

REAL TALK – Getting Down to Communications

Open Office Hours with the website editor



About the format

Open office hours

- Quick input that is not exhaustive on all aspects of the topic at hand
- Purpose is to answer your questions

It's all about
your questions!!

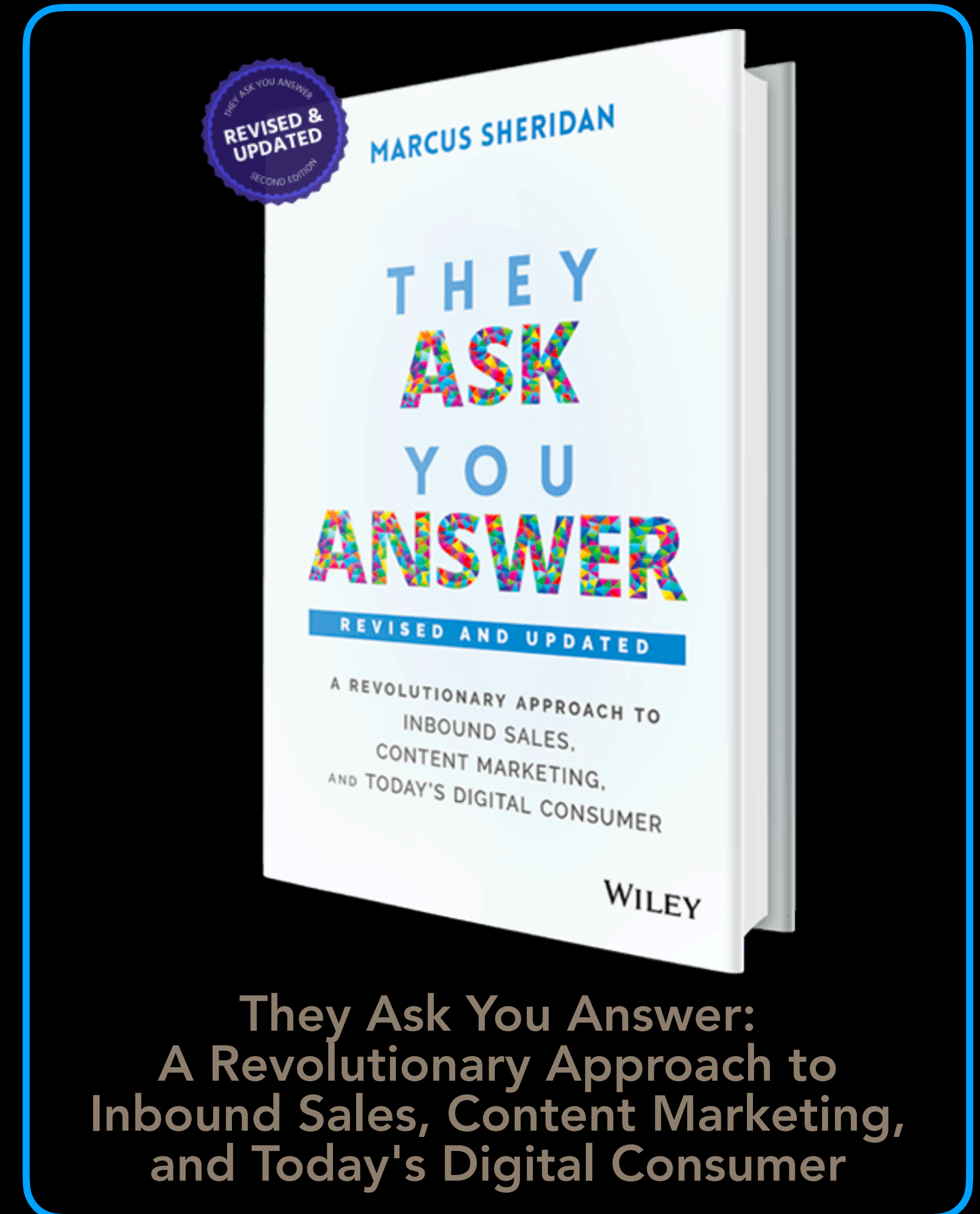
Today's themes

- Easy steps to make your articles more attractive
- Structure: The inverted pyramid and front loading
- How to feature people in your articles

Easy steps to make your articles more attractive

Strategy

- Consider your primary target group
- What're common questions of them?
- What's your value proposition?



They Ask You Answer:
A Revolutionary Approach to
Inbound Sales, Content Marketing,
and Today's Digital Consumer

Headlines

As part of your strategic approach

- Headline, subheader & lead sentence draw attention & make readers want to find out more
- An instructive headline guides your style and structure
- Don't worry about the exact wording
- So try to stay close to your value proposition
- Recommendation 1: Study this webpage [52 Headline Hacks](#)

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Jon Morrow's 52 Headline Hacks

1. Threat Headlines – What Keeps Your Readers up at Night?
2. Zen Headlines – Promising Your Readers a Simpler Life
3. Piggyback Headlines – Riding on the Back of a Famous Brand
4. Mistake Headlines – Irresistible Teasers from the Masters
5. How to Headlines – The Oldie but Goodie That Never Fails
6. List Headlines – Bite-Sized Content That Readers Adore

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Samples under How-to Headlines

1. How to [Blank]
2. How to Be [Desirable Quality]
3. How to [Blank] (Even If [Common Obstacle])
4. How to [Blank] Without [Objectionable Action]
5. How to [Do Something] While You [Do Something Else]
6. How to [Blank] and [Blank]
7. How to [Do Something] That Your [Target Audience] Will Love
8. How to Use [Blank] to [Blank]
9. How to [Blank] in [Year]
10. How to [Blank] – The Ultimate Guide
11. How to Be Smart in a World of Dumb [Group]

Structure

- Choose your headline (as discussed) and a subheader
- Add more, lower level subheads as you go along

How COVID Gave Women a Voice

Gender inclusion through photovoice in Ethiopia's Afar region

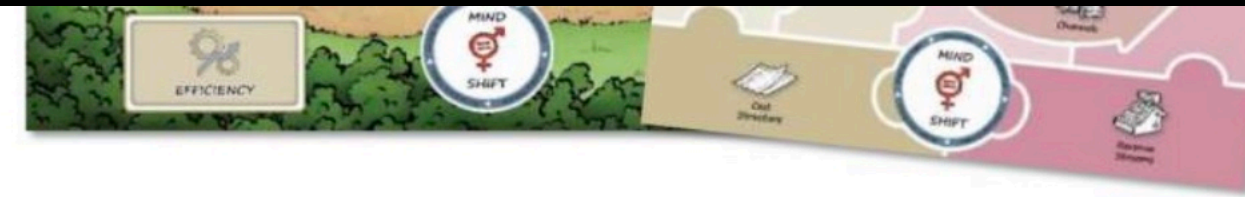


A group of women reviewing their Photovoice results | Photo: © GIZ

The use of photovoice in an ongoing research project has brought about surprising results, propelling women's voices to the forefront of development planning.

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- Captions for pictures are neglected
- Pictures are important



Gamifying Business Skills & Empowerment: Gender makes Business Sense learning materials, including an interactive game board with elements of the business model canvas and gender empowerment indicators | Visual: ©GIZ

How does it work?

Locally trained facilitators and mentors create an enabling environment that recognises gender-based constraints and opportunities. Since the facilitators are mindful of local realities, they can assess with the agripreneurs their needs and co-develop a realistic growth plan. They achieve this through conversations that address the intersection of their gender empowerment issues and a business growth mindset.

The stages of the iterative journey

- 12 days online/offline briefing and capacity development of facilitators and mentors
- 7 days gender business development training of the agripreneurs, through interactive group training (modular learning plan, game boards, group questions and sharing)
- 3-months mentorship and co-creation ongoing cycle of support and development (development of agribusiness growth plans, monitoring and evaluation and documentation of impact)

Before the training, it is important to get the buy-in of institutions and national ministries by signing agreements based on mutual interest in and cooperation during the training. This stage is open-ended and can take several months. Gender makes Business Sense training outcomes create a network for ongoing improvement and learning supported and owned by respective country partners.

Gender makes Business Sense was developed jointly by the projects Agricultural Technical Vocational Education and Training for Women (ATVET4W) and Employment for Development and Skills for Development in Africa (E4D). The capacity development approach is currently being rolled out in Ghana, Kenya, Malawi and South Africa, with Benin, Burkina Faso and Togo to follow.

Additional information and contact

Interested in using *Gender makes Business Sense* in your project as an impactful contribution

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Example: How-to Headline

Measuring Empowerment Correctly

Research team at icipe offers insight into new approach



Woman farmer in Nairobi | Photo: © ICIPE

How can one gauge the progress in women's empowerment in a meaningful way? This was a task a team at icipe – short for International Centre for Insect Physiology and Ecology – had a closer look at in Nairobi.

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Example: How-to Headlines

« For us, it was important to find out more precisely where any barriers to entry into production lie and to show that we can achieve an impact on gender equality, » said Kirscht.

Poultry is mainly produced by women

In the project region, women make up more than 60 percent of poultry, fish and pig producers, and larval farming is expected to pay off especially for them. The protein-rich larvae of the black soldier fly are to replace conventional protein sources such as fishmeal and soy. The conditions are favourable. Since the initial investment is affordable and not much space is required for insect breeding, it's an interesting business opportunity for women and young people, most of whom have limited financial means and no other resources available to them.

During a two-month baseline survey, the team interviewed 272 women and 192 men from 370 households. It calculated the gender parity index and the Project Women Empowerment Index using the project's tool. Eight focus group discussions with a total of 55 women were conducted for comparison.

The result was surprising. After evaluating the sample, the empowerment gap turned out to be much smaller than expected. According to the results, 56 percent of women had low empowerment compared to 44 percent of men, which corresponds to a gender parity index of 0.91. If the index value were 1, it would be 1. If the index value were 1, it would mean that women and men were equal in their empowerment.

For the indicator « control over income », both gender groups showed almost the same response; it's perceived by both as a particularly limiting factor for empowerment. However, there are also gender-specific differences. For example, lack of self-confidence is more often an indicator of weak empowerment in women than in men.

Contact

Fund for Human Capacity Cooperation with Partners of International Agricultural Research (PIAF)

Ulrich Lepel, Head of Project, ulrich.lepel@giz.de

Oliver Hanschke, Advisor Communication & Digitisation, oliver.hanschke@giz.de

Additional information

[Fund for Human Capacity Cooperation with Partners of International Agricultural Research](#)

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Example: How-to Headline

How to [Measure Empowerment Correctly]

A new five-step approach that can be easily used by any project

- 1.
- 2.
- 3.
- 4.
- 5.

Structure

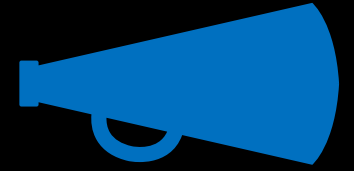
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What's the advantage?

- A) The value proposition to the readers esp. other projects is clear
- B) The author puts in the extra work to find the core of the features that are common to the principle of the approach, which saves the reader time and effort
- C) A clear visual structure
- D) Your project becomes an example. It's not in the foreground

Structure

- The regular pyramid



Descriptive, factual all encompassing headline

Sub-header elaborating on headline facts, maybe in terms of methodology

Authors

Abstract

Introduction or background

Methods and approach

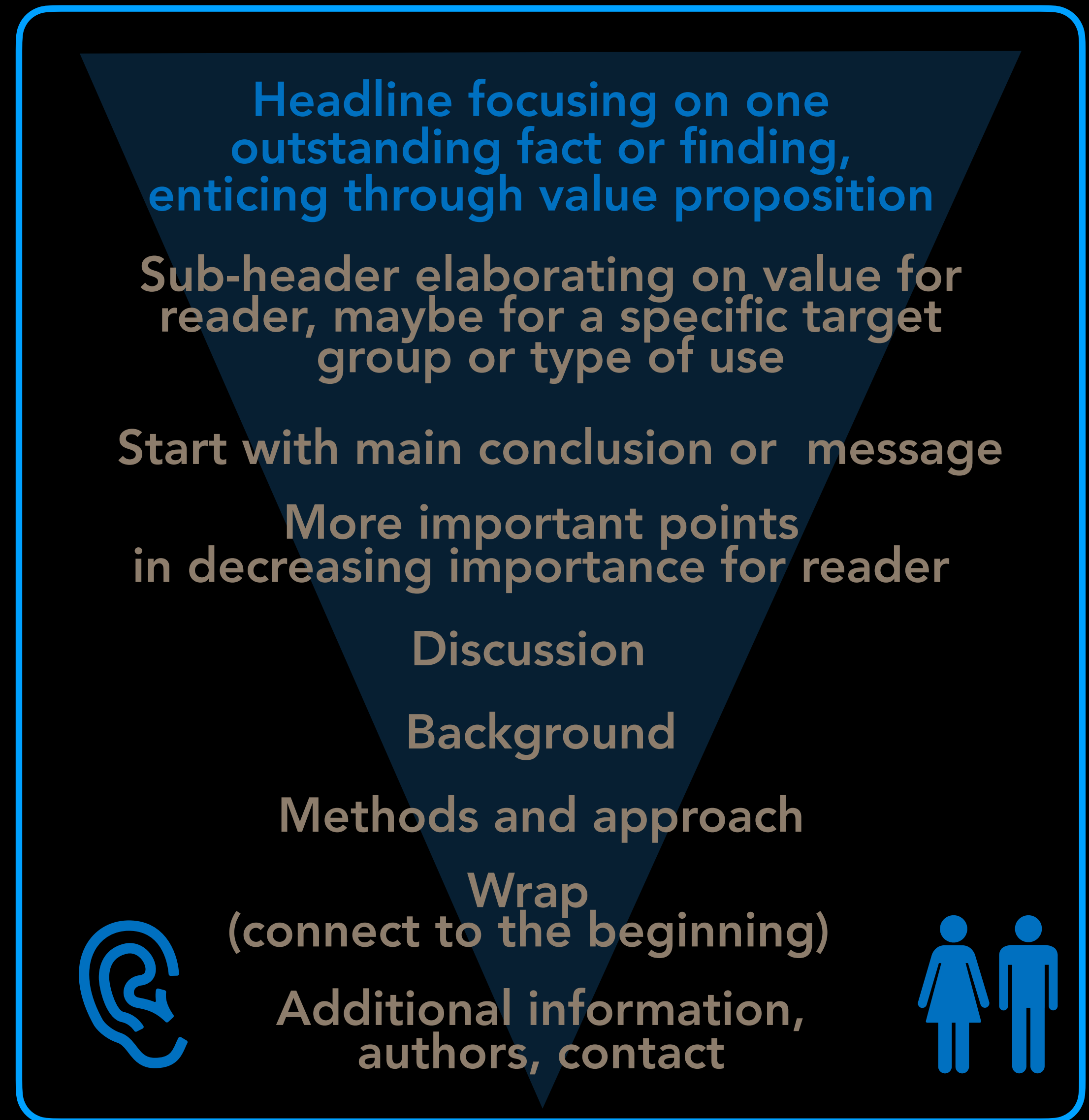
Discussion

Results (all)

Conclusions (all)

Structure

- The inverted pyramid



Content

- Content is king — but it's not everything
- What are the elements that go into your article?
 - You have structural elements such as headlines
 - you have visual elements
 - you have text as such
 - you have everything tactical like links and SEO considerations and social media integration

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Text

Spell out basically all acronyms

Include hyperlinks in your text

Refer to greater discussions

Stay on the problem - and then solutions

Face it: Nobody cares about your project as such

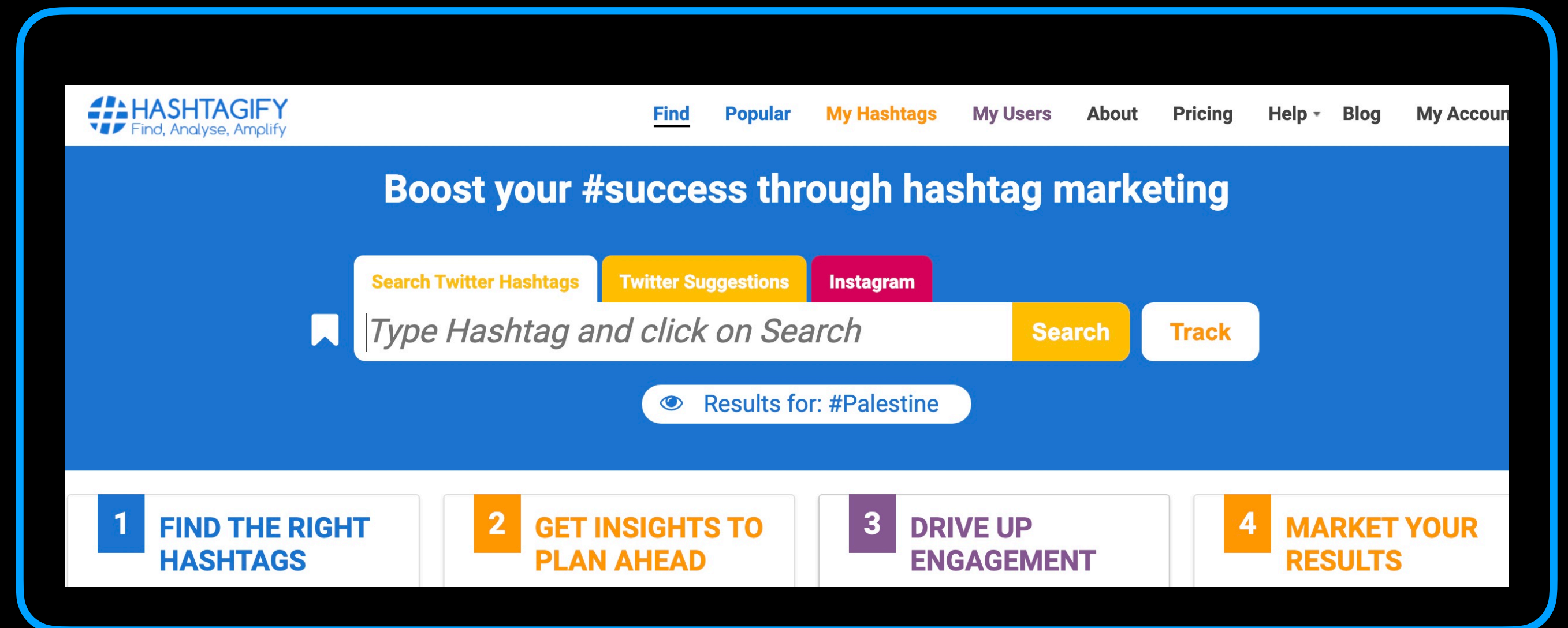
Don't praise yourself - use testimonials

Allow some critical voices

Language

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Style

Short sentences, clearly structured

Use more numbers, or even data visualisation tools to create graphs

Explain in chronological order

Avoid passive voice

Quote people, especially indirect

Use more video

Political Correctness?

- It's about language, but that's not all

Style

Nameless farmer vs Dr project lead at powerful organisation X

Avoid us vs them, provider vs recipient sort of picture

Be aware the issue goes beyond language

Learn Development Communications

Learn Development Communications

- First online course available At: LearnDevCom.com
- More articles of mine at corbecoms.com

First course

How to Set Up a
Communications Strategy in
Development Cooperation

REAL TALK – Getting Down to Communications Basics

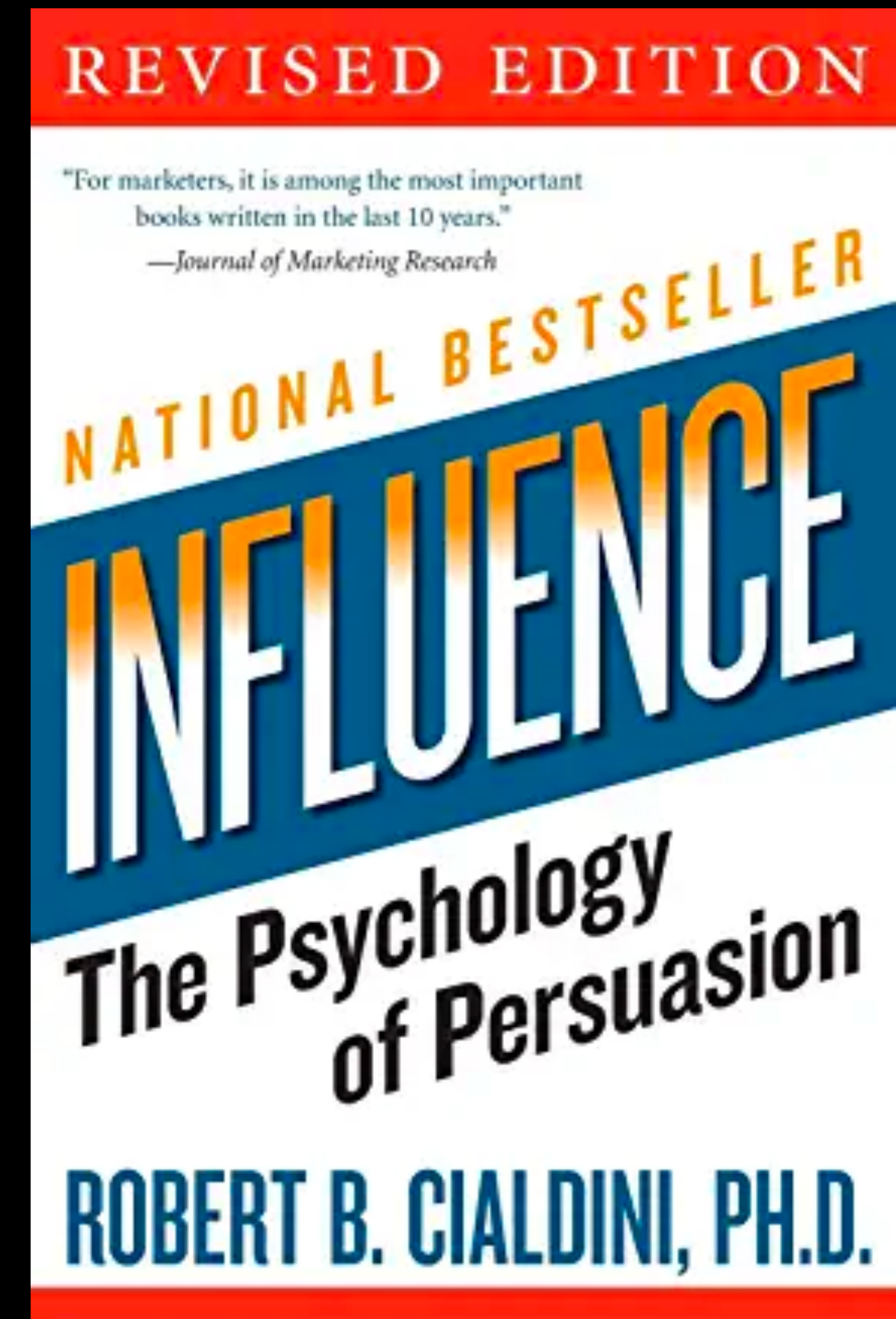
Discussion

Make sure you join in!! 🧐

Additional Resources

Useful information

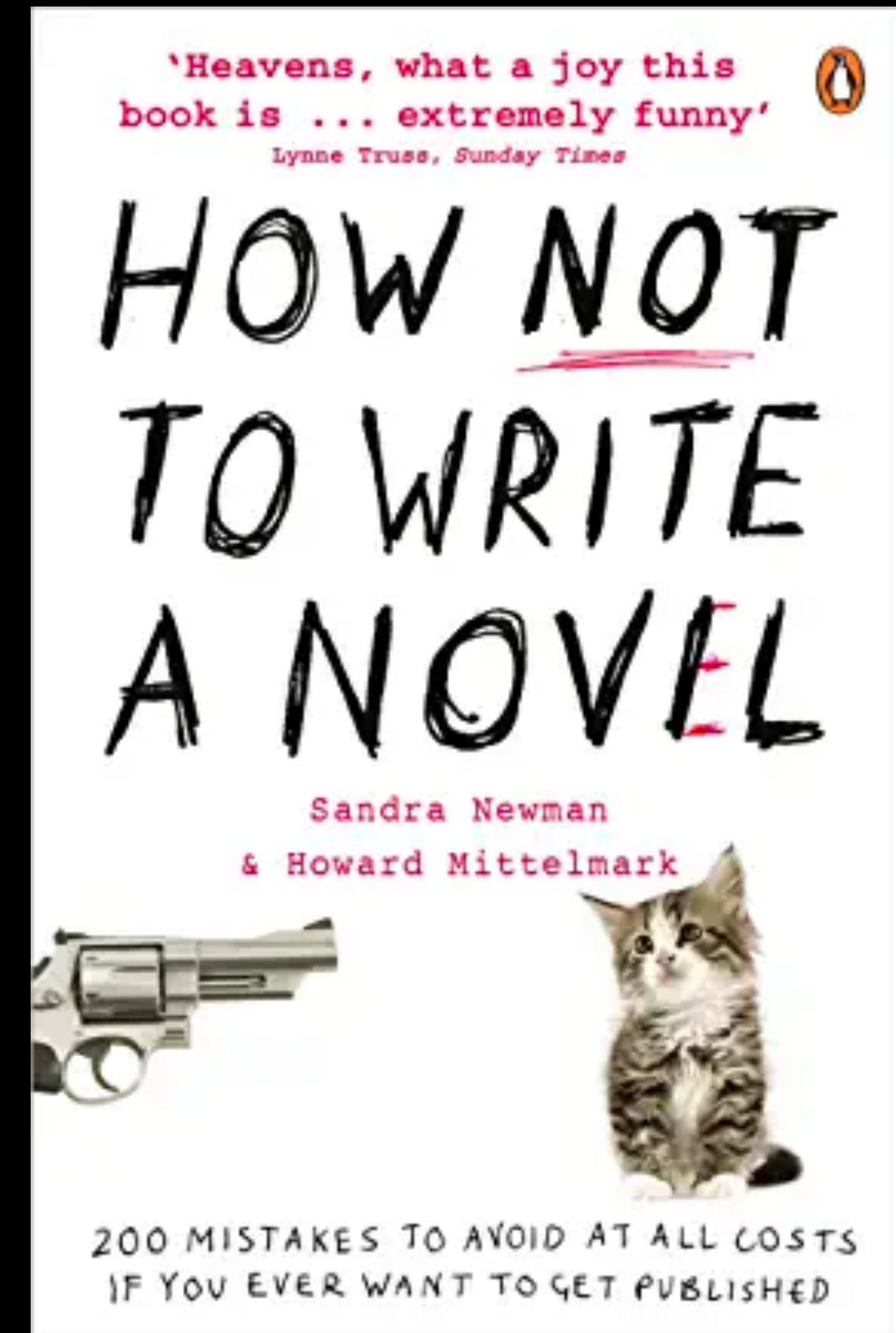
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Additional Resources

Useful, easy-to-use online tool

- This site was not discussed in the session but is recommended:

Capitalize My Title

