



Recommendations for a strategy of communication

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To strengthen the understanding and support of the Mediterranean basin cultures and communities of the value of Cultural Heritage by developing a communication strategy and implementing it in press conferences and interviews.

Fundamental Principles

- The diversity of the media plays an important role for the technical and intellectual level of your press conference and the interviews. Offer a range of different technical and intellectual (in-depth) levels to satisfy everybody's needs.
- You are one among many others to fight for the media's attention as well as for the audience's attention. You therefore need to stress your core message and show the importance of your program/project for the civil society.
- Don't be afraid of keeping it simple: Intellectual elitism excludes the majority of the population.

1. The Press Conference

- Additional points to the checklist (see page 3) developed throughout the debate:
 - o The presence of VIPs (actors, artists, singers, ministers...) attending your press conference creates additional media attention.
 - o The European delegation present at your press conference might be interesting for the journalists to get the European Union's perspective on the Euromed Heritage project/program.
 - o Adapting the date to thematic days (e.g. Cultural Heritage Day) increases the media's openness for the topic in general and for your press conference in particular.
 - o Connect your press conference's message/headline to topics on the top of the civil society's agenda (e.g. Tunisia: "Cultural Heritage contributes to democracy, too!") or to extraordinary facts (arousing, astonishing, unexpected...).

2. The Interviews

- Audiovisual media interviews require different techniques of explaining than written press interviews. The written press is more focused on facts and backgrounds. Television and radio interviews offer a direct transmission of your message to the audience. This is a chance but one must know how to seize it.
- Keep in mind: Journalists are not colleagues. They don't have your background knowledge of the program/project. Their task is to understand your message and translate it to their audience, both in a very short time. The clearer and better developed your explanation the higher the chance your message is understood and will get across.
- Simple ≠ simpliste! simple ≠ oversimplified !

2.1 Audiovisual interviews:

- o Adjust your perspective: Imagine you explaining the program/project to your grandmother reading her favorite magazine: Try to catch her attention, tell her a story explain in simple words.
- o Use interesting and appealing examples to explain the impact of the Euromed Heritage program/project on the civil society.
- o Try to develop a rhetorical strategy throughout your answer: identify the needs (e.g. lack of awareness among young people), explain how the program met these needs (tool-kits for schools) and what the impact is (young people are proud of their national/local Cultural Heritage).
- o Give examples of impacts by using the following EH 4-report (http://www.euromedheritage.net/euroshared/doc/Suggestions%20for%20Impact%20Indicators_FBADIOLI.pdf).
- o Be passionate and personal about your topic, integrate appealing anecdotes if possible.
- o Come quickly to the point, don't lose yourself in technical details.
- o Mention the European Union's funding.
- o Smile from time to time J
- o Keep eye-contact with the journalist and finish your idea quickly if you see he/her wants to go on with questions.
- o Don't talk too fast, don't forget to breathe.

3. How to prepare a press conference

First of all answer the following questions:

- What is the PURPOSE of your press conference?
- What is the MESSAGE you want to get across?
- How do you want to CONVINCe the public of your message?

3.1 The Preparation

- choose your experts to hold the speeches (including VIP if possible)
 - check with them the topics they will talk about
 - ask them to focus strictly on the IMPACT Euromed Heritage has on civil society
 - check with them the questions journalists might ask including the "uncomfortable" ones!
 - keep in mind: your audience are journalists not colleagues! Don't go into too much technical detail or enumerate single results (quality beats quantity!)
- choose the appropriate media and journalists to convey your message
 - TV, radio, press, online (news desk or in-depth)
 - department: politics, culture, economics and finance
 - check: is the press mailing list up-to-date?
- choose the date (not before/after important religious holidays or during major cultural events like football championships etc.)
- choose the time: between 9.30 AM and 1 PM
- choose the place:
 - easy access; appropriate size for expected number of participants; technical equipment (audio-pool for sound-recording, microphones, headsets, air-condition...); ideally separate room for interviews
- the press invitation (also in English and/or French for foreign journalists):
 - create a unique and strong message as headline that draws the media's attention to Euromed Heritage!
 - add VIP, date, time; place (with map how to get there); if snacks/coffee will be served
 - ask participants for confirmation
 - add a second page with more background information (no longer than one page!) and/or your website with additional information (also in English/French for foreign journalists)
 - add a press contact with phone number and e-mail address
 - announce the press conference on your website

- e-mail the invitation as
 - "save the date" two weeks in advance
 - "reminder" two days in advance
 - call the day before but don't be too pushy
- arrange for an interpreter in case the experts and/or journalists do not speak the same language (simultaneous interpreter if possible)
- arrange the schedule:
 - who says when what (including host)
 - speeches no longer than 15 minutes each (in total no longer than 1 hour)
 - reserve enough time for questions and answers
 - choose a person to host the conference and lead the discussion
- prepare a press release: again, choose an assertive appealing title, that puts emphasis on the positive impact of Euromed Heritage on civil society as key message; add the experts' speeches and a press contact
- arrange for catering (snacks/tea/coffee/water)
- arrange for name plates (including the professional position)
- prepare a press table with press kits (press releases, speakers' lists, speeches, flyers, brochures, also in English/French if necessary)
- arrange for a photographer to take pictures of the event
- optional: arrange for a screen or poster with the organization's emblem or logo in front of which experts may be photographed or filmed

3.2 The Press Conference

Keep in mind: The key-message of your press conference should be the main impacts Euromed Heritage has on civil society!

- the expert's speeches should focus on the main change that has been achieved throughout the Euromed Heritage program in terms of cultural and socio-economical dynamics (again: quality beats quantity!)
- Also remember the logistics: provide for enough chairs
- check the technical equipment (light, air condition, microphones, headsets, audiopool)
- make sure everybody finds their way (put up signs if necessary)
- welcome the incoming journalists, ask them to write down their names, media, e-mail address and phone number on your participant's list, hand out the press kit
- ask if they wish to interview the VIP/ experts separately (make a ranking according to your media preference)
- make sure audiovisual journalists can interview the VIP/experts along the conference (unless it is too disturbing)
- after the event: while seeing off the journalists offer follow-up-assistance

3.3 The Follow-up

- e-mail the press release to everybody on your press mailing list
- add the event (pictures, press release, speeches, speakers' list etc.) to your website and put it close to announcements of upcoming events
- update your press mailing list by adding the new candidates' details from the press conference