



## **Climate and media**

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The presentation will review the media reactions of the Fourth Assessment Report of the Intergovernmental Panel on Climate Change (AR4) published recently. Starting from the press conferences followed by each of the IPCC Working Group Sessions the media has been extremely active as well as higher-level decision makers, too. Climate issue is NOW really top-pop topic, and discussions will surely go on when various consequences of climatic changes are even better visible?

In addition to the international outreach activities by the IPCC itself various national outreach activities are also discussed. The media is in a key role to distribute the correct information to the public. Climate change issue seems to be a good test in this regard. 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.

However, the expected changes contain so alarming features that media should be "educated" in order to be able to deliver correct information. Such media courses have been made already twice in Finland in 2006 and 2007 and the third course is planned in early 2008. The implementation and results of these media courses are also discussed further on.