



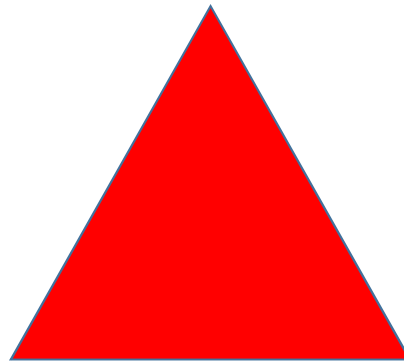
Plugging into development-centred media

Kaz Janowski

kaz.janowski@scidev.net



Social and Economic
Development



Research

Science
Journalism



Bringing science and development together through news and analysis

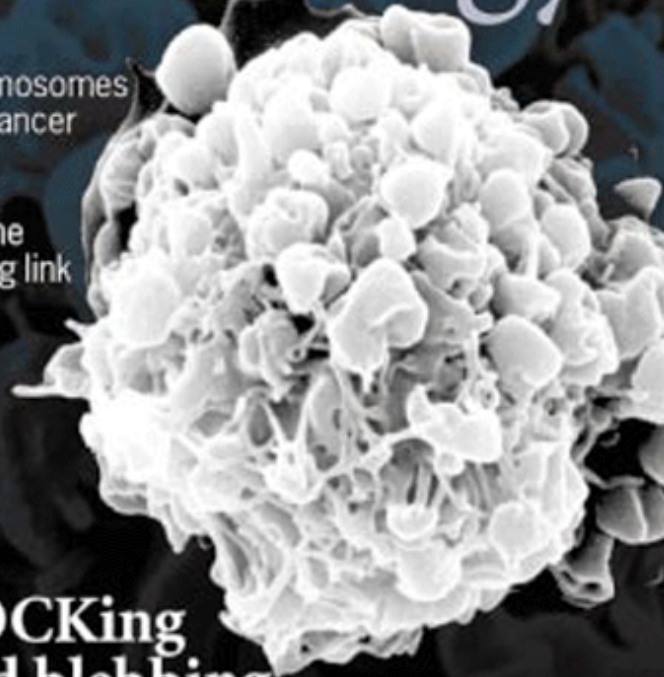
nature
cell biology

Vol 3 No 4
Apr 2001
<http://cellbio.nature.com>

Chromosomes
and cancer

TGF β
and the
Miz-ing link

**ROCKing
and blebbing**



MISSION

- **The application of EVIDENCE and INSIGHTS from Science and Technology to decision-making ...**
- **to have a positive impact on EQUITABLE and SUSTAINABLE development ...**
- **and ...**
- **POVERTY REDUCTION**

“I learn more from science
journalists than I do from
researchers”

Professor Chris Whitty - Chief Scientific Advisor and Director of
Research & Evidence at the Department for International Development
(David Dickson Memorial Lecture @SciDevNet)

**“There’s no difference between
policy makers and ordinary people”**

***“I’ve heard some of them might
even be people”***

A week with SciDev ...

Editorial

Three ways to engage science with development governance

News

Dengue vaccine is just a year away, researchers say

Mexican team builds navigation device for blind people

Flying cars pitched as tools for humanitarian work

Mixed results for yellow cassava's vitamin A trial

Multimedia

SciDev.Net podcast: Making leaps for MDGs, mapping human rights abuse and more

SciDev at Large

Grand vision for an African-owned drive on food security

Facts and Figures

Early warning of disasters: Facts and figures

**OK - HOLD IT
RIGHT THERE!**



Where's the news in this?



An event is newsworthy if ...

- It is unexpected
- It has magnitude
- It can be clearly understood
- It means something to the audience
- It has continuity – it will continue to unfold
- It fits the **media** outlet's AGENDA

What's the hook?



Where's the development angle?



What's the story?



What's the idea?



Pitching Part I

- **Summarize your story in a single sentence** (what is the heart of the idea?)

Bangladesh is known as the climate change adaptation laboratory of the world, we find out what this means to ordinary people's lives.

Pitching Part II

- **Write your pitch in one short paragraph**

I propose to do a story about community based climate change adaptation in Bangladesh as seen through the lives of farmers and fisherman in a coastal area of Bangladesh, recently devastated by violent storms. The 4-F model of farming, fishing, fruit trees and forestation offers a simple yet effective strategy for vulnerable communities responding to climate change.



THANK YOU

ASANTE SANA !

