

Overview of using publicity in support of DI projects

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Caring for our seas, shores & wildlife



Publicity: why?

Increased awareness of:

- Project aims
- Project achievements



Increased understanding of:

- Conservation issues
- Sustainable use issues
- Benefits of taking action



Increased likelihood of leveraging more funds:



Increased support for:

- Project activities
- Conservation action



Planning: Identifying target audiences

- Local communities
- Visitors to Project site
- Park staff
- Other stakeholders
- Local & state government
- General public
- Individuals/organisations involved in biodiversity conservation



Planning & delivery: finding methods that work

- ❑ What resources exist to help get messages over? (internet? TV? Newspapers? Radio? Display centres? Schools?)
- ❑ What challenges are there in reaching & engaging target audiences? (accessibility? Language? literacy? disinterest? antagonism?)



Examples and assessment

COSTS AND BENEFITS



Preparation: ease and time

Lengthy/complex

moderate

easy/quick

Cost in £

Expensive

moderate

Cheap

Effective in getting messages over ?

Unknown

fairly good

very good

Reach

Limited

quite wide

very wide

Lifetime

Short

moderate

long

Evidence of change in attitudes/ increased support for project ?

Unknown

probable

yes, definite

Prep time	Cost	Effectiveness	Reach	Lifetime	Increased support
★	★★	★★★★	★★	★	★★★★




Boatshows and Roadshows




Prep time	Cost	Effectiveness	Reach	Lifetime	Increased support
★★★★	★★★	★★★	★★★	★★★★	★★★★

Mobile publicity



Prep time	Cost	Effectiveness	Reach	Lifetime	Increased support
★	★★★	★★★★	★★★★	★★★★	★★★★

Materials e.g. leaflets (4 languages)
 Newsletter: Malay & English; every 6 months



Prep time Cost Effectiveness Reach Lifetime Increased support
 ★ ★★ ★★★ ★★ ★★ ★★★

Posters & Postcards



Fish bombing is illegal



Bombers in the Tun Sakaran Marine Park will be jailed for up to 5 years or fined up to RM 500,000 or both

Help us stamp it out
 Report incidents immediately to Sabah Parks:
 Tel: 089-782014/782039/782013,
 089-786832 (Boheydulang),
 Head Office KK: 088-211881/212508.



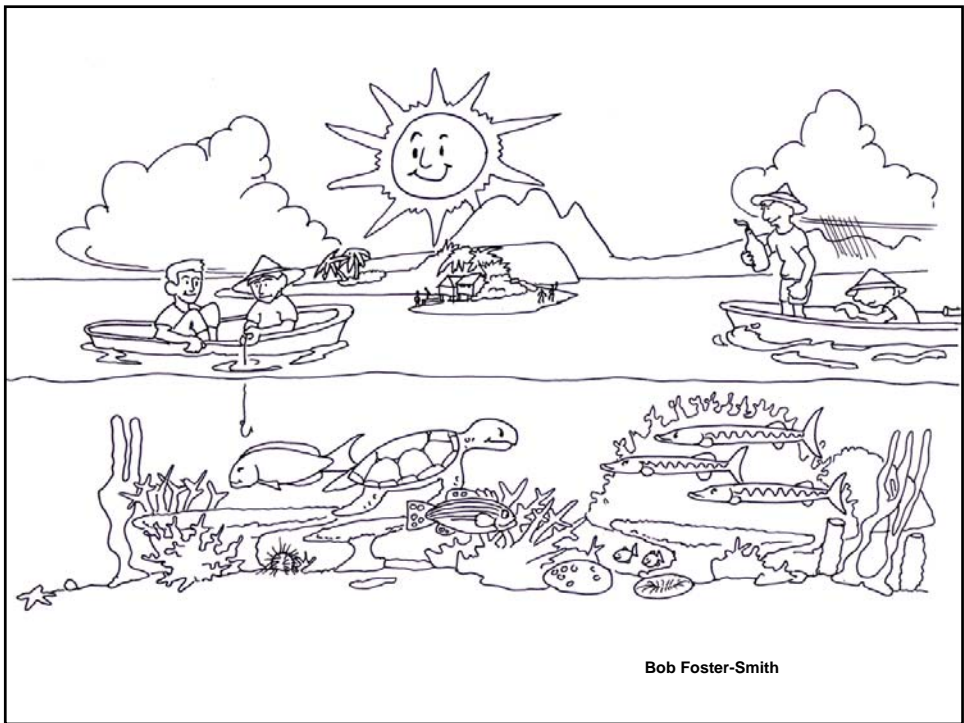
Prep time Cost Effectiveness Reach Lifetime Increased support
 ★★ ★★ ★★★ ★★ ★ ★★★

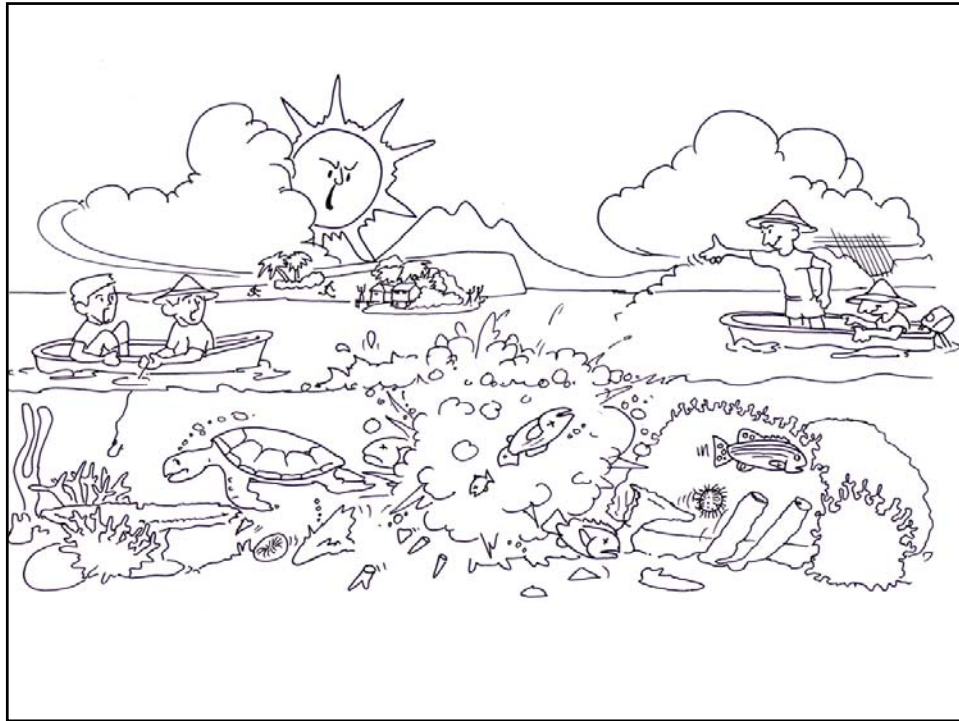
Games and interactive activities



Prep time	Cost	Effectiveness	Reach	Lifetime	Increased support
★	★	★★	★★	★★★★	★★★★

Colouring Book





Prep time	Cost	Effectiveness	Reach	Lifetime	Increased support
★	★	★★★★	★★★★	★★★★	★★★★

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20 min DVD: Malay, Suluk, Bajau and English versions



Prep time	Cost	Effectiveness	Reach	Lifetime	Increased support
★	★	★★★★	★★★★	★★★★	★★★★



Prep time	Cost	Effectiveness	Reach	Lifetime	Increased support
★★	★★★★	★★★★	★★★★	★★★★	★★★★

Saving Planet Earth CBBC – featured project activities



Prep time ★ Cost ★ Effectiveness ★★★★★ Reach ★★★★★ Lifetime ★ Increased support ★★

Symposium for government, NGOs, academic institutions & other interested parties



Prep time ★★ Cost ★★★★★ Effectiveness ★★ Reach ★★★★★ Lifetime ★★ Increased support ★★

Newspapers, blogs etc
Radio

Prep time Cost Effectiveness Reach Lifetime Increased support
 ★★ ★ ★ ★★ ★ ★★ ★ ★★ ★ ★★ ★

Project website



Semporna Islands Darwin Project 2009 - 2011

