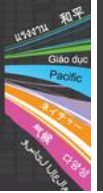


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2011 Asia-Pacific Forum on Mass Media
and Education for International Understanding



Advocacy Reporting for Climate Change Action **– Feature on Sea Level Rising in Manus**

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The presentation discusses the basic science of climate change that is evident in Papua New Guinea and other Pacific Island Countries. The Manus case project heightens awareness of the impacts of climate change in the island countries: the sea level rising, inundation of habitations, and arable land.

The presentation calls for the stakeholders and the media to adequately cater the information needs of local rural islanders and people living on the atolls. The need for media accessibility to receive contents on climate change and voice their fears and concerns or even ideas or successful stories on how to address the issue.

The presentation has important implications for the media which has a significant role in addressing climate change issues. Since climate change is attributed directly or indirectly to human activities, the media needs to responsibly communicate factual messages to change relevant human behaviors and actions that exacerbate detrimental climatic conditions. The media needs to understand and passionately deliver the truths of climate change that the public expect. It should not terrify the people or causing panic and distress but calm and proactive actions to contribute to addressing this calamity. The presentation emphasizes that the media practitioners need to know what the public should expect: What is climate change? What causes it? What are the effects? What is the government doing about it? What are people doing about it? What is the media doing about it? How can they do better?

Source materials: 2010 by *Kandu 2 – National Television Services*