

Communication Tips from Dr. Stephen Schneider

Stephen Schneider is a climatologist at Stanford University with extensive media experience around climate change. This information was accessed through the website climatechangeeducation.org, in the Journalism/Communication section.

<http://stephenschneider.stanford.edu/Mediarology/MediarologyFrameset.html>
summarized from “Sticking your Neck Out: Guidelines for Communication”

- drop superiority judgments
- explain how you arrived at your expert opinion
- be frank about statements derived from your personal values
e.g. “my personal opinion about the risk of....”
- explain how you arrived at your opinion about risk estimates
- state the level of certainty associated with your statements
- summarize specific peer reviewed studies
- acknowledge when your source is not peer reviewed
- acknowledge there are multiple sides to the issues
- refute contrarian opinions
- use accessible language
- use metaphors
- deliberately outline the consensus before exploring the contention (see also Washington Post article, “Persistence of Myths...”)