



TIPS FOR WORKING WITH THE MEDIA

1 HELP JOURNALISTS ACCESS THE STORIES AND VOICES THAT MATTER

- Access is the biggest barrier: Journalists often lack direct access to ocean environments and the people, whether they be scientists, communities, policymakers with lived or expert knowledge. Is that something you can facilitate?
- Information is fragmented: Data and insights are often siloed. Identifying who holds the information, and making those people available, is vital.
- Be creative with access: When physical access is limited, explore other ways to gather credible stories and voices, especially from remote or underrepresented communities.

2 MAKE IT PEOPLE CENTRIC

- Frame stories through human experiences: link the ocean to daily life, livelihoods, food, health, and culture.
- Emphasise the services the ocean provides and its role in sustaining life on Earth.
- Move beyond framing ocean issues as purely environmental and connect them to climate, politics, and society.

3 RETHINK THE PRESS RELEASE

- Journalists are often skeptical of press releases. Focus instead on building trust and offering genuine, newsworthy narratives.
- Provide story leads, not just facts. Journalists respond better to stories, not issues.
- Be proactive in sharing access to credible voices, including local knowledge-holders and people with lived experience.

4 BE INCLUSIVE AND LOCAL

- Indigenous peoples and coastal communities are often disproportionately affected by poor ocean health. Ensure they are represented.
- Translate materials into local languages and support regionally relevant storytelling.
- Use NGOs and local partners to reach and amplify grassroots voices.
- In some regions, using trusted celebrities can help raise awareness.

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FOCUS ON SOLUTIONS AND INNOVATION

- Journalists are keen on stories of progress, whether it's a local ocean champion, successful conservation model, or policy win.
- Share hope, not just problems.
- Solutions orientated stories gain more traction as people have been shown to switch off from negative stories.

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ACCESS IS EVERYTHING - 'BOOTS ON BOATS'

- Proactively offer access to researchers, community members, or policy experts, especially those not typically heard in global media.
- Where physical access isn't possible, provide detailed briefings, visuals, and firsthand accounts.
- Facilitate press trips or local embed opportunities whenever feasible.
- Think beyond formal expertise. People with lived experience make compelling, credible sources.

7

FIND WAYS TO STAND OUT AROUND BIG EVENTS

(e.g. the United Nations Ocean conference 2025)

- Be creative: Use strong visuals, engaging narratives, and surprising angles to create engaging stories.
- Make it future-facing: Offer a vision of what's possible, not just what's wrong.
- Connect the dots: Show how the ocean links to underreported issues like health, food security, or atmospheric change.
- Localise the story: Look for local country angles around global events, such as the Mediterranean for the UN Ocean Conference 2025
- Invest in relationships: Don't blanket-pitch stories. Build long-term relationships with journalists. Credibility grows over time.



*Don't just put across the messages you want.
Create the stories people want to hear that are
rooted in lived experience, framed with hope, and
backed by trusted voices.*



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