POLITICAL COMMUNICATION STRATEGIES

- Guidelines
- Target Groups
- Instruments
- Crisis Management
- Financing Management
- Assessment

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POLITICAL COMMUNICATION STRATEGIES

Guidelines

• Political language > language of the people

• Political messages – limited resources

• Changing process: technical, economic, social, political, individual, mobility

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POLITICAL COMMUNICATION STRATEGIES
Guidelines

• Requirements of communication
  – transparent objectives
  – who, what (and how), why
  – topics – social environment
  – enough money

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POLITICAL COMMUNICATION STRATEGIES

Guidelines

• Instruments: Which and When?
  – main topics
  – target groups
  – plan - flexibility
  – agenda setting - reaction
  – resources: financial - personal

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POLITICAL COMMUNICATION STRATEGIES

Guidelines

• Credibility
  – corporate identity/corporate design
  – feed-back system: stakeholders – press/PR-unit
  – choice of topics
  – thematic early warning system

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POLITICAL COMMUNICATION STRATEGIES
Target Groups

- **Media**
  - TV, radio, newspapers (local, nation-wide), specialist journals, internet

- **Opinion leaders**
  - Politicians/civil service, academia: research and education business leaders, economic associations, trade unions, clergy,

- **Population**
  - men - women; old - young; better off – poor; literate - illiterate

- **Internal communication**

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POLITICAL COMMUNICATION STRATEGIES

Instruments

- Media work
- Public relations (PR)
- Internal communication

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Media work

- Personal contacts
  - Exact list: address, phone, fax, e-mail, website
  - Creating and maintaining relations
  - Long and complex process

- Needs of journalists

- Regular review

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Media work

- Press releases
  - most important institutionalized information
  - exactly formulated and concentrated form
  - target group
  - press agency

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Media work

• Press conferences
  – more or less regularly
  – special importance: ad hoc-meetings
  – careful preparation
  – prepared papers (speeches) in advance

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Media work

- Press seminars
  - contents: complex and difficult topics
  - participants: dependent on importance
  - duration: up to two days
  - costs: organizer

- continuous press contacts

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Media work

• Prepared articles
  – regional information agencies/newspapers
  – free of charge

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Media work

• Internet
  – exclusive access for journalists
  – tailored information (before published)
  – dates and facts
  – well-organized homepage

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Public relations (PR)

• Direct way to citizen
• Clear political objectives
• Targeting
• Individualized information
• Different and variable circumstances
• Costs

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Public relations (PR)

- Internet
  - Advantage:
    - quick and comprehensive access to information
    - cost effectiveness for producers
  - What you need:
    - well-organized homepage
  - Problems:
    - access for users/cost problems
    - permanent revision/data safety

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POLITICAL COMMUNICATION STRATEGIES
Instruments: Public relations (PR)

• Brochures
  – still indispensable
  – advantages for the public: facts and figures, detailed information, illustrations, explanations
  – problem: cost efficiency

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Public relations (PR)

• Flyers

  – advantage: cheaper and quicker
denser and more concentrated

  – disadvantage: not highly estimated

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Public relations (PR)

- Journals/Newsletters
  - dates, figures, illustrations, explanation of complex facts (brochures)
  - brand-new information and perspectives
  - equilibrium of information, entertainment and advisory

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POLITICAL COMMUNICATION STRATEGIES
Instruments: Public relations (PR)

TV/Radio/DVD

Advantages:
– contacts nation-/province-wide
– acceptance: comfortable consuming
– contact to illiterate people

Problems:
– appropriate films/clips: reduction of complexity
– volatile medium
– costs

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Public relations (PR)

- Telephone campaigns
  - participants: experts, popular politicians
  - partners: newspapers, TV/radio

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Public relations (PR)

- Info centers
  - direct contact
  - positive relationships
  - sufficient stock of info-material
  - linkage with office PC
  - well-known location

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Public relations (PR)

- Fairs/exhibitions, info mobiles
  - bringing people together
  - positive relationships
  - inviting concept
  - sufficient stock of info-material
  - linkage with office PC

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POLITICAL COMMUNICATION STRATEGIES
Instruments: Public relations (PR)

- Advertisements and posters
  - short time effect
    - election times
  - eye catcher for info-material/TV

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Public relations (PR)

- Annual report
  - goals: inform, convince, form a positive image
  - orientation to the future
  - simple language
  - illustrations of photos and diagrams

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POLITICAL COMMUNICATION STRATEGIES

Instruments: Internal communication

• Well-informed stakeholders and employees
• Concentration on the most important facts and decisions
• Media: phone/fax, intranet
• Basis brochure (questions/answers)
• Journal

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POLITICAL COMMUNICATION STRATEGIES
Crisis management

- Prevention
- Topical crisis
- Structural crisis

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Crisis management: Prevention

- Prevention
  - permanent credibility
  - internal communication system
  - avoiding political misunderstandings
  - emergency plan

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POLITICAL COMMUNICATION STRATEGIES
Topical crisis management

• Topical crisis
  – honesty
  – responsibility
  – swift change

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POLITICAL COMMUNICATION STRATEGIES

Structural crisis management

• Structural crisis
  – weak point analysis
  – assessment
  – careful planning
  – fundamental change

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POLITICAL COMMUNICATION STRATEGIES
Financing management

- Resources: financial and personal
- Regular funding
- Goals: plan – flexibility
  - target groups
  - main messages
  - instruments
- Personnell: professionality – reliability

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POLITICAL COMMUNICATION STRATEGIES

Evaluation

- Monitoring system
  - quantitative criteria
  - qualitative criteria

- Honesty

- Political feeling

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Thank you!

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