

Project report – News reporting 2014-15

Summary

We are strengthening our coverage and dissemination of news relating to the impact of population levels and growth.

Background

Population typically receives little direct coverage from news organizations, except when official population estimates and projections are reported. Measures to influence population size are not generally reported. The consequences of population growth are reported but are not ascribed, or are not ascribed in detail, to population growth.

Timing

July 2014-June 2015

Geography

UK and global

Partners

Facebook, Google+, Linked-In Tumblr, Twitter.

Methodology

Our email Update communicates major population stories. It was initially issued quarterly, then every two months. This year, we increased its frequency from monthly to twice monthly. Variants go to members, and to non-members who sign up for free on the website. It is now produced by semi dedicated personnel i.e. a communications coordinator and an assistant webmaster. The contents include news stories, organizational news and calls to action.

We have maintained a high rate of publication of stories on Facebook and have increased the rate on other social media. We have agreed increased spending on advertising on Facebook. We have increased the number of personnel on both Facebook and other social media.

We have appointed a professional editor to our bi-annual magazine.

We are now publishing blog posts and articles to our website, in addition to our magazine.

Outputs

The update goes out twice monthly, while there are multiple postings every day on both Facebook and Twitter.

Beneficiaries

Immediate beneficiaries for the Update comprise our 3,000 members and the 9,000 registered for the non member update and who are kept informed of population developments. Further beneficiaries comprise those to whom the Update is forwarded and those who benefit from the

responses of those who receive the update in terms of donating, volunteering and behavioural change. A much greater number follow us on social media, particularly Facebook.

Impact

The number engaging with our update and social media is increasing. Satisfaction with our communications is high, based on our member and supporter surveys, conducted in April 2015.