

# Caribbean Media and Climate Change

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# Why Special Attention?

- Climate Change is a 'Survival Issue'
- Arguably the single most important story for Caribbean journalists
- Evokes full range of professional news values

# The 'Impact' of Media

*The press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about."*

—Bernard C. Cohen, 1963

# Storming the News Agenda

- Multi-faceted nature of climate change
- ‘Cross-cutting’ and spans several journalistic beats
- CC as business, food, tourism, health, social justice in the face of scarce resources



# Storming the News Agenda

- CC is riddled with sexy secondary agendas – **conflict**, politics, religion, crisis, disaster



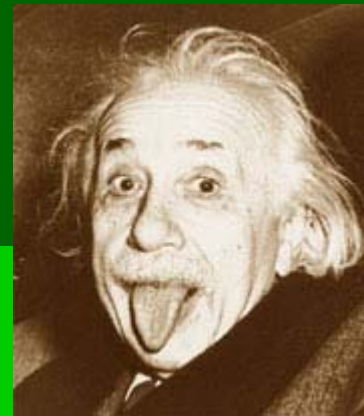
# Storming the News Agenda

- Leaders/Experts Can't Seem to Make Up Their Minds

- Political Response to Kyoto Protocol

- Those 'bothersome environmentalists'

- The 'Al Gore' Effect



# Is CC Really a 'bread and butter' Issue?

- Who Covers Climate Change Issues?
- Is Climate Change on our national, political agendas?
- Are the experts/advocates making the connection?
- Has the process become more important than the cause?

# What Really is a Climate Change Story?

- Business/Finance – Insurance
- Conflict – Scarcity of natural resources, use of national resources
- National Development
- Health Issues
- Natural Disasters
- Social Justice





# What Do We Need?

- Information
- More Information
- Even More Information
- Did I say, “information”?



# But, Seriously Now

- We need entry points into the 'mainstream' such as ...
- Climate Change
- Food Production
- Tourism Development
- Water Quality/Supply
- Land Use Policy

# Okay, what else do we need?

- Professional Development including ...
- Training in Investigative Journalism
- Reliable sources who speak our language
- Ability to interpret complex scientific and technical concepts

# What Next?

- Story Angles
- Sources
- The Story
- Follow up



# Enter the Handbook

## Mainstreaming Adaptation to Climate Change (MACC) Project



**Climate Change Handbook for Caribbean Journalists**

**Thank You**