

COMMUNICATING SCIENCE THROUGH MEDIA

- by **Sree Gopi Krishna Warriar**

The Institute of Forest Genetics and Tree Breeding, Coimbatore organized a talk on “**Communicating science through media**” on 29.8.2013. **Sree Gopi Krishna Warriar**, presently the Regional Manager - Environment at Panos, South Asia and Trustee and Secretary at Forum for Environment Journalists in India (FEJI) delivered the talk. He has functioned as the Lead Media Officer at The International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) and Head of Translations, Information and Publications (TIP) Unit at The Africa Rice Center (AfricaRice), a CGIAR institution. He is presently working on a fellowship programme to enhance climate change reporting in 6 countries involving 49 journalists.

Sree Gopi Warriar highlighted on the need for communicating research findings in the media to create public awareness on the activities carried out in public-funded research. Comparing media with peer review, he elaborated on the pros and cons of both the systems and how essential it is to present information at the right time and through appropriate media. Explaining strategies to be adopted for easy delivery of science findings in media citing his experiences, he advised to adopt media as a partner, creating a one-point source of information, regularly updating them of the activities and establishing long term relationships. He suggested creation of blogs for sharing of scientific information amongst peers which would also enable healthy discussions. Later he addressed queries raised by the officers. Dr. N. Krishna Kumar, Director, appreciating the talk encouraged scientists to give wider publicity to their research findings through the media and extension services within the ambit of rules in force.

