

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***

**Tran Thi Thuy Binh
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
3. Tips on how to prepare press releases and how to run an effective press conference.

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





Bạn có muốn
tienganh123.
Học Tiếng Anh
qua, chất lượng
năm.

tin 74 ôi trường

Tin Nhanh Về Môi Trường Việt Nam



Chủ nhật, 24/03/2013, 19:52:51

Chính trị - Xã hội

Ngày Gấu Việt Nam

(TNO) 50 người nổi tiếng trên
dứt nạn nuôi nhốt gấu ngay lậ
Nam 13.9.

Trong buổi họp báo tại Hà Nội,
lĩnh vực điện ảnh, thể thao, âm
buôn bán, tiêu thụ mật gấu đar
các nước trong khu vực.



Tin trong nước Tin thế giới

Tin nóng

Trang tìm kiếm

Các tin liên quan đến từ



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Từ khóa liên quan: Trung tâm G



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2008 Bear Bile PSA for National Broadcast on VTV (Vietnam Television)



Daniel Weiss - 24 video

Đăng ký 7

2.30

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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





Tiếng Việt | English | Français | Español | 中文 | MOBILE

Vietnam+

Chính trị | Thế giới | Kinh tế | Xã hội | Đời sống | Văn hóa | Thể thao | Khoa học | Công nghệ | Ôtô

TRANG NHẬT :: MÔI TRƯỜNG



Hình ảnh Hà Nội lung linh trong "Giờ Trái Đất 2013"

24/03/2013 | 06:10:00

Hưởng ứng Giờ Trái đất năm 2013 với những sắc màu lung linh, cá thủ đô Hà Nội lại rộn ràng trong khoảnh khắc "tắt điện, bật tương lai."



Vỡ đường ống cấp nước sạch sông Đà cho Hà Nội

Nhiều khu vực của thành phố Hà Nội sẽ rơi vào cảnh không có nước sinh hoạt do đường ống cấp nước sông Đà cho Hà Nội bị vỡ trưa 23/3.



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, khoan giếng trái phép.

Động đất cường độ mạnh xảy ra ở Nga và Vanuatu



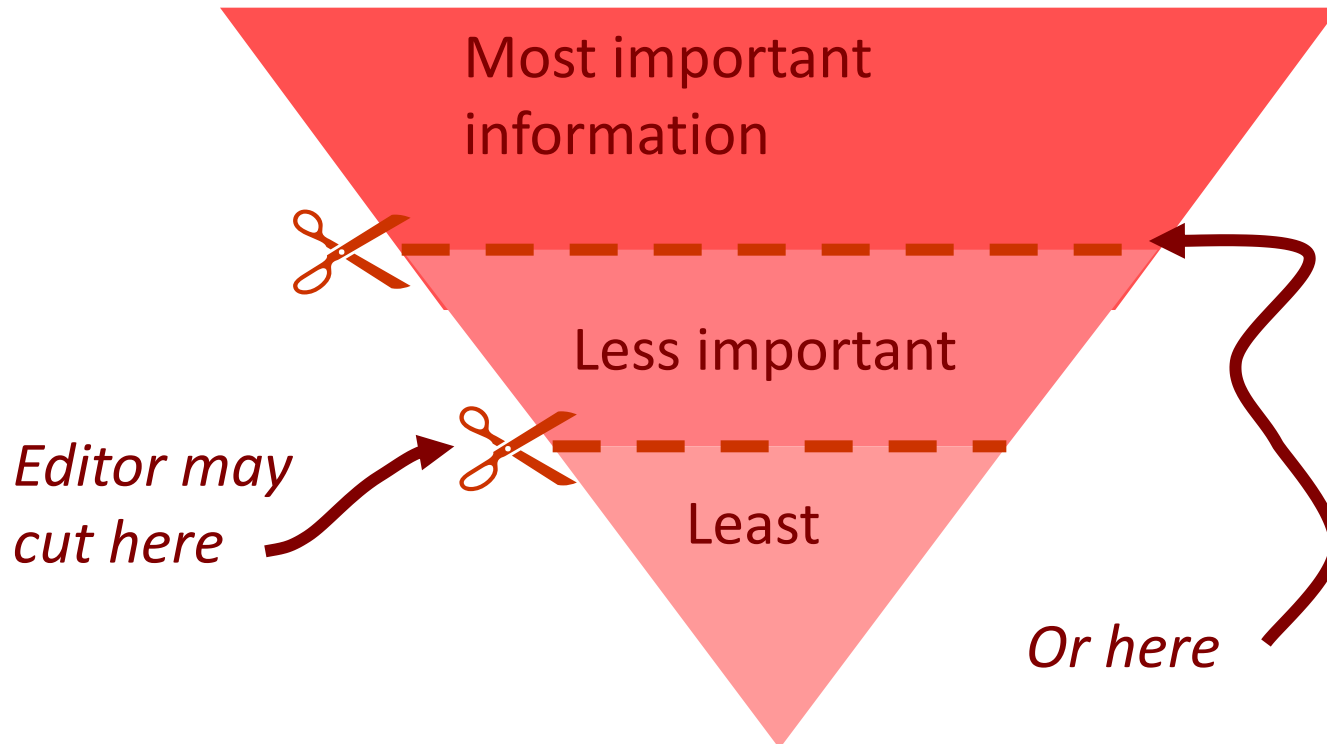
TIẾT KIEM 401 MW ĐIỆN

Theo EVN, sau 1 giờ hưởng ứng

Press release

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

Inverted pyramid



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

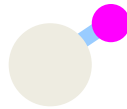
- + Make important information **bold**

News values

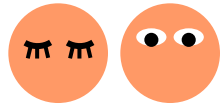
- Timeliness



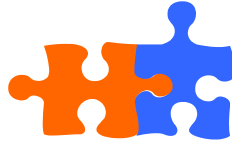
- Proximity



- Interest



- Audience fit



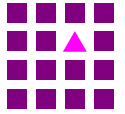
- Impact



- Conflict



- Novelty



- Prominence



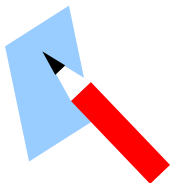
- Human interest



- Images



- Editorial policy

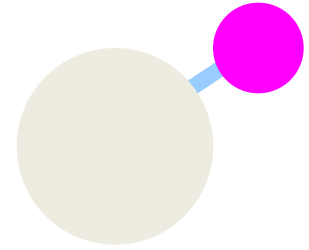


Timeliness



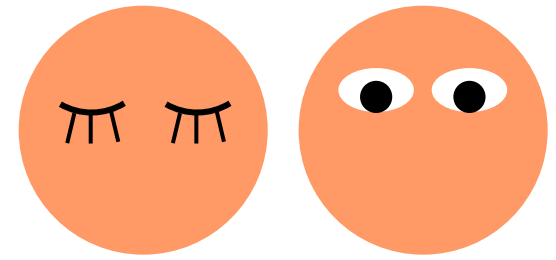
- Is the event new, or has it just happened?
- Is the information useful now, today or tomorrow?
- Can be seasonal (eg, in farming)
- Can your information be related to a current event (eg World Food Day)?

Proximity



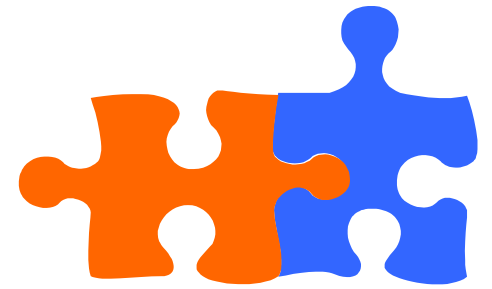
- Is the story near readers geographically or psychologically?
- Is it about local events, people, places?
- Can readers identify with local angle?

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...?
- 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?

Audiences

Older people

Farmers

Students

Young mothers

Adolescents

Stories

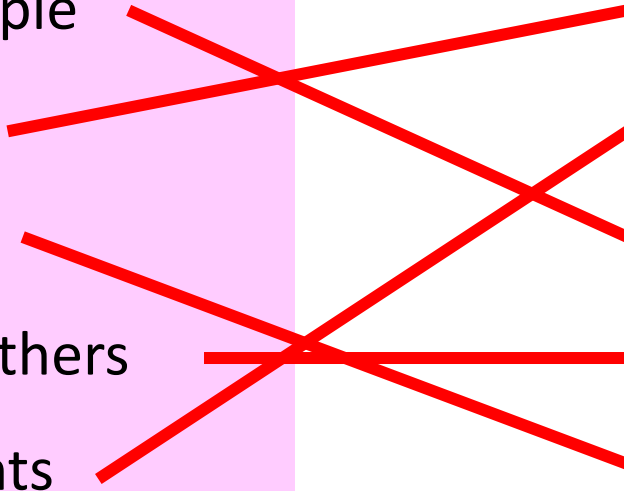
How to deal with pests

Music players

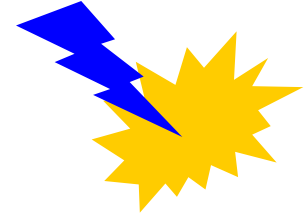
Part-time jobs

Healthy diets for children

Fast-track careers



Impact



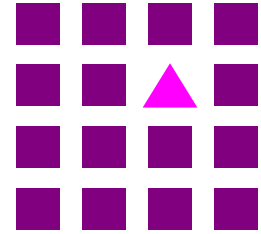
- What are the consequences of the news?
- How many people are affected? How big an area?
- How serious are the effects?
- Does the news have economic or social consequences for the audience?
- Is the impact direct and personal?

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



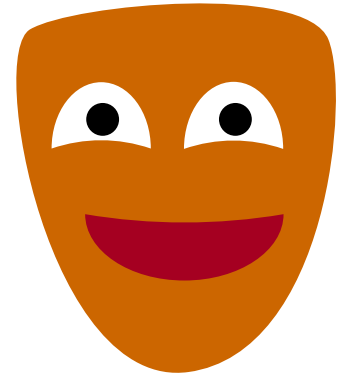
- What is different about this story? What is out of the ordinary?
- What is unique, rare, strange, bigger or better?

Prominence



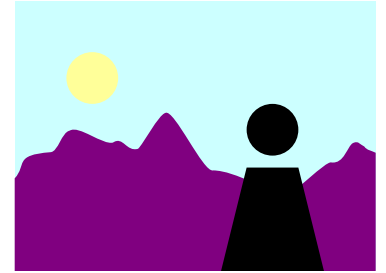
- Who is involved in the news?
- Fame, notoriety
- High position
- Major achievement

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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