A FEW THOUGHTS ABOUT THE MEDIA

1. "The media" is a big, complicated beast.

2. It’s going through a time of radical change. (i.e., new media sites like Reddit and Buzzfeed are more powerful than all but a few Old World TV networks and newspapers)

3. Most journalists are overworked and have little time to think, much less do deep reporting.

4. Assume ignorance. Most journalists know nothing about climate change. However, many journalists aren’t aware that they don’t know anything about climate change.

5. All journalists (like all humans) are biased. But the best are fair and thoughtful.
TIPS ON EXPERT MEDIA WRANGLING

• 1. Make it easy for a journalist to tell your story.
• 2. Choose carefully who you work with.
• 3. Don’t hide the ugly stuff.
• 4. Get hip to social media.
• 5. Simplify the data!
• 6. Build a narrative. Preferably one that involves human beings.
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