



Bringing Organisations & Network Development
to higher levels in the Farming sector in Europe

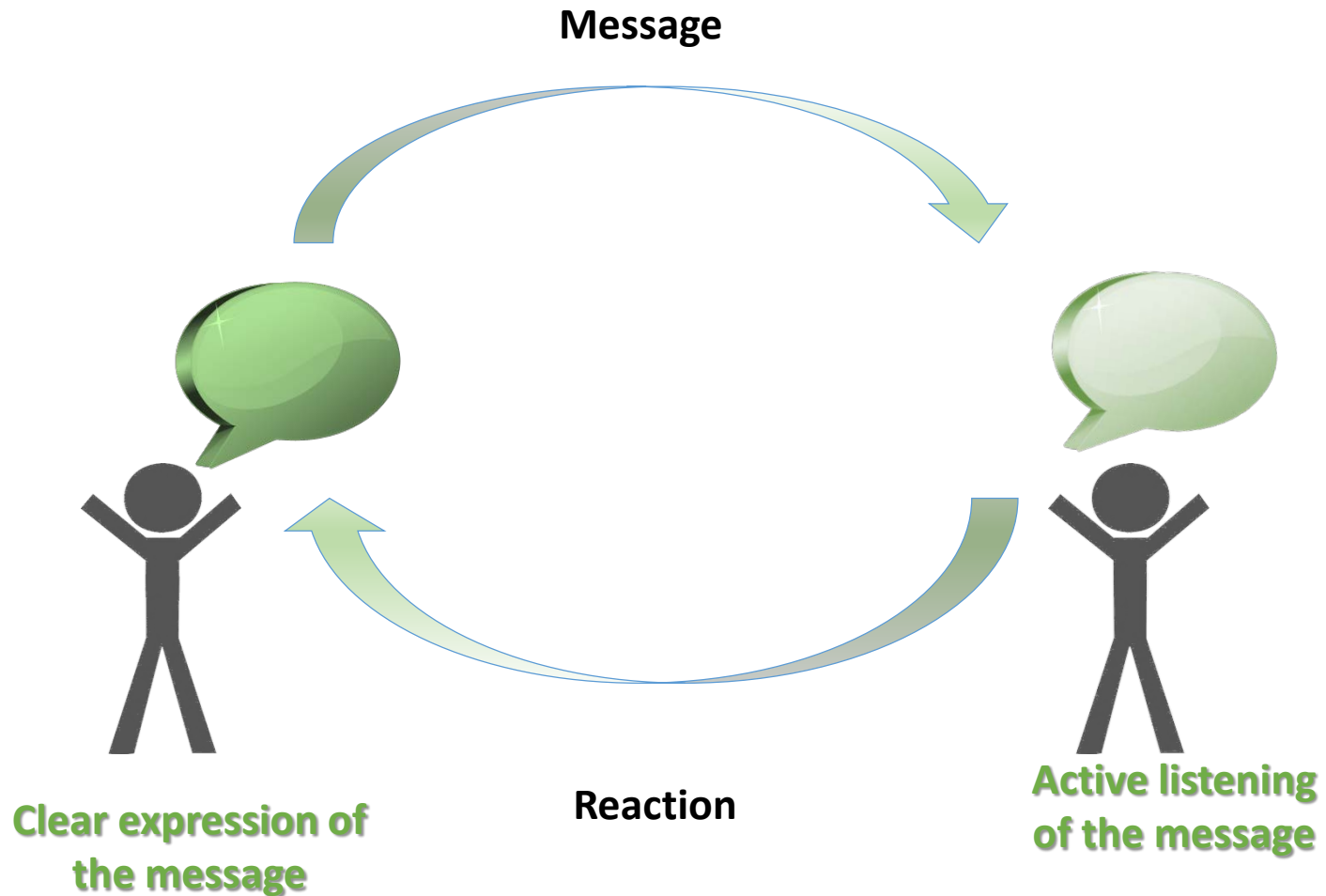


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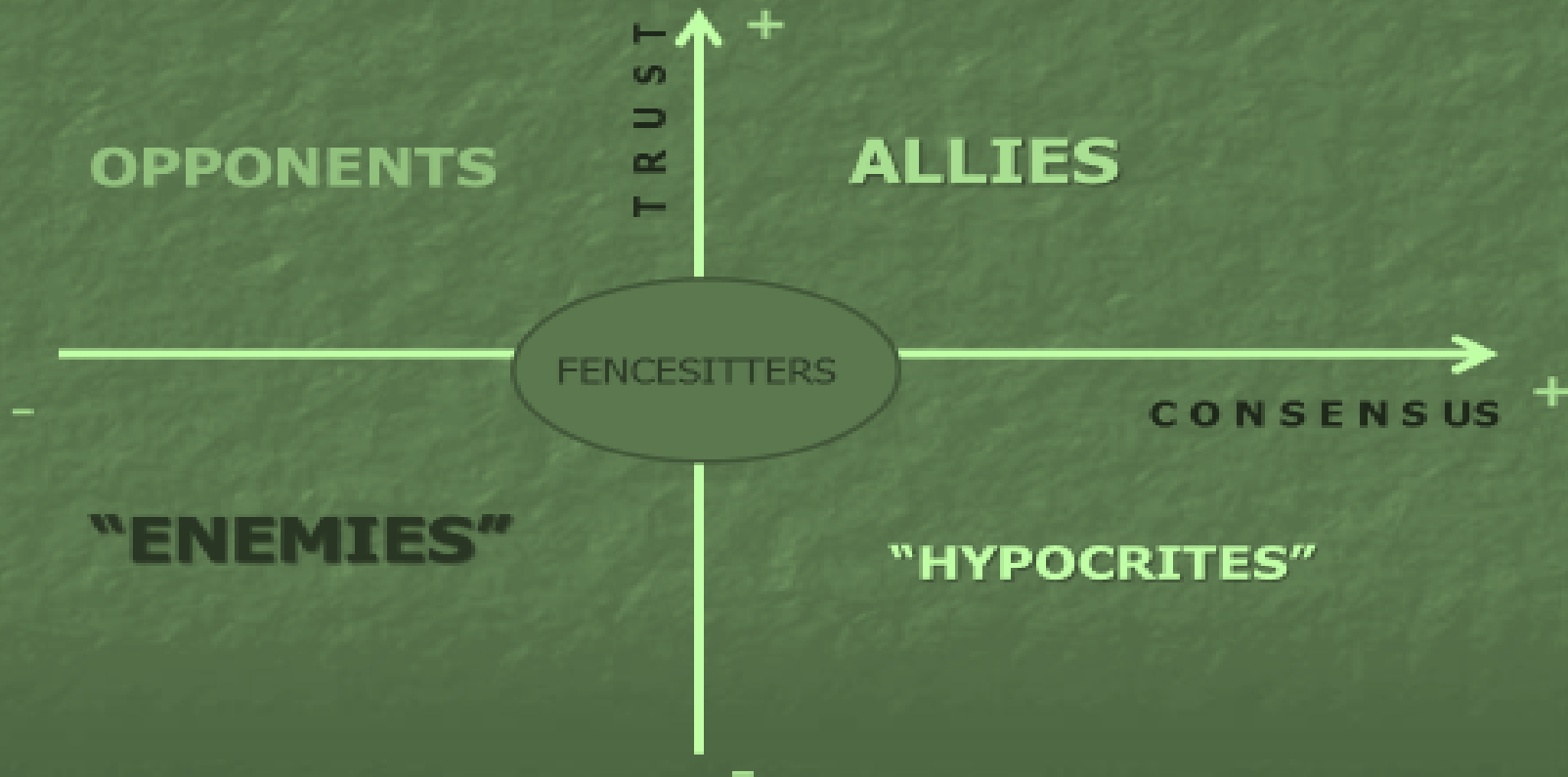
Session 10: Communication with different stakeholder groups and media: tools and techniques

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Interactive communication model



Stakeholder Analysis grid



Target audience

Identify
target
audiences

An audience analysis follows **four major steps**.

1
Distinguish



Distinguish between the different groups of people you want to and can reach.

2
Prioritize



Prioritize your audiences. Select a primary and then secondary targets.

3
Picture



Picture your audiences and list their key characteristics.

4
Understand



Understand their interests, attitudes, knowledge and motivations.

Communication channels

Type of channel	Advantages	Examples
Conventional channels	<ul style="list-style-type: none"> • Reach a large audience • Fast way to reach a large audience • Useful to share a clear message and raise global awareness of a topic 	<ul style="list-style-type: none"> • Mass media, such as television, radio • Printed materials, such as books, brochures, articles • Outdoor advertising or billboards
Digital channels	<ul style="list-style-type: none"> • Reaches a large audience • Enables your audience to communicate with you and each other • Allows direct feedback 	<ul style="list-style-type: none"> • Email • Social media • Websites • Online communities of practice • Blogs • File sharing • Mobile phones and applications
Face-to-face	<ul style="list-style-type: none"> • Suited to sensitive messages • Suited to teaching and training • Scope for practical demonstrations • Interactive and potential for discussions 	<ul style="list-style-type: none"> • Share fairs • Theatre and participatory theatre • Exchange visits and study tours



How to communicate with:

- Policy makers
- Researchers
- Agricultural advisors
 - Farmers
- Journalists

How to communicate (group work):

To whom?	What? (emphasis)	When? (specifics)	Where?	How? (channels)
Policy-makers				
Researchers				
Advisors				
Farmers				
Journalists				



How to develop effective messages?

Develop messages that are:

- Believable and Convincing
- Clear and concise
- Positive

How to make a message BELIEVABLE?

➤ Empathy and caring

?

➤ Dedication and commitment

?

➤ Honesty and openness

?

➤ Competence

?

How to make a message BELIEVABLE?

➤ Empathy and caring	(50%) – assessed in the first 9-30 sec
➤ Dedication and commitment	(15-20%)
➤ Honesty and openness	(15-20%)
➤ Competence	(5-10%)

Clear and concise: message map

- 3 messages
- Repeat them twice
- 9-year old child rule

- Low Stress Situations:

Brain can hold on average
7 messages

- High Stress Situations:


Brain can hold on average
3 messages

Clear and concise: message map

- 27 words (total of 27 words for all three key messages, with each key message averaging 9 words in length)
 - 9 seconds
 - 3 messages

Message map (individual work)

Stakeholder: Question or Concern:		
Key Message 1	Key Message 2	Key Message 3
Supporting Fact 1-1	Supporting Fact 2-1	Supporting Fact 3-1
Supporting Fact 1-2	Supporting Fact 2-2	Supporting Fact 3-2
Supporting Fact 1-3	Supporting Fact 2-3	Supporting Fact 3-3



“The key to communication success is anticipation, preparation, and practice”

What is a press release?

- **press release**, also known as a *news release*, is simply a written statement to the media.
- announce: scheduled events, awards, new products and services etc.
- Reporters are more likely to consider a story idea if they first receive a release
- fundamental tool of PR work

How to make a press release?

Steps

- **Headline**
- **Summary or introduction of the news**
- **Event or achievements**
- **Product**
- **People**
- **again the concluding summary**
- **Source.**

Communicate the 5 Ws and the H. Who, what, when, where, why, and how

- What is the actual news?
- Why this is news.
- The people, products, items, dates and other things related with the news.
- The purpose behind the news.
- Your company - the source of this news.

How to give an interview?

Steps

- Decide upon an objective
- Research the audience and media style
- Find new angles
- Suggest a question
- Make it personal
- Promote yourself (Organisation)
- Don't Overwhelm the Audience
- Live interviews: prepare

What is a Blog?

- A webpage that allows to share, access and easily update information without having knowledge on HTML
- Personal, builds trust, diary form- must be regularly updated
- Individual, organizational
- Business model: generates followers, banners, sells products

How to make a Blog?

Blogs



STRENGTHS

- No web development skills are necessary to add content to the blog.
- Can be an effective medium of communication within and between organizations.
- It is quick and simple to use.
- It encourages frequent posting.
- Can become a comprehensive record of developments.
- Through the possibility to comment every intervention it allows knowledge exchange



WEAKNESSES

- Web interface requires a live stable connection to the Internet in order to post content.
- It is limited to "diary-like" format.
- Needs frequent updating to be effective.



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Thank you!

