

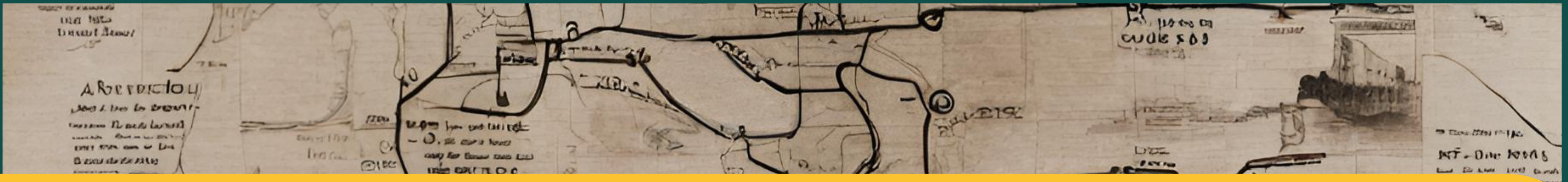


Challenges of Communicating Stories of Change

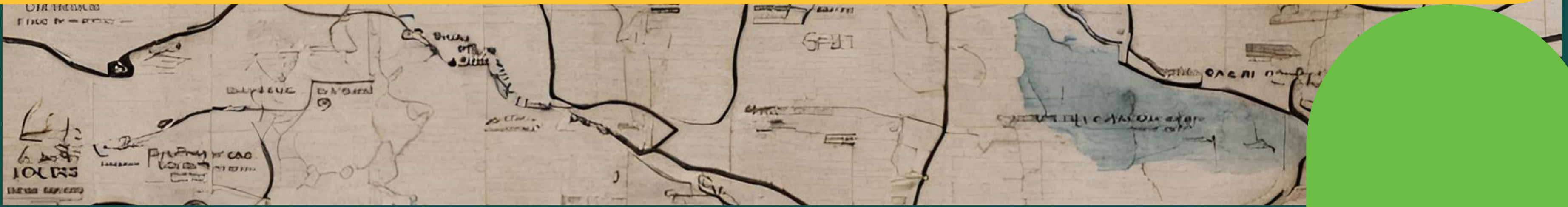


Robin Abraham,
Head – Communications, Watershed Organisation Trust (WOTR)





A Discovery of Media



The background of the slide features silhouettes of three people dancing on a beach at sunset. The sun is low on the horizon, creating a warm, golden glow. The sky is a mix of blue and orange. In the foreground, there are two large, semi-transparent shapes: a yellow one on the left and a green one on the right, both with rounded corners.

In the beginning was the team

Passionate Jacks and Jills of all trades
headed by a Jack of all trades
(2 + 2 + 1) - No PR & media specialist -
A Challenge

We were clear about Why- our objectives

Build consideration for WOTR as a credible implementation partner among institutional donors

Create recognition for donors for their work with WOTR

We were clear about where we wanted to be

WOTR as the partner of choice for institutional donors looking to address rural poverty systemically

In the context of media, this translated to being 'top of mind' for any conversation related to our thematics - Land & Water Management, Climate Resilient Agriculture, Livelihoods, Women Empowerment, HSN and Ecology & Biodiversity

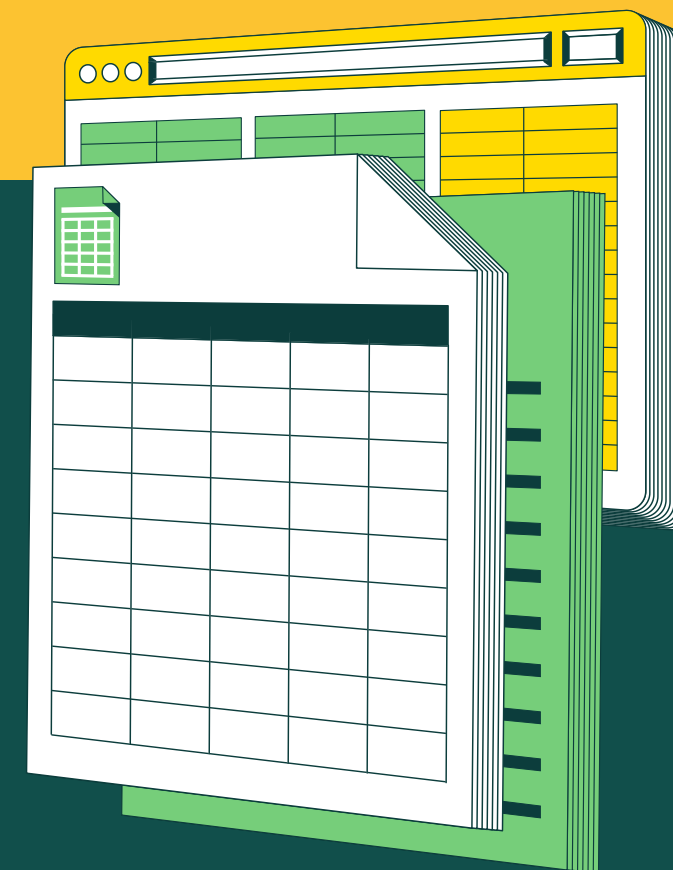
We started with story hunting - it wasn't scientific. Stories we felt were newsworthy- A Challenge

STORY

But, we didn't have journalists to write to - A Challenge



So we created databases from scratch, identifying journalists who wrote around the kind of stories we were pitching, making informed guesses about their email ids



Some pitches worked,
Many didn't

**WHAT'S
YOUR
PITCH?**

We needed help - On our own we could not give focused attention to just PR -
A Challenge

**ATTENTION!
PLEASE!**

We hired a PR
Consultancy
and then a PR
Consultant and
then a PR tool -
That did not
work too well



At arms length approach
translating into vaguely related
story opportunities - A Challenge

More work for the internal team - A
Challenge

Escalating costs with barely any
returns - A Challenge

OWN IT

We decided
the best way
forward was
doing it on
our own

- News Wire services - For Press Releases
- ChatGPT & Gemini - our Nitro boosters - For crafting Pitch notes and Press releases

OWN IT

We decided
the best way
forward was
doing it on
our own

- ‘Come and see’ opportunities to build relationships with independent journalists
- A Navigator for Consistency and Discipline in identifying opportunities and reaching out to the media
- Publishing our own stories - also offering a publishing space for our partners
- Team (1 + 1 + 1 + 1 + 1)

Our Hit Ratio Today

1:3:50

Also still looking for catalysts
who can enable us in media
relations

catalyst

efix are

Thank
you