

Communications and the Media

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February 18, 2023
Sofia, Bulgaria

Developing a Communications Strategy

Defining Desired Outcomes, Outlining a Communications Plan, and Understanding the Local Environment

Define Desired Outcomes

DEMAND: What outcome will fix the problem you've identified? Does this outcome involve appropriate punishments for past or current perpetrators of corruption? Does it involve preventing future corruption?



DECISION MAKER: Who can deliver our demands? Who has the power or capabilities to formally prosecute corrupt officials? Who can enact legislation to prevent corruption?

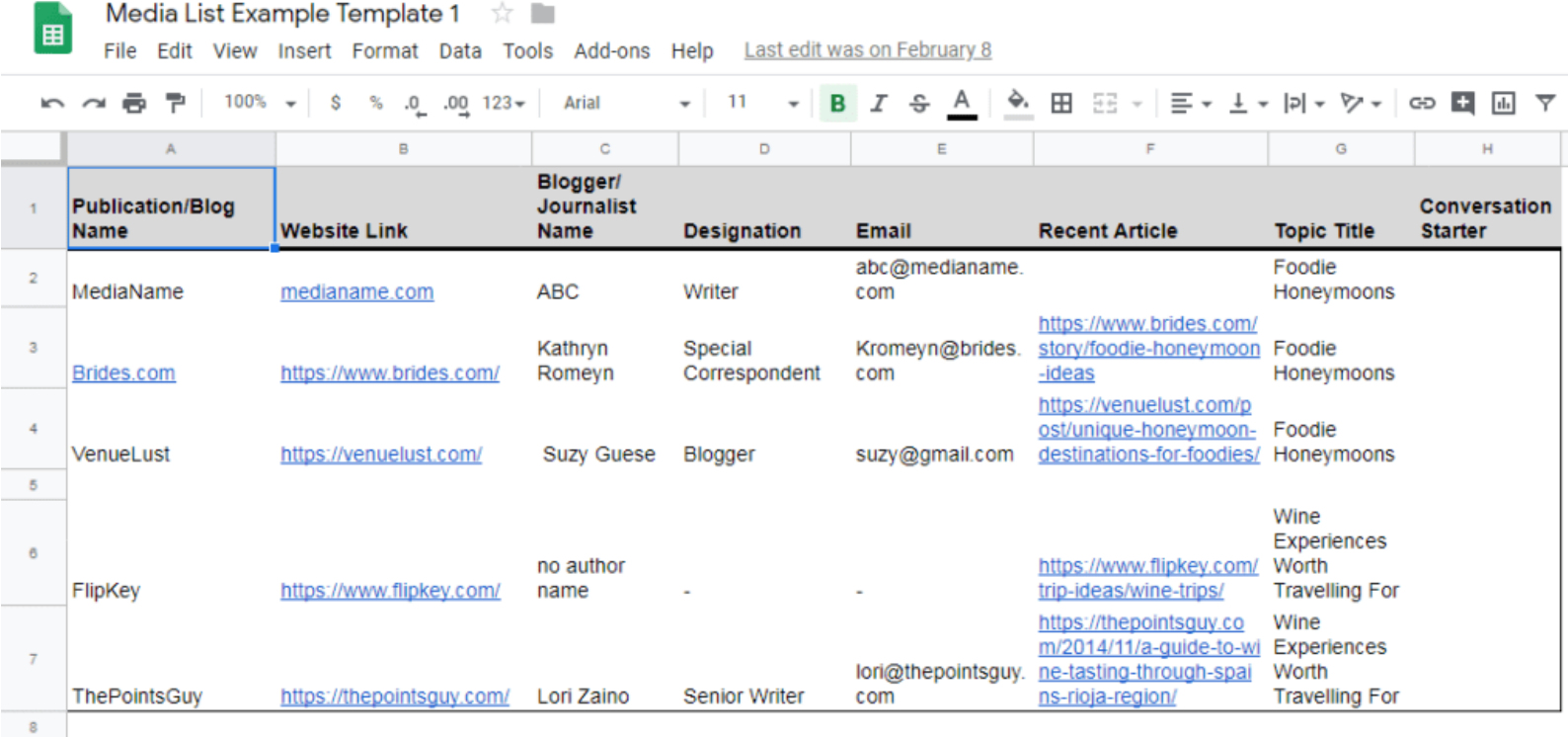
DEADLINE: When should these outcomes be achieved? When should the decision makers be held accountable to deliver change by?

Outline a Communications Plan

1. Develop **goals** that consider your data and audience and select how, where, and when to publish your story.
2. Identify what **resources** are available.
3. Set a **message** that you would like to communicate.
4. Understand **local narratives** on corruption and recent investigations.
5. Collect info on domestic and international **outreach platforms** and groups.
6. Gather info on **major public events** with citizen participation or political coverage.
7. Engage **civil society organizations** and think tanks working on anti-corruption efforts.
8. Plan **your own events** to start publicizing your story and determine who to invite.



Make a Press List



Media List Example Template 1 ☆

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	A	B	C	D	E	F	G	H
1	Publication/Blog Name	Website Link	Blogger/Journalist Name	Designation	Email	Recent Article	Topic Title	Conversation Starter
2	MediaName	medianame.com	ABC	Writer	abc@medianame.com		Foodie Honeymoons	
3	Brides.com	http://www.brides.com/	Kathryn Romeyn	Special Correspondent	Kromeyn@brides.com	https://www.brides.com/story/foodie-honeymoon-ideas	Foodie Honeymoons	
4	VenueLust	http://venuelust.com/	Suzy Guese	Blogger	suzy@gmail.com	https://venuelust.com/post/unique-honeymoon-destinations-for-foodies/	Foodie Honeymoons	
5							Wine Experiences	
6	FlipKey	http://www.flipkey.com/	no author name	-	-	https://www.flipkey.com/trip-ideas/wine-trips/	Worth Travelling For	
7	ThePointsGuy	http://thepointsguy.com/	Lori Zaino	Senior Writer	lori@thepointsguy.com	https://thepointsguy.com/2014/11/a-guide-to-wine-tasting-through-spains-rioja-region/	Wine Experiences Worth Travelling For	
8								

Press lists can be stored as **computer files**, or as **physical cards** or records.

Include name, job title, email, phone number, and place of work.

Key Roles



- Public speaking
- Written communication
- Media outlet networking
- Event planning
- Logistics and setup

Understanding the Local Environment

What potential **obstacles** to media work exist in the local jurisdiction? These may include country-wide limitations on freedom of expression, strong defamation laws, pressure from government figures, or operational obstacles.



What **strategies** can you implement to overcome these challenges?

Innovative Solutions to Local Challenges

1. **Self-publish** your story and materials
2. Outreach using **digital media** rather than print media
3. Identify and partner with publications that are the most independent from and **resilient** to political pressure
4. **Persist** in the face of local unwillingness or hesitance to provide coverage
5. Appeal to the sense of truth or morality of individuals in the media, especially key decision-makers such as editors, to gain support for publication
6. Forge **alliances** with non-traditional outreach networks such as artists or musicians
7. Engage **civil society organizations** and think tanks to align efforts including co-sponsoring events.
8. Plan your own **events** where you can start publicizing and determine who to invite to these events.



Media Options and Outreach

Local Media, International Media, and Social Media

Traditional Media

“Traditional” media companies or organizations include:

- Print Newspapers
- Online News Websites
- Blogs and Microblogs
- Social Media Platforms
- Private Messaging Applications
- Radio Stations
- Television Networks
- Investigative Journalist Publications
- Podcasts



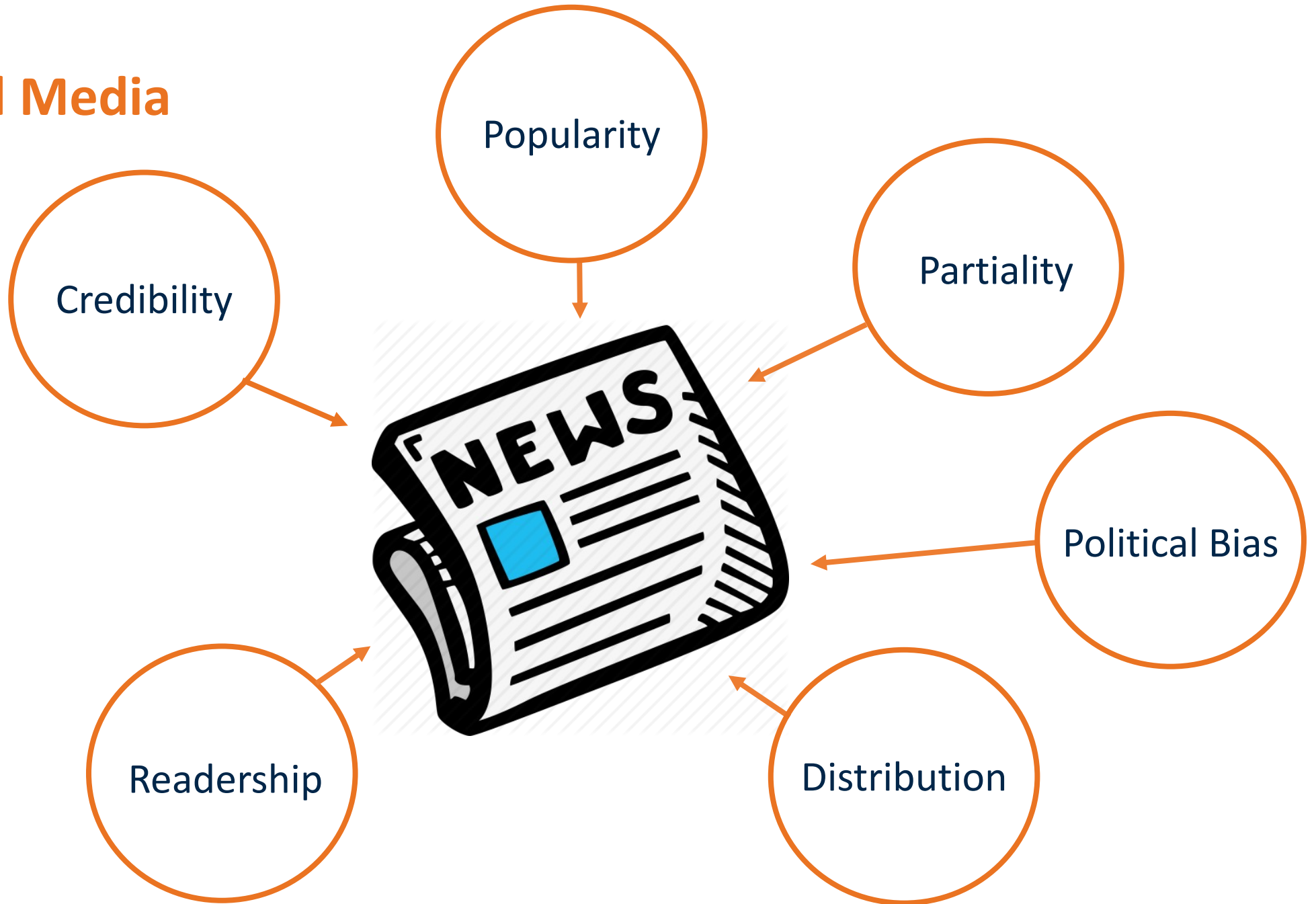
Non-Traditional Media



- Public theater
- Village meetings
- Religious gatherings or groups
- Satirical cartoons
- Protest art

Are you trying to influence or reach **non-elites** and **members of the public**? If so, non-traditional creative and artistic communication methods of outreach may be more effective than traditional media.

Local Media



Press Ownership and Affiliations

Before reaching out to work with a media organization, ask the following questions to help determine if it its leadership with **help** or **hinder** your team in publishing corruption evidence:

- Is this outlet owned by the government?
- Is this outlet connected to any of the subjects of my team's investigation?
- What other affiliations does the outlet have?



Key Point: Pay attention to ownership to mitigate risk. A media outlet that is loyal to the state or specific public officials may hinder your story by passing on information to other parties, causing backlash, intimidation, or other attempts to stop publication.

International Investigative Consortia

Is there a story that deserves international attention or that might be too sensitive for local media to cover/expose?

International journalistic networks often have the expertise and bandwidth to investigate local matters.



Social Media

Social media platforms can boost your communication strategy via various outreach tools that raise awareness and visibility of your findings and story. On social media you can **publish information directly** via written posts, videos, and photos, or **share posts** or published materials by other groups or individuals, or **comment** on posts to create public discussion.



Social Media Campaigns

There are three main types of social media campaigns.

1. Detecting and understanding corruption: use social media to crowdsource monitoring. **Example:** encourage citizens to use Twitter to collectively report and detail poor local government service delivery.

2. Mobilizing people to respond to corruption: social media can empower your team to aggregate and channel public discontent. **Example:** reshare old stories on corruption that were ignored previously via Facebook on a regular basis to reach rural citizens.

3. Exposing people to the possibility of an alternative future: social media can increase people's expectations of their government. **Example:** highlight cases of higher transparency performance in a comparable country via your YouTube channel to break through public resignation.

Piggybacking on Social Media



What is piggybacking? It's when a smaller activist organization works with well-established media outlets such as print newspapers, organizations such as the International Consortium of Investigative Journalists (ICIJ), or higher-profile activists to publish their findings via their more popular social media pages.

Press Releases

When should you send out a press release?



Texas Farmers, Gardeners, and Food Activists to Gather in Corpus Christi for the 2019 TOFGA Annual Conference

FOR IMMEDIATE RELEASE

AUSTIN, Texas (January 8, 2019) - Farmers, ranchers, farm and food advocates, researchers, students, and gardening enthusiasts will gather in Corpus Christi in February for the annual Texas Organic Farmers & Gardeners Association (TOFGA) conference. Held February 14-16, 2019 at the Omni Hotel on the Corpus Christi Bay, the conference seeks to bolster the growing sustainable and organic industry in Texas, while allowing participants to share ideas, gain insight, and connect with others.

"The TOFGA Conference is an impactful event for growing more sustainable Texas farms in response to the immense consumer demand here in Texas. The program offers plentiful opportunities for learning, networking, and building community," said Andrew Smiley, TOFGA Board President. "We are thrilled to take our annual event to South Texas this year!"

The conference includes two days of interactive learning sessions covering diverse topics such as fruit and vegetable production, livestock and grazing, soil health, business management, marketing, food policy, and more. The popular Farms & Food Trivia game will be back, and the exhibit hall will be packed with knowledgeable representatives of industry, non-profit, and government agencies including Sustainable Agriculture Research & Education (SARE), Capital Farm Credit, Texas Department of Agriculture, Integrated Acres, Texas SARE, Dallas Farmers Market, Farm & Ranch Freedom Alliance (FARFA), Osborne Quality Seeds, Ag Workers, Sustainable Food Center, National Center for Appropriate Technology, and more. Many add-on activities are offered during the event including pre-conference workshops and farm tours, as well as the annual Friday night banquet.

Banquet tickets are sold separately, and community members are encouraged to join for this annual celebration. The banquet dinner will feature local and organic food and beverages, as well as the 2019 keynote speaker, Ellen Polishuk, a longtime, down-to-earth farmer, business consultant, author, and dynamic speaker. A co-owner of Potomac Vegetable Farms in Northern Virginia, Ms. Polishuk has experience growing produce for seven farmers markets, a 550-member CSA, and two roadsides stands. She is co-author of the newly-released book *Start Your Farm* and writes the farmer-to-farmer profile column for *Growing For Market* magazine.

Visit tofga.org for schedule, speaker and session information, registration, and banquet tickets.

To sponsor, exhibit, or advertise, please contact Frankie Bayne at admin@tofga.org.

About TOFGA

The Texas Organic Farmers & Gardeners Association is a statewide non-profit 501(c)3 organization focused on education and advocacy for Texas farmers, ranchers, and gardeners who practice organic and sustainable methods. Established in 1993, TOFGA is a member-run and member-funded organization open to all individuals interested in the production and consumption of organic and sustainable products in Texas.

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CONTACT:
Frankie Bayne
(512)656-2456
admin@tofga.org
Texas Organic Farmers &
Gardeners Association

- When you want a specific piece of news to appear as widely as possible.
- When you want all media contacts to get your story simultaneously.
- When your data and evidence on corruption is sufficient to interest reporters in your story.
- When you can ensure your written release is not misleading or leaves out key details.
- When you can write your story in a way that does not reveal sensitive information regarding your sources to keep them anonymous.

Press Conferences

Choose a press conference if:

- Your story is complex
- Reporters would benefit from seeing photographs or relevant expert or sources
- You want to tell all outlets simultaneously
- You expect reporter questions
- You wish to gain additional attention by dramatizing the story

If you can deliver the facts and evidence with a press release alone, then do not hold a press conference



Print Articles

Identify and contact an investigative reporter or traditional journalist that can write and publish your story. **Investigative reporters** are highly skilled in exposing information that the public is unaware of, and typically focus on groundbreaking news focused on topics like anti-corruption.

Having a reporter write your story allows for your team to utilize media outreach while maintaining anonymity. Your team will play the role of a source and not the communicator of the story.



World Cup of fraud

● 14 Fifa executives accused of corruption after dawn raids ● Pressure grows on Blatter as scandal engulfs football

Charles Bremner Paris
Adam Sepp Zurich
Matt Dickinson

European football chiefs moved last night to unseat Sepp Blatter, the Fifa president, after the sport's governing body was engulfed by the biggest corruption scandal in its history. Fifteen executives at Fifa were charged with systemic fraud as the Swiss authorities seized thousands of documents in dawn raids to ascertain whether Russia and Qatar had paid bribes to host the next two World Cups.

A US indictment, which brought charges against the executives dating back over two decades, marked the worst day in Fifa's 101-year history and raised doubts over whether Moscow and Doha would still host the finals in 2018 and 2022.

After two parallel sets of dawn raids in Switzerland, the Fifa officials were charged with taking \$150 million in bribes in return for selling marketing rights to the tournament, racketeering, wire fraud and money laundering.

Richard Weber, chief of the criminal investigation division at the US Inland Revenue Service, said that the co-conspirators had corrupted the game for personal gain. "This really is the World Cup of fraud. And we are showing Fifa a red card," he said.

Fifa, Europe's governing body, called on Fifa to halt the election at an annual congress in Zurich tomorrow that was expected to reappoint Mr Blatter, 79, for his fifth term in charge of the global football empire.

Gianini Infantino, the Fifa secretary-general, said: "Today's events are a disaster for Fifa and tarnish the image of football as a whole. These events show that once again corruption is deeply rooted in Fifa's culture."

Fifa's executive committee wants a complete change of Fifa leadership and "we strongly believe that the Fifa Congress should be postponed," Mr Infantino said.

Mr Blatter, who was not directly involved in the twin inquiries, rejected calls to postpone the election and stand down. In a statement last night, he depicted the inquiries as a positive response to his own clean-up efforts. "As



Sepp Blatter, Fifa president, top, and eight of the fourteen football officials charged yesterday with corruption, clockwise from top left: José Maria Marin (Brazil); Jack Warner (Trinidad and Tobago); Nicolás Leoz (Colombia); Julio Rocha (Nicaragua); Eduardo Li (Costa Rica); Eugenio Figueroa (Uruguay); Rafael Esquivel (Venezuela); and Jeffrey Webb (Cayman Islands)

unfortunate as these events are, it should be clear that we welcome the actions and the investigations by the US and Swiss authorities and believe that it will help to reinforce measures that Fifa has already taken to root out any wrongdoing in football," he said. He acknowledged, however, that the charges of widespread corruption on his watch "marked a difficult time" for Fifa. US prosecutors refused to rule out future legal actions against Mr Blatter. Fifa personnel in Switzerland, where the governing body has its headquarters, were told not to leave the country, sources in the organisation said.

The Swiss criminal investigation into Fifa's choices of Russia and Qatar for the 2018 and 2022 tournaments was announced after police acting on US warrants in a separate investigation into decades of corruption arrested seven senior officials at dawn in their rooms at the exclusive Baur au Lac hotel in Zurich. They included two vice-presidents, Jeffrey Webb of the Cayman Islands, and Eugenio Figueroa of Uruguay. They face up to 20 years in prison if convicted.

All but one are refusing voluntary extradition to the United States, where they are among 14 who have been indicted in an investigation that saw the FBI, the US attorney general's office, and the Internal Revenue Service unable to bring charges against the men.

"The indictment alleges corruption that is rampant, systemic, and deep-rooted both abroad and here in the United States," said Loretta Lynch, who became US attorney general last month. "It spans at least two generations of soccer officials who, as alleged, have abused their positions of trust to acquire millions of dollars in bribes and kickbacks." The investigation included the decision to award the 1998 World Cup to France.

Ms Lynch, who opened the investigation in 2012 as a New York federal prosecutor, said that it was time to halt the activities of people who had "corrupted the business of worldwide soccer to serve their interests and to enrich themselves." She added: "They did this over and over, year after year, tournament after tournament. They

Continued on page 7, col 4

Blair quits role as Middle East peace envoy

Laura Pittel Political Correspondent
Catherine Philip
Middle East Correspondent
Gregg Carleton Tel Aviv

Tony Blair was left without a formal role in the Middle East peace process yesterday as he stood down as an envoy after eight years of controversy and criticism.

The former prime minister's resignation as a special representative to the Quartet group of Israeli-Palestinian mediators had been anticipated for

months but he had hoped that the United States would come forward to hand him a new position.

In a blow to his efforts to cast himself as a global statesman, sources close to Mr Blair yesterday admitted that he was now left "without any formal role" in the Middle East but insisted that he would "remain active on the issues and in the region".

Mr Blair wrote to Ben Ki Moon, the United Nations secretary-general, to confirm that he would relinquish his position with the Quartet, comprised of

the UN, the US, the European Union and Russia. His resignation comes at a time of pessimism about the prospects for peace between Israelis and Palestinians and after years of criticism over his relations with Palestinian leaders and complex global business interests.

Mr Blair was made a peace envoy in 2007 at the behest of George W Bush, the US president at the time, and was confirmed in the job within hours of leaving Downing Street. The appointment raised eyebrows

Continued on page 2, col 3

MSPs throw out suicide bill

Lindsay McIntosh
Scottish Political Editor

Draft legislation proposed by the late Marjo MacDonald to permit assisted suicide in Scotland has been thrown out by MSPs.

The Assisted Suicide Bill was rejected following its first full parliamentary debate after members raised concerns about both the spirit and the letter.

Although polling has shown majority support among Scots for allowing assisted suicide, the legislation was

defeated by 82 votes to 36. It is the second time such measures have failed to get on to the statute book. The last time Ms MacDonald herself, who had Parkinson's disease, fought for it to become law.

Patrick Harvie, the co-convenor of the Scottish Green party, took charge of the second bill after the independent MSP's death. Last night, after it was voted down, he called on the Lord Advocate to issue prosecution guidelines. My Life, My Death, My Choice, the

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Contacting a Reporter

- You can call or email a reporter even without personal connections or previous contact
- Be aware that reporters have limited time and have deadlines to write their stories
- Ensure you have condensed your story in to a 5-minute pitch that you have practiced
- When calling, ask if the reporter has time. If they don't, ask when you should call back.
- Prepare written materials and files beforehand you can deliver to the reporter as follows-up
- Communicate how your evidence is verified
- Don't take it personally if a reporter is skeptical at first – that's part of their job

The Op-ed

Op-eds enable your team to have **direct control** over the story that is published and rely on the writing skills of your team to sway public opinion. Op-eds link your organization's name to the story but are often regarded as subjective.

Op-ed Rules:

- The final article should not exceed 750 words
- Write to the average newsreader who is not knowledgeable regarding your topic
- Avoid using technical language
- Keep sentences and paragraphs short
- Include sufficient evidence and facts to back up your claims



OPINION By Ambassadors' Anti-Corruption Group TODAY - 1:30 PM - Edited: TODAY - 1:32 PM

Ambassadors' Op-Ed: Fight Corruption, Increase Rule of Law

FACEBOOK TWITTER EMAIL REDDIT MORE SOCIALS

"Nations which fight corruption and improve their rule of law can increase their national income by 400%."

RELATED NEWS

IWA Criticizes Acquittal of Govt Officer Accused of Corruption >

National Procurement Agency Responds To US Corruption Claims >



Op-Ed by the Ambassadors' Anti-Corruption Group on the occasion of:
International Anti-Corruption Day 2019

International Anti-Corruption Day is observed every year on December 9th. This began with the adoption of the United Nations Convention against Corruption in 2003, which Afghanistan ratified in 2008. We, the Ambassadorial Anti-Corruption Group*, call on the Government of Afghanistan and its people to join forces to combat and prevent corruption.

QUESTION

Is social media a useful tool for advocacy in your community?

Социалните медии полезен инструмент за застъпничество ли са във Вашата общност?

Framing messages about Corruption

Communicating Effectively for Transparency and Accountability

Advantages of the term "corruption"

- 1. It is politically salient:** Most political figures publicly oppose corruption, and media are likely to cover corruption-related stories.
- 2. It has strong negative connotations:** Negative emotions are often better for mobilization than positive emotions.
- 3. It links up with national and global advocacy:** National organizations like Anti-Corruption Fund or global networks like Transparency International.

Disadvantages of the term "corruption"

- 1. Hard to define:** Corruption may mean many things, some which are part of legal definitions and some which are not.
- 2. Easily politicized:** Accusations of corruption can easily be seen as partisan attack or following from ulterior motives.
- 3. Pushback:** Labeling people as "corrupt" is seen as a personal attack and puts people on the defensive.
- 4. Leads to division:** Because of negative emotional and moral connotations, accusing someone of corruption paints them as unable or unwilling to reform, therefore undermining trust and prospects for collaboration.

Psychology of corruption

People who want to punish corrupt public officials will also accept corrupt behavior when contextualized as part of a **morally desirable** goal (such as helping an ill relative or providing for your community).

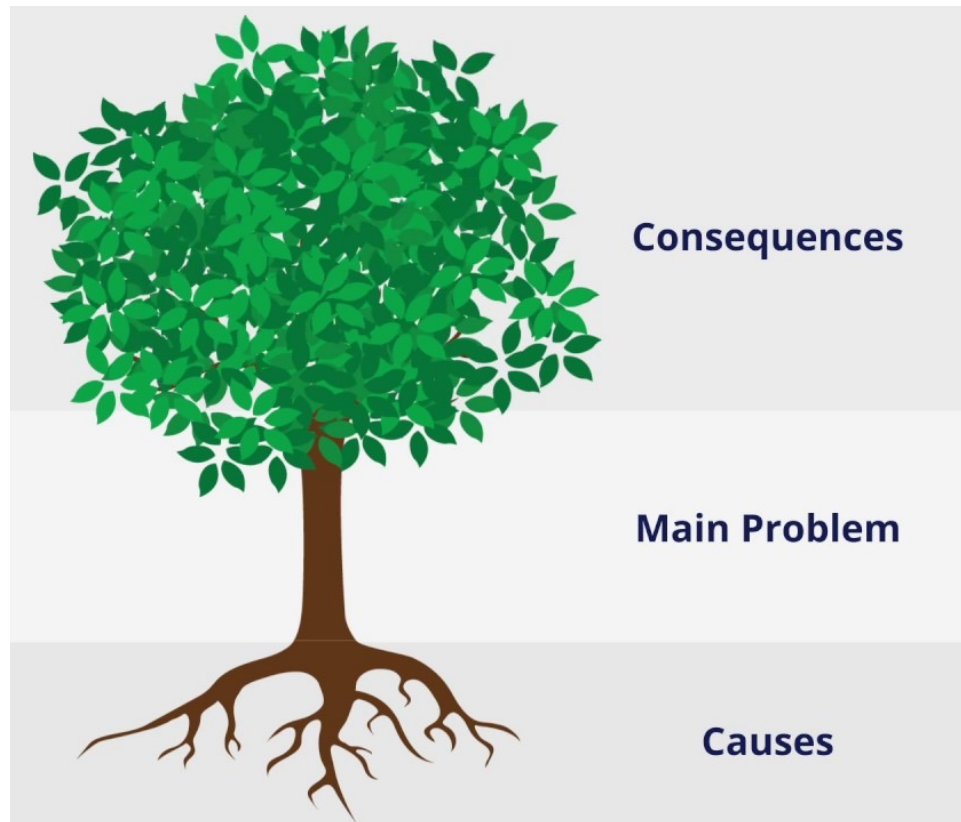
People may individually oppose corruption, but think that **everyone does it**, and therefore they would be stupid to be the only ones not engaging in corruption.

People who hear about anti-corruption initiatives become **more distrustful** of public governance.



Messages about causes or consequences?

The **Problem Tree** helps us identify causes and consequences of corruption as a problem. But we can also use it as a **Messaging Tree**, defining messages around each level.



Lacking public services
Inefficient use of community resources
Cynicism and disengagement

Corruption

Economic incentives / Social norms
Vulnerabilities in transparency, integrity mechanisms, participation

QUESTION

Should anti-corruption advocacy focus on causes or consequences?

*Върху кое следва да се съсредоточи
застъпничеството срещу корупцията -
върху причините или върху последствията?*

Reaching Decision-Makers

Writing about Policy and for a Policy Audience

Policy Writing

Policy writing is the process through which government employees and NGOs send proposals addressed to lawmakers.

A policy product addressed to a policy maker usually identifies a specific **policy problem**, suggests and assesses **potential solutions** to it, and **makes a recommendation** based on a persuasive argument.

Policy products should provide original and feasible arguments based on facts and evidence and be concise.



Key Point

Policy writing

≠

Academic writing

≠

Opinion writing

Policy Writing Tips



FRAMING: Issues should be relevant, precise, and **clearly definable**.

AUDIENCE: Identify target audience and try to understand the level of their **knowledge** of the issue and the degree of **interest** in it.

EVIDENCE: Search for solid, **reliable** data **relevant** and **necessary** to develop a specific argument.

RECOMMENDATIONS: Identify a **solution** with evidence for how your recommendation will address the problem.

Efficient persuasion

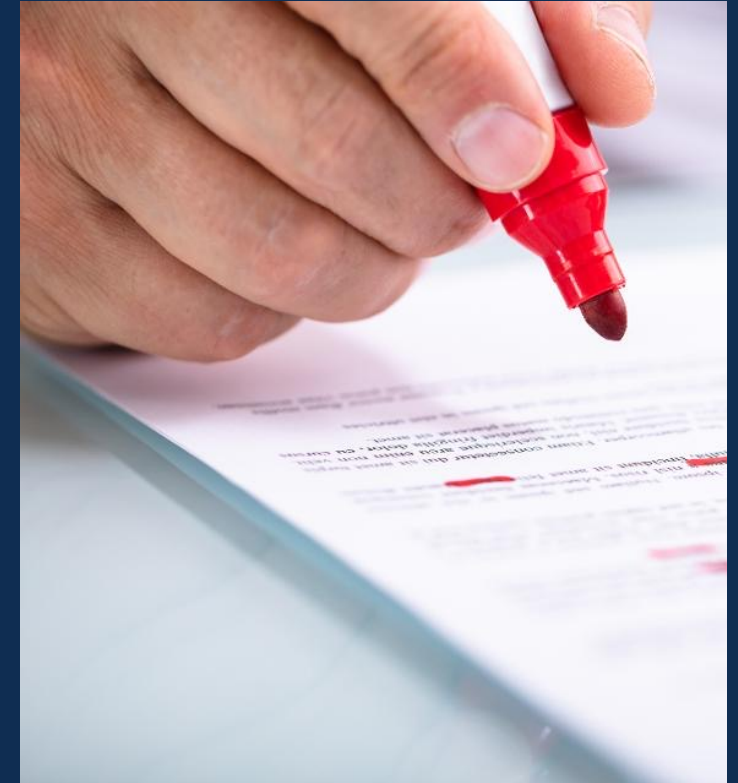
Shorter > Longer

Evidence > Opinion

Compelling anecdote > Cold data

Contextualized > Abstract

Positive > Negative



GROUP EXERCISE

Outline a communications strategy for advocating a reform agenda item

What are some local communication challenges you are likely to encounter?

What kinds of media would you work with?

What kinds of framing and language would you use?

How would you plan to reach decision-makers?

Очертайте комуникационна стратегия за застъпничество по една точка от програма от реформи

Какви са някои местни комуникационни предизвикателства, които вероятно ще срещнете?

С какви видове медии бихте работили?

Какви формулировки и език бихте използвали?

Как ще планирате, за да достигнете до лицата, вземащи решения?

THANK YOU!



IRI.org



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