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<sup>1</sup> The word "National" used in the title of the project refers to the Coordinated Youth Policy of BiH

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## List of abbreviations used

CCYI	Coordination of Youth Issues in Bosnia and Herzegovina
EU	European Union
BiH	Bosnia and Herzegovina
CoM	Council of Ministers
NGO	Non-Governmental Organisation
UN	United Nations
WHO	World Health Organisation

## 1. Introduction

The Communication Strategy is the Output of Activity 5.1: Development of a Communication Strategy, Component 5: Awareness Raising and Visibility Activities. The overall objective of the Communication Strategy is to assist the Commission for the Coordination of Youth Issues in Bosnia and Herzegovina (CCYI) and **maximising the impact** of its **mission** and **vision**, as well as promoting the **dynamic role** they intend to undertake in the future, part of which will be defined in the Strategic Plan, an output of Component 4 of the same project.

Through this document, it is attempted to identify the **ways, means** and **messages** necessary in order to **raise awareness** and **promote the role** of the CCYI in its attempt within Bosnia and Herzegovina to improve the position of young people. The Consultant, for this purpose, has divided the fields of intervention as per the fields of action identified in the EU Youth Strategy 2010-2018, which are:

- Education and training;
- Employment and entrepreneurship;
- Health and well-being;
- Participation;
- Voluntary activities;
- Social inclusion;
- Creativity and culture;
- Youth and the world.

The reason behind this is on one hand to allow for **targeted promotional activities** per field, which will have a multi-layered approach and direct impact on the audience (specific target group), as defined by each subject area, instead of providing generalised approaches, and on the other hand to demonstrate the **diversified role** that the CCYI can play on all the aforementioned levels.

This document with all the proposed activities/ actions for implementation have been the result of a systematic approach to address the specific needs of the CCYI in their efforts to strengthen and promote their role in the active participation in the changing process of guaranteeing a better future for the youth of the county.

## 2. Communication Objectives

The Communication Strategy aims at identifying the methods, techniques and media to be used to successfully serve the **overall objective of raising awareness of the CCYI and its role in improving the position of young people in BiH**. In order to achieve this it is required that all actors involved share the **same vision** and **commitment** to undertake and successfully carry out the activities/ actions analysed below and that they possess the **necessary skills** and **resources** to do so. For this reason, the Consultant, after having interviewed members of the CCYI, is now proposing a tailor made communication action plan, which reflects not just the potential of the people involved, but also the resources available for the activities to be undertaken.

Specifically, the **communication objectives** can be summarised as follows:

- To create an attractive and contemporary image of the CCYI that corresponds to current needs and demands.

- To inform the public about the CCYI and its role in the promotion and protection of youth in BiH;
- To promote the strengths and success stories that the CCYI has achieved so far;
- To create synergies and networks to increase the expected results for the future;
- To inform young people about the possibilities they have and how they can be informed and profit from various opportunities per sector;
- To mobilise staff and youth officials from across the country to work together focusing on a common goal;
- To bring together stakeholders and beneficiaries creating a more effective dialogue and results-oriented approach to tackle the existing problems;
- To raise awareness and highlight the steps that need to be taken to improve the position of young people in the country and, finally,
- To raise awareness of the future activities of the CCYI and how everybody can be part of this changing process for a better future.

In the paragraphs that follow, the Consultant presents per intervention field the methods, techniques and means/ media to be used in order to achieve the aforementioned objectives.

### **3. Communication Strategy Outline**

In order to be able to address all intervention areas and propose an effective plan of communication to achieve the overall objective of this document, the Consultant has tried to identify the current situation in the country for each of the fields of action, as identified within the EU Youth Strategy. After having comprehended the current situation in BiH, the Consultant has identified the target groups, both direct and indirect and the media to be used for reaching out to them and passing on “the message”.

#### **3.1. Current situation per field of action**

In order to implement a successful communication strategy, the CCYI needs to bear in mind all the specific factors per field of action, in order to address the points of interest more efficiently and target the audience more effectively. The Consultant has briefly described the current situation in the country and the stakeholders involved in each field. The media suggested for disseminating information are suggested per target group involved.

In the description of the different areas statistical information from the report “Young People Need a Youth Policy, Analysis of the Position of Young People and the Youth Sector in BiH, Final report for drafting the BiH youth Policy, 2008” has been used.

##### **3.1.1. Education & training**

In line with the European Convention on Human Rights and Fundamental Freedoms, the right to education is a fundamental human right. In addition to employment, education is what determines and affects the economic and social status of a young person.

Almost every second young person in BiH remains at the level of three-year secondary education or lower. Every fourth person in BiH leaves the education process (system) before completion, which is far above (higher than) the average for most European countries. The main reasons for discontinuing

education are of financial nature (only 7% receive scholarships mostly in the amount of 100 KM and less than 200 KM). Poor formal education qualifications or the lack of any qualifications leads to social exclusion and poverty among youth along with all other risks accompanying these problems. This also relates to the vulnerable categories such as the Roma, people with special needs and families in social need.

Key challenges in this field remain due to the delays in education system reforms, little or non-existing practical components in education which lead to the incompatibility between education gained and labour market needs both in BiH and EU.

In this context, the CCYI needs to play an active role, in order to motivate young people not to drop out of school early (in line also with the overall objectives of the Lifelong Learning Programme, to which, as of this year BiH is also eligible to participate), to work together with youth organisations and education institutions to promote the notion of lifelong learning and to start making the first steps towards the recognition of qualifications acquired through non-formal or informal training. It is important that CCYI initiates public discussions for the different target groups (such as early drop outs, graduates without certified skills and qualifications, etc.) aiming at the promotion and advocacy of the values of education and training. In addition, the CCYI could act as an intermediary to bring together highly active NGOs of the country, and encourage an effective dialogue which would lead to the development and implementation of lifelong learning projects, which, in turn, would motivate people to start participating in educational and training activities, interacting with the international community and benefiting from the high level training methodologies and curricula which have been developed throughout the years.

### **3.1.2. Employment and Entrepreneurship**

Unemployment continues to be the leading problem of youth in BiH. In 2008, the unemployment rate among young people aged 16 to 30 was almost 60%. More recent data is not available; however the estimate is that the situation has not improved since then. The difficulties in finding a job have a negative impact on the social integration of young people by preventing them from starting a family, interacting with their peers and being extrovert. It also encourages them to leave the country in a quest for better life. Young people face a serious disadvantage in the labour market, having to cope with obstacles such as corruption and nepotism, open discrimination, etc. Those seeking first-time employment are experiencing difficulties due to a lack of working experience, which is often a prerequisite to apply for a job. Less than half of those employed is actually working in one's own field of education which points to the deficiencies of knowledge and skills required for a certain job.

Bearing in mind the issues presented above, it is essential for the CCYI to address them, by engaging in a constructive dialogue with relevant authorities and stakeholders. It is important that a concrete and objective assessment system is put into place for the assessment of the qualifications of the candidates, so that they also become aware of their actual qualifications and skills, which would lead them to apply for more suitable jobs with much more confidence. Long periods of unemployment and inactivity often can lead to a high risk of being permanently inactive and for young people this is a very serious threat, as it could cause a whole lifetime of social exclusion, poverty and potentially could also lead to youth developing addiction problems or even turning towards criminal activities. It is therefore advisable ensure their successful transition into the labour market. Additionally, there is an obvious lack of motivation for young people to start their own businesses and, in general, the notion

of entrepreneurship is not sufficiently cultivated. Educational institutions do not contribute to the systematic promotion of youth entrepreneurship and do not offer them the appropriate business skills and know-how to motivate them. Entrepreneurship principles are rarely or never taught in schools and faculties. In that sense, the CCYI should start actively creating the channels of communication between young people and the relevant stakeholders (be it chambers of commerce, training organisations and relevant ministries) that could help the former in understanding that the entrepreneurial spirit is something that can be developed and improved and that entrepreneurship can open new pathways to their future.

### **3.1.3. Health and well being**

Many health problems people encounter in their adulthood have their genesis in the child and adolescent years. The transition from childhood to adulthood is a crucial period to address health determinants. The WHO definition of health reads that: "Health is not merely the absence of disease, but a state of complete physical, psychological, and social well-being." The EU Strategy for Youth emphasises that "good health is of great importance if young people are to fulfil their potential and play an active part in society. Poor health can be detrimental to young people's social integration, affect their education and reduce their employment prospects." Health-hazardous habits must become a topic of discussion for decision makers and the basis for institutional cooperation, participation of young people and finding inter-sectoral solutions. Of equal relevance is also the promotion of a healthy way of living from early childhood.

Young people in BiH live in a country with thirteen health ministries, eleven separate public health insurance funds and practically no monitoring or planning for public funds spending and transfer to the healthcare sector.

Through data on the health status of young people and hazardous behaviours, the study indicates smoking as the most pressing problem. A third of young people in BiH between 16 and 24 smokes cigarettes, which is about 6% more than the EU average. 83% of young smokers smoke less than 20 cigarettes a day. This is about 9% more than the EU average. Addictions and substance abuse can only be fought through a multidisciplinary approach. Fragmented and ad-hoc activities implemented by various stakeholders, civil society organisations included, may be helpful in the short term. An effort could be made to unite the resources and expertise and invest into developing a long-term solution at local level. Stronger collaboration would help the promotion of adoption of healthy lifestyles among young people, healthy nutritional habits and outdoor activities. Anticipate involvement of famous sportsmen/sportswomen who could be seen as role models. Promotion of this form of interaction at national level would particularly be beneficial in addressing the issue of sexually transmitted diseases.

### **3.1.4. Participation**

One of the most important European documents about young people and youth policy is the European Commission White Paper (2001), which defines participation as one of the fundamental principles, whose goal is "ensuring young people are consulted and more involved in the decisions which concern them and, in general, the life of their communities". According to the EU Youth Policy, "the turnout of young people (18 – 24 year olds) for the European Parliament (EP) 2009 elections was 29%; this is 14 percentage points below the European average and 4 percentage points less than in 2004. ... In addition, participation patterns of young people tend to change from long-term affiliation to a political

party or an organisation, to social networking and ad hoc engagement". It is a fact that participation of the youth in activities of the public sector and political parties is rather weak throughout BiH. Networking between youth organizations is lacking and it is not widespread. Communication with the youth is very poor and insufficient, which also pertains to the youth participation in designing pastimes, work with the youth, culture and sport<sup>2</sup>.

Young people in BiH are behaving apolitically and have poor participation in public life, the non-governmental sector and community initiatives. Three out of four young people aged 16 to 30 claim to be uninterested in politics. Only 2% of young people are members of local youth councils and not more than 1% of them are members of youth commissions at local administrative bodies, which is how many participated in the creation and development of youth strategies. Still, young people can do a lot more to represent their own interests and should do more to get involved in the decision-making process.

There is an evident lack of programmes for strengthening youth capacities. In addition to resources, active participation of young people requires knowledge, information and skills. Formal education curricula do not properly cover topics related to writing and managing youth projects, for communicating with institutions, lobbying etc. A culture of participation at all levels is needed. Participation and active citizenship is about having the right, the means, the space and the opportunity, and, where necessary, the support to participate in and influence decisions and engage in actions and activities so as to contribute to building a better society." All of these issues need to be addressed properly through the youth policy, which includes legislative regulations, introduction of concrete measures, and investments into greater participation of young people. The CCYI can and should assume a role in raising awareness and creating synergies to boost youth participation in common affairs and the significance of the EU integration of the country, as well as the role of other important international bodies in the current status.

### **3.1.5. Volunteering Activities**

The concept of volunteering in BiH is relevant, not just because it provides young people with the opportunity to assist in their development and make them feel useful to society, but also because it provides formal work experience useful to cover the requirements when applying for a job. The BiH authorities and business communities should therefore be encouraged to expand the possibilities for those youth who wish to volunteer. Young people on the other hand should be encouraged to seek such opportunities.

There are numerous examples in which young people were misused and instead of a real traineeship in the core business processes, they had to settle for minor administrative tasks, of no real added value to their resume, skills, competencies and knowledge gained. Since the situation in the meantime has changed and volunteering is being recognised as work experience, this concept must see another round of promotion among young people. Volunteering is now in BiH formally recognised as a working experience needed to satisfy formal requirements when applying for a job. The BiH authorities and business communities are therefore to be encouraged to expand the possibilities. Through contacts with the EU-based youth organisations the CCYI can seek information about possibilities for cross border volunteering and keep the youth in BiH up-to-date with available information. This would

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<sup>2</sup> Country Sheet on Youth Policy BiH, Council of Europe, European Commission, 19/04/2010

enable young people not only to have the opportunities to enhance their knowledge of other countries, but improve the language skills and culture.

### **3.1.6. Social Inclusion**

Promoting social inclusion means advocating for a society for all people, based on mutual respect and solidarity, promoting equal opportunities and decent living standards regardless of economic status or ability, gender, sexual orientation, social or ethnic background etc. Combating poverty is a central component of social inclusion, since poverty can trigger a number of processes of exclusion – for example in the areas of education, employment as well as in different areas of social life and citizen participation<sup>3</sup>.

In BiH, the existing system of social aid and protection is not able to recognize and respond to the needs of households with insufficient income, and especially not to the complex problems faced by particularly vulnerable groups. A fourth of young people between 16 and 24 lives in households where whole total average monthly income is below 430 KM, i.e. 60% of the average income of the overall population (713 KM). Only 7% of young people living in households with low incomes receive a certain amount of social aid. Additionally, only 1% of young people live in student dorms, and 93% of young married couples do not have their own living space.

A multidisciplinary approach is required in improving community cohesion and solidarity and reducing the social exclusion of young people. Therefore in addressing the inter linkages between e.g. young people's education and employment and their social inclusion, relevant actors, such as parents, teachers as well as social and youth workers should be mobilised. Research carried out for the development of Youth Policy points to the need for social inclusion of young people who are marginalised in society for various reasons – be it disability, poverty, or belonging to a minority group – and their involvement in youth initiatives and activities. Long periods of unemployment and inactivity can lead to a high risk of being permanently inactive. And for the younger age group 16-24 this is a very serious threat as it could cause a whole lifetime of social exclusion and poverty. One of the ways to support information exchange and education activities for young people about their rights could be by realising the full potential of youth work and youth centres as means of inclusion throughout the country.

### **3.1.7. Creativity and Culture**

Creativity and culture have been identified by the new EU Youth Strategy as a key field of action for the well-being of young people. Promoting creativity and culture among young people is of key importance for supporting their self- development as well as their active inclusion. Creativity contributes to social and individual well-being as well as to economic prosperity. Supporting young people's creative energy and capacity for innovation can help them develop their potential and find a job.

In BiH, only 7% of young people are involved in sports activities within an organisation or association, and most of them are satisfied with the available sports events. Shopping, helping out in household chores, watching television and going to cafés are the activities young people spend most of their free time doing.

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<sup>3</sup> EU Strategy for Youth

Access of young people to culture – as actors or users – is an essential condition for their full participation in society. In cooperation with the relevant stakeholders, an effort could be made at increasing opportunities for young people to experience culture and to develop their talent and creative skills. A special focus could be made on engaging young people from disadvantaged backgrounds.

### **3.1.8. Youth and the world**

Youth and the world aims at enhancing young people's participation in and contribution to global processes of policy-making, implementation and follow-up on issues such as climate change, UN Millennium Development Goals, human rights, etc. and supporting cooperation with regions outside of Bosnia and Herzegovina and Europe. Neighbouring countries are the most frequent destinations of young people from BiH, and 80% of young people go to other countries as tourists or to visit family and friends.

The CCYI, in order to promote the presence of youth in the aforementioned processes, should strive to disseminate relevant information through the communication channels identified below to young people. In addition, it should promote the notion of "active citizenship" and highlight the added value of one being an active citizen. Furthermore, it should establish contacts with the local business community and identify ways to promote the notion (for example through contests, open days, etc). This could be achieved also through the participation in global green events – such as "Planet Earth Day". Finally, it can also act as a liaison between the BiH based network of youth organisations and youth organisations across the world.

## **3.2. Target Groups and Objectives**

In the table that follows, the Consultant links the fields of action mentioned above with the specific target groups for each one of them and the most effective media that can be used by the CCYI to reach the overall objective of the Strategy.

Fields of Action	Objectives	Target Groups
<b>Education and Training</b>	<ul style="list-style-type: none"> <li>▪ To address early school leaving or drop outs</li> <li>▪ To address prejudice and promote opportunities for lifelong learning</li> <li>▪ To address the recognition of training sessions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Relevant BiH, entity, cantonal, municipal and Brcko District authorities;</li> <li>▪ Secondary Schools to directly address early school drop-outs, Universities/Students Associations;</li> <li>▪ Networks of non-governmental organisations;</li> <li>▪ Media;</li> <li>▪ Internet and Social Networks.</li> </ul>
<b>Employment and Entrepreneurship</b>	<ul style="list-style-type: none"> <li>▪ Promote quality traineeships to increase young people's chances in the labour market</li> <li>▪ To facilitate the transition of young people from school, inactivity or unemployment to work</li> <li>▪ Promote entrepreneurial mindset among young people</li> </ul>	<ul style="list-style-type: none"> <li>▪ Relevant BiH, entity, cantonal, municipal and Brcko District authorities;</li> <li>▪ Universities/Students Associations;</li> <li>▪ Networks of non-governmental organisations;</li> <li>▪ Media;</li> <li>▪ Chambers of Commerce;</li> <li>▪ Business incubators;</li> <li>▪ International Organisations.</li> </ul>
<b>Health and Well Being</b>	<ul style="list-style-type: none"> <li>▪ To mobilise all stakeholders at local level to detect and help young people at risk</li> <li>▪ To encourage stronger collaboration between youth workers, health professionals and sporting organisations</li> <li>▪ Encourage peer-to-peer health education at school and in youth organisations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Relevant public institutions (healthcare sector, social welfare centres, education institutions) at BiH, entity, cantonal, municipal and Brcko District level</li> <li>▪ Networks of non-governmental organisations;</li> <li>▪ Network of Counselling and testing centres;</li> <li>▪ Sporting organisations, sportsmen and sportswomen, music idols, TV Personalities;</li> <li>▪ Media;</li> </ul>
<b>Participation</b>	<ul style="list-style-type: none"> <li>▪ To address the lack of programmes for strengthening youth capacities</li> <li>▪ To increase young people's participation in the civic life of their communities</li> <li>▪ Further develop opportunities for debate between public institutions and young people</li> <li>▪ To encourage the participation of non-organised youth</li> </ul>	<ul style="list-style-type: none"> <li>▪ Relevant BiH, entity, cantonal, municipal and Brcko District authorities;</li> <li>▪ Networks of non-governmental organisations;</li> <li>▪ Municipalities with good youth participation practices;</li> <li>▪ Media.</li> </ul>
<b>Voluntary Activities</b>	<ul style="list-style-type: none"> <li>▪ To promote volunteering among young people</li> <li>▪ To promote volunteering among business community and state</li> </ul>	<ul style="list-style-type: none"> <li>▪ Relevant BiH, entity, cantonal, municipal and Brcko District authorities;</li> </ul>

Fields of Action	Objectives	Target Groups
	institutions as potential employers <ul style="list-style-type: none"> <li>▪ Introduction of cross border volunteering</li> </ul>	<ul style="list-style-type: none"> <li>▪ Networks of youth non-governmental organisations;</li> <li>▪ International days of relevant interest (for example International youth day);</li> <li>▪ EU and worldwide based youth organisations;</li> <li>▪ International organisations in BiH;</li> <li>▪ Business community as potential employers;</li> <li>▪ Youth Centres across BiH;</li> <li>▪ Media.</li> </ul>
<b>Social Inclusion</b>	<ul style="list-style-type: none"> <li>▪ To mobilise all stakeholders to prevent social exclusion of young people</li> <li>▪ Support the development of intercultural awareness and competences for all young people and combat prejudice</li> <li>▪ Support information and education activities for young people about their rights</li> </ul>	<ul style="list-style-type: none"> <li>▪ Relevant BiH, entity, cantonal, municipal and Brcko District authorities;</li> <li>▪ Networks of non-governmental organisations;</li> <li>▪ Youth Centres, youth workers;</li> <li>▪ Education institutions;</li> <li>▪ Media.</li> </ul>
<b>Creativity and Culture</b>	<ul style="list-style-type: none"> <li>▪ Promote specialised training in culture/culture management, new media and intercultural competences for youth workers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Relevant BiH, entity, cantonal, municipal and Brcko District authorities;</li> <li>▪ Relevant formal and non-formal education programs;</li> <li>▪ Networks of youth non-governmental organisations;</li> <li>▪ Educators, culture &amp; creative sectors;</li> <li>▪ Creative hubs;</li> <li>▪ Youth Centres across BiH.</li> </ul>
<b>Youth and the World</b>	<ul style="list-style-type: none"> <li>▪ To raise the awareness of young people about global issues such as sustainable development and human rights</li> <li>▪ Encourage young people to participate in "green volunteering" and "green" patterns of consumption and production (e.g. recycling, energy conservation, hybrid vehicles, etc.)</li> <li>▪ Provide opportunities for young people to exchange views with policy-makers on global issues (e.g. international meetings, virtual platforms/ fora etc.)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Networks of international and BiH youth non-governmental organisations;</li> <li>▪ International organisations in BiH;</li> <li>▪ Media.</li> </ul>

### 3.3. Tools per Target Group

Target group	Sub-category	Tools
<b>Young People</b>	Primary school pupils	Competitions, school quiz-shows, TV programmes, publications, lectures, workshops.
	Secondary school pupils	School competitions, TV programmes, lectures, seminars, workshops, summer school, Facebook (Social Networks in general)
	Students	Publications, TV and radio programmes, newspaper and magazine articles, public discussions, lectures, seminars, workshops, conferences, winter school, public events, Online and social media, Blogs.
	(Early) drop-outs	TV and radio programmes, newspaper and magazine articles, public events, Social Media/Blogs;
	Sensitive and marginalised youth	TV and radio programmes, newspaper and magazine articles, public discussions, specialized publications, public events organised together with local communities, Social Media/Blogs;
	Unemployed youth	TV and radio programmes, newspaper and magazine articles, public events with educational institutions, Facebook communication, Blogs
<b>Opinion shapers</b>	Media - editors and journalists	Seminars, public discussions, public events, publications, co-operation in creating television and radio programmes, co-operation in publishing thematic articles in newspapers and magazines.
	Business people and their associations	Prominent speakers involved in thematic TV and radio programmes, thematic newspaper and magazine articles and involvement in public events.
	Non-governmental organisations	Cooperation in organising topical seminars, conferences, public discussions, public events, publications, TV and radio programmes, newspaper and magazine articles. Banners and information sharing through NGO web sites.
	Academic community - Scientists, university professors, teachers in primary and secondary schools	Lectures, publications, conferences, public discussions, TV and radio programmes, newspaper and magazine articles, Internet pages, seminars, public events.
	Religious communities, holders of religious vocations, religious dignitaries	Conferences, public discussions, lectures, publications, TV and radio programmes, newspaper and magazine articles, Internet pages, public events.
	BiH Local communities/authorities	Organisation of public discussions, organising and participating in local TV and radio programmes, facilitating information sharing through local community channels.

## **4. Public Relation Activities**

### **4.1. Specific activities proposed**

The CCYI will be implementing public relation activities in the attempt to promote the eight fields of action which have been identified in line with the EU Youth Strategy, covering the period from 2010 to 2018, as the most pertinent to the improvement of overall situation for youth in the country. Furthermore, this set of activities also aims at raising awareness of the CCYI, its mandate and work.

- Media relations: to increase communication with representatives of local, regional, national and international media (TV, radio, print, internet, Social Media, Blogs)
- Partnerships: to increase communication with opinion shapers/ message multipliers;
- Implementation of public information campaign: to engage in an indirect communication with general public.

### **4.2. Communication tools**

The most effective tools to be used in order to achieve the aforementioned two-fold objectives are the following:

- Press conferences, press background briefings, press events/visits;
- Interviews, statements, radio and TV shows;
- Web portals, websites and social media;
- E-mail;
- Press releases;
- Promotional material;
- Cooperation with the media;
- Public information campaigns;
- Cooperation with NGOs;
- Conferences, presentations, lectures, seminars, workshops;
- Cooperation with academic communities;
- Cooperation with the local communities.

### **4.3. Recommendations for increasing the impact of the Communication Strategy**

In the paragraphs that follow, the Consultant is proposing a series of activities that should be designed and carried out in order for the Commission to maximise the expected results of the implementation of the Communication Strategy that has been described above. The most important elements that are identified are: a strong internal communication among the CCYI members, good and solid relations with the media operating in the country, the establishment and maintenance of good partnerships with important stakeholders, the organisation of various events which are relevant to the young people and can be looked as opportunities to make a difference and promote further the work of the Commission, and, finally, the design of an information/communication strategy and implementation of a campaign.

#### **4.3.1. Internal communication**

Ensuring that the CCYI speaks with one voice and acts jointly is of utmost importance during the implementation of this Strategy. To meet that end an increase in the internal information flow and regular meetings is recommended. Another important aspect for both internal and external

communication to be effective is the provision of a training seminar, aimed at enhancing the communication skills of the people directly involved in the strategy implementation, as well as ways and resources to improve the external (public) image of the Commission.

#### **4.3.2. Media relations**

In order to build up and successfully use the communication channels available with representatives of local, regional, national and international media (TV, radio, print, internet) it is necessary to take advantage of all the available media of the country. From its position, the CCYI can work on the establishment of networks and connections that will give access to communicating and disseminating the messages necessary. The media available and the steps to be taken are presented below:

- **TV stations**

Television is by far the most relevant source of information; according to results of public opinion research in total 66.2% of those interviewed get their information from television. Therefore the Communication Strategy dictates that the emphasis of the public information activities are placed on information placement through Public Broadcasting Services and other national/local television stations, in particular using the most popular programmes for young people or preferred by them. Although local television reach is limited, it has a considerable impact on opinion shaping; therefore involving local TV together with the local communities is useful for achieving the objective set and in particular when trying to reach less educated and rural population.

- **Radio stations**

Local and national radio stations have an exceptionally high influence on the information provided to the population in urban centres as well as in rural regions, where the population is generally scattered. The CCYI can easily identify radio stations with programmes targeted to young people and set up partnerships. For example, the Commission can start cooperating with the Student eFM Radio or the most popular radio station for broadcasting daily news about youth related information, "Youth Minute", and through them disseminate information on activities undertaken, various initiatives realised, new actions under way, etc. At the same time, the same material can be uploaded on all platforms and disseminated through all communication channels. N.B: in order to realise this segment, it is necessary to establish a network of youth organisations under the auspices of the Commission, which will be in charge of the selection and distribution of news through its Press and Public Information Office.

- **Print media**

Although print media is not as wide spread nowadays for a certain percentage of the public, it remains a vital factor in publicising knowledge and announcing issues. In getting the message across, it is important to rely on both daily and weekly newspapers and magazines. Additionally, a list of specialised youth and student papers can be identified and reached, to contribute to the same objective, depending on the news to be disseminated.

- **Internet, social network media**

The Internet is now becoming the strongest tool to disseminate any kind of information, especially when targeting young people. According to recent reports, the use of the internet has dramatically increased over the past years. In 2011 "more than half of the individuals (56%) in the EU used the internet every day or almost every day. Two out of three individuals used the internet at least once a

week (68%)<sup>4</sup>. The latest research of Internet subscribers has shown a major increase of **Internet** users in BiH. In particular, in 2011 internet penetration reached 42.3% of the total population of the country, with 1,159,960 Facebook users on December 31<sup>st</sup>, which equals a 25.1% penetration rate<sup>5</sup>.

The initial communication tool should be the existing CCYI website. Despite the fact that it needs some necessary improvements aiming at giving a fresher and more dynamic image and so reflecting the youth dimension, there is high potential. Furthermore, the website could allow an option for interactive communication, blogs, comments, chat forum and similar. On its positive characteristics is that it contains work reports, as well as adopted material, which of course need to be further enriched and regularly updated. Part of the improvements to be made on the website, are the following:

- Directing towards other platforms;
- Mailing lists;
- Platform for guest-commentators;
- Blogs;
- Regular updates on all activities on youth issues;
- Diaspora corner, call for registration and participation of youth from all over the world;
- Promotion of youth initiatives;
- Video messages of support;
- Arrange with the embassies and relevant international institutions that all calls for summer schools, scholarships, continuous education and similar opportunities are published on the CCYI website. This will not only help the website to further attract and keep the attention of its target group, but help further CCYI image as a truly relevant factor for representing the interests of youth in BiH.

Apart from the dedicated website, the CCYI can proceed with taking advantage of the following internet tools, which are very widespread and are proven to have an impact on the audience.

Facebook profile:

- All material prepared so far, including documents adapted for FB platform, statements of the famous persons expressing their support, PR announcements, regular updates on all the activities; (Endorsement/Like of page by youth heroes)
- Promotion of visual identity;
- Photographs, advertisements, cooperation with other Youth Commissions in the region and executive bodies for youth issues;
- Event invitations for the cities throughout BiH;
- Presence in FB community and dialogue;
- Feedback platform.

Youth Commission - YouTube:

- Selection of advertisements and appearances of members of the Commission and spokespersons who publicly support the work of the Commission
- Overview of all advertisements pertaining the initiatives and projects referring to youth in BiH with obtained necessary permissions;
- Promotional advertisements;

<sup>4</sup> Eurostat, Internet use in households and by individuals in 2011 ([http://epp.eurostat.ec.europa.eu/cache/ITY\\_OFFPUB/KS-SF-11-066/EN/KS-SF-11-066-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-SF-11-066/EN/KS-SF-11-066-EN.PDF)).

<sup>5</sup> <http://www.internetworldstats.com/europa2.htm>

- Additional content, i.e. media reports of CCYI activities, videos from participation at international/ national/ important events, etc.

#### Twitter:

Important information and news can be twitted and monitored at all times by the people that follow the CCYI on Twitter. It should be mentioned that the majority of the EU institutions use a twitter account to inform people about the most important issues/ events/ notices. For example, the European Training Foundation, apart from informing the public about its achievements, it also uses the Twitter account to announce tenders and/ or expressions of interest open for submission.

#### LinkedIn

The professional network LinkedIn is extensively used by professionals to come together, interact and form strong collaborations and partnerships. In that context, a LinkedIn account for the CCYI can act as a means to bring the different stakeholders together (young people, NGOs, the different communities mentioned above, businesses, etc) and start establishing and increasing networks of communication and cooperation.

### **4.3.3. Partnerships**

Communication partners include a wide spectrum of organisations and individuals who have an impact on the formation of public opinion and who act as information disseminators and message multipliers. Establishing partnerships with the opinion shapers and message multipliers may be a valuable asset in reaching out and mobilising different constituencies, especially at important milestones in the country. They traditionally serve as a very useful pool of experts/panellists in various PR events/ TV shows/ discussions. The CCYI, in order to promote its commitment, mandate and activities undertaken can form partnerships with representatives from the following sectors:

- **Media (Editors and Journalists):** Journalists and editors are playing an important role in shaping public opinion and act as the principal mediators in the flow of information. The establishment of a constructive relationship with editors and journalists is therefore crucial to the success of the Communication Strategy and the proper presentation of the CCYI related issues. The target to be reached through this partnership is twofold:
  - To establish contacts and co-operation with editors and journalists at the national and regional level;
  - To familiarise editors and journalists with the CCYI work and its relevance for the country's future;

Through joint efforts with editors and journalists, a thematic-specific approach will be encouraged so that the target groups receive complete information about the main field of action for CCYI.

- **Non-governmental organisations:** the establishment of cooperation with non-governmental organisations is of utmost importance because of their perceived role in articulating the interests of the main target groups of this Strategy and the fact that the major youth NGOs have already built certain reputation with the target groups and the general public, as well as excellent network of contacts. The targets through this partnership are:
  - To familiarise NGO activists with details pertaining to the CCYI annual work plan and the fields of activities;
  - To initiate and maintain the dialogue on most important areas of concern for the youth;
  - To involve NGO experts in communication activities

- **Business communities:** the business sector is an important partner in any communication attempt. By establishing partnerships with the business community, the main messages will be communicated to people in the related field and through them to their employees, associations and trade unions. Objectives:
  - To establish and maintain contacts with business communities
  - To solicit their support and involve key business people in communicating the importance of education, life-long learning, opportunities for employment and business start-up, etc.
- **Academic community:** the Consultant regards the academic community as one of the most relevant partners on most if not all fields of action. As educators, they exert considerable influence on the formation of student views. The objectives to be pursued through this partnership are:
  - To establish and maintain contacts with the academic community;
  - To ensure that students are properly informed about the main fields of action as well as about CCYI as a whole and encourage the students to participate in process;
  - To involve members of the academic community in communications activities.
- **Religious communities:** considering the fact that the religious communities play a very important role in BiH, they have a special role in spreading and multiplying information on all levels. In the case of this group, focus should be placed on religious education institutions, young religious leaders and young flock. Through these partnerships, the CCYI should strive:
  - To establish and maintain contacts with religious communities;
  - To solicit support from the religious communities in particular their teaching staff, young leaders and young followers.
- **Local communities/authorities:** Local communities and local leaders are an important target group because of their important role in the creation and actual implementation of youth policies. It is, therefore, important to keep them informed so that they can actively work on the creation, promotion and implementation of youth policies at local level. Objectives:
  - To ensure that local communities and their leaders understand importance of youth policy
  - To ensure that local communities and their leaders take action towards implementing the youth policies

#### 4.3.4. Special Events

The organisation of special events around significant dates for youth is always a smart, easy and often cost-effective way of getting the message out. Following are some ideas:

- 12 August – International Youth Day: The CCYI can either initiate or join discussions and panels organised by local youth organisations to present what the CCYI is doing in addressing concerns.
- 5 December – International Volunteer Day, which the CCYI would use to publicly promote volunteerism as an advantage for employment (together with other organisations);
- Every year there is at least one regional Balkans Youth Conference in which CCYI can take participate or even host.
- Select youth spokespersons in BiH based on determined criteria. In accordance with the CoM, officially appoint youth ambassadors in the areas of culture, sport, innovations and art, who will be tasked to raise public awareness on the necessity of solving youth issues.

- Coordinate promotional events with the CCYI annual plan. Promotion of the CCYI annual plan can be implemented through reflection on the eight fields of action from the EU Youth Strategy 2010-2018, i.e. prepare a monthly based plan by which each month or two months of the year (with exception of summer and winter break) can be dedicated to communicating one of the eight subjects, using communication tools listed above.

#### **4.3.5. Implementation of a public information campaign**

The Consultant considers necessary the design and implementation of an annual public information campaign, which would be built around branding and image building of the CCYI. The strategic guidelines for the public information campaign are:

- Promotion of the brand and the values of the Commission, with an emphasis on the achieved results and the future plan of openness towards youth;
- Promotion and introduction of the CCYI members;
- Promotion of the single form of organisation of Commission, as well as common professional approach;
- Promotion of additional values which the Commission brings to the entire country;
- Promotion of the definition of youth and definition of youth needs.

## Annex 1 Communication with media

The most visible public relations component for any institution definitely is its communication with the media. The CCYI communications with the media results in increased visibility and change in the general public perception of the institution. There are few subcomponents of media communications: press conferences, briefing journalists, one-on-one interviews with the media, etc.

### 1) Media communication principles

In media relations one has to follow the rules:

- **Independence and unbiased relations;**
- **Quick reply and honouring of the procedure;**
- **Availability, publicity and transparency;**
- **Continuity and possibility of forecast;**
- **Being correct and precise in the messages delivered in simple language;**
- **Ethics, equality and unbiased treatment of media representatives;**
- **respecting the professionalism of the media representatives.**

Communication with media might be stressful experience and we hope that we have managed to emphasise in the following text how important is the preparation in the communication. The basics of press release writing, when and how to write and what not to do when it comes to press release writing are described. Events and interviews are useful tools for organised communication with media and we have included some tips and tricks which should help you in organisation and conduct of any event or interview.

### 2) Press Releases

The press releases are the tool which helps us in communicating official information in short time period. This communication channel can and should be used for efficient information sharing about activities of the CCYI.

Press Releases can be prepared in various occasions:

#### a. General News Release

A general press release is the most common type of press release and the type of press release that come to the most people's mind. This type of press release simply included news that must be disseminated to the media people. The goal of this type of press release is to generate interest, coverage and exposure for the CCYI that distributed the press release. For instance, if CCYI holds a contest, bags an award or has some news about the CCYI, person, organization or its site, you would create and distribute a general news release.

#### b. Launch Press Release

A launch press release is similar to a general news release in terms of format, but its intent is much more specific. A launch press releases is more urgent or timely, and its main purpose is to create a buzz regarding a launch -- whether it's about launching a CCYI, campaign, website or some sort of initiative.

### **c. Product Press Release**

A product press release oftentimes comes in a format that is different from a general news release. This is because a product press release typically includes product specifications. A product press release can be used in conjunction with a launch release if the focus of the latter is, obviously, launching a product. A product press release is the type of press release you would create and distribute if you are launching a new product, if for instance CCYI wins an award, reaches a milestone, have to be recalled, or if a new or upgraded version is released. A product press release is more effective when it includes a photo or several photos of the product.

### **d. Executive or Staff Announcement News Release**

An executive or staff announcement news release is what you send out if there are staff changes in the CCYI, particularly if these changes involve high management levels. This type of press release is different from a general news release in the sense that it can contain biographical information to support the information. An executive or staff announcement press release also often includes photo or photos of new staff or executives.

### **e. Expert Positioning Press Release**

An expert positioning press release is less urgent compared to a general news release. This type of press release can focus on CCYI's report and include statistics or results. It can also include news from another organization and other supporting information. You would create and distribute an expert positioning press release if you want to show an individual's expertise in a subject area with the goal of building him or her up as the person media people would go to in the future.

### **f. Event Press Release**

An event press release has a different format than a general news release primarily because it needs to clearly lay out to members of the media the 5Ws -- who, what, when, where and why. An event press release typically looks like a list or outline instead of having paragraphs. An event press release is different from a media advisory in such a way that you would distribute an event press release with the hope that the media will make your event known to the public. A media advisory, on the other hand, is aimed towards getting the media people to attend an event.

#### **2.1. Basic principles of the press release**

- To make it relevant – connected to the topic which is important to the public
- The information needs to reply to the answers on: Who? What? When? How? and Why?, so the text is clear, useful and understandable;
- The text should not be pretentious;
- It should be written in understandable simple language.

#### **2.2. Components of a Press Release**

Although there are many appropriate forms for press releases, there are basic parts of all press releases that should appear the same. The following is detailed information about what sections should appear in your press releases:

##### **1. Headline/Title**

This section is pretty self-explanatory. Be sure to make your headline attention-grabbing, yet honest and descriptive to your content.

## 2. **Dateline**

This is the part where you put the date and location from which your release was distributed. This is often the lead-in to the main body of the press release when it is published.

## 3. **Main Body**

This is the part of the press release where you actually give the news. Go with a direct approach, answering right away all of the possible questions a reader may have such as how, what, who, why, when, and where. Follow that up with the supporting evidence, witness accounts, and quotes.

## 4. **Boilerplate**

This is a paragraph where you give information about the topic of the press release. You can include background information about the main company, individual, or group written about in the press release.

## 5. **“Sales Pitch”**

This is a one-sentence attempt to close the sale or call the reader to the desired action and a sentence with brief media contact information for you or your media relations person.

## 6. **Contact Information**

This is where you give the full contact information for you or your media relations person.

## 7. **Closing**

This is just where you put ### or write “end” at the centre of the page to tell the news editor that this is the end of the press release.

### **2.3. 5 Ways NOT to Get Your Press Release Read**

It only takes a few minutes to find plenty of information on writing press releases. You'll find numerous articles giving tips and advice on press release writing.

This article, however, gives you 5 sure-fire ways you can get your press release ignored. All you need to do is remember these 5 things, avoid committing them when you're writing your press release, and you'll be sure that your press release will get the attention it deserves!

#### **1. Leave out Media Contact Information**

Journalists need to know where and how they can contact you if they deem that your press release has a news angle. If you leave out media contact information in your press release, you can be sure that your phone won't ring or your inbox won't be flooded with requests for interviews. Regardless of how newsworthy your press release is, no reporter is going to be trying to write about you or your company if they have no way of getting in touch with you.

#### **2. Forget About Making Your News Angle Clear in the Press Release Headline**

Make it hard for journalists and the other media people to find a newsworthy angle in your press release. Also go for cutesy title instead catchy. When a reporter reads your press release, you should leave them wondering what its news value is.

### **3. Don't Proofread Your Press Release**

One sure-fire way your press release is going to be ignored by the media is to distribute one that hasn't been edited or proofread. Press releases that are simply full of typographical and grammatical errors are sure to be ignored and discarded.

### **4. Craft the Press Release so that it sounds Like an Advertising Piece**

Use hype in your press release. Use words like "best", "awesome", "great" and "wonderful" in your press release. This is a sure-fire way to turn off reporters in a heartbeat. Make sure that your press release sounds like an advertisement.

### **5. Write a Long Press Release**

Hundreds of press releases come out every day so if you want journalists to ignore yours, write a really long and very blocky press release. Make it hard for journalists to capture the essence of your press release in a glance. You can achieve this by crafting really long headlines and huge blocks of texts.

#### **2.4. How and where to publish the press release**

- having it published on CCYI web site;
- on social media of partner organisations
- distributing it by email to the distribution list
- fax

### **3. Event**

In media relations area the standard event that we invite press for are the press conferences. Please note that if you are inviting other guests to sit in your press conference they should not be taking space that is prepared for press. The press conferences are the communication channel that will provide direct contact between you and press. The press conferences can be organized in following cases (few samples):

1. Report presentation
2. Launch of campaign or initiative
3. Important dates
4. Changes in staff (new members of CCYI )

Do not organise press conference just for sake of press conference, if you feel that the press release will not be sufficient to carry the message, and then prepare the press conference. However, you have to be prepared to receive questions from press that will not be related to the topic of the press conference. Therefore it is important to prepare well and to have questions and answers moderated and prepared in advance.

When preparing the press conference you have to know why you are organizing it – the goal needs to be set.

## ADVANCE PREPARATIONS:

- Set date(s) for this meeting (avoid major conferences in your field, holidays, etc.)
- Determine who should be invited (only press or do you want to invite some other stakeholders)
- Estimate numbers expected
- Reserve press conference venue, but take into account that the space needs to be easy accessible.
- Determine date for formal invitations to go in the mail. (for invitees other than press)
- Prepare and circulate planning timetable (with deadlines) for all involved.
- Define the Agenda (scenario) of the press conference agendas from program leaders and coordinators
- Invite and confirm speakers.
- Determine, draft, prepare & copy all hand-out materials, including:
  - Press release
  - Summary of the report or the report
  - Promotional brochures
  - Any other relevant material
- Draft and mail media advisory
- Determine Audio Video needs; (do you want to tape the conference).
- Contact special events and grounds personnel, if an outside event.
- Prepare the sign in sheet for press
- Hold a preparation meeting or rehearsal just before event begins, for last-minute info and instructions

**Media Advisory** is very important as it serves as invitation for the press, and it has to be written in a way to get the journalists interested in your topic. It also needs to be send two to three days before the conference in order to allow for phone follow up to be done, and to make sure that press is aware of the event. The Media Advisory is very similar to the press release but the goal is to inform the press about upcoming event, so press can decide if they will report about the event or not. The Media Advisory needs to contain the information about “who, what, when, why, and where”, and should not be longer than one page.

Just before the conference starts, one staff member needs to be designated to welcome press and to have them sign in the sign in sheet. In this way you will be creating your own list of the media representatives following your portfolio.

Also you have to decide in advance when you will distribute the material to press, before or right after the press conference. To avoid paper shuffling and to have press concentrated on the presenters, maybe it is better to have the materials distributed right after the conference.

**Moderator** – this person is important to keep the flow of the press conference. Moderator can be one of the speakers. This person will greet and start the Conference; also this person should be moderating the Q&A session of the conference.

Once the official part of the press conference is over including the Q&A session, the journalists might approach the speakers to ask for additional statements or question. These requests should be accepted. With this you are basically given the opportunity to repeat you message.

However please note that your statements should not be longer than 15 to 20 seconds, to avoid editor cuts.

After the press conference the press release needs to be distributed via the distribution lists and posted on the web site.

One of the staff members should be designated for press clipping. This means that the person would need to search the news portals for the press reports on the conference, watch the news broadcasts that evening/afternoon and to check the print media on the day after.

The articles should be archived/ scanned, reports from the website should be downloaded, and for the TV and radio broadcasts at least the report and length of broadcast should be recorded.

#### **4. Interview**

The interview one on one with journalists opens the door for open and frank conversation about the issues that are of interest for public. By participating in TV and radio shows, one can always contribute to clarification of issues and better presentation of the CCYI.

CCYI should have regular communication with journalists, however due to the complexity of the structures within which the CCYI exists it is always necessary to be well prepared and flexible. The interview requests need to be considered with due diligence. The preparation means: to ask for questions in advance, or to confirm the topic of the interview, to look into the background of the media and the journalist who will be doing the interview, what were the previous relations, and if the journalist has reported earlier about the CCYI.

Before the interview you need to know what is your goal, what do you want to achieve. Although you might be nervous, the good preparation will help you to be more confident. Try to prepare few ways of how you will present your statement and how you will emphasise the key points. You can use interesting illustrations or examples. In communication with media you need to be confident. Do take care not to get mad or frustrated in communication with media. The golden rule is "to tell the truth". It is better to say "I don't know at this point" then to say the smallest lie.

Before you accept the interview, you have to know your goal and target audience. To focus better write down the title of the article you would like to see in press after your interview. Also you have to decide if the interview will assist you in reaching you goals.

During the preparation for radio and/or TV show one has to take into account the following:

1. Who are other persons being interviewed
2. Will you be the only guest in studio
3. Will there be live phone call ins from the audience (specially for radio shows)
4. Is the show live or it will be edited and broadcasted at later stage

When accepting the interview you have to have a message you want to send to the audience. During the interview you have to:

- Always speak the truth
- Be honest and punctual. Your credibility depends on this
- If you don't know the answer to the question – admit it and offer to give the answer at some later stage
- In case of mistakes, do correct them immediately. Say that maybe the answer was not adequate and that you would like to clarify any possible misunderstandings.
- Avoid official and expert language. Use simple everyday language.
- Assume that everything you say is on the record
- Be open with the press to the extent it is possible
- When you notice a mistake in journalist reporting, do call the journalists, and explain that mistake has happened.
- Always return the phone call to the journalist.

#### **4.1. Assessing the interview request**

Please take into account the following:

- What is the topic of the interview?
- Is there some special reason for interview?
- What is the media who wants to make the interview?
- Who will conduct the interview?
- When and where the interview will take place?
- How much time is needed for the interview?
- What is the deadline?
- When will interview be published?
- What kind of story is in question? Story for the news? Feature story? Q&As?
- Is journalist planning to interview some other persons on the same topic?

It is useful to know

- If the media has a position on your story
- How knowledgeable is the journalist
- What is the target audience of the media in question?

Please note that the interview starts the moment journalist enters your office, and ends when the journalists leaves the office.

#### **4.2. In media relations do not:**

- Lie – Ever.
- say « No comments » – Ever.
- Improvise, speculate or guess. Good journalists always do background check. If you are wrong your credibility is ruined.
- After you have stated something on the record don't try to make it off the record
- Don't be unavailable
- Don't ask for publicity before you have the information that deserves the publicity. Do not publish the news and then draft the press release.

### 4.3. Background briefing for press

Background briefings are important for the transparency and are useful tool to inform the journalist on the work of CCYI. At the same time you are “educating” journalists who are reporting about your topic.

- The topic of the briefing generally is not announced in advance so there is no need to send media advisory.
- The briefing is usually held by one speaker on certain issue
- The main characteristics of the briefing is duration
- The newest information on certain issue are presented, or complex issues.
- The speaker can answer only on the questions she/he already has authorisation to reply, otherwise call journalists back
- CCYI determines the frequency of the briefings, but some pattern should be adopted (i.e. bi-monthly)

### 4.4. Statements

CCYI officials can be asked for brief statements by journalists during or after some event. In those cases please make sure you speak concise and deliver the message. Your statement needs to be stated within 15 to 20 seconds in order to avoid any editing by the journalist.

### 4.5. Dress to Impress

Our body speaks volumes especially during the interviews. Below are some tips and tricks for the TV Interview.

- Look at the journalist directly or depending on the situation do look at the camera. Do not hesitate to check with the cameramen where should you look.
- Dress solid colors but not white and not black. Middle colors are the best –navy blue or dark grey.
- Avoid patterns, stripes, glitter and similar colorful designs.
- Try to down play the accessories, be careful with earrings, and avoid bracelets as they tend to make noise.
- In case you wear shirt and ties – the tie should be darker then the shirt.
- Don't be afraid to move your hands it is perfectly natural. But be careful with your facial expressions, smile is ok, but frowning is not.
- If you want to say something do not hesitate, take the word.
- Pay attention to your body position and posture. Leaning forward and facing the journalist unconsciously communicates receptiveness and interest. Turning away or staring off into space says you're not really there.

## **SAMPLE PRESS RELEASE**

### **PRESS RELEASE**

#### **NAME OF THE PRESS RELEASE**

**Date, Place** – Opening sentence... who, what, why....

**Second paragraph** – possible quote

**Third paragraph** – extended information

**Closing paragraph** – background information/finalizing press release with additional information if any

**Media Contacts** - For more information please contact...

## **SAMPLE MEDIA ADVISORY**

### **MEDIA ADVISORY**

**Date, Place** – Opening sentence... who, what, why....

**Second paragraph** – WHERE and WHEN

**Closing paragraph** – background information/

**Media Contacts** – For more information please contact...

## Annex 2 Internal Communication

Internal communications can take many forms via internet, emails, newsletters and meetings. But when it comes to important issues, it should always be two-way, preferably face-to-face. Regular meetings are good way of keeping everyone up to date with what's going on. Internal Communications in CCYI as in any organisation is of outmost importance. Due to the complex environment the CCYI operates internal communication should be handled with care and precision. In the text below we will mention some of the most important

### a. External Meetings and Conferences

Being important factor in youth issues in Bosnia and Herzegovina CCYI is often invited to various meetings to present their work. The attendance to the meetings and conferences is defined on case by case bases. However that needs to be included is the feedback from the meetings and conference to all members of the Commission. The feedback should be done in a written form (e-mail) and it should include:

- The name of the meeting or the conference
- When and where the meeting/conference was held
- If possible list of participants should be included
- The content of the meeting/conference
- If there was a presentation by the Commission representative that should be included as well
- Evaluation of the event, and if the attendance of the meeting/conference was useful

### b. Presentation of the CCYI

When invited for the external events to represent the Commission, all Commission representatives should be speaking with one voice, the message needs to be the same. This can be achieved by distributing presentation about the Commission to all members and urge them to use this particular presentation. However, the presentation needs to be updated in timely manner.

### c. Communication with the Ministry Spokesperson

Communication with the Ministry Spokesperson at this time functions well. However the Spokesperson should be aware of all external communications the Commission members have. This is important for the Ministry archive, and on the other hand the Spokesperson might and should suggest potential action. The Commission representatives should look into the possibility of developing proactive action plan with the Spokesperson, in order to use more opportunities to get their message to the citizens.

### d. Communication among members of the CCYI

The communication between the CCYI members needs to be open and continuous. The most convenient method of communication is the e-mail and it should be used. However, face-to-face meetings might mean a lot of difference so they should be organised on regular bases. Minutes of each meeting should be made, with clear information on decisions and assignments.