02-2015

**Concept Note: UN-REDD Programme newsletter content**

* The UN-REDD Programme newsletter, *the REDD+ Resource*, is a corporate communications piece published bi-monthly in Feb, April, June, Aug, Oct and Dec by the Programme.
* Content may be submitted in English, French or Spanish.
* Content should conform to the UN-REDD Programme editorial style guide.
* Images should be submitted along with each article wherever possible – images will need to meet minimum standard qualities (300dpi at actual size, in focus, capture value of event – for example workshop images should show participants interacting and learning rather than group photos). For images requiring credit, please provide full photo credit info.
* Content from agencies should be approved by the respective agency, as relevant, prior to submission.

**Perspectives**

* 500-800 words per article
* These are opinion articles that go beyond reporting news (i.e., who, what, where, when, why), and feature analysis and/or opinion on REDD+ readiness and implementation related issues. [See example here](http://r20.rs6.net/tn.jsp?f=001GhAlCt8GMDymPyW7lr8QEZPTLLfJTqKNCWUa_O5gmoS9JqF6LEcUQzyO0ysgxy4TQPviZ37yV_DZrTAWPlj5uBBo-fRmGyiRvPjPds9DVyz6-izc1ZQnFLSoBJ5W278fcQLif6qeTK65GolO2HXZLw902mw1gQLP9BgpcpVGXHaU1HAUGUU2OE-YNDiY8uxxr22rCJX82NROaE9couUc8jvoCSSsBSGqZC8XQMB-L3DAZyAULSTUuU4HPQD2DNDhXZNf1ZGehZHOgWkB355yTbrsUF-Gh8MA1iKgvp7sHCkEdsDydubSSwCO8s2LWum7MjlPiP9AQFO9WHLxF30Ry3FvCRmalWROnIZH-w3MfIcnnYYSPqO6gnZjE0nEUfuR3Lp7gP1VwRXaMyckbGxm_FHkJb6O_aPGQXAkUD3ownlKh9NGWIyYqrKeDS1XSD3UPrJasY_FkcM=&c=&ch=).
* Articles from partner countries are particularly welcome for this section. Authors can be country partner representatives, UN-REDD Programme colleagues, agency leaders, external experts, staff or external contributors.
* All articles feature author attribution, with author photo and byline at the end of each article.

**UN-REDD Programme News**

* Up to 500 words per article
* Focus is on impactful news/updates related to support delivered by the Programme to partner countries and corporate level news from the UN-REDD Programme. This would normally be in a “news release” format.
* News should be from the last two months, or highlight upcoming events
* Workshop/meeting articles should lead with outcomes[[1]](#endnote-1), in addition to giving the "who, what, where, when and why" of the event and next steps – clearly communicating the impact of the event on supporting countries to advance their REDD+ readiness/implementation.
* Authors can choose whether to have a byline on their article or not

**Capacity-building: UNFCCC REDD+ Guidelines**

* **Same criteria as for UN-REDD Programme News articles**
* **Additionally, articles must refer to news of initiatives/actions aimed specifically at supporting countries to meet UNFCCC REDD+ guidelines**
* **This can also include news on new capacity building tools, resources, e-learning, etc.**

**REDD+ News**

* **Media coverage of REDD+ related general news**
* **This can be from sources around the global – local and regional news coverage is particularly welcome.**
* **Submissions should include: title, date of publication, link to news item, media outlet name, article lead.**

**Upcoming events**

* **Whether organized by the UN-REDD Programme or relevant external events – must include date, location, link to more info**

**Jobs**

* Current REDD+ related vacancies issued by the UN-REDD Programme, participating UN Agencies or external organizations.

**Publications**

* Publications may include those produced by the UN-REDD Programme, the Programme as part of a partnership, a UNDP/FAO/UNEP agency publication related to REDD+, a publication produced by a partner country.
* These can include lessons learned publications, reports, technical documents, brochures, etc.
* Submissions should include: title, link to publication, and one sentence about the publication.

**Videos**

* Videos may include those produced by the UN-REDD Programme, the Programme as part of a partnership, a UNDP/FAO/UNEP agency video related to REDD+, a video produced by a partner country.
* These can include documentary format, animation, video short, training videos, etc.
* Submissions should include: title, link to video, and one sentence about the video.

**General tips for writing a news article**

* Even a very short story can share interesting and useful information so do not feel that it is necessary to write lengthy articles.
* Consider writing the title of your stories last – it will make choosing one easier
* Do not use capital letters in the article title unless referring to a noun
* The first paragraph of your story could build on the title, while introducing a fresh element to draw readers in. Avoid repeating what you have already said in the title. For example, the first paragraph of [this](http://www.un-redd.org/Newsletter2014October/Uganda_NP_Document/tabid/794415/Default.aspx) story builds on the title with four new and interesting details.
* The second paragraph could give the news some context. For example, [this](http://www.un-redd.org/Newsletter2014October/LAC_Forest_Monitoring/tabid/794383/Default.aspx) article stops to reiterate the importance of satellite technology in relation to carbon savings. This helps keep those readers who are less familiar with the topic on board.
* Consider writing one paragraph for each topic or idea. The start of the paragraph should prepare the reader for what is to follow, almost like a summary – there should be no surprises for the reader. This conveys a sense of control to your writing, and allows the reader to effectively follow the information being presented.
* Use the active, rather than passive voice, where the subject of the sentence performs the action. For example, *Colombia has approved a new law aimed at protecting forests* rather than *a new law aimed at protecting forests has been approved by Colombia.*

* Use as few words as possible. A short and snappy article does not hold less value than a longer one. Long sentences or paragraphs run the risk of vagueness or having too many sub-clauses for the reader to understand clearly
* Read your story aloud! Is it easy to follow? Can any words be removed?
* A conversational tone will allow readers who are new to REDD+ or who do not have a strong grasp of English to get more out of the article.

When writing about an event, such as a workshop, you may want to consider:

* Exactly what new knowledge has been learned? i.e. what was the added value of having a workshop that brings people together?
* If capacity has been ‘strengthened,’ in what way? What can the workshop participants now do more effectively? What environmental or social effects will this help bring about?
* How does the event fit into international climate efforts?

1. Outcomes relate to changes in institutional performance or behaviour among individuals or groups [↑](#endnote-ref-1)