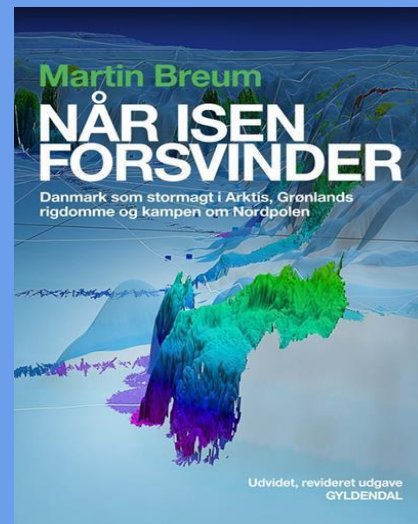
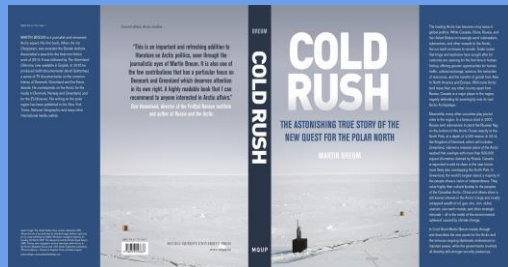
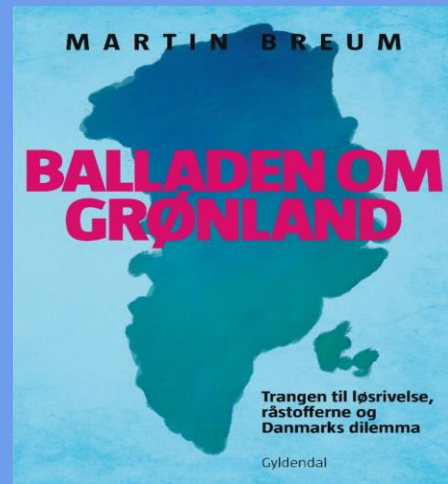


Martin's very simple guide:

How to do media work from an Arctic research station



Interact 2021



First move: Do a media plan

- **clarifies your objective**
- **saves time**
- **gets all on same track**



1. What is my goal

Make sure you know exactly what you want to achieve.

(fight climate change, more bednights/guests, increased funding, get closer to local community, increase goodwill and recognition, attract tourists)



2. What is my key message?

Find out what exactly what you want to say. Boil it down to one key message - one sentence





“We welcome more scientists to our new state-of-the-art lab which is designed with special regard for atmospheric Arctic research”

Your main obstacle:

Cognitive overload



3. Why now?

Timing is crucial. Will your message arrive at the right time?
Or too early / too late? Should you wait - or rephrase?



4. Who is your target group?

Decide exactly who you want to reach. Check if you need to rephrase? Don't waste time on irrelevant audiences



5. Select your media platform

News media: TV. radio, newspapers?

Social media?

Vkontakte, Facebook,
Twitter, YouTube,
Instagram, LinkedIn,
TikTok, Snapchat,
Weibo, WeChat,
WhatsApp....



News media or SoMe?

News media

- + Decisionmakers**
- + Legitimacy through gate-keepers**
- Unspecified outreach /**
- You don't control flow**

Social media

- + potentially unlimited outreach**
- + You design initial message**
- +/- interaction with target group**
- limited legitimacy / recognition**

7. Evaluate

Establish benchmarks to measure progress



Arctica Station Media Plan 2022

Goal: Increase bednights/int. - 20 Indian researchers signed up 2022 / 2023

Why now: India new ambitious climate targets, new incentives for climate research

Key Message	Target Group	Channel	Frequency
State-of-the-art Arctic station invites Indian researchers	Young Indian climate researcher,	Social media	once a month for six months
	top five uni's in India	Facebook	
	Alumni networks?		

Key Message	Target Group	Media Platform	Frequency
state-of-the-art Arctic research station welcomes Indian researchers	Young Indian researchers, atmospheric research	Social media	Once a month for six months
funding available through INTERACT	top five uni's in India Alumni networks	Facebook	Case story in six chapters (video?)
Case: Anya Divali / six chapters	Anya's FB-friends		check Mon., Wed., Fri. for feed back
Video of station / Anya / new lab	APECS network	Boosting up to 1000 USD	

GOAL:

Key message	Target Group	Media platform	Frequency

Exercise: Make a REAL-LIFE media plan

15 minutes



REAL LIFE - NO FICTION

(A: Stationmanager - Z is media director)

PREPARE TO REPORT

The very simple guide:

How to do media work from an Arctic research station - 2



Goal: Stronger recognition from funders and public via coverage in main news media outlets



Key message? 5 ways to news media coverage

1. Provide news and/or relate to current affairs

Recent or upcoming event, new ideas, solutions, arguments

Relate to current affairs

2. IDENTIFICATION

People readers can relate to, case stories, personal details, human interest, geography, VIPs

Feelings before opinions, data

Consider constructive ID: Invite to action, involvement, engagement or feedback, debate

Provide hope, common action, new ideas, change



'We have been here, we have always been here': Town hall event to celebrate Black, queer scientists



By [Alan Yu](#) · January 11, 2021



NPR/
US

3. IMPACT

Why is it important?

Clarify how it affects the reader, consequences, perspectives

“We can help prevent global warming in new ways”



4 Conflict

Clash of interests between people or opinions

Clings to existing controversy or debate

5. The sensational

The Arctic is still exotic

Wild animals, danger, the sublime



Five ways to the news media

- 1 News / current events
- 2 Identification / real people
- 3 Impact / why is it important?
- 4 Conflict / controversy
- 5 Sensational / fascination / adventure



News-angling exercise

2 min alone: Write down 2 subjects from you station that would make it into the news media in December this year

5 min. dialogue: Help each other choose the best of the two from each station

Present in plenary: What news-media criteria do you fit into?



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