



Pacific Institute
for Climate Solutions
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MEDIA ADVISORY

17 March 2010

PUBLIC PANEL ON REPORTING CLIMATE CHANGE: HOW TO DETERMINE FACT FROM “SPIN”

Climate change is one of the hottest and most profound issues of our times, and it’s also one of the most challenging and complex issues for media to cover. Join media and public relations representatives and researchers for an interactive and highly topical public panel discussion: “Climate Change and the Media: Scientists, Scribes and Spinmeisters”.

The panel will be hosted by the Pacific Institute for Climate Solutions (PICS) at the University of Victoria on Thursday, April 8th from 7:30 to 9:30pm in Room B150 of the Bob Wright Centre. Media and members of the public are invited to attend this free event.

The following panel members will discuss the work involved in determining the facts behind the headlines:

- Peter Calamai, *former Science Writer, Toronto Star*
- Lucinda Chodan, *Editor-in-Chief, Times Colonist*
- Jim Hoggan, *Co-author of the bestseller Climate Cover-Up*
- Tom Pedersen, *Director, Pacific Institute for Climate Solutions*

The panel will be moderated by UVic’s Vice-President Research, Dr. Howard Brunt and attendees will have the opportunity to pose questions to the panelists.

For those unable to attend in person, the panel will be webcast live on the PICS website at: <http://www.pics.uvic.ca/broadcast.php> and questions can be submitted by email before or during the session to: pics@uvic.ca.

PICS is hosted and led by the University of Victoria in collaboration with the University of British Columbia, Simon Fraser University and the University of Northern British Columbia. PICS was created in 2008 by the provincial government to: increase understanding of the magnitude and patterns of climate change; evaluate its physical, economic, and social implications; assess options and develop solutions; and communicate climate change issues to government, industry and the general public.

Travel Green: UVic is accessible by many modes of sustainable transportation including regional transit, cycling, walking and taxi. For those who chose to drive, pay parking is in effect for a \$2 evening rate. The closest parking is across from the Bob Wright Centre in Lot #1.

For further information about the event please visit www.pics.uvic.ca

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