Engaging and Using the Media to Promote Public Awareness of Biosafety

Asia-Pacific Regional Training Workshop on Public Awareness, Education and Participation Concerning Living Modified Organisms

25-29 March 2013, Hanoi, Vietnam

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Hanoi Radio and Television
Coverage:

1. The importance of maintaining good media relations and key points to consider in dealing with the media

2. Various types of media and factors to take into account in selecting the media type/channel to use

Importance

• Media has its own audience who believe or spend time to follow
• Reporters/Editors know what and how to make your news/information relevant or interesting
• Convey your message in the wider coverage
Keep in mind

- Media know their audience’s taste
- Audience is persuaded or impacted by media
AN ANALYSIS OF ATTITUDES AND BEAR BILE USE IN RURAL AREAS OF VIETNAM
Help protect Vietnam's bears by saying no to bear bile and other bear products.

2008 Bear Bile PSA for National Broadcast on VTV (Vietnam Television)
Key points to consider in dealing with the media

• Journalists are not experts – Less jargons and scientific terms
• Provide in detail what journalists request
• Some suggestions which are more relevant with your organization
• Arrange interviews with right persons
• Never say “No” even you don’t know – Request some suggestions:
  + Some clues
  + Information on your organization
  + Invite to join your mailing lists
Each kind of media has its own demands

- Radio: Voice and sound
- Online: Photos with small/medium sizes
- Print: Photos with large sizes
- Television: Activities and Persons
Each media has its own interests

- **News desks** in newspapers, radio and TV need fresh news each day
- **Magazines and documentary producers** need feature stories that go into a topic in depth
- **Local radio stations and newspapers** want stories that affect and interest their own listeners and readers
- **International media** seek stories that have a wider interest
- **Press services** (AFP, Reuters, AP) want high-interest stories
- **Freelance reporters** also want high-interest stories
Target audience

• Age
• Gender
• Locations
• Ethics
Each program/page has its own audience
Hình ảnh Hà Nội lung linh trong "Giờ Trái Đất 2013"
24/03/2013 06:10:00
Hướng ứng Giờ Trái Đất năm 2013 với những sắc màu lung linh, cả thủ đô Hà Nội tất bật trong khoảng khắc "tắt điện, bật tương lai."

Vũ dương ứng cảm nước sạch sông Đà cho Hà Nội
Những khu vực cận thành phố Hà Nội sẽ rơi vào cảnh không có nước sinh hoạt do dựng ứng cảm nước sông Đà cho Hà Nội từ vào năm 2013.

Khan hiếm nước ngọt ở đồng bằng sông Cửu Long
Trước tình trạng nước ngọt khan hiếm trong mùa khô, người dân ĐBSCL phải tìm nguồn nước từ trữ nước mưa, khan hiếm trăm triệu m3.

Đồng đất cùng dỡ manh xây ra ở Nga và Vannath

TIẾT KIỆM 401 MW ĐIỆN
Theo EVN, sau 1 giờ hưu ung...
Press release

- Short, 1–2 pages
- Publish:
  + Website
  + Mailing list
  + Networks
Inverted pyramid

Most important information

Less important

Least

Editor may cut here

Or here
Press release

- Answer questions—who, what, when, where, why, and how

- Valuable quotes
Press release

• Only one message
• Short sentences
• Three to five quotes
Press release

Tips

+ Most important info in the paragraph 1

+ Supporting details later

+ Make important information bold
News values

• Timeliness
• Proximity
• Interest
• Audience fit
• Impact
• Conflict

• Novelty
• Prominence
• Human interest
• Images
• Editorial policy
Timeliness

• Is the event new, or has it just happened?
• Is the information useful now, today or tomorrow?
• Can be seasonal (eg, in farming)
• Can your information be related to a current event (eg World Food Day)?
Proximity

• Is the story near readers geographically or psychologically?
• Is it about local events, people, places?
• Can readers identify with local angle?
Interest

• Is the story boring or interesting?
• Does it say anything?
• Does it make people think?
• Is it presented in an interesting way?
• Does it stop when it should, or does it go on and on and on and on...?
• Does it make someone want to read (or listen or watch) it to the end?
Audience fit

• Different groups have different interests
• What interests **your** audience?

<table>
<thead>
<tr>
<th>Audiences</th>
<th>Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Older people</td>
<td>How to deal with pests</td>
</tr>
<tr>
<td>Farmers</td>
<td>Music players</td>
</tr>
<tr>
<td>Students</td>
<td>Part-time jobs</td>
</tr>
<tr>
<td>Young mothers</td>
<td>Healthy diets for children</td>
</tr>
<tr>
<td>Adolescents</td>
<td>Fast-track careers</td>
</tr>
</tbody>
</table>
Impact

• What are the consequences of the news?
• How many people are affected? How big an area?
• How serious are the effects?
• Does the news have economic or social consequences for the audience?
• Is the impact direct and personal?
Conflict

• Is there conflict involved?
  – People against people
  – People against nature
  – Disagreement, politics, crime, war
  – (in agriculture: farmers against weather, pests, diseases, government regulations)
Novelty

• What is different about this story? What is out of the ordinary?
• What is unique, rare, strange, bigger or better?
Prominence

• Who is involved in the news?
• Fame, notoriety
• High position
• Major achievement
Human interest

- Adventure
- Age
- Animals
- Children
- Food
- Health/illness
- Humour
- Progress

- Sex
- Suspense
- Sympathy
- Tragedy
- Etc.
Images

• Good photography makes it more likely the editor will use the story
• People look at pictures first, then read text
• Use eye-catching photos or video footage
• Only use excellent photos or video
• Develop a library of suitable photos and video
Press release

- Avoid scientific or technical jargon
  + Use language understandable of a grandmother
  + Rewrite jargon in plain language, then get it approved by scientists
- Technical terms with a clear explanation
Press release

• Media contacts
• Brief history and achievement of your story
• Brief introduction of persons whose quotes are presented
A press conference

• Location: easy to find
• Time: Biodiversity day or Environment Day
• Confirm the journalist to come by phone or email
• Request questions from journalists in your list
A press conference

Materials

– Printed materials
– USB: + Photographs in
  + Video footage of your organisation for TV crews
  + Information you would like to share
– More than enough! Journalists compete: they will not share

Sign-up sheet for media people, with column for phone numbers and email addresses
– Use to update your address list
A press conference

• Manage the time
+ Allow time at start for latecomers to arrive
+ Short welcome and introduction
+ Presentations from the most important to the least
+ 45 to 60 minutes
A press conference

• Q& A: 45 – 60 minutes
• Take three questions for a turn
• Give media contacts when time is over
A press conference

Back at the office

– Have someone at office to answer questions during press conference
– Reporters who cannot attend may call to ask for press kits
Thank you very much!

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