

English summary

Action E.5 - National communication activities:

Media report for 100 anniversary of nature conservation in Slovenia

Beneficiary responsible for implementation: Štirna, Institute for sustainable solutions

Description of the purpose - planned and executed activities:

We have marked 100 years of nature conservation in Slovenia with a press conference in January 2020.

Planning phase included:

- communication plan,
- concept and scenario of press conference,
- preparation of communication tools (invitation, media material, press release, media list, material for speakers, press conference presenter speech, presentation).

The press conference took place at the Slovenian Museum of Natural History. 5 speakers at the press conference presented the history of nature conservation, and a special video interview was introduced with a doyenne of nature conservation in Slovenia. 7 media houses attended the press conference.

After the press conference, we worked with media individually to provide additional content and reach additional media coverage.

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Outcomes and results:

We prepared a media analysis after the press conference. It includes media articles in the period from 23rd January 2020 to 14th February 2020.

36 media articles in 27 different media reported about 100 anniversary of nature conservation in Slovenia. 56% of media articles were published in national media, 44% in regional and local media. Digital media reach was 1,218,023 users. In average all media articles were longer than 4,000 characters with spaces and included 3 to 6 photos or videos.

Conclusion:

The outcomes and results of the press conference exceeded all expectations: strategically planned and professionally executed activities reflected in media coverage. Even more, the topic of 100 year anniversary of nature conservation in Slovenia appeared in different media all year long.

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