



The comms lab: Get hands-on communication experience

Meet your trainers!



Maria Dalby
Head of Comms



Guendalina Deluigi
Comms Officer



Olivia Rempel
Videographer





Introduction: Media work

- 207650 IW Learn, GRID-Arendal
- Head of Media relation, Maria Dalby

Why Media Engagement Matters?

- Importance of media in shaping public opinion
- The role of journalists as key storytellers
- Benefits of media coverage for your project/work:
 - Raising awareness
 - Building credibility
 - Reaching target audiences



Understanding the Media Landscape

- Types of media (traditional, digital, social)
- Different roles in the media ecosystem (journalists, editors, bloggers)
- Trends in media consumption and implications for outreach



A close-up, artistic shot of a camera lens. The lens is dark with metallic rings. Technical markings are visible on the lens barrel, including 'F=3.5CM' and '1:2.8'. The background is dark and out of focus.

Core Principles for Media Engagement

1. Know Your Audience:

- Identify who you want to reach
- Tailor your message to audience interests and concerns





2. Build Relationships:

- Establish trust with journalists
- Be a reliable source of information

3. Be Newsworthy:

- Understand what makes a story appealing
- Tie your project to current events, trends, or human-interest angles



Crafting Your Message

- Key elements of a compelling story:
- Clear and concise
- Emotional connection
- Strong visuals
- The importance of a clear “hook” or angle
- Using data and evidence effectively

Decreasing summer ice conditions are affecting habitats and distributions of immigrant and local marine mammal species.

GREENLAND

EXTENT OF COASTAL SEA ICE COVER

Pitching to Journalists

- Steps to create an effective pitch:
 - Personalize your approach
 - Highlight the relevance of your story
 - Keep it short and to the point
- Follow-up etiquette

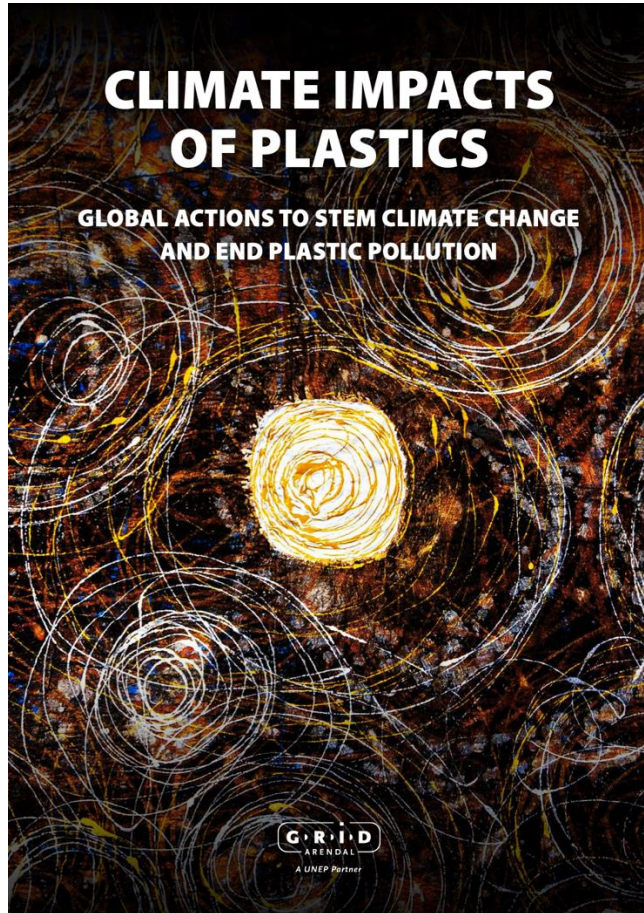


GRID-Arendal's activities are nearly always a cooperative undertaking made possible through collaboration with partners and donors.

Environmental knowledge for change.

GRID
ARENDAL
A Partner of the Norwegian Polar Research Centre

From this ... to this!



16. februar 2024 kl. 13:48

Norsk FN-partner advarer: Klimahensyn må inn i bindende plast-avtale

Verdens land skal bli enige om en internasjonal avtale mot plastforurensning. – Om man får en avtale utelukkende fokuserer på forsøplingen av plast i havet, så behandler man i beste fall symptomene og ikke årsakene, sier sjef i GRID-Arendal. Deres nye rapport viser at viktige internasjonale klimaavtaler mangler plast-tiltak.

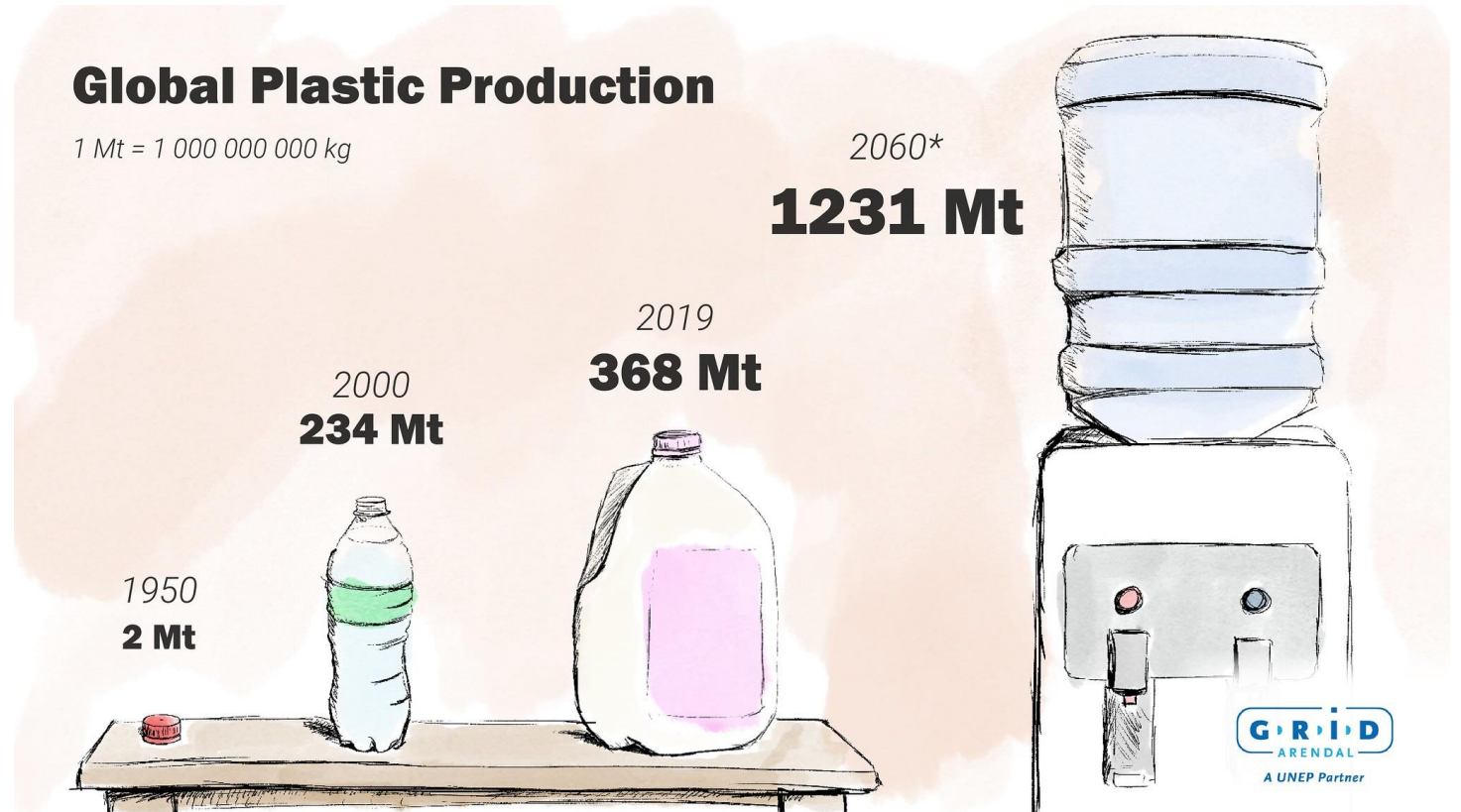


Leveraging Multimedia

- Importance of visuals (photos, videos, infographics)

Providing journalists with media kits:

- Press releases
- Fact sheets
- High-quality images



Preparing for Interviews

- Tips for successful media interviews:
 - Stay on message
 - Be authentic and conversational
 - Anticipate difficult questions and prepare responses
- Do's and Don'ts during interviews



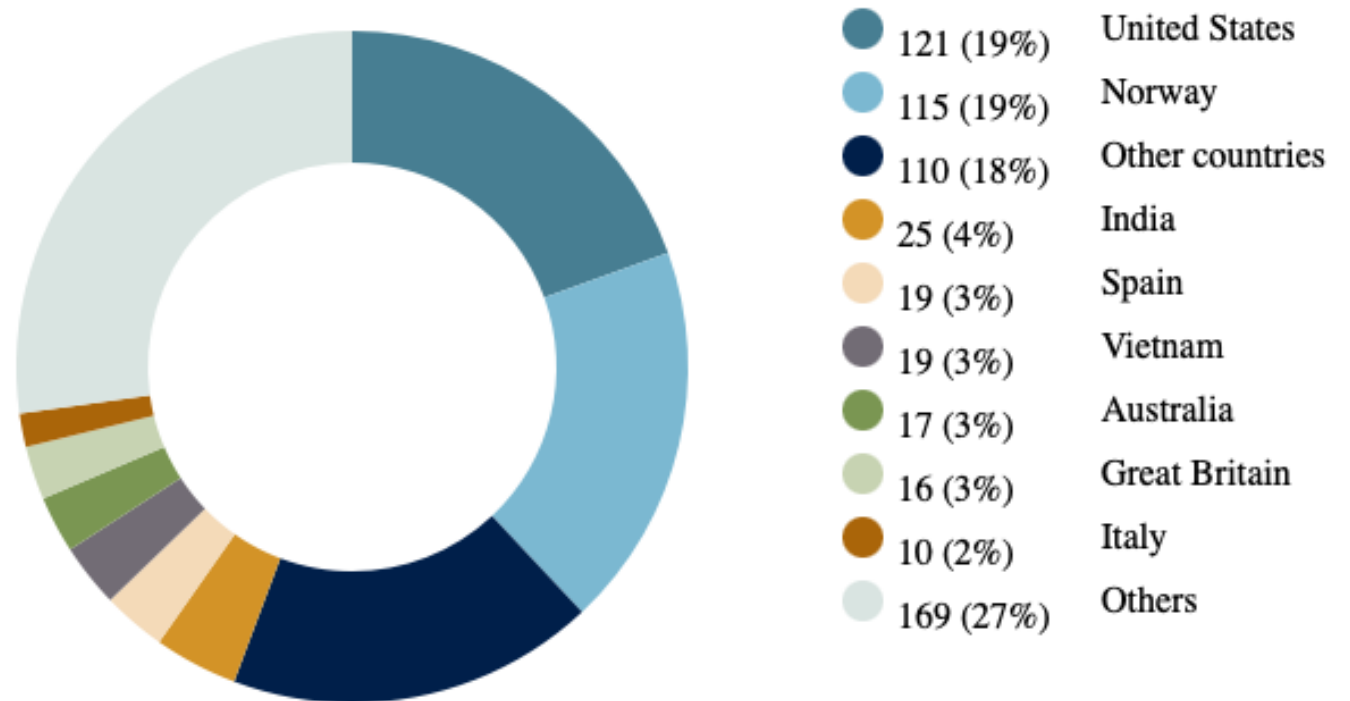
Measuring Impact

- Ways to track media coverage:

Media monitoring tools
- google alerts (free)

Analyzing audience reach
and engagement

Using insights to refine
future media strategies



Case Study: INC-process

<https://www.grida.no/activities/1298>

- Brief overview of the project
- Media strategy used
- Results achieved



Challenges and Solutions

- Common obstacles in media engagement:
- Limited journalist interest
- Negative coverage
- Tight deadlines
- Practical solutions and tips



Roster of journalist:

- **Targeted Outreach:** Ensures we engage with journalists who specialize in relevant topics.
- **Streamlined Communication:** Simplifies sharing updates, resources, and opportunities efficiently.
- **Stronger Relationships:** Builds lasting connections with media professionals for future collaboration.
- **Global Reach:** Expands our impact by connecting with journalists worldwide.
- **Enhanced Impact Tracking:** Helps measure media engagement and coverage outcomes.

Join IW:LEARN Journalist Roster!



Conclusion and assignment

What to do now:

- Write a press pitch
- Think about pictures and graphics
- Define your target audience
- Find a media /news outlet
- And find a journalist you want to pitch your story for!

Contact information for further questions or support:

maria.dalby@grida.no

