



**Climate Change for Journalists:
Getting the Scoop, the Science and Storytelling
that Matter Most to Your Audience**

**A Climate Matters in the Newsroom program
November 7th 2018**

**Workshop: Climate Matters in the Newsroom,
10 a.m. to 3 p.m., UF's Weimer Hall Room 3032**

**Evening program: [The Forecast Calls for Change: Telling the Story of Climate
Science through Weather](#)**

5 p.m. to 8 p.m., UF's Harn Museum of Art

10:00 am	Diane McFarlin, Dean, UF College of Journalism and Communications, Welcome. Susan Hassol, Director, Climate Communication, Introductions.
10:15	Ed Maibach, Professor and Director of George Mason University Center for Climate Change Communication (4C), Overview of Climate Matters in the Newsroom program, public and journalists' opinions on climate change and reporting.
10:30-11:40 Florida climate science panel	Andrea Dutton, UF Associate Professor, Geology, climate change 101 and latest projections for sea-level rise in Florida.
	Sadie J. Ryan, UF Associate Professor, Medical Geography, on emerging diseases in a warming climate.
	Wendell Porter, IFAS Senior Lecturer, Sustainable Construction & Energy, on helping journalists follow the kilowatts – and the money – for impactful stories on our energy use and choices.
11:40	Bernadette Woods Placky, Chief Meteorologist and Climate Matters Program Director at Climate Central, Climate Matters in the Newsroom materials.
12:00	Lunch
1:00	Ann Christiano, Professor and Director, UF Center for Public Interest Communications, on building trust with audiences.

1:20	Susan Hassol, Director, Climate Communication, on best practices for telling the story of climate change.
1:40-2:15 Florida climate journos panel	Alex Harris, climate change reporter for the <i>Miami Herald</i> , on the local climate stories hiding in plain sight.
	John Morales, NBC 6 Miami Chief Meteorologist, on localizing the weather impacts of climate change.
2:15	Bernadette Woods Placky, Chief Meteorologist and Climate Matters Program Director at Climate Central, putting it all together, Climate Matters in the Newsroom materials guided practice.
2:50	Workshop wrap up and evaluation.
3-5	Afternoon break (Your hotel is within sight of Weimer Hall, aka the College of Journalism and Communications).
4-4:45	Optional tours, The World to Come : Art in the Age of the Anthropocene, Harn Museum of Art, 3259 Hull Road, UF campus.
5-8 p.m.	The Forecast Calls for Change: Telling the Story of Climate Science Through Weather . UF's 4 th annual climate communications summit includes keynotes from Dr. Ed Maibach, "Public (mis)understanding of climate change: What's the problem, and what can be done about it?" and atmospheric scientist Dr. Marshall Shepherd, "Can We Link Extreme Events Like Hurricane Florence or Michael to Climate Change? The Latest Thinking." Harn Museum of Art, 3259 Hull Road, UF campus.

Climate Matters in the Newsroom is an NSF-funded collaboration among George Mason University, Climate Central, Climate Communication, NASA, NOAA, the Society of Environmental Journalists, National Association of Black Journalists, National Association of Hispanic Journalists, Radio Television Digital News Association, and Carole Kneeland Project for local, science-based, reporting on climate change. Sponsored at the University of Florida by the College of Journalism and Communications, the Florida Climate Institute & IFAS.

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