Plugging into development-centred media

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Bringing science and development together through news and analysis
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.
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!