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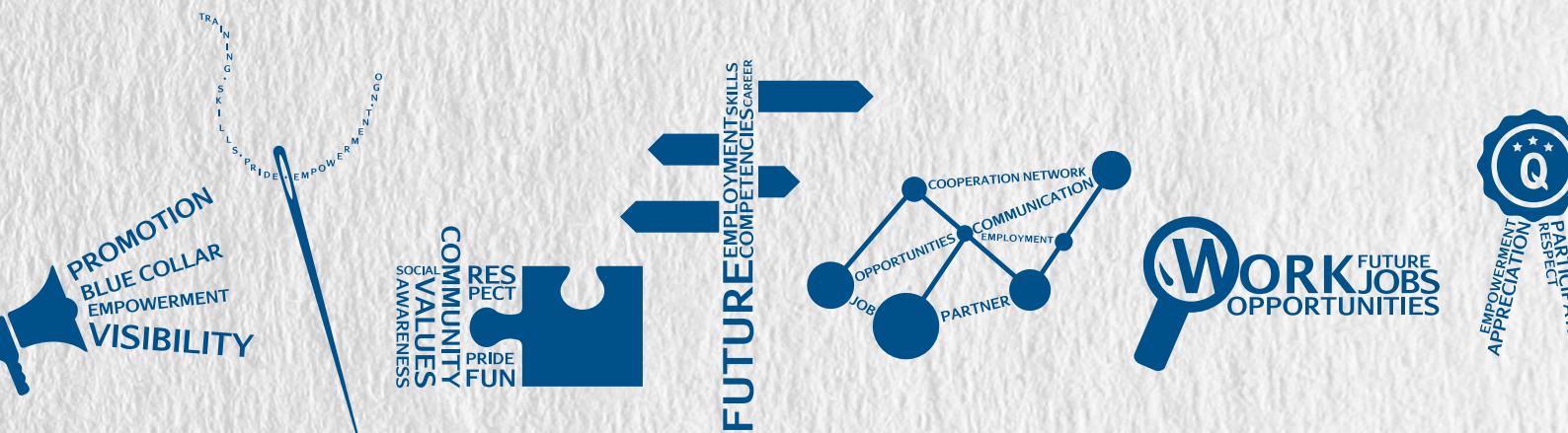
DEUTSCHE ZUSAMMENARBEIT

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8.7 HOW TO USE MEDIA (PRINT, RADIO, TV) FOR AWARENESS RAISING, PROMOTION AND INFORMATION PURPOSES



HOW TO USE MEDIA FOR AWARENESS RAISING, PROMOTION AND INFORMATION PURPOSES



What Is It Useful For

Raise awareness to better inform the public about a project/event etc. by using a medium that people are used to (radio, newspaper, TV).

Either by writing a press release and sending it to the media or by arranging an interview.

Having an interview with a representative of the project /partners/TVET students – more specifically from the partner’s side - usually adds more credibility and informs the people about the exact details of what you offer, unlike only an ad which does not really provide content information.

Please also refer to tools 8.8, 8.9, 8.10 and 8.11 for a detailed description of media tools.



When To Use

An article/feature aims to raise awareness about your product; it is good to do that several times throughout the year.



How Long Does It Take

- The most time consuming part is to get in touch with the right person and then also the follow up (making sure that they are covering the event etc.)
- You need a translator, to get it translated into Arabic.



Target audience

It targets not only parents and teachers, but also students and youth. You can also reach certain segments of your market by placing the articles in the different sections of the paper/magazine.

Some magazines are targeted only to a certain economic sector and related job profiles (cook / car mechanics). Those reach the private sector – potential training companies or employers - as well.

Keep in mind that magazines and newspapers have a higher readership than the actual number of printed copies, as people pass them to each other and they are usually placed in waiting rooms, hairdressers etc. And also the feature/article should be displayed on the website of the newspaper.

Meaning that even an expensive magazine could still reach the less privileged social class.



Examples

The Promotion of TVET and Labour Market Programme in Palestine sends out press releases before and after every major event/workshop/launching ceremony etc. Language: Arabic Length: 1-2 pages, plus pictures Some selected articles can be found in the [annex](#).



WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:

- Write a press release on i.e. an event (open day, Memorandum of Understanding signing etc.) and send it to all your media contacts. The press release should be attractive, short enough not to bore people and long enough to have all the information you want to convey. It should also include a reference for the reader (Facebook page or a website or a telephone number).
- Choose some pictures that go with the article/feature as well as the logos.
- Agree on a person from the project who will be the contact person for the media.
- Research the available media and choose which better target your audience.
- Send them the press release, plus 1-2 photos.
- It is recommended to get in touch with each of your media contacts individually via phone to make not only sure they got the information but also that they will cover your activity (or show up at the event).



WHAT TO OBSERVE

The following lessons learnt should be observed:

ALCULATIONS • STAKEHOLDER
DER WORK • YOUTH • SUPP
ONSIBLE CSR • OPPORTUN
OR MARKET • EGYPT • LABOR M
AL COST CALCULATIONS • STA



Pros



- More exposure to the audience.
- The more media coverage there is about your project, the more you raise interest for other media to contact you – at which point interviews might be offered for free.

Recommendations



- Sometimes the media give some misleading information. So it is recommended right after the event to double-check the media coverage and get in touch with the concerned person if the feature/report is not correct.
- Coordinate closely with your partners (especially the ministries if applicable) and make sure the important people are mentioned by name!
- Make sure all required logos are displayed.
- Double check if and when arranged interviews take place.
- Arrange for a quiet room where interviews can take place (noise in the background, i.e. music/traffic should be avoided).

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