

Climate Emergency Awareness for Journalists



Course outline

Course Tutor:

Andrea Pearson

Biog:

Long-time NUJ member Andrea is a passionate environmentalist who worked as a freelance editor at The Herald for about 20 years. She was travel editor on the Sunday edition and then moved to the commercial team producing Business HQ and other titles. Temporarily unemployed during the pandemic she took advantage of a number of courses offered by the NUJ – including Keep Scotland Beautiful's four-week carbon literacy course. Since then she has left journalism to work full time in the museums sector, helping to produce educational materials on science and other topics, to promote environmental awareness, and to help develop organisational sustainability pathways.

DURATION: 1 two hour session

Course Content:

This course is aimed at anyone keen to develop their understanding of green issues and how best to cover them in the media.

The course will introduce you to practical topics aimed at helping you in your work. These will include:

- Identifying relevant stories in your patch
- Gaining confidence in pitching climate related stories
- Building positive support among colleagues
- Making a difference.

Join former Herald journalist Andrea Pearson for a two-hour intense session aimed at making you a more effective climate emergency communicator.