



What about the communication?

Kristian Brustad

Editor-in-chief

Aktuell-magazines, LO Media



LOs Forening for
Fagblad og informasjon

This is LOFF

- LOFF is the social network for information and editorial workers in LO and the national branch unions.
- An organization with 130 members. The members are editors, journalists, pr-experts, communication workers and graphical workers.
- LOFF can advice during the project, and help build a communication strategy.

The media

- News media are a dominant force in today's society. They can define the societal agenda, and influence the course of events and political issues.
- There is a tough battle for readers.
- Event and publication happens about the same time.
- The media pressure is harder on the negative issues.
- It is difficult to reach with positive news.
- If two parts disagree on an issue, it can create tension.



The strategy

- What is strategy?
 - A strategy is a series of planned measures decided in advance, adopted with a view to achieving a specific goal.
- Why do we need a communications strategy?
 - Enables us to work on our communications in a structured way.
 - Allows us to measure (evaluate) whether we have succeeded in achieving our goals.
- We must do the right things and then tell the world about it.

The project

- Why do people protest when governments suggest to increase taxes, even if the country is near bankruptcy or need money to social reforms?
- Is it all about culture, history and feelings?
- How will media and the population react to this project, to your organisations, when suggesting major changes in the community?
- What about the politicians? The opponents?
- What about peoples' feelings? What about peoples' fear for their own economy? Can we handle that?
- We can have noble goals, but taxes and private economy create feelings.
- Feelings can strike back. Feelings, taxes, private economy, politics and possible conflicts are sweets for the media. In this project we have all of them...



- How can we sell the project? What are the goals? The benefits?
- Where are the risk of failure?
- Can the opinion turn against the project, make the project's goal impossible?
- How can we avoid that?
 - **Everyone can lose control of the information flow.**
 - **The crisis can struck...**





Gerd-Liv Valla, former president of LO Norway was forced to resign in 2007, because of accusations of harassment of her employees. Here from the press-conference where she resigned. (Notice the bodyguard from the police. In the process she received threats) Valla was one of Norway's most powerful persons. She thought she could handle the pressure and the media. She couldn't...



LOs Forening for
Fagblad og informasjon

- Valla didn't follow LO Norway's communication strategy...



LOs Forening for
Fagblad og informasjon

Roar Flåthen
president
LO Norway



The communication

- This project and the organizations you are representing are made because someone share some goals and ideas, not because they agree about everything.
- How do we harmonize different interest in this project?
- How can structures in this project help us to avoid unwanted media attention:
 - Personal relations.
 - Knowledge about cultural differences.
 - The level of trust between countries, the people and organizations.
 - Formal and informal decisions areas.
 - Try to develop common culture inside the project.
 - Discuss possible conflicts before they become conflicts.



- Which issues should we think through, that may be of interest to the media during the project?
- How shall we act if the «crisis» affects this project? If the media and/or opponents attack the project?
- How likely is it that a «crisis» will happen?
 - What kind of «crisis» may hit?
 - What will be the consequences?
 - Who will inform media, staff and others?
 - Who will make decisions during the «crisis»?

- How can good communication help us reach the goals of this project?
 - How can we be sure that this project have an efficient information flow?
 - How can we make a plan to coordinate information within this project and own organization?
-
- How can LOFF help?
 - What are the needs?

