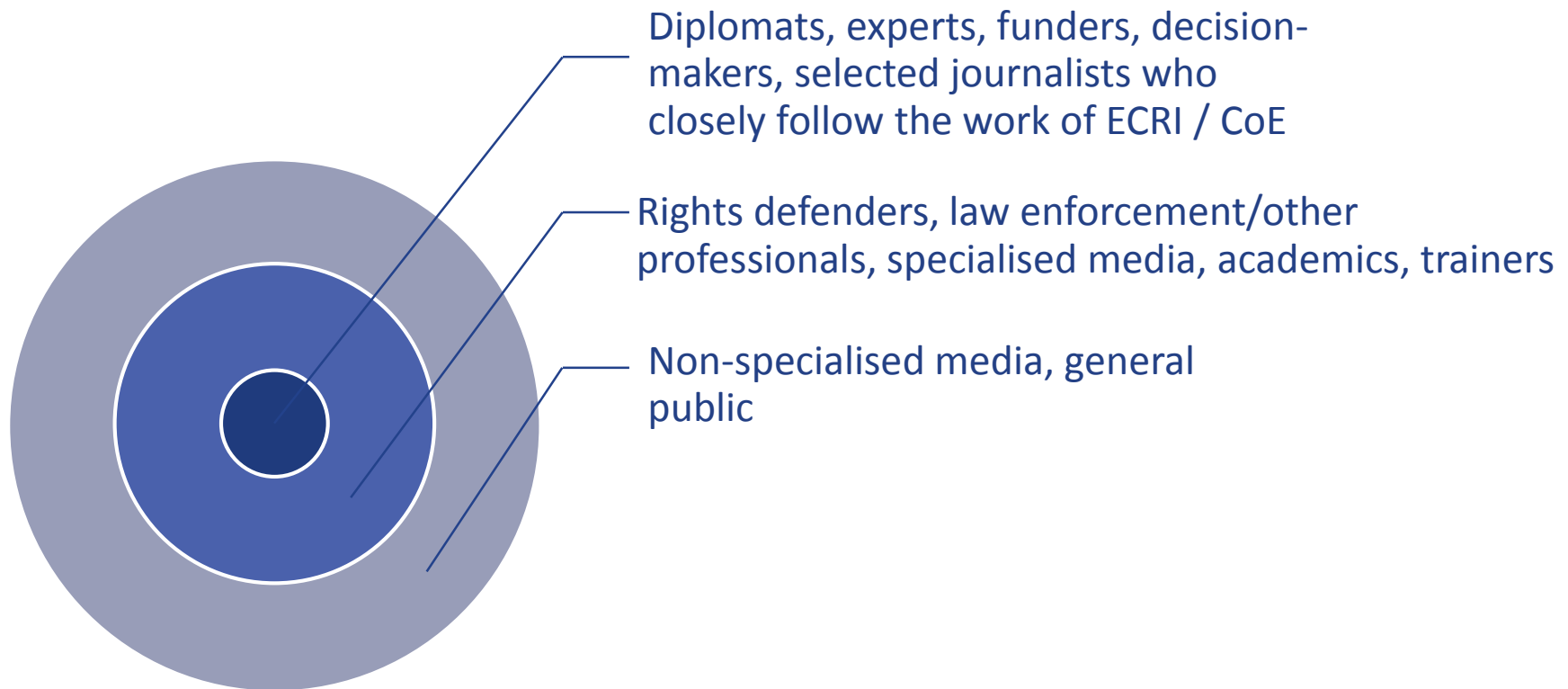


TARGET AUDIENCES



ECRI COVERAGE (FEBRUARY – SEPTEMBER 2020)

- More than 200 unique media reports + numerous reprints
- Mostly news agencies and print media all over Europe
- Key stories:
 - February-March 2020: ECRI annual report (growth of racism and xenophobia in 2019)
 - March 2020: country reports and conclusions on Germany, Austria, Albania, Ukraine, Serbia, Montenegro
 - July 2020: BLM movement and racial profiling in policing (ECRI statement, recommendations to Germany, General policy recommendation)

Messages: relevant, clear, appealing

What?

- Linked to current political situation/news
- An interesting story that can provoke a debate
- Theme specific for the media outlet

Who gives the message?

- High-level figure (or ex-high level figure, now expert)
- Knowledgeable/well-known expert (experience, reputation, background)

When?

- ASAP after relevant events
- Today's factor is important
- International/European Days
- Important events for the organisation (e.g. annual report)

Where?

- Country/city – specific events
- Large reputable international events

How?

- Exclusivity basis
- Privileged position (embargo, etc.)
- Off-the-record vs. on-the-record vs. background

Why?

- Valuable contribution to the current debate
- “Status” news article (high-level figure talking)
- An occasion (e.g. an international day)
- Interesting story for the readers
- Good rapport with the source

CONVEYING YOUR MESSAGES

- Get straight to the key messages, repeat it (headline, lead paragraph, conclusion)
- Not more than three key messages
- Use strong, memorable language; write as you speak (avoid bureaucratic jargon, long sentences, passive voice), but take into account political sensitivities
- Let the facts tell the story, use quotes for subjective opinions, give real-life examples
- Avoid embellishments, redundancies, unnecessary details
- Spell out unfamiliar acronyms and briefly explain key terms
- Be gender-neutral

What CoE resources can be helpful in your work?

- List of International and European Days (<https://www.coe.int/en/web/portal/international-and-european-days>)
- Country reports and conclusions by:
 - ECRI (<https://www.coe.int/en/web/european-commission-against-racism-and-intolerance/country-monitoring>),
 - Framework Convention for the Protection of National Minorities (<https://www.coe.int/en/web/minorities/country-specific-monitoring>),
 - European Charter for Regional or Minority Languages (<https://www.coe.int/en/web/european-charter-regional-or-minority-languages/reports-and-recommendations>)
- ECRI General Policy Recommendations (<https://www.coe.int/en/web/european-commission-against-racism-and-intolerance/ecri-standards>)
- News and publications from the SOGI Unit working on LGBTI issues (<https://www.coe.int/en/web/sogi>)
- European Court for Human Rights' factsheets (<https://www.echr.coe.int/Pages/home.aspx?p=press/factsheets&c=>) and country profiles (<https://www.echr.coe.int/Pages/home.aspx?p=press/country&c=>)