People, forests and their stories
Growing our future through better communications

24 February 2016, Veronica Pedrosa
How do we make forest issues more interesting?
Borneo’s burning forests

The rainforests of Borneo are some of the most important and complex natural eco-systems on Earth.

But despite campaigns for conservation and promises to preserve the forests, they are disappearing at an alarming rate.

In the first of a three part series, Al Jazeera's Tony Birtley reports from Sarawak, Malaysia, on the politics of deforestation.

https://youtu.be/s7qbm6T6b02

Photo © Tantyo Bangun / WWF
Arts of the forest

https://www.youtube.com/watch?v=8lQwPnkX4jk
The Content Pyramid

Main Message (Conclusion/Recommendation)

A Needs
- point a1
- point a2
- point a3

B Benefits
- point b1
- point b2
- point b3

C Us++/How?
- point c1
- point c2
- point c3

1 minute Executive Summary

Direction of talk

Key Supporting Arguments

Main Body

point a1
point a2
point a3

point b1
point b2
point b3

point c1
point c2
point c3
<table>
<thead>
<tr>
<th>Situation</th>
<th>Known to listener (time/place/event)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complication</td>
<td>A change to the situation (opportunity/problem)</td>
</tr>
<tr>
<td>Question</td>
<td>How do we solve the issue or problem?</td>
</tr>
<tr>
<td>Answer</td>
<td>Conclusion / recommendation (top of content pyramid)</td>
</tr>
</tbody>
</table>
Message and media

What is your message?
Who does it need to reach?
What is the most effective distribution channel?