



JRC External Communications Strategy

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What is driving the need for change?

- Wallstrom Action Plan D: Democracy, Dialogue & Debate
- Listening, Communicating, Connecting
- Launch of FP7

Where we are and where we need to be?

- What is the JRC's current reputation?
- Who are the important stakeholders for 2007 and beyond?
- What are our key messages?
- What tools do we need to get there?





External Communications Strategy 2006



3 Overarching objectives

- To enhance our image within the Member States and Partner countries
- To enhance our reputation for scientific excellence
- To generate new contacts for greater resources generation and visibility



Target audiences:



- Member States and Associated Countries
- Candidate and Potential Candidate Countries
- European Commission
- European Parliament
- Scientific Community
- International Organisations
- Local Communities
- Press / Media



2006 Media Coverage: A snapshot



nature



- Coverage generated in 60 Countries Worldwide, including 18 new countries = 51% increase on 2005 and 300% increase on 2004
- All EU 27 & Associated Countries for the first time
- 2057 coverage pieces (1950 print & 107 AV)
- TV coverage up 34% & radio up 29%
- 6 print stories per day & 2 AV per week
- 500+ media attending thematic events



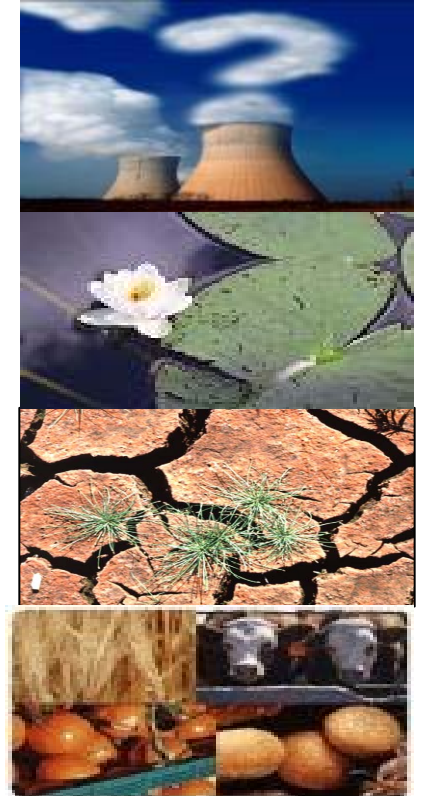
Strategies paying off:

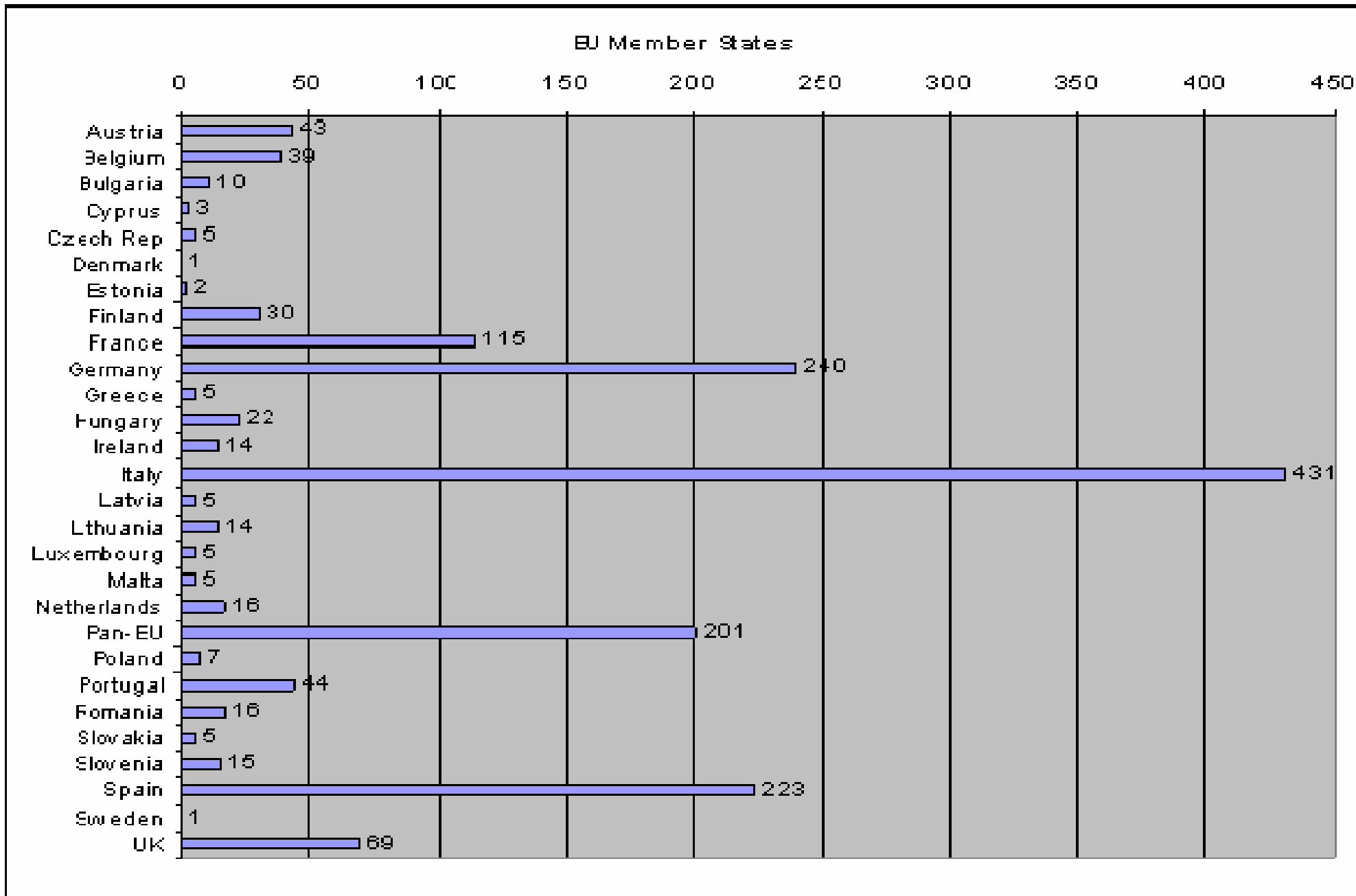
- **Remote coverage:** 41 press communications picked up remotely in other regions of the world. This reflects a more strategic approach to researching and building thematic media databases
- **Strategic sell-ins:** of high-level interviews to Brussels-based EU press. *Commission en Direct*, for example, visited Institutes and generated prominent features, as did *European Voice*, *Cordis*, and *European Agenda* etc. Pan-European (201) & "international" coverage (225) doubled
- **Profiling our DG:** organising small-group media lunches, one-to-one and telephone interviews etc resulted in 51 specific articles
- **Tailored audiovisual offers:** targeting key audiovisual press with tailored visit programmes. Overall TV and radio coverage was up 37%. Examples include *ORF Radio* (Austria) = 8 programmes, *BBC World Service* = 3 programmes and made return visits to both Ispra and Karlsruhe.

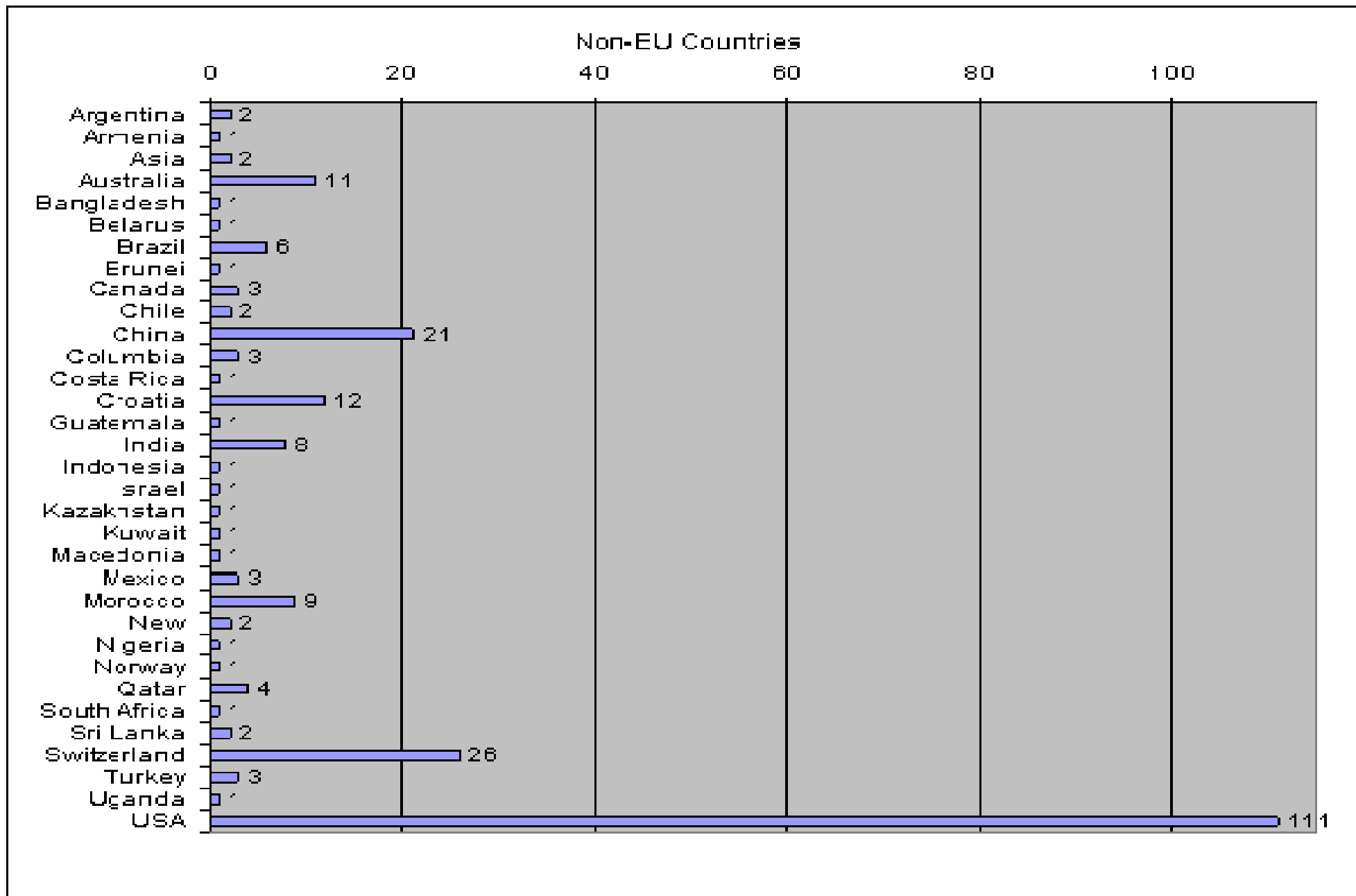


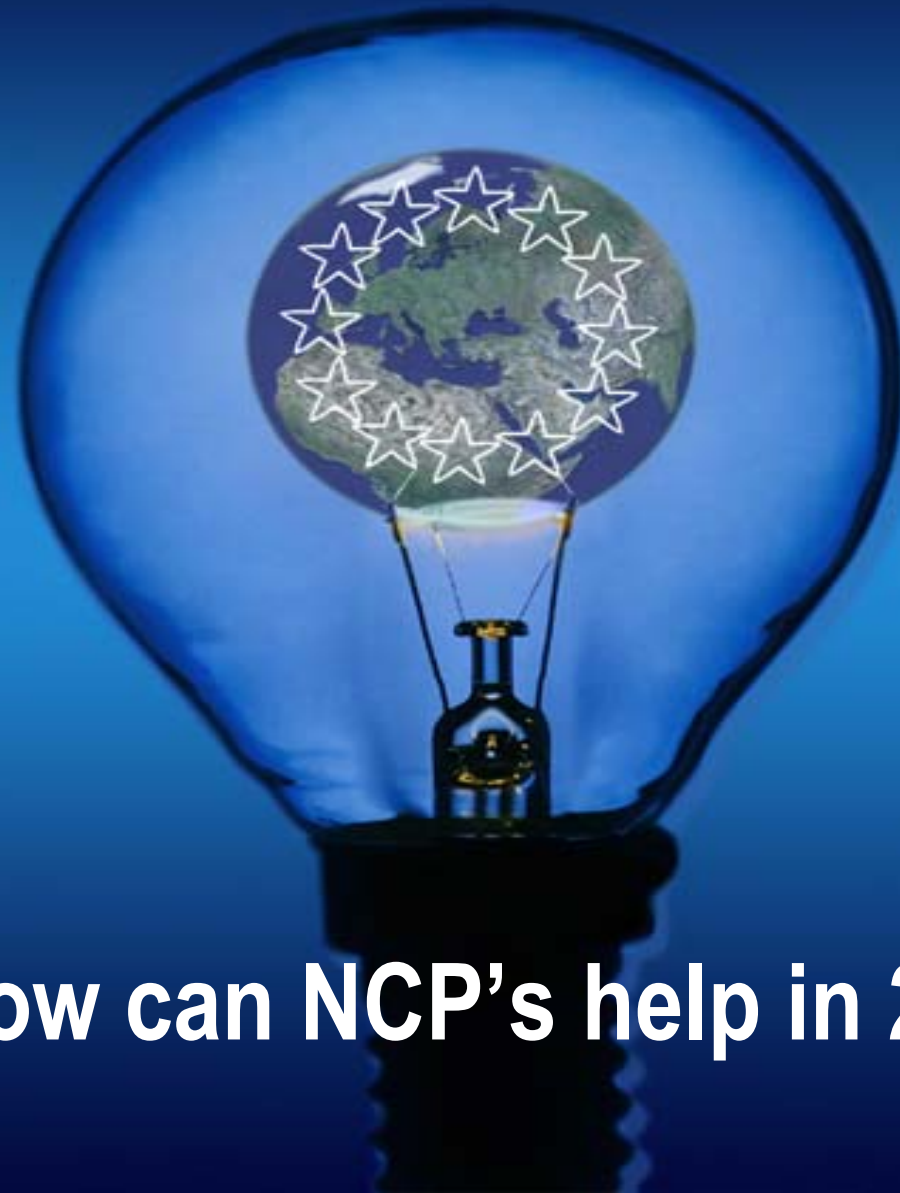
JRC topics receiving particular attention:

- *ECVAM* 199
- *JRC/IAEA* 96
- *EFFIS* 95
- *GMO coexistence study* 90
- *Crop yield forecast* 82
- *CRL Food Contact Materials* 53







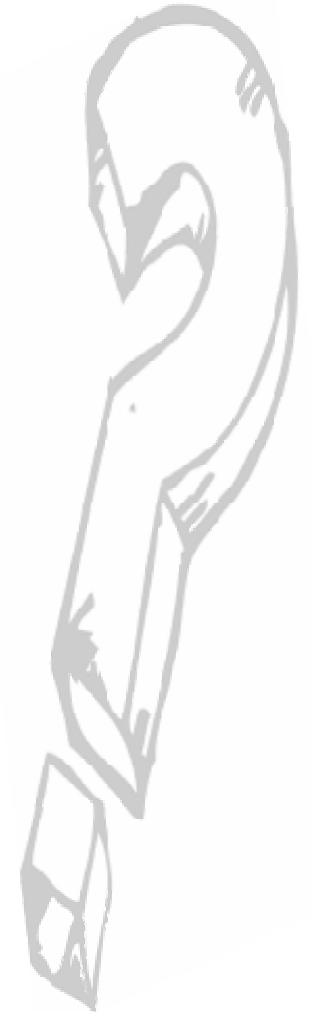


How can NCP's help in 2007?



A necessary starting point:

- Does your role include tactical targets for communications?
- How well do you know the scientific media market in your country?
- Do you have a network of journalists?
- Are you monitoring editorial planning?
- Do you feel comfortable facilitating requests and creating « sell-ins »?
- Do you know the JRC well enough to get the offer right?





How might we work together?

- **Forward planning:** keeping you up-to-date on our events planner, sending you press releases, the latest publications etc
- **Networking your network:** inputting your journalists into our targeted media database
- **Periodic reviews:** looking at results across the year and taking corrective actions together
- **Contact point:** « jrc-info@ec.europa.eu » being fast & flexible in responding to your daily requests, large and small