

LOUISA NAKANUKU  
OCTOBER 3, 2016  
LOME, TOGO



SAWAP SUB-REGIONAL WORKSHOP  
ON MEDIA MEN & WOMEN CAPACITY  
BUILDING

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THE MEDIA AND  
SUSTAINABLE  
LAND & WATER

WHAT COMES TO MIND WHEN YOU HEAR "MEDIA"? WHAT DOES IT MEAN TO YOU?

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- Mass communication
- 1940s ... interesting fact: it was compiled by the guy who headed the Allied psychological warfare

“THE MEDIA'S THE MOST POWERFUL ENTITY ON EARTH. THEY HAVE THE POWER TO MAKE THE INNOCENT GUILTY AND TO MAKE THE GUILTY INNOCENT, AND THAT'S POWER.”

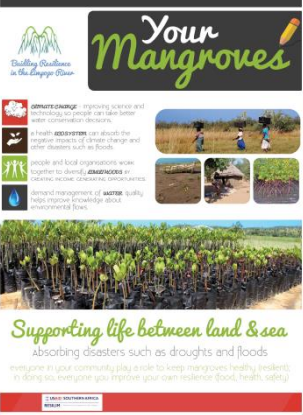
SET THE AGENDA

Malcolm X



NAMIBIAN / AMERICAN / LIBERIAN

SCIENTIST, TURNED  
COMMUNICATOR



ARTIST

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WHO AM I?

# RESULTS

- ▶ Establish collaborative partnerships & networking opportunities with journalists
- ▶ Constraints of journalists to cover issues
- ▶ Tools and skills to deliver messages, NEW MEDIA
- ▶ Narration & Monitoring and Evaluation
- ▶ New Trends + Writing Press Releases

## GOAL HERE:

- ▶ Current situation of what works in media
- ▶ Why NB to expand view of “media” + have multiple strategies
- ▶ Look at how to write a proper press release



# WHAT WE KNOW OF MEDIA

- ▶ Mass media CAN play vital role in creating peoples' awareness
- ▶ CAN reach mass audience across vast distance
- ▶ Proven multiplier effect / set the agenda
- ▶ Use right, visual images can create strong reaction within people, many times this takes place on a subconscious level





**IF YOU'RE STILL GETTING DOWN AT DAWN, YOU'RE PART OF THE BELL NATION.**

#BELLNATION | /BELLLAGER | @BELL\_LAGER

**BELL**  
LIVE EVERY MOMENT

ENJOY RESPONSIBLY. EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS.

AKRIGHT CITY  
KAKUNGULU  
www.akrightcity.com

Adman source  
Tel: 0752 822 980

**Coca-Cola** open happiness

thirsty for  
**LOL**

ALLIANCE MEDIA



**MAMA WASHES CLEANER THAN CLEAN.**

**Mama**

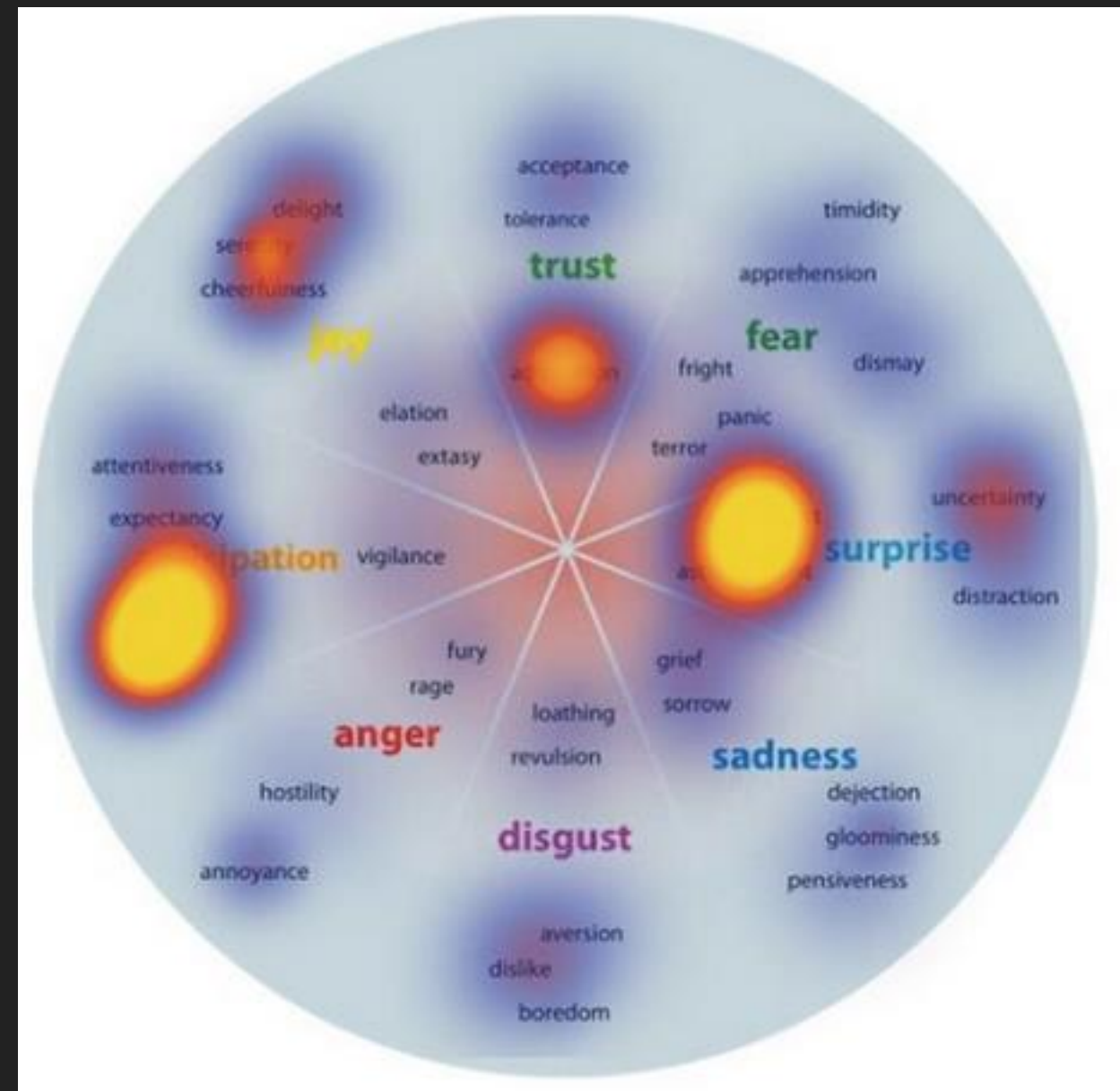
PHARMACEUTICALS  
PHARMACY  
& cosmetics

Mama knows best



# WHAT IS COMMERCIAL MARKETING DOING RIGHT?

- ▶ They don't communicate the product or service
- ▶ They communicate an emotion: "Life is good" "Make it happy"
- ▶ Emotion develops deeper connections
- ▶ Social media, again ads with strong emotions - **provokes conversation**
- ▶ Taps into enthusiasm of target audience (**aligns values**)
- ▶ Ads tell a good story





# ENVIRONMENTAL COMMUNICATION

## NOT ON OUR WATCH

World Rhino Day coincides with South Africa's (SA) celebration of Heritage Day / Month. South Africa is the home of rhino and, rhino is the key member of the big five and is important to our heritage. Rhino poaching reached severe levels. Citizens of the world need to take action and blow the whistle on rhino poaching. We should all stand up and shout: Not on Our Watch!

ANTI-POACHING MESSAGE  
0800 705 006

Our lives. Theirs. It works.

Not On Our Watch

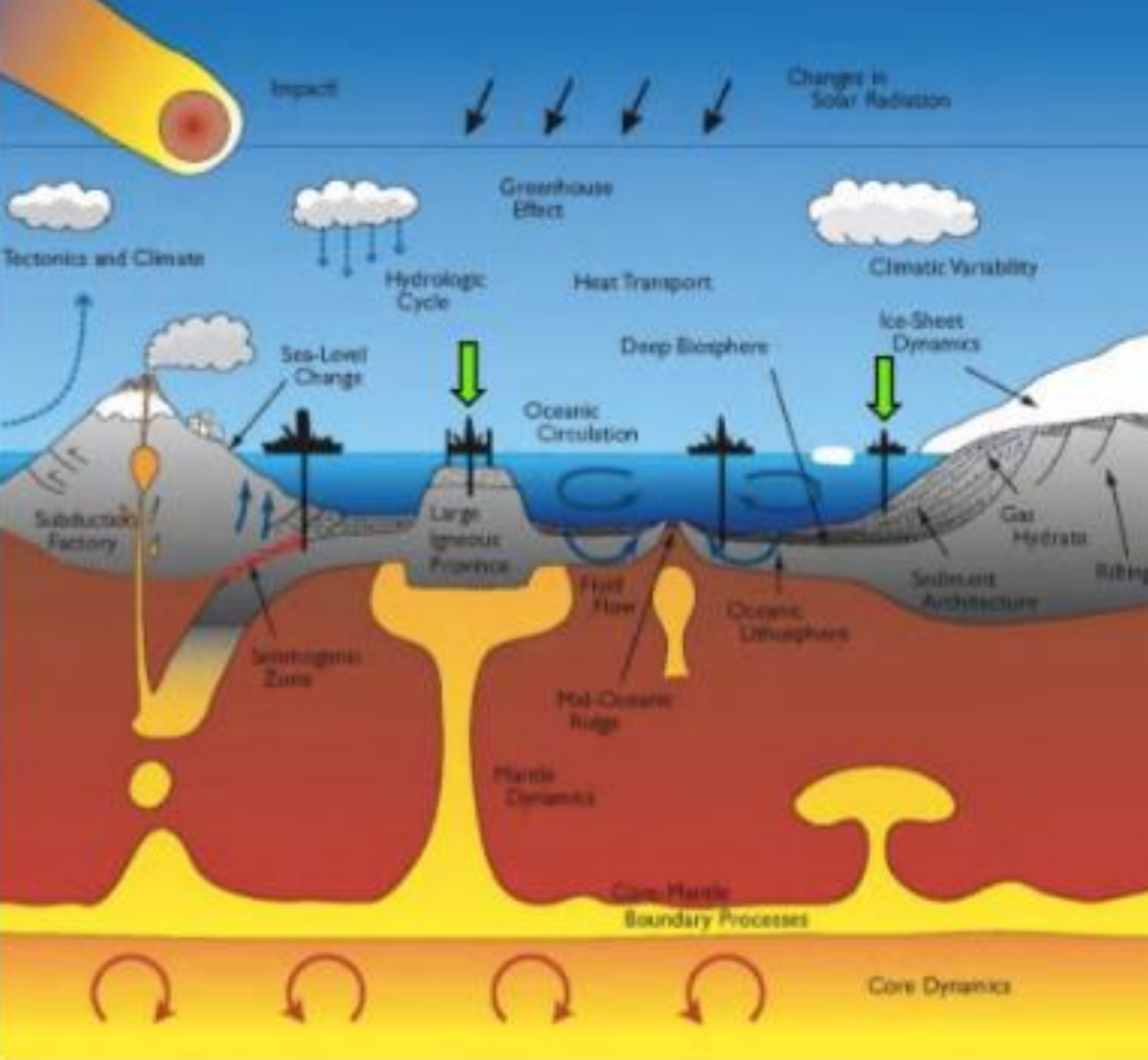


Parrot fish move from seagrass beds to forereef in the Caribbean

Mumby et al. Nature 2006



The presentation screen displays four histograms showing the percentage of fish in each size class for different species: *Dipterygion*, *Halargyreus*, *Parrotfish*, and *Parrotfish*. The x-axis is labeled 'Fish length' and the y-axis is 'Percentage of fish in each size class'. A central photograph shows parrotfish swimming over a reef. The man is pointing to the histograms.



## June is Environment Month

GO WILD FOR LIFE



The advertisement features a leopard on the left and a group of people on the right. The text 'GO WILD FOR LIFE' is prominently displayed at the bottom.

## HELP SAVE A SPECIES



The advertisement features a cheetah in the background. The text 'HELP SAVE A SPECIES' is prominently displayed in the foreground.



A group of four people are standing together, holding a book titled 'NORTH AFRICA'. The book cover features a map and the title 'NORTH AFRICA'. The people are smiling and appear to be at a book launch event.



**HOW MANY SPECIES OF RHINO ARE THERE?**

**African rhino species**

Black rhino, *Diceros bicornis*  
White rhino, *Ceratotherium simum*

**Asian rhino species**

Greater one-horned (Indian) rhino, *Rhinoceros unicornis*  
Sumatran rhino, *Dicerorhinus sumatrensis*  
Javan rhino, *Rhinoceros sondaicus*

**What is the horn made of?**

The horn is made up of keratin (like nails and hooves). It grows from the skin and is not attached to the skull, but rests on the frontal (nasal) bone. It continuously grows at about 6-10 cm a year.

**What are the differences between black and white rhinos?**

- The biggest difference between the two is size – white rhinos are almost twice as big as black rhinos.
- In white rhinos there is a big difference in the size of their two horns – the front one is always longer. In black rhinos either one horn or the other is longer.
- Black rhinos are more temperamental and excitable than white rhinos.

**Physical differences:**

**White rhino**

- Pointed, tufted ears
- Flattish back with hump near middle
- Elongated head, usually held down
- Square upper lip for grazing
- Young usually runs ahead of mother
- Tail curled above the back
- Not recorded to have lesions (wounds)

**Black rhino**

- Rounded ears
- Concave back (curved inwards and downwards)
- Rounded head, usually held up
- Pointed, prehensile upper lip for browsing
- Young usually runs behind mother
- Tail held out straight when alarmed
- Some have lesions on the side of the body

You can report any information you may have about rhino crimes by contacting the anonymous tip-off lines 0800 205 005, 08600 10111 or Crime-Line on 32211.  
[www.environment.gov.za](http://www.environment.gov.za)



**What enemies does the rhino have?**

The adults have few enemies, with humans having by far the largest impact. Young rhinos, particularly newborns, are feeble and unstable. They are often attacked by lion and clans of spotted hyenas.



**TO GUIDE RHINOS**  
All you need to know about rhino and why it is important to save and protect them.

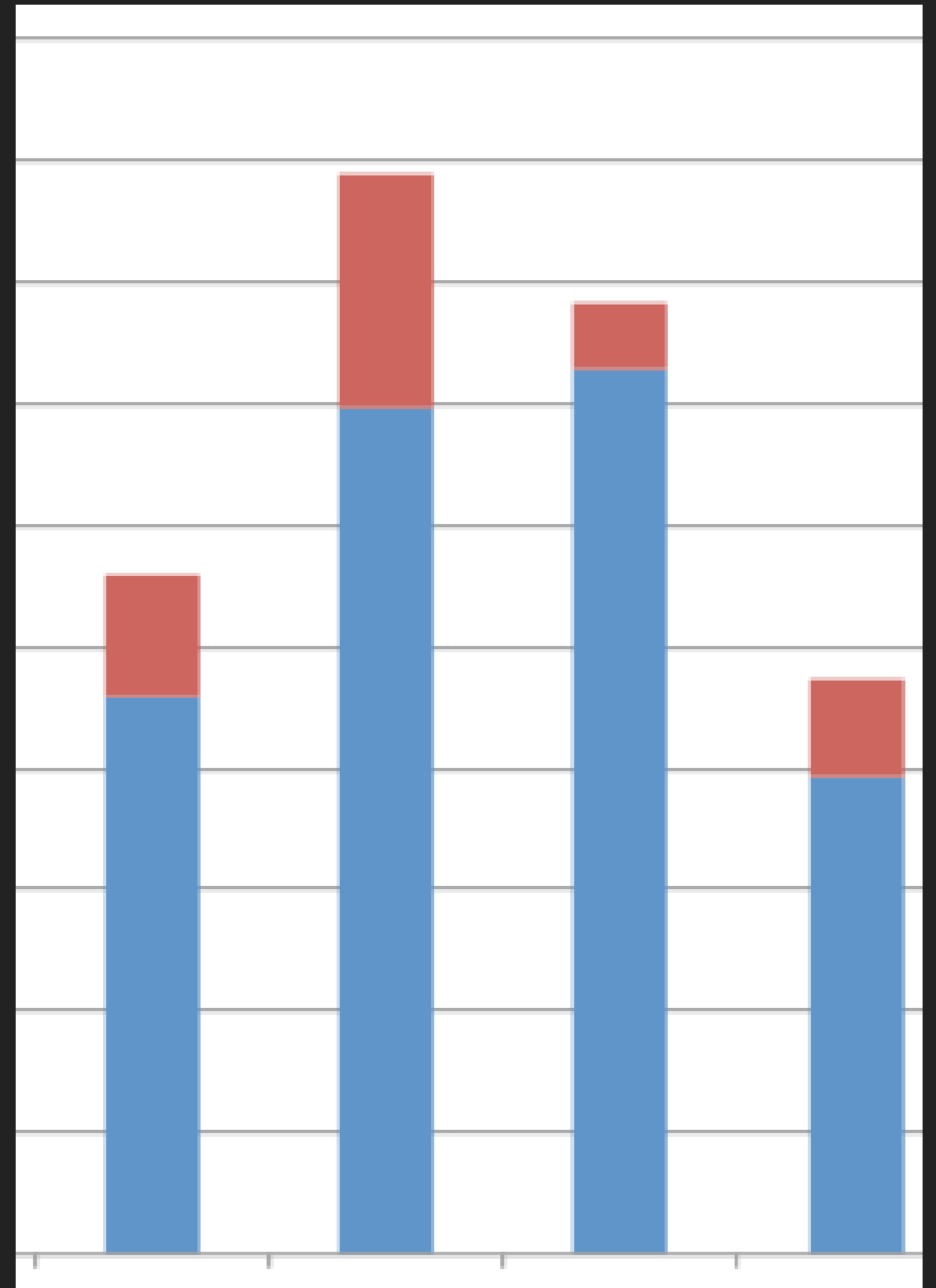


**environmental affairs**  
Department of Environmental Affairs  
REPUBLIC OF SOUTH AFRICA



# WHAT IS THE PROBLEM?

- ▶ Emphasis on education - facts & figures
- ▶ Focus on the right hemisphere of brain; designed to calculate (flight) but not to remember
- ▶ Left hemisphere designed to organize memories into stories
- ▶ WOW factor is with storytelling, emotions what you can relate to. More memorable





But is anybody  
listening?

Microsoft Lync



# SELLING THE ENVIRONMENT

- ▶ What if we could sell adopting environmental behaviors in the same way as coca-cola?
- ▶ Human behavior - driver to environmental threats - but therefore also the solution
- ▶ Marketing create **values** - no sense of moral or immoral ends. It just is.
- ▶ Examples of social marketing: Smoking



**TO ADDRESS GLOBAL CHALLENGES WE WILL NEED TO GO BEYOND THESE FEW INDIVIDUALS THAT WE ARE TARGETING TO ENGAGE SOCIETY AT LARGE.**



# MEDIA PLANNING

- ▶ Objective - what is it that you want to achieve (behaviors, attitudes)
- ▶ Media Objective
  - ▶ Who? Define target audience (general public!?)
  - ▶ How often? (Comm goals, frequency, continuity)
  - ▶ Budget
- ▶ Media strategy
  - ▶ Where? Geography
  - ▶ When? Timing & Seasonally
  - ▶ What? **Media Mix**
- ▶ Media tactics
  - ▶ Newspapers | Magazines | Digital | Radio | TV | Cable | Billboards
- ▶ Execute & Evaluate

## STRATEGY

- ▶ Objective
  - ▶ Improvement of level of coverage on stories
  - ▶ Improve relations with Editor (who decided what is published)
- ▶ Media Objective
  - ▶ Journalists that write about environment (who)
  - ▶ Monthly (consider budget)
- ▶ Media strategy
  - ▶ Where? **National newspapers or Radio**
  - ▶ When? **Leading up to global conferences**
  - ▶ What ? (media mix) **Covering travel to journalists to cover UNFCCC | UNCBD etc, AWARDS (recognition); Press conferences (to be heard); Editorial sit-down (Know what editor is interested in)**
- ▶ Media Tactics? **Newspaper? Radio? ..... face-to-face sit-downs**





# STRATEGY

- ▶ Objective
  - ▶ Increase discussions of young people in land and water issues
- ▶ Media Objective
  - ▶ College students (who)
  - ▶ Weekly (consider budget)
- ▶ Media strategy
  - ▶ Where? **Social Media**
  - ▶ When? **Whenever 'large issues comes up - it links to the environment (eg health, business, manufacturing), Create action**
  - ▶ What ? (media mix) **Social media, photos, youtube, educational materials, editorials, fact-sheets, etc**
- ▶ Media Tactics? **Facebook? Social Marketing? Radio drama? Celebrity?**





# SOCIAL MEDIA

- ▶ In 2014, 100 million people were using Facebook across Africa
  - ▶ 4.5 mil Kenya
  - ▶ 15 mil in Nigeria
  - ▶ 12 mil in South Africa
- ▶ 9% of Africans and growing; ~3.2 hours average
- ▶ Facebook, WeChat, WhatsApp
- ▶ Changing the conversation and media landscape



## 2) KENYA365 ON INSTAGRAM



In 2012 [White African](#), one of the most influential bloggers in Central-South Africa, together with photographer [@Truthslinger](#), launched a **user-generated Instagram-based project** aimed at showing to the world the beauty of Kenya (you can find [more info here](#)).



# WRITING A GREAT PRESS RELEASE

- ▶ **Headline - Attention grabber**
- ▶ **First Paragraph**
  - ▶ **Get to point - should explain what article is talking about. Getting journalists to open emails is important**
  - ▶ **Journalists are taught to get many of the 5 W's - who, what, where, why and when**
    - ▶ **Who? Who are the key players — your project, anyone else involved with the service? Who does your news affect/who does it benefit?**
    - ▶ **What? What is new?**
    - ▶ **Why? Why is this important news — what does it provide that is different?**
    - ▶ **Where? Where is this happening/is there a geographical angle/is the location of business relevant?**
    - ▶ **When? What is the timing of this? Does this add significance?**
    - ▶ **How? How did this come about?**
- ▶ **What to include . . .**

# WHAT TO INCLUDE IN PRESS RELEASE

- ▶ Facts: Journalists are trained in narrative. Your goal is to provide them facts of your claims.
  - ▶ Quotes: Someone that is newsworthy; eg president, celebrity. Needs to provide insight and not just information
  - ▶ Contact information
  - ▶ Include more information: EG links to facts and other info.
  - ▶ 1-2 pages max. So be concise. This includes quotes (3-4)
  - ▶ Photo's only if they add something to the story
  - ▶ Personalize the email
- 
- ▶ Journalists to target
    - ▶ local press (the area in which the company is based)
    - ▶ specialist press (the company's sector)
    - ▶ national press (if there is significant impact or change)



# WHEN SHOULD A PRESS RELEASE BE DISTRIBUTED?

- ▶ New product launches
- ▶ Updates to existing products
- ▶ Opening a new office
- ▶ Introducing a new partnership
- ▶ Rebranding
- ▶ Promoting/hiring a new executive
- ▶ Receiving an award



Logo

Contact details

## PRESS RELEASE International Geneva, 1 October 2016

Contact: Elly Pradervand, WWSF Executive Director and UN Representative  
WWSF - Women's World Summit Foundation

11 Av. de la Paix • 1202 Genève • Suisse • Tel. +41 (0) 22 738.66.19 • Fax +41 (0)22 738.82.48  
E-mail: [webmaster@woman.ch](mailto:webmaster@woman.ch) • <http://www.woman.ch>

Title

### 9 Laureates receive the Prize for Women's Creativity in Rural Life in 2016.

The WWSF award (US\$ 1000 per laureate) honors annually creative and courageous women and women's groups around the world for their contribution in improving the quality of life in rural communities, sharing knowledge, protecting the environment, and standing up for women's rights, development and peace.

Established in 1994, WWSF has awarded to-date 422 prizewinners in 130 countries; Profiles are published online:  
<http://womensection.woman.ch/index.php/en/prize-for-rural-women>

We hope that their stories inspire you and encourage others to participate in ending poverty and violence against women, preserving the planet, and achieving the UN 'Sustainable Development Goals (SDG) Agenda 2030' (SDGs 1,5,6,13).

Short & Sweet

Images



International Day of Rural Women – 15 October: Save the Date! WWSF Prizewinners are celebrated on 15 October in their respective countries for their empowerment of rural communities and the media is invited to bring visibility to their projects.



WWSF cordially thanks its members, collaborators and sponsors for their precious collaboration and support for this initiative to help advance the status of rural women around the world. For more information, visit our web site <http://www.woman.ch>. Donation towards our empowerment programs are appreciated. To donate: IBAN CH92 0027 9279 C811 2823 0 – [http://www.woman.ch/index.php?page=ways-to-contribute&hl=en\\_US](http://www.woman.ch/index.php?page=ways-to-contribute&hl=en_US)



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# SCALING UP: PROMOTING LAND & WATER ISSUES

- STRENGTHS – WHAT HAS WORKED
- CHALLENGES – FACED TO PROMOTE
- OPPORTUNITIES – BASED ON CHALLENGES