

EBU

OPERATING EUROVISION AND EURORADIO

PSM COMPASS

**An EBU toolkit
to survive & thrive
in today's socio-
political landscape**



EBU

OPERATING EUROVISION AND EURORADIO

**Why do we
need a
Compass?**



POLITICO

War in Ukraine | Israel-Hamas war | Farmers' protests | Newsletters | Podcast



didn't exactly begin with Italy and far-right Prime Minister Giorgia Meloni. But the last year has featured a series of eye-catching results for conservatives | Piero Criscitti/AFB via Getty Images

Browser address bar: https://www.politico.eu/article/far-right-giorgia-meloni-europe-swings-right-and-reshapes-the-eu/

Navigation: EUROPE | LOGIN | POLITICO PRO

Menu: Home | Latest news | EU election | War in Ukraine | Israel-Hamas war | Farmers' protests | Newsletters | Podcasts | Poll of Polls | Policy news | Events

NEWS > POLITICS

Europe swings right — and reshapes the EU

Italy, Finland, Greece have recently moved. Spain could be next. The shift will affect everything from climate policy to migration.

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Slovakia raises alarm with planned revamp of public broadcaster

By Jan Lopatka

March 14, 2024 3:04 PM GMT+1 · Updated 6 days ago

🔖 | Aa | 🔄

A photograph of a protest at night. A person in the foreground holds a large cardboard sign with the text 'ZLY HORSI FICO PUTIN' written in black marker. To the right, another person holds a smaller sign with a red circle and a diagonal slash over a black letter 'Z'. The background shows city lights and a building.

NEWS > POLITICS

Europe's far right uses TikTok to win youth vote

Gen Z influencers inspire right-wing leaders like France's Jordan Bardella ahead of June's EU election.

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The biggest electoral year in history: Will democracy survive 2024? | DW News

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IN FOCUS

Ramadan Israel-Hamas war Russia's war in Ukraine

EU braces for right-wing boost in Parliament

Bernd Riegert 03/06/2024

Right parties are expected to gain seats in the European Parliament from gaining a decisive majority.

REUTERS

World Business Markets Sustainability Legal More

Slovakia raises alarm with planned revamp of public broadcaster

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Aa



Our goal: provide Members with a useful tool to help anticipate & respond to existential challenges

**Understand
the
arguments to
fight**

**Prepare
narratives
to counter
these
arguments**

**Tools &
tactics
to thrive**

Key audiences: political stakeholders

**Regulators and
regulatory
bodies**

**Legislators and
relevant members
of Parliaments**

**Political parties
and political
advisors**

**Executive branch
and relevant
government
institutions**

Four concrete deliverables

#1

Perception research - understand what's being said about PSM

DELIVERY:
May 2024

#2

Work on an impactful narrative & messaging architecture based on EBU & external consultancy research and analysis

#3

Stakeholder mapping & communication tools and techniques to best deliver those messages to key stakeholders

#4

Create dedicated *Members only* online space as well as supporting materials for the Toolkit

DELIVERY:
End 2024

Messaging Architecture & Narrative

1. DEMONSTRATING POSITIVE & SPECIFIC IMPACT OF PSM

Thanks to fact-based arguments and case-driven narratives, the EBU MIS can demonstrate the importance of PSM for individuals, communities, the media industry and society:

NEWS, TRUST AND DEMOCRACY

- > PSM support democracy and political engagement
- > PSM most trusted news brands and antidotes against polarization
- > PSM reinforce European news ecosystems

ECONOMY, CREATIVE INDUSTRIES AND LOCAL PRODUCTION

- > PSM create jobs and contribute to GDP
- > PSM crowd-in media markets
- > PSM unique partners and catalysts for European producers

PUBLIC SERVICE MEDIA

CREATE
360°
VALUE

SOCIETY, DIVERSITY AND VALUES

- > PSM reinforce social cohesion
- > PSM nurture collective identity
- > PSM showcase diversity in content and promote inclusion

TECHNOLOGY, SUSTAINABILITY AND INNOVATION

- > PSM care for the environment
- > PSM innovate in a sustainable and ethical way

CULTURE, EDUCATION AND ENTERTAINMENT

- > PSM stimulate learning and education
- > PSM support artists

PSM Compass structure

TOOLKIT CONTENT

Landing page
with five
sections:

#1

Insights – value of PSM

#2

Tools & process

#3

Issue & crisis scenario

#4

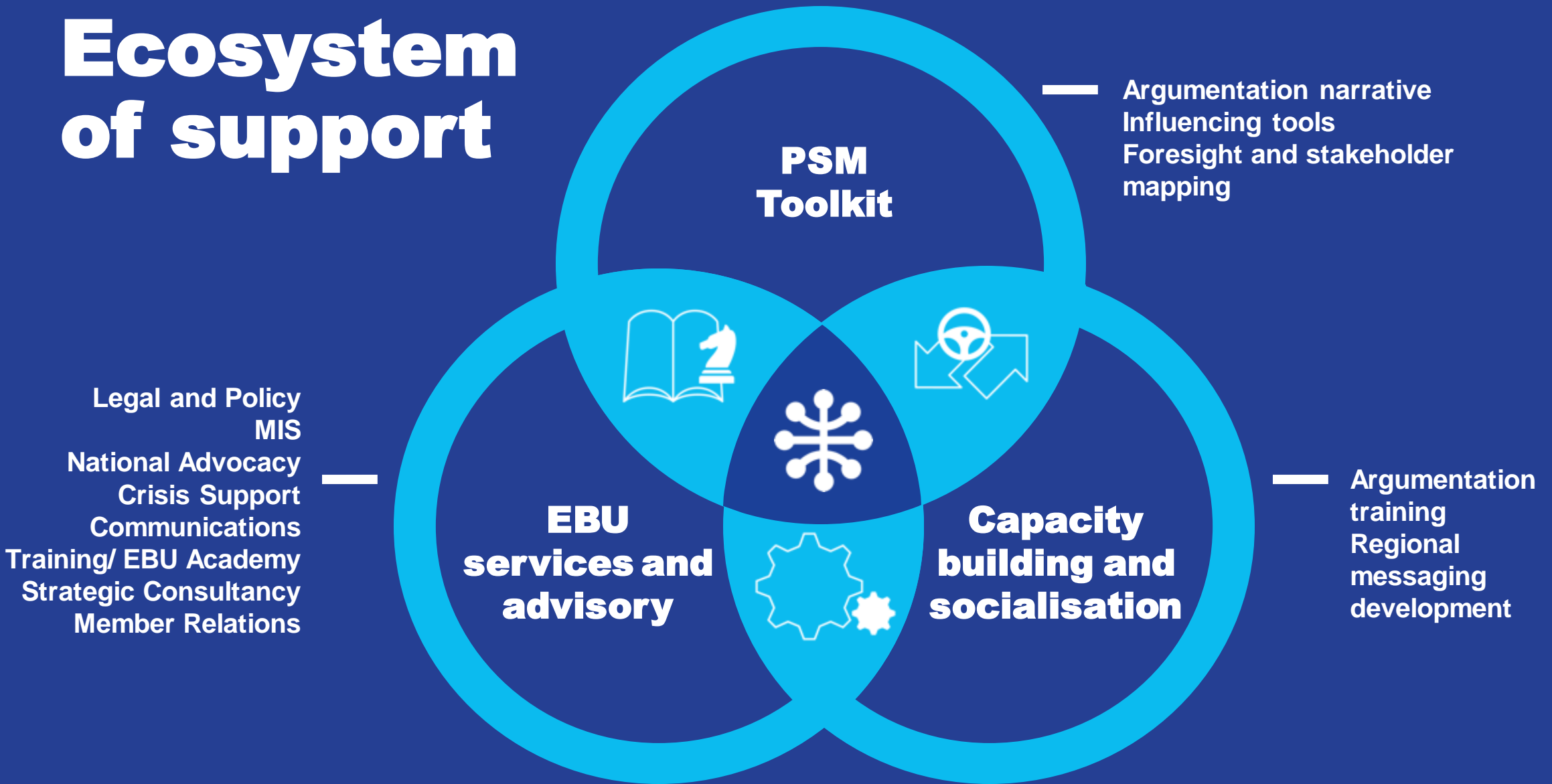
Best practice & training material

#5

EBU services

+ video
presenting
executive
perspective
based on the
interviews to be
conducted
during GA

Ecosystem of support



Member input

Sounding board working group

- Needs and expectations regarding central support
- Country peculiarities (political, societal, technical, economic)
- Most important pain points to be addressed
- Existing research and applied tools
- Ad-hoc needs and roll-out



Leidar is a global communication consultancy that helps clients set their course, navigate and communicate effectively.

This is Leadership Navigation.

2009

Founded in
Nyon / Geneva

+50

Consultants across eight
offices: Geneva, London,
Brussels, Dubai, Oslo,
Singapore, Washington
and New York

+100

Clients across different
industry sectors including
global leaders, NGOs
and institutions



Purpose: *Help clients find and reach their North Star*

This purpose is our **WHY**. We define the North Star as: vision, mission, values, purpose and narrative. Our clients express their North Star through their brand. Their reputation is a result of how successful they are.

Vision: *Inspire conversations that shape a sustainable future*

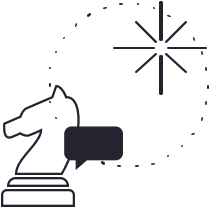
Communication is necessary to transform the way we live and consume on planet earth. Our vision is that we can make a difference by supporting our clients by shaping their sustainability strategies and driving transformational stakeholder engagement.

Mission: *Help our clients set their course, navigate the increasingly complex world and communicate effectively with their stakeholders*

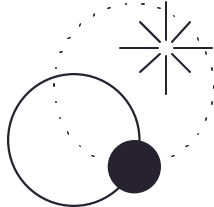
This mission is our **HOW**. We deliver through Leadership Navigation – set the course, navigate and communicate.

Focusing on strategy and implementation

Strategic advice



STRATEGIC
ADVICE



NORTH STAR



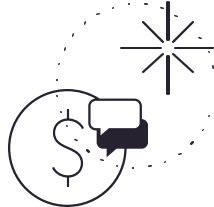
STRATEGIC
NARRATIVE



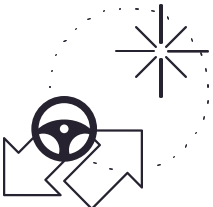
VISUAL
IDENTITY



CRISIS, ISSUES
& LITIGATION



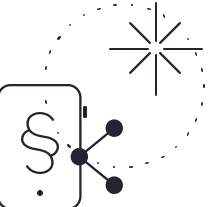
FINANCIAL
COMMUNICATION



CHANGE
MANAGEMENT



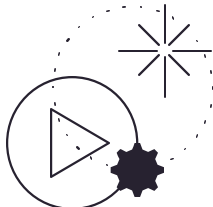
ENVIRONMENTAL,
SOCIAL &
GOVERNANCE



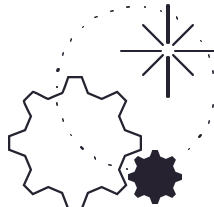
PUBLIC AFFAIRS



TRAINING &
COACHING

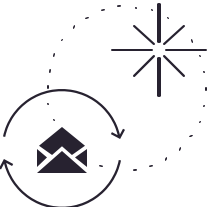


VIDEO
PRODUCTION

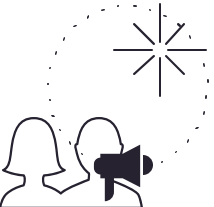


SERVICES

Integrated delivery



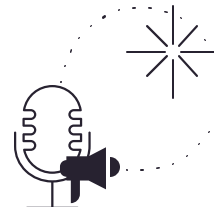
INTEGRATED
DELIVERY



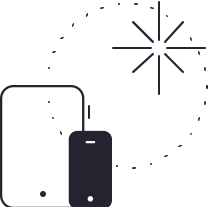
ADVOCACY



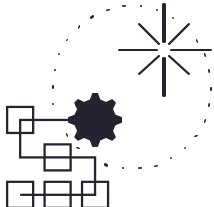
MEDIA
RELATIONS



INTERNAL
COMMUNICATIONS

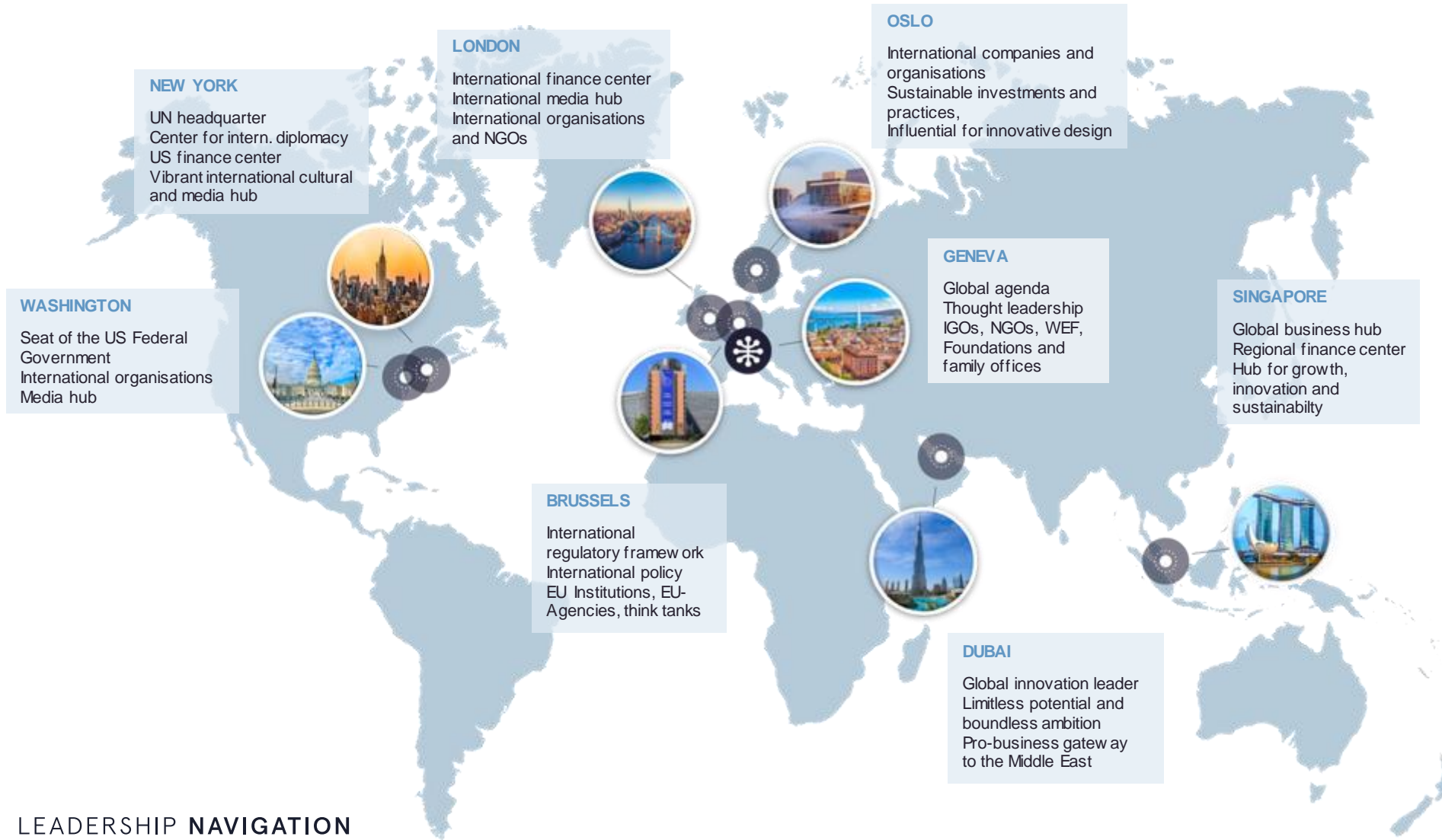


SOCIAL MEDIA



DIGITAL
PRODUCTION

Global reach and global influence



Strong presence in global hubs for international advocacy and influence



OVERALL OBJECTIVE

CONTEXT

TARGET AUDIENCES & INFLUENCER MAPPING

OPINION TRACKING & MEDIA ANALYSIS

STRATEGY & OBJECTIVES

MESSAGING & STORIES DEVELOPMENT

ADVOCACY CAMPAIGN

OUTCOME EVALUATION & CONTROL

LEADERSHIP NAVIGATION

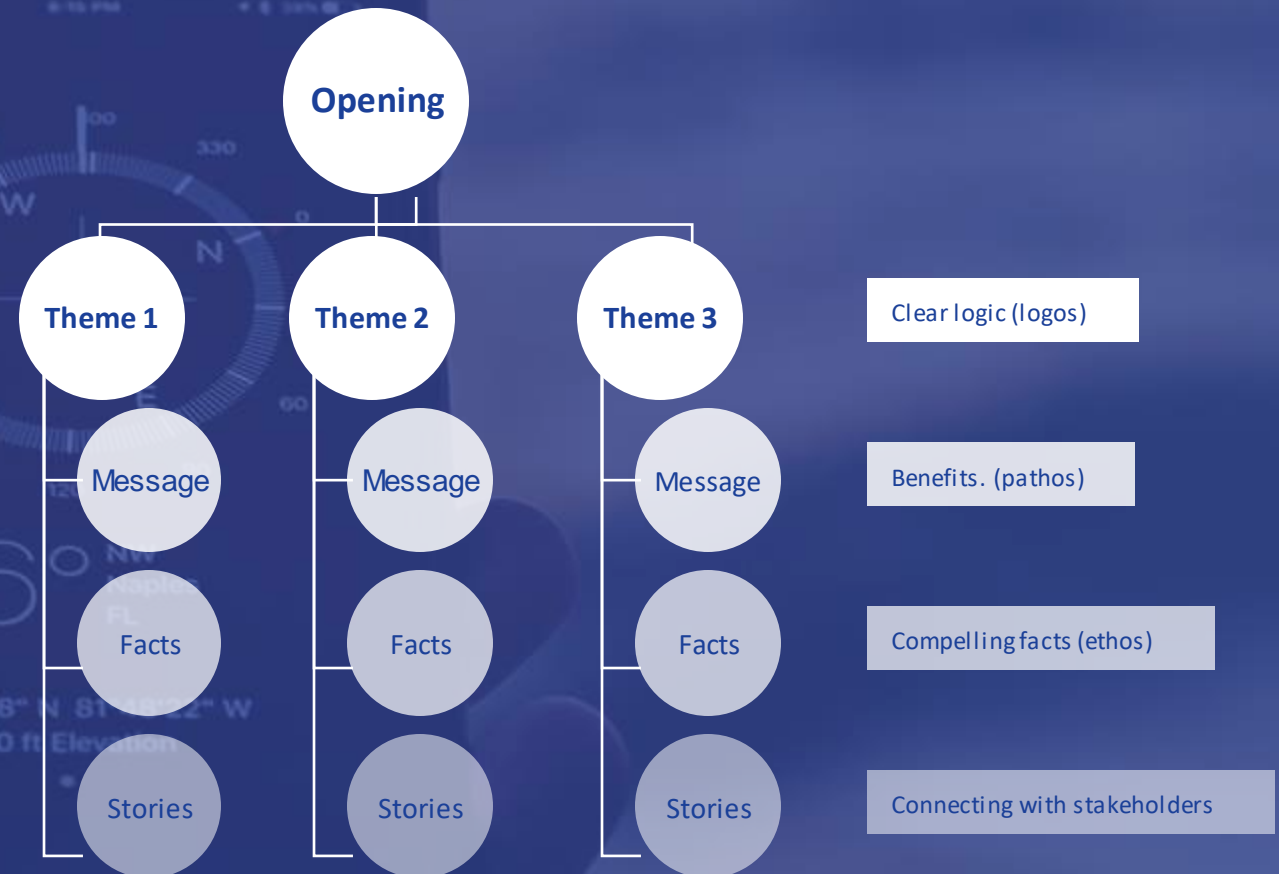


Messaging architecture and narrative

It will be important for PSM representatives to engage with stakeholders based on synchronised messages, that entail common wording and arguments across all geographies.

This is best done using an overall EBU narrative and an underlying messaging architecture, which we will develop based on primary and secondary research findings.

The overall messaging architecture and the related narrative need to provide sufficient flexibility to include country-specific messaging, addressing the local peculiarities.



IMA- Safe Silica advocacy

Safe Silica

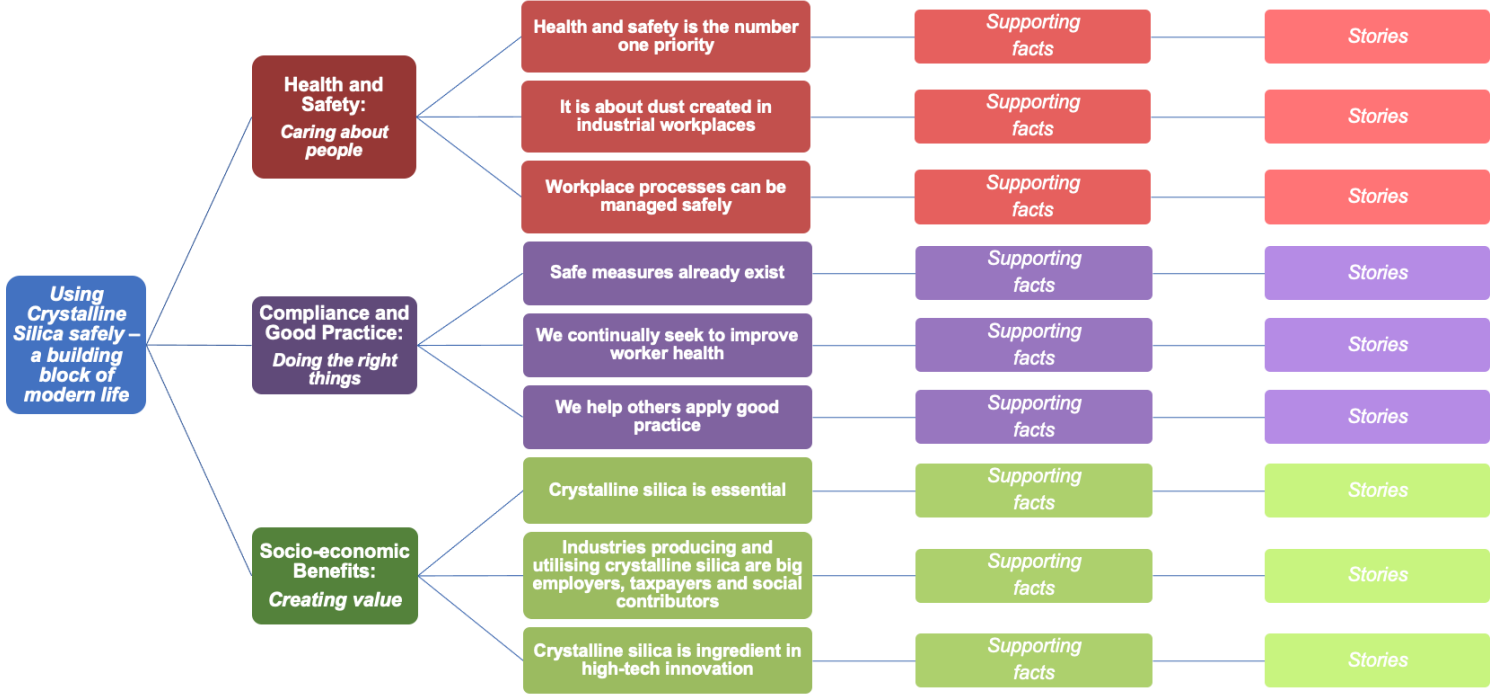


Safe Silica - Using Silica Safely is a project by industry to enhance awareness of crystalline silica, and how to manage the risks it can pose in industrial workplaces.

Crystalline silica is one of the minerals represented by IMA Europe. It has been known for many years that prolonged inhalation of Respirable Crystalline Silica (RCS) may cause a specific type of lung damage called silicosis.

IMA- Safe Silica narrative

ISSUE MESSAGING ARCHITECTURE



Employment, Social Affairs & Inclusion

Home

Policies and activities ▾

News

Events

Publications and documents

European employment strategy

Employment package

Social dialogue ^

Cross-industry social dialogue

Sectoral social dialogue

Social dialogue texts database

Consultations of the social partners

Val Duchesse Social Partner Summit - Tripartite Declaration

NEWS | 📅 05/02/2021

The NEPSI social dialogue agreement success story

The European Network for Silica (NEPSI) aims to minimise worker exposure to silica in several industries.



Key elements of influencing toolkit

Examples: Templates and typical stakeholder maps

Process: Outlining stakeholder mapping exercises at pan-European level and recommendation for customisation in the countries

Best practices: Practical guidelines on “how to” present arguments to government representatives, politicians, civil society organisations, KOLs/scientist, etc.

Argumentation: Discussion navigators, with flows of arguments and recommended counterarguments

Messaging: Central/international messaging architecture with proofpoints

Adaptation: Suggestions for localised messaging

Story: Overall narrative

Localisation: Suggestions for local narratives

Correction: Listing most common myths and delivering evidence-based counter-arguments

Broad picture: A comprehensive Q&A document

Evidence: Facts summary and data collection

Engagement: Practical PPT presentations and templates

Repository: Digital documents delivery in the format of an interactive pdf and online formats (Members only section of the website)



Bridging the expectation gaps

LEADERSHIP NAVIGATION

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EBU UPDATE monthly newsletter