



Field Guide 3

THROUGH THE NOISE

A verification workflow for climate
emergency reporting

For editors, reporters and newsroom leaders

Introduction

What this is for

Climate emergencies move fast. Information - accurate and false, spreads faster. This workflow is designed to be used in the middle of a breaking event, when the pressure to publish is high and the cost of getting it wrong is higher.

It is not a checklist to complete from top to bottom. It is a set of decision points to move through quickly - helping you and your team distinguish what you know, what you don't, and what you should not publish yet.

How to use it

Keep it open alongside your live coverage. Assign one person in your team to own verification during the emergency - someone whose primary role is checking, not publishing. If you are a solo journalist or small newsroom, build in a mandatory pause before any piece of unverified information goes out.

After the emergency, bring your experience of using this workflow into your *After the Storm* review in Module 4.

Under pressure is exactly when this matters most. Start here.

Before you publish anything, ask:

1. SOURCE

- Where did this information come from?
- Is this an eyewitness, an institution, a social media post, or secondhand?
- Have you spoken to the source directly?

2. CORROBORATION

- Can at least one independent source confirm this?
- If only one source is available, is that clearly stated?

3. IMAGES AND VIDEO

- Was this filmed where and when it claims to be?
- Run a reverse image search before sharing
- Check metadata if available
- If unverified, do not publish - describe instead

4. OFFICIAL INFORMATION

- Have you checked AEMET / IPMA / Copernicus for verified hazard data?
- Have you contacted local emergency services?
- Does official information contradict what you're hearing on the ground? If so, say both

5. UNCERTAINTY

- What do you know for certain?
- What is still unconfirmed?
- Are you labelling these differently in your reporting?

● **Verified** → publish with source clearly attributed.

● **Unconfirmed** → publish only if clearly labelled as unconfirmed and there is clear public interest in doing so.

● **Unverified** → do not publish. Monitor and return.

During fast-moving situations:

What we know / What we don't know / What we're checking

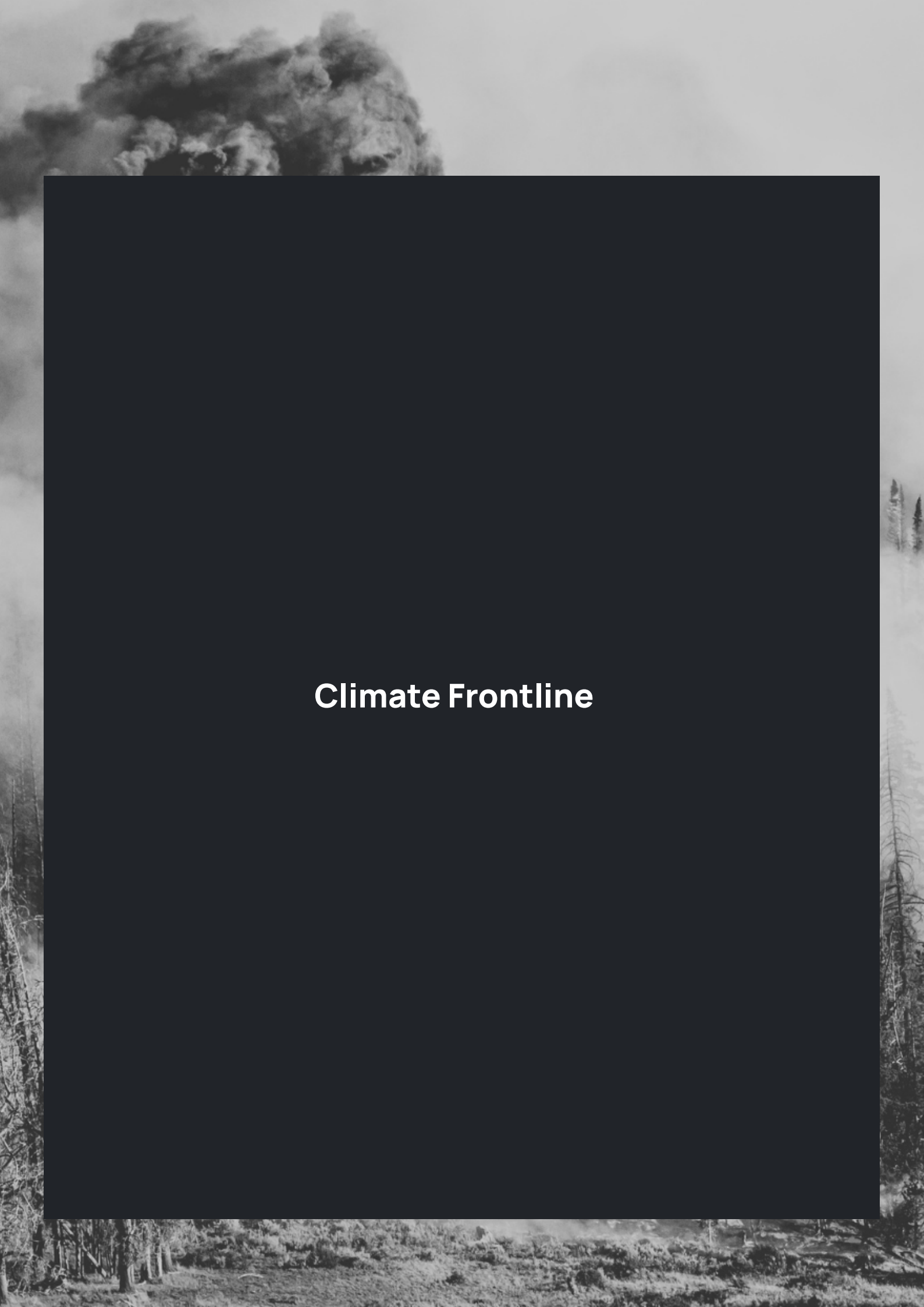
Use this as a live format - update it as information develops rather than waiting for the full picture. Audiences trust transparency more than false certainty.

Watch especially for:

- Recycled images from previous emergencies
- AI-generated content circulating as documentation
- Emotionally charged content designed to spread, not inform
- Official silence being filled by rumour

After the emergency:

- Did any misinformation spread that you amplified, even partially?
- What would you verify differently next time?
- Feed this into your *After the Storm review* (see Module 4)



Climate Frontline