

Tips for... Building relations with the media



BEFORE COMMUNICATING WITH THE MEDIA, MAKE SURE THE TOPIC HAS THE POTENTIAL FOR MEDIA COVERAGE AND CONTACT THE APPROPRIATE JOURNALISTS. YOU CAN CONTACT THE AFD OR EF COMMUNICATIONS DEPARTMENT FOR TEMPLATES (PRESS INVITATIONS, PRESS RELEASES, ETC.).

PRESS KIT

This kit is designed to provide information to the media on key project events. It provides background information on the project, and highlights its impacts, objectives, and the results achieved.

A press kit includes the following information:

- A project presentation brochure detailing the project's objectives, background, beneficiaries and partners, as well as its expected impacts and deliverables (key figures, testimonials, case studies).
- Visual elements (links to photos, infographics, maps).
- Press contacts for any information or interview requests.
- A general presentation about AFD Group.

PRESS RELEASE

Aimed at journalists, a press release should be short and punchy. Published at key times during the project, a press release aims to disseminate important information to the media (project launch, key milestone, significant impact, etc.). It may be provided along with a press kit that gives journalists comprehensive information about the project and its stakeholders.

➔ A [press release template](#) is available here.
 And an [invitation template](#) is available here.

OTHER FORMATS

- **Press conference and briefing:** invite the media to a key project event where journalists have the opportunity to ask questions.
- **Press invitations** to events.
- **Press trip** and reception of journalists on request.

OTHER TOOLS

- **Press review** to compile data on all coverage of the project in the media.
- **Media list** and journalist contacts with specific areas of expertise.