PASSING THE CULTURAL MESSAGE
World Heritage Communication and Media Training Workshop
Session 3: Media Formats / Basic Communications Plan
Date: Monday, 9 December 2013
Time: 17:00 -19:30

OVERVIEW:

Basic communication plan: Presentation

EXERCISE 1: Start a communication plan using your ACTIVITY, TARGET AUDIENCE, and MESSAGES from the previous exercise (30 minutes)

Types of media: Presentation and group discussion
1. Mass Media
2. Complimentary Media
3. Alternative Media
4. Other Ideas

EXERCISE 2: Add communications tools and activities (via types of media) suitable to your communications plan (30 minutes including presentation from Ben and Jonathas)

EXERCISE 3: Add budget, Human resources and evaluation activities to your plan. (20 minutes)

PRESENTATIONS (30 Minutes)

APPENDIX: COMMUNICATIONS PLAN MODEL

BASIC COMMUNICATION PLAN: PRESENTATION

Purpose
• Overview of the issue at hand.
• [Insert ACTIVITY from previous exercise here] Proposed activity/message in order to address the issue and/or change the behaviour.

Background
• Historical context of the issue.
• Public environment - The impression that the public has on the issue (research news, surveys etc).
• Stakeholders, partners, groups and individuals in the community affected by the issue).
• Anticipated project impact(s) / Expected results.

Audiences [Insert TARGET AUDIENCE here]
• External – Target audience, secondary audiences (e.g., cultural community, partners, media general public).
• Internal – within your organization (change behaviour of staff, corporate culture, engage them to promote your message).

Communications Objectives
• Describe desired communications outcomes. (Clear and measurable – increased website traffic, increased visits to cultural heritage sites, attendance at lectures etc.).

Messages [Insert PRIMARY and SECONDARY messages from previous exercise here]

(Exercise 1)
BASIC COMMUNICATION PLAN: (CONTINUED)

Communication Activities
• List communications tools and activities and how they will support the plan.

(Overview of communication activities)
(Exercise 2)

TYPES OF MEDIA: PRESENTATION

• There are many options for media channels to promote your world heritage project.
• Each has a specific strengths and weaknesses in carrying messages to your target audience
• Think about how each of the following could be applied to your project:

1. MASS MEDIA

Television

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Large and diverse audience</td>
<td>• Expensive</td>
</tr>
<tr>
<td>• Quickly spreads the message on different channels and times of day</td>
<td>• Complicated production</td>
</tr>
<tr>
<td>• Improves credibility</td>
<td>• Short message that must be repeated to sink in</td>
</tr>
<tr>
<td>• Best suited for large-scale communications activities</td>
<td>• Not as effective as it was in the 20th century</td>
</tr>
</tbody>
</table>

- PVRs (Personnel Video Recorder) allow people to skip adverts
- Netflix redefining the medium with less advertising
- Younger people are watching less traditional TV

Radio

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Universal Medium (Home / office / mobile / in cars)</td>
<td>• Niche market: stations cater to specific types of listeners.</td>
</tr>
<tr>
<td>• Lower advertising rates than TV and print, but still competitive</td>
<td>• Must advertise across a range of stations</td>
</tr>
<tr>
<td>• Cheaper production costs</td>
<td>• Adverts seen as a distraction. Audience will tune out</td>
</tr>
<tr>
<td>• Trusted medium with loyal followers</td>
<td>• Background medium. Hard to hold attention</td>
</tr>
</tbody>
</table>
- Community radio has loyal audiences interested in local activities
- National broadcasters can carry messages for nation-wide events

Print Media (Newspapers / Magazines)

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Loyal (but shrinking) readership</td>
<td>• Newspaper valid only for a day</td>
</tr>
<tr>
<td>• Opportunity for discounted ad rates</td>
<td>• Print runs are shrinking</td>
</tr>
<tr>
<td>• Targets a geographical area</td>
<td>• No flexible with tight deadlines</td>
</tr>
<tr>
<td>• Magazines read for a month / shared with others</td>
<td>• Message can be lost (most papers are &gt; 60% advertising)</td>
</tr>
<tr>
<td>• Inserts and leaflets attract attention</td>
<td>• Magazines have niche audiences.</td>
</tr>
</tbody>
</table>
## Print Media (Books / Publications)

### Pros
- Portable / transferable information
- Depending on size of print run, they can be affordable by volume
- Enduring medium that can last many years
- Ideal for content that may not change drastically over time (historical, academic works, catalogues of cultural artefacts / works of art)

### Cons
- “Print is dead” or is it?
- Costly typesetting and design
- Multilingual editions of publications are costly
- Storage and shipping publications is expensive
- Reprinting / revising outdated information is prohibitively expensive
- Environmental issues

## Print Media (Digital publishing)

### Pros
- iPads / tablet / kindle / Kobo becoming popular alternatives to print
- Much more transportable/transferable than print
- No paper used
- Reach a wider audience
- Not restricted by print runs – infinite copies
- Updating is almost cost free
- Multiple language versions are affordable
- E-publications require little design

### Cons
- Media overload / forces audience to self-filter
- Owning a proprietary device (Kindle) prohibits transfer of information

## Cinema spots

### Pros
- Documentary style spots have many applications. Big screen / TV / Web
- Reaches many demographics, literate or illiterate
- Spots can be derived from larger documentary works
- Can be entered in local / international film festivals and competitions for further exposure

### Cons
- Wishful thinking for most communications strategies
- Production costs and time are high
- Proper equipment / crews expensive
- Without good production value, they will look cheap
- Home entertainment film piracy means a shrinking theatre audience
- Your target audience may be buying popcorn while your spot is playing

## Websites

### Pros
- A MUST in any communications strategy (standalone websites or dedicated pages for your project on a larger site)
- Acts as your corporate memory, annual report, calling card for your organization’s CV
- Main point of contact between you and your audience
- Acts as a hub for all other activities/content (audio / video / text / events / social media aggregator)
- Easy to access from multiple platforms
- 24/7 interaction with target audiences

### Cons
- Perceived difficulty to set up: (Contents Management System is actually very user friendly – Joomla, Wordpress, Drupal, Tumblr)
- High cost: Web space and domain registry becoming cheaper. Buy what you need and it can be relatively cheap.
- Maintenance: Content updates are as easy as a blog post. CMS like Wordpress is community based and many people contribute to platform updates.
- Requires (limited) training to construct a site
## Social Media

<table>
<thead>
<tr>
<th><strong>Pros</strong></th>
<th><strong>Cons</strong></th>
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</thead>
<tbody>
<tr>
<td>- Free</td>
<td>- Very time consuming to engage directly with followers</td>
</tr>
<tr>
<td>- Easy setup</td>
<td>- Content experts needed in order to answer public questions / create standard Q+As</td>
</tr>
<tr>
<td>- Audience voluntary joins</td>
<td>- Need to keep content fresh across platforms to stay visible</td>
</tr>
<tr>
<td>- Reach the correct audience through hashtags / following relevant groups</td>
<td>- Risk: Can not control the message or how people react to your tweets</td>
</tr>
<tr>
<td>- Attracts large number of people in short time</td>
<td>- A campaign can get hijacked by detractors</td>
</tr>
<tr>
<td>- Drive traffic to other communication actions</td>
<td>- Bad news can go viral</td>
</tr>
<tr>
<td>- Bring people together</td>
<td>- Mistakes can happen in real time with thousands of witnesses</td>
</tr>
<tr>
<td>- Build loyalty and long-term relation</td>
<td>- Negative feedback can not be ignored</td>
</tr>
<tr>
<td>- Gather information about your target</td>
<td>- Social media does not capture tone / sarcasm etc.</td>
</tr>
<tr>
<td>- Easy feedback</td>
<td></td>
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<tr>
<td>- Place for real life experiences to be exchanged</td>
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<tr>
<td>- Gives a voice to timid people</td>
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## 2. COMPLIMENTARY MEDIA

### Outdoor Advertising
Billboards, giant screens, outdoor furniture (bus shelters, bike racks) and transport advertising

<table>
<thead>
<tr>
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<th><strong>Cons</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Billboards, giant screens, outdoor furniture (bus shelters, bike racks) and transport advertising</td>
<td>- Must convey message often in a split second</td>
</tr>
<tr>
<td>- Commuters will see advertising repeatedly</td>
<td>- Advertising placement and design costs</td>
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<tr>
<td>- The message can be tied to a specific public space</td>
<td></td>
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<tr>
<td>- Large images and slogans can have a great visual impact</td>
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</tbody>
</table>

### Indoor Advertising
Billboards, giant screens, outdoor furniture (bus shelters, bike racks) and transport advertising

<table>
<thead>
<tr>
<th><strong>Pros</strong></th>
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</tr>
</thead>
<tbody>
<tr>
<td>- Strategic placement of ads in public areas (restrooms, gyms, elevators, theatre lobbies, subways, taxis)</td>
<td>- Low standards for advertising</td>
</tr>
<tr>
<td>- Can be very creative</td>
<td>- Intrusive</td>
</tr>
<tr>
<td>- Often a “captive” audience</td>
<td></td>
</tr>
<tr>
<td>- Seen by many people</td>
<td></td>
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</table>

## 3. ALTERNATIVE MEDIA

### Merchandising / Promotional Products

<table>
<thead>
<tr>
<th><strong>Pros</strong></th>
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</tr>
</thead>
<tbody>
<tr>
<td>- Wide variety of options</td>
<td>- Cheap items can reflect a bad image of our project</td>
</tr>
<tr>
<td>- Adaptable to the project’s budget</td>
<td>- Items not relevant to our project can confound people</td>
</tr>
<tr>
<td>- Can have higher value than their cost</td>
<td>- Difficult to know what your target values</td>
</tr>
</tbody>
</table>
4. OTHER IDEAS

- Logo
- Slogan
- Event t-shirts
- Goodwill ambassadors (engage admirable people)
- Institutional videos
- Public presentations
- Community meetings
- Stickers
- DVDs / CD Roms
- Diaries, calendars, planners
- Colouring book for children
- Jingles

BASIC COMMUNICATION PLAN: CONTINUED

Resources

- Human resources including staff, volunteers, casual employees, colleagues in the same field

Budget

- Estimated costs of all activities (Web design, printing costs, A/V equipment, facility rentals etc.)

Timeline

- Calendar for pre-production, production and post-production stages for each activity
  [Please limit this to one timeline for one activity in order to save time]

Evaluation

- Indicate how the effectiveness of the communications plan will be measured
  - Web metrics (Google analytics)
  - Social media tracking (Hootsuite, Tweetreach, Topsy, Sentiment140)
  - Surveys (online/telephone – think about response rate / incentive / motivation for participating)
  - Focus groups
  - Media coverage

(Break for Exercise 3)

EXERCISE 3 – Add evaluation activities to your plan, how will you determine if your activity was a success

GROUP PRESENTATIONS
APPENDIX: COMMUNICATIONS PLAN MODEL

- Purpose / Activity
- Background
- Target Audiences (Primary and secondary)
- Communications objectives
- Messages (Primary and secondary)
- Communication activities
- Resources
- Budget
- Timeline
- Evaluation