

PANAS!

Climate Change Stories in Malaysia

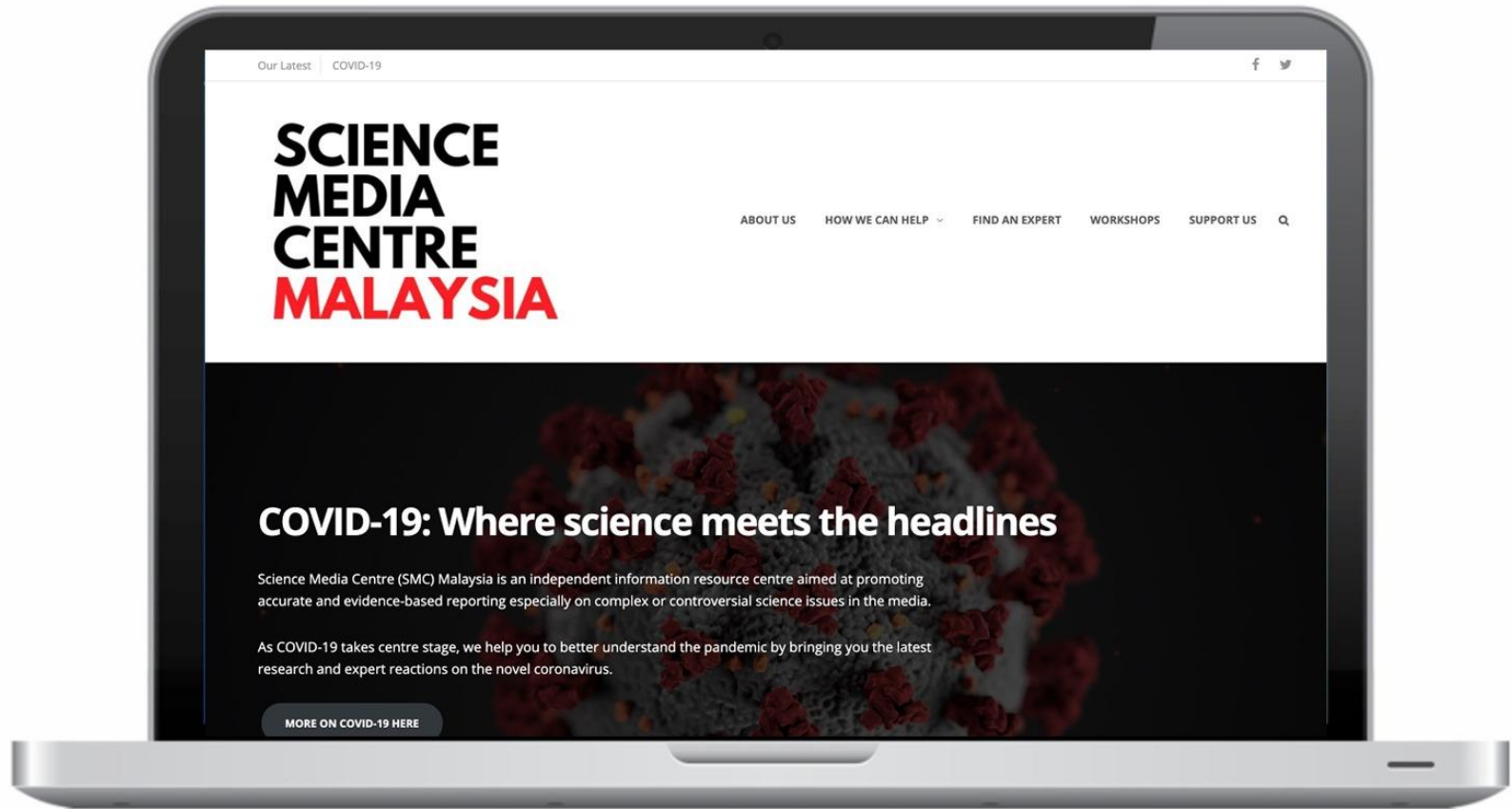
**SCIENCE
MEDIA
CENTRE
MALAYSIA**

Communicating Science for Climate Action



**TOGETHER
FOR OUR
PLANET**





Where science meets the headlines www.sciencemediacentremalaysia.com

PANAS!

Climate Change Stories in Malaysia

PROJECT TEAM MEMBERS



Tan Su Lin



Dr Renard Siew



Dr Law Yao Hua



Illi Nadiah Dzulfakar



Kevin Bathman

**SCIENCE
MEDIA
CENTRE
MALAYSIA**

Communicating Science for Climate Action



**TOGETHER
FOR OUR
PLANET**



PANAS! Climate Change Stories in Malaysia

- 1. Overview of project**
- 2. Outcomes achieved, and how effective our strategies have been to communicate our material to our target audience**
- 3. Stakeholders and experts engaged, and how effective this engagement has been**
- 4. Notable achievements**
- 5. Challenges and lessons learned**

Our aim

- Encourage local journalists and content creators to **produce human-centred stories** responding to the IPCC report
- **Train and mentor** journalists with necessary skills to report on the IPCC through capacity building workshops and mentorship programme
- Develop and produce **a digital toolkit** on climate change for local media outlets and journalists, addressing the issue of climate change and climate action initiatives in Malaysia.

The WHY?

- Climate change news are **rarely** picked up by the local media - due to the lack of journalistic training and reporting tools
- Topic tends to be **complex, technical and jargon-filled**
- Main stories covered are often the **intersection of climate change and natural disasters**
- Lack of understanding on climate science and its technicalities also attributes to the **inability of journalists to link climate impacts to the public**, and relate climate policies such as reports by UNFCCC, including the IPCC to the public.

PANAS! Project overview

- Submission call out to all Malaysian journalist and media practitioner to submit a 200-word **pitch on a story angle** - on topics related to the IPCC
- Selected winners were asked to produce a 500-700 word non-fiction **article story** regarding climate change
- As part of the participation, the writer and journalist were required to attend a **media workshop** on how to report effectively on climate change
- A **digital media toolkit** and mentorship assistance was developed be provided to support participants
- Stories produced were pitched to various media outlets

Outcomes achieved and effectiveness of strategies

- A total of **33** submissions from various mainstream/independent media organisation and languages were received
- **9** Malaysian Journalists/ Writers & Content Creators selected to write/produce their story in **4** languages - English, Bahasa Malaysia, Mandarin and Tamil
- The media workshop was attended by **36** participants ranging from aspiring and veteran journalists, academicians/researchers, students and content creators
- PANAS Toolkit receives favourable early response from **6** local journalists and **2** Mentors who reviewed the media toolkit
- Media pick up for **ALL 9** pitched PANAS! articles

Effectiveness of Stakeholders & Experts

Project Mentors:

Dr Fredolin Tangang, PhD

Chairman & Professor

Department of Earth Sciences and Environment,
Faculty of Science and Technology
Universiti Kebangsaan Malaysia

Dr Sally Brown

Deputy Head of Department

Department of Life and Environmental Sciences,
Bournemouth University, UK

Meetings held with mentors online and via email to discuss on project matters and materials including the media toolkit



**SCIENCE
MEDIA
CENTRE
MALAYSIA**

Communicating Science for Climate Action



**TOGETHER
FOR OUR
PLANET**



Project Achievements

Media Workshop feedback

What are your main concerns when writing/reporting on climate change topics?

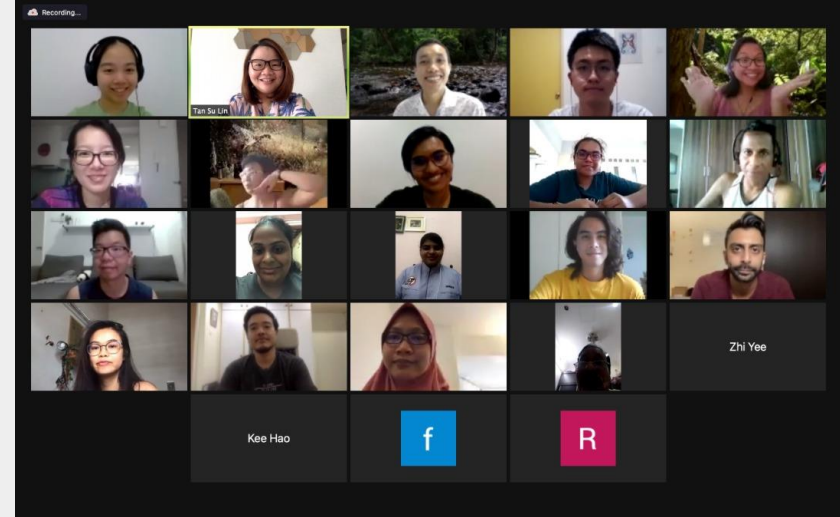
“Conveying climate change in an unbiased manner and in a language people not concerned with climate change can understand”

“Over-simplifying facts to address general audience”

“Misinformation/getting facts wrong”

“How to make difficult topics easy to understand and interesting”

“Getting credible primary sources”



Project Achievements

Media Workshop feedback

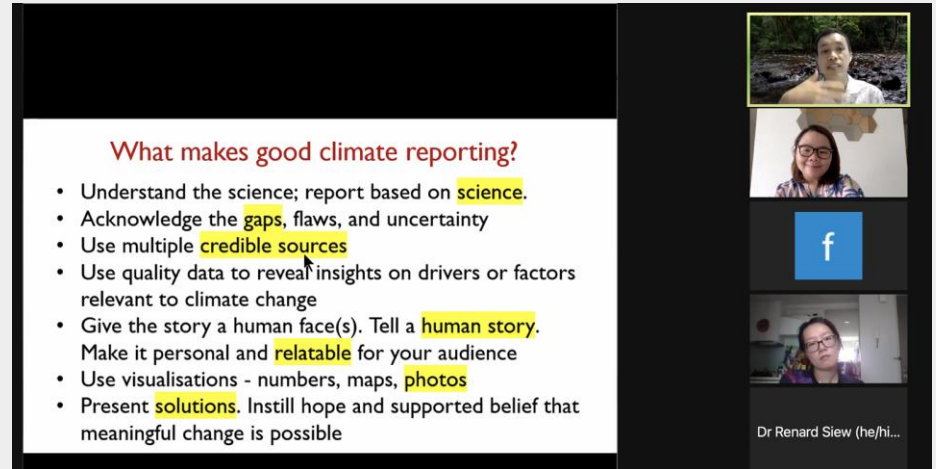
Post survey - How can this workshop be improved?

“More practical/hands-on activities”

“More similar sessions in the future to promote climate change reporting”

“More extra reporting activities via email”

“A resource package would immensely assist with research and to have the session be more engaging. Other than that, everything was very well crafted. I learned a lot and it refreshed many things that I knew. Good work!”



What makes good climate reporting?

- Understand the science; report based on **science**.
- Acknowledge the **gaps**, flaws, and uncertainty
- Use multiple **credible sources**
- Use quality data to reveal insights on drivers or factors relevant to climate change
- Give the story a human face(s). Tell a **human story**. Make it personal and **relatable** for your audience
- Use visualisations - numbers, maps, **photos**
- Present **solutions**. Instill hope and supported belief that meaningful change is possible

Video call participants:

- Top: A man in a white shirt.
- Middle: A woman with glasses.
- Bottom: A woman with glasses.

Facebook icon.

Dr Renard Siew (he/hi...)

Project Achievements

Listed media coverage of stories:

Malaysia Kini

The Vibes

Astro Awani

Astro Ulagam

Oriental Daily

Eksentrika

Weekly Echo



Bad to worse - indigenous women hit by climate crisis

**SCIENCE
MEDIA
CENTRE
MALAYSIA**

Communicating Science for Climate Action

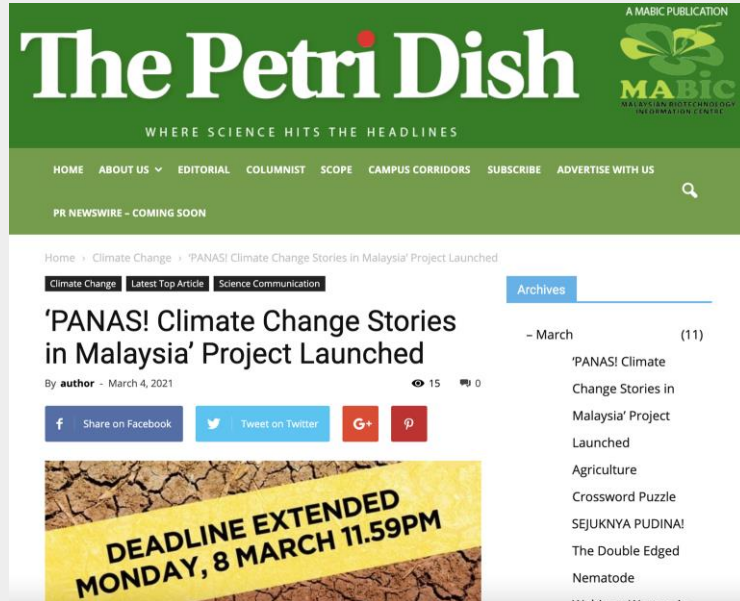


Project Achievements

Drawing parallels with Hindu Puranic stories, [Prithvi](#) (Earth in Sanskrit) is the story of mankind today, and how we have plundered our Mother Earth with unsustainable development. Prithvi uses the analogy of Bharatanatyam dance to reflect our current climate crisis, reminding us of the need to love and care for the environment.



Project Achievements



**SCIENCE
MEDIA
CENTRE
MALAYSIA**

Communicating Science for Climate Action



**TOGETHER
FOR OUR
PLANET**



Project Achievements



**SCIENCE
MEDIA
CENTRE
MALAYSIA**

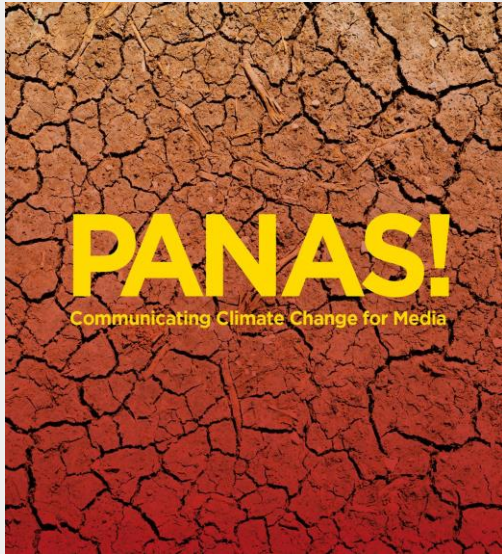
Communicating Science for Climate Action



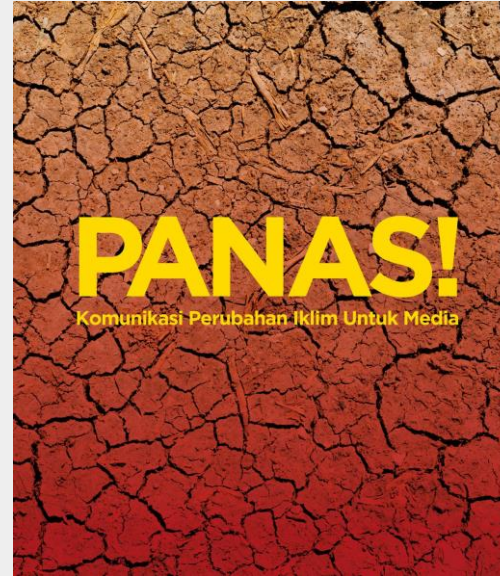
**TOGETHER
FOR OUR
PLANET**



PANAS! Digital Media Toolkit



English Version [here](#)



BM Version [here](#)

**SCIENCE
MEDIA
CENTRE
MALAYSIA**

Communicating Science for Climate Action



**TOGETHER
FOR OUR
PLANET**



Testimonials on Media Toolkit

This media toolkit was sent to six experienced professionals; 2 professors, 2 editor/journalist and 2 former journalists to review and feedback.

Generally the feedback has been positive with some areas of improvement. The purpose of this toolkit is to provide basic and essential information on the issue of climate change to the media.

As it is a working document, we envisage that the toolkit would be regularly updated based on feedback from media professionals.

"I've worked in climate science for 12 years, and have had about 60 media interviews. It's the human and emotional angle that really exists in journalists, and this is conveyed really well in your toolkit."

"It was a really balanced document, and yes, I would use it. The toolkit is really good for students too."

"I see this media toolkit as the game-changer on reporting of climate change in Malaysia and ASEAN region and SMC as the one-stop centre or hub for all science communication centres."

Challenges & Lessons learned

Different platforms for each journalist/writer/content creator required individualised solutions, requiring more time, burden, pressure and commitment to ensure the participants are aware and capable of delivering on the project

A **longer time frame** would have ensured we attracted better quality stories and journalists.

Check with participants **company policies** on undertaking side projects or receive funds external funds.

There is a need for more climate change content in **Bahasa Malaysia**.



Download PANAS! media toolkit at
www.sciencemediacentremalaysia.com



**SCIENCE
MEDIA
CENTRE
MALAYSIA**

Communicating Science for Climate Action



**TOGETHER
FOR OUR
PLANET**



Join our database of experts!

Email: info@sciencemediacentremalaysia.com

**SCIENCE
MEDIA
CENTRE
MALAYSIA**

Communicating Science for Climate Action



**TOGETHER
FOR OUR
PLANET**

