

Terry Collins & Assoc. Global Media Relations
Client Comments

I know the difference a person like Terry can make when involved in communicating the findings of international scientific assessments.

Terry has an incredibly distinguished career in science communication and has greatly assisted the public and other stakeholders to understand the importance of climate change, biodiversity and other environmental issues. He has taken complex scientific issues and made them understandable to the public at large.

Sir Robert Watson, CMG, FRS

Co-Chair, Millennium Ecosystem Assessment (MA, 2005);
Vice-Chair (2013-2016) and Chair (2016-2019) of the Intergovernmental Science Policy Platform for Biodiversity and Ecosystem Services (IPBES);
Chair, Intergovernmental Panel on Climate Change (IPCC)

I am floored by the impact of this report and your incredible work to help us get the kind of coverage one can only dream of. We will celebrate in Bonn, Cambridge, and maybe in all of the 93 countries where we have had coverage (so far).

Amy Fraenkel

Executive Secretary
UN Convention on Migratory Species

Biodiversity has been elevated to a prominent global priority thanks to a combination of sound science amplified through excellent communications. Indeed, Terry's monumental contribution is unsung and unrecognized. To me, he is the Midas with the golden touch.

Tan Sri, Prof. Zakri Abdul Hamid, PhD

Founding Chair (2013-2016), Intergovernmental Science Policy Platform for Biodiversity and Ecosystem Services (IPBES);
Former Director, United Nations University Institute for Advanced Studies (UNU-IAS), Japan
Ambassador and Science Advisor, Wyss Foundation's Campaign for Nature;
Senior fellow, Academy of Sciences, Malaysia;
Kuala Lumpur

Terry is an enormously effective media consultant. He has perfected a method of writing detailed releases and getting these out over wire services. I have come to rely on him as a trusted advisor in a wide range of media work.

What really sets him apart is his huge experience, wisdom, mature judgment, and affability. He delivers. He never gets flustered. He gets results. He is also one of the nicest people you will ever meet.

In sum, I could not have asked for a better colleague and advisor on media issues.

Peter A. Singer, OC, MD, MPH, FRCPC, FRSC
Special Advisor to the Director-General, WHO
Geneva;
Former CEO, Grand Challenges Canada
Toronto

The amount of international media coverage Terry was able to generate for this science competition between Canadian high school students (Sanofi Biogenius Challenge Canada, 2004-2013) was truly amazing. I would attribute this to Terry's incredible reputation with science journalists all over the world. Needless to say, Sanofi Canada and the other sponsoring organizations were delighted and a bit astounded by the extent of media coverage Terry was able to secure during his 10 years of involvement with the competition.

Luis Barreto, MD
Member, Scientific Advisory Board, and Senior Scientific Advisor,
National Research Council of Canada
Ottawa

Terry Collins is a remarkable individual who has been instrumental in changing the way we view a number of global challenges and in better understanding ways in which we can effectively respond.

Vladimir Smakhtin, PhD, Director
Zafar Adeel, PhD, Former Director
Ralph Daley, PhD, Founding Director
United Nations University Institute for Water, Environment and Health (UNU-INWEH)
Hamilton, Ontario

IPBES was formally established by more than 100 governments in 2012, and I have worked closely with Terry ever since on every one of our major IPBES report launches. We count him, his expertise and his unmatched media contact database as one of the most important elements of the success we have achieved in the reach and promotion of these reports.

This is especially true of the IPBES Global Assessment Report on Biodiversity and Ecosystem Services, launched in 2019, which broke every record for an environmental report launch in terms of both traditional and social media reach.

Anne Larigauderie, PhD, Ld'H

Executive Secretary,

Intergovernmental Science Policy Platform for Biodiversity and Ecosystem Services (IPBES)

Bonn

The consistent experience with Terry Collins of the Census of Marine Life (CoML) research program that the Sloan Foundation helps fund has been outstanding since Terry first assisted the public launch of the program in October 2003. Each year since then, Terry has assisted several times with the CoML outreach to the world media with huge impact.

Terry has authentic curiosity about a broad span of sciences, thinks clearly, and writes lively and accurate prose. He is fully accepted by the researchers with whom he works on press releases and related materials. His judgment about what is newsworthy has proven excellent as well as his taste in visual materials to accompany text. He works quickly, devises workable calendars, and meets tight deadlines but is also adaptive, calm, and pleasant.

Once a release is ready, Terry knows reporters all over the world, and their trust in him translates into very large numbers of interviews, which Terry schedules, opens, and monitors with great skill. He keeps the relevant network of people exceptionally well-informed about both obligations and results. I have never known him to miss an opportunity. The spreadsheets showing the quantity and range of coverage won by the sequence of CoML stories and the high quality of the stories prove Terry's professionalism and excellence.

Jesse Ausubel

Director, Program for the Human Environment; Senior Research Associate,
The Rockefeller University
New York, NY

(Terry is) a genius at communicating science to the broadest possible audience. He does this by working closely with the scientific team in crafting lucid, relevant, comprehensive, beautifully illustrated, and meticulously accurate press releases. His polished and compelling treatments of sometimes difficult scientific topics are distinguished by their eloquent prose, their accessibility, and, perhaps most importantly, their creative framing. As a consequence, science writers around the world are eager and ready for the next Collins “presser”. And the results are utterly spectacular.

Robert Hazen, PhD

Executive Director, Deep Carbon Observatory;
Senior Staff Scientist, Carnegie Institution for Science
Washington DC

The CBD Secretariat first engaged directly with Terry on the launch of the 5th Global Biodiversity Outlook report (2020), resulting in unprecedented levels of prominent news coverage in every region around the globe.

Working with him throughout 2022 in preparing for and during the 15th meeting of the CBD's Conference of the Parties (COP 15) was a particular highlight of our professional relationship. It was during COP 15 in December that 196 member Parties adopted the landmark Kunming-Montreal Global Biodiversity Framework. No previous COP of this Convention had attracted anything close to the same level of public attention and media coverage, largely due to Terry's networking efforts.

In terms of impact, without question having 500 media representatives on site for COP 15 in Montreal, and more than 1,000 accredited worldwide, added significant pressure on delegates to deliver the historic, ambitious deal that they did. From the opening of COP 15 to today, we estimate that over 400 billion public impressions have been created by online media coverage alone.

His hard work and commitment toward the public understanding of science and, in my experience, the biodiversity agenda in particular, is unmatched.

David Cooper,

Acting Executive Secretary,
Secretariat of the UN Convention on Biological Diversity
Montreal

The Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES) has benefitted from Terry's expertise since its inception more than 11 years ago – including during a very complex, year-long, global communications and outreach campaign to launch five new expert assessment reports at the same time ([March 2018](#)).

It is hard to overstate the value that Terry brings to media and outreach work – with his decades of experience and knowledge, combined with very extensive personal networks and contacts at the highest levels at global and regional media outlets, as well as more focused, niche publications covering a broad range of scientific, environmental and other issues of universal public interest.

Terry is also a superb team-player, who integrated seamlessly into our communications work and who brought with him an unflappable calm in the midst of often very stressful and time-constrained activities.

Robert Spaull

Head of Communications
Intergovernmental Platform on Biodiversity and Ecosystem Services
(operating under the auspices of UN Environment, UNESCO, FAO and UNDP)
Bonn

The numbers speak for themselves and also cry out for a big thanks to you and your wizardry in obtaining this sort of pickup. It's magnificent!

Mark Radka

Chief, Energy and Climate Branch, Economy Division
United Nations Environment Programme
Paris

Your support and network really did help massively in securing some great coverage.

Philippa Baumgartner

Head of Communications
The Club of Rome
Winterthur, Switzerland

(Terry) played a pivotal role in leading media campaigns that advanced public understanding of DNA barcoding and its practical applications, not just here in Canada, but around the world.

Paul Hebert, OC, FRSC, PhD

Board Chair and Scientific Director,
International Barcode of Life Consortium
Guelph, Ontario

An Australian researcher and I jointly did a four-hour workshop for scientists at the IUCN Congress in Hawaii in 2016 on effective communications and media relations, and I used one of your press releases as a model of how it should be done. You are an exemplar in my book.

Marlowe Hood

Senior Science and Environment Correspondent,
and Global Coordinator for Climate Change
Agence France-Presse (AFP)
Paris

This report ([Global Trends in Renewable Energy Investments](#) (GTR), press released annually from 2007-2020) would not have been nearly as successfully received over the years without your fantastic communications support.

Eric Usher

Head, UN Environment Programme Finance Initiative
Geneva

Terry transforms information from the (GTR) report into news that is appealing and

understandable, and organizes the media work before and after each year's launch, including advance interviews and an international press teleconference.

His long standing experience and extensive network of journalists worldwide resulted this year in hundreds of articles published in 17 languages, allowing us to reach a potential audience of more than 600 million people in 50 countries. The cooperation with Terry is very pleasant. He works very fast and reliably. Within hours of each launch, he informs us of key media results and provides links to interesting hits, which are systematically gathered and summarized.

Christine Gruening

Senior Project Manager and Policy Expert

Frankfurt School-UNEP Collaborating Centre for Climate & Sustainable Energy Finance
Frankfurt

From the time of our earliest research outputs on this topic, Terry's annual contributions have helped UN University create a signature issue, and placed the e-waste issue firmly in people's minds as well as on the world's policy-making agenda.

Ruediger Kuehr

Director, SCYCLE

UNU-Vice Rectorate in Europe

It's been a pleasure working with you and it's great the amount of press that has been garnered for the e-waste coalition. I shall be sharing all of this with our media team.

James Pennington

Project Lead, Circular Economy

World Economic Forum

Geneva

Terry Collins is the first media consultant I've hired and I had some trepidation about losing control of the message that would go out. Once we started crafting our press release as a collaborative effort, my concerns dissipated. Terry really dug into the subject matter to understand exactly what we could and could not say in the press release. With that understanding, he crafted a great release and did a phenomenal job of introducing it to media outlets around the world. The coverage we received was all positive and was far beyond our expectations in breadth and depth.

David E. Schindel

Executive Secretary, Consortium for the Barcode of Life
National Museum of Natural History,
Smithsonian Institution
Washington DC

You're a five star performer! Way too many battles are lost because you're not enlisted.

Calestous Juma

Professor, Harvard Kennedy School,
Cambridge MA, USA

Unbelievable. I will highlight at our board meeting this evening as I think this level of coverage on one of our reports is unprecedented.

Theresa McClenaghan

Executive Director, Canadian Environmental Law Association
Toronto, Canada

As part of his presentation, Dr. (Eliot) Phillipson (President of the Canada Foundation for Innovation) mentioned that the Ocean Tracking Network announcement received the most (and best) press of any CFI announcement of the 5,000 projects funded since 1998.

Mary Anne White

Professor, Dalhousie University
Halifax, Canada

*Just a quick note that this has all been just amazing!
MSA (The Mineralogy Society of America) has rarely had this sort of publicity -- this is so good for the field of mineralogy!*

Rachel Russell

Managing Editor, American Mineralogist

Washington, DC

How you managed to make the world truly interested in the scientific findings of the Census is a mystery I never expect to solve ... Please accept my huge appreciation for the outstanding job you did for the Census of Marine Zooplankton. It was lots of fun - if rather unbelievable - working with you.

Dr. Ann Bucklin

Chair, Department of Marine Science, University of Connecticut

The skill mix of the designated communicators within projects varied, as did the material available from which to launch a media profile. Content had to be provided via the scientists but we must not underestimate the importance of getting the right language for wide media uptake.

To this end, the contracted services ability of Terry Collins to create press releases and use his networks to gain access to the media was critical to the Census.

Census of Marine Life: Review of Lessons Learned

Summary report, June 2011, led by David Penman / Landcare Research
Christchurch NZ

I have to say that the reach of the story certainly surpassed my own imagination (for example my dad opening his morning paper in Singapore to read a quote by me). Thanks for all your help and enthusiasm in bringing this story to fruition.

Dr. Mireille Consalvey,

National Institute of Water and Atmospheric Research,
Wellington, New Zealand

Many people helped with the release, but I must say I am again impressed with Terry's ability to launch such a coordinated assault on the world's media that it attracts attention in so many countries. (The coverage) is also having positive effects on the scientific community in that I have been getting numerous offers of help from scientists around the world.

Dr. Mark Costello

Chair, Ocean Biogeographic Information System (OBIS), Census of Marine Life
Auckland, NZ

Terry is a deeply committed and high energy individual with a quick grasp of science and a wonderful ability to help translate new scientific findings into understandable and important information that can be understood by the public. Terry works his communications 'magic' without losing sight of the need to appropriately balance scientific caution while communicating the advance to the public through the press corps. Terry has a wealth of contacts, a deep understanding of the environment that journalists work within, and a great knack for translating important information into something journalists can work with.

Dr. David Welch

President at Kintama Research Corp and Owner, Kintama Research Corp.
Nanaimo, British Columbia, Canada

I want to thank you for the excellent job done in ensuring the paper has received the highest exposure and accordingly, made the biggest impact. You are stars and your professionalism and efforts are much appreciated.

Jerome Amir Singh, BA, LLB, LLM, PhD (Natal), MHSc (Toronto)

Head, Bioethics and Health Law Programme, Center for the AIDS Programme of Research in South Africa (CAPRISA)

Thanks for the wonderful job and for enabling us have this experience. CNN has carried the story twice today. BBC Kiswahili service in Tanzania hosted a public debate with listener call-ins this morning as well. It's been great.

Our Director circulated to all Ifakara staff an email he received from his collaborators who saw the news in Washington Post yesterday (and am told they have rerun the story today).

We have received an unimaginable trail of congratulatory messages from people who read the story or heard it on their radios internationally and locally. You have done an extraordinary job getting this publicized. Thank you very much indeed.

Fredros Okumu

Researcher
Ifakara Health Institute
Tanzania

I'm sure no one on the steering committee, Biosphere Board, or at Environment Canada knew what to expect in terms of coverage. Regardless, you have exceeded all expectations.

Rick Levick

Co-ordinator,
Long Point Causeway Improvement Project
Toronto

On behalf of the ProSUM consortium, I wish to thank you and your team for the very efficient and successful coordination of the [ProSUM campaign](#). I think we made a big splash in the media worldwide.

My impression is that this campaign, shortly after the [Global E-Waste Monitor campaign](#), created a sense of urgency or importance with many reporters.

Pascal Leroy

Secretary-General,
Waste Electrical and Electronic Equipment Forum
Brussels, Belgium

Nice job! A real pleasure to work with such a pro.

Durwood Zaelke

President, [Institute for Governance and Sustainable Development](#)
Washington, DC

I can't recommend Terry highly enough for his experience, skills and demonstrated track record in developing media outreach strategies and mobilizing international media coverage of environment issues, projects, studies and events.

UNF/UNFIP have engaged Terry's consultancy services for several initiatives and his work in developing the core messages and generating global media coverage has been exceptional.

William Kennedy

United Nations Foundation / UN Fund for International Partnerships
New York, NY

This is all terrific! A reach of over 2 billion and potentially 50-plus million impressions. This confirms the power of news services and the importance of a publicist like you. We are immensely grateful to Jochen and Heising-Simons to both suggest and support the addition of a publicist for this project. This data also reaffirms the validity and importance of the Northwest Passage Project research expedition itself.

David Clark

Emmy award-winning filmmaker;
Co-Principal Investigator
Northwest Passage Project
University of Rhode Island, Narragansett

Terry provided valuable insight into the best news lines and very useful advice on the planning and preparation for a press conference hosted at the UN. Coverage resulted over a number of days both on newswires across the globe and in high-quality U.S. newspapers.

This is by far the best year of coverage we've had so far.

Paul Dickinson

CEO, Carbon Disclosure Project
London