

COMMUNICATING  
EUROPE + Communication Skills.  
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Workshop for CBC Karelia

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# COMMUNICATING EUROPE+ Communication Skills. Training. Strategy.

We are a communications training company with offices in London and Brussels.

We train people to speak and write about their issues, policy areas, products and services. You are welcome to share these notes with your friends and colleagues but not for commercial purposes.

For information on how we can help to train you and your staff contact us at [info@communicatingeu.com](mailto:info@communicatingeu.com)



# Workshop content

## Communication objectives and messages

- Identify what you want to achieve with communications
- How ideas stick – context, relevance, novelty
- Cross border cooperation at work

## The media and stories

- Story structure – the who, the why and the outcome
- The media – what they look for in a story.

## Feedback on project stories

- Analysis and feedback on the project stories
- How these will be disseminated across different platforms.

# John Holland



- Internationally recognised journalist and former Bureau Chief and Senior Correspondent at CNBC Europe.
- As a *CBS News* radio correspondent he produced on-site war reports breaking news from Middle East conflicts, the Africa and the Balkans
- John is Brussels based and has lectured for the European Journalism Centre in Brussels and well as media training numerous spokespeople from the EU institutions, agencies and EU trade associations.

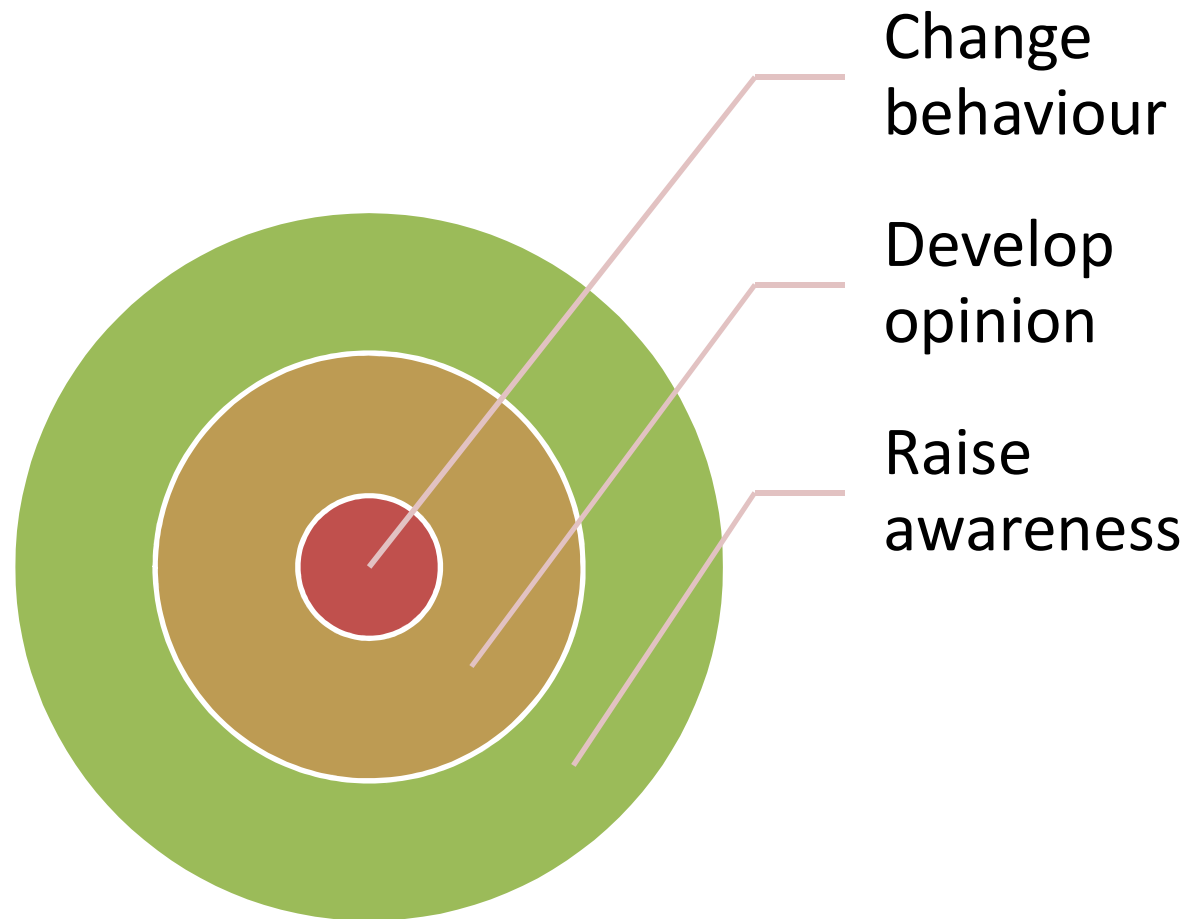
# 1. Communications Objectives and messages

Structured messages that can tell the  
cross border cooperation story

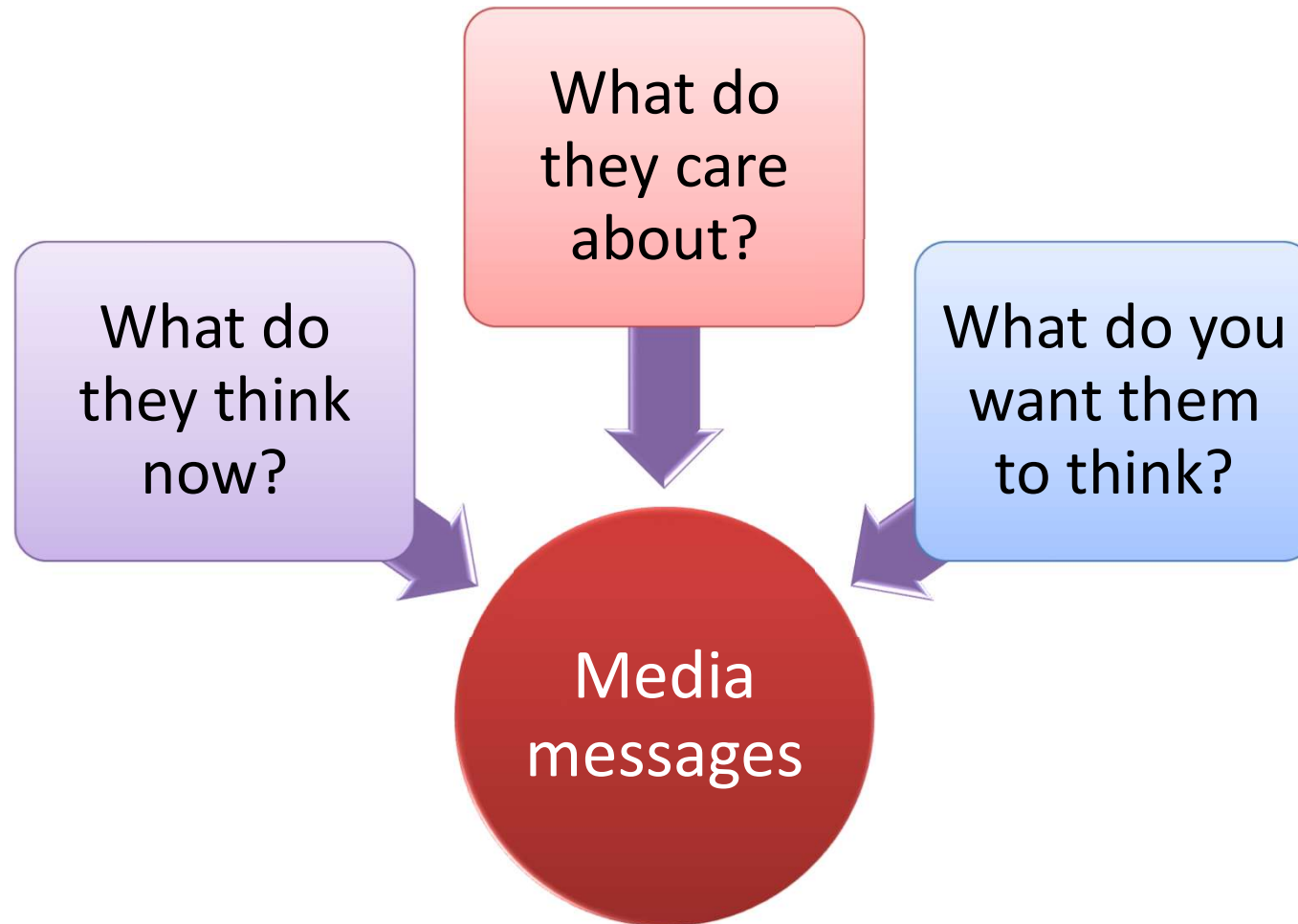
# Strategic Communications



# Communication objectives

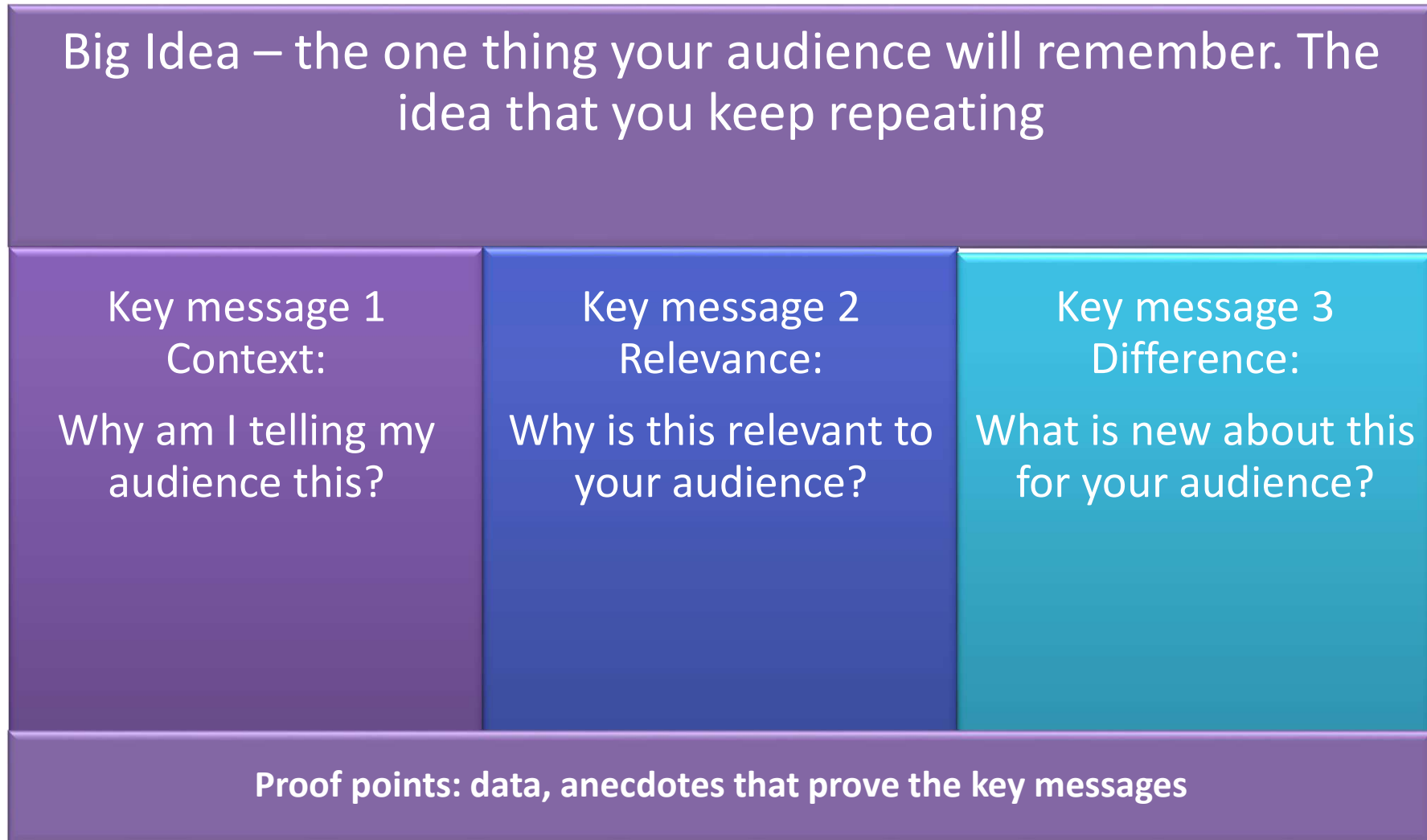


# You have to move your audience to a new place





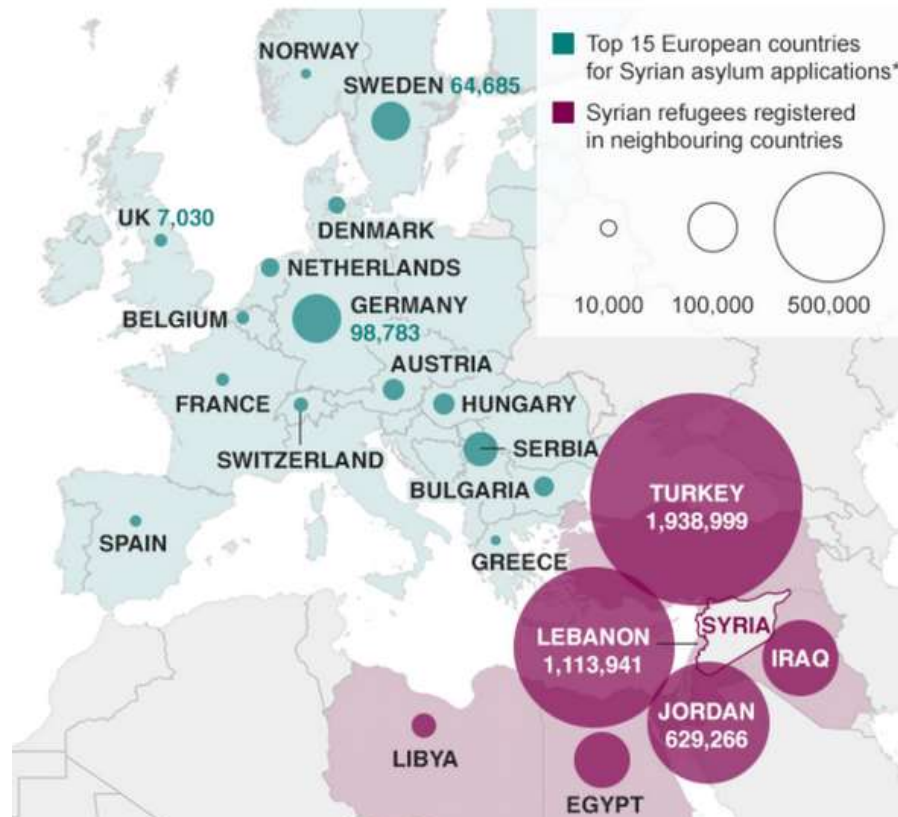
# Message House



# Messages need proof

## Hard proof

Syrians in neighbouring countries and Europe



\*Asylum applications by Syrian nationals from April 2011 to June 2015  
Source: UNHCR  
Communicating Europe+ 2018  
BBC

## Soft proof



# Messages are simple

1. Clear, active sentences that we can understand
2. We need examples that we care about
3. We need supporting statements that give the context, relevance or are unique
4. We need proof – figures: interpret them

# European cooperation – the old way

INTERREG IVC provides funding for interregional cooperation across Europe. It is implemented under the European Community's territorial co-operation objective and financed through the European Regional Development Fund (ERDF). The Operational Programme was approved in September 2007 and the period for INTERREG IVC will last from 2007-2013. This programme follows on from the INTERREG IIC programme which ran from 2002-2006.

# European Cooperation – the new

Interreg Europe helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, we aim to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.

Solutions exist that can help our regions become the best that they can be. Today, the EU's emphasis is very much on paving the way for regions to realise their full potential – by helping them to capitalise on their innate strengths while tapping into opportunities that offer possibilities for economic, social and environmental progress

## 2. Stories and the media

The media love a good story.

# What makes news?

“When a dog bites a man, that is not news,  
because it happens so often.  
But if a **man bites a dog**, that is news.”

Alfred Harmsworth (founder of the Daily Mail)

1865-1922

# Is it news?

- Why are people interested ?
- How can you make them care?
- How does news impact on your target audiences?
- Take information about your organisation and tell it in a creative way that makes people care



# What makes news?



The hook – it's news if it's already  
in the news



# Journalists tend to be

- Harassed by editors
- Under pressure find news
- Always on a deadline
- Overworked
- Underpaid
- Inundated with (mostly bad) PR

# Relations with the press

1. Treat them like customers, like you're trying to sell your house or car.
2. Help them out even when it doesn't help you
3. Connect them with contacts, ideas, links and resources
4. Provide new or different angles
5. Send something newsworthy
6. Be aware of deadlines

# Written media relations tools



# To recap: messages

- Good press releases revolve around clear and simple ideas
- Bad press releases try to say everything and so lack focus
- Prioritise, select, distil
- Choose 2-3 essential ideas
- Build your text around them
- “Red thread” through the story



## Good messages are:

Distinctive

Easy to notice

Simple

Easy to understand

Interesting and relevant

Easy to care about

Consistent

Easy to remember

Balanced

Credible

# To recap: proof points

## Messages are nothing without proof

- Good press releases are woven together with facts that back up the messages.
- Proof points make press releases...
  - Persuasive
  - Memorable
  - Dramatic
  - Relevant
  - Credible

Hard  
proof

- Numbers
- Science
- Statistics
- Facts

Soft  
proof

- People
- Metaphors
- Images
- Stories

## 3. CBC project stories

Our analysis and recommendations  
on three of the project stories



# A Chance to Forgive and Forget

## Recommendations:

1. Make the cross border aspect more obvious.
2. Describe regional context – why is mediation needed. What is the scale of the problem?
3. What is the project succeeding in doing? The figures quoted seem to be very small (15 people over 2 years).
4. The story has a beginning, middle but no ending. Loop back to Alexy. We need closure.
5. There are some errors with grammar and syntax and examples where the use of English could be more natural. We haven't corrected them all, because the story stands up well.

# Task: review the sample story

Use the worksheet to review the sample project story.

1. The storyline
2. Messages
3. How to disseminate to the media and social media



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