

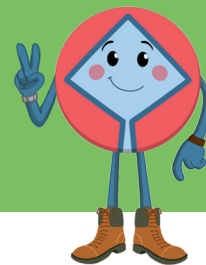
PASSING THE CULTURAL MESSAGE

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)

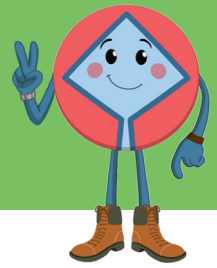
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BASIC COMMUNICATION PLAN: (CONTINUED)

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

Pros <ul style="list-style-type: none">• Large and diverse audience• Quickly spreads the message on different channels and times of day• Improves credibility• Best suited for large-scale communications activities	Cons <ul style="list-style-type: none">• Expensive• Complicated production• Short message that must be repeated to sink in• Not as effective as it was in the 20th century<ul style="list-style-type: none">- PVRs(Personnel Video Recorder) allow people to skip adverts- Netflix redefining the medium with less advertising- Younger people are watching less traditional TV
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Radio

Pros <ul style="list-style-type: none">• Universal Medium (Home /office / mobile / in cars)• Lower advertising rates than TV and print, but still competitive• Cheaper production costs• Trusted medium with loyal followers<ul style="list-style-type: none">- Community radio has loyal audiences interested in local activities- National broadcasters can carry messages for nation-wide events	Cons <ul style="list-style-type: none">• Niche market: stations cater to specific types of listeners.• Must advertise across a range of stations• Adverts seen as a distraction. Audience will tune out• Background medium. Hard to hold attention• Difficult to incite action. Hard to remember contact details or website URLs (Uniform Resource Locator)
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Print Media (Newspapers / Magazines)

Pros <ul style="list-style-type: none">• Loyal (but shrinking) readership• Opportunity for discounted ad rates• Targets a geographical area• Magazines read for a month / shared with others• Inserts and leaflets attract attention	Cons <ul style="list-style-type: none">• Newspaper valid only for a day• Print runs are shrinking• No flexible with tight deadlines• Message can be lost (most papers are > 60% advertising)• Magazines have niche audiences.
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Print Media (Books / Publications)

Pros <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• “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
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Print Media (Digital publishing)

Pros <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• Media overload / forces audience to self-filter• Owning a proprietary device (Kindle) prohibits transfer of information
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Cinema spots

Pros <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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
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Websites

Pros <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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
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Social Media

Pros <ul style="list-style-type: none">• Free• Easy setup• Audience voluntary joins• Reach the correct audience through hashtags / following relevant groups• Attracts large number of people in short time• Drive traffic to other communication actions• Bring people together• Build loyalty and long-term relation• Gather information about your target• Easy feedback• Place for real life experiences to be exchanged• Gives a voice to timid people	Cons <ul style="list-style-type: none">• Very time consuming to engage directly with followers• Content experts needed in order to answer public questions / create standard Q+As• Need to keep content fresh across platforms to stay visible• Risk: Can not control the message or how people react to your tweets• A campaign can get hijacked by detractors• Bad news can go viral• Mistakes can happen in real time with thousands of witnesses• Negative feedback can not be ignored• Social media does not capture tone / sarcasm etc.
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2. COMPLIMENTARY MEDIA

Outdoor Advertising

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

Pros <ul style="list-style-type: none">• Billboards, giant screens, outdoor furniture (bus shelters, bike racks) and transport advertising• Commuters will see advertising repeatedly• The message can be tied to a specific public space• Large images and slogans can have a great visual impact	Cons <ul style="list-style-type: none">• Must convey message often in a split second• Advertising placement and design costs
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Indoor Advertising

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

Pros <ul style="list-style-type: none">• Strategic placement of ads in public areas (restrooms, gyms, elevators, theatre lobbies, subways, taxis)• Can be very creative• Often a "captive" audience• Seen by many people	Cons <ul style="list-style-type: none">• Low standards for advertising• Intrusive
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3. ALTERNATIVE MEDIA

Merchandising / Promotional Products

Pros <ul style="list-style-type: none">• Wide variety of options• Adaptable to the project's budget• Can have higher value than their cost	Cons <ul style="list-style-type: none">• Cheap items can reflect a bad image of our project• Items not relevant to our project can confound people• Difficult to know what your target values
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4. OTHER IDEAS

- Logo
- Slogan
- Event t-shirts
- Goodwill ambassadors (engage admirable people)
- Institutional videos
- Public presentations
- Community meetings
- Stickers
- DVDs / CDRoms
- 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

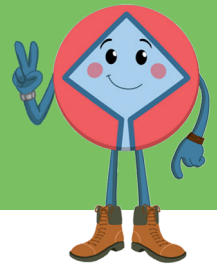
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APPENDIX: COMMUNICATIONS PLAN MODEL

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