
The Frontline of Climate Communication
How to effectively communicate the impacts of climate change on extreme weather events & global disasters
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TEGNA MARKETING SOLUTIONS

People Trust Meteorologists

Research shows that Broadcast Meteorologists are highly trusted sources of information about climate change.

Source: Climate Matters

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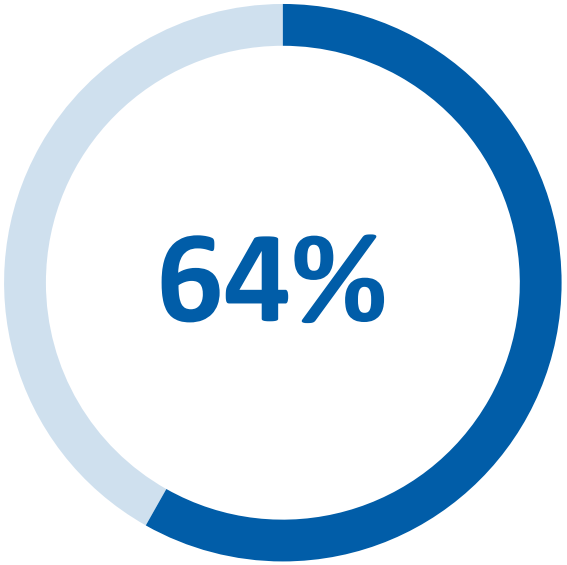
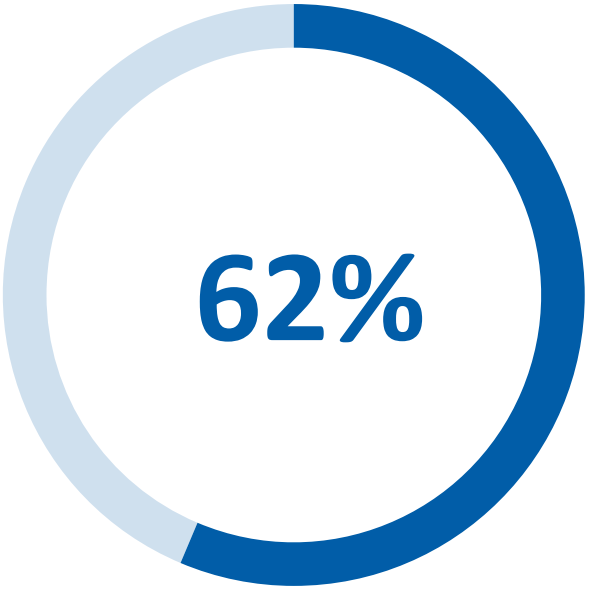
The Frontline of Climate Communication



Coverage of climate's impact on **local weather** is a strong reason to watch T.V.



Coverage of the climate's impact on **major weather events and disasters** is a strong reason to watch T.V.

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What Can We Do?

1 USE OUR PLATFORM

Access to the public through broadcast, digital and social media

2 EXPAND OUR ROLE

Cover stories about how climate change is impacting our community

3 CLOSE THE GAP

Helping the public understand climate science will lead to greater understanding, acceptance and action

How We Present Information

Meet our audience where they are

- Television
- WUSA9 app/website
- YouTube
- Instagram
- X
- Facebook

Make the big picture smaller

- Wildfire impacts on air quality
- Rising sea levels inundating the tidal basin
- Warming global temperatures & cherry blossoms
- Excessive rainfall and algae blooms
- Health impacts of extreme heat

Organizations We Partner With

- The National Weather Service
- NASA
- The National Oceanic and Atmospheric Administration
- Local Universities
- Covering Climate Now
- Yale Program on Climate Change Communications
- Climate Central

Solutions Journalism

Fruit Trees Need Winter

CLIMATE CENTRAL DATA

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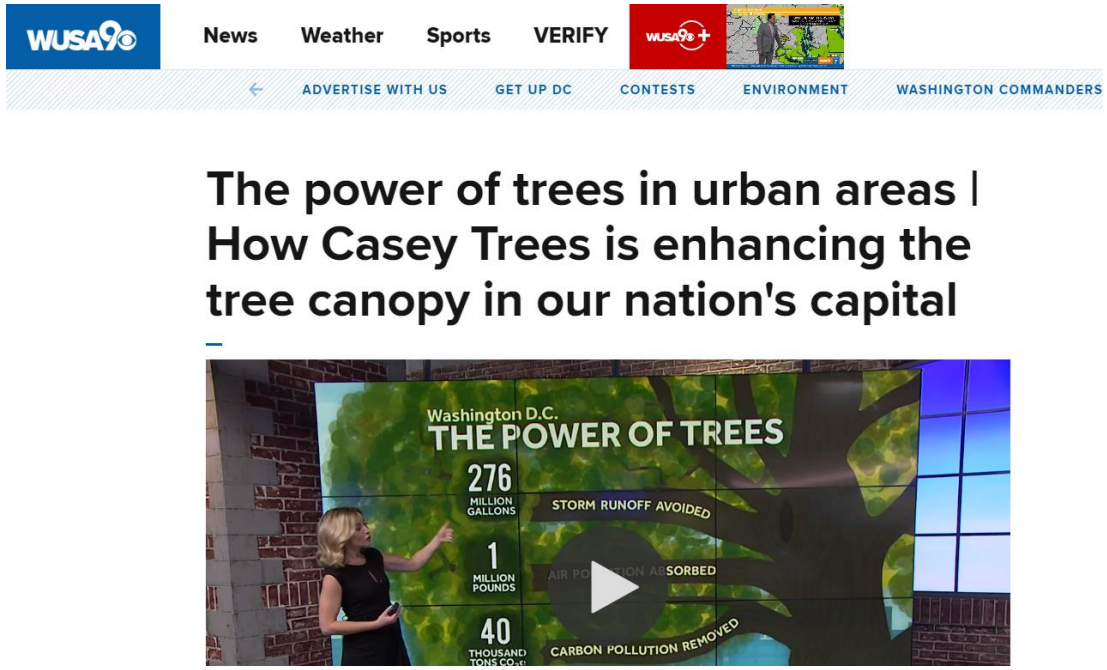
Solutions Journalism

The Power of Trees

CLIMATE CENTRAL DATA



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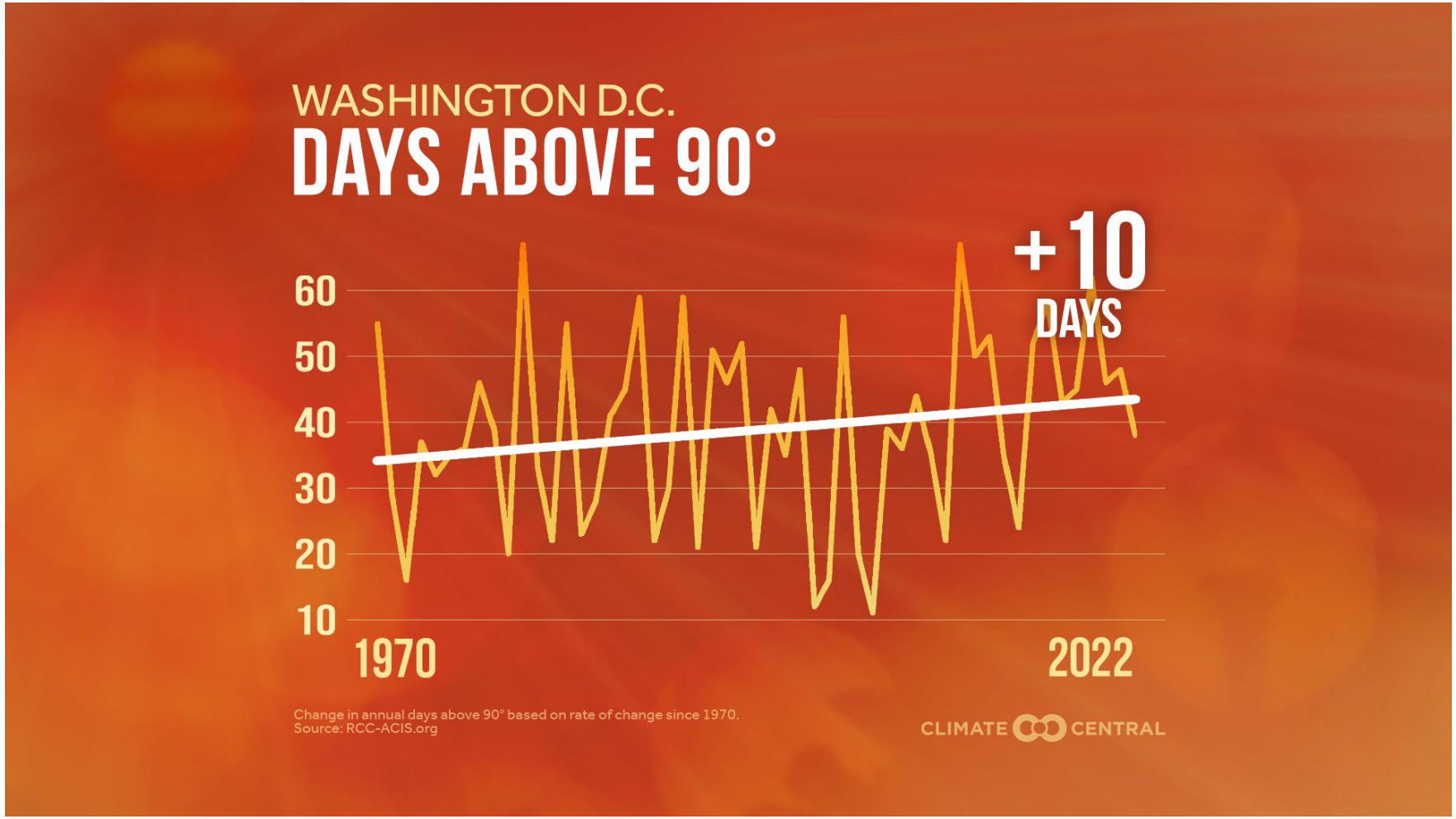
Using Climate Data in Weather Forecasts

A Climate Central Product



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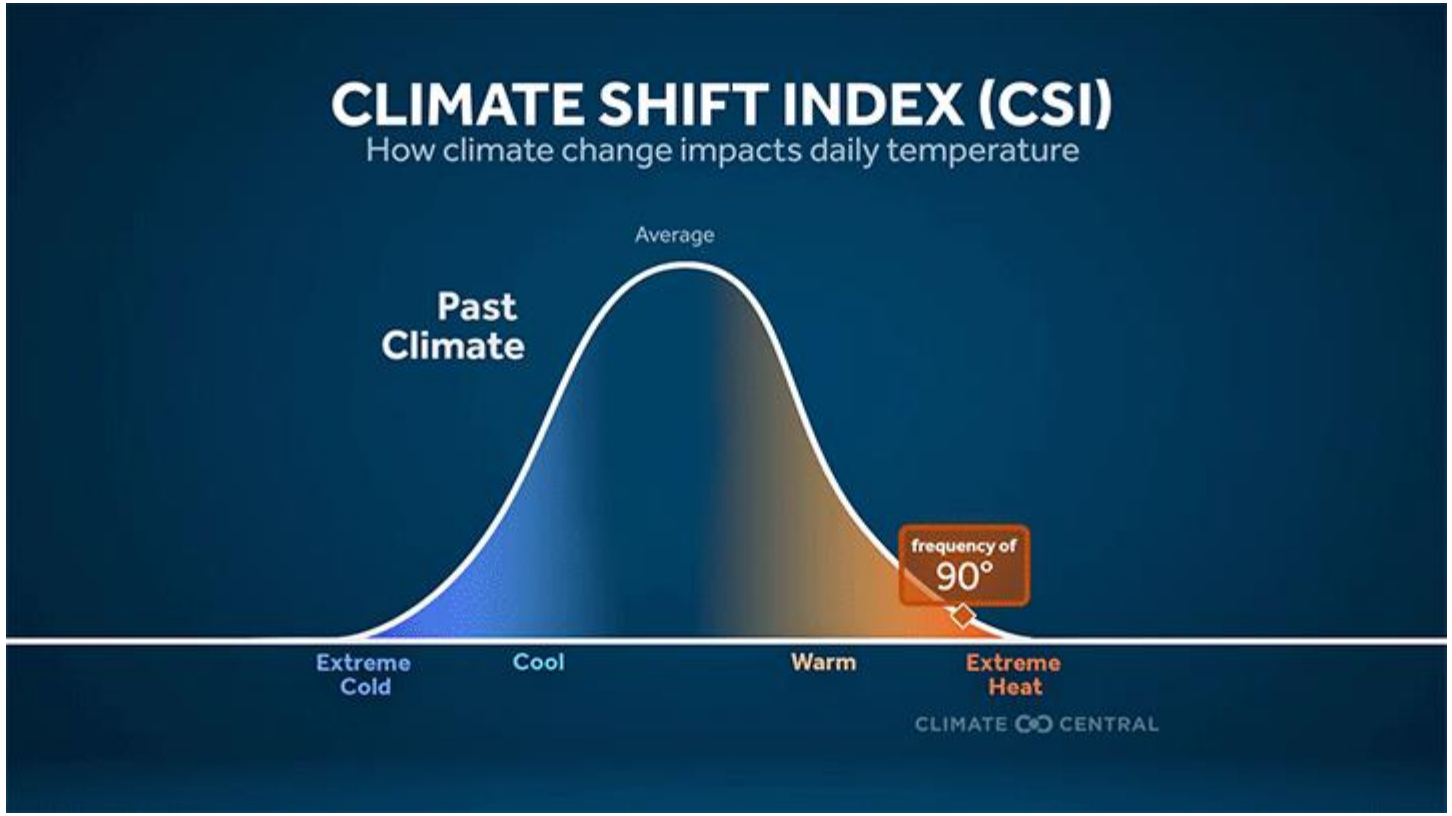
Climate Shift Index

A Climate Central Product



- CSI compares how often a given temperature will occur in our current climate, with the frequency of that temperature in a climate without global warming
- The scale used details how likely a temperature is in today's altered climate

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Climate Shift Index

A Climate Central Product

Temperatures that are more likely get a positive value, negative values indicate conditions that are less likely

Descriptor	CSI level	Interpretation	CSI level	Interpretation
No effect	**0**	The influence of climate change on the conditions (i.e. the daily high or low temperature) is not detectable. These conditions could occur about as often with or without climate change.	**0**	The influence of climate change on the conditions (i.e. the daily high or low temperature) is not detectable. These conditions could occur about as often with or without climate change.
Moderate	**1**	Climate change made the conditions at least 1.5 times more likely. A CSI level of 1 indicates a detectable climate influence.	**-1**	Climate change made the conditions at least 1.5 times less likely.
Strong	**2**	Climate change made the conditions at least twice as common. CSI levels of 2 and higher indicate a dominant climate influence.	**-2**	Climate change made the conditions at least 2x less common.
Very strong	**3**	Climate change made the conditions at least 3x more likely	**-3**	Climate change made the conditions at least 3x less likely
Extreme	**4**	Climate change made the conditions at least 4x more common. These conditions would be extremely rare without climate change.	**-4**	Climate change made the conditions at least 4x less common. These conditions are becoming extremely rare with climate change.
Exceptional	**5**	Climate change made the conditions at least 5x more likely, potentially far more. This is an exceptional event driven by climate change.	**-5**	Climate change made the conditions more than 5x less likely. These conditions are becoming exceptionally rare with climate change.

Climate Shift Index

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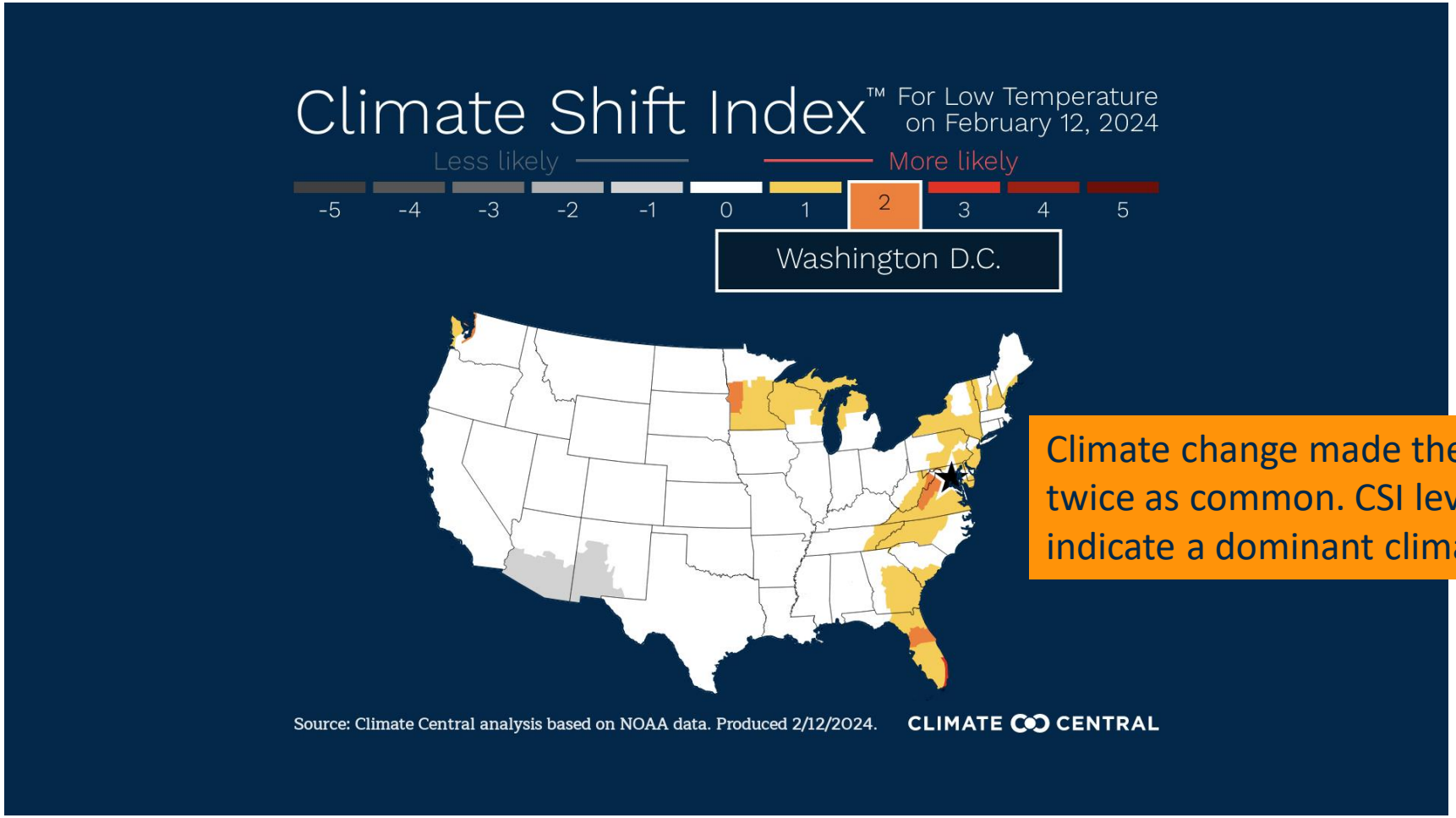

Climate change made the conditions at least twice as common. CSI levels of 2 and higher indicate a dominant climate influence.

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Thank you
Questions?
Let's connect!
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Resources

- Climate Central
- Covering Climate Now
- The National Weather Service
  - National Website
  - Local Office
- NASA
- The National Oceanic and Atmospheric Administration
- George Mason Center for Climate Change Communications
- Yale Program on Climate Change Communications