

Engaging the Media



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The purpose of this toolkit is to help readers plan and conduct effective media work (radio, TV, newspapers and magazines) in support of their advocacy goals.

Table of Contents




Why engage the media?	1
Media plans	1
Which media?	1
Types of coverage	2
Media spokespeople	2
Key principles for working with the media	2
Engaging journalists and building relationships	3
Getting media coverage	7
What's the story? Making it interesting and newsworthy	7
Being visual	7
Making climate change easier to understand	7
Press releases	8
Press conferences	9
Should you pay?	9
Media interviews	9
Before the interview	9
During the interview	10
After the interview	10
Further information and resources	11
Authors and contributors	12
Toolkits in this series	12
Have your say	12

Case Studies

1. <i>Mauritania</i> : Attracting media attention through the 'hook' of an IPCC report	2
2. <i>Senegal</i> : Training for community radio broadcasters in communicating climate risk	4
3. <i>Vietnam</i> : Creating a shared platform for journalists and NGOs	5
4. <i>Zimbabwe</i> : Training journalists on climate change	6
5. <i>South Asia</i> : Organising a press conference on the IPCC report	9

The Climate Change Advocacy Toolkits

These toolkits aim to guide and support civil society actors in the South in their efforts to advocate for pro-poor climate policies. They include a mix of:

-  instructions on how to plan and conduct advocacy interventions,
-  a range of case stories on how civil society works to influence climate change policy-making, and
-  references for further reading.

The toolkits are developed and published by *Southern Voices on Climate Change*. Since 2011, this Programme has supported around 20 civil society networks in the global South to advocate for climate policies that benefit poor and vulnerable people. The Programme is implemented by the Climate Capacity Consortium, comprised of four Danish and two international NGOs, with CARE Denmark as lead agency, and IIED as co-publisher of the toolkits. Funding is from DANIDA from the Danish climate finance envelope.

Further information on the Southern Voices networks and the Programme is available at www.southernvoices.net

The media can influence decision makers directly and also indirectly by shaping public opinion towards lobbying



Why engage the media?

Most civil society organisations work with the media to educate the public, promote our work or highlight important news and events. In advocacy, engaging the media and getting coverage of our advocacy messages can be a very important part of our strategy:

- The media can influence government officials and decision makers directly. Seeing climate change issues being covered in the media can encourage policy makers to give them more attention and can make them more responsive to your advocacy messages.
- The media can also influence policy makers indirectly by helping to shape public opinion and build public pressure. Whether or not you are able to reach policy makers directly through lobbying, getting coverage in the media for your advocacy messages is likely to strengthen your influence.

However, there are some risks involved in engaging the media for your advocacy. If governments feel that the media coverage is too critical of them, they may refuse to meet with you (or in extreme situations, subject you to harassment and intimidation, or worse).

Media can be used to:

- Raise the profile of climate change and potentially increase the importance that people give to it.
- Transmit information to a wide audience and help explain complicated issues such as climate change in a simpler way.
- Investigate the local/national implications of climate change that an individual would not have time or resources to research themselves.
- Influence public opinion through editorials and news coverage.
- Question the government, organisations and institutions on behalf of the citizenry and thus encourage public debate on climate change.
- Expose issues or problems that some people or organisations do not want public or want to avoid discussing.
- Give visibility to networks and organisations working on the ground.



Media plans

Your media plan should be in line with your overall advocacy strategy, so that the media engagement supports your advocacy objectives and influences the target audiences that you have selected. [See *Toolkit No. 2: Planning Advocacy* for more details on advocacy strategies and how to develop them].

Which media?

While you can try to cast your net widely and engage the media generally (through, for example, press releases – see below), it is usually more effective to target specific media. Your choice of media should be mainly driven by who you want to reach and which media they read/watch/listen to. You also need to consider what type of coverage you want (see below) and the ownership and political leanings of each media.

Every country is different, but a rough generalisation is that:

- Politicians and ministry officials will often read and be influenced by the main daily newspapers in your country.
- Urban middle classes will watch TV and read daily newspapers (and may also access news online).
- People living in rural areas are more likely to listen to FM radio than watch TV or read newspapers.
- Different language groups will access the media that are in their language.

Some media are government-owned or controlled and may be reluctant to cover stories and promote messages that they see as being critical of the government or ruling party. On the other hand, only targeting independent media that traditionally oppose the government may give the impression that you are acting as part of the political opposition. You will have to make your best judgement as to how you position yourself politically in your advocacy.

Types of coverage

It is important that you understand the type of story that your chosen media are interested in and their style of coverage. To do this, you have to read/listen/watch the chosen media regularly.

The types of coverage that you can get for your climate change message include:

Newspapers	Radio & TV
News article	News feature
Feature article	Documentary feature
Photo (stand-alone or in an article)	Themed programme
Photo spread/photo essay	Video clip in news or documentary feature
Quote in a news or feature article	Interview in a news/documentary feature
Editorial (in the name of the editor)	Panel discussion
OpEd (opinion piece – written by you)	Phone in programme
Letter in the Letters page	Storyline in a soap or existing drama
Joint campaign	New drama
Link to your website	

It pays to think creatively of how you can get your message across most effectively. Don't just rely on the standard news media.

Media spokespeople

Ensure your NGO network has a media spokesperson, preferably several from different member organisations (perhaps each covering a different issue), so they can be available when a journalist needs them, which is often at short notice. Spokespeople should inspire trust and transmit a clear message. These skills can be learned so consider providing media training for the individuals who will be used frequently. The better the media spokesperson, the more journalists will come to you.

Key principles for working with the media

1. Go to them, don't wait for them to come to you.
2. Build relationships with journalists, editors and producers.
3. Educate journalists so that they understand climate change and want to report it.
4. Understand what the media and journalists need, and provide it for them. In general, they want stories that their audiences want to hear/watch/listen to.
5. Be visual: TV and newspaper coverage depends on it.
6. Be interesting: This usually means stories about individual people and how they are affected by climate change or are responding to it.
7. Be topical: Consider – Why is this news? Why should the media cover it today?

Case Study 1. Mauritania: Attracting media attention using the 'hook' of an IPCC report

Following the release of the seminal Summary for Policy Makers Report by the Intergovernmental Panel on Climate Change (IPCC) in September 2013, Southern Voices partner Madyoury Tandia wrote an article on the daily forum *Nouakchottinfo* on the newly released report. Beyond the key report messages, this article focused on the vulnerability of coastal cities in Mauritania. It included information from case study findings from previous research on cities and climate change in Mauritania, especially on flooding in the city of Nouakchott in 2013 and the damage this had caused. The article was picked up by several other media outlets. It was extensively commented on by the editor of the daily *Nouakchottinfo* on a Radio France Internationale programme, and Madyoury Tandia was later invited to speak on Radio Nouakchott during its main midday news bulletin. Later invitations from two local radio stations also followed.

Source: Madyoury Tandia, Tenmiya, Mauritania





Engaging journalists and building relationships

You should cultivate a relationship with key journalists over time – it can be too late to get to know a journalist when you have some urgent climate change news you want to disseminate.

You also need to build their capacity to report on climate change issues.

Here are some tips:

- Identify which journalists are interested in climate change issues by seeing who is writing or presenting related articles.
 - You could make a list or database of all your media contacts (environmental and business journalists, editorial desk, bloggers and social media reporters) and their affiliations, special interests, addresses at work and at home, phone numbers, email addresses and Facebook/Twitter addresses.
 - For each media outlet, find out who decides what news will be covered and when.
- Try to meet them to introduce yourself, find out what type of stories they are looking for, how they prefer to be contacted by you (do they prefer receiving information by email, fax, text message, tweets or phone?), and what are their daily routines and deadlines?
- Stay in touch by regularly sending them newsworthy information. This can be short bits of intelligence/information on the latest trends as well as well-developed stories. This way you will gain a reputation as being a good source of material who can also be trusted to provide information and interviews on climate change issues when necessary. Make sure your media contacts know when you are attending an international or regional climate change meeting, and keep sending them updates on progress and meeting outcomes. Relate international events to the local context.
- Organise a training workshop for journalists interested in climate change, where you can explain the issues and background science, help clear up any misunderstandings they might have, and suggest angles for stories. You could also offer incentives such as prizes for good climate writing.
- Take journalists to the field to give them grounded material on which to base their stories. Give them access to good visuals, local champions and new findings/reports.
- Invite them to meetings and conferences but remember that you may need to support their attendance as most journalists have limited resources.
- Most journalists are not experts. Help them report on the climate change angle of any story and repeat the same messages again and again. Give them the story rather than hope they will work it out for themselves – they will often appreciate you making it easy for them, even if they do not say so.
- Separate facts from opinions. If a reporter presents a person's opinion as a fact, this can result in misleading stories and mistrust between reporters and sources. Ask to see articles before publishing in order to verify facts.
- Remember to target and court editors and producers: journalists may be keen to write about climate change, but without the support of their editors and producers this is difficult.

Journalists can be our allies but they are not our friends. Do not say anything you don't want them to repeat (there is no such thing as 'off the record')



Case Study 2. Senegal: Training for community radio broadcasters in communicating climate risk

Recognising the need to communicate climate risk to local people in rural and peri-urban areas in Senegal, Energy-Environment-Development (ENDA) initiated a community radio project aiming to help local people prepare for and respond to climate related extreme events better. ENDA developed a training module to help community radio broadcasters design better radio programmes that could communicate climate risk. Environmentalists, educationists and some local decision makers also attended the training sessions held. The training included information on: basic climate change concepts; raising awareness on climate vulnerability and adaptation through effective broadcasting; developing programmes with practical climate change case study illustrations; and, monitoring and evaluating locally-developed climate change awareness raising programmes. Key learning points from this initiative include:

- Engage communication experts when developing climate risk communication modules.
- Include stakeholders from different sectors (agriculture, environment, water, energy, communication etc.) when conducting training on module use.
- Engage local decision makers in the process to secure locally-relevant and experience-based advice.
- Use participatory methods during module training in order to improve understanding of the communication tools. This requires sufficient time allocation for participatory exercises.
- Train local radio broadcasters and encourage them to design programmes in their local languages. This will enhance local audience understanding of the issues communicated. Linguistic services may be needed for this.
- Establish monitoring and coaching systems to continue directing and assisting communicators in programme design and implementation.
- Facilitate effective collaboration between local people, researchers and practitioners to help ensure the modules produced are user-friendly.
- Do not design communication programmes and hand them over to the local practitioners (radio broadcasters) for use. It is better if broadcasters lead the design process with outsiders providing technical support. This promotes a sense of 'ownership' and means activities on the ground will be more effective.

For more information (in French) see: <http://endaenergy.org/2013/03/25/frequence-climat-surles-ondes-des-radios-communautaires/> and http://endaenergie.org/images/Matam_Crisk.pdf

Source: Gifty Ampomah, ENDA



Case Study 3. Vietnam: Creating a shared forum for journalists & NGOs

Uncertainty regarding what to expect under a climate change constrained future and what appropriate impacts and solutions are, makes communicating on climate change difficult. The Climate Change Working Group (CCWG) in Vietnam found that they did not have time to address this challenge due to busy schedules and pressure of other commitments. When people are relaxed and committed to working together, results improve and networking becomes friendlier and more productive. Based on this analysis, the Working Group established the Media Learning Group (MLG), to strengthen the network of media professionals and NGO advocates working in Vietnam and to improve the way climate change issues and projects are communicated.

MLG addresses the fact that NGO advocates and media professionals have not been working together effectively. Whilst NGOs have been working on many interesting and innovative impact-reduction and solutions-based projects at many different levels, the media has not been heavily involved. Rather, NGO communication has traditionally been oriented towards direct project beneficiaries and stakeholders, and NGO use of technical language when communicating with journalists was also problematic. At the same time, the media focused on traditional agendas, often following issues that audiences prioritised rather than the emerging and less familiar issue of climate change. Public understanding of climate change and related development issues thus remained poor.

MLG is working to address these challenges by promoting active learning amongst group members to build a new culture of working. MLG has created a learning platform with both online and offline components, with participation from climate-solution advocates and journalists. The group plans to hold peer panel reviews, sharing forums, field trips, trainings, workshops and networking opportunities. Members are encouraged to share their learning needs and suggest specific techniques and tools that they can offer to others. Each member is both a learner and facilitator. Coordination of MLG activities is flexible, informal and designed to promote active participation, interaction and self-reflection. MLG believes that this active learning approach and the integration of values relating to sympathy, trust and respect into existing working cultures will lead to a change in attitudes and practices.

Further information on CCWG Vietnam: <http://southernvoices.net>

Source: Vu Thi My Hanh, Climate Change Working Group, and Challenge to Change, Vietnam



Case Study 4. Zimbabwe: Training journalists on climate change

Persuading local media in Zimbabwe of the importance of climate change has always been challenging. The issue has been described as too scientific, full of technical jargon, lacking in glamour and outright boring. And yet development practitioners have noted that if well presented, stories on climate change may be as good, if not even better, than political, economic or health stories because climate change is a cross-cutting issue.

Addressing this challenge, the Climate Change Working Group, a coalition of over 40 civil society stakeholders involved in climate change issues, has for a number of years tried to engage the media more in climate change issues. The Working Group began by inviting the media to their regular meetings. This improved levels of understanding amongst journalists and raised coverage levels in the media. Working Group members began to regularly update the media on key international and regional meeting outcomes and several strong alliances between Working Group members and journalists were formed. Civil society also got better at working with local journalists at the UN climate negotiations themselves thus providing the relevant intelligence for good stories back home. This all served to stimulate demand from journalists too, and various satellite national radio stations outside Harare in addition to local daily and weekly newspapers began asking Working Group members for climate change story ideas.

The Working Group has been advocating for better 'climate journalism' in Zimbabwe, and in February 2011, 20 journalists from various media houses were invited to a formal Media Advocacy Training Workshop. Sessions covered climate change journalism; climate change science; climate change politics, power, money and justice; developing strong stories; and pitching to editors. The workshop left journalists better equipped to write stories and ask pertinent interview questions on policy issues. Journalists were taken on field visits to see the impacts of climate change for themselves and to speak directly with affected communities, and additional two-day capacity building workshops helped increase journalist awareness about climate change. Inspired by many of these activities, journalists have since formed the Zimbabwe Environmental Journalists' Association.

The result is a remarkable increase in the number of quality television and written reports on climate change in recent years. This in turn has fuelled progress in government-led activities to address climate change, such as the development of a national climate change strategy.

Source: Sherpard Zvigadza, ZERO, and *Southern voices on climate policy choices: analysis of and lessons learned from civil society advocacy on climate change* authored by H. Reid, et al. in 2012 and published by IIED in London.



Getting media coverage

What's the story? Making it interesting and newsworthy¹

There is an art to making the issues we are concerned about 'newsworthy' so they attract others' attention. Stories must compete with huge amounts of available information so they must be attractive.

To get into the news, a story must be new and it must be significant. Although the news about climate change is often bad, try to avoid 'doom & gloom' stories that project a sense of hopelessness. It is important that stories provide hope through success stories and inspire action to pursue lasting solutions.

Newsworthy information is anything that can be considered unique, mysterious, ironic, dramatic or humorous. Try to use words on which journalists thrive such as newest, first, ground-breaking and pioneering. To make a climate change story newsworthy you can consider making it about:

- Controversy and conflict. The media like stories with good guys and bad guys; it may be appropriate at times to put yourself in the 'good guy' role, but be prepared to identify who the adversary is.
- Injustice, deception, corruption and exploitation.
- Issues or events that involve a large number of people.
- Issues that might make us rethink our positions or beliefs.
- Issues that are currently making headlines or that many people are talking about.
- Personal stories that give a human face to a larger issue.
- Celebrities or prominent people who are personally affected by an issue.
- Holidays (such as World Environment Day) and anniversaries of important events.
- Local impact of national stories.
- Some kind of ranking (the biggest / highest / worst / last...).

And of course, a combination of more than one of the above increases your chances of engaging a journalist, who will be asking themselves "why would my audience be interested in this?"

Being visual

Pictures are far more powerful than words. Good ones tell the story and can communicate emotions that will be filtered out of a written report. So search for striking images to accompany your story. Television of course relies on pictures, and very often has no time for complex or detailed messages to go with them. So here too look for compelling images that tell a story, and try to avoid just being a 'talking head' on TV.

Making climate change easier to understand

Climate change can be perceived as technical and scientific when the underlying messages – that it is serious and something needs to be done about it – are straightforward. Climate change involves many uncertainties, especially when it comes to making predictions at local levels or over short timescales. Make it easier for the media to understand and report on climate change issues by providing journalists with access to the latest science and 'translated' into simpler language. Here are some tips for doing so:

- In going for more general appeal do not lose accuracy – never exaggerate or misrepresent the science;
- Bring the facts to life with images, analogies, metaphors and good quotes;

In trying to be fair and balanced, some journalists report the views of climate change sceptics as a counterweight to climate change stories. The science is not in doubt – the Intergovernmental Panel on Climate Change (IPCC) represents the consensus of 97 per cent of scientists worldwide and all national governments. Yet climate change 'deniers' often have a prominent place in reporting despite occupying marginal positions in scientific debates. Be prepared to comment on this: giving such minority views equal prominence to well-accepted science provides a 'false balance', and distorts the real urgency that is needed for this critical issue.

To make it newsworthy, your story should have a positive message and inspire action

1. Adapted from DanChurchAid's 2010 publication *The ABC's of Advocacy* and also www.campaignstrategy.org which provides guidance on using pictures.

- Don't forget to explain climate change terms that you may be very familiar with, like adaptation and mitigation, in simple language that can be understood by the general public;
- Avoid using of acronyms such as UNFCCC or IPCC that might not be familiar to journalists or your audience.

Press releases

The most common way of getting media attention is to write a press release (although this is best thought of as 'necessary but not usually sufficient' and should go alongside other methods of promoting your story, such as phoning journalists, editors and producers directly).

Make sure the press release addresses these key questions:

- **Who** is the subject? The subject may be a person, group, community, or event.
- **What** is happening or has happened? Grab the reader's attention quickly with simple, compelling language.
- **Where** is it happening? If it is an event, where is it going to take place? If it is an issue, where are the people affected by the issue?
- **When** did or will it happen? For an event, make sure the date and time are very clear. For an issue, focus on how often or how long the problem has been occurring.
- **Why** is it newsworthy? Consider the perspective of the reader. What would be important or interesting to them?
- **How** are you involved? How is your advocacy affecting the situation? Does the information in the press release affect society?

An effective press release should:

- Have a catchy title. Some 80 per cent of press releases end up in the bin so you need to make your headline work.
- Encapsulate the story in the first sentence, and explain it in the first paragraph.
- Highlight three key facts, and include at least two strong quotes with 'sound bites' – short catchy phrases that are likely to be repeated.
- Be no more than two pages and ideally 500-700 words. You can include further statistics or background information in an annex, as 'notes for editors'.
- Journalists often base their articles on these and may or may not contact you for more information – so don't forget to include your contact details.

Climate change press releases

- For a range of press releases from the Climate Action Network: www.climatenetwork.org/news-releases
- Particularly good climate change examples:
 - www.climatenetwork.org/press-release/coal-smoke-obscures-climate-ambition-warsaw
 - http://wwf.panda.org/wwf_news/press_releases/?214250/Progressive-cities-forge-path-toward-renewable-future
 - www.oxfam.org.nz/news/extreme-inequality-ski-slopes-davos-0 (a good press release and image, but very long)
- For a generic (non-climate change specific) template: www.wikihow.com/Sample/Press-Release
 - And a contrasting marketing style: www.bloomberg.com/news/2014-01-29/mcdonalds-seeks-to-out-latte-starbucks-amid-coffee-wars.html

Source: Ashwini Prabha-Leopold, CAN

Press conferences

Another tactic for getting journalists' attention for a big story is to hold a press conference. This is a good way of talking directly to a number of journalists and giving them an opportunity to ask questions and interview key spokespeople – especially if you have a high profile spokesperson (such as a local celebrity) who journalists would want to meet. However, they can be expensive to hold and journalists may not turn up (and if they do turn up but are disappointed with the story or the interviewees, this will damage your reputation). So only use them when there is a really big story.

An alternative is to organise a press conference on the phone or online – it's cheaper for you and for the journalist.

Case Study 5. Organising a phone press conference on the IPCC report



In 2013, Climate Action Network South Asia (CANSA) organised a phone press conference on a recently released IPCC report. Three experts were available to comment on report findings relevant to the South Asian region and answer questions from journalists who called in. Several technical challenges were encountered. It worked well with Indian journalists who called in on a toll-free number, but journalists in Nepal and Sri Lanka struggled to make the technology work for them and get through. The press conference taught CANSA many lessons about working with media in creative ways and allowed them to build relations with some key journalists, which will provide opportunities for outreach in the future.

Source: Vositha Wijenayake, CANSA

Should you pay?

In some countries, it has become the norm for NGOs and other civil society groups to pay the media to cover their stories. Often this has arisen because NGOs have not understood what the media needs and have given them very boring stories that editors did not want to publish as news. They then treated this as advertising and requested payment. Or it may simply be a corrupt practice.

Journalists may also ask for expenses to attend events. In some circumstances, this is normal and reasonable, but in others it is extorting money in exchange for stories.



Media interviews

Securing interviews with journalists should form part of any media strategy. A good interview will ensure the journalist keeps your contact details for the next time they want someone to comment on a climate change related issue. Conversely, if you don't do the interview the journalist may end up interviewing someone else – who may be less qualified or defend a view you do not share. The following tips will help ensure your interview is effective²:

Before the interview

- Find out what the topic is, which media outlet the interview is for, who the audience will be, who will be interviewing you, where and when the interview will be, how long it will be, and what format it will take (for example a one-on-one interview or a panel with several guests). It will help you to know how much the reporter knows about the topic and if they or their media outlet has a bias on the subject.
- Stick to your area of expertise. Recommend someone else if the enquiry isn't in your area.
- Practice with a colleague in advance. Think what difficult questions you might be asked and develop answers.
- Know in advance what key messages you want to get across and keep returning to these. Have three key points and anecdotes or facts to support them.
- Be clear on what you wish to present as facts and what are opinions, and check that your facts and statistics are correct.

2. Adapted from *The Media Interview: a list of do's and don't's* taken from the FAO media relations branch and *Top tips for media work: a guide for scientists* by the Science Media Centre.

During the interview

DO

- Stay on message and don't be distracted by attacks, questions or side issues. Answer the reporter's questions, but return to your message track. Simply responding to them doesn't always allow you to get your message across, so repeat your messages regularly. This will increase your chances of seeing it in the final news story.
- Be polite, well presented, and never lose your temper. You want the audience to have confidence in you and concentrate on the message you are conveying, not your personality.
- Be helpful. If you don't know the answer, say so and offer to find it out.
- If you are not sure of the question, ask the reporter to repeat it.

DON'T

- Don't bring up issues or subjects that you don't want to see in the story. Be prepared for anything you say to a reporter to be repeated; if you're not, don't say it.
- Never lie. If you cannot tell the truth, don't be evasive; if you cannot give information, say why.
- Avoid technical terms and jargon, including abbreviations or acronyms such as REDD or UNFCCC. Explain them if you have to use them.
- Avoid promoting your organisation too much, or denigrating the work of other organisations or individuals.

After your interview

- Keep track of what was said during the interview and watch closely for the story in print or broadcast; learn from it.

Resources for ensuring a good interview

The Food and Agriculture Organisation of the United Nations (FAO) has a very useful checklist The Media Interview: a list of do's and don't's taken from the FAO media relations branch. This provides guidance for different types of radio and TV interviews, including how to prepare for the interview, structure responses, manage the interview, and cope with difficult questions. See: www.fao.org Other useful sites include:

- www.foe.co.uk/sites/default/files/downloads/cyw_68_media_interview.pdf
- <http://voices.yahoo.com/media-relations-101-conduct-successful-interview-62489.html>
- www.cbsnews.com/news/press-interviews-7-tips-for-great-results/
- www.badlanguage.net/how-to-give-a-good-interview
- www.idrc.ca/EN/Resources/Tools_and_Training/Documents/how-to-do-a-tv-interview.pdf (for a TV interview)
- www.dpkpr.com/articles/top-10-tips-for-preparing-for-a-tv-interview/ (for a TV interview)

More information on CANSA: <http://cansouthasia.net/>

Source: Vositha Wijenayake, CANSA



Further information and resources

Campaign Strategy provides useful guidance on communicating using pictures on the basis that images are more powerful than words, and also on identifying your audience. See: www.campaignstrategy.org/twelve_guidelines.php?pg=intro

Climate Communication helps make climate change science available and comprehensible to the media and to the public. It encourages journalists seeking climate change information to contact them for help: www.climatecommunication.org

DanChurchAid's 2010 publication *The ABC's of Advocacy* (in English and Arabic) provides guidance on working with the media and answers the following questions: Why should we work with the media? How do we attract the media? How do we create relationships with the media? What tools can we use to approach the media? (This includes press tours, press briefings, pitch letters, press releases, press conferences, interviews, opinion editorials, press kits, photo opportunities, internet, and mobile phones and texting, and details are provided on each). What is electronic advocacy? Why do we need to track the media? See: www.danchurchaid.org

SciDev.Net has a number of useful articles on climate change and developing countries. For example, James Fahn's 2009 article *Climate Change: How to Report the Story of the Century* addresses how journalists can communicate uncertainty, sell their story, and give a global issue local relevance. See: www.scidev.net/global/environment/climate-change/ SciDev.Net's 2011 publication *A Guide for African Science Media Officers* includes guidance on writing and sending out a press release, the power of radio, getting science news on television, organising a media event and embracing new media.

Talking Climate has a useful guide on climate change scepticism and the media here: <http://talkingclimate.org/guides/climate-change-scepticism-and-the-media/>

The Climate Change Media Partnership provides journalists from the South with fellowship opportunities designed to improve media coverage of climate change issues in developing countries. Its website provides examples of print, radio, video and photo stories, and also a directory of experts who are able to talk to journalists about various aspects of climate change. Its resources section contains material to support journalists reporting on climate change issues: www.climatemediapartnership.org/

The Community Toolbox has comprehensive guidance on working with the media, making friends with the media, creating news stories the media wants, using paid advertising, meeting the media, and changing the media's perspective. See <http://ctb.ku.edu/en/table-of-contents/advocacy/media-advocacy> It also provides guidance on writing letters to the editor. See: <http://ctb.ku.edu/en/table-of-contents/advocacy/direct-action/letters-to-editor/main>

The Ecumenical Advocacy Alliance has compiled a list of resources to help with advocacy (not climate change specific). See: www.e-alliance.ch/en/s/advocacy-capacity/resources/

The Metcalf Institute for Marine and Environmental Reporting resources include *Communicating on Climate Change: An Essential Resource for Journalists, Scientists, and Educators*, compiled by Bud Ward in 2008. It provides guidance for editors, reporters, scientists and academics on communicating climate change. See <http://metcalfinstitute.org>

The Tearfund Advocacy Toolkit *Practical Action in Advocacy* by Graham Gordon (2002) has general (non-climate change specific) guidance and tools for writing a media release (tool 33) and radio interviews (tool 34). See: www.tearfund.org See also the second edition *Advocacy Toolkit* by Joanna Watson, published by TearFund (2014). <http://tilz.tearfund.org/~media/files/tilz/publications/roots/english/advocacy%20toolkit/second%20edition/tearfundadvocacytoolkit.pdf>

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Toolkits in this series

Toolkit 1: Start Here! Introducing Advocacy and the Climate Change Advocacy Toolkits

Toolkit 2: Planning Advocacy

Toolkit 3: Framing the Debate: Messages and Communication

Toolkit 4: Strengthening Advocacy Networks

Toolkit 5: Influencing Decision Makers

Toolkit 6: Engaging the Public

Toolkit 7: Engaging the Media

Toolkit 8: Supporting Local Voices

Toolkit 9: Policy Implementation & Finance

Have your say

Readers are invited to provide feedback on the Advocacy Toolkits and experiences of their use at the Southern Voices discussion forum: <http://forum.southernvoices.net/categories/toolkit>

Cover photo: The media are powerful tools which you can use to get your advocacy message across
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**Strengthening southern voices in
advocating climate policies that
benefit poor and vulnerable people**



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