# Communication, Dissemination, and Engagement Plan

## *Deliverable 4.6*

**Authors:** Isadora Jimenez, Ilaria Vigo, and Andria Nicodemou (Barcelona Supercomputing Center)

# Document Information

| | |
|---|---|
| **GRANT AGREEMENT** | 821003 |
| **PROJECT TITLE** | Climate Carbon Interactions in the Current Century |
| **PROJECT ACRONYM** | 4C |
| **PROJECT START DATE** | 01/06/2019 |
| **RELATED WORK PACKAGE** | WP7 |
| **RELATED TASK(S)** | T4.4.3 |
| **LEAD ORGANIZATION** | BSC |
| **AUTHORS** | Isadora Jimenez, Ilaria Vigo, Andria Nicodemou |
| **SUBMISSION DATE** | 28/02/2020 |
| **DISSEMINATION LEVEL** | PU |

# History

| DATE | SUBMITTED BY | REVIEWED BY |
|---|---|---|
| 28/02/2020 | BSC (Isadora Jimenez, Ilaria Vigo, Andria Nicodemou) | UNEXE (Pierre Friedlingstein) UEA (Corinne Le Quéré) CICERO (Iselin Rønningsbakk) |

**Please cite this report as:** Jimenez, I., Vigo, I., and Nicodemou, A. (2020), Communication, Dissemination, and Engagement Plan, D4.6 of the 4C project

**Disclaimer:** The content of this deliverable reflects only the author's view. The European Commission is not responsible for any use that may be made of the information it contains.

# Table of Contents

# List of tables

# List of figures

# 1 About 4C

**4C,** or **Climate-Carbon Interactions in the Current Century**, is an EU-funded project that aims to fill the crucial knowledge gap on carbon dioxide emissions, by reducing the uncertainties in our quantitative understanding of carbon-climate interactions and feedbacks. The objectives of the 4C project are to:

1. Better understand the processes controlling the global carbon cycle.

2. Develop new tools and methods to predict, for the first time, the evolution of global carbon cycle variability over the coming decade, including atmospheric $CO_2$, land and ocean carbon sinks, and climate response to track the overall progress towards the goals of the Paris Agreement.

3. Reduce uncertainties in climate projections over the 21st century.

4. Ensure the usability of the knowledge generated by scientific research and engage in bilateral interactions among scientists and policymakers, while also fostering the understanding of the findings for the broad society.

4C will achieve its objectives through the innovative integration of new models and a wide range of observations. It will develop systems for new climate predictions and projections from annual to centennial timescales that are informed by observations, and provide key knowledge to underpin IPCC assessments and support policymakers.

# 2 Purpose and objectives of WP4 and this CDEP

Work Package 4 (WP4) is titled "Synthesis, dissemination and policy dialogue". As such, the overall purpose of WP4 is to assess, synthesise, and disseminate the scientific findings of 4C to foster a broader understanding of climate-carbon interactions and accurate interpretation in support of scientific assessments and policymaking. WP4 builds on the findings from WPs 1, 2 and 3 and the knowledge generated, elaborating it to make the information easy to access, and transferring it to targeted stakeholders using tailored techniques. The main objectives of WP4 are to:

1. Develop and foster a broad range of communication, dissemination and engagement activities to facilitate knowledge transfer and support international scientific assessments, such as IPCC, IPBES, GCP, WMO State of the Climate, UNEP Emissions Gap Report, and similar assessments.
2. Ensure accurate interpretation of scientific findings by policymakers in the context of the United Nations Framework Convention on Climate Change (UNFCCC) Paris Agreement.
3. Broaden the public's understanding of the carbon cycle and the risks of climate-carbon interactions enhancing climate change.

4. Increase the visibility of 4C and its outcomes in Europe and beyond, to support Europe's leadership in climate science.

Thoughtful and well-implemented communication, dissemination and engagement methods are key to achieving the overall goals of 4C and this WP. Ultimately, they can help facilitate real and positive project outcomes during and after the lifetime of the project.

This Communication, Dissemination and Engagement Plan (CDEP) describes the strategies and activities (see Section 5) planned along the lifetime of the 4C project. It also includes guiding information on key messages that 4C partners should be aware of, target audiences, the identified channels to reach these audiences, and practical information on the project branding. This plan will be updated twice during the project (in November 2020 and May 2022). A live version of the CDEP will be maintained in Google Docs to keep it updated and develop further communication activities that will require a well-defined strategy. The objective is to have this live document as a continuous reference for the WP partners, and ultimately ensure that we continuously improve and enhance the WP's activities throughout the project's lifetime.

# 3 Communication, dissemination, and engagement strategy

In the context of this H2020 project, the differentiation among the communication, dissemination and engagement strategies is described below, although in practice these actions are closely linked.

**Communication strategy:** The project's communication strategy aims to raise awareness, create visibility, and support dissemination and exploitation by providing a strong visual identity, media tools and channels, as well as fostering linkages with other projects and programmes.

**Dissemination strategy:** The dissemination strategy aims to position the scientific results, tools and knowledge from the project to be usable by a range of stakeholders within the scientific community and society, contributing to the development of relevant national, European, and international policies.

**Engagement strategy:** The engagement strategy aims to maximise the project impact and knowledge exchange to proactively engage with groups of interest within and outside the EU, and elicit feedback from relevant actors. Engagement activities imply a multilateral conversation where the project hears, reacts and co-produces results together with engaged stakeholders.

# 4 Key messages

In order to effectively execute communication, dissemination and user engagement activities, it is essential that all 4C project partners understand the basic ambitions and expected impacts of the project. These "key messages" should be taken into account when preparing content to ensure that it aligns with these messages and creates the desired impact. Examples of the main project's key messages are presented below. These will be updated throughout the project.

*Key messages related to climate-carbon interactions:*

- Changes in atmospheric $CO_2$ are influenced by anthropogenic emissions, as well as by the intrinsic natural variability of the climate-carbon cycle system. Weak understanding of natural variability generates misleading expectations of the impact of emission reductions on global warming.

- Understanding intrinsic natural variability improves the knowledge of the likely outcome of implementing the Nationally Determined Contributions (NDCs), allowing policymakers to set the right targets to achieve key milestones of the Paris Agreement.

- Clear understanding of climate-carbon interactions is key for delivering the goal of climate neutrality in Europe by 2050, set by the European Green Deal.

*Key messages on the project ambitions:*

- 4C will provide a better quantitative understanding of processes controlling the global carbon cycle, through quantitative analysis of land and ocean sink variability and trends.

- By the end of the project, 4C aims to provide robust annual to decadal predictions of atmospheric $CO_2$ to track the overall progress towards the goals of the Paris Agreement and inform the UNFCCC 2023 global stocktake.

- 4C will improve the understanding of land and ocean processes controlling the evolution of atmospheric $CO_2$ and reduce uncertainties in carbon-climate feedbacks.

- 4C will foster a broader understanding of climate-carbon interactions and an accurate interpretation in support of scientific assessments and policymaking.

*Key messages on the expected impacts of 4C:*

- 4C will actively work to support major international scientific assessments, such as the IPCC Assessment Reports.

- 4C aims to increase confidence in climate change predictions and projections.

- 4C will provide added value to decision' and policymakers by providing them science-based evidence.

- Our long-term goal is to sustain Europe's leadership in climate science.

# 5 Communication, Dissemination, and Engagement Plan

## 5.1 Tasks

All the activities listed in the plan are related to the WP4 workplan found in the Description of Action of 4C. These activities are framed within one of the following four tasks in the WP, with each task aimed at a specific audience:

**Task 4.1: Knowledge transfer to support major international scientific assessments (lead by UEA)**

This task intends to provide direct support to international assessments. The first priority of this task will be to support IPCC AR6.

**Task 4.2: Provide added value to decision- and policymakers (lead by CICERO)**

This task will engage with decision- and policymakers to add value by translating the emerging scientific consensus.

**Task 4.3: Climate-carbon interactions for broad audiences (lead by BSC)**

This task will adapt materials from Tasks 4.1 and 4.2 for a general audience, create outreach materials and social media actions, communicate the results to the target audience and support media coverage.

**Task 4.4: Communication and dissemination management (lead by BSC)**

This task involves the management of the general communication tasks (e.g. creation of the CDEP). It also aims to create visibility for the project to the general public and media, design the project website and visual identity, and produce online and printed PR materials.

The lead for each task will be the main partner responsible for tracking the progress of the subtasks and the overall work performed in each task, while BSC and CICERO, as WP leaders, will ensure the linkages, timing and consistency across all tasks.

## 5.2 Gantt chart

A Gantt chart summarising the timing of the main subtasks of the four project tasks and defining the deadlines for deliverables (D) and milestones (M) is presented in Figure 1.

**Figure 1. Timeline of deadlines for WP4 tasks, deliverables (D) and milestones (M).**

# 5.3 Action plan

The detailed tasks of the CDEP for 4C are presented in Table 1. This action plan lists each of the subtasks of the project, defines the target audience and aims, and provides an initial suggestion of concrete actions to be carried out, together with their status and estimated deadline.

This plan is conceived as a live document, thus the initial actions are currently listed below, while additional actions will be added as the project progresses.

Each task is categorised as a Communication, Dissemination or Engagement action. Please note that some of these actions may have mixed objectives and overlap.

**Table 1. Detailed communication (COMM.), dissemination (DISSEM.) and engagement (ENGAG.) plan.**

| | Task / Partners | Target group | Aim | Actions | Status / deadline |
|---|---|---|---|---|---|
| **ENGAG.** | **4.1.1** (UNEXE, UEA, MPG, ETHZ, BSC, UBREMEN, CICERO, DLR, UOXF) | 4C IPCC lead authors | Support IPCC AR6 (address issues of AR6 drafts, and identify key remaining issues that can be resolved by 4C) (*milestone 9 - UNEXE*) | • Kick-off workshop<br>• Minutes published on website (including key issues to address in 4C) | **COMPLETED** |

| | | | | |
|---|---|---|---|---|
| **ENGAG.** | **4.1.2-A**<br>(UNEXE, UEA, UBERN) | ScienceBrief users and platform contributors (particularly policymakers and media users) | Improve ScienceBrief user experience and reach (*milestone - UEA*) | <u>Deploy</u> recommendations from the analysis of User Experience advice received in July 2019 (survey and interviews), and <u>re-evaluate</u> the usage of the ScienceBrief Carbon Cycle pilot after COP26 | May 2021 |
| **DISSEM.** | **4.1.2-B**<br>(UNEXE, UEA, UBERN) | IPCC authors, 4C consortium | Ensure ScienceBrief platform is up-to-date (*D4.1; UEA lead*) | • Work with IPCC authors to <u>update the carbon cycle statements</u> posted on ScienceBrief<br>• <u>Include all 4C results</u> on platform | Nov 2022<br><br>Throughout the project |
| **DISSEM.** | **4.1.3-A**<br>(UNEXE, UEA, BSC, CICERO) | Scientific community | Support post-AR6 and other international assessments | Present 4C results at <u>conferences</u> and <u>workshops</u> (e.g. European Geophysical Union) | Throughout the project |
| **ENGAG** | **4.1.3-B**<br>(UNEXE, UEA, BSC, CICERO) | Scientific community, particularly early career researchers | Engage the broad community (particularly early career researchers) to contribute to ScienceBrief | • <u>Training</u> session at next annual meeting<br>• <u>Video tutorial</u> shared on YouTube | June 2020 |
| **DISSEM.** | **4.2.1**<br>(UNEXE, UEA, BSC, CICERO) | Decision- and policymakers, scientists | Build knowledge base of project users; present the main concepts of 4C to help understand the project outcomes | Prepare at least 3 <u>factsheets</u><br>(*Potential topics*: carbon cycle and its uncertainties, new observations of the carbon cycle, decadal vs. long-term predictions, emergent constraints and carbon cycle feedbacks, remaining carbon budgets for climate targets) | Throughout the project |
| **DISSEM.** | **4.2.2-A**<br>(UNEXE, UEA, BSC, CICERO) | Decision- and policymakers, intergovernmental organisations (IGOs) | Highlight all relevant results and adapt them for use by decision- and policymakers:<br>1. Most relevant results of project on emissions and climate-carbon interactions<br>2. Overview of current policies on emissions and climate implications<br>3. Policy recommendations | • Prepare a <u>policy brief</u><br><br>• At least 3 <u>science summaries</u> of results | Towards end of the project<br><br>June 2020-end of project |
| **DISSEM.** | **4.2.3**<br>(UNEXE, UEA, BSC, CICERO) | Decision- and policymakers | Carbon outlooks focused on carbon budget for recent years (T1.4) and forecast for coming years (T2.4); collaboration with the Global Carbon Budget project | • Publish annual <u>carbon outlooks</u><br>• Related <u>news story</u> published on the project website each year | Autumn 2020, 2021, 2022 and 2023 |

| | | | | |
|---|---|---|---|---|
| **ENGAG.** | **4.2.4-A**<br>(UNEXE, UEA, BSC, CICERO) | EU policymakers | Communicate key findings to policymakers and discuss their perspective and goals | <u>Participate in events</u> to present key 4C findings:<br>- UNFCCC intersessional meeting (Bonn), or<br>- COP each year<br>- Other relevant events | May/June<br><br>Nov/Dec |
| **ENGAG.** | **4.2.4-B**<br>(UNEXE, UEA, BSC, CICERO) | EU and national policymakers | Briefings around emerging topics from 4C (T4.2.1 and 4.2.2); help the interaction between scientists and stakeholders, exchange ideas | ● <u>Workshop</u> in Brussels (*milestone 11*)<br>● Publish workshop <u>minutes</u><br>● Organise or co-organise other <u>briefings</u><br>● <u>Summary report</u> on engagement with policy makers (*D4.2*) | Sept 2022<br><br>Oct 2022<br><br>Throughout the project<br><br>Feb 2023 |
| **COMM.** | **4.3.1**<br>(UNEXE, UEA, BSC, CICERO) | Media outlets and journalists | Identify emerging news stories and encourage their media coverage | ● <u>Press releases</u> and direct contact with journalists<br>● <u>Rapid Response Review</u> report, and statement added to ScienceBrief "*Critical Issues in Climate Change Science*" | Throughout the project |
| **COMM.** | **4.3.2**<br>(UNEXE, UEA, BSC, CICERO) | General public, all target audiences, related projects | Materials adapted for a general audience (T4.1, T4.2) to promote 4C and knowledge on climate-carbon interactions; produce communication content in collaboration with other WP partners | ● Prepare <u>outreach materials</u>: opinion editorials, interviews, videos, posts, infographics etc.<br>● <u>Social media</u> actions (twitter posts etc.) | Throughout the project - monthly meetings to decide the number/type of content |
| **COMM.** | **T4.3.3**<br>(BSC) | General public, media, scientific community | Animated infographics about carbon cycle (*D4.3*): Poster to be used in press releases, reports, presentations, conferences; video for Youtube, website and live presentations | ● Create a short <u>animated video</u> on carbon cycle (30 sec to 1 min)<br>● Create a static <u>poster</u> on carbon cycle<br>● Campaign to maximise reach of video & poster | Sept 2020<br><br>Sept 2020<br><br>Sept-Dec 2020 |
| **DISSEM.** | **T4.3.4**<br>(BSC) | EU decision- and policymakers, general public, media, IGOs | Provide context to understand the project's challenges, motivations and outcomes (*D4.4*) | Develop a web-based explorable explanation of project results and simulations (interactive application) | Sept 2022 |
| **COMM.** | **T4.4.1**<br>(BSC) | 4C consortium | Develop a visual identity for consistency of all project materials (*D4.5*) | ● Design <u>visual identity</u> of project (logo, colours, design elements, fonts)<br>● Design <u>templates</u> for letters, presentations, reports and newsletters | March 2020 - **COMPLETED**<br><br>March 2020 - **COMPLETED** |
| **COMM.** | **T4.4.2**<br>(BSC) | All target audiences | Website containing the project description and its various outputs, such as public reports, general information, dissemination materials and news (*D4.5*) | Develop project <u>website</u> | March 2020 |

| COMM. | T4.4.3 (UNEXE, BSC, CICERO) | WP4 partners and all 4C partners | CDEP to maximise the project impact; provide detailed information about planned activities, key messages, target audiences, communication platforms and activities, practical branding info (logo etc.), engagement actions (*D4.6-4.9*) | ● Prepare <u>CDEP</u> (including two revisions)<br><br>● <u>Summary report</u> on the communication, dissemination and engagement activities | Feb 2020, Nov 2020, May 2022 (updated during project)<br><br>Feb 2023 |
|---|---|---|---|---|---|
| COMM. | 4.4.4 (UNEXE, BSC) | Related projects, EU decision- and policymakers | Produce communication and PR materials to give visibility to the project | ● <u>Roll-ups</u><br>● <u>Poster</u><br>● <u>Project brochure</u><br>(online materials to reduce the use of paper) | Throughout the project |

# 6 Target audiences and communication channels

To reach the expected impact of 4C's communication, dissemination, and engagement activities, some target audiences have been defined for each activity in the action plan. The full list of target audiences and the appropriate channels that will be used to reach these audiences are identified and summarised in Table 2.

**Table 2. Target audiences and channels.**

| Target group | Communication purpose | Channels | Related tasks |
|---|---|---|---|
| **All 4C project partners** | Share knowledge and update advancements throughout the project | 4C mailing lists, general assembly, emails, project intranet | T5.1 |
| **WP partners** | Share progress and monitor completion of project tasks | Mailing lists, emails, project intranet, general assembly | T5.1 |
| | Detect and mitigate internal risks to maximise positive impact | Video conferences, face-to-face meetings, group sessions at general assembly | T5.1 |
| **WP leaders** | Coordinate the overall advancements of the project across WPs | Project intranet, Executive Board meetings, WP leader mailing lists | T5.1 |
| **General scientific community** | Share scientific information and results; disseminate publications | Journals (e.g. Journal of Geophysical Research, Journal of Climate), workshops, conferences (European Geophysical Union) | T4.1 |
| **Early career researchers** | Provide opportunities to publish articles and share publications | ScienceBrief, workshops, conferences | T4.1 |
| **4C researchers** | Promote publishing papers of latest scientific findings on ScienceBrief | 4C mailing list for internal communication | T4.1 |
| | Assist each researcher to disseminate major 4C results externally | Twitter, other social media platforms, personal emails | |

| | | | |
|---|---|---|---|
| **Climate-carbon topic researchers** | Exchange latest scientific knowledge | Emails to contacts, external mailing list, conferences, scientific papers | T4.1 |
| **IPCC authors: 4C authors, and other authors/ contributors** | Share latest scientific knowledge for IPCC AR6 and synergies to 4C (ScienceBrief) | Networking activities, workshops | T4.1 |
| **ScienceBrief users** | Improve ScienceBrief user experience and reach | ScienceBrief survey | T4.1 |
| **EU decision- and policy makers** | Explain information and provide evidence-based recommendations for decision- and policymaking, relevant to their agendas | Personalised emails, social media, conferences, workshops, one-on-one meetings; local, national, regional and EU media and press | T4.2, T4.3, T4.4 |
| **Intergovernmental organisations** | | | |
| **Other related projects:** (e.g. CRESCENDO and other H2020, Global Carbon Project) | Enhance project clustering, and promote project synergies and joint actions | Conferences, presentations, workshops, one-on-one meetings, personalised emails, media (tagging other related projects to promote more publications) | T4.1, T4.2, T4.3, T4.4, T5.1 |
| **General public** | Raise awareness on carbon emissions topic | Social media channels linking project handle @4C_H2020 & project website links; use key handles and hashtags to reach different audiences | T4.3 |
| **Large media outlets** (e.g. Nature News, CarbonBrief, Vox, Associated Press) | Present significant and important new content or activity (i.e. launch, factsheet, executive summaries etc.) in press releases; op-eds for more opinion-related articles | Personalised contact, contact forms | T4.3, T4.4 |
| **EC project office and policy officer** | Share periodic reports, factsheets, policy brief and executive summaries | Email, general assembly | T4.2, T4.3, T4.4, T5.2 |

Some of the communication channels listed in Table 2, for instance external mailing lists, surveys, or organisation of events or workshops, require direct interaction with individuals within the target audience. For all the activities that require the recruitment/engagement of people external to the project, 4C will follow the guidelines and best practices reported in "*D6.1 - Procedures and criteria that will be used to identify/recruit research participants*". Personal data will be handled according to the GDPR and will follow *"D6.2 - The informed consent procedures that will be implemented for the participation of humans and in regard to the processing of personal data*".

# 7 Website strategy

The 4C website ([www.4c-carbon.eu](http://www.4c-carbon.eu)) serves as the main communication channel and visual identity for the 4C project. This website is hosted and maintained by the Barcelona Supercomputing Center (BSC), and offers easy navigation for both the general public and consortium members' access.

The website contains the project description and general information. Throughout the lifespan of the project, the website will be actively maintained and updated to include information on the major project outcomes, including: facts and figures, public reports, presentations, news, press releases, summary pages on the project progress and achievements, PDF files of journal publications, and dissemination material. At least one article/post will be uploaded each month on the website with news, press releases or other information on the project. All partners should contact BSC with these outputs when completed, or in the case they wish to publish other specific items on the website. The 4C website will also include a FAQs page with questions that arise during engagement activities.

# 8 Social media strategy

## 8.1 Twitter

A twitter profile was not initially envisioned under the Grant Agreement, but it has been encouraged by project officers to increase the project impact. WP4 partners have thus created the following twitter account: **@4C_H2020**. The responsibility of the account will be shared by all project partners. Partners who already have a twitter account and a large number of followers are encouraged to tweet through their personal profiles, in order to take advantage of these existing networks to disseminate important information about milestones and outcomes throughout the project. Partners who do not have a twitter account or prefer not to use their personal profiles could post directly on the 4C Twitter account. At present, the posts on the account will mainly be retweets of related posts made by partners with a large audience (followers) and a basic introduction of the project. The twitter strategy will be reviewed and revised later in the project.

In addition to using the project twitter handle (@4C_H2020) in each related twitter post (in order to monitor the platform's impact), partners are also encouraged to use handles and hashtags that are most likely to engage relevant target audiences for their post. When deciding which hashtags and handles to use, the following potential questions can be considered:

- Who is this information most relevant to?
- Is this information connected to another project or EU initiative?
- Are there any specific groups or specific decision-/policymakers who could benefit from this information?

For more information on target audiences to consider, please refer to Section 6 of the CDEP (Target Audiences). The tags and hashtags to consider are the following:

| Handles | Hashtags |
|---|---|
| @4C_H2020 | #carbonbudget |
| @CRESCENDO_H2020 | #Cbudget |
| @che_project | #Cemissions |
| @CopernicusEU | #H2020 |
| @WMO | #climate |
| @UNFCCC | #carbonemissions |
| @esaclimate | |
| @CONSTRAIN_EU | |
| @V_ERIFY_H2020 | |
| @gcarbonproject | |

To keep these hashtags continuously updated as the project evolves, they will be hosted at the project's internal shared document.

## 8.2 Other social media

LinkedIn and YouTube are other social media platforms that could be relevant for 4C. However, the project will start without a specific profile in these networks until the results and performance of the communication actions may inform if an additional platform is needed.

# 9  Branding: logo, template, etc.

One of the first actions to start building the 4C brand was the design of the project's visual identity, which includes an official logo, a colour palette, typefaces and a number of templates adapted to each type of support material (e.g. PowerPoint presentations, deliverables, minutes etc.).

The 4C logo can be seen in Figure 2. Further branding information is available in "*D4.5 - Visual identity and project website available*". The logos in different formats (png and vectorial format) will be available for the whole consortium through the document repository.

**Figure 2. Logo for 4C project.**

Besides the logo, templates for deliverables, minutes and PowerPoint presentations will also be made available to the whole consortium.



**Figure 3. Templates for deliverables, minutes and PowerPoint presentations of 4C project.**

# ANNEX 1 - Press Release Checklist

Table 3 describes a potential checklist that can be used to better assess the dissemination potential of a story. A communication officer may want to ask a scientist to fill in the table or use some of the points as a checklist when discussing communication and dissemination activities with project partners. The aim is to gain an understanding of what type of communication and dissemination action is suitable for the occasion; for example, a press release, news story, video, social media post, op-ed or another action.

**Table 3. Press release potential checklist.**

| | |
|---|---|
| **Novelty** | Issues not previously known to the public are more newsworthy than those already known or anticipated. |
| | **Is it something new?** |
| **Topicality and time** | Current things that are happening now are on a general basis more interesting. Sometimes a current issue is new too, but not necessarily. |
| | **When did it happen?** |
| **Prominence** | News about well-known people, institutions or countries are more likely to receive media interest and coverage. This is a qualitative criterion. |
| | **Does your story involve any prominent subject?** |
| **Conflict** | Bad news gets more attention than good news. Opposition, disagreements and rivalries, especially with dramatic effects, get more attention. |
| | **Is there a conflict in your story?** |
| **Peculiarity** | Uncommon news and events out of the ordinary raise more interest. Peculiarity and strangeness are context dependent. |
| | **Is your story uncommon?** |
| **Unexpectedness** | Something that happens suddenly; it might not be rare or new, but it just happens when nobody is expecting it. |
| | **Is there any unexpected element in your story?** |
| **Number of people affected** | As a rule of thumb, the more people affected by a circumstance, the better the chances it will receive media coverage. This is a quantitative criterion. |
| | **How many are affected?** |
| **Who is affected** | It is also important who is affected by a circumstance, and who could do something about it. |
| | **Who could or will be affected by it?** |
| **Proximity** | Consider proximity to those affected. This can be either literal or cultural. |
| | **How close to your target audience is your story?** |
| **Unambiguity** | Clear-cut and definitive events which do not require previous knowledge are easier to communicate. |
| | **Is your story unambiguous?** |
| **Consequence** | Stories with potential and well-defined consequences in the near future are more attractive. |
| | **What are the consequences, and what will happen if nothing is done about it?** |
| **Human interest** | A human-interest story centred around a group of people or a person, which presents their achievements/failings/concerns in order to elicit sympathy. |
| | **Does your story have human interest?** |