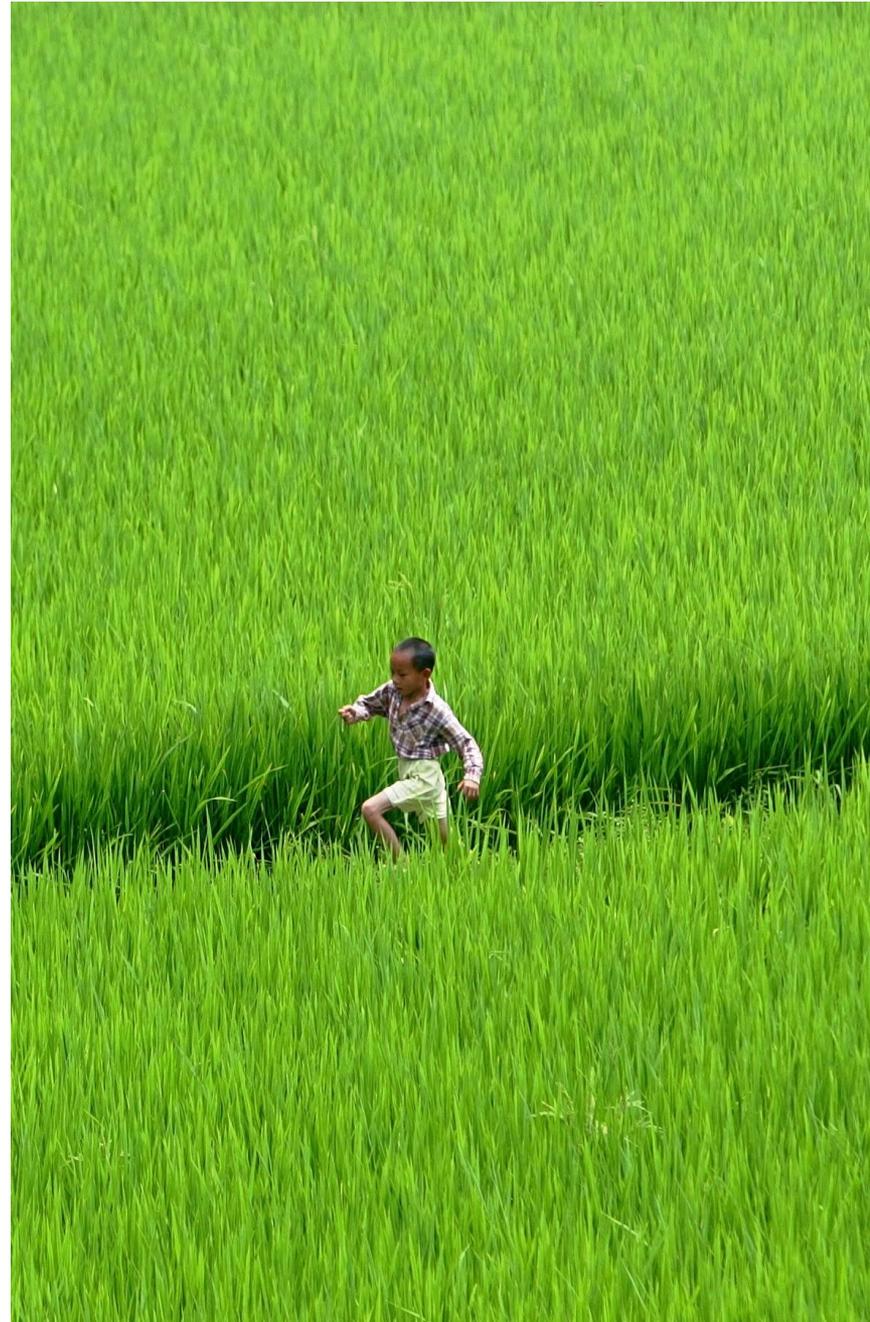


COMMUNICATING ABOUT CLIMATE CHANGE

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What makes a climate story?



What makes a good story?

The best stories ask:

- Is one change causing another?
- What is standing in the way of progress?
- Is this happening in other countries as well?
- What might be tried to address this problem?
- Could solutions here be tried elsewhere?
- What happens next?

What works best? Some examples...

- Make a technical [report](#) sound interesting
- don't just look at what was damaged; look at what wasn't, and [why](#)
- Write an interesting [lead](#) to invite readers in
- Think about how different topics [link](#) with each other

How do you make
technical
information easy
to understand?



Sources

- Number
- Variety
- Quality
- Access

Curing jargon-itis



Exercise: Rewrite this with as little jargon as possible

The honourable president and the prime minister assured victims of extremely intense heat wave of their sincere undertaking of all possible steps to alleviate their sufferings.

In a bilateral partnership with UNIDSR, the government will develop a meaningful action plan. The key objective of the multifaceted plan is to sensitise all relevant stakeholders for taking preemptive and productive measures for disaster risk reduction.

Citizens will be invited to conceptualise their vision on the present and future of the environment in which they live, during a participatory workshop.

Lead-ins that will delight your audience



What makes a good headline? (1)

Blood clots to leaking guts – 27 ways to die from heatwaves

What makes a good headline? (2)

Sponges, forests and air corridors: how nature can cool cities

What makes a good headline? (3)

Myanmar, Thailand agree to remove TBT

Exercise: write a headline for this story

The Indian Institute of Public Health found that ways of coping with increasing heat vary according to income, with many slum dwellers simply using whatever water is available to try to cool down.

Behera said her son-in-law, who owns a three-wheeled auto-rickshaw - commonly used as taxis in India - had invested 1,000 rupees (\$15.50) in a woven grass mat, which he puts on the vehicle's roof to cool passengers. Soaked with water, it makes the interior feel "cool as a day in spring", she said.

Trouvez un titre

En février 2017, en pleine saison des pluies, une alerte fut ainsi lancée à 3 heures du matin depuis cette station située en haut du bassin-versant a Salima, une région rurale du centre du Malawi. En quelques coups de téléphone, l'information atteignait les villages qui bordent les rives du lac Malawi, à 30 km en contrebas.

Aussitôt, les membres du comité attrapaient leur bicyclette et leur vuvuzela pour donner aux fermiers le signal de fuir immédiatement. Quelques heures plus tard, près de 500 personnes avaient convergé vers le centre d'évacuation, une grande bâtisse de brique construite en zone sèche, et aucun mort n'avait été déploré cette nuit-là.

**Armed with wet sacks, India's poorest try to
beat extreme heat**

Showing the human face of climate change



Interviews: focus on people's stories

- In the field, looking at the experiences of a single person or family can bring a subject powerfully alive
- Enables the reader to identify with the people you are describing

What's in a quote?

- A powerful quote...
 - Provokes emotion
 - Helps the reader identify with an unfamiliar situation
 - Reflects a viewpoint (doesn't just consist of facts and figures)
- Use a strong quote high up in your story
- Avoid quotes that are just public relations from an official or organization
- Avoid quotes that are full of jargon or acronyms

Good/bad quote

- A good quote:

“Before we started this savings group, I worried about feeding my family. Now I am confident, and I sleep well at night.”

- Not such a good quote:

“With inputs of 55,000 tonnes of improved hybridized seed purchased by the VSLA over the 2015-2016 early monsoon growing season, farmers were able to increase sorghum harvests per hectare from 250 quintals to 260 quintals,” said Senzou Mohammed.

Images: what works?

- Show 'real people' not staged photo-ops
- Tell new stories
- Climate impacts are emotionally powerful
- Show local climate impacts
- Understand your audience







Colour

- **Do you have some colourful detail you could share? Think of your sense: sight, smell, sound etc**

In the hot mid-day sun in northern Thailand, temperatures can reach 40 degrees. But in the green shade of the community tree nursery, a cool breeze offers welcome relief.

THANK YOU!

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