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

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The Ingredients for the Communications Strategy

1. Background
2. Goals
3. Objectives
4. Key Messages
5. Target Audience(s)
6. Tools and Activities
7. Timeline
8. Budget
9. Evaluation

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1... The FORMAT(s)
2... The AUDIENCE(s)
3... The STORY

Let’s countdown before ...

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Communication is about...

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

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

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

II. Decision Influencers

<table>
<thead>
<tr>
<th>Category</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civil society and knowledge brokers</td>
<td>Centre for Social Markets, CGIAR (e.g. Biodiversity International, CIFOR, ICRAF, IFPRI, IUR, IWMI), EEA, Environmental Health Sciences, Food Tank, GIST Advisory, Global Footprint Network, IEEP, IFAD, IRP, IUCN, GIZ, Sustainable Food Trust, UI, The Food Tank, WEF New Vision for Agriculture, WRI, WWF</td>
</tr>
<tr>
<td>Financiers</td>
<td>World Bank and regional development banks, foundations (e.g. Bill &amp; Melinda Gates Foundation, Gordon &amp; Betty Moore Foundation, Christensen Fund)</td>
</tr>
<tr>
<td>Media / Social Media</td>
<td>BBC, Facebook, Grist, National Geographic, Twitter, YouTube, The Guardian, EU Press, Huffington Post</td>
</tr>
<tr>
<td>Academia</td>
<td>Scotland’s Rural College, University of Essex, University of Wyoming.</td>
</tr>
<tr>
<td>Public</td>
<td>General public</td>
</tr>
</tbody>
</table>

#2 Audience(s) TEEBAgriFood
III. Detractors / Agitators

#2 Audience(s) TEEBAgriFood

_The size of your audience doesn't matter. What's important is that your audience is listening._

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‘A lie gets halfway around the world before the truth has a chance to put its pants on’

WINSTON CHURCHILL
A. News Stories / Feature Stories

B. Vis-à-Vis / In Person

C. World Wide Web / Social Media
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

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**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
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?
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=XMouZ9mfOUI
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
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=XMouZ9mfOUI
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
Tips for Optimizing Landing pages

1. Understand Your Target Audience
   Who are you speaking to, and what information are they seeking?

2. Create Clear Calls to Action
   Use positive, active language that speaks to the real actions visitors want to take.

3. Clean Design and Layout
   Remove clutter that distracts from your main message and call to action.

4. Test with Video and Images
   Rich content engages visitor attention and can increase conversion rate.

5. Measure and Test Continually
   Use behavioral insights to continuously test improvements to landing pages.

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Innovative ways...

- Horizontal structure
- Dynamic elements
- Multimedia: videos, infographics
- Adapted for mobile devices
- Social Media integrated

...the FAO example
Innovative ways ...

...the FAO example
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