

# Project in Support of Sustainable Media Sector Reform for Elections-related Conflict Prevention in Kyrgyzstan

## COMMUNICATION AND VISIBILITY PLAN

28 May 2020

---

### 0. Introduction

The Project's communication and visibility plan takes into account the country-specific context of the Kyrgyz information space and society, and it harnesses a mixture of contemporary digital tools and techniques with more traditional ones to maximise outreach and ensure coverage of all target groups. Its emphasis, however, both in terms of resources allocated and activities envisaged is on online and digital delivery to reflect the growth and penetration of the Internet and online content consumption across demographics and the social spectrum.

The Plan's aim is to exploit fully the potential of social media and online networking in achieving its objectives. It has been designed in close adherence to the EU requirements with a focus on human-interest messages targeting ordinary members of the public in the first place, and on using story-telling techniques. Its strategy also relies on cultivating established partnerships and relationships with local actors and includes informal and individual channels of communication for the best possible multiplier effect.

---

### 1. The Communication Objective

The objective of the Communication and Visibility Plan for this project reflects its aspiration to strengthen the capacity and responsibility of media actors so that they can operate as drivers of democracy capable of preventing potential conflicts during the 2020 parliamentary elections. To this end, the Communication and Visibility Plan will:

Inform the Kyrgyz population at large as well as other target groups specified by the Project how it works to improve the media environment and how this contributes to safeguarding conflict-free elections.

The overall objective subsumes raising the awareness of and informing target groups about the reasons and context for the Actions of the Project. It includes informing them how the EU supports their country in general and in the context of the project. The Plan also includes as part of its objective continuous information about the activities within the framework of the Project and their outcomes and impact.

The objective also encompasses providing more technical and specialised information to professional target groups and interested parties on the specifics of media professionalisation in the sector, and on progress in media legislation and policy reform. The Plan's objective is to inform and raise awareness of how these measures and changes impact on creating a more conducive environment for the conduct of elections in Kyrgyzstan in 2020, and for enhanced media freedom and freedom of expression beyond the electoral period.

## 2. Target groups

The primary target group in this project is the **general population in Kyrgyzstan** but given the technical and specialist nature of its purpose and outputs, equal importance is given to more specific and narrowly defined groups. Within Kyrgyzstan, they are:

- Government ministries and agencies relevant for the Project actions;
- Institutional media regulators;
- Central Electoral Commission (CEC) and its territorial branches (TECs);
- Members of Parliament (MPs), parliamentary officials, political parties and electoral candidates;
- Media outlets, editorial offices, editors, media managers, individual journalists, online activists and influencers such as bloggers and media content producers as well as media and digital entrepreneurs;
- Advocacy CSOs, democracy activists and human rights defenders;
- Media education providers such as university faculties of journalism and communication, media training providers including NGOs and international media development projects operating in Kyrgyzstan.

The Project's Communication and Visibility Plan also targets groups outside Kyrgyzstan. They are:

- Advocacy CSOs, democracy activists and human rights defenders both inside the EU and in EaP countries;
- EU journalism and communication tertiary education institutions such as universities and colleges of higher education;

REVISED COMMUNICATION AND VISIBILITY PLAN for the Project in Support of Sustainable Media Sector Reform for Elections-related Conflict Prevention in Kyrgyzstan

- Relevant EU institutions and agencies.

3. Specific communication objectives and key messages per target groups

Target group(s)	Specific communication objectives	Messages	Tools and Instruments
<b>ALL in Kyrgyzstan</b>  Citizens of Kyrgyzstan (media audiences)	To promote the knowledge of the EU support and involvement in the Project’s activities to improve the legal environment and media coverage ahead of, during and after the elections	EU branding and mentions of its involvement and support in all communication content related to events and activities delivered by the Project; appropriate EU branding and mentions in Project’s media outputs and policy documents and circulars	Project description one-pager attached to all press releases, e-mail, social media and Newsletter communication; one-pager print-outs in all hardcopy printed materials, including programmes, agendas and handouts
	To raise awareness of challenges affecting the media sector and needs for policy reform, and how changes can positively impact the conduct of the election	Emphasising the difference improved media and legal environment makes for the conduct of elections, and wider for democracy	Press releases and social media notifications, project newsletter, competitions announcements, awards ceremonies, informal interaction
	To showcase achievements of media actors who have benefited from the Project’s actions	EU branding and mentions in Project’s media outputs and content published and broadcast by participating media outlets, CSOs/NGOs and policy makers.	Insertions of EU branding and mentions in the Project’s outputs and documents
	To ensure that KG citizens associate increased professionalism of media actors and improved media reporting with the support made available by the EU	Judiciously showcase how independent media and transparent election process contributes to a vibrant democracy and the rule of law in EU member countries	Social media notifications of activities and Project outputs
	To ensure that Kyrgyz citizens are aware of different forms of EU support to the electoral process ahead of and during the 2020 parliamentary elections		Ambassadorship by Project staff at public events and during media appearances

REVISED COMMUNICATION AND VISIBILITY PLAN for the Project in Support of Sustainable Media Sector Reform for Elections-related Conflict Prevention in Kyrgyzstan

Ministries and statutory media regulators	<p>To boost the communication dimension of the Project’s activities aimed at gaining target group’s support for media sector, legislative framework, and media policy reforms</p> <p>To use communications as a way of co-opting members of the target group to act as ambassadors for the Project’s objectives</p>	<p>Proactive approach towards media and policy reform adds prestige and keeps active participants in the loop of trends and new technological change</p> <p>There are many benefits in terms of influence and popularity of active and supportive involvement in shaping media policy and informational environment in Kyrgyzstan</p>	<p>Personal and generic e-mail communications; press releases, social media, newsletters and circulars; individual telephone calls and personal interaction including face-to-face meetings</p> <p>Invitations to events and public appearances; collaboration with media outlets to involve officials in interviews and Project activities</p>
Central Electoral Commission (CEC) and its territorial branches (TECs)	<p>To communicate the need to interface more openly and effectively with the media as a way of ensuring better coverage of the election process for the citizenry as part of the effort to deliver transparent and safe elections</p> <p>To raise awareness of the target group about the benefits of an improved election environment through media policy reform and with more professional media</p>	<p>Benefits of proactive communication policy about electoral processes and friendly engagement with the media</p> <p>Importance of the target group’s role in the conduct of a successful and safe election</p> <p>Importance and benefits of involvement in shaping media policy for current and future elections</p>	<p>Personal and generic e-mail communications; newsletters and circulars; individual telephone calls and personal interaction, including face-to-face meetings</p> <p>Follow-up emails and phone calls to support participating media requests for information and interviews</p>
Parliamentary deputies and officials,	To communicate persuasively the benefits for all of creating a level playing field for candidates and political parties with more balanced and	Proactive approach towards media and policy reform adds prestige and	Personal and generic e-mail communications; press releases, social media, newsletters and

REVISED COMMUNICATION AND VISIBILITY PLAN for the Project in Support of Sustainable Media Sector Reform for Elections-related Conflict Prevention in Kyrgyzstan

<p>political parties, and electoral candidates</p>	<p>professional media coverage and improved legal environment enabled by the Project's activities</p> <p>To encourage closer engagement with media actors who have received the support and training from the Project as trustworthy and reliable messengers in the electoral process</p>	<p>keeps active participants in the loop of trends and new technological change</p> <p>There are many benefits in terms of influence and popularity of active and supportive involvement in shaping media policy and informational environment in Kyrgyzstan</p>	<p>circulars; individual telephone calls and personal interaction, including face-to-face meetings;</p> <p>Invitations to events and public appearances; collaboration with media outlets to involve officials in interviews and Project activities</p>
<p><b>Media Actors 1:</b> - public/commercial media outlets; - editors, media owners and managers; - digital content entrepreneurs.</p> <p><b>Media Actors 2:</b> - individual journalists; - bloggers and online activists/influencers; - content producers</p>	<p>To communicate the need for and benefits of training in election coverage and more widely of media professionalisation to ensure institutional and industry buy-in for Project's activities</p> <p>To raise awareness of the potential benefits of improved media environment for the economic sustainability of the media sector to enlist its active support for change</p> <p>To ensure the buy-in for training and content production activities offered by the Project and to attract suitable candidate to enrol and take part in them</p> <p>To publicise the impact and success of training and content production activities delivered to journalists and editors and to contribute to</p>	<p>Project's activities on offer will improve the economic and editorial position of the media outlets in the sector</p> <p>Election coverage and related training will give media outlets a competitive edge during the forthcoming election</p> <p>Content and reporting generated during Project's activities will result in high quality outputs to reach a wide audience</p> <p>The Project offers valuable training workshops and content production activities which will provide the target group with new skills and professional competences</p> <p>The planned activities will provide support in generating high quality</p>	<p>Personal and generic e-mail communications; press releases, social media, newsletters and circulars; individual telephone calls and personal interaction, including face-to-face meetings;</p> <p>Invitations to Project's events, personal visits at editorial offices; cooperation with Internews Kyrgyzstan, Soros Foundation and other influential players to publicise and market Project's activities</p> <p>Invitations to enrol via personal and generic e-mail communications; social media notifications; via editorial offices and individual telephone calls as well as personal interaction, including face-to-face meetings</p>

REVISED COMMUNICATION AND VISIBILITY PLAN for the Project in Support of Sustainable Media Sector Reform for Elections-related Conflict Prevention in Kyrgyzstan

	successful dissemination of their outputs to reach the widest audience possible	authored outputs in the election period	Open calls and competition tenders in press releases and via social media
Advocacy CSOs, democracy activists and human rights defenders	<p>To ensure buy-in and active participation of the target group in promoting the Project's activities and objectives</p> <p>To support their involvement in the Project's activities with boosting their communication capacity through feeding into their channels and social media networks</p>	<p>Project activities will make a difference for the media environment before the election and will improve the democratic context of the election with positive impact beyond the election period</p> <p>The target group will make a valuable contribution to the process of democratisation through improved media sector and better media policy</p>	<p>Personal and generic e-mail communications; press releases, social media, newsletters and circulars; individual telephone calls and personal interaction, including face-to-face meetings</p> <p>Invitations to Project's events, cooperation with Internews Kyrgyzstan, and other influential players to publicise and market Project's activities</p>
<p><b>Media education providers:</b></p> <ul style="list-style-type: none"> <li>- university journalism and communication faculties</li> <li>- NGOs/donor-funded projects providing media training</li> </ul>	<p>To make them aware of the Project's offer to cooperate on modernising journalism education and training in Kyrgyzstan</p> <p>To ensure their constructive attitude and buy-in for the Project's initiative of educational exchanges and partnerships with EU journalism education providers</p>	<p>Project activities actively promote and support modernisation and reform of journalism education and training in Kyrgyzstan</p> <p>Engaging in Project activities to set up exchanges and partnerships with EU or other foreign educational institutions will lead to enhanced educational offer and opportunities abroad for staff and students</p>	<p>Personal and generic e-mail communications; social media, newsletters; individual telephone calls and personal interaction, including face-to-face meetings</p> <p>Networking at academic conferences and seminars, invitations to Project's events, personal visits at universities and NGO/project offices</p>

REVISED COMMUNICATION AND VISIBILITY PLAN for the Project in Support of Sustainable Media Sector Reform for Elections-related Conflict Prevention in Kyrgyzstan

Within the European Union:

Target group	Specific communication objectives	Messages	Tools and Instruments
Advocacy CSOs, democracy activists and human rights defenders	<p>To raise awareness of the challenges facing the Kyrgyz media sector and legal framework in the context of forthcoming elections and inform of the opportunities arising for cooperation and future involvement in Kyrgyzstan through EU support</p> <p>To inform the target group of the Project's activities and achievements and potentially engage them in further dissemination</p>	<p>The Project is working to improve the media sector and legislative environment in Kyrgyzstan to provide a more conducive context for the conduct of elections and democracy</p> <p>With the EU support and funding, the Project is successfully addressing urgent democratic and human rights deficits in Kyrgyzstan in line with global agendas and priorities</p>	<p>Newsletters and mails shots, social media, press releases, personal and generic e-mail communications; individual telephone calls and personal interaction, networking and presentations at sector public events such as conferences and seminars; feeding information and contributing to industry reports and publications; dissemination of Project's assessments, analyses and research</p>
<p><b>EU media education providers:</b></p> <ul style="list-style-type: none"> <li>- journalism and media faculties</li> <li>- tertiary media education providers</li> <li>- international agencies engaged in media training</li> </ul>	<p>The communicate opportunities of international partnerships and exchanges leading to increased overseas recruitment for EU HE institutions as a result of involvement with the Project and its journalism education efforts</p> <p>To generate interest in providing EU guest lecturers and online teaching provisions for Kyrgyzstani universities leading to lasting partnerships</p>	<p>Project activities provide opportunities to set up international partnerships and exchanges which can lead to increased overseas student intake for EU HE institution</p> <p>Project will offer an avenue for international travel and experience for EU HE lecturers leading to long-term partnerships and exchanges</p>	<p>Personal and generic e-mail communications, networking and presentations at academic events such as conferences and seminars; dissemination via Kyrgyzstani academic institutions and individual academics, social media networks</p>
<b>Relevant EU institutions</b>	<p>To communicate best practices and success stories generated by the Project, to inform about reaching landmarks and achieving specific targets;</p>	<p><i>[substantive factual messages reflecting Project activities and achievements]</i></p> <p>Showcasing Project's activities, achievements and outputs</p>	<p>Project-internal communication channels, e-mail, press releases, newsletters, social media,</p>

REVISED COMMUNICATION AND VISIBILITY PLAN for the Project in Support of Sustainable Media Sector Reform for Elections-related Conflict Prevention in Kyrgyzstan

	<p>To alert about any obstacles, bottlenecks or crises facing the Project</p> <p>To supply information about new opportunities for future engagement and interventions</p> <p>To supply information to <a href="#">EU Delegation</a>, DG DEVCO, EEAS and country desks to contribute to better understanding of political dynamics in Kyrgyzstan</p>		<p>networking, project briefings and tele-conferencing, distribution and dissemination of research, assessments, analyses and reports</p>
--	--	--	---

#### 4. Communication Activities

The list of the planned communication activities is not exhaustive and will be amended and enriched depending on Project needs as they arise. The following activities constitute the mainstay of the Communication and Visibility Plan:

- elaboration of a one-page Project Information Summary to be appended to most electronic and hardcopy communication
- elaboration of Communication and Visibility Plan Guidebook/Manual on how to construct smart messages for digital communication and social media; how to write and construct impactful press releases and how to distribute and disseminate information to specific target groups for defined purposes
- design and formulation of Consortium-internal communication and visibility procedures to be followed by all partners in the Project
- design and launch of Project website and associated social media accounts; elaboration of protocols for website updates frequency and ownership/editorship of the website
- compilation of contact lists and details for each target group to set up distribution lists for the planned Newsletter, weekly Facebook, Instagram and Twitter posts and ad hoc social media and mail shot messages
- weekly communication briefings to feed into Project Team meetings or at a frequency to be decided by Project Manager
- ad hoc communication and visibility interventions accompanying project activities and events
- communication support for specific Project actions such as announcing competitions, calls for training courses and workshops enrolment, and other events



## REVISED COMMUNICATION AND VISIBILITY PLAN for the Project in Support of Sustainable Media Sector Reform for Elections-related Conflict Prevention in Kyrgyzstan

- public appearances, addresses and presentations at seminars, conferences and other public events related to the Project or its activities
- communication training to project staff and partnering agencies/organisations according to needs
- personal and informal dissemination and networking exploiting private and social media channels

### 5. Communication tools, instruments and channels

The Project will employ a wide range of available ways of achieving its communication objectives and reaching designated target groups.

- Project website with dynamic, news-driven content regularly updated and professionally edited, also serving as a repository of background information, project records and documents, including visual records and documentation of events (with managed or restricted access), and input materials for writing press releases and social media posts;
- Social media accounts on main platforms such as Facebook, Instagram and Twitter, as well as local ones (to be decided);
- fact sheets, policy briefs, photos, memes, social media posts, and other online information and advocacy materials;
- press releases and published announcements
- hard copy self-standing publicity and marketing materials (flyers, brochures, leaflets, information packs) – either self-standing or accompanying training print outs and handouts or printed event programmes
- Project newsletter (frequency to be decided); and distribution list mailshots
- Project and EU banners to be used at Project events and activities

As an extra enhancement and in line with the original Project Proposal, the instruments and channels above will be complemented with a contracted service provider who will produce professional multimedia materials documenting Project's flagship activities for communication purposes and as training materials to be used for Project activities. In addition, a journalist reporter and a video maker will travel to the beneficiaries of the sub-granting scheme, documenting their work and impact with pictures and videos. All of the multimedia-materials so generated will be used to promote the Project on its website and social media.

### 6. Evaluation and verification methods and mechanisms

The following quantitative indicators will be used to assess the effectiveness of the communication and visibility of the project:

- Number of visitors on the project's website;

## REVISED COMMUNICATION AND VISIBILITY PLAN for the Project in Support of Sustainable Media Sector Reform for Elections-related Conflict Prevention in Kyrgyzstan

- Number of total likes and followers on the project's social media;
- Number of reposts and shares on social media;
- Number of news items and substantive content items published on the project's website and social media channels;
- Number of audio-visual products created by the project;
- Number of press releases produced by the project;
- Number of news items about the project activities published or broadcast in the mainstream media;
- Number of "likes" and "reposts" of stakeholders with public office (e.g. line ministries, members of parliament) on social media;
- Number of comments and other types of feedback received via all utilized communication channels, including queries by e-mail and telephone.

In order to assess and evaluate the impact and effectiveness of the Plan on the qualitative level, the Communication Officer with the support of other Project Team members will conduct the analysis of feedback received both via communication channels and for participants in project events and activities. The results of this analytical work will be written up and distributed on a regular (monthly) basis with trends identified and potential issues highlighted in the reports. Accordingly, the tools and instruments used in the Plan will be reassessed and adjusted for optimum impact and efficacy.

### 7. Allocated human resources

A dedicated, full-time Communication Officer will implement and manage the Communication and Visibility Plan overseen by the Project Manager contracted by EPD and based in Bishkek, while the Quality Control and Technical Advisor also contracted by EPD and based outside Kyrgyzstan will coordinate the overall functioning of the various components of the Project and ensure the cohesiveness of the Plan with the objectives of the Action. It goes without saying that all consortium partners and their respective communication teams will support the successful implementation of the Plan and work in unison with the Communication Officer.