

Methodology to develop a communication strategy

Part of the 1st step of a strategy

- Communication is a strategy item
- To be considered **in the initial discussion** of the strategy
- *(≠ just convey the campaign message)*

Objective: To retain or regain control

- Do not let a theme, an issue or a narrative be imposed on you in the public debate.
 - Convey your own speech or
 - Develop a counter-speech against the dominating one
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- change “focal lens”
 - analyze the arguments involved

Collective foundations

Living together includes a “collective narrative” at the foundation of collective experience

Widely used by the authorities (political or economic)

- What are the "cultural" foundations of the area in which we act?
 - The collective narrative we face in our action :
 - which obstacles does it raises ?
 - which resources does it provides ?

A Newsworthy Approach

- Freedom of information is a fundamental right, the media have a vested interest in the protection of human rights
- Make media allies
 - But are under high pressure
 - Not attracted by technicalities because not reader friendly
- Find a point of convergence