

**PUBLIC RELATIONS
CAMPAIGN**

**PUBLIC INFORMATION
AND EDUCATION
COORDINATION FOR
PHASE 1:**

**AUGUST 1 TO
MARCH 31, 2001**

Prepared for



Armenia Earthquake Zone Recovery Program
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TABLE OF CONTENTS

INFORMATION COLLECTION.....	1
SHIRAK MARZ MEDIA SUMMARY.....	1
LORI MARZ MEDIA SUMMARY	2
Information Dissemination and Consensus Building.....	3
NATIONAL AND REGIONAL OUTREACH	4
Special Events (Seminar, Meetings, Roundtables, etc.).....	4
Special Events Listing	4
TV Programs (Broadcast).....	5
MEDIA RELATIONS/MEDIA MONITORING.....	5
PUBLIC ACCESS/INFORMATION SERVICES	6
Opinion Leader Publication/Dissemination Database	6
Fact Sheets and News Releases.....	7
Other hard copy and Electronic Publications	7
Regional Information Centers	8
Advertising/PSAs.....	8

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**PUBLIC RELATIONS CAMPAIGN
PUBLIC INFORMATION AND EDUCATION COORDINATION FOR PHASE 1**

AUGUST 1 TO MARCH 31, 2001

In order to ensure the success of the activities to be implemented within the framework of the Earthquake Zone (EQZ) Recovery Program, comprehensive public relations (PR) Campaign is designed to encompass all aspects of communication for the three project components. The main foci will be consensus building and managing public perception, which will include media coverage, information dissemination, project promotion and creation of information/communication regional centers. The PR program has two main components:

- Information collection
- Information dissemination and consensus building

INFORMATION COLLECTION

- Review of all the relevant data and materials, created during the pilot project (completed).
- Meetings with key stakeholders and other interested and affected parties (ongoing).
- Research all existing printed and broadcast media, PR production companies, etc., in each *Marz* to create a detailed media inventory list.

Shirak Marz Media Summary

Shirak TV Company—Broadcasts 16:00 to 20:00 p.m. Covers most of the region. The cost for ad broadcasting is 4*600 dram+ 2*0 dram own investment for 6 times. Most effective hours are during movies, before 18:55 news and 19:30 to 20:00 p.m. Program preparation and broadcast 2,000 drams per minute. Capacity to organize roundtables talks shows and Programs' news coverage in Shirak Marz. Together with TV information support, can provide Shirak voice radio programs, radio, ads, etc.

Shant TV/Radio/Newspaper—Situated both in Gyumri and Yerevan, broadcast hours—16:00 to 2:00; Information program hours—18:00 to 20:00; 22:00; Price for broadcasting an advertisement (30 seconds)—during an information service 1,500 drams; 16:00 to 17:30 600 drams; Preparation and broadcast of a program—\$5 per minute, for a special program the best time is believed to be 21:00 to 22:00, can provide a package (TV + Radio + Newspaper), rates to be determined on a contract basis.



Tsaig TV—Broadcasts:

- 20:00 to 2:30
- 8:30 to 12:00
- Weekends 8:30 to 16:00
- Informative hours 9:30
- 20:00; 23:00

1 minute of advertisement broadcast during an information program is 1,300 drams. Before 23:00, 1 minute is 900 drams. After 23:00, 1 minute is 720 drams. Preparation and broadcast of a program for 1 minute is 2,160 drams. Direct (open) broadcast of 1 minute is 2,400 drams.

- **Tsaig weekly newspaper**—4,000 copies published and is distributed only in Shirak Marz rates:
 - First page 1 sm² is 50 drams
 - Second page 1 sm² is 40 drams
 - Third page 1 sm² is 40 drams (*8 to 16 pages 1 sm² is 30 drams*)

Lori Marz Media Summary

- **Inter-Kap TV**—Covers Vanadzor and bordering villages; broadcasts from 8:00 to 3:00 every day; price for advertising is \$1 to \$3 depending upon the broadcast time, preparation of a PSA is \$35 to \$70 per minute.
- **Lori-Vanadzor TV**—Ad broadcasts are usually done 3 to 4 times/1 minute costs 1,000 drams, in ad blocks it costs \$3; no concrete price for special program preparation; and it covers the whole Lori Marz.
- **M5 Prometevs TV**—Temporarily the station does not work. Generally it broadcasts 18:00 to 1:00, and it covers Vanadzor and the neighboring villages. The rates are decided on a contractual basis.
- **Spitak TV**—Broadcasts 18:00 to 1:00 every day. It covers Spitak and the neighboring villages. Ad rates are decided upon a contractual basis.
- **Fortuna TV**—Broadcasts in Stepanavan. Ad rates are decided on a contractual basis.



- **Inter-Kap Radio**—Airs every day 8:00 to 4:00, 103.8 FM through Vanadzor and neighboring villages, 1 minute costs 400 drams.
- **Vanadzori Kyank/State Radio**—State Radio hours devoted to Vanadzor every day 16:30 to 17:00 p.m. The broadcast fee, per minute is 1,000 drams. It broadcasts in Vanadzor and some dwellings in Gugark and Tumanian.
- **Lori Marz Newspaper**—1,000 copies published. 1 line of advertisement costs 100 to 200 drams depending on page. The newspaper is published on Wednesdays and Saturdays and distributed in the cities of the Lori Marz.
- **Vanadzoryan Khchankar**—1,500 copies published weekly. Ads disseminated in Lori Marz. Ad rates are decided on a contractual basis.

The publishing and design capacity is not very high in the two Marzes. There are some private design firms; the products of, which should be further investigated. There are also regional Press Clubs that can be helpful in influencing both media and public attitudes:

- Compilation of a media database to be used throughout the program implementation. *(Second week in August 2001/to be updated constantly)*
- Planning and implementation of the "program-start" events to be held in the cities where the program is going to be implemented.
- Creation and maintenance of program's local information centers. *(January 2002/ Information to be updated on a regular basis)*
- User friendly contact database. *(First week of October 2001—to be updated constantly)*
- Program's Photo-Album. *(August 2001—to be updated constantly)*

The PR Campaign is designed to raise awareness, increase understanding, build support for the program, educate and inform the program beneficiaries. Build and engage proactive allies and supporters among key "opinion leaders" and influential citizens at national and regional levels, including the media, the private sector, non-government organization (NGOs), the National Assembly and the Government of Armenia (GoA).

INFORMATION DISSEMINATION AND CONSENSUS BUILDING

The success of any project depends on the support of a variety of constituent groups, each of which has its own concerns on the project outcomes. Accordingly, support from government representatives and opinion leaders is critical.



Direct communication with key audiences will be accomplished through distribution of materials, seminars, and creation of information networks and through message multipliers, such as the media and third-party spokespersons NGOs, who can conduct additional regional outreach. A constant flow of information to the key audiences and the public will be critical and will be provided through the following strategies:

- National and Regional Outreach
- Media Relations
- Public Access/Information Services
- Advertising

National and Regional Outreach

Special Events (Seminar, Meetings, Roundtables, etc.)

With the help of NGOs in cooperation with local governments, seminars, meetings, roundtables and other special events will be organized for the full length of the project, providing education, training, and program promotion to a range of participants. Relationships with community organizations will be developed to “piggy-back” on these events.

Flyers, manuals and other materials will be distributed during these events to ensure immediate and long-lasting public information and education effects. PowerPoint presentations and specific videos will add value to these PR/PE tools.

Special Events Listing

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|--|-----------------|
| • “Living laboratory seminar” Gyumri | August 23, 2001 |
| • Training for Interviewers and NGOs in Gyumri | August 24, 2001 |
| • Training for Interviewers and NGOs in Vanadzor | August 31, 2001 |
| • Training for beneficiaries on “Homeownership—Rights and Responsibilities” | Ongoing |
| • Training of Gyumri Based Partners (Government Agencies, Banks, NGOs, Real Estate Agencies, etc.) | September 2001 |
| • Counterpart/Donor Roundtable | October 4, 2001 |



Special Events Listing

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|--|--|
| • Establishment of the Stakeholder Group for the Development Planning | January 2002 |
| • First Stakeholder “Visioning” Workshop for Priority Recovery Site/Renewal Area | March 2002 |
| • Panel on Real Estate Development Feasibility and related research | Date to be determined, beyond March 2002 |
| • Building Industry Panel | Date to be determined, beyond March 2002 |
| • Economic Development Resource Center | Date to be determined, beyond March 2002 |

TV Programs (Broadcast) *

Because TV is the most influential tool both to disseminate information and raise public awareness, programs and documentaries about the program will be broadcast on national and regional TV channels:

- Documentary film on national TV/local TV stations, October 2001.
- Monthly TV program on the project to be shown on regional TV channels. (*Starting November 2001*)
- Public Service Announcement (PSA), which is very important for raising public awareness, will be broadcast on regional TV stations both to raise public awareness and attract sellers to participate in the HC Program. Shown by regional TV programs (Shirak and Lori Marzes) from the first week in October as the first HCs are issued four times per day, preferably by at least two TV channels. (*One state and one private*)
- Interviews with concrete questions provided in advance—if requested on the part of the media and approved by USAID.

Media Relations/Media Monitoring

Developing a working relationship with the Armenian media will be a top priority. Good working relations should be created both with existing publications and information distribution

*Television has the biggest role both for information dissemination and raising public awareness. Radio is not very effective. Research shows that radio, especially the state stations are not very popular. The most popular in the regions are the entertainment radio programs, which are mainly listened to by the younger generation, serious announcements will not have much force if aired by them. Radio could be used only for special advertisements parallel to TV, if needed.

channels (agencies): Noyan Tapan; Armenpress; Arka; Arminfo (former Snark). A journalistic database compiled and constantly updated, to include the names of the heads and prominent journalists, advertisement placement rates, circulation, language, popularity, etc.

- Interviews for print and broadcast media (as required)
- Creation of a Press Kit (Third week in October)
- News releases to highlight important events (when special events are launched)
- Support to all Program related events (as needed)
- Secure press club support (there are journalists' clubs in Lori and Shirak which could serve as excellent advocates), by December 2001

National and regional print and broadcast media coverage will be monitored for use in the program analysis and strategy updating. Articles and news concerning the EQZ Recovery Program will be translated into English and placed in the Program "scrap book", which will show the dynamics of public perception of the program. The important political and economic news effecting the program implementation both directly and/or indirectly will be compiled, summarized and sent to all the project participants. UI's Admin assistants in the Marzes will help with the regional news portion.

- "Scrap Book" to include all the articles (materials) on the program published in the mass media both in Armenian and English, August 1, 2001/ongoing.
- Corrections to misinformation about the program if any, August 1, 2001/ongoing.
- Based on the research results of the CPA, as well as on the project monitoring data, success stories will be identified and publicized by journalists cooperating with the program in order to build public trust and project success. After the approval on the part of USAID, the success stories will be circulated in the media.

Public Access/Information Services

Opinion Leader Publication/Dissemination Database

Newsletters—(English and Armenian) on the program implementation process, status and results in the two Marzes will be produced (winter 2002 and summer 2002). An accurate directory of key national and regional governmental and business allies, Donors and influential Armenians will be created, to keep them informed and actively engaged in the program. Newsletters will be distributed according to the database, included in the press kit and disseminated during special events.



Fact Sheets and News Releases

News releases on special events will be developed for dissemination through national media and information outlets. Subject-specific fact sheets will be useful handouts at various briefings and news conferences become components of the press kit.

Other hard copy and Electronic Publications

- An Introductory Brochure on the USAID EQZ Recovery Program (October 2001)
- Brochure on "Planning for Redevelopment" (January 2002)
- Brochures on Housing Purchase Certificates, Buyer's guide, Seller's guide and Q&A for Donors (adapted from pilot brochures) (September 2001)
- Brochure on Housing Grants in cooperation with CRS (After the Housing Improvement Grants (HIG) Pilot results are evaluated)
- Internet Home Page/Web Site, January 2002, to be updated regularly

The project relevant information, its promotional tools and achievements will also be presented in electronic form. Thus, the program web page will be a unique integrated information source to serve donors. Further, the web page can be recorded on a laser disk and included in the package of project materials distributed during seminars and/or other special events:

- Flyers (when required for special events)
- Press Kits (Mid-December, to be updated constantly)
- Info-packages for participants (August 2001, to be updated when needed for different seminars)
- Exhibits to be placed on the walls and used during seminars (August 2001)
- Slides and power point presentations updated as required)
- Training and informative videos
- Certificates, invitation cards, etc. (as required)



Regional Information Centers

- Program information centers in the communities where the program is being implemented (January 2002/to be updated and monitored)
- “Suggestion Boxes” to be used throughout project implementation

Advertising/PSAs

- Advertisements/PSAs placed in print and broadcast media on different Program related events (as required)
- Accumulation of data on circulation, broadcast range, peak viewing hours, advertising rates, time buys and production fees
- PSA's on TV (see the TV programs above)
- Interpretive signage—signs will be placed at each “site of recovery” to communicate that the Program is being implemented there. The signs will be both communicate positive changes and maintain a common theme of recovery. Local sign contractors in Lori and Shirak Marzes will be responsible both for their creation and maintenance, based on professional graphics design

NOTE:

The PR Campaign is planned for the entire program (with its three components: *Planning for Redevelopment; Housing Purchase Certificates (HPC) and Housing Improvement Grants (HIG)*). There will be a limited Public Education program for the HIG component in the light of the small number of participants in the HIG Pilot Project. After the Pilot is successfully completed and evaluated, a detailed HIG PR/PE plan will be created. CRS (HIG component partner) will adhere to the same approach. All PR products produced by CRS will be provided to UI to ensure that the messages are consistent and that there are no discrepancies with the overall EQZ Program information.