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FOR IMMEDIATE RELEASE

**Climate Matters Expands into the Newsroom**  
Project Will Provide Localized Climate Reporting Resources to Journalists

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The [Climate Matters](#) program that has successfully helped hundreds of television meteorologists become key sources of local climate change information for audiences around the nation is now expanding further into the newsroom. The program provides reporters with localized climate reporting resources and training on climate science, climate change, and how to communicate effectively about it.

Supported by the National Science Foundation, the project aims to increase the quality and quantity of reporting on climate change science, impacts, and solutions. Partnering on the project are George Mason University, Climate Central, Climate Communication, National Aeronautics and Space Association (NASA), National Oceanic and Atmospheric Administration (NOAA), American Meteorological Society, Radio Television Digital News Association (RTDNA), National Association of Black Journalists, National Association of Hispanic Journalists, Society of Environmental Journalists, and The Carole Kneeland Project.

Project leader Ed Maibach of George Mason University explains, "TV meteorologists are trusted sources of information on climate change, and Climate Matters has already helped over 400 of them bring local climate change information to their viewers. We are now expanding the program deeper into the newsroom to help all interested journalists tell local climate change stories that reach beyond the weathercast."

Bernadette Woods Placky of Climate Central, another project leader, adds, "Since the Climate Matters program launched, we've seen a big increase in the number of broadcast meteorologists bringing climate science into their weather forecasts. It's clear that local TV audiences want to understand how climate change is affecting their communities. By expanding into the newsroom, we look forward to helping journalists tell these important stories."

Both continuing and new partners in the project are enthusiastic about this new development. The American Meteorological Society has been a partner in the development of Climate Matters into a nationwide reporting resource program for TV weathercasters over the past five years. "We've long championed effective science reporting by weathercasters," said AMS Executive Director Keith Seitter. "The Climate Matters program has helped hundreds of our members report more effectively on climate change and on its impacts in their media markets. We're delighted that these reporting resources will now be offered to other journalists."

"RTDNA is pleased to partner with George Mason University, Climate Central, and others in this effort," said Dan Shelley, RTDNA Incoming Executive Director. "Helping our members, and broadcast and digital journalists in general, better understand issues related to reporting on climate change will elevate our profession and, more importantly, enhance the public's understanding of what many believe is the most critical issue of our time."

Brandon Benavides, President of the National Association of Hispanic Journalists commented, "NAHJ has a commitment to providing our journalists with continuing education that can help to better inform communities. The partnership with George Mason University, Climate Central and those who are supporting this initiative, help our association apply substance in content and information while upholding the integrity storytelling on climate science and weather forecasts."

Society of Environmental Journalists Executive Director Melissa Klem stated, "SEJ is pleased to partner on this effort to provide much-needed tools for journalists who cover climate change. We are thrilled to work with George Mason University and wish to thank that National Science Foundation for its support."

"The Carole Kneeland Project has a long history of encouraging news managers and their teams to explore diverse options and new resources for their newsrooms across the country," said Stacy Baum, executive director of The Kneeland Project. "We look forward to sharing this information with our Kneeland Fellows as they decide the best ways to cover critical climate and weather issues impacting their communities."

Members of the Climate Matters project team will attend the Excellence in Journalism joint conference of the Radio Television Digital News Association, Society of Professional Journalists, and National Association of Hispanic Journalists in Anaheim, CA, Sept. 7-9, to introduce the project to members of two of its partner organizations. Team members will also attend the Society of Environmental Journalists conference Oct. 4-8 in Pittsburgh, PA, and will be presenting to TV news directors who are alumni of The Carole Kneeland Project in late October.

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