

Working Group I Media Strategy for Lead Author Meetings

In the media coverage since November 2009 it has become increasingly clear that the public has an insufficient understanding about how the IPCC works. In order to keep the media and public fully informed about the process, Working Group I has developed a media strategy for all Lead Author Meetings. By engaging the media and the public at every LA meeting in AR5, they will build up this understanding, follow the process step by step and appreciate, through this experience, the complexity of the task. In addition they will have the opportunity to see how the IPCC Procedures are implemented by WGI.

The media contact will not be in the form of news conferences but rather technical **Media Briefings** providing specific background information. It must be recognized and understood that Lead Author meetings do not produce 'news' and communicable results. The Media Briefings may be held at the beginning of the Lead Author meetings with the sole purpose to explain the process of IPCC, the role of that specific meeting in it (e.g., to address review comments to the First Order Draft), and to provide some statistical information (e.g., number of IPCC authors present, number of comments to be dealt with), but no information will be given about scientific substance and content, nor issues which need to be discussed and resolved across chapters. For every briefing, WGI will consider providing a fact sheet and/or make use of existing IPCC brochures.

The Media Briefing will be scheduled 30 minutes prior to the Opening Plenary for each Lead Author Meeting. Only the WGI Co-Chairs, TSU and invited WGI Vice-Chairs, CLAs, LAs or REs (to make full use of the participants from the host country or region) will be in attendance at this briefing. The press will be invited to attend the Opening Ceremony and be able to listen to the remarks by the dignitaries providing a Welcome Address. Following the Opening Ceremony a Break will be held to allow for dignitaries and press to depart before the start of the scientific portion of the meeting. A VIP Press Conference with the local and national dignitaries may be organized at the request and invitation of the local host immediately following the Opening Ceremony. The WGI Leadership will be in attendance at this event, but will not be the primary focus. This procedure will allow for the media to have as much access as possible while meeting the needs of the local host and VIPs and the constraints of WGI.

Media will be contacted based on location. For larger media markets, a registration system may be implemented to allow the media to sign-up for the briefing. In other areas it may be more effective to make use of the communications official of the host organization.

The format will be run at every meeting and thus become a regular feature of WGI. This media strategy will send a message of transparency and engagement within the frame and bounds of the IPCC procedures. WGI will maintain full control of this media activity. With this strategy WGI will build up a tradition the media may count on and when appropriate, may serve as a platform to spread messages if appropriate.

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