

PLN Draft Communications Strategy 2008-2012

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Context

PLN's mission is to advocate a dynamic and creative strategy involving artists and arts organisations who include refugees in their arts programmes in the UK. It is important that PLN has a strategy for promoting the arts in this sector and for positioning itself in key debates. It is also important that we gain recognition for the value and importance of this work in helping to achieve a more socially cohesive society in Britain's urban and rural areas.

Aim and objectives

The aim of the strategy is the effective communication of important messages to and from key audiences in order to gain recognition and support for this arts practice in the UK.

The objectives of the strategy are to:

- Clarify the messages and desired outcomes of our communications work.
- Identify the main decision makers, influencers and stakeholders for that work.
- Define appropriate methods and opportunities for targeting those audiences.
- Ensure that all members of PLN are aware of key messages and appreciate their role in communicating with external stakeholders.

What do we want to achieve?

We wish to convey and exchange information and ideas in order to:

For the Arts

- Increase understanding of the importance and relevance of the arts for their intrinsic benefits in this sector.
- Share examples of best practice and develop new methods of engagement.
- Champion and support excellent arts projects and performances in the field.

For the Network

- Raise the profile of PLN among arts practitioners and organisations
- Gain support for PLN and its capacity to lead informed debate on issues relating to the arts and refugees.
- Achieve a common consensus and strategy which will allow the work to flourish and grow.

Who are our key audiences?

Politicians

- Ministers and Members in Scotland, Wales, Northern Ireland , Westminster, Brussels, local authorities

Arts Sector

- Arts organisations and venues
- Individual artists
- Arts Umbrella Bodies
- Arts volunteers
- Arts audiences, participants and purchasers
- International arts communities

Public Sector

- Local authorities – chief executives, chief/lead leisure officers, arts development officers and other departments
- Health and Education sectors
- Academia

Private Sector

- Business sector
- Arts sponsors and potential sponsors, including Trusts and Foundations

Wider Public

- Voluntary sector and community organisations
- Attendees at wider cultural events
- People who contact PLN for information

Media

- Print, TV and Radio editors, journalists and producers

What general messages do we want to convey?

About the Arts

- This arts practice is vitally important.
- The arts are a significant economic and social asset.
- The arts produce a sound return on investment for society.

About PLN

- PLN is the primary advocate and centre of intelligence for the arts and refugees.
- PLN understands its audiences and communicates with people.
- PLN works with partners across all sectors – public, private and voluntary.
- PLN has artistic expertise and is efficient and economic in all the services it provides.

How do we convey the messages?

Printed

- Press releases
- Publications – e.g. advocacy leaflet, annual report, seminars booklet
- Strategic documents – e.g. Operational Plan
- Presentations
- Consultations (by PLN and in response to others)
- Letters and emails
- Briefings
- Bulletins and Blogs
- Adverts
- Web content – internet and intranet
- Video
- Badging (logos) and branding

Meetings and events

- One-to-one meetings and briefings
- Hosted lunches, receptions and launches
- Site visits and photo opportunities
- Annual conference and Artform seminars
- Stands – Festivals
- Networking

Channels of communication

Print

- Daily national, regional and local press
- Long-lead and specialist press
- Other organisations' publications
- Community

TV and Radio

- Choice of channels –network, national, local and commercial
- News, current affairs, arts and music, features, documentaries

Internet

- PLN and affiliated websites
- Links to other organisations' websites
- Intranet

Actions by Communications Team

- Produce an annual communications Action Plan (including calendar) setting out the priorities for each quarter, including the objectives, targets and actions.
- Match the message, audience, communication channel and method.
- Keep close liaison with journalists.
- Maintain an up-to-date database of contacts.

- Develop a suite/library of information – visuals, images, case studies, human interest stories.
- Evaluate and debrief to justify, share, revise and develop.
- Seek feedback, internal and external.
- Monitor media coverage.
- Maintain a calendar of communications activity.
- Track changes and outcomes.
- Help organise briefings and events.

Table 1: Communications Programme

Target	Method	Frequency	By Whom

Table 2: Communications Priorities

Objective
Budget
Need to protect budget for 08/09 and secure RPI for sector
Need to maximise public income
Need to develop new income streams
Mainstreaming the arts practice
Underline quality of PLN service to the arts sector

Update and review

This strategy is essentially a working document, but it is hoped that a mechanism for formally reviewing and revising its content and direction can be agreed on a regular basis with PLN members.