

[TROUBLE VIEWING?](#) Click Here to view the Promo card on the web

[SIGN-UP NOW!](#) Click to become a Member for Free!



BUSINESS



**In Discussion
Archives Available**

**March 1st 2010: "An Environmental Footprint -
Climate Change Communication Strategies."**

Tom Bowman joins "In Discussion" to talk on media communications in the support of sustainability and environmental issues. Scientists want everyone—policymakers, business leaders, news editors, entertainers, and the public—to make wise choices about climate change. Bowman helps them by explaining real science in clear, simple, and engaging ways. There is no escaping the fact that people simplify; it's human nature. His approach is to help people simplify more effectively. By illuminating the most important ideas and engineering key insights, he helps non-scientists understand and employ science.

[Read more](#)



Tune in

Archives Available on
VoiceAmerica Business
Channel

EPISODE ON DEMAND

VIEW HOST PAGE

Share This Episode



Connect with VoiceAmerica

Download our mobile apps



Read what our hosts are writing about.

VOICEAMERICA BLOG