



SURE

SUstaining and Enhancing REsilience of European Forests

Enhancing forest sector resilience through proactive disaster risk management

Media – TV- Documentaries

Dr. Pavel Bednář, Alexander Held

Background

- Countless Interviews
 - Press
 - Radio
 - TV
- Training with Journalists
- TV Documentaries (ZDF, ARTE, National Geographic, SPIEGEL TV, etc etc)
 - Feature films/TV productions have lower risk distorting information
- Online platforms, social media



Multiplying the message: large-scale forest disturbance in the Czech Republic, Germany

- Request by SPIEGEL TV / ARTE re
 - Bark Beetle
 - Forest Dieback
 - Climate Change
 - European Scale
 - Foresters Role
- SURE workshop in Prague, CZ
- The SURE network consulted and could then facilitate the filming with the experts in CZ
- Coordinated by Dr. Pavel Bednar (FGMRI; Pro Silva)
- 45 minutes in English and German, subtitles in English, Italian, Polish, Spanish



Multiplying the message

- New target audiences
- Films are screened several times a year
- Multiplied on Social Media
- Outreach to thousands
- Public Opinion / Agenda setting



Mainstream messages?

- Saturday Newspaper, page 3! on deer impact on forest regeneration
- Page 3 on forest dieback, beetles, ecosystem services
- Mission accomplished?

BZ•medien

Wetter | Kontakt | Meine BZ | Anmelde

Badische Zeitung

BZ-eZeitung | BZ-App | BZ-Smart | Abonnieren

Jobwechs
Jetzt!

Start Coronavirus Lokales Nachrichten Sport Meinung Freizeit Ratgeber Abo & Service Jobs Anzeigen

Deutschland Südwest Ausland Wirtschaft Kultur Panorama Wetter

Ökosystem

Verbisschäden durch Wildtiere setzen dem Wald immer mehr zu



Von Andreas Frey

Sa, 08. August 2020 um 16:04 Uhr

Südwest | 3

BZ-Plus | Sie knabbern an Trieben, Blättern und Knospen: Rehe und Hirsche gefährden die nächste Baumgeneration. Förster und Jäger sind uneins, was man dagegen tun soll.



Foto credits:

Forestry and Game
Management Research
Institute

This presentation was
supported by the Ministry of
Agriculture of the Czech
Republic, institutional
support MZE-RO0118

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Thank you!

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