

Getting the message out



During 2005 CIFOR was mentioned in at least 560 known media stories – equivalent to two stories each working day. We say ‘at least’ because there were probably many more which the Communications Unit was unable to track. Getting research results into the press and on to the airwaves is one way of reaching policy-makers and opinion-formers. To give just one example, an article about illegal logging and money laundering, written by David Kaimowitz and Bambang Setiono and published in the *South China Morning Post*, was forwarded by a senior Indonesian forestry official to his Minister.

Stories about CIFOR and its research appeared in a wide range of publications, from internationally renowned heavyweights like *Time*, the *Economist*, the *Washington Post*, *El Pais* and *Le Figaro* to local papers in remote parts of Borneo and the Congo Basin. The media took a particular interest in research related to forests and floods, forests and violent conflict, illegal logging and money laundering, Cameroon’s Model Forest programme and CIFOR’s Malinau Research Forest.

Speakers at the Crawford Fund Forestry seminar in Parliament House, Canberra (from left to right): Dennis Garrity, Director General of ICRAF, David Kaimowitz, CIFOR’s Director General, and Hosny El-Lakany, Assistant Director-General of FAO’s Forestry Department. (Photo by Toni Langley, Crawford Fund)

CIFOR News – worth the effort

A *CIFOR News* reader survey, conducted at the end of 2005, showed just how popular the newsletter is. ‘We received an overwhelmingly positive response,’ says Greg Clough, CIFOR’s Communications Specialist and editor of *CIFOR News*. ‘It was pleasing to learn that readers find *CIFOR News* useful and interesting.’ Had the survey found otherwise, CIFOR would have probably halted production.

The survey sought readers’ opinions on design and language, as well as the length, quality and choice of stories. The vast majority of respondents – over 270 people filled in the questionnaire – said they liked *CIFOR News* just as it is. Still, there is always room for improvement, and several suggestions from readers have already been implemented.

The survey found that 80 per cent of respondents, most of whom are researchers, donors, policy-makers and trainers, read *CIFOR News* for job-related reasons, and 87 per cent consider it an important source of information about forestry issues outside their own country. Over two-thirds read more than half the newsletter and a third share it with colleagues. Around half the respondents would like four editions a year instead of three, with a few optimistic souls suggesting it should be monthly.

CIFOR News can be read online at www.cifor.cgiar.org