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Bringing citizens' assemblies to the public

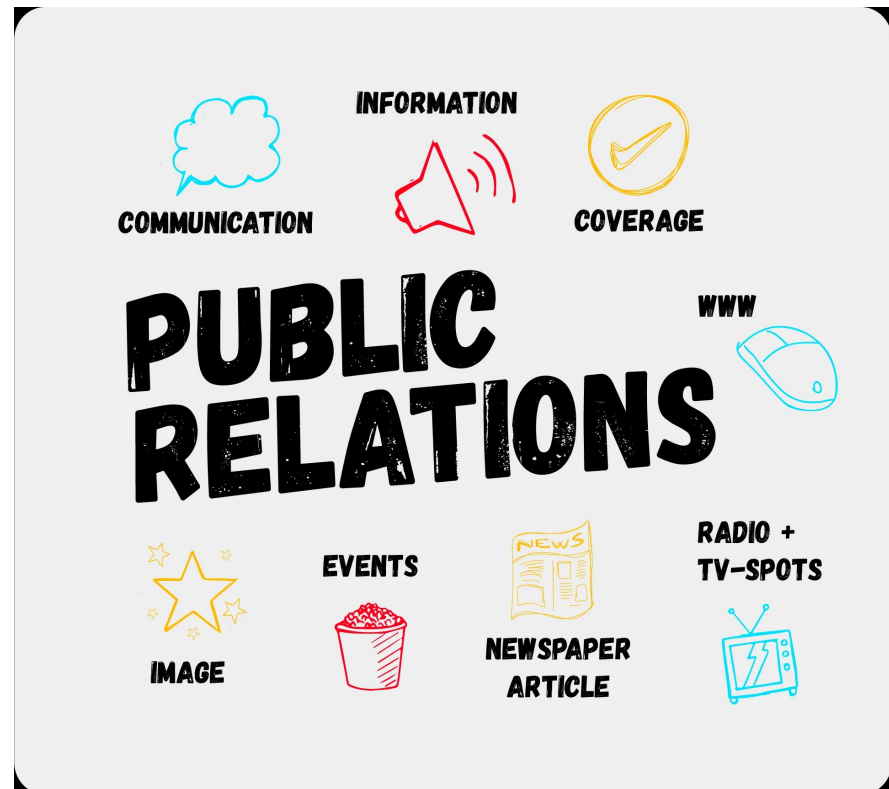




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Why public relations for citizens' assemblies?

- Political trust is strengthened
- Decisions are comprehensible and sustainable
- Good media response impresses politicians





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Why public relations for citizens' assemblies?

- Media response is seal of quality and appreciation for participants
- People often learn about citizens' assemblies for the first time through the media





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Why public relations for citizens' assemblies?

- Trust in citizens' assemblies only comes with transparency
- With transparency, citizens' assembly recommendations do not look like they were "decreed from above"





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Good public relations ...

- is transparent
- is current
- is agile
- responds immediately
- has clear responsibilities and procedures





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Basic questions

- What do journalists need to understand the process?
- How can CA be communicated clearly?
- How would you convince your neighbour, grandmother or friend?





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Always remember...

- A picture is worth a thousand words
- Participants are the salt in the soup
- „What you want to ignite in others must burn in you“
(Augustine)





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Tools, methods, materials

- Main media contact person
- Website
- Press section on website
- Social media channels





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Tools, methods, material

- Press releases
- Background information
- Press conferences
- Press briefings
- Ceremonial events





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Tools, methods, material

- Offer interviews / sounds
- Important: No one communicates interim results
- Offer photos and video documentation
- Clarify data protection issues in advance





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Read more

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