



Sir David Green, Director General of the British Council addresses the press in India.



NorthSouthEastWest poster, France.

Print media

The *NorthSouthEastWest* exhibition was the feature of ZeroCarbonCity that attracted most coverage in the print media. Much of the coverage used images from the exhibition panels. Also popular was coverage of launch or opening events, often featuring local dignitaries and government officials alongside senior British Council staff.

“At Papalote museum, representatives of big multinational companies and the daughter of a local billionaire who is on the Board of the museum spoke at the launch. This helped ensure extensive press coverage. At Xalapa, the launch was attended by the museum’s main funder – a supermarket millionaire – again this attracted good media coverage.”

**Lucia Perez Moreno, Science Project Manager
British Council Mexico**

Several countries reported that having the UK Embassy involved helped them to get press coverage.

“Having both the British Council and the Embassy at the launch helped us to get press coverage, which attracted more visitors to the exhibition.”

**Dr Orest Jarh, Director Technical Museum of
Slovenia**

Media Competitions

Many countries partnered with different media outlets to create competitions around the theme of ZeroCarbonCity. This ensured extensive coverage by the relevant media partner. Where the main objective of the media campaign was to attract visitors to the exhibition, the competitions required people to have visited the exhibition to be able to complete them. Attractive prizes encouraged the most entries and were therefore deemed successful by media partners.

“To attract young people, the prizes need to be relevant to them and not necessarily the subject. Music CDs, film DVDs and backpacks are always popular. They appeal to our target audience and impact positively on our readership ratings.”

**Urška Kaloper, Editorial Assistant,
PIL-Plus Teenage Magazine Slovenia**



Front cover image:
Detail of New York City billboard advertising NorthSouthEastWest exhibition.

Media activities Success factors:

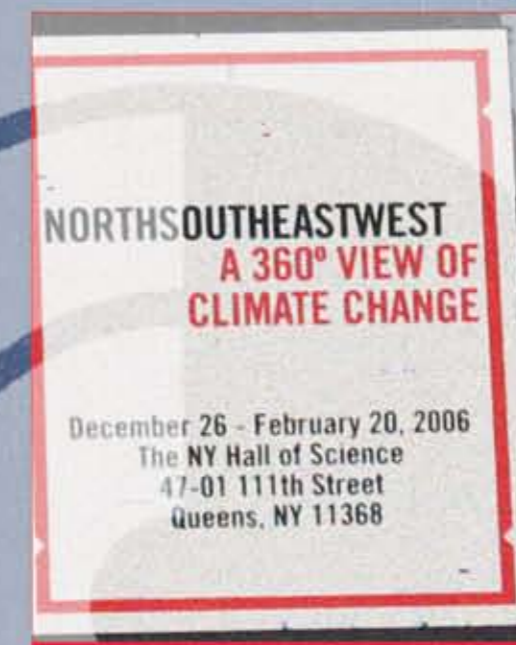
- make the campaign attractive to media and press office colleagues
- engage colleagues in non-science areas of our work to promote the campaign, e.g. art colleagues for promotion of a photographic exhibition
- an opening or launch event to give the media a focus for their coverage
- use of well-known local speakers or experts who are already familiar to local press and can give interviews in the local language
- local journalists or broadcasters used as facilitators for debates etc. to increase likelihood of coverage
- selection of striking, often outdoor, venues for the *NorthSouthEastWest* exhibition had the effect of increasing photographic or film coverage by the press and TV
- coincide launch with other related events e.g. World Earth Day, to exploit press interest in environmental matters
- coverage in arts and culture publications to attract the widest possible audiences
- organise climate change competitions in partnership with TV, radio and press to secure extra coverage.

Sharing Good Practice Case Study

One of series a of documents designed to share good practice amongst offices and partner organisations.

To find out more about the ZeroCarbonCity campaign, please visit www.britishcouncil.org/zerocarboncity or contact Renuka Parmar on +44 (0)161 957 7043 / email Renuka.parmar@britishcouncil.org. ZeroCarbonCity is part of our wider science programme, details of which can be found at www.britishcouncil.org/science.

More than 62 countries participated in ZeroCarbonCity during 2005 and 2006. It is estimated that the campaign reached 2.5 million people directly (i.e. participation in activities such as the *NorthSouthEastWest* exhibition or Café Scientifique events) with a further nine million reached indirectly through media coverage, giving a total of 11.5 million.




ZeroCarbonCity
Reacting to
Climate Change
Media activities

Global campaign to raise awareness and stimulate debate about climate change and energy challenges facing the world.

Introduction

Local offices were encouraged to secure media coverage of their activities. In many cases a formal launch or opening event was held to maximise the likelihood of coverage. Combining a launch with a global event like 'World Earth Day' helped to secure both media and public interest.

The wide range of media activities initiated by British Council offices sought to communicate the following messages:

- recognition of the British Council
- awareness of the UK's position in relation to climate change
- recognition of ZeroCarbonCity and NorthSouthEastWest brands
- improved understanding of climate change
- the 'cities' aspect of the campaign.

Most offices decided that their media activities should focus on one or two elements from the above list, in order not to confuse journalists and provide a clear message to the wider audience.

"Any media campaign needed to be simplified to maximise its impact. The number of messages and partners in ZeroCarbonCity could deter journalists unless there is focus and clear explanation".

Professor Lucka Kajfez Bogotaj,
Professor of Biometeorology and Science
Broadcaster, Slovenia

Almost all of the press coverage seen during the observational visits featured pictures from the *NorthSouthEastWest* exhibition, which attracted arts and culture journalists in addition to those reporting science or environmental issues. Where the exhibition was chosen as the focus for media campaigns, it was sometimes challenging to get media outlets to refer to ZeroCarbonCity in addition to *NorthSouthEastWest*.

It was widely reported that the availability of the images for PR purposes was a major aid in attracting press interest. Many countries chose one particular image, which they reproduced on posters and other publicity material, in addition to using it for press purposes. This helped to reinforce the public's association between the different forms of ZeroCarbonCity publicity. Where image selection and usage was difficult, for example in some cases due to copyright restrictions, PR became more problematic.



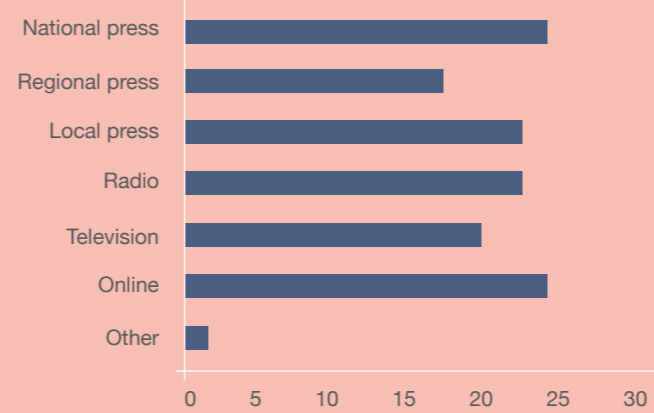
ZeroCarbonCity press briefing, Brazil.

NorthSouthEastWest poster, China.

Types of media

Different elements of ZeroCarbonCity received coverage in a wide range of media. 35 countries that responded to the evaluation e-survey reported national, regional, local or online coverage of their activities. Of these countries, four reported coverage in one type of media and 25 reported coverage in three or more types of media.

Media coverage



Instances of coverage.

Radio

The involvement of local journalists and broadcasters helped to increase media interest. In Mexico City, Monitor Radio Station broadcast an hour-long programme at the *NorthSouthEastWest* exhibition when it visited Papalote Children's Museum. The programme, chaired by a renowned local environmental broadcaster, featured local science communicators and environmentalists alongside the Director of British Council Mexico.

"The local experts really appreciated the platform ZeroCarbonCity gave them to take the subject of climate change to the public. The radio programme gave them and the campaign a credible, well respected endorsement."

Clive Bruton, Director
British Council Mexico



ZeroCarbonCity postcard, China.

NorthSouthEastWest poster, Russia.

Radio (cont)

"Manuel Guerra [the environmental broadcaster] followed up this broadcast with several talk radio programmes on the subject. The programme publicised both ZeroCarbonCity and the British Council."

Rafael Enriquez, Director PR & Promotion,
Papalote Children's Museum Mexico

In some countries the media were interested in the involvement of visiting UK experts. In Moscow Dr. David Hart, Head of Fuel Cell and Hydrogen Research at Imperial College London had been engaged to address the launch. He also appeared on Radio Maximum, a young persons' radio station.

"Dr Hart topped a web poll for the programme's most interesting guest speaker. The radio station said this was 'unheard of for a scientist'."
Oleg Eletskiy, Science Officer British Council
Moscow

Television

Novelty was an important factor in securing television interest. The novel format of Café Scientifique successfully attracted news coverage in some countries.

"The reporting of the first Café Scientifique event on Yemen TV was great. The TV companies were interested in both the subject and the format of the event."
Khadija Al Sarhi, Assistant Director
British Council Yemen

Elsewhere, educational TV stations broadcast live Café Scientifique events to a far larger audience than those who were able to attend.

"The Café Scientifique in Genoa was covered by an educational television programme."
e-survey respondent