



«HELP» CAMPAIGN – 2007 **European Youth Manifesto**

AUSTRIAN PRESS CONFERENCE

ACTIVITIES REPORT

Date : 19.04.2007

Location : Representation of the EU-commission in A
1010 Vienna, Körntnerring 5 - 7

Worldcom Correspondent : Gabriele Strodl-Sollak

Present for LBC: Patrick Lefebvre, B&S
Renata Spackova, Ligaris

Press Conference Schedule : 10.30 a.m.

Press conference

Speakers : (name, function and organisation)

DI Karl-Georg Doutlik

Director and Representative of the EU-commission in Austria

Lukas Leuprecht

Austrian Delegation of the European Youth Forum

Stephan Sharma

Austrian Delegation of the European Youth Forum

Ministerialrat Dr. Gerhard Krötzi

Representative of the Austrian Federal Ministry for Education, the Arts and Culture

Prof. Manfred Neuberger

Head Department Preventive Medicine Med. Univ. Vienna, ENSP



Topics : Youth Manifesto

Media attending the press conference:

Journalists

Media	Name
Austria Press Agency	Helene Maier
Österreich (Daily newspaper „chronical“)	Karin Strobl
Österreich (Daily newspaper „topic of the day“)	Markus Wolschlager
Österreich (photographer)	Roman Führich
Magazin Gesundheit	Carina Gigler
www.rbx.at (Online Kurier)	Martin Haiden
www.rauchfreistudieren.at	Saher Kathib
www.rauchfreistudieren.at	Bernhard Herzog
GN	Dr. Hoffmann
MAS Virtine Zeitschriften Verlagsges.mbH	Greiner & Greiner GesmbH Hans Peter Greiner

Interviews

Voralberger Nachrichten:

Christine Penz

Oberösterreichische Nachrichten:

Peter Hirsch

Kinderkurier:

Heinz Wagner

www.szene1.at

Christian Steiner

Remarks:

L&W sent out the invitation 3 weeks prior to the press conference and the press office of the representation of the EU-commission sent a reminder two days before the press conference. The agency started to call the invited journalists three days prior the press conference to



explain the topic, ask to sign in or name a colleague who might attend instead.

In spite of a big effort, taken by L&W, the interest of the media was rather low. The Austrian Press Agency attended at the press conference and wrote an article including our photo material. This article was covered by two daily newspapers:

- The Kronen Zeitung, the leading daily newspaper with a circulation of more than 1 Million and a reach of more than 40% (!) two days later on a Saturday and
- the Oberösterreichische Nachrichten (who promised to publish an article in advance).

The daily Newspaper “Österreich” attended with one chronical subeditor, one subeditor from “topic of the day” and one photographer. One article was published two days after the press conference with no photo by the own photographer but with one from our CD. The day after the press conference “Österreich” edited an article about “tobacco prohibition” in restaurants with no relation to our content.

We had some journalists from special interest magazines.

L&W organised interviews in advance with the daily newspaper “Vorarlberger Nachrichten” with one of the Youth of that region who participated in the national process. And another Interview with the daily newspaper “Oberösterreichische Nachrichten” with a Youth from that area. (Interestingly, that they did not mention the interview and related it to their region, but based their article on the APA-article.)

The contact we established to the representative of the federal ministry of education was very warm and most probably it will cooperate regarding the school kits.

About the date of the press conference:

The date was given by the ministry of health and the minister has promised to attend. Later the minister cancelled due to other obligations and the Youth-Delegation had a photo shooting at the ministers office two days prior. On the 19th of April many press conferences took place – for instance about the “Eurofighter” – the number 1 topic in Austria since weeks. Another topic: the first 100 days of the new administration.



Results – first clippings:

APA - Austrian Press agency
Österreich – daily newspaper
Kronenzeitung - daily newspaper
Oberösterreichische Nachrichten – daily newspaper
Vorarlberger Nachrichten – daily newspaper
www.nachrichten.at – Online daily newspaper

Photos :