

**Increasing local salience of climate change:
The un-tapped impact of the media-science interface**

Dr Candice Howarth, Professor Alison Anderson

Supplementary information on Pilot Email Interviews

By means of email interviews, we surveyed a small group of general scientists (GS), climate scientists (CS), local journalists (LJ), press officers (PO) and online media organizations (OM) in the South East and South West of England, UK, to ascertain their views on the most effective way forward to increase local salience of climate change through local science-media interactions. The ten respondents (two from each above category) were all based in the UK and the email survey was undertaken in June 2018.

The respondents were obtained through a small convenience sample - interviewees were approached via the author's networks based on their role in:

- *General/climate scientists*: conducting research on climate-related topics or more general science issues;
- *Local journalists*: reporting local media, reporting general media; circulation of local media outlets sampled ranged from 13,800 to 17,600
- *Online media organisations* consisting of UK-based organisations covering the latest developments in climate science, climate policy and energy policy, and supporting journalists, and other communicators with briefings on key issues
- *Press officers*: conducting press office duties between university scientists and local/national/international media.

Respondents were asked a series of questions (see Table 1) concerning their views about the role of the media and local scientists in increasing the salience of climate change; their views about how local media and local scientists can work better to achieve this; and finally what they perceive the main challenges to be.

Table 1. Interview questions

Interview Theme	Question
Role of local media and scientists	<ul style="list-style-type: none">• What do you see is the role of local scientists in increasing local salience of climate change?• What do you see is the role of local media in increasing local salience of climate change?
Improving collaboration	<ul style="list-style-type: none">• How can media and scientists at the local level work better together to increase the salience of climate change among the public?• How can university press offices help facilitate this interaction between local scientists and local media?
Overcoming challenges	<ul style="list-style-type: none">• What are the challenges faced by local scientists in (i) increasing local salience on climate change and (ii) working with local media to do so?• What are the challenges faced by local media in (i) increasing local salience on climate change and (ii) working with local scientists to do so?

Responses were anonymized and coded using thematic analysis, a widely used method for 'identifying, analysing, and reporting patterns (themes) within the data' (Braun & Clarke, 2006, p.79). This is a systematic inductive method widely used to analyse qualitative data from interviews.