

# TEACHING ENVIRONMENTAL JOURNALISM

BB Cluj-Napoca, 16/10/2024



## Wikipedia DEF

**Environmental** journalism is the collection, verification, production, distribution and exhibition of information regarding current events, trends, and issues associated with the non-human world.





## Wikipedia DEF

- To be an environmental journalist, one must have an understanding of scientific language.
- The individual needs to put to use their knowledge of historical environmental events.
- One must have the ability to follow environmental policy decisions and environmental organizations.
- An environmental journalist should have a general understanding of current environmental concerns, and the ability to communicate information to the public in a way that is easily understood.



### What's in a name?

 Terminology: climate journalism / environmental journalism / sustainable journalism / ...

 Specific branch of journalism vs part of general job of journalist?

("Every journalist is a climate journalist.")



## Some topics

- Dealing with greenwashing: fact checking
- Dealing with news avoidance: how to engage the public?

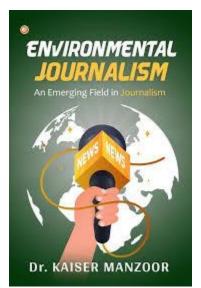




## Some topics



- Objectively reporting environmental news OR environmental advocacy?
- Constructive angle or dramatic reports?
- Risks and challenges for journalists.



















#### Who are we?

#### Round of participants:

- Should EJ be part of the J curriculum?
- Examples of (best) practices in curriculum? (Courses, modules, projects, exercises, ...)





#### EJTA Teachers' Training

From project application:

Give journalism educators guidelines on how to teach:

- constructive storytelling about specific environmental topics;
- countering disinformation and false news about environment;
- fact-based investigation and datajournalism on local environmental issues.



## Programme for TT?

 Understanding investigative environmental journalism about European affairs (overview, importance, context and evolution, key concepts and terminology)

 Ethics and challenges in investigative environmental journalism (How to stay safe? How to protect your sources and data?)



## Programme for TT?

Reporting and storytelling with case studies & fact-based investigations on different environmental topics.

- How to find the environmental link (to every story)?
- How to tell constructive and solution-oriented environmental stories?
- How to craft environmental narratives for local audiences?
- How to persuade editors to publish environmental stories?
- How to deal with false news reports on environment (and climate)?



## Programme for TT?

Datajournalism and AI to engage the audience in environmental storytelling:

- datajournalism on local issues, with a focus on positive long-term environmental evolutions;
- importance of datavisualisation and infographics to engage the audience in your environmental story;
- extracting news from large data sets using AI to create engaging environmental stories.



## Follow-up TT Rome

- Continue with this task force
- To create competences, learning outcomes, modules for teaching environmental journalism
- Part of the Tartu Declaration
- Two meetings: Utrecht (Oct. '25) and Budapest (May '26)



## Now you!

- 1) Teachers' Training in Rome:
- proposals general programme
- your expertise / input from your J-school
- outcomes / take-aways
- 2) What are important **competences** for students in environmental journalism? (to be used in Tartu Declaration)
- 3) Suggestions for a green / environmental friendly / sustainable EJTA?



## Now you!

discussion in small groups
(write down main conclusions)

15 min. reporting to task force



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