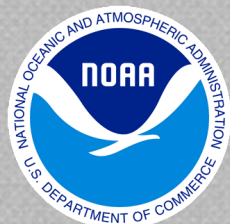


# Climate Communications Training Engaging with the Media

Katy Human (NOAA) • Susan Buhr (CIRES)  
Carol Knight (NOAA) • Jane Palmer (CIRES)  
Jenny Dissen (CICS-NC)

April 25, 2013

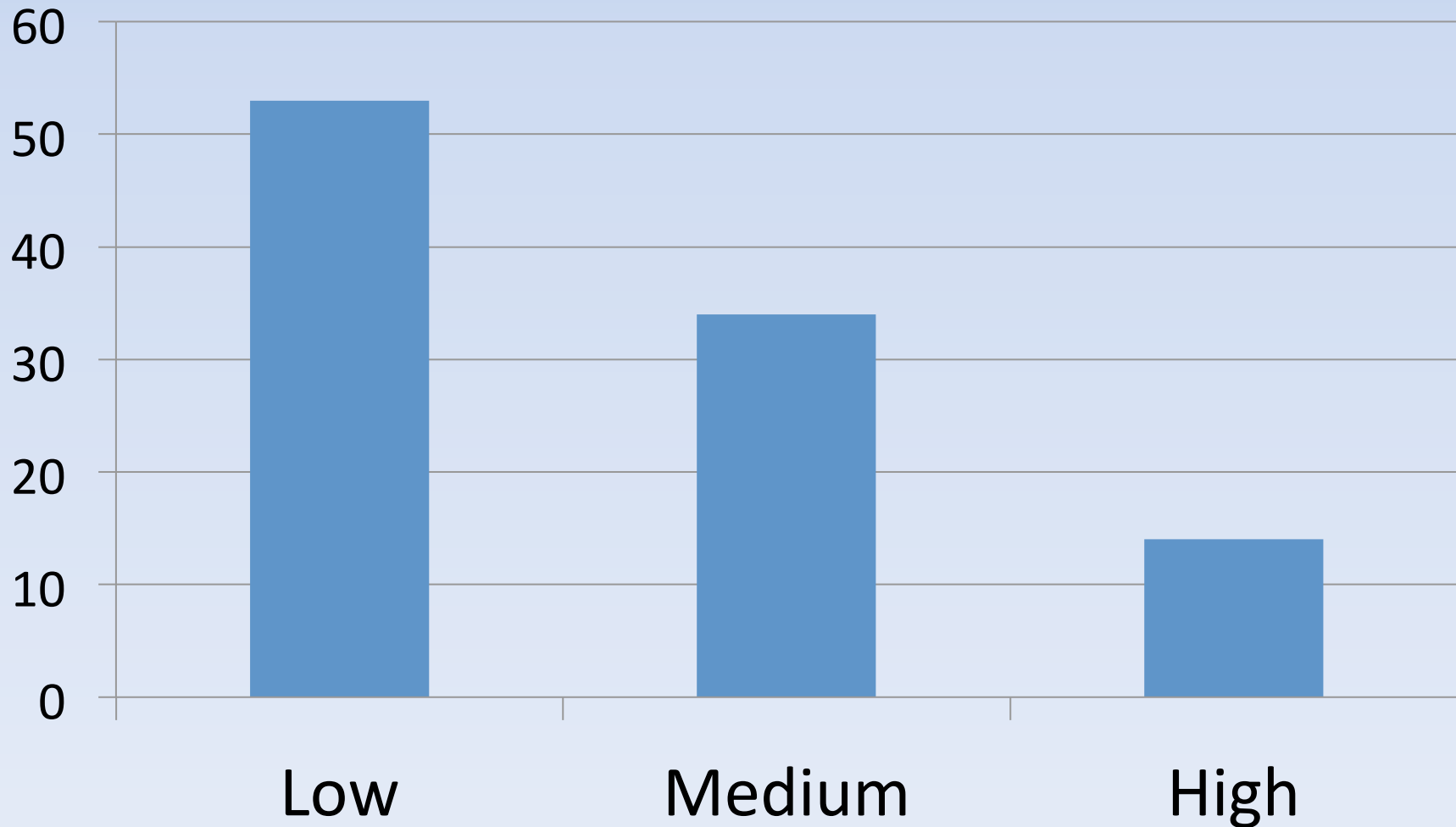
NOAA David Skaggs Research Center



# Welcome

- David Fahey, NOAA
- Your facilitators
  - Susan Buhr, director of CIRES Education and Outreach
  - Jane Palmer, CIRES Communications Coordinator
  - Katy Human and Carol Knight, NOAA ESRL Communications and Outreach
  - Jenny Dissen, CI for Climate and Satellites

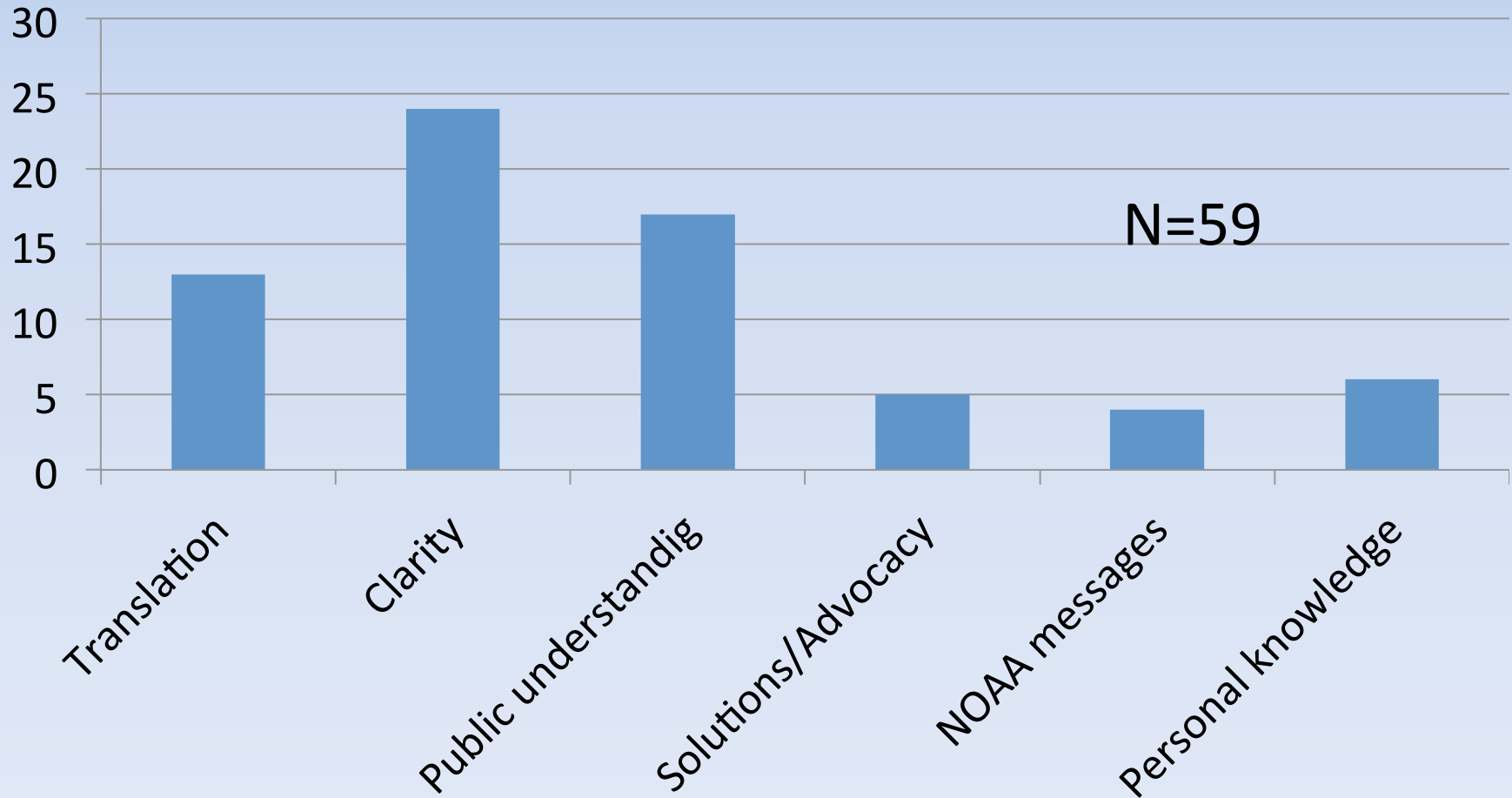
# Media experience (%)



# Roles and Experience

- Professional roles-researcher, lab directors, communications, outreach, writing, coordinating
- Communication roles-presenting to students, teachers or visitors, writing, dialogue with colleagues, teaching.
- Media-none, a few interviews, extensive and habitual.

# Concerns



# Resource needs

- NOAA slides, facts sheets, messages
- NOAA game plan, experts
- Tips and tricks
- Practice and support-mentors, brown bags
- Knowledge-current, rapid response, data

*“Want to improve ability to tell a story.”*

*“Practice makes perfect (or at least better).... So, feedback from those with further experience would be welcome!”*

*“A vetted central repository of climate outreach materials would be great help.”*

*“...a regular brown bag luncheon on this topic, climate trivia, or anything that...engages us as a group around this topic in a fun way..”*

# Agenda

*Welcome  
Fahey*

Dr. David

*Overview*

Dr. Susan Buhr

*Engaging with the Media  
Palmer*

Dr. Jane

-Break-

*Climate Communications Skills  
Resources Available to You*

Dr. Susan Buhr

-Wrap up and evaluation-

# Jane switcheroo