### 2.2.6 Describe how you have or would support local independent media platforms, and civil society organisations with messaging

1.   **General.** InCoStrat personnel have been providing support to local independent Syrian media platforms and civil society organisations for the last 2½ years working with a number of different Conflict Pool implementers. This includes the development and support of **eight FM radio stations** and **six community magazines across Syria**, the development and management of the **National Coalition media office**, the development and management of **Basma**[1] for over a year and most recently our development and management of the **multimedia platform supporting the moderate armed opposition**. We have also worked **in Iraq to train journalists** and media activists, as well as work with civil society organisations in multiple countries to develop media plans for their offices.

2.   **Example 1 – Developing and managing a multimedia platform to support the moderate armed opposition in Syria.** The project started in October 2013 with a single international mentor and four Syrian production staff to provide a media platform for the Supreme Military Council; the project continues to run successfully today. During the following ten months the project developed an **extensive network inside Syria and with international journalists. All of these networks are active.** The capability is now delivered from three Syrian production offices based in Turkey and Jordan and is supported by an internal network of **over 120 media reporters across Syria**. Specifically the media platforms were built to deliver the full range of media and communication products to a variety of target audiences. The integration of all the media platforms is key to the strategy. The media platforms are supported by international mentors who oversee the strategy, development and training of the staff, a regional and a female Syrian office manager who oversees the production and internal media processes. Through an ongoing programme of training and development the staff have become more proficient, self-sufficient and the quality and quantity of media products has increased exponentially. This has resulted in products being in high demand **on major news and TV outlets**. The production teams support a variety of integrated communication campaigns. The local platforms include:
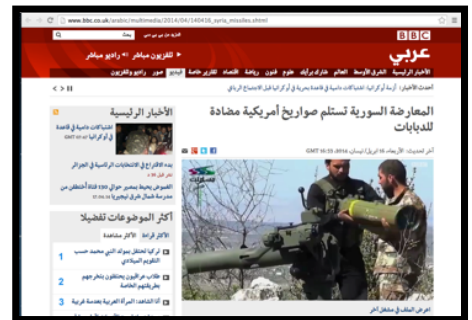
a. **High Quality video production** for news and human-interest stories.
b. **Graphic design** and print media product production and distribution.
c. **Radio programmes** and news production.
d. An extensive **online and social media capability** based on over six different brands using all types of social media.
e. An **outreach capability** to international, regional and Syrian media outlets, key influencers and an extensive internal network in Syria

3.   **Example 2 – Supporting a local media platform in Iraq.** In Basra, Iraq immediately following the fall of Saddam Hussein, partners worked to train a cadre of journalists so that they might create a media platform for the distribution of credible information. During the regime of Saddam Hussein, most of Iraq was cut off from international media, and journalism as such did not exist, rather newspapers and radios were mere mouthpieces of the state. The training included: instruction in reporting ethics, investigative reporting, computer literacy and Arabic for journalism. Following the training, journalists were instrumental in reporting on events in Basra, including coverage on the formation of Iranian proxy militias.

4.   **Example 3 – Supporting Civil Society Organisations with Messaging**
InCoStrat personnel have worked with various civil society organisations (CSO) in multiple countries, including **Afghanistan, Honduras, Iraq, Syria, and Libya** to develop their messaging capability. In practice this involves :
a. **Work with CSO leadership** to identify person(s) within the organisation who will be responsible for development and implementation of the media plan for the organization.
b. Develop a mission and ethos statement, as well as other talking points for the CSO.
c. **Identify target audiences** and the appropriate digital platform to reach them.
d. Creation of a **logo and branding plan** for the organisation; this includes assessing whether the security situation permits branding.
e. Coaching on how to **create a media plan** for individual activities so that media is used to amplify and maximize the effect of an individual activity. This includes press releases, how to work with local journalists, development of radio spots, print and digital media, Twitter campaigns, storyboards.
f. Mentoring on **tools and techniques to assess measures of effectiveness** and performance for both the media plans and the organisation.

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[1] A media platform supporting Syrian civil activists and providing human interest stories and campaigns that support HMG policy objectives May 2012-July 2013