



Training Workshop Synopsis

**Narrating Climate Realities
with Accuracy and Empathy**

Climate storytelling is central to shaping how environmental challenges are understood, humanized, and communicated to the public. In this context, Accountability Lab Pakistan, in collaboration with the Green Media Initiative (GMI), convened an online training session for district-level female journalists aimed at strengthening the quality, depth, and impact of climate reporting in underserved regions. The session was designed to build participants' capacity to translate complex climate information into compelling, evidence-based narratives that resonate with communities while advancing public accountability.

The first session focused on the philosophy and craft of storytelling, emphasizing the importance of identifying meaningful story angles and moving beyond surface-level reporting. Participants explored how climate events, such as floods or heatwaves, can be reframed through human-centered perspectives, highlighting overlooked vulnerabilities including women's health, sanitation challenges, and the lived realities of marginalized groups. Through practical examples, trainers demonstrated how effective storytelling transforms raw information into memorable narratives by embedding facts within relatable human experiences.

A key component of the training distinguished between information and storytelling, underscoring that while data and statistics provide essential grounding, it is narrative structure that ensures retention and impact. Participants examined how simple facts can be shaped into engaging stories that capture attention and convey deeper meaning, reinforcing the role of storytelling in making climate issues accessible to wider audiences.

The session also introduced foundational climate science concepts to ensure accuracy and credibility in reporting. Journalists were guided on the critical distinction between weather and climate, the long-term nature of climate change, and relevant scientific phenomena such as the urban heat island effect. This emphasis on scientific literacy aimed to equip participants with the knowledge required to avoid misinformation and strengthen the reliability of their reporting.

Technical skills for radio and digital storytelling were also covered, with a focus on enhancing audience engagement through narrative techniques. Participants learned how to incorporate elements such as suspense and "natural sound" to create immersive stories, particularly in audio formats where visual support is absent. These techniques were presented as essential tools for making climate stories more dynamic and impactful.

The training further highlighted common pitfalls in storytelling, including overloading reports with excessive facts, the absence of a central character, and the tendency to combine multiple issues into a single narrative. Ethical considerations were emphasized, particularly the importance of maintaining the dignity of affected communities, avoiding sensationalism, and refraining from prescriptive or preachy reporting.

By combining narrative development, scientific grounding, and ethical guidance, the session provided a comprehensive framework for climate storytelling. The initiative underscores the importance of empowering female journalists with the skills to produce nuanced, human-centered, and evidence-driven climate narratives. In doing so, it contributes to a more inclusive and informed media landscape, where underrepresented voices play a critical role in shaping climate discourse and influencing accountability at both local and national levels.