

Key messages for politicians, media and wider audience in your country

Politicians

Politicians are probably the first target that comes to mind, when one wants to change the state of society. When approaching politicians, it is important to have a clear plan, in order to appear as a serious and professional organisation. Below are three steps to aide you in your contact with your national politicians:

Step 1 – Identify relevant politicians in your country – Annex 3.1 - template for stakeholder mapping (for inspiration, please see Annex 3.2 for EBC Stakeholder mapping).

Step 2 – Create communication messages – what are your key messages/key political asks that you want to put forward to your local politicians cf. example of messages in Annex 4.

Step 3 – How to approach the politicians

- a. Introduction letter template (cf. Annex 5)
- b. Set up meeting (Template meeting package i.e. powerpoint, briefs, bios)
- c. Thank you note (cf. Annex 5)

Advice is to have a template with your main messages

For inspiration on political messages, please see [EBC's manifesto](#) which reflects EBC's priorities on an EU level.

Media

The media can play an important role in creating awareness and provide a vital platform for accessing decision makers. Local, national, and EU politicians often receive dozens of letters, phone calls etc. but they are also members of the public and as such media coverage can be useful to catch their attention, cf. Annex 4 - For this purpose, the media can be an effective tool. It is advisable to create an overview of the media in your country and split it into the relevant sectors e.g. broadcast/trade/consumer etc. and highlight the differences of each. This will enable the NBC/NAG to have a much more targeted approach when comes to dealing with the media.

The media can also be used to create awareness and drive attendance to a local conference or event, through organizing round tables, participating in radio shows, writing contributed articles, looking for the interview opportunities.

Cultivating a good network with journalists is an asset. On the one hand, you can ensure that your messages are heard, and communicated in an appropriate manner. On the other hand, it will increase the amount of opportunities for being included as a source in the future, which will also add to your credibility. For example, the Norwegian Brain Council is the most reliable source in Norway when it comes to anything concerning the brain. However, EBC would also like to advice caution in dealing with the media. It is very important to be extremely well prepared for a meeting with any representatives from the media. It is further advised that when dealing with the media nothing is off the record.

How to establish your NBC/NAG as the go to partner:

Step 1 – Identify relevant journalists and media – Annex 3.1 - template for stakeholder mapping

Step 2 – Identify your key messages (key priorities) cf. Annex 6

Step 3 –Approach a journalist/media cf. Annex 7

Step 4 –Maintain the relationship cf. Annex 7

In case of a national event, consider hosting a press conference, which could include a panel of speakers from the event. However, this approach is best used if you have some groundbreaking news which you would want to share with the press.