

# External Communications: Stakeholders, Government and Licencees (and Internal Communications)

Broadcast Regulatory Broadcast Masterclass  
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# Issues to Explore

## 1. External

- Communications Goals
- Target audiences
- Rules of good communications
- Channels of communications
- Methods of communications
- What are we communicating?
- Monitoring and Evaluation
- Step by Step Plan

## 2. Internal

# Communications Goals: Why Communicate?

- Enhancing visibility and reputation
- Planning for difficult decisions
- Changing attitudes
- Generating positive content
- Generate stakeholder and licensee support

# Defining Audiences

- Stakeholders are people/organisations affected by the decision, actions, policies and goals of an organisation, or vice versa;
- government/relevant ministry
- Licensees
- viewers/listeners/consumers
- media (but as a conduit)
- Staff
- Communications department plays a focal point in communicating with stakeholders but not alone

# Rules of Good Communications

- Part of an overall comms strategy
- Determine Key Messages
- Researched
- Planned
- Targeted and relevant to audience
- Two-way
- Monitored
- Evaluated
- Lessons learned
- ✓ Important: Resourced adequately – Finance and HR

# What Are We Communicating?

- Vision (what do we want to see in the future)
  - Mission (the what for)
  - Goals (specific aims for sectors)
  - Core Values (the how)
  - Day to day activities
- 
- Most NRAs have these but how closely are they monitored, updated and benchmarked?

# Research

- Use Internet to Conduct Media Trend Analysis
  - Where are Stories?
  - Which Publication or Broadcaster?
  - How are they Reported – Accuracy/Balance
  - Tone/Editorials?
  - Use Cuttings Service or Own Methods
  - Own Data for Newsworthy Research (GRID)

# Vision

- An advanced environment of communications and broadcasting services that is efficient, competitive and accessible to all; contributing effectively to the economic and social development of Jordan
- For the citizens of XX to have the best possible informative and entertaining broadcasting services



# Mission

- To ensure advanced high quality ICT and broadcasting services are available to all at affordable prices
- To develop an open regulatory environment that promotes fairness, competition and investment
- To work with all beneficiaries and stakeholders in an open, transparent and professional manner
- To be a world class regulatory body staffed by highly qualified, well trained professionals.

# Channels of Communications

- The Media
- Website
- Social media – Twitter, Facebook, LinkedIn
- Industry and Consumer Panels
- Consultations
- Conferences
- Staff Interface with audiences

# Methods of Communications

- Press Releases
- Interviews
- Blogs
- Speeches
- Rules and Regulations
- Adjudications
- Research products
- Industry Performance Reports

# Developing Key Messages

- A Phrase of 4 to 10 Words – in Every Piece
- Produce 3 to 4 Key Points
- Imagine the Headline
- Don't Mix Messages
- Review, Revise, Repeat

# Develop Effective Materials

- Create and Stick to Strong Visual Identity
  - 1 Page Fact Sheet (and for each new issue)
  - Press Kits
  - Brochures
  - Stock Slides, PPs, Videos
  - Bios with Pics
  - Newsletters
  - Press Releases
  - Research Results
  - Statistics Sheets

# Assessing Resources

- Assess Staff Time and In-House Resources
- Services
- Arrange for Training
- Designate Communications Leader
- Develop a Budget

# Develop a Written Plan

- Create Timelines, Calendar of Events
- Determine Priority Events
- Assign Tasks – Coordinate
- Review Progress, Enforce or Revise Deadlines
- Reassign Tasks if Necessary
- Don't forget – Coordinate and Brief Internally at Regular Intervals

# INCREASING POSITIVE MEDIA COVERAGE

## A Step by Step Plan





# Ethos For Public Institutions

TELL THE TRUTH

TELL IT EARLY

TELL IT ALL!

# Ethos For Public Institutions...

- Assist Publications to Write Stories
- Get Your Point Over Early
- Look for the Positive
- Don't be Afraid of Losing a Battle

# Step 1..The Goal

- To Enhance the Reputation of the NRA by Raising The Awareness of its Positive Achievements

# Step 2..The Objective

- For Instance: To Increase the Frequency of Positive Earned Media to at least X Articles a Month, in all Publications in Latter Half of 2011.
- Benchmark for 2012

# Step 3..Strategy

- Identify and Prepare Stories/Issues that Mean Something to the Public/Clients/Stakeholders and Frame Them for Use in the Media

# Step 4 ..Target Audience

Reach:

- **Directly** – Mail, Brochure, Fact Sheets, Meetings and Briefings
- **Indirectly** – Through Media Outlets, Press Releases, Press Conferences and Background Briefings, Social Media
- **Mix**

# Step 5..Research

- Don't Move Without It, Or You Will be Caught Out!
  - Justifications/Reasons
  - Statistics
  - Other Models
  - Benefits

# Step 6.. Create Message

- Brainstorm with Colleagues
- Discuss with Senior Management
- Decide Core Messages
- Draft
- Consult
- Redraft



# Step 7..Execute!!

- With Professionalism
- With Passion
- With Commitment
- Above All, **WITH** the Management and Staff

# Step 8..Evaluate

- Informal: Ongoing and Ad Hoc Evaluation
- Be Prepared to Change Tactics: “No Plan Ever Survived Contact with the Enemy”
- Formal: At Pre-determined Intervals and at End
- Surveys (independent and proprietary)
- Research – snapshots, trends and predictions
- Complaints
- Website hits
- Government Intervention/cooperation
- Licensee confidence
- Report Results Internally - Be Honest!

# Internal Communications

- Surveys/Questionnaires
- Training and development opportunities
- Newsletters or similar
- Intranet
- Regular staff briefings/meetings
- Remuneration
- Working Conditions
- Sharing information
- Meet stakeholders

# Communications Planning

*Group Activity*

# Good Communications

- Good comms flows from good planning
- Treat all communications seriously
- Don't forget internal comms
- Give it ample support – financially and HR
- Plan it carefully to take in all audiences
- Evaluate honestly
- Train all staff that are client facing
- Train staff that are media facing, inc senior execs
- Train senior staff in strategic planning
  
- “Tell the truth, tell it all and early”

# THANK YOU!

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