

OnlinePLUS – supplementary material

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Appendix I: Recruiting email, sent to all required interviewees

Dear Ms. [REDACTED],

I am a researcher at the University of Mannheim (Germany) and would like to ask for your support of a research project that my colleagues and I are currently carrying out. The project focuses on approaches to international political communications at summit meetings, in particular at the upcoming UN Climate Change Conference in Cancún, Mexico.

As you are managing international political communications for [REDACTED], I assume you will be present at the Cancún summit. Please allow me to use this opportunity and invite you for a series of three short academic interviews taking place directly at the conference venue in Cancún. The interviews will only be around 25 minutes each and may take place at times of your choosing (even at short notice). Any information shared in the interviews will be treated with upmost sensitivity and not be used for any purpose beyond this research.

Let me stress again that your work is of highest relevance to this research; I would be delighted if you chose to contribute. In that case, please be so kind as to respond with a short email. (If already possible, you may also suggest an appointment for our first interview, preferably during the first days of the summit.) If you will not be present in Cancún or prefer not to participate in this research, I would be very grateful if you could recommend a colleague who will be at the summit to oversee [REDACTED]'s communications there.

In case of questions or concerns, please do not hesitate to contact me. Further information about this research can also be found in the attached letter by Professor Wessler. Thank you very much for your attention in this matter!

Yours sincerely
Manuel Adolphsen, MSc

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Next page: **Appendix II: Supporting letter**

University of Mannheim · School of Humanities · 68131 Mannheim (Germany)

Mr. [REDACTED]
- Director of Communications -
[REDACTED]

Via Email: [REDACTED]@[REDACTED]

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Mannheim, November 18, 2010

Request for academic interview at UN Climate Change Conference in Cancún

Dear Mr. [REDACTED],

I would like to ask for your support of a research project that I supervise. Within the project, we are investigating political communication approaches at global summit meetings, along with their effects on national discourses. In this context, your work as a manager of political communication at the upcoming UN Climate Change Conference is highly relevant to our research. It is for this reason that we would like to invite you for a series of three short academic interviews, taking place at the Cancún conference.

The interviews will last 25 minutes on average. You may set the exact times (even at short notice), so that you can integrate them flexibly into your working day. As the University of Mannheim has been accredited as an official observer organization by the UNFCCC, the interviews can take place right on the conference grounds.

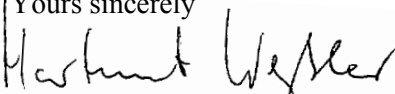
What you will gain from participating in the interviews:

- An opportunity to take a break from summit business for a couple of minutes and use our questions for strategic reflections beyond daily working routines
- A copy of the research report, presenting our findings on political actors' communication approaches at summit meetings (after completion of the study), if you are interested

I can guarantee that any information shared with us will be handled with utmost sensitivity and not be used for any purpose beyond this research. The interviews will be conducted by my research associate Manuel Adolphsen, a talented and reliable PhD researcher, holding a Master in political communication from the London School of Economics (LSE). He will be in Cancún from November 24 to December 16 and will contact you beforehand in order to arrange the first interview appointment.

I would be very grateful if you agreed to contribute to our research by sharing your expertise. Please do not hesitate to contact me with any question you may have. Thank you for your attention in this matter.

Yours sincerely


Prof. Dr. Hartmut Wessler

Bank Details

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Appendix III: Interview guide t¹ (interviewee background, organizational conditions, expectations and plans)

Theoretical constructs/ concepts of interest	Questions	Aspects of particular interest	Potential focusing questions
Professional background of interviewee/ professionalization	1. What is the full official title of your position?	– Dedicated communication position?	
	2. Within the overall organizational structure of your government/NGO, where is this position located?	– Integration into hierarchy – Closeness to political decision-making – Number of staffers/coworkers – Existence of other communication positions with similar tasks within the same organization?	
	3. What is your job here at this summit?	– Tasks and responsibilities – Expected working day routine	
	4. What is your educational background?	– History of dedicated communication training? [→]	Have you enjoyed dedicated training for your job, for example through a degree in communication?
Message and worldview in climate change debate	5. What is the core message that your government/NGO wants to communicate here at this summit?	– Core message of summit communication – Organizational perspective on climate change [→]	What makes your perspective on climate change different from that of other governments/NGOs at this summit?
Communication processes within the organization	6. How was this message made?	– Dedicated communication planning or strategy process? – Existence of intra-organizational conflict or disagreement?	Did your organization encounter any disagreement while developing this message?
	7. In recent days, before coming here, which preparations did you and your coworkers take for your work here?	– Concrete preparations	

Expectations and plans	8. How would the coming days have to look like so that you would speak of a communication success for your government/NGO at this summit?	<ul style="list-style-type: none"> - Conceptions of successful communication - Existence of specific communication objectives? 	
	9. Which concrete options do you see for working towards such a success?	<ul style="list-style-type: none"> - Concrete communication activities planned 	
	10. Is there any actor at this summit whose communications you are watching with particular attention?	<ul style="list-style-type: none"> - Special focus on other actor? - Why? - Other actor's presumed strategy? 	

Appendix IV: Interview guide t² (summit communication routines)

Theoretical constructs/ concepts of interest	Questions	Aspects of particular interest	Potential focusing questions
Interim evaluation of summit communication	1. From a communication perspective, how has the summit developed so far for your government/NGO?	– Summit development against the backdrop of communication objectives	
	2. Up to this point, have you adjusted your communication strategy in response to something that happened at the summit?	– Ad-hoc adjustments to communication	
Summit communication routine	3. Which communication activities do you currently carry out here at the summit?	– Spectrum of current communication activities – Plans for other communication activities [→] – Distribution of coordination work [→]	Which other communication activities are you planning or would you consider necessary or effective? Do you coordinate your work here with your ministry/headquarters back home?
Media relations	4. In your eyes, which are the five most important media outlets that you are in contact with here at the summit?	– List of media outlets important for own communication work – Nature of contact [→]	How do your contacts with these media outlets look in practice?
Actor constellations	5. Which are the three political actors (governments and NGOs) at this summit that you watch closest?	– Conceptions of other political actors' communication strategies [→] – Existence of explicit communicative alliances? [→]	What strategies might these actors follow in their communication? In your communication, what forms of cooperation or coordination do you currently uphold to other actors?
Professionalization	6. For your summit communication, do you cooperate with service providers, such as PR agencies or design firms?	– Outsourcing of communication tasks? – Purpose of cooperation?	
Effects of media coverage on summit communication	7. To what extent do you follow the media coverage about the summit?	– Media sources at the summit [→]	Which media do you use most frequently? What about transnational media, such as CNN International or BBC World News?
	8. How would you describe the influence of this media coverage on summit proceedings?	– Importance of direct media feedback to communication activities – Degree of dependence on coverage	

Transnationality	9. To whom do you target your communication?	<ul style="list-style-type: none"> - Conception of target groups - Targeting of global audience? [→] 	Besides your home audience/national audiences, to whom do you target your communication?
	10. What makes communicating with a global audience different from communicating with national audiences?	<ul style="list-style-type: none"> - Differences between national and transnational communication 	
	11. Do you take into account intercultural obstacles, which may pose a challenge to communication with a global audience?	<ul style="list-style-type: none"> - Consideration of intercultural/ language barriers? 	

Appendix V: Interview guide t³ (lessons learned, image changes, meta-questions)

Theoretical constructs/ concepts of interest	Questions	Aspects of particular interest	Potential focusing questions
Summit communication routine	1. In retrospect, which tasks did your job here at the summit comprise?	<ul style="list-style-type: none"> – Tasks and responsibilities in retrospect – Working day routine in retrospect 	
Final evaluation of summit communication	2. Through which activities did you communicate your government's/ NGO's position most effectively?	<ul style="list-style-type: none"> – Spectrum of communication activities in retrospect – Ideas for other activities [→] 	Which other communication activities would have been necessary?
	3. In retrospect, how would you describe your government's/NGO's summit communication strategy?	<ul style="list-style-type: none"> – Expression of coherent strategy? – Components of strategy – Evaluation of strategy success? [→] 	If you could restart your communication at this summit, is there anything that you would do differently?
Effects and interactions of summit communication	4. Do you feel that your government's/ NGO's image has changed in response to your communication?	<ul style="list-style-type: none"> – Existence of image-building/changing effects of <i>own</i> communication? – Nature of image change [→] 	In what way?
	5. What have other actors at this summit done that could have influenced your government's/NGO's image?	<ul style="list-style-type: none"> – Existence of image-building/changing effects of <i>others'</i> communication? – Nature of image change [→] 	In what way?
Learning effects	6. Do you think that your experiences from this summit will influence your future work at similar events?	<ul style="list-style-type: none"> – Adjustments to future communication based on recent experiences? – Any lessons from media relations? – New coalitions/hostilities? 	
Media events	7. In your eyes, did this summit attract global attention?	<ul style="list-style-type: none"> – Comparison with other COPs – Conceptions of reach and significance of summit [→] 	How was this global attention observable to you?
Funding	8. How have your communication activities at this summit been funded?	<ul style="list-style-type: none"> – Sources of funding – existence of dedicated funds? – Level of funding compared with other actors [→] 	Based on what you know from other governments/NGOs, have you spent more or less than average on communication here?

Appendix VI: Interview guide UNFCCC

1. Your job title is “Officer-in-Charge Public Information and Media Services”: Which tasks and responsibilities does this job entail?
 - Where is that position located within the UNFCCC secretariat?
 - How many colleagues work with you on these or similar tasks?
2. How large is the part of your work that is dedicated to providing communication infrastructure at COPs?
 - What does that work entail – before, during, and after a particular COP?
 - How does the coordination and distribution of tasks between the UNFCCC and the respective host government look like?
3. Which parts make up the communication infrastructure at COPs?
 - What objectives does the UNFCCC want to achieve by providing this infrastructure?
4. What makes for a good press center/IBC?
 - Are there requests/preferences that are commonly voiced on the side of the media regarding the press center/IBC?
5. Besides the press center/IBC, there are press conference facilities that can be used by governments and NGOs. Which features do these facilities commonly have?
 - Are there requests/preferences that are commonly voiced on the side of delegations regarding these facilities?
 - How are press conference slots assigned? Does size or reputation of the particular actor play a role?
 - Do you see a role for the UNFCCC in helping smaller or inexperienced actors to voice their concerns and interests – for example through the provision of the facilities?
6. If actors want to conduct communication activities outside the press conference facilities, what restrictions do they have to observe?
7. How did you get into your job? What is your background?

Appendix VII: Transcription rules

Details on the implementation of these transcription rules are found in section 3.4.

1. Basic nature and structure of transcripts

- a. All transcripts are word-for-word replications of the original interview situations, no mere summaries or paraphrases.
- b. Potential dialects are not incorporated; language and punctuation are adapted to standard spoken American English (with the exception of one interview, which was held in German).
- c. The header of each transcript shows (1) the interview ID, (2) the interview's date and time of day, (3) the mode by which the interview was held (face to face or by phone), (4) the interview's location (only if held face to face), and (5) the interview's net length.
- d. Paragraphs comprising the interviewer's utterances are marked '**I**'; paragraphs comprising interviewees' utterances are marked '**PR**'. Any change in speakers is marked by a double line break, i.e. a blank line. Longer responses may also be structured by means of double line breaks. Shorter interruptions by any of the two speakers not constituting complete questions or responses are kept within the same paragraph, put in square brackets, and marked in an identical fashion to paragraphs.
- e. Off-the-record passages in the transcript that are subject to special treatment in this study are crossed out, e.g. '~~we don't like to support them~~, but that's off the record'.

2. Omission of vocal utterances

- a. For reasons of readability, complex and/or fragmented language is made subject to some cleansing: Repetitions or stammer are omitted (except where repetitions are used on purpose to emphasize a point); utterances that are aborted prematurely and do not carry meaning for themselves (such as the first attempt at a sentence that is then broken off and followed by a second attempt) are also not transcribed. Generally, utterances are replicated in the form of complete sentences wherever possible and appropriate.
- b. Utterances by any of the two speakers signaling understanding ('hmm', 'yeah', 'right', 'okay') or constituting typical fillers ('like', 'I mean', 'well', 'you know', 'sort of', 'kind of', 'basically' etc.) are omitted for the sake of reading comfort. (In the case of

the German-language interview, this applies to the German equivalents of such utterances.)

3. Transfer of vocal utterances into text

- a. Utterances by the interviewee illustrating or supporting a statement (laughter, sighing) are noted in brackets, e.g. '(laughs)'. If possible, ad-hoc influences to the interview situation that trigger a response by any of the two speakers are briefly described in brackets, e.g. '(coffee is being served)'. Distinct longer breaks by any of the two speakers are marked '(...)'.
- b. Passages that cannot be understood are marked '[incomprehensible]'. If a word cannot be identified unambiguously and doubts remain as to whether that word was understood correctly, that particular word is put in square brackets.
- c. Utterances by third parties that are quoted by any of the two speakers are put in single quotation marks, e.g. 'then he asked 'what shall we do?''.
- d. Mentions of foreign-language words (except for names) and print publication titles are put in italics.
- e. Mentions of numbers between one and twelve are spelled in full, mentions of numbers greater than twelve are written down as numerals.

Appendix VIII: Coding frame

Details on the implementation of this coding frame can be found in section 3.5.

A Actor's positioning in international affairs and the climate change debate

- A.1 History of actor's positioning
- A.2 Competition/conflict with other actors
- A.3 Interactions with/references to other actors
 - A.3.I Brazil
 - A.3.II China
 - A.3.III Germany
 - A.3.IV India
 - A.3.V Mexico
 - A.3.VI South Africa
 - A.3.VII Climate Action Network (CAN) International
 - A.3.VIII Friends of the Earth International
 - A.3.IX Greenpeace International
 - A.3.X Global Campaign for Climate Action/TckTckTck
 - A.3.XI World Wide Fund for Nature (WWF) International

B Actor's behind-the-scenes structures and processes

- B.1 Interviewee's position and background
- B.2 Actor's organizational structure
- B.3 Dedicated communication teams/departments
- B.4 On-site processes
 - B.4.I Cooperation with external service providers
 - B.4.II Adjusting to venue conditions and UNFCCC regulations
 - B.4.III Media monitoring
- B.5 Funding and other financial issues

C Actor's summit communication strategy and implementation

- C.1 Messaging/framing approaches
- C.2 Target groups
- C.3 Concrete communication activities

- C.3.I Media relations/cooperation with journalists
- C.3.II Targeted media outlets
- C.4 Ad-hoc reactions/adjustments to summit developments
- C.4.I Japanese rejection of Kyoto Protocol extension
- C.4.II Bolivian rejection of Cancún Agreements
- C.5 Transnational orientation of summit communications

D Actor's evaluation of summit communications

- D.1 Ex-ante benchmarks for success
- D.2 Ex-post evaluation of success
 - D.2.I Perceived image change
 - D.2.II Lessons learned for future summits

E Actor's assessment of general summit properties

- E.1 Influence of summit coverage on summit proceedings
- E.2 Nature of COP-16 in comparison to other summits
- E.3 Significance of COP-16 as a global media event

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