

ALL ABOARD: GETTING CLIMATE CHANGE RESEARCH TO CHIME WITH THE WIDER PUBLIC

Quentin Cooper

BBC Radio Science, SE Wing, Bush House, London, United Kingdom
E-mail: quentin.cooper@bbc.co.uk

A personal overview of some of the successes and failures of communicating both climate change research and the broader issues around our changing climate through conventional media and other routes. Many climate change research projects struggle to get accurate and wide-reaching coverage of their results, sometimes sacrificing in order to achieve the other. Media short-sightedness, a failure to frame findings in ways that are easily comprehensible to non-specialists, and a sense that the public have had their fill of climate change stories are all factors in this.

In this presentation the focus will be on positive examples with particular emphasis on the ongoing Cape Farewell project.