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Adapting to Climate Change

Is the Local Media Playing Its Role?

Asia Pacific Climate Change Adaptation Forum

Bangkok

12 March, 2012



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**Adaptation, as Distinct from Mitigation, is
Mostly Location Specific**

So the Local Media has a Crucial Role

Is It Playing this Role?

By and Large, the Answer is No



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Why?

**Because Far Too Often, It is Not Part of the
Climate Change Discussion**

How Do We Bring It In?

Not by Throwing Masses of Data

But by Making Clear...



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The 5Ws & H of Adaptation

Does the Local Media know it?



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Who is Adapting?

What are they Adapting to?

When are they taking their Adaptation Actions?

Where are They doing it?

Why are They doing it?

And How?



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**If All This is Made Clear Through Local
Examples**

The Local Media will Produce Reports

**And That Will Give a Major Boost to
Adaptation**



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The Local Media Has to See Why Adaptation is Newsworthy

**Then It Will Produce Reports for
Political, Business, Crime, Science,
Agriculture, Health, Human Interest...
All Sections of the Media**



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How Do We Do this?



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By Reaching Out to the Local Media

Explain the Basics of Climate Change

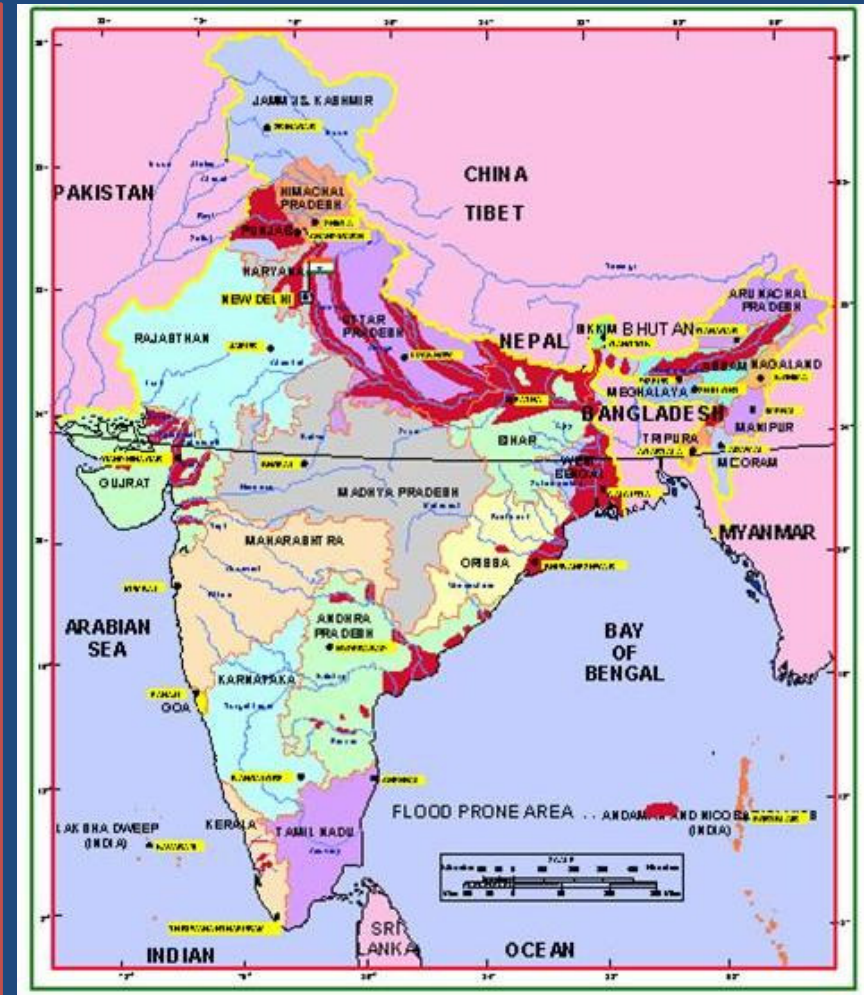
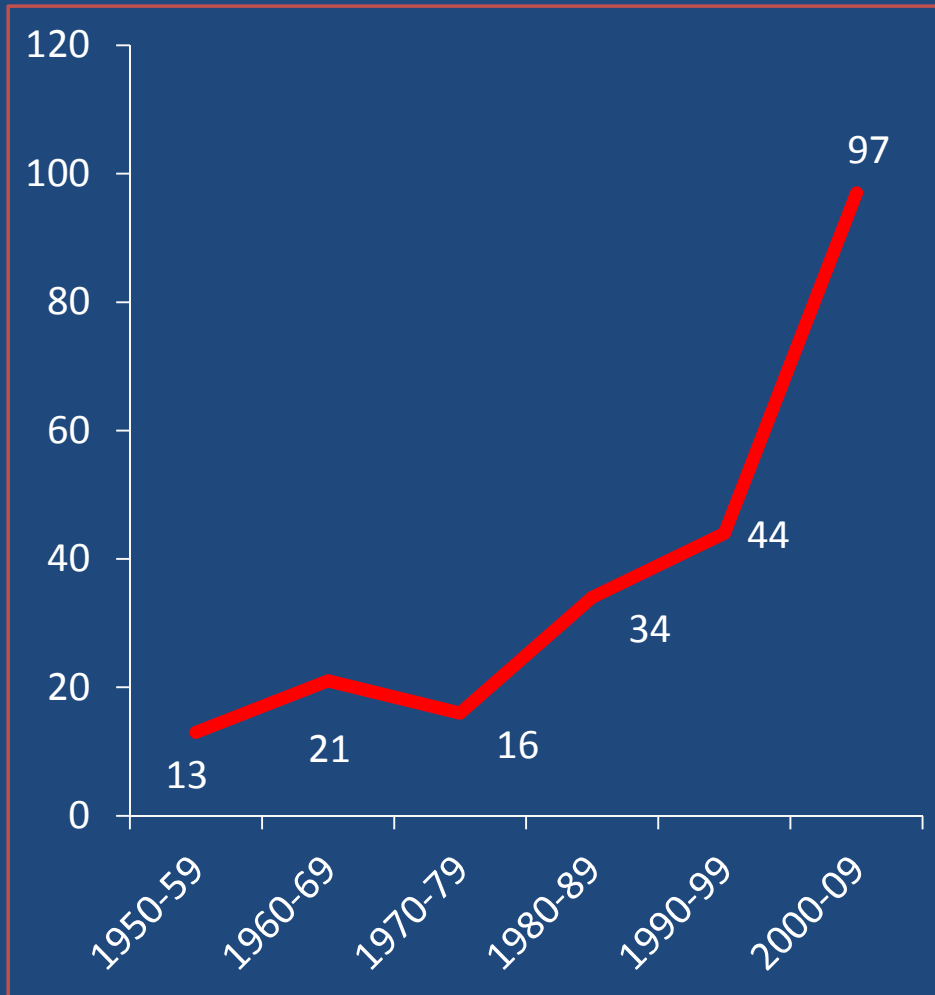
Show Them How it is Affecting Their Audiences

Here are a few examples...



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Floods in India 1950 - 2009



Source: National Institute of Disaster Management









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How Are the Locals Adapting?

How Can They Adapt Better?



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**Give the Journalists Credible Sources
of Information**

**Bring Them Into Networks So That
They Keep Getting Ideas for New
Reports**

Watch Them Grow



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Thank You

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