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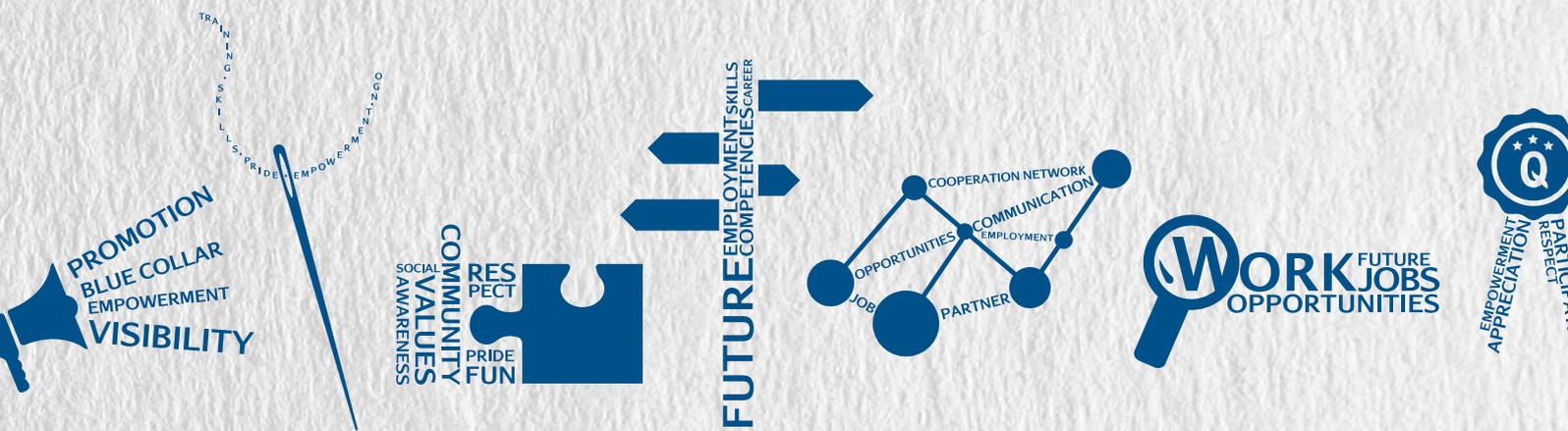
DEUTSCHE ZUSAMMENARBEIT

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8.9 HOW TO PUBLISH ARTICLES IN PRINT MEDIA (MAGAZINES AND NEWSPAPERS)



HOW TO PUBLISH ARTICLES IN PRINT MEDIA (MAGAZINES AND NEWSPAPERS)



What Is It Useful For

Raise awareness to better inform the public about the project by using a traditional medium that people are used to.

Having an interview with a representative of the project – 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.



When To Use

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

In the example of the DSME project, the team publishes articles throughout the year, but more frequently at the end and the beginning of the scholastic year, in order to positively influence inscription numbers.



How Long Does It Take

Enough time should be allocated to carefully write and proofread interviews. It could vary from 1 week to 1 month.

The research for the available media is also time-consuming.



Target audience

It mainly targets the parents, rather than students, as reading the newspaper has become a habit for most families.

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 sectors 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.

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



Examples

The DSME project used various newspapers and magazines. The general article about the project was sent to all of them and to some others, there were other certain topics chosen (such as only Car Mechanics related, once in a Cars’ magazine for example).

You can see most of the published articles on <http://www.dsme-lb.com/dsme-in-the-press->.

Some selected articles can also be found in the [annex](#).



WHAT TO DO

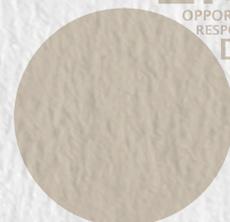
In order to achieve the above mentioned objectives, the following steps should be undertaken:

- Write one general article about the project as well as more articles that would detail a few aspects of the project – any topic that is worth sharing with the audience. In the example of the DSME project, there was a full article about woodwork, another one about car mechanics, and some press releases to inform readers about the project events. The article 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 as well as the logos.
- Agree on a person from the project who will be the contact person for the print media agent.
- Research the available print media and choose which better target your audience.
- Contact the chosen print media providers. Most of them deal with an agency, so it is a bit tricky to reach them directly. They usually provide you with a list of prices – for example 1 page article in a certain magazine costs 2000 USD while a 4 pages' article in another costs only 500 USD.

- Depending on the offers you get, you can adapt the articles you wrote to the audience of each medium – the general article should in principle fit everywhere.
- The print media proof reads your article and adapts it again to their design – they even change the headline sometimes. It is thus better to ask for the final version of the article before the newspaper or magazine is published.
- The agency should provide you with at least one free copy of the magazine / paper to monitor that the article was indeed out with no misinformation.

In Lebanon the price for an article can vary from 300 USD to more than 4000 USD depending on the medium.

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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



- While in most media it is better to be concise and brief, in the articles you can be as detailed as you want and share all the information which you think are relevant.
- More exposure to the audience.
- The more articles there are about your project, the more you raise interest for other media to contact you – at which point interviews might be offered for free.
- Usually, some magazines or newspapers offer a free ad when you pay for an article.
- As mentioned above, the paper / magazine readership goes much beyond the printed numbers as they are passed on from a person to another and they are available in public spaces.

Cons



- Whatever is printed is irreversible, which includes misinformation, or misinterpretation by the media. For example, what the medium might believe is an attractive headline could be damaging for your network, such as, for example: “The Dual System representative says the traditional Vocational education is a failure”.
- If you want to reach a big audience, you will have to go in ALL print media – or most of it. A small article here and there every once in a while does not do much for return on investment. You have to go on a bigger scale to really reach people, thus calculate a big budget.
- Newspapers have a relatively short life span. They are typically read once, then discarded, thus they require multiple insertions.

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