



Global Neighbourhood for Media Innovation (GNMI)

Sabz Journalism Training Manual

for Environmental Journalists and
Digital Content Producers



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Global Neighbourhood For Media Innovation



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Preface

The environmental journalism training manual under a flagship fellowship “Sabz Journalism Fellowship Program” has come to life through collaborative efforts aimed at strengthening environmental media reporting landscape of Pakistan.

In today's world, the role of journalists in highlighting environmental issues has been more than ever crucial. Environmental journalism plays a pivotal role in shaping public awareness and understanding of pressing environmental issues. As we face unprecedented challenges such as climate change, deforestation, and pollution, it is imperative that we equip ourselves with the necessary skills and knowledge to effectively communicate these issues to the public. This manual stands as a testament to the commitment of the Global Neighbourhood for Media Innovation (GNMI) and the steadfast support of the United States Department of State in advancing the standards of environmental journalism. It ensures the collective vision of empowering journalists with the requisite skills and knowledge to adeptly explore the technicalities of environmental reporting and generating informed discourse for positive change.

Through the manual, we aim to empower talented journalists, filmmakers, digital content creators and documentary producers with the technical and professional expertise required to excel in environmental reporting and digital content production and monetization. This manual serves as a roadmap, guiding participants through key modules that cover a wide range of topics, from understanding environmental issues to mastering digital storytelling and monetization techniques.

We are confident that this training manual will serve as a valuable resource for the audience seeking to make a positive impact through their reporting on environmental issues and may this manual serve as the compass guiding journalists towards a greener, more informed tomorrow.

Global Neighbourhood for Media Innovation (GNMI)



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Chapter 01



Environmental Journalism in Pakistan

Introduction

The Sabz Journalism Fellowship Program's Environmental Journalism Training Manual emerges from a pressing need to address the escalating environmental challenges facing our planet. With the support of the United States Department of State, the Global Neighbourhood for Media Innovation (GNMI) is steadfast in its commitment to empower journalists with the tools and knowledge necessary to navigate the complex landscape of environmental reporting.



In recent years, the urgency of environmental issues such as climate change, biodiversity loss, water scarcity, and marine and air pollution has become increasingly evident. As custodians of information and storytellers of our times, journalists bear a profound responsibility to communicate these issues accurately and effectively to the public. Journalists play a crucial role in raising awareness, holding decision-makers accountable, and driving positive change through their reporting. However, environmental journalism presents unique challenges, requiring not only technical skills in research and reporting but also a deep understanding of the ethical considerations and storytelling techniques specific to this field.

This manual is structured into modules that cover a range of topics, including an overview of environmental issues in Pakistan, ethical considerations in journalism, digital production and editing skills, research-based reporting techniques and marketing and monetization. Each module is carefully designed to provide practical insights and hands-on training to enhance your capabilities as an environmental journalist and support for your digital news startups.

Through extensive needs assessment, experts' consultation, and drawing upon international best practices, this manual is developed to provide a comprehensive training framework for environmental journalists, filmmakers, and documentary producers.

As journalists go through the pages of this manual, they do so with the understanding that the stories they tell have the power to shape perceptions, influence policies, and inspire action. With this awareness in mind, our fellows are in the pursuit of journalistic excellence.

■ The Environment

The environment encompasses the intricate web of interconnected ecosystems, natural resources, and living organisms that collectively sustain life on Earth. It includes the air we breathe, the water we drink, the land we inhabit, and the diverse array of plant and animal species with which we share our planet. The environment provides essential services such as climate regulation, nutrient cycling, and habitat provision, which are fundamental to human well-being and the functioning of ecosystems.

However, the environment also faces numerous threats, including pollution, habitat destruction, climate change, and loss of biodiversity, which pose significant risks to both ecosystems and human societies. Protecting and preserving the environment is essential for ensuring a sustainable future for generations to come.

■ Climate Change and Environmental Challenges in Pakistan

Climate change and environmental degradation pose significant challenges to Pakistan, impacting various facets of its environment, economy, and society.

While Climate Change is seen as a global issue, perpetrated, and exacerbated by the richer countries, clubbed together as the 'Global North,' countries like Pakistan, along with others in the 'Global South,' with a much lower socio-economic profile, as seen as the victim. The lower resource pool also means that they are far less able to deal with the fallout of Climate Change, hence the need to know how to 'pitch the case' by bringing to light the impacts.

A lower resource pool also means that countries like Pakistan are also beset with the growing problem of environmental degradation, which at times occurs in tandem with climate change impacts and at others is independent of them. This ensuring in the jostling of the development goals each country individually, and the region as a whole has identified for itself.

■ Pitching the Case'

Media's role in presenting the above-mentioned situation cannot be emphasised enough. It plays the role of a bridge for knowledge dissemination between those whose stories need to be heard and those who need to take action on those stories that are actually issues with impact on all segments of population and all sectors of development, which is the ultimate path every country looks towards.

An analysis and audit of the media landscape has shown that the coverage priorities do not reflect the threat perception of a country like Pakistan which sits astride the top ten bracket of the Global Vulnerability Index.

Media Priorities:

Events:

- ▶▶ War: Armed conflicts, Military operations, and Geopolitical tensions
- ▶▶ Conflict: Territorial conflicts, Ethnic tensions, and Civil unrest
- ▶▶ Internal Unrest: Protests, Demonstrations, and Social movements
- ▶▶ Politics: Political events, Elections, Government policies, Parliament, and Political debates
- ▶▶ Major events: International summits, Diplomatic meetings and Cultural festivals
- ▶▶ Personalities: Politicians, Celebrities, Business leaders, and Activists
- ▶▶ Sports: Sporting events, Athlete achievements, and Controversies
- ▶▶ Disasters: Natural disasters, Accidents, and Humanitarian crises

Climate Change is not an EVENT

The fact that it has been repeatedly hit by mega disasters, including floods, heatwaves, and new trend of torrential rains and hail in a season outside of the monsoons, resulting in deaths as well low productivity of crops is tackled in the media more as an 'event, rather than a continuum of a problem.

This problem hinges not so much on the lack of capacity of the reporters. It is the problem of general lack of awareness of the issue among the media gatekeepers, especially the legacy media. Digital media has an edge over the legacy and offers a greater flexibility to be able to delve deep into micro level issues as well.

The guidance received through the interaction has resulted in the flow we will be following throughout the first day of the Sabz Journalism training.

We will be providing you the key points of the Environment and Climate Change reporting, what is important, globally, regionally, nationally and locally. At the end of this training manual flow, you will be provided a list of resources that will be relevant to all the topics that we will be touching upon.

Terms and Jargon

Earlier the conversation about climate change and environment was restricted to the field of natural science, physical science, geomorphology, meteorology, hydrology etc. As and when the knowledge bank grew, it spilled over into social science, economics, and human development through which the thread of politics and diplomacy passed.

Meanings and definitions, rendering many old terms redundant because of the dynamism of the field. The online world also played its part in the rapid change in vocabulary and meaning and sectoral application of the words. This is why now online resources have related to the back rows the carefully compiled glossaries of terms specific to this sector, because the sectoral boundaries have been broken, the word that has gained the greatest currency is Intersectionality!

Resources:

Glossary by IUCN

<https://www.thethirdpole.net/en/climate/climate-change-glossary/>

<https://www.undp.org/publications/climate-dictionary>

<https://cej.iba.edu.pk/publications.php>

<https://cej.iba.edu.pk/pdf/pakistan-on-the-front-line-climate-change-english-metadata-included.pdf>

🏠 Back to Basics

What is the difference between Climate and Environment?

Climate and environment are two closely related terms that are often confused and used interchangeably. Although they are related, they have distinct meanings that set them apart. Climate refers to the long-term average of weather conditions in a particular region, while environment refers to the natural and physical features of a particular place.

- Difference between Weather and Climate Change
- Difference between Environment and Climate Change
- (Story of Stuff)

Environment is all around. It always has been and will always be. Climate Change has happened to the environment. It is reflected through the history of industrial development. To understand who is responsible and who is the victim, take a look at this:

Resource:

https://www.youtube.com/watch?v=S1hJnUk_Mbc

This means that any of the changes that were occurring in the environment, whether it was the burden of population on natural resources, their unsustainable use, pollution, biodiversity, and habitat loss etc. were now burdened with the additional threat of Climate Change.

Among the big-ticket items of climate change are:

- ▶▶ Rising heat: habitat alteration & biodiversity loss
- ▶▶ Change in weather and precipitation patterns melting of polar and glacial ice: leading to food & water insecurity
- ▶▶ More volume of water in oceans: leading to sea level rise, threatening coastal communities
- ▶▶ Sea surface temperatures rise: triggering of storms, cyclones & hurricanes

Each of these physical phenomenon have their explanations in science, but to see the impacts, one has to look towards law, economics, anthropology, sociology, politics, diplomacy, conflicts, pedagogy even psychology and then they have to be further broken down into sector specific groups to respond to their impacts, like disaster management etc.





Global to local-Regional to National to Local

To understand all this requires a holistic, ecosystem-based approach viewed with the lens of human rights on. The Human-Biodiversity Nexus has to be appreciated to see why “skewed solutions” will not prove to be a solution in the long run.

Responses have to be tailored to specific impacts. This is where the role of media becomes imperative to narrow down on the small detail, view it in the larger regional and global context and then present a compelling report that will focus on solutions that work without ruining the only home humankind has.

Global:

It was in 1992 that the Rio Declaration on Environment and Development was signed by 177 countries which met under the aegis of the UN. This was the beginning of the conversation about ‘threat’ of climate change. However, it also spawned a whole community of denialists, so the scientists and academics accelerated their pace to back up their dire warning with data and facts, and projection models.

Regional:

While the facts were being collected, collated and verified the impacts of climate change started becoming imperative in many parts of the world, especially the Global South. It was clear that the development pathways of the already rich and developed countries, a status they had achieved by their extraction of fossil fuels, was the main reason for climate change.

The negotiating platform created by the UN, in the form of UNFCCC with the help of the COP or the conference of the parties, which saw lengthy, and for decades, inconclusive negotiations and back-tracking of commitments to limit emissions.

The tug of war continues and the pushback from the global south has finally culminated in owning responsibility by the big emitters and agreement to pay up for the Loss and Damages suffered by the countries falling within the bracket of the vulnerable.

National:

In the context of the global scenario, we now have to look at the reported that needs to focus on the situation in Pakistan, and then be broken down to the different parts of a geographically large and diverse country.

Climate Change and Pakistan

- Pakistan is one of the lowest emitters of global emissions... Less than 1%.
- On the other end of the scale, Pakistan has been in top 10 bracket of the vulnerability index.
- It is within this band that the entire spectrum of climate change and environmental reporting needs to lie.
- The breadth and depth of reporting needs to take a look at both, separately, and where they intertwine.

Micro Reporting: Exploring Pakistan's Environmental Realities

In a country of over 220 million, media cannot gloss over the issue by reporting on the macro issues. There needs to be a drilling down to reach out, find, understand and project the micro issues that leave no segment and sector untouched and unreported.

A lot of efforts and resources have been invested through training journalists in reporting on environment and climate change. However, the business model of the legacy media has been identified as the core reason why these matters have a lower priority than the threat perceptions demand.

This offers an ideal entry point to the digital media outlets and individuals to be able to claim the space and create a niche for themselves. This is why the components of the Sabz Journalism programme dovetail into each other by arming the journalists with the relevant knowledge and resources, as well as digital skills.

What Journalists need to do!

Horizontally and vertically, journalists need to break the barrier. There is room for all subject matter journalists to cover issues, events and impacts with the lens of their particular expertise.

Each ecological region of Pakistan affords ample opportunity. This include, though are not limited to:

- Exacerbation of existing environmental challenges
- Climate Change: the threat multiplier!
- Jurisdictional overlaps and limitations
- New challenges added to the mix
- Extreme Heat
- Poor air quality
- Shifting monsoons patterns
- Multiplication of sea intrusion by sea level rise

The Ethical Responsibilities of Environmental Journalists

Environmental journalists carry ethical tin their reporting, ensuring accuracy, fairness, and responsible storytelling related to Climate Change, Biodiversity, Conservation, Deforestation, and the importance of Ecosystem preservation. They also cover topics like Endangered Species, Environmental Impact Assessment, the Greenhouse Effect, and Renewable Energy, while promoting Sustainability and addressing issues of Pollution, Carbon Footprint, and Ecological Footprint.

Accuracy and Fact-Checking

Environmental journalists have a responsibility to report accurate information and fact-check their sources, including scientific research related to Climate Change, Renewable Resources, Non-Renewable Resources, and Sustainable Agriculture. They should strive to verify facts, data, and scientific research before publishing their articles. By maintaining accuracy, journalists build trust with their audience and contribute to informed public discourse.

Balance and Fairness

Environmental journalists should present balanced and fair coverage of environmental issues, including perspectives on Environmental Justice and Sustainable Development. They should seek diverse perspectives and provide a platform for various stakeholders to share their viewpoints. By including multiple perspectives, journalists promote a comprehensive understanding of complex environmental topics.

Transparency and Disclosure

Environmental journalists should be transparent about their sources, potential conflicts of interest, and affiliations. They should disclose any relationships that may influence their reporting or introduce biases. By being transparent, journalists maintain credibility and foster trust with their readers.

Sensitivity to Communities and Cultures

Environmental journalists should approach their reporting with sensitivity to the communities and cultures affected by environmental issues, such as Indigenous communities impacted by Wildlife Conservation efforts. They should respect local knowledge, cultural practices, and community perspectives. By portraying communities accurately and respectfully, journalists avoid perpetuating stereotypes and ensure their reporting is inclusive.

Avoiding Sensationalism and Fearmongering

Environmental journalists have a responsibility to avoid sensationalism and fearmongering in their reporting. While it is essential to highlight the urgency and severity of environmental challenges, journalists should provide balanced and evidence-based reporting. By avoiding sensationalism, journalists contribute to informed public discourse and prevent unnecessary panic.

Long-Term Reporting and Follow-Up

Environmental journalists should engage in long-term reporting and follow-up on environmental stories, including updates on Climate Change impacts and efforts in Conservation. They should revisit previous reports, provide updates, and assess the impact of their reporting. By providing ongoing coverage, journalists promote accountability and ensure that environmental issues remain in the public eye.

End-of-Day Output Tasks:

- Identify and outline stories for reporting on:
 - Global issues
 - Regional matters
 - National developments
 - Provincial affairs
 - Local concerns
- Determine the appropriate medium for presenting each story.
- Present the outlined stories for critique and feedback.

Chapter 02



Digital Content Creation & Production Guide for Environmental Reporting

Let's Start!

Creating content for digital platforms is very different from the requisites of mainstream media. The first step of this process is to identify the topics that appeal to the targeted audience. The second step is to create content related to chosen topics either in a written or visual format. The key element is to make the content interesting by turning information into an appealing form such as a blog, video, infographic, or other formats.

▣ Elements of Good Online Content



It must have the following

▣ A Catchy Title

The title of your story should be catchy and clear. It should also include keywords so the readers can search it easily online.

▣ Composition & Use of Keywords in the Text

The composition of the content depends on its topic. You can change your style from the inverted pyramid style to postponed effect depending on your topic. However, you must add keywords to your content because that will optimize the article.

▣ Visual Pointing

The written story on the internet should be easy to overview and read. To achieve this purpose, you may make key sentences or phrases or words, bold. It will help you in drawing the attention of your reader to the most significant information.

▣ Multimedia Effect

The multimedia effect is the backbone of online content. Always use a combination of different formats such as text, video, audio, infographics, and illustrations to make your content interesting and appealing.

▣ Linking Techniques

Linking techniques help journalists to offer additional but relevant content to their audience. This also saves their time in explaining the background.

▣ Tagging

Tags are those words in your article that your target audience may use to search the internet to find their desired information. It is recommended to use five to seven tags per story so it can appear on top results of search engines.

Text Optimization

Text optimization means the use of tags at the end of the text as well as using keywords in the title and text of the story. It helps to improve positioning on search engines

Storyboarding



There's an important step between ideation and creation for films, comic books, and other mediums that require planning out scenes: making a storyboard.

What Is a Storyboard? A storyboard is a visual outline of a film (be it a short film or feature film) or animation. It's an important part of the preproduction process and consists of a series of images that show everything that's going to happen in your finished piece.

Storyboarding can help you to solve a multitude of problems. It's a great method that enables Studio AKA – and many other creatives – to work with stories that lack clarity and structure, or concepts that need upending to work.

Tips for making storyboard:

- Draw Your Blank Thumbnails
- Add your Title Scene name, Image action
- Start Sketching
- Critically Assess and adjust
- Start Production

Watch this storyboard tutorial: <https://www.youtube.com/watch?v=6aTnEanlXBk>

Strategy Tips for Story Boarding

Think: of the storyboard as the graphic novelization of your script, where each panel represents a new camera angle or a key moment in the action.

The aim of the storyboarding process is twofold: to ensure that you get all the coverage you need on set to craft a coherent and exciting story in the editing room, and to do so in an economical way.

Define your characters: To tell any story, you need to understand your character. One way to do this is to ask the basic questions a scriptwriter always asks, such as: Who is your character? What do they want? What do they do to get what they want? What do they achieve in the end?

Good storyboards can be supremely useful when directing big action sequences. Drawing out your shot list can be an organizing principle in the cacophony of producing complicated shoots.

Think beyond what's on the page: The surface of a character is described in line or shape on the page, but what lies within the drawing is given focus by our willingness to engage with what that character can emote and convey.

Embrace feedback: It is always easier to know what is amiss with other people's work than your own, and sometimes giving feedback to others can help you think about your project in a new way.

Mobile Journalism (MOJO)



In today's fast-paced and ever-evolving media landscape, mobile journalism has emerged as a powerful tool for reporters, photographers, and content creators. With the rise of smartphones and advancements in technology, the ability to capture, edit, and share high-quality multimedia content on the go has become more accessible than ever before. Whether you're a seasoned journalist or an aspiring storyteller, mastering the art of mobile journalism can open up a world of opportunities.

Why MOJO Might Be Good for Environmental Journalism?

Environmental journalists can make the best use of MOJO to report on climate issues on digital platforms because it is:

- Easier to use
- Faster in action
- Independent
- Not noticeable
- Efficient
- Cheaper to use

Professional Kit for MOJO

Although a single smartphone and techniques to use it professionally are enough to start MOJO, however, it is suggested to have a professional kit at later stages to enhance the experience of journalism with a smartphone and to increase the quality of the media content. A professional kit for MOJO is a fully equipped, full high-definition, broadcast-quality, multimedia mobile studio for novices and professionals alike.

Mandatory Kit Items

Professionals have suggested the following items to have in a professional MOJO kit.

Smartphone

The iPhone 6s Plus scored 81 percent in a recent review by Australia's Choicemagazine. Apple still sells and supports this model. It films in 4K. Has a lot of memory storage. It has a coveted mic/headphone jack and supports the widest range of accessories



Protective cover

If you buy a protective or durable phone case, you need to make sure you continue to use it. You must buy a cover that is shatterproof and drop-proof at the same time. This not only eliminates hindrance in work but also adds to the life of the device.



Lenses

Smartphone cameras are amazing, but they are still limited, especially when it comes to their small lenses. Add-on lenses can help to improve video quality in certain circumstances. A wide range of telephoto, wide, and macro external lenses for smartphones are now available from manufacturers like Olloclip, Exolens, Moment, and Moondog. These typically attach to the phone via an external mount or with a clip that snaps onto the phone, and some brands allow you to attach ND filters.



Clip microphone

Also known as lapel or lavalier microphones – are ideal for recording interviews in noisy or windy areas. The microphone attaches to your interviewee's clothing, and the other end plugs into your phone. Widely used microphones include the Rode Smartlav and the Boya BY-M1. These microphones have a 3.5mm jack, so if your phone does not have a 3.5mm port, you will need an adaptor. You can also buy clip microphones with lightning jacks for iPhone 7 and above – like the Sennheiser Clip Mic.



Extension cords

For medium shots or for filming from a distance greater than one meter, you should plug your clip-microphone into an extension cord like the Rode SC1. This extension cord works with both Rode Smartlav and Boya BY-M1 microphones.



Tripod

Using a tripod will give you the stable video footage and sharper photos. Many mojos use a robust tripod like the Manfrotto BeFree, but because you do not need to support a heavy TV camera or DSLR, an inexpensive lightweight tripod will also give great results



†Battery life is different for every smartphone and there are a lot of options when it comes to portable power banks. An Extra battery pack should always be kept handy unless you want to be at the scene of a great story with zero battery on your phone. It is recommended to carry a 20000mAH power bank to charge your mobile phone in-case the battery drains at a considerably higher rate



Gimbal

A gimbal is not a mojo essential but can be useful. A gimbal combines a smartphone mount with a motorized grip. It keeps the phone camera pointing at an object being filmed while you move around. Popular brands include DJI, FeiyuTech, Movi, Zhiyun, and LanParte. Many gimbal mounts cover the phone's microphone socket, so you may need to record audio using a second phone or external recording device. Two gimbals that do not cover the microphone port are the LanParte HG-01, and the Feiyu-Tech G6 Plus



Hard drives/USB drives

For extra storage use a cloud service combined with an external hard drive, a flash drive. There are many different brands, but two basic types. The lightning version for iOS devices (one example is iXpand by Sandisk) and a WiFi version that works across platforms (Airstash by Maxell). Preferably the hard drive should be in TeraBytes and USB in GigaBytes



■ Tools for Digital Content Production

Apps for Shooting:

Mobile Camera Apps	Simple Video editing apps
<ul style="list-style-type: none"> - Native Camera App - Protake (Free – Android & IOS) - Open Camera (Free – Android Only) - Filmic Pro (iPhone/Android – License application and design specially for Journalists and Filmmakers) - LU Smart (iPhone/Android – License for live, Save/Store in camera roll options) 	<ul style="list-style-type: none"> - Quik (iOS / Android) - Inshot (iOS / Android) - Animoto (iOS / Android) - Apple Clips (iOS) - Splice (iOS) - Enlight VideoLeap (iOS) - CuteCut (iOS / Android) - Movie Maker (Android) - Vlogit (iOS / Android) - VideoShop (iOS / Android)

Best Photo editor Apps

Android	IoS
<ul style="list-style-type: none"> - Adobe photo express - Snapseed - Aviary - AirBrush - Bonfire Photo Editor Pro - Cupslice Photo Editor - Fotor Photo Editor - LightX Photo Editor - Photo Director 	<ul style="list-style-type: none"> - Adobe photo express - Snapseed - VSCO - Camera+ - Cortex Camera - Enlight - TouchRetouch - SKRWT - Superimpose.

Best Video Editor Apps

Android	IoS
- KineMaster	- IOS
- ActionDirector	- iMovie
- Adobe Premiere Clip	- Luma Fusion
- FilmoraGo	- KineMaster
- Funimate Video Effects	- Inshot
- Movie Maker	- Videoshop
- Filmmaker Power Director	- Splice
	- Cameo
	- Quik
	- Video Crop
	- Magisto

Checklist Before Shooting

One must have this checklist in hand before starting a shoot.

Minimize External Noise

Foam windshields are usually the first defensive tool against wind noise. An open-cell foam cover around the microphone will disperse and diminish the acoustical energy of the wind hitting the mic capsule, reducing that low-end vibration. Shooting in low light causes images to be muddy and grainy. A way to mitigate this problem is to shoot with a higher ISO. Using a wide aperture lens so that more light hits your sensor is also highly recommended

Check Battery

Always check the battery of your phone and other electronic equipment before shooting as you do not want a dead phone in the middle of a great story. One can always check the health of their phone's battery through third-party apps and native apps.

Put the Mobile Phone on Airplane Mode

Imagine being in the middle of a video interview with a Subject Matter Expert when your cell phone rings. You could ignore it and continue the interview, right? Wrong. When your cell phone rings it stops recording. So, save yourself the embarrassment of having to ask your SME to repeat everything that they just said and put your phone on airplane mode before you start shooting.

Check Available Memory

Memory can be an issue while shooting from your smartphone. If you are short on memory the shoot will be interrupted making it nearly impossible to complete the task. Android phones have memory cards that can extend the space while iOS phones do not. In this case, you can either clear up space while backing your data on iCloud. Available memory can be checked in the settings of the phone.

Clean Lens

It sounds simple, but this is always a great place to start. It is the equivalent of remembering to take the lens cap off a camera. It is something so obvious that it is often easy to forget. Before you shoot any video with your smartphone, make sure the camera's view is not obstructed, and give it a quick swab. Moistened cleaning wipes are the best for this job, but a quick breath and your shirt will do the trick, too.

Check the background

Make sure nothing in the frame looks odd. Avoid including any signs or other text in the background, as this will distract the viewer.

Do a test recording

A function test is highly recommended before proceeding with the shoot. Ask your interviewee a simple question, like what they had for breakfast, or where they went on their last holiday, so you can check that the phone is working properly and that the audio sounds good. Press 'stop' and listen to your test recording on headphones.

Important Tips

Apps for Manual Control

These apps are important to make your smartphone work like a typical DSLR. There are various apps for Android and iOS with manual control of focus, exposure, white balance, and other important features for example Cinema 4K (Android) and ProShot (iOS / Android)

Camera Setting

Smartphones might be limited in functionality compared to more dedicated video cameras, but that does not mean they are only capable of shooting one type of video. Most premium smartphones these days have a few different resolutions and frame rates to choose from. On Android phones, these settings are usually right inside the main camera app. Apple, however, has buried these options in the main settings menu. The three most used video settings are 1080p at 30 frames per second, 1080p at 24 frames per second, and 1080p at 60 frames per second.

Test Mic Level

This function test ensures that your mic is working properly to avoid audio distortions. Several applications can aid you in optimizing the performance of the most important tool for MOJO.

Test Light

Sunny days mean lots of shadows. Partially cloudy days mean the light outside will change constantly. Under these conditions consider filming indoors and pack an external light. The main source of light – whether it is the sun or an indoor light – should be in front of your interviewee's face. Any bright source of light behind your interviewee will cause their face to be in shadow, or even silhouette – and this will make the interview unusable.

Keep Phone Horizontal

Remember to hold your cell phone in landscape mode (horizontally) when you are filming. The standard resolution for HD TV is 16:9, which is, essentially, a shot filmed in landscape mode. So, if your video is in landscape mode, it can be used on full screen. If you must move while shooting you should hold your phone horizontally with both hands for more stability.

The Shot that Makes the Sequence

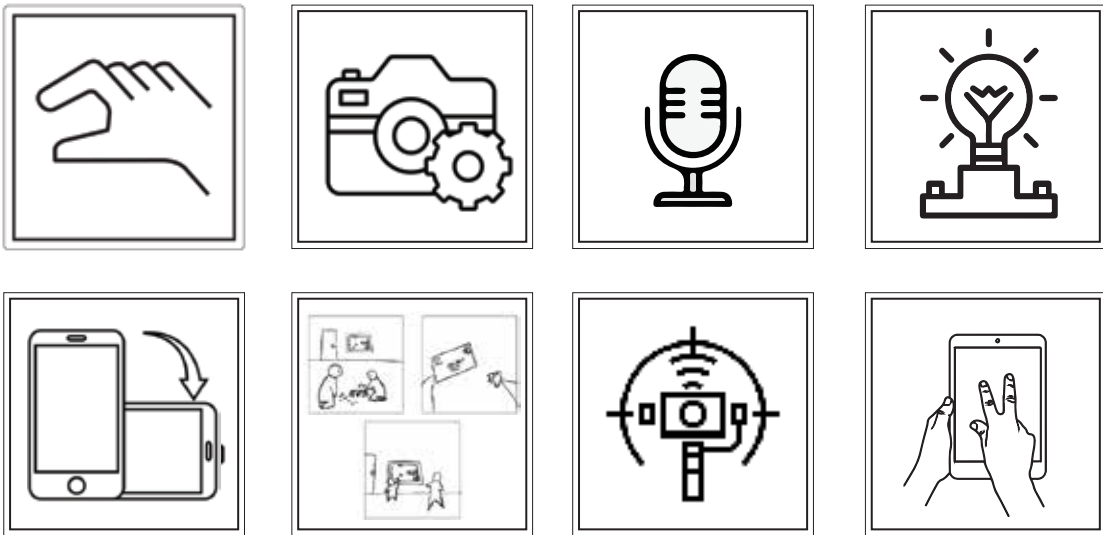
The five-shot sequence popularized by video journalist Michael Rosenblum, also relies on wide, medium, and close-up shots, while introducing the idea of perspective. In a five-shot sequence, the first shot is a close-up of a subject's hands — a pianist, for example, tickling the ivories. The next shot is a close-up of the subject's face. For the third shot, move back from the action and capture a medium shot of the subject. Next, move to an "over-the-shoulder" shot. Standing just behind the subject, shoot downward toward the action — hands on the keyboard, for example — showing what is happening from a point-of-view. The three main benefits of a shot sequence are: Shot sequences promote continuity, compress time, and add professional polish.

Stabilize the Camera

Stability is key while recording a video from your camera and must be given utmost attention. A camera stabilizer, or camera-stabilizing mount, is a device designed to hold a camera in a manner that prevents or compensates for unwanted camera movement, such as "camera shake". For small hand-held cameras, a harness or contoured frame steadies the camera against the photographer's body.

Manual Zoom

By using manual controls, you can manipulate settings to produce the image you want. Manual mode can be intimidating for casual users; especially those with no knowledge of advanced camera theory. Most recent smartphones come with some form of a manual mode within the camera app. They might get fancy and call it pro mode or something along those lines. Simply go into the camera app and look at your shooting modes to find out if your phone has manual shooting capabilities.



▣ Digital News Startups



Digital news startups are web-based news organizations of varying scales offering news and information about current happenings and affairs (Powers and Vera, 2016). The success of digital news startups lies in a sustainable business model, a defined niche, and a diverse revenue structure. Another important factor is the understanding of new technological trends. Entrepreneurs who take interest in new technological tools can discover new ways to engage their audience, content development, and dissemination.

▸ Niche

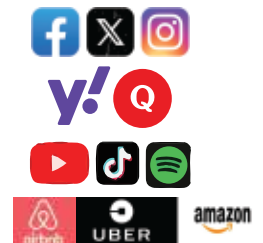
The term niche means targeting a particular segment of the entire population for a specially designed, created, or produced product or service. Niche in journalism refers to the specific audience, media players intend to approach using their news-related products or services (Cook and Virkkunen, 2013).

▸ New Media and Digital Platforms

Denis McQuail, professor of Communication Studies at the University of Amsterdam, defined new media as a disparate set of communication technologies that are new, digitalized, and widely available for personal use as communication devices (McQuail et al., 2005).

Scholars have further defined digital platforms as two-sided networks on the internet that allow an interdependent group of users to interact with each other in multiple forms (Asadullah and Kankanhalli, 2018). These platforms are getting popular in the masses because they are interactive, diverse, easy to access, low cost, and trendy. These platforms can be divided into different categories based on the services they provide. Some of the categories are:

- Social media platforms such as Facebook, Twitter, and Instagram
- Knowledge platforms such as Yahoo and Quora
- Media sharing platforms such as YouTube, Spotify, and TikTok
- Service-oriented platforms such as Uber, Airbnb, and Amazon



▣ Establishing A News Startup

Let there be News!

Establishing a news startup on digital platforms with a sustainable future requires a steady business plan, consistent hard work, and patience. Here is the process!

Planning for a News Startup

In the planning phase, one must have clarity on the kind of media products and services they would be throwing in the market and its pace and audience. One should also develop a clear timeline and roadmap of their plan of action to keep themselves focused on their goal of turning their business idea into a sustainable business model. It also includes building a revenue plan and team required for the startup. You should have answers to the following questions by the end of this stage.

- Who is your audience?
- What kind of content do they like to consume?
- Who are your competitors?
- What does their audience like?
- What is the reach of the product or service?
- How to take it from the local audience to a global audience?
- Which monetization options are available for this project?
- What are the right platforms to launch the platforms?

Thinking Like a Startup

Starting with a blank slate is important to launch a digital venture. The same techniques that big companies have used in their business strategy do not need to work for your startup too. Each business model has different needs and approaches that must be dealt with differently. The key tips are to

- Have an entrepreneurial mindset
- Fake it till you make it
- Start on a low budget and using minimum requirements to start
- Defining the unique selling point of the business

It means:

- Do you want to become a podcaster? Yes? Start podcasting.
- Do you want to become a professional chef? Yes? Start cooking.
- Do you want to be a copywriter? Yes? Start writing
- Do you have side hustle ideas you want to start? Stop watching Netflix every night.
- Do you want to learn email marketing? Yes? Start building your email list today.



Picking the Right Platform

Not every business model is meant for every platform on the internet. Each media startup has its specifications that can meet only by specific platforms. For example, if one is interested in making podcasts, YouTube would be better for them. If one would like to build a community, they can choose Facebook to do so. Entrepreneurs can also choose a combination of platforms for their startups depending on the need of the need.



Chapter 03

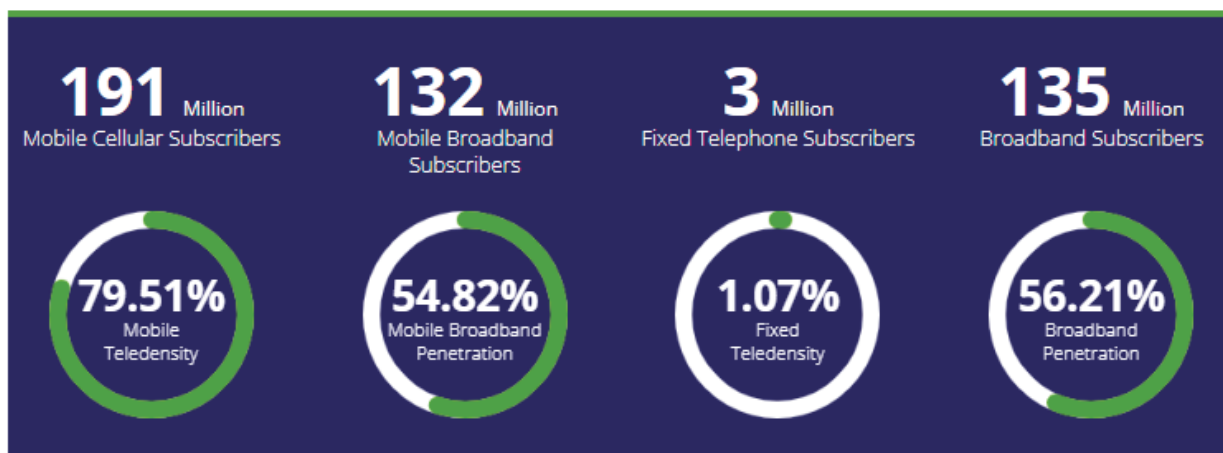
Digital Marketing & Monetization

Overview

This course is designed to equip journalists and digital content producers with the essential skills and knowledge required to effectively leverage digital marketing strategies and monetize their content. Participants will learn how to explore the digital landscape, engage with audiences, optimize content for various platforms, and monetize their work through diverse revenue streams.

Digital Landscape of Pakistan

The overall internet traffic in Pakistan has been on the rise since the launch of 3G and 4G services in 2014. Since then, the media landscape of the country has changed to a large extent. We saw media houses developing their websites and social media platforms which today have become our primary source of information. Newspapers upload their e-papers on their websites; TV channels have their websites which they use to push their content to their audience present on the internet. Media houses also use their Facebook, Instagram, and Twitter accounts to do a live broadcast of important events. According to the latest indicators of the Pakistani Telecommunication Authority (PTA), the country has 191 million cellular subscribers, 132 million mobile broadband subscribers, and 135 million broadband subscribers, with an internet penetration of 56.21% in February 2024. According to DataReportal, among these internet users, 71.70 million use different social media platforms which make 30% of the whole population. Facebook is the most used social media platform in Pakistan with 44.50 million active users. Instagram has 17.30 million active users, X (Twitter) has 4.65 million users, WhatsApp has 52.3 million, and YouTube has 71.70 million active users.



* Figures are updated as of Feb 2024.

Source: Pakistan Telecommunication Authority

How to Engage with Audiences?

The recent developments in digital technologies have given new set of tools to businesses that they can use to reach, engage, monitor, and respond to consumers to an unprecedented degree. This section will cover basics of digital marketing strategy that you can use to give your business a push. Now, the question arises that why businesses need a proper digital marketing strategy. Let us try explaining the reason to you.

Suppose you have acquired the basic knowledge of content creation and have established a news media brand for a niche audience. The trouble is, your niche audience has a variety of content and digital platforms which they consume daily and are comfortable with. How will you place your brand before your audience? How will you make your news media startup stand out from the rest? Sometimes, even excellent content gets lost in the mix just because it is not marketed well. This course will be focusing on making an effective marketing strategy for your startup; one that gives your platform the right boost with the right audience. But first,

■ What is a Digital Marketing Strategy?

A digital marketing strategy is a plan or course of action towards achieving already set marketing goals of a business. These goals are set on the basis of the objectives of the business. Once the goals are set, the digital marketing campaigns are developed and executed to achieve those. A strategy is a master plan or a blueprint to achieve long-term goals of a business.

Key components of a digital marketing strategy
Following are key components of a good digital marketing strategy.
<ul style="list-style-type: none"> • Defining the brand: It should define the brand to the potential audience in the best possible way. Look for the unique selling points of the business to incorporate into your strategy.
<ul style="list-style-type: none"> • Understanding customers and their needs: Do thorough research on your audience before making any strategy. Collect their demographic information such as age, gender, location, as well as their motivation to choose the products and services. You may use Google Analytics to create their persona. It also gives an option to divide them according to the keywords in organic traffic.
<ul style="list-style-type: none"> • Defining S.M.A.R.T.: It stands for Specific, Measurable, Achievable, Relevant, and Time-bound goals.) Whenever you are setting goals for your business or any component of it, make sure those are S.M.A.R.T.
<ul style="list-style-type: none"> • Identifying target markets: Use market research tools such as Google Keyword Planner, Google Trends, and Facebook Audience Insights to conduct market research and identify potential target market.
<ul style="list-style-type: none"> • Performing competitive analysis: Use different tools and techniques to analyze competitors in the market and to conduct a SWOT analysis. A few tools that you may use are Alexa, Similarweb, Semrush, and SocialBakers.
<ul style="list-style-type: none"> • Managing and allocating resources appropriately to achieve objectives: the digital marketing strategy should include define how it will make use of available financial and human resources to meet the set goals.
<ul style="list-style-type: none"> • Reviewing and optimizing campaign performance: It is always recommended to keep track of the strategy with its implementation. Like Google Analytics, helps entrepreneurs to track, measure, and report digital marketing campaigns 'performance efficiently.

Developing a Digital Marketing Strategy

A digital marketing strategy means setting marketing objectives based on the analysis of market information and target audiences, selecting digital marketing channels and platforms, determining channel-specific delivery tactics, and defining macro marketing KPIs to measure the performance of the digital marketing strategy.

Social Media Marketing (SMM)

As the name suggests, this form of marketing makes use of social media platforms to meet the goals. The popular social media platforms are Facebook, Twitter, Instagram and YouTube. Below is given review of each platform with its positive and negatives aspects. Chose any of the platforms or a combination based on your niche and its marketing goals.

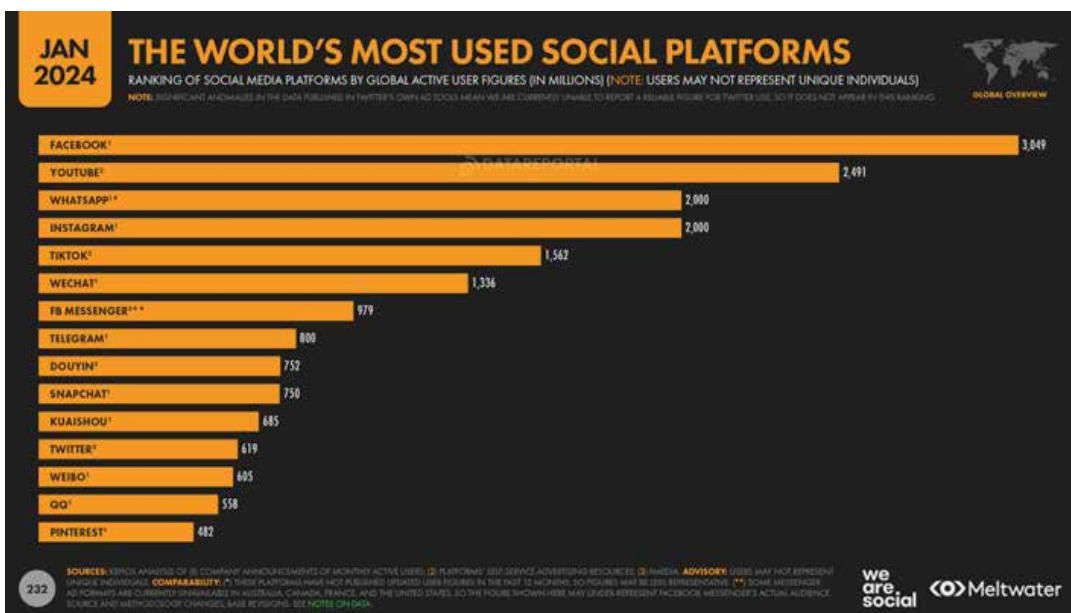
Understanding Meta Platforms, Inc.

Meta's primary business revolves around its social media platforms, which include Facebook, Instagram, WhatsApp, and Messenger. These platforms collectively serve billions of users worldwide, making Meta one of the most influential companies in the tech industry.

Facebook

Facebook has a mass appeal and a huge consumer base of more than 2 billion users, with 44.50 million users in Pakistan. It is an ideal platform for reaching middle- and working-class communities. According to recent statistics of DataReportal in February 2024 the platform has a larger male user base in Pakistan with 80.1% male and 19.9% female users. Facebook Insights options can also help you understand who your content is resonating with, and what you could do to promote your brand more

- The upside: Facebook's targeted ads offer precise audience demographics. For instance, a media startup focused on wildlife and nature can create tailored ads for various age groups, such as colorful animations for younger audiences and data-driven posts for older demographics.
- The downside: Targeted ads on Facebook require investment, and results may not be immediate. Additionally, Facebook doesn't provide data on click-through rates (CTR), making it challenging to assess ad performance accurately.



Instagram

Originally created as a photo-sharing platform, Instagram has experienced exponential growth and, by 2020, had even surpassed Facebook in terms of audience and engagement. Today, it has evolved into more than just a space for fashion or lifestyle content, becoming a vital source for news and updates on humanitarian crises.

If you're running a startup focused on serious topics like environmental science or gender issues, don't dismiss Instagram as an inappropriate platform. Visual content, including images and videos, holds immense power to captivate audiences, particularly those who prefer digestible, visually appealing information.

Collaborating with environmental influencers on Instagram offers a powerful way to build your brand in the environmental science community. Connect with key figures like researchers or activists to amplify your message. Share short, impactful videos on environmental topics, tagging influential advocates. Their endorsement will expand your reach and enhance your credibility within the environmental science field.

- **The Upside:** Instagram engages millions daily, ideal for user-generated content like #natureishealing. Promote such posts to a specific audience with customizable budgets.
- **The Downside:** Primarily for fashion and memes, serious posts may lack energy. Use tools like Canva for appealing content even on serious topics.

WhatsApp

WhatsApp, the world's most popular messaging app, offers an excellent platform for direct communication with individuals or groups. Sharing news content related to the environment on WhatsApp ensures quick and effective outreach. While it lacks formal advertising options, its personalized messaging and group networking features make it ideal for marketing efforts.

During special events or environmental crises, WhatsApp groups become hubs for sharing information and updates. News organizations specializing in environmental topics use "Whatsapp Channel" to disseminate relevant news and alerts to mass audience. Similarly, if you run a news startup focused on the environment, joining or creating WhatsApp groups related to environmental conservation allows you to share your content directly with interested individuals. With compelling thumbnails and headlines, your environmental news content is more likely to receive attention, leading to increased views, likes, and shares.

- **The Upside:** WhatsApp, the world's largest messaging platform, offers direct engagement with journalists and audiences. Join relevant groups to share news stories and gather instant feedback.
- **The Downside:** WhatsApp's widespread use has also led to misinformation. Implement rules to prevent spam and misinformation



❏ X (Formerly Twitter)



X in Pakistan commands a market share of 12.35% from March 2022 to March 2024. With a user base that includes prominent figures like politicians, celebrities, and brands, it offers access to an influential audience. Although Twitter supports multimedia content, its constraints on video size make it more suitable for concise updates rather than lengthy audiovisual information. As you venture into launching a news media startup, Twitter's fast-paced environment demands quick, engaging tweets. You can enhance your tweets with visuals created using tools like Canva to boost audience engagement. Despite a potentially smaller audience, Twitter offers opportunities for deeper connections and participation in trending conversations.

- The Upside: Twitter offers direct engagement with influencers and features like polls, spaces, and live streaming to boost brand visibility.
- The Downside: Limited reach in Pakistan, higher advertising costs, and a less intuitive interface compared to other platforms.

❏ YouTube

For video content, YouTube is the leading platform and understanding how it works is necessary for any news media startup. You must have understood how to create content for YouTube in the Digital Content Creation course, but to market your content, you need a good thumbnail and catchy title. Titles should add a little mystery to your video and should have the keywords that give a sense of your content to your audience. Utilize eye-catching thumbnails featuring imagery, arrows, and text to entice viewers to click on your videos. Consider using tools like Canva for easy thumbnail creation.

In the video description, provide a brief overview of your content along with links to your website and other social media channels to drive traffic. Incorporate relevant tags to improve search engine visibility. Encourage viewers to like and comment on your videos to boost visibility and increase shares.

- The Upside: YouTube offers a cost-effective way to promote video content. With engaging titles, thumbnails, tags, and captions, your videos can gain traction organically. Consistency is key to building an audience on the platform.
- The Downside: YouTube tends to favor entertaining content, which can pose a challenge for serious topics. However, creative digital storytelling approaches, such as 'how-to' guides, can help attract viewers' attention to important issues like climate change, child abuse or sexual violence.

❏ Search Engine Optimization (SEO)



Search Engine Optimization (SEO) is the process of placing your content on high rank of a search engine using unpaid method i.e. organically. To make it simpler for you to understand, SEO is a triangle between a business, search engine and the internet users searching their required information on the search engine. For example, if you are writing an article about chicken biryani, you want search engine to show your article on top few searches of the search page when the user searches chicken biryani in its search bar.

Here comes SEO. Your content must include best SEO practices to come on top of a search page whenever someone searches for the keyword(s) related to it.

Categories of SEO

There are two broad categories of SEO.

- On-page SEO
- Off-page SEO

On-page SEO includes all of Google's ranking factors that are determined by directly looking at the page that is being optimized such as headlines, content, and page structure. Off-page SEO, on the other hand, considers all variables that are even not linked to the page being optimized. It may include social networks, similar content present on other websites and the personal history of the searcher.

Content is King in the World of SEO

Content is king. You must have heard or read it many times before. Being a journalist, it should not be a problem for you as you already know how to create a content that is unique and of interest to the people. The audience on internet has shortest attention span. They do not want to spend an extra second to find the information they need. The search engines understand it better than them. That is why they try their best to bring them the best relevant content to their search in shortest possible time. For example, if someone searches for the cooking recipe of chicken biryani, google always tries to give the best experience possible by directing you to the greatest content it can find. Hence, it is very important for the businesses to produce good quality content that SEO could support to achieve the goal of bringing it in top rankings of a search engine.

Defining Key Performance Indicator & Measuring Success

A Key Performance Indicator (KPI) is a measurable value that measures how effectively a business is achieving its key objectives. Organizations use KPIs to evaluate their success at reaching targets. Each business model requires different KPIs to measure its success based on its set goals and targets. Once you have selected your key business metrics, you will want to track them in a real-time reporting tool. KPI management can be done using dashboard reporting software, giving your entire organization insights into your current performance.

Monetization Tools and Strategies

Cha-Ching!

In the world of media, the value of content depends on the size of a media organizations' audience. It means the bigger media companies with more audience will charge more for their advertisements than smaller companies with a lesser audience. The same formula works in the digital world.

The Business Models for News Startups

As of 2024, online news startups are adopting new ways of earning revenue from their products or services. They no longer depend on the traditional methods for their survival. The new models are helping them to become more independent ensuring watchdog journalism continues to thrive in their regions. The traditional digital media was largely dependent on print advertising and circulation revenues. On the contrary, the digital news startups are finding new ways to serve the public while diversifying revenue streams. Here, we are discussing a few new business models that digital news startups have been adopting throughout the world.

Scale Dependent and Ad-Supported

This model looks up to the needs of the internet audience who are more interested in reading about viral content. BuzzFeed was launched with the very idea. Its purpose was to track viral content on the internet. BuzzFeed's executive chairman had predicted that the content companies of the future will focus on mobile, video, social, and technology. He focused on the area making the advertisements on the website as interesting as the content. The platform also gets insights from the data it receives to improve its content. This strategy proved a success and today we all look up to BuzzFeed as an icon in the field of news startups.

Subscription Dependent and Ad-Supported

Although it is not a trend in Pakistan now but in the west, many publications are giving subscription-based access to their content to their audience. New York Times, Wall Street Journal is two examples to mention. They offer rates that are not heavy on the pocket of their consumers and are enough to support some of their expenses. They also use advertisements to run their businesses.

Digital Niche Publications

This third model implies small-scale news startups or blogs that take a low-key start but eventually develop their audience. Their hard work paves the way for them to monetize their blogs by diving deeply into a specific subject. Over time they may adopt a subscription-based model and advertisements to further support their startup. The key principle is to establish a trusted and respected brand that people can trust and pay for.

Social Media

Social media platforms also offer different options for monetization of content on their channel. Entrepreneurs use a combination of platforms to push their content online, earning through each platform. The monetization on digital platforms requires a refreshed mindset that can understand and make use of different choices of their consumers. Here, we will talk about Facebook and YouTube monetization.

Facebook: Monetization



Facebook provides monetization options for public content on Pages, Events, and Groups, excluding personal profiles. Facebook monetization is available in Pakistan. Content creators based in Pakistan now have the opportunity to generate income from their Facebook content utilizing the Facebook Stars feature. The platform enforces stringent rules categorized into Community, Partner, and Content standards, covering content creation, sharing, and financial transactions. Violations may result in loss of monetization privileges. Explore Facebook's partner monetization policies for detailed criteria.

To be eligible for Facebook monetization in Pakistan, content creators need to have at least 1,000 followers online through the last 60 days. Additionally, creators must have a Facebook Page with at least 10,000 followers and a minimum of 30,000 video views in the past 60 days to apply for monetization in the Creator Studio.

Find out more by following these steps.

1. Go to Creator Studio.
2. On the left, click the Monetization tab.
3. Select the Page you want to check.
4. Click Apply.

You will be taken to the Monetization Eligibility Checker, where you can see and review your status.

- ✓ Green: Congratulations! Your Page is ready to earn money.
- ⚠ Yellow: Your Page has a few issues that may be impacting its ability to earn money.
- ✗ Red: Your Page has serious issues. You cannot use this Page to earn money at this time.

YouTube: Optimization and Monetization



YouTube presents an excellent opportunity for freelance journalists and content creators to monetize their work through video content. However, channels must undergo a review process before being approved for monetization, with ongoing evaluations to ensure compliance with platform policies. To enable monetization, creators must join the YouTube Partner Program and fulfill its requirements. Upon approval, they can activate monetization on their videos, earning revenue through AdSense.

The following are the main requirements of this program.

- Adhere to all policies of the YouTube Partner Program.
- Have more than 4,000 public watch hours in the last year.
- Have more than 1,000 subscribers.
- Have a linked AdSense account.

After approval, YouTube continues to monitor channels to ensure compliance with community policies. Channels found violating these policies are automatically removed from the partner program. Monetization on YouTube is primarily based on the number of views, with more views translating to higher earnings. Companies also create pre-roll ads that appear at the beginning of videos. Content creators earn revenue each time a viewer watches these ads in their entirety. YouTube offers the following options to earn money through videos.

Advertising Revenues

To begin earning online revenue through YouTube, the initial steps involve creating an account and activating monetization. Enabling monetization necessitates agreeing to YouTube's advertising guidelines and linking to an AdSense account for payment processing. Enabling ads on your YouTube videos also entails accepting Google's ad revenue share terms, which follow a 45/55 split. This means that Google retains 45 percent of all advertising revenue generated on your videos, while you receive the remaining 55 percent.

Channel Memberships

Channel memberships offer viewers the opportunity to join your channel through monthly payments and gain access to exclusive perks like badges, emojis, and other benefits. However, there are eligibility criteria to qualify for channel memberships. These include having over 5000 subscribers, being at least 18 years old, and residing in one of the available locations.

Merch Shelf

The merch shelf and related merch features allow eligible channels to showcase their official branded merchandise on YouTube. The shelf appears on the video page of eligible channels but may not show on all video pages.

Super Chat and Super Stickers

Super Chat and Super Stickers are features on YouTube that allow viewers to purchase comments or animated stickers during live streams. These paid interactions are pinned and highlighted in the chat, increasing visibility. Creators earn revenue whenever viewers buy Super Chats or Super Stickers.

YouTube Premium Revenue

YouTube Premium provides ad-free viewing for members while still supporting creators. It offers creators an additional revenue stream and boosts user engagement on the platform.



Ethics of Online Media

Online media adheres to ethical guidelines similar to traditional media but with additional considerations. These include ensuring accuracy, verifying facts, complying with regulations, and respecting privacy rights.

Before publishing content online, it's important to:

- Always use trusted sources in your stories.
- Verify facts and provide adequate sources.
- Refrain from expressing personal opinions on news-related content.
- Include links to reliable sources for important information and facts.
- Always acknowledge your mistakes and put a note with an updated version of your content.
- Obtain permission from external sources when using their content.
- Maintain open communication with your audience



Knowledge Management/ Information Dissemination

- <https://www.youtube.com/watch?v=KJbRnv7rMkk>
- <https://www.youtube.com/watch?v=WOjJtD6H8EI>
- <https://www.youtube.com/watch?v=Q3YVVx5IDw0>
- <https://www.facebook.com/unesco/videos/444133990189904/>
- <https://we.tl/t-UVcRSCOAFQ>
- Getting the message across: reporting on climate change and sustainable development in Asia and the Pacific; A handbook for journalists
- Teaching journalism for sustainable development: new syllabi
- Climate change in Africa: a guidebook for journalists:
- <https://unesdoc.unesco.org/ark:/48223/pf0000225451>
- UNESCO – Ocean Literacy Training Courses
- Ocean Literacy for All: A tool Kit:
- <https://unesdoc.unesco.org/ark:/48223/pf0000260721>
- UNESCO Strategy for Action on Climate Change:
- Climate Change in the class room
- Ozone Layer
- Climate Action
- SDGs
- Handbook of climate smart reporting
- Youth and Climate Action
- <https://www.youtube.com/watch?v=jx85qK1ztAc>
- Facts about climate change
- Global Issue
- Age of Adaptation
- Gender and Climate Change
- GLOF 1 & 2 (Chitral)

Data and Information Challenge:

This can be overcome by engaging with the right institutions, the list of which has been shared:

Local presence of global institutions

Pakistan Agricultural Research Council (PARC)

Watershed Management

Institute for Development Studies and Practice (IDSP)

Mangroves ecosystem of Sindh

Media Guide CPNE-UNDP

Friday Sermons

Islam and Conservation

Maria Riaz's trilogy

Rumana Hussain's books

Nigar Nazar's books and games

Institutions:

Ministry of Climate Change Government of Pakistan

IUCN Pakistan

WWF Pakistan

Global Change Impacts Studies Center

Hisaar Foundation

Karachi Urban Lab

Pakistan Meteorological Department

UNDP SDG









Climate Finance

If nothing else works

Right to Information petitions!

[7 Steps for Obtaining Public Information from Government Departments under RTI Laws in Pakistan](#)



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 -  Instagram: <https://www.instagram.com/gnmiofficial/>



Journalism

