



Multimedia Storytelling

Turning stories into content people
actually engage with



MY WORLD

Work & Passion





unitar

United Nations Institute for Training and Research



UN CC:Learn

The One UN Climate Change Learning Partnership

Reality

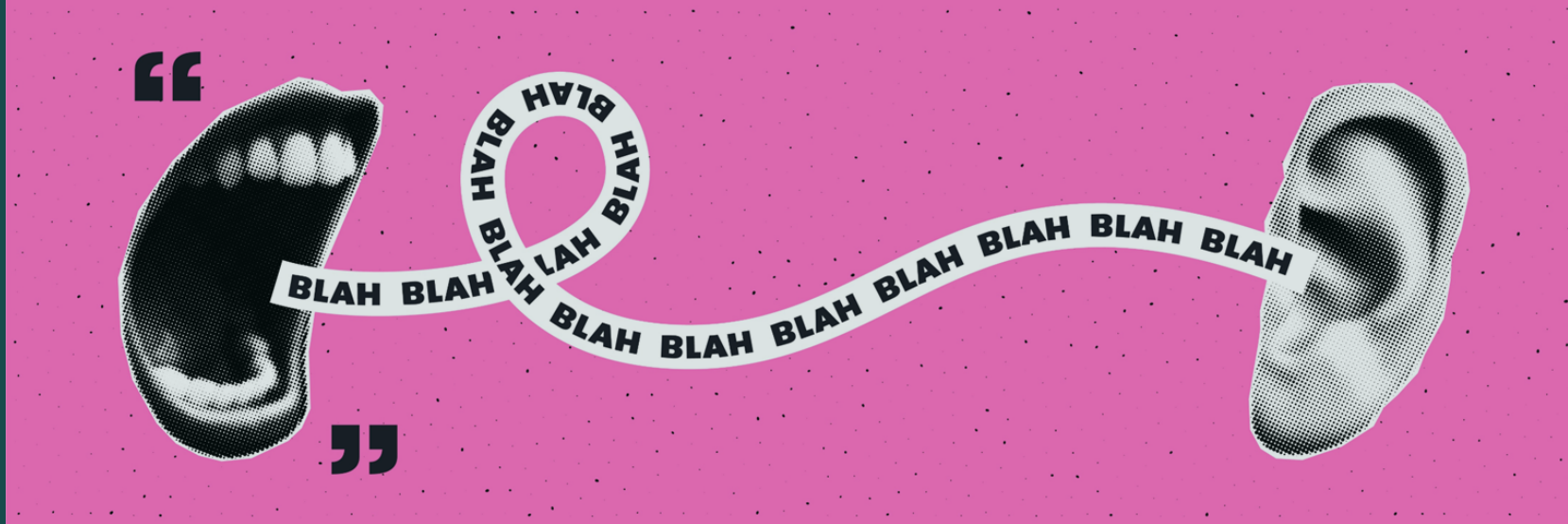
People access stories differently



Mobile and social platforms
shape how content is consumed

The challenge

Climate & Green Economy reporting
doesn't connect



Why this matters



PROBLEM

Climate/green economy communication often fails because:

Too technical

Too abstract

Disconnected from everyday life

INSIGHT

Research shows that:

People engage when content feels relevant

Local and human stories connect

Simple messages drive action

The approach



Make climate stories
more human

→ show impact on people



Think in formats
from the start

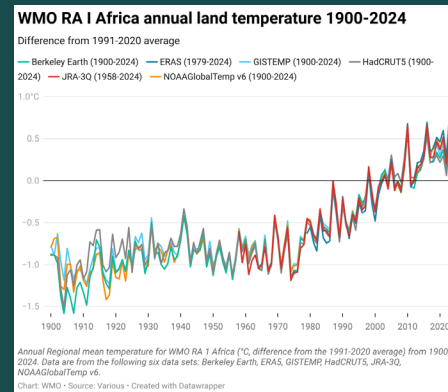
→ one story → multiple formats →
→ multiple platforms → more reach

Starting point

A typical climate story:



article



data



interview

Published once... and often disappears.

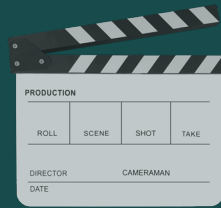
Content flow

STORY



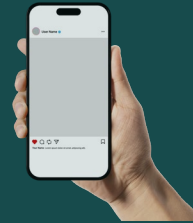
DEVELOP

find the angle
and the people



CAPTURE

gather visuals,
data and voices



ADAPT

turn into multiple
formats



DISTRIBUTE

publish across
platforms

More reach. More impact.

Case study

EXAMPLE: Climate story in practice



EXAMPLE – Original story

Drought reduces maize harvests and increases prices



LOW RAINFALL → LOWER PRODUCTION → HIGHER PRICES

People can't **afford food**

Political pressure rises



EXAMPLE – Build the story

Data + People = STORY

- **Drought:** FACT
- **Science:** DATA
- **Farmer:** PEOPLE
- **Government:** DECISIONS
- **Food prices/scarcity:** IMPACT



→ Data gives credibility

→ People create connection

EXAMPLE – Capture content

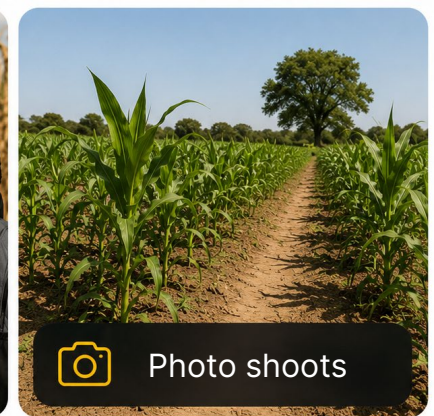
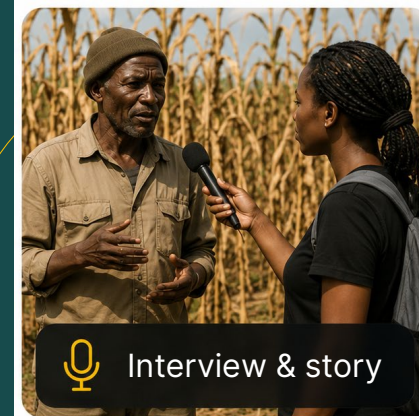
BEFORE YOU GO

Do your research
& homework
(as usual)



IN THE FIELD

- Interviews: (farmers, markets, local actors, government)
- Photos & Videos: (fields, crops, people, broll)



→ Capture once, use everywhere.

EXAMPLE – Information ecosystem

ONE STORY → MULTIPLE FORMATS → MULTIPLE AUDIENCES


CORE STORY

The article remains the main source of information

ARTICLE

On the frontlines of a changing climate: farmers share their stories

By Jane Chansa
May 12, 2025



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ADAPT INTO MULTIPLE FORMATS

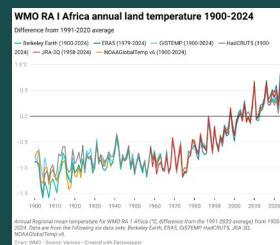
INSTAGRAM

“When the rains no longer come, communities feel the impact first.”

Farmers in Southern Zambia are adapting to changing seasons, lower harvests, and rising uncertainty.

Included every climate station, from sea level to over 10,000 ft.

#ClimateChange #Africa #FoodSecurity #CommunityVoice



RADIO EXTRACTS



Listen: Farmer voices
Radio reaches rural communities

Listen: Farmer voices
Radio reaches rural communities

DIFFERENT AUDIENCES ACCESS INFORMATION DIFFERENTLY

- ❑ Not everyone reads long articles.
- ❑ Not everyone uses the same platform
- ❑ No channel is less important than another

USE EVERY FORMAT,
REACH EVERYONE.
Leave no one behind.

(This slide is still a draft. But...
Solution at Slide 20)

YOUR TURN



Can you share your latest experience?

How you adapt to multimedia formats?

MOBILE PRODUCTION

Your phone is your Newsroom



INTERVIEWS — PHOTOS — VIDEO — LIVE — EDITING — PUBLISH — ADAPT

Basic tips

Hold your phone steady

Use natural light when possible

Don't film against the sun

Get closer for better audio

Use a microphone if available

Film interviews at eye level

Capture details, reactions, and environment

Always get extra footage for editing

Life Hack



EXAMPLE – Using AI for visuals

Start with a clear visual idea

Use simple and specific prompts

Show AI visual references and styles you like

Clearly define the visual direction

Feed AI with your own photos and references

Build layouts with placeholders first

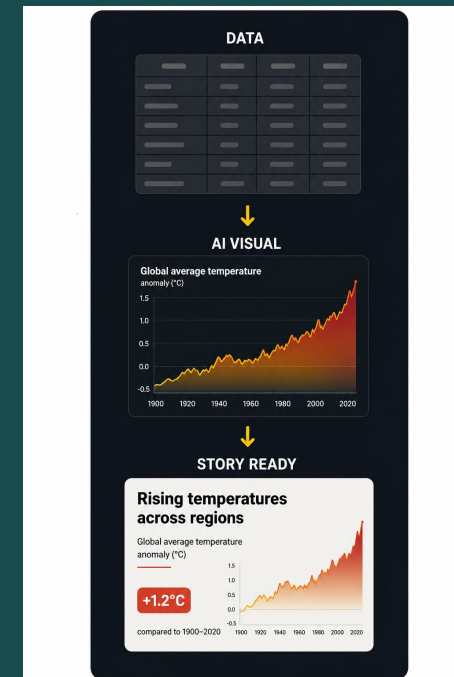
Replace AI visuals with real content when possible

Keep a consistent visual style

Avoid generic or unrealistic images

Adapt visuals for different platforms

Edit and refine outputs manually



EXAMPLE

INFORMATION ECOSYSTEM

One story → multiple formats → multiple audiences

CORE STORY

The article/report/interview remains the main source of information.

ARTICLE

Drought slashes harvests for smallholder farmers

By Jane Chansa
May 12, 2025



John Phiri has farmed maize in Choma District for more than 20 years. But this season, the rain never came.

"We harvested less than half this year," he says.

Across the region, climate change and erratic rainfall are leaving thousands of families struggling to feed their children...

ADAPT INTO MULTIPLE FORMATS

 **SOCIAL POSTS**



“We harvested less than half this year.”

– John Phiri
Smallholder farmer

 **SHORT VIDEOS**



Stories from the field.
Real people. Real impact.

0:30

 **INTERVIEW CLIPS**




Farmer interview
Key insights in short clips


0:45

 **PHOTOS**



 **GRAPHICS / DATA**

Harvests down
45%
this season



Source: Ministry of Agriculture, 2025

 **RADIO EXTRACTS**



Listen: Farmer voices
Radio reaches rural communities

 **QUOTES**

“The rain is changing.
We need support to adapt.”

– Local farmer

 **EXPLAINERS**



Why drought is increasing
What's being done
How communities can adapt

MULTIPLE AUDIENCES, MULTIPLE ACCESS

-  Youth on social media
-  Rural listeners via radio
-  Readers of in-depth articles
-  Communities in the field
-  Decision makers & partners

Different audiences access information differently.

- Not everyone reads long articles.
- Not everyone uses the same platform.
- No channel is less important than another.

REMEMBER THIS SLIDE?

I prompted AI to fix it...



Communication is the **ecosystem** – not just the article.

Use every format. Reach every audience. Leave no one behind.

YOUR TURN



What non-AI tools do you use for Multi-Media?

What AI tools and workflow do you use for MM?



ARTH

THE END

Stories don't end
when you publish them.

They adapt.
They travel.
They reach people differently.

So that we can:

Make sustainability visible.
Make stories human.
Make people care.