



SHOGLANA

Distribution of Shoghlana Magazine





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1) Objective

Shoghlana is the first non-profit magazine that seeks to promote topics related to Blue Collar jobs and workers in Egypt. As a magazine Shoghlana addresses diverse topics and seeks to provide workers with information on employment, to educate them on simple workers' rights, to give the youth insight on job profiles and express the appreciation towards the work of Blue Collars. Shoghlana has set its goal to inform, educate and entertain its readers at the same time.

This presentation aims to serve as a practical guide for members of staff who are responsible for the distribution of Shoghlana magazine. 13,000-14,000 copies have been printed of each issue and have been distributed with through NGOs, companies and other entities working in the field of employment. The 4 issues published between May 2013 and January 2014 have been distributed using the strategy outlined in this presentation.



2) Distribution Channels

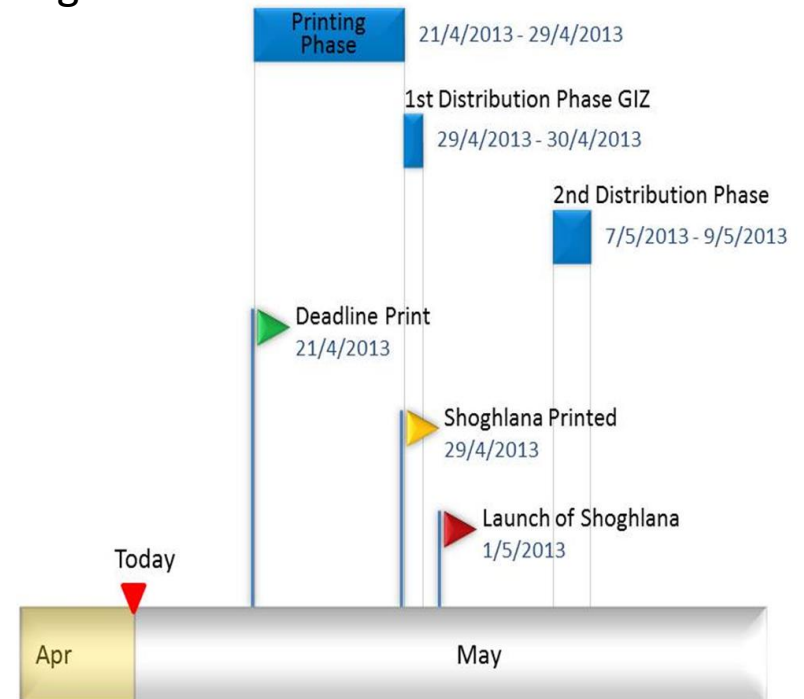
Distribution Channel	How does it receive Shoghlana?
NGOs Companies	See 4) Regular Distribution
GIZ Initiatives	See 4) Regular Distribution
TVET Schools	See 4) Regular Distribution
Events	See slide 3b) Employment Fairs



3) Events

Events have proven to be a great way to directly distribute Shoghlana to target readers. The first event at which Shoghlana was distributed was the launch event held at Al Azhar Park. Following the launch event, the main events at which Shoghlana has been distributed have been employment fairs. The distribution steps for the launch and employment fairs are outlined in the following slides.

The timeline (right) from mid-April 2013 was used to plan distribution of Shoghlana’s 1st issue. “2nd Distribution Phase” is referred to in this presentation as “Regular Distribution”.





3 a) L a u n c h

1st Distribution Phase, 29th-30th April 2013

During this phase, the following steps were taken:

- Established contact with distribution channels, identified contact persons, and develop Shoghlana delivery routes
- Invited distribution channels to launch event (1st May 2013)
- Delivered Shoghlana and M&E questionnaire to distribution channels
- Followed up via the phone for feedback on the magazine

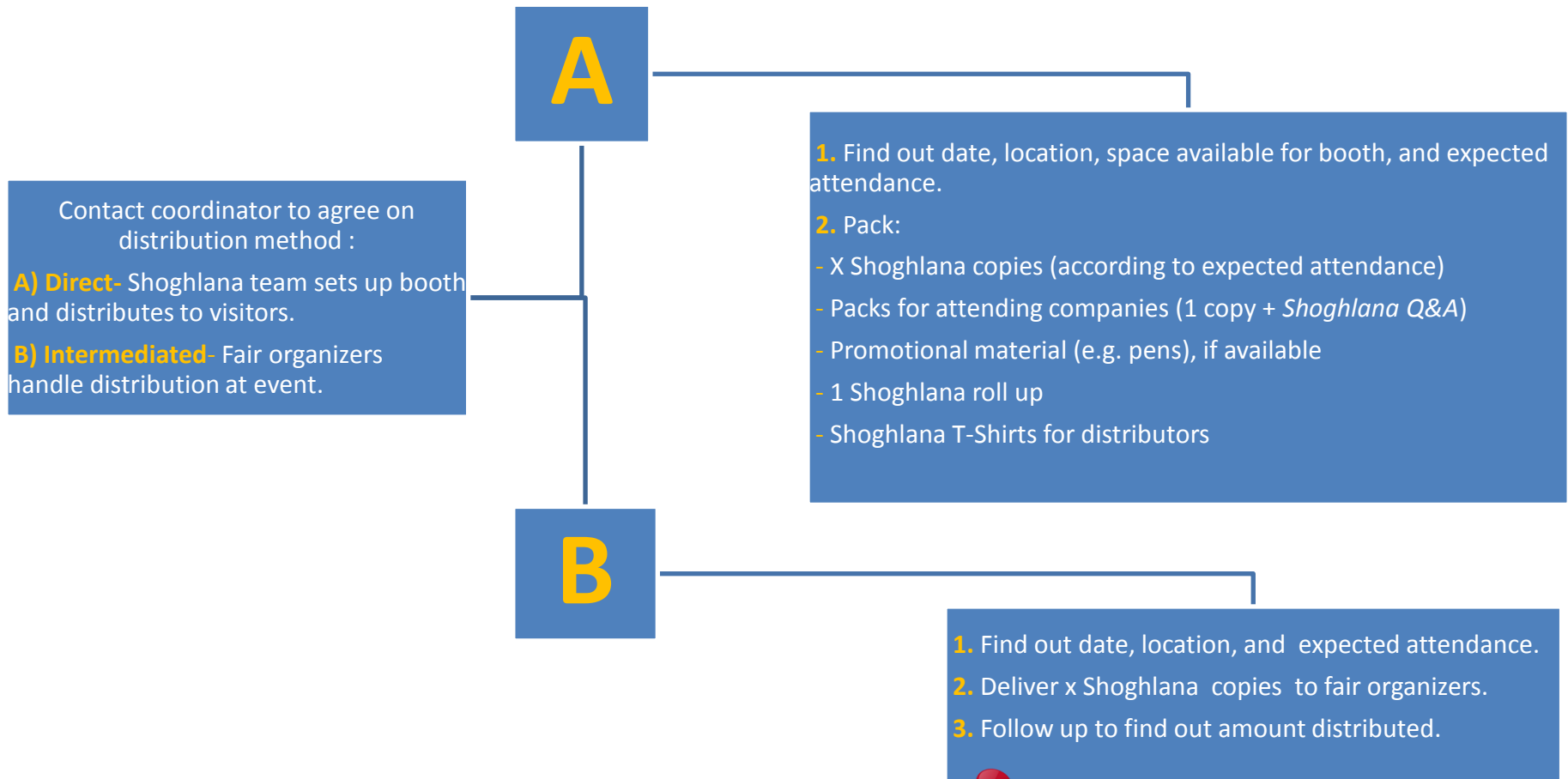
Launch of Shoghlana, 1st May 2013

On Labour Day, an event was held at El Geneina Theatre, Al Azhar Park to launch the 1st issue of Shoghlana magazine. The Shoghlana team took the following steps to publicize the event and distribute Shoghlana:

- Branded venue
- Set up booth where visitors registered for event and received Shoghlana
- Announced event via speaker system
- Distributed flyers at Al Azhar Park entrance



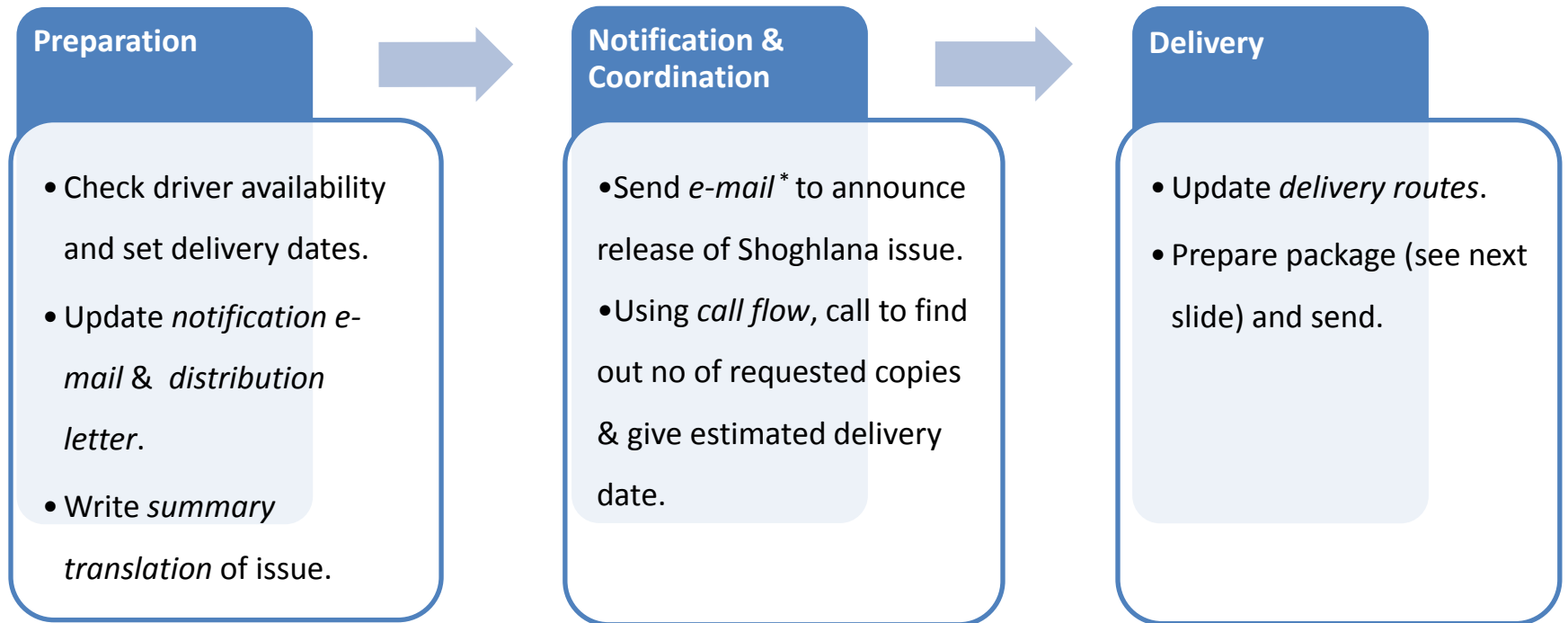
3b) Employment Fairs



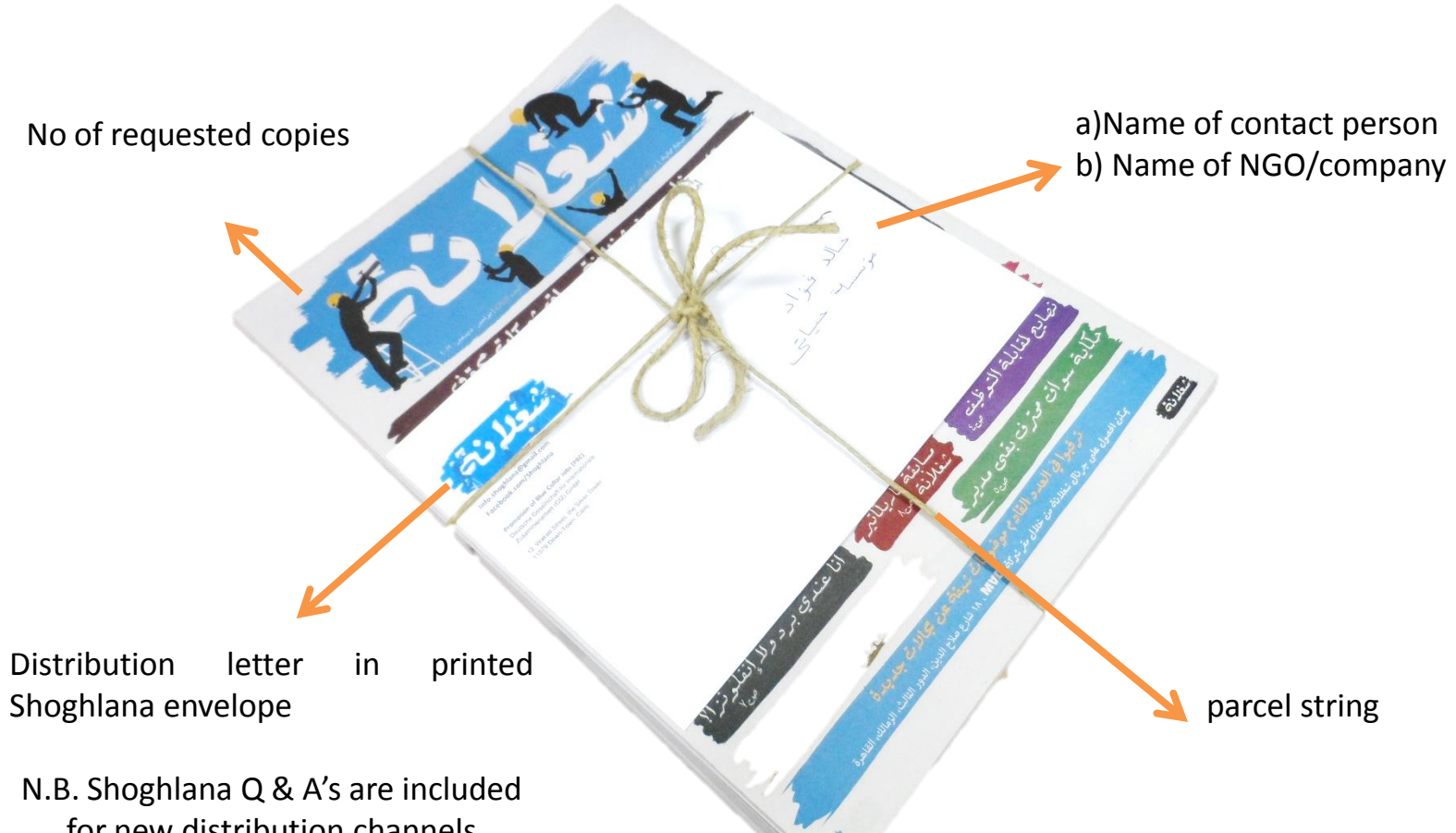
*Find documents in italics in Annex.



4) Regular Distribution



4a) Sample Package





4b) Timeframe

Shoghlana Status	To do:	Timeframe
Draft Finalized	<ul style="list-style-type: none">• Set delivery dates• Update <i>notification e-mail</i> and <i>distribution letter</i>• Write <i>summary translation</i>• Send <i>notification e-mail</i> and then call channels	1 week
Printed & delivered to premises	<ul style="list-style-type: none">• Update <i>delivery routes</i>• Prepare packages and group according to delivery routes	2-3 days
Packed	<ul style="list-style-type: none">• Print <i>delivery routes</i>• Start sending packages	2-4 days

The timeframe above applies if:

- 13-14,000 copies are printed
- 3-4 delivery routes are in use
- 1-2 staff members are available to complete tasks

Process may be started once draft is semi-finalized.





4c) Delivery

Options

- 4 delivery routes → a) 1 driver/4 days
b) 2 drivers/2 days

Signature upon delivery

Hired driver(s) should ask recipient to sign *delivery route*.

Late & Additional Requests

It is likely to receive requests for additional copies, particularly from new channels. If packages are sent separately, a *signature slip* should be attached.



5) General Recommendations

- Identify 1 person who is responsible for the distribution in order to build a trusting relationship with the distribution channels
- 1 notification e-mail and 1 distribution letter may be used in addressing all channels.
- Prioritize NGOs in distribution process.
- Don't prioritize channels NOT located in Cairo and Giza. If there are remaining copies, these channels may be contacted to see whether they have a representative in/travelling to Cairo.
- Ensure that Shoghlana does not get distributed at political or religious events.
- Stick to delivery dates agreed upon with the distribution channels.
- Regularly evaluate the newspaper using questionnaires .



6) Annex

- Distribution Database
- Notification E-mail
- Call Flow
- Summary Translation
- Distribution Letter
- Shoghlana Q & A
- Delivery Routes
- Signature Slip