

# TEEB Country Studies Media Training

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“Nowadays not everything is a matter of **COMMUNICATION**; if the **PRODUCT** fails there is no marketing good enough to sell something which has no interest for the **AUDIENCE**”

# Let's COMMUNICATE...



...but let's be READY first

# The Ingredients for the Communications Strategy..... ..... CAKE

1. Background
- 2. Goals**
3. Objectives
- 4. Key Messages**



5. Target Audience(s)
- 6. Tools and Activities**
7. Timeline
- 8. Budget**
9. Evaluation



3... The STORY



2... The AUDIENCE(s)



1... The FORMAT(s)

Let's  
countdown  
before  
...

Communication is about...



...ANSWERING Questions

# #1 The Story

A. It is something truly **new, interesting** or **controversial**?

B. What do we **hope to achieve** with our communications?

C. Is this the **right time** for our story?

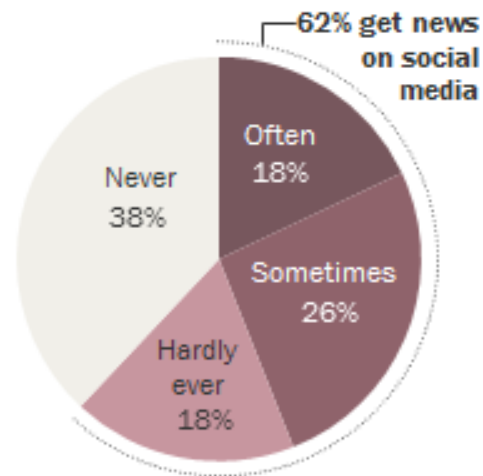
#2

# Audience(s)

- A. Identify our Audience(s)... **Who are they?**
- B. Know your Audience... **How do they behave?**
- C. Reach our Audience(s)... **Which tool/language?**

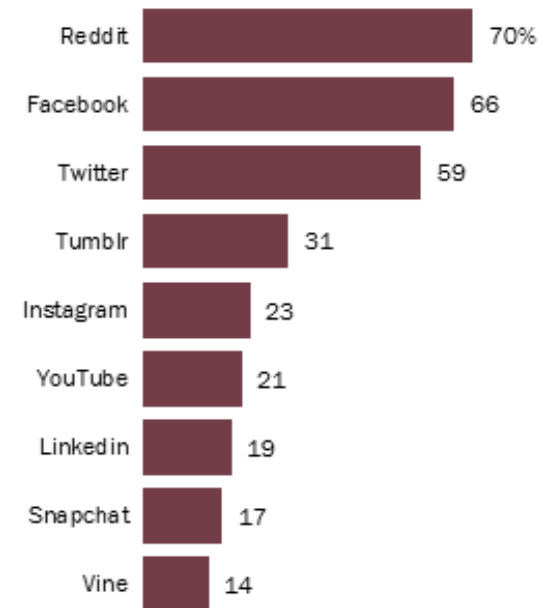
### About 6-in-10 Americans get news from social media

*% of U.S. adults who get news on a social networking site ...*



### Reddit, Facebook and Twitter users most likely to get news on each site

*% of each social networking sites' users who get news on the site*



**MEDIA are not a target audience itself: it is a way to reach and influence our final audience(s)**



# I. Decision Makers

	Category	Examples
<b>Public sector</b>	National and sub-national	Government ministries and departments (e.g. environment, agriculture, economic planning, finance, trade, health, commerce), members of Parliament, land/resource management authorities,
	International	European Commission (e.g. AGRI, DEVCO, ENV, SANTE) UN agencies and conventions (e.g. CBD, FAO, Ramsar, UNDP, UNECA, UNECE, UNEP, UNESCO, UN-REDD, WFP)
<b>Private sector</b>	Industry	World Business Council on Sustainable Development (WBCSD), Institute of Chartered Accountants in England & Wales (ICAEW)
	Community/ smallholder	Farmer/producer co-operatives, alliances and associations, (e.g. Bolivian Association of Small Farmers, Karnataka's Growers Fed.)

# II. Decision Influencers

Category	Examples
<b>Civil society and knowledge brokers</b>	Centre for Social Markets, CGIAR (e.g. <a href="#">Bioversity International</a> , CIFOR, ICRAF, IFPRI, ILRI, IWMI), EEA, Environmental Health Sciences, Food Tank, GIST Advisory, Global Footprint Network, IEEP, IFAD, IRP, IUCN, GIZ, Sustainable Food Trust, UFZ, The Food Tank, WEF New Vision for Agriculture, WRI, WWF
<b>News-makers</b>	<a href="#">Vandana Shiva</a> , <a href="#">Olivier de Schutter</a> , HSH Prince Albert II, Edward Norton, <a href="#">Pavan Sukhdev</a> , HRH Prince of Wales.
<b>Financiers</b>	World Bank and regional development banks, foundations (e.g. Bill & Melinda Gates Foundation, Gordon & Betty Moore Foundation, Christensen Fund)
<b>Media / Social Media</b>	BBC, Facebook, Grist, National Geographic, Twitter, YouTube, The Guardian, EU Press, Huffington Post
<b>Academia</b>	Scotland's Rural College, University of Essex, University of Wyoming.
<b>Public</b>	General public

# #2

# Audience(s) TEEBAgriFood

#2

Audience(s)  
TEEBAgriFood

### III. Detractors / Agitators

Category
Industry
Lobby groups
Media / Journalists
Civil Society / Public



**THE SIZE OF YOUR  
AUDIENCE DOESN'T  
MATTER. WHAT'S  
IMPORTANT IS THAT  
YOUR AUDIENCE IS  
LISTENING.**

<sup>TWEETS</sup>  
'A lie ~~gets~~ halfway around  
the world <sup>WIDE WEB</sup> before the truth has a  
chance to ~~put its pants on~~  
WINSTON CHURCHILL <sup>LOG</sup>



# #3 Formats

A. News Stories / Feature Stories

B. Vis-à-Vis / In Person

C. World Wide Web / Social Media

A

News  
Stories

Feature  
Stories

## News Stories

For wires, daily papers, news websites or radio and television news shows, the stories that make it into the news usually present **concise coverage of an event**, or new information and developments related to **ongoing events**.

## Feature Stories

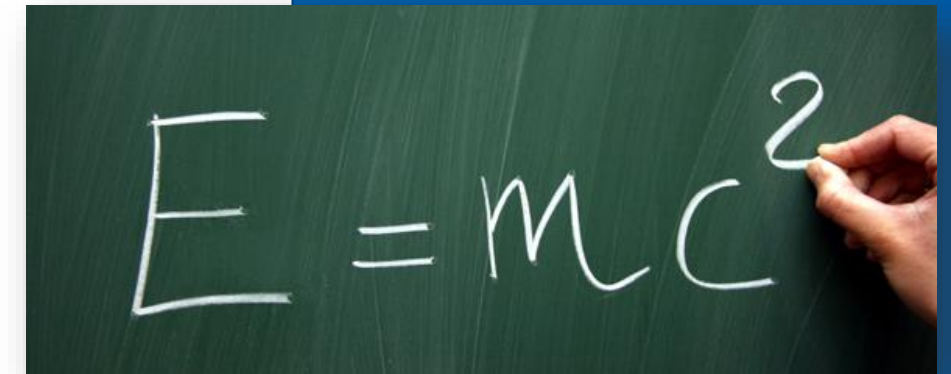
These are stories that go **beyond daily news coverage**, they dig deeper, are longer and not as time-bound, but they do still need to be relevant and topical. Feature stories offer the space for greater analysis and human interest elements in the coverage of an issue/event.

1. Organization **logo** = credibility + branding
2. Insert **Date** and **Place** of Release
3. **Headline**. Summarize what the media release is about
4. Paragraph 1: THE 5 Ws > **WHO**, **WHAT**, **WHERE**, **WHEN**, **WHY**
5. Paragraph 2 and 3: Include a **more detailed description** of the 5 Ws
6. Paragraph 4: Insert standard **description** of project or programme
7. Paragraph 5: Insert standard description of the **organization**
8. **Contact information**.



Peatlands Initiative Press Release

# The Press Release Formula



**Include a quote or two, from the Executive Director, President or Chair of the Board**

# Let's Put it into Practice...

A. Identify your audience (s)

B. Headline

**C. Key Messages (3)**

D. Definition of the project

. Paragraph 1: THE 5 Ws > **WHO, WHAT, WHERE, WHEN, WHY**

B

Vis  
-à-  
Vis

# Press Conference

- > Is the conference offering **something new or additional**? What is the motivation for a journalist to attend?
- > Can broadcast media obtain **visuals for the story** – interesting quotes/photos/B-roll video to support the story?
- > Are there experts/officials **available** that a journalist would be interested in having access to?



"I just want to say that we have nothing to report, but it's really cool that we could call a press conference."



B-2

*Vis*

*-à-*

*Vis*

## Interview

- Write down several questions you hope will **not** be asked, and then prepare answers to them. To determine these questions, think about the weak points in what you have to say.
- Clarify the messages you want to deliver – the questions you **do** want to be asked – and prepare brief bullet points on them. Know your bullet points, but do not try to memorize what you will say.
- Agree on the theme to be discussed during the ground rules discussions that usually precede an interview.

[www.youtube.com/watch?v=XMouZgmfOUI](http://www.youtube.com/watch?v=XMouZgmfOUI)

B-2

*Vis*

*-à-*

*Vis*

## Interview II – DO...

- Be Prepared
- Be Quotable
- Use Anecdotes / Real Stories
- Be Careful with Numbers
- Make Eye Contact
- Talk Naturally
- Focus >> Key Messages
- Check the TIME

[www.youtube.com/watch?v=XMouZgmfOUI](http://www.youtube.com/watch?v=XMouZgmfOUI)

B-2

*Vis*

*-à-*

*Vis*

## Interview II b – **DON'T...**

- Be Afraid to say “I don’t know”
- Use Jargon or Insider Language
- State your critic’s position
- Say “No Comment”

[www.youtube.com/watch?v=XMouZgmfOUI](http://www.youtube.com/watch?v=XMouZgmfOUI)

# Video: The Newsroom, Season 3 Ep.3

The climate change interview: <http://bit.ly/mediatrainingvideo1>





## Website

- Window to the world
- Credibility + Branding
- Open 24/7
- Position in the “market”

**- Monitor Audiences**



C  
Internet

# Tips for Optimizing Landing pages



## **Understand Your Target Audience**

Who are you speaking to, and what information are they seeking?



## **Create Clear Calls to Action**

Use positive, active language that speaks to the real actions visitors want to take



## **Clean Design and Layout**

Remove clutter that distracts from your main message and call to action



## **Test with Video and Images**

Rich content engages visitor attention and can increase conversion rate



## **Measure and Test Continually**

Use behavioral insights to continuously test improvements to landing pages



Horizontal structure

Dynamic elements

Multimedia: videos, infographics

Adapted for mobile devices

Social Media integrated

Innovative ways ...

...the FAO example



FAOSTAT offers more, better and easier-to-access data on key agricultural indicators. Web site overhaul allows for more intuitive use and faster access to key facts.

WEBSITE WEBSITE WEBSITE WEBSITE WEBSITE

- Climate Change
- Migration
- FAO and the Sustainable Development Goals
- Sustainable Food and Agriculture
- Biodiversity

In Action

- FAO promotes healthy diets through nutrition education training
- FAO helps African universities incorporate trainings in nutrition education
- FAO expands E-Info response in the Philippines
- FAO helps build resilience in communities affected by the El Niño in Malawi

Zero Hunger

- Antimicrobial resistance: 100
- Get the basics, challenges and outlooks on this global health threat
- All about banana: things you should know about the tropical fruit
- Uncover 11 interesting facts about one of the world's most favorite foods

APPLY NOW! FAO Professional positions



Calendar of meetings

Partnerships

FAO formalizes readiness support partnership with the Green Climate Fund

International Year of Pulses 2016

International Year of Pulses 2016 is coming to an end. With the close of the International Year of Pulses (IYP) 2016 approaching, let us look...

FROM THE DIRECTION-GENERAL

During FAO visit, UNGA president stresses role of young people in achieving SDGs

FAO MEMBERS GATEWAY

A dynamic tool for FAO Members to facilitate and support their participation in the work of the Organization.

WEBSITE

FAO and the Sustainable Development Goals

WEBSITE

A website with information for our resource partners

Calendar of meetings

Governing body documents

Committees on World Food Security

Tweets from @UNFAO

FAO P... (@FAO)... Become a #Ripe protector to help @wfp uk double wild ligers numbers to 6000 by 2022 #ProtectLigers

Embed View on Twitter

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- Agriculture and Consumer Protection
- Economic and Social Development
- Fisheries and Aquaculture
- Forestry
- Technical Cooperation
- Regional Office for Africa
- Regional Office for Asia and the Pacific
- Regional Office for Europe and Central Asia
- Regional Office for Latin America and the Caribbean
- Regional Office for the Near East and North Africa
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Innovative ways ...

...the FAO example



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