

Reporting Local Climate Stories in Georgia

Presented by Climate Matters in the Newsroom, Univ. of Georgia, Emory Univ.,
Georgia Tech, Georgia Climate Project, and the Kendeda Building Fund

November 4-5, 2019

In **classroom 230** at the [Kendeda Building for Innovative Sustainable Design](#)
Northwest corner of Ferst Drive and State Street on Georgia Tech's Atlanta campus

November 4

11:30 Arrival & Lunch buffet

12:30 Welcome and Introductions

Participants briefly introduce themselves and say what they hope to get from the workshop

Susan Hassol Director, Climate Communication

12:45 Public perceptions of climate change in Georgia

Ed Maibach, Professor and Director of George Mason University's Center for Climate Change Communication

Dr. Maibach will discuss American's and Georgian's views on climate change and how they are relevant to journalists working in the state.

1:15 Climate Science: from physics to impacts

Drs. Cobb, Shepherd, and Rochberg will discuss what we know and how we know it with regard to climate change and its impacts globally, nationally, and in Georgia. They will respond to participants questions on all aspects of climate change and its impacts.

Climate change and its effects

Kim Cobb, Prof., Chair, Director Climate Change Program, Georgia Tech

Marshall Shepherd, Professor, Director, Atmospheric Sciences, UGA

Local Impacts in GA

Daniel Rochberg, Chief Strategy Officer of Emory University's Climate@Emory initiative, co founder of Georgia Climate Project, Instructor in Emory's Rollins School of Public Health and Dept. of Environmental Science

2:45 *Break*

3:00 Solutions

3:00-3:45 **Katharine Wilkinson**, Author, Vice President of Communication & Engagement at Project Drawdown

Dr. Wilkinson will give an overview of climate change solutions from the global to the state levels, and discuss the Georgia Drawdown initiative.

3:45-4:45 **Tour of Keneda Building**

Participants will receive an educational guided tour of the new Keneda Building for Innovative Sustainable Design, a “living building” based on the principles of regenerative architecture, and the most efficient and sustainable building in the Southeast.

5:00 GT free trolley from Keneda Bldg to hotel
[Homewood Suites by Hilton Atlanta Midtown](#), GA
97 10th Street NW, Atlanta, Georgia, 30309, USA

6:30 Reception and dinner at Tabla restaurant
77 12th street Atlanta, GA 30309

November 5

8:30 Catered Breakfast

9:00 Panel of Journalists on Telling Local Climate Stories
Georgia journalists discuss their processes, challenges, and successes, and field questions from their colleagues.

[Matt Pearl \(TV\)](#), Special Assignment Reporter, WXIA-TV, Atlanta

[Mary Landers \(print\)](#), Environment Reporter, Savannah Morning News

[Molly Samuel \(radio\)](#), Reporter, WABE, Atlanta

10:30 Climate Communication Strategies

[Susan Hassol](#), Director, Climate Communication

This session will deal with news media coverage of climate change and offer many new resources for your reporting, including story ideas and strategies for avoiding common pitfalls.

11:15 Intro to Climate Matters in the Newsroom materials & Interactive exercise

[Bernadette Woods Placky](#), Chief Meteorologist at Climate Central, Director of Climate Matters

This session will introduce the Climate Matters reporting resources, produced weekly, localized for your media market. We will practice using these resources in creating local stories.

12:30 Lunch & Closing