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April 19th 2010: "An Environmental Footprint - Climate Change Communication Strategies."

Tom Bowman joins "In Discussion" for the second in a series and 100th Anniversary Program, 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 ins

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Guest Image

Tom Bowman

Tom Bowman is one of the premier interpreters of global change, climate and energy science, and green business strategies.

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