



Peti
ENERGETSKI SAMIT
u Bosni i Hercegovini



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POD POKROVITELJSTVOM



Ministarstvo vanjske trgovine
i ekonomskih odnosa BiH



Državna regulatorna komisija
za električnu energiju (DERK)



Regulatorna komisija za energetiku
Republike Srpske (RERS)



Regulatorna komisija za energiju
u Federaciji BiH (FERK)

ENERGY TRANSITION: ARE THE MEDIA READY?

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The media

- A world based on “second-hand” experiences in which the media shape awareness
- Information, orientation, education
- Global phenomenon of the 21st century: social networks and digital platforms (as a complement to and/or upgrade of the traditional media)

How should the media report on energy transition?

- **Public interest reporting** (*public service journalism*) – not only the task of public broadcasters
- **Paul Murphy: Dialogue journalism** – including different actors, both experts from the energy sector and activists, but also political representatives
- **Goal: citizens understand energy transition as a process changing their lives for the better**

How should the media report on energy transition?

- ***Factography*** – 5W – so that the citizens know what it is about
- ***Global perspective*** – so that the citizens know why it is important
- Logic: new approach to *storytelling*:
 - *Avoid incomprehensibility*
 - *But also avoid oversimplification*

Are the media and journalists ready?

- Most media cannot afford specialized reporters for individual areas
- As a result, this represents only an additional topic for the majority of journalists, a topic they are not experts on
- However, this being a topic of public interest, they too need to focus on it

Key steps towards placing this topic under media attention

- **Strategy of communication/cooperation with the media**
- *Capturing the interest of the media*
- *Helping journalists understand*
- *Helping journalists convey the information to the public in an appropriate way*

How to capture the interest of the media?

- ***Be proactive!*** – constantly talk to editors and journalists; „approach them“ don't wait for them to become interested – **information**
- ***Point out the importance of this topic*** – explain to journalists which activities fall under the scope of what we call energy transition and why is it important for the wellbeing of the community – **educate**
- ***Direct the attention to the media*** to ongoing activities, as well as stakeholders who can provide them relevant information - **orientation**

How to help journalists (better) understand and convey information to the public in a quality way?

- **Substance and form:** *training on this topic, network of journalists interested in this topic, but also helping journalists „transform“ a technical topic into something the public can understand*
- **Proposals:** *glossary of key terms, infographics, material for the media*

Building a partnership with the media

- Relationship with the media is a ***long-term, planned, strategic activity***
- Does not (necessarily) require significant financial resources, but ***requires the development of a positive atmosphere between you and the media.***
- ***This is always a two-way relationship: sometimes you need the media, sometimes they need you***
- ***Journalists are your social capital!***

Outcomes/expected results

- ***Providing information*** about activities, plans, objectives as part of the energy transition process
- ***Educating the public*** about the importance of energy transition and the repercussions on their lives
- ***Promoting best practices***
- ***Creating a positive reaction*** of the public to this topic
- ***Building trust*** in stakeholders