

# **Climate and media**

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The media is in a key role to distribute the correct information on the scientific issues to the public. Climate change issue seems to be a good test in this regard. The scientific community is basically cautious and critical in its statements. However, the expected changes contain features, which are so alarming that media should be “educated” in order to be able to deliver correct information to the public. Such attempts are made in Finland and their implementation and results are discussed.

Another point to be presented is the Outreach plans for the Fourth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC-AR4), which is in preparation and will be released in early 2007. In addition to international outreach plans accepted recently by the IPCC XXV Session also national activities are discussed. - Some guidelines are given, from the scientists’ point of view, how to bring the climate change issues, especially AR4-related, to the attention of the public and media representatives.