

# Victorian TV Weather Presenters as Climate Communicators

“ the science of climate change is established, what needs more work is communication of both the problem and the solutions ”

As the first program of its kind in Australia, *Climate Communicators* brings together Monash University researchers, the CSIRO, climate communication specialists, Scientell, the Australian Meteorological & Oceanographic Society, and television weather presenters to help Victorians better understand how climate change has, and will continue to impact them.

Most do not understand the immediacy of these impacts, and understanding of the long-term effect of climate change on health, agriculture, transport and infrastructure has remained modest. Although 78% of Victorians expressed concern for climate change, they mistakenly believe that only 48% of others are similarly worried.

Addressing this ‘perception gap’ is one of the driving forces behind *Climate Communicators*, which delivers regular, factual, localised climate information in nightly weather segments to improve climate literacy.

Already, several advanced pilots have been broadcast on Channel Seven and the ABC, reaching an estimated 45% of metropolitan Melbourne free-to-air viewers. In addition to interest from the remaining Melbourne channels, the program aims to be rolled out across six regional markets in Victoria over the

next two years. The program’s operational structure has the potential to be replicated in television markets nation-wide, and has already garnered interest from several interstate news directors.

Based on the results of a similar, established program in the US, this project aims to increase climate literacy to empower Victorians to take personal pro-mitigation action. As citizens and consumers, Victorians have important decisions to make about how to minimize risks and protect themselves, their family, their community and the entire nation in a world impacted by climate.

In the long-term, the project will result in a more informed community and public which will lead to better decisions about clean energy generation, using renewable energy sources and increased protective health programs.

## CHIEF INVESTIGATORS

**Dr David Holmes**

**Associate Professor Dietmar Dommenget**

### In collaboration with

- CSIRO Climate Science Centre
- Channel 7
- Australian Broadcasting Corporation
- The Australian Meteorological and Oceanographic Society
- Scientell Pty Ltd.

### Funded by

The Lord Mayor’s Charitable Foundation

Department of Environment, Land, Water & Planning

## CONTACTS

**Ms Vanja Radojevic**

Partnerships and Business Development Manager

Faculty of Arts

+61 3 990 55445

[vanja.radojevic@monash.edu](mailto:vanja.radojevic@monash.edu)

**Dr David Holmes**

Monash Climate Change Communication

Research Hub

Faculty of Arts

[david.holmes@monash.edu](mailto:david.holmes@monash.edu)