

Mekong Wetlands Biodiversity Programme MEDIA MONITORING GUIDELINES



Why monitor the media?

In the new digital era, media monitoring and research is a tool for organisations and individuals who need to stay current on media activity information.

Media monitoring enables an organisation to gather media intelligence that enables them to remain proactive in their decision making processes, identification of donors, communications, and generally keep up-to-date.

Media monitoring is also useful for evaluation and promotion. Coverage may be monitored after an event or media release distribution to evaluate the impact. Media articles can also be attached to proposals and reports to promote the programme. All staff should participate in media monitoring, even while just reading the newspaper, and all staff are free to access the media monitoring files, for their use and information.

The media is one of the most powerful channels of communication, enabling access to diverse and large audiences. Through media monitoring an organisation may strategically utilise and benefit from the influence of the media.

Who is responsible for media monitoring in MWBP?

Although media monitoring roles have been assigned within MWBP, all staff should be involved in the process and inform their National Communications Coordinator of any findings.

Task	Responsibility
Programme coordination (filing and storage) of all <u>regional</u> (including national and local) media clippings	Regional Communications and Networks Coordinator
Distribution of media clipping to relevant <u>regional</u> staff	Regional Communications and Networks Coordinator
National coordination (filing and storage) of <u>national</u> (including local) media clippings	National Communications and Networks Coordinators
Distribution of media clipping to relevant <u>national and local</u> staff	National Communications and Networks Coordinators
Daily media monitoring of national media (English and national language - English summary to be provided)	National Communications and Networks Coordinators
Daily media monitoring of local media (English, if available, and national language – English summary to be provided)	Demonstration Site Manager / Extension Officer or delegated programme staff member
Adding all relevant media into the MWBP database	National Communications and Networks Coordinators; Demonstration Site Manager / Extension Officer or delegated programme staff member; Regional Communications and Networks Coordinator

How will it work?

Monitoring the media is a task that ideally should be completed on a daily basis. However, if media monitoring is not completed on a particular day, that day's media must still be checked at a later date. The MWBP media monitoring process is outlined below:

Step 1: All Communications and Networks Coordinators, and Demonstration Site representatives are to check the print media for the key words (key words are listed below).

Step 2: Make two photocopies of all articles that include any of the key words and ensure that the name of the media (e.g. the name of the newspaper or magazine), page number and date is written on the photocopies (example is attached). If the article is in a national language, please provide a 3-5 sentence summary in English.

Step 3: If a particular article is of relevance to the work of a national staff member/s, take additional photocopy/ies of the article and distribute it to the relevant staff member/s.

Step 4: Keep one photocopy of each article on file in the National office (filing should be set up to correspond with the list of key words).

Step 4: At the end of each week, post all the second photocopies to the Regional Communications and Networks Coordinator at the Programme Management Unit in Lao PDR.

Step 6: The Regional Communications and Networks Coordinator will file and store all regional media clippings for use and access for all programme staff.

Step 7: The Regional Communications and Networks Coordinator will distribute any media clippings that may be of relevance directly to regional programme staff.

Radio and television monitoring

If you hear radio or see television footage related to MWBP and/or the key words, please try to record the following details:

- Date
- Time
- Station
- Segment title
- Segment presenter

NB: If any media contains a key word from the URGENT list, this information must be faxed or emailed to the Regional Communications and Networks Coordinator within 24-48 hours.

What to look for

Look for any media that contains one or more of the following key words:

Key words:

- Mekong Wetlands Biodiversity Programme (MWBP)
- Mekong
- IUCN – The World Conservation Union (IUCN)
- UNDP
- Mekong River Commission (MRC)
- Government of Cambodia (in regard to environment)
- Government of Lao PDR (in regard to environment)
- Government of Thailand (in regard to environment)
- Government of Vietnam (in regard to environment)
- Stoeng Treng
- Attapeu
- Songkhram Basin
- Tram Chim
- Lang Sen
- Plain of Reeds
- Ramsar
- Convention on Biological Diversity (CBD)
- Biodiversity (Mekong related)
- Wetlands (Mekong related)
- Giant Catfish
- Sarus Crane
- Siamese Crocodile
- Irrawaddy Dolphin
- CITES
- TRAFFIC / wildlife trade
- Global Environment Facility (GEF)
- Royal Netherlands Embassy
- Water and Nature Initiative (WANI)
- Dams
- Drought
- River basin
- Flooding
- Endangered species (Mekong)
- Invasive species
- Red listing (Mekong)
- Poverty
- Other partners, including: WWF, WCS, Wetlands International, Birdlife, Oxfam, CARE, Health Unlimited, International Crane Foundation

Also monitor the media for:

- Other organizations who are working in the Mekong region
- Events, conferences, etc. that are taking place in the Mekong region
- Articles relating to policy development, revision or changes in regard to the Mekong region

URGENT articles

(To be faxed or emailed to the Regional Communications and Networks Coordinator within 24 hours)

Any media that negatively portrays any of the following organisations:

- Mekong Wetlands Biodiversity Programme (MWBP)
- IUCN – The World Conservation Union (IUCN)
- UNDP
- Mekong River Commission (MRC)
- Government of Cambodia (in regard to environment)
- Government of Lao PDR (in regard to environment)
- Government of Thailand (in regard to environment)
- Government of Vietnam (in regard to environment)
- Global Environment Facility (GEF)

Where to look

- All national and local newspapers
- Any environment journal, magazine or other relevant publications
- Search online:
 - www.einnews.com
 - www.ipsnews.net
 - www.rwesa.org/news
 - www.nationmultimedia.com
 - www.bangkokpost.net
 - www.vnanet.vn
 - www.vovnews.com.vn
 - www.vientianetimes.com
 - www.xinhuanet.com/english
 - www.google.com [News] section, where you can type any keyword and also search by name of journalists and newspapers.
- Listen to the radio and watch the television