

## MFF Media Strategy

### The role of the media in MFF's communications strategy

Mass media can play a crucial role in setting political agendas/commitments and shape public opinions about coastal issues and/or MFF. Low media presence correlates strikingly often with a weak organizational reputation, whereas good media coverage primes the public's opinion about MFF and our activities. Appearance in good quality papers, radio and TV makes it easier for us to convince professionals and donor agencies and increases MFF's right to advocate and move more people to coastal conservation.

### Benefits of using media as part of MFF's communication strategy:

1. Cost effective way to reach our target audiences
2. Shape the discourse on coastal and marine issues
3. Establish the *credibility* of MFF
4. Point people to *action* and *knowledge*
5. Demonstrate value to our donors and members

### MFF Media Strategy

#### *Intend to*

1. Guide MFF's Secretariat media work and make MFF's media work more consistent at regional, national and local levels.
2. Offer guidance to NCBs and NCs in their media work at national levels

#### *Overall objectives*

1. Create wider recognition of MFF amongst our target audiences in the relevant sectors
2. Help achieve the Programme and communications objectives of MFF.

#### *Communication Objectives*

1. Build regional communication capacity to effectively deliver the MFF objectives;
2. Adopt a pro-active communication approach in communicating MFF activities (using mass media), successes and lessons learned to both internal stakeholders and external audiences in a timely, accurate and professional manner;
3. Increase the amount and quality of IUCN media coverage
4. Facilitate the acquisition of funds and co-financing opportunities; and
5. Seek new opportunities for information sharing and other forms of cooperation.

### *Target audience*

#### Targeted 'end consumers' of media

1. Policy and decision makers in environment, development, planning, and finance domains
2. Resource managers, practitioners and technical experts
3. General public where appropriate

### *Targeted media*

1. Leading quality international print, radio and online media
2. Leading quality national print, radio and online media in framework donor countries
3. News wires
4. Specialist media read by target audiences
5. Select radio and other media in MFF focal and dialogue countries

### *Key messages for our target audiences*

1. MFF promotes investment in coastal ecosystems.
2. MFF is proactive to ensure long-term sustainable coastal management.
3. MFF is partnership-based, people focused, and policy relevant.
4. Biodiversity and healthy coastal ecosystems are essential for human well-being
5. Climate change is directly impacting coastal ecosystems and their productivity
6. Investing in coastal areas bring economic returns

### *Tools and activities*

1. Press materials (Media advisories, Press statements, and Press Releases/news releases)
2. Opinion editorials/Pieces
3. Spokespeople interviews
4. Personal liaising for feature stories/documentaries
5. Press conferences
6. Press trips
7. Media contacts database
8. Media training

### *Expand the ability of the wider secretariat to interact with the media worldwide:*

1. Provide monitoring services to analyse coverage and interests
2. Media training for staff (training materials available from MFF Secretariat)
3. Guidance for staff on how to liaise with the media (see media protocol)
4. All MFF communicators personalise relationships with their key media networks