

Ako dostať globálnu či rozvojovo orientovanú tému cez vášho editora?

Dostať naše témy cez redaktora či dokonca editora v médiách nie je vždy jednoduché. UNESCO v jednom zo svojich materiálov spracovalo 7 odporúčaní, ktoré by v tom mali pomôcť. Rady sú síce primárne určené novinárom píšúcim o udržateľnom rozvoji, ale poľahky sa dajú adaptovať na širšiu škálu globálnych tém a zároveň aj na „nenovinárov“. Podávame v pôvodnom znení.

Development issues have serious monetary dimensions: Usually, any sustainable development story involves a story about hundreds of billions of dollars. Where is that money for climate change adaptation and mitigation, for example? Who controls it? Who spends it? Who makes sure it does what it is meant to do? Who funds the NGOs and the politicians? Which companies stand to profit from action to address climate change? Which stand to lose? One area for media attention is whether rich countries keep their promises to fund climate action in developing nations, and whether the money really is new and additional and not from existing aid budgets. There will also be a big debate about how much climate finance should come from public funds and how much from the private sector. Follow the money and you will find all the elements of a good story.

Localising the global: There is always an angle that can be explored to highlight relevance to local audiences. All the social, economic and environmental aspects of sustainable development presented in these syllabi often involve scientists publishing new research, policymakers making new announcements, activists issuing new demands, etc. Even if these things may happen far away, smart journalists can work out ways of relating these stories to their own local circumstances and audiences. Nongovernmental organisations, universities and scientific journals around the world all produce press releases about some of the issues thrown up in these syllabi, such as the impact of new technologies on local policy-making, etc. It is thus advisable for students to remain in the 'know' by contacting press officers and joining their mailing lists to get story ideas and to stay updated with what is happening worldwide.

Reporting from new angles: For every new policy, new invention, new anything that purports to advance sustainable development, determine the ways through which the social, economic and environmental aspects affect each other. In this way, the student may find new angles for reporting. These angles include health, education, business, technology, food, culture, sport, tourism, religion, and politics – in fact, almost everything.

Following the pack: One of the best ways to “sell” a story to an editor is to be an expert on the topic and to know its importance to society. Students can keep on the cutting-edge of a particular knowledge domain by reading the work of other journalists who are covering it well (you will find some great international stories (e.g. at IPS, Reuters AlertNet, The Guardian, New York Times and the BBC) but there are also many good reporters covering specialized stories for national media around the world). Use social media such as Facebook or Twitter to find out what people are saying about a particular aspect of sustainable development, for example.



Joining mailing lists: As part of keeping on the cutting-edge of knowledge in a particular specialized domain, it is important to join mailing lists for that domain, such as Climate-L (<http://www.iisd.ca/email/subscribe.htm>), for climate change. Here, thousands of climate specialists share their latest reports and information about events. For information on the UN climate-change negotiations, journalists can subscribe to the Earth Negotiations Bulletin (http://www.iisd.ca/process/climate_atm.htm). Using news alerts and news feeds is another technique to become a persuasive expert.

Reading journals. Students can be encouraged to keep track of new research by subscribing to the major journals that are published in a particular field of sustainable development. For climate change issues, the following mailing lists are useful: the EurekAlert and AlphaGalileo press release services. Journal papers tend to be available only to paying subscribers but journalists can get copies by searching on Google Scholar (<http://scholar.google.com>) for a PDF file or by visiting the journal's website for a given paper. The website will often display the email address of the lead author, who will usually be willing to send journalists a copy of the paper and answer questions. Another way to build up a good contact book of experts is to search the Internet for recent scientific papers on a particular topic (Google Scholar is a good tool as it reveals how many times a paper has been cited by later studies, indicating how important the research is).

Getting connected: A journalist can never have too many sources. Keeping in mind that any story on sustainable development intersects the social, economic and environmental aspects of life, journalists can build large contact lists of sources from a broad variety of different sectors, both within and outside of their own countries. These include: policymakers, intergovernmental organisations, UN agencies, civil society organisations and research centres. Some of the best sources will not be from organisations but from the general public – such as farmers and fisher folk, pastoralists and small business owners.

UNESCO. 2015. Teaching Journalism for Sustainable Development: New Syllabi. str. 23-25. Paríž.

