Question I

“How does a communications strategy contribute to anticorruption efforts?”
Why you need a strategy

• Raises awareness of corruption
• Informs citizens of their rights and the law
• Empowers the public and stimulates action (generates demand for good governance)
• Reinforces the AC coalition and increases support
Prerequisites for an effective communications strategy

Credibility...

- Political will is evident
- Allegations are investigated
- Justice is served to wrongdoers
- Whistleblowers are protected
- The AC campaign features persons of integrity and commitment
Eight steps in building your communications strategy

1. Analyze the situation
2. Establish objectives
3. Identify target audiences
4. Formulate messages
Eight steps ... (continued)

5. Choose methods, channels
6. Determine available resources
7. Create a plan of action
8. Monitor and evaluate
Starting out

- Begin by listening
- Involve a senior communications specialist
- Develop the strategy as a group
- Manage public expectations
- Ensure that what is communicated is true
- Highlight success, human interest stories
- Think sustainability, not a one-off campaign
1. Analyze the Situation

- What is the context for fighting corruption?

- How is corruption perceived by different societal actors, including the media?

- What are state and non-state actors doing to address the problem?

- Conduct basic research
2. Establish Objectives

- The communication strategy supports the anticorruption campaign
- What do you want to accomplish?
- What will be different because of the communications strategy?
- How will communications change attitudes and behavior?
- Set a small number of measureable objectives
3. Identify Target Audience

Question II

"Who are you trying to reach with your communications?"
Identify Target Audience (continued)

• Whom do you need to reach to achieve your objectives?

• *Prioritize* – who are the primary and secondary audiences?

• Which audiences will have the greatest impact on your ultimate goal.

• Study your audiences to learn their preferences, tendencies, and interests.
4. Formulate Messages

• Message is the base upon which your communications are built
• What will you say to convince your audiences to think, to act, to change?
• Develop a handful of messages
• Test messages before adopting
"What vehicles will you use to reach your target audiences?"
Choose Methods and Channels (continued)

- What vehicles are most effective?
- Conversations, small groups
- Speeches, workshops, symposia, town halls
- Traditional media (TV, radio, press)
- Specialty and trade publications
- Official website, Web 2.0 (to capitalize on interconnectivity and interactivity of web-delivered content)
Working with the Media

Question IV

“What challenges do you confront in working with the media?”
Getting more from the Media

• Recognize journalists’ biases, constraints and incentives
• Appeal to collective interest
• Train the media on the corruption issue, encourage investigative journalism
• Make the media part of your coalition (tracking public expenditure)
• Invest in relationships
• Draw on expertise in media relations
6. Determine Available Resources

- What is your budget and to what period does it apply?
- What human resources are at your disposal?
- Can coalition partners provide complementary resources?
- Are there opportunities to generate additional financing?
7. Create a plan of action

- Operationalize the various components of the strategy
- Establish a detailed timetable
- Assign specific responsibilities
- Incorporate a course of action in the case of unexpected events and crises
- Build in flexibility
8. Monitor and Evaluate

- M&E helps you understand if intended outcomes were achieved, and how resources have been used.
- Set benchmarks, establish indicators at the outset.
- Perform a communications audit to assess the strategy’s effectiveness.
- Make adjustments as necessary.
What to Remember

- A good strategy gives the public reasonable HOPE that change can come
- The strategy generates interest and support, strengthens the anticorruption coalition
- Tailor the messages - and choose the tools/methods - with your target audiences in mind
- As fighting corruption is a long-term effort, you must reach the youth to be successful
- The strategy should be dynamic, versatile