

# Media & Community Participations



# 1<sup>st</sup> Phase Objectives

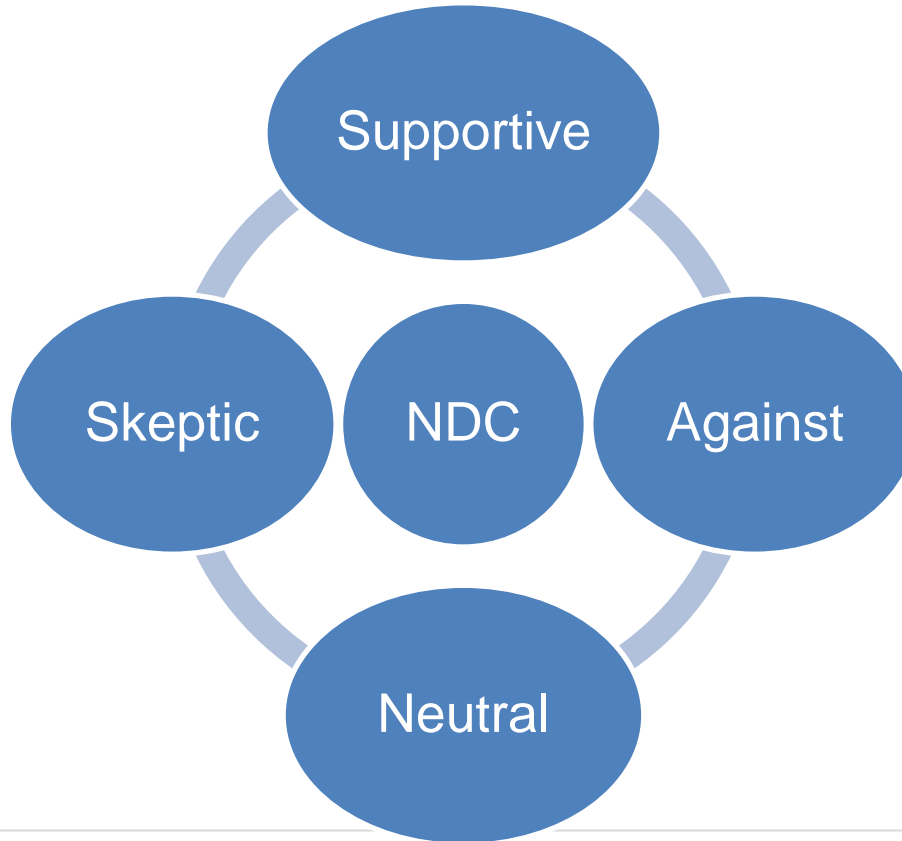
Raising Awareness about NDC

Enabling environment for all delegates to join in

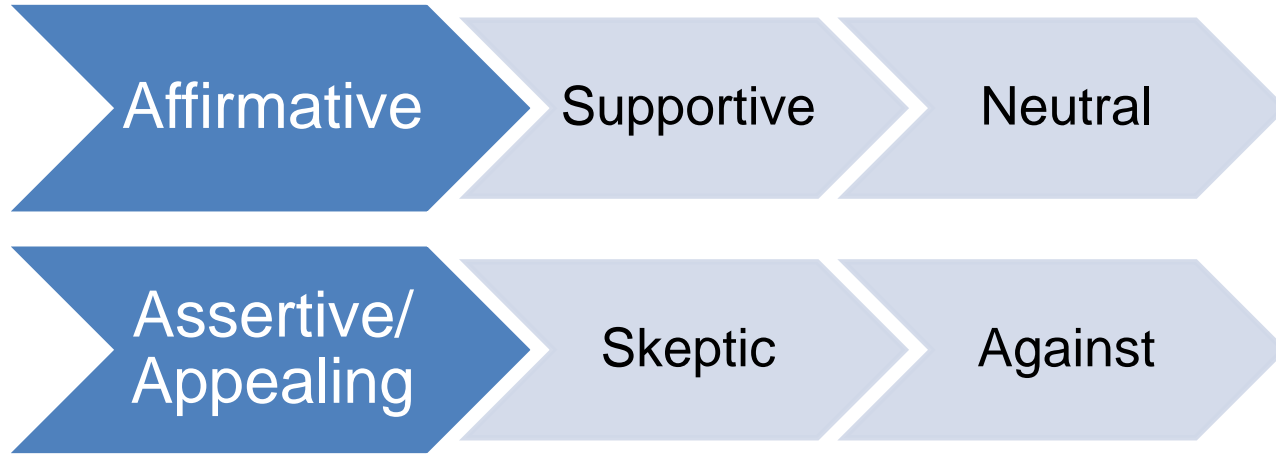
Building Confidence in the NDC



# Audience



# Messaging Strategies



# Communication Tools

Traditional Media

Mosques & Schools

Art for Dialogue

Partnership



# Achievements



# Achievements

## Outdoor & Indoor

- Main Cities
- About 18,000 m2
- Conference Room  
BGround & System

## Audio Visual

- 3 Radio flashes
- 9 TV flashes
- NDCS Message by SG
- 4 TV Animations



# Achievements

## Audio Visual

- Launching Ceremony Song & Children Msg
- 334 Pictures



## Live Broadcast (240 Hrs)

- 5 National TV Stations
- 3 Regional
- 2 national radio stations
- 4 News SMS providers





# Achievements

## Media Center

- Computer Lap (20 PCs)
- 4 Press Conferences
- 7 Meetings facilitated
- Av. 110 Journalists/day



## Media & Journalists

- 228 Article
- 33 Media Interviews
- 41 Media Monitoring Reports (4,920 news)
- 737 journalists (mailing list)



# Achievements

## Website & Social Media

- **Global:** 252,811 - **Yemen:** 81
- **Facebook:** 13,641 Likes
- **Twitter:** 913 followers
- **Youtube:** 232 Subscribers



## Publications

- 2000 Dialogue in a Box
- 2000 Dialogue Guide
- 1000 Media Guide
- 1000 Delegates' Guide

# Achievements

## Partnership

- Logo on ATM Screens
- Inflight brochures
- 3 SMS's (est. 6 millions people)
- YEC wide-scale campaign
- Yemen Mobile – 18% Discount
- 3 Dialogue Songs by NGOs
- Animated Flash Web Banner (Over 4.6 million times)





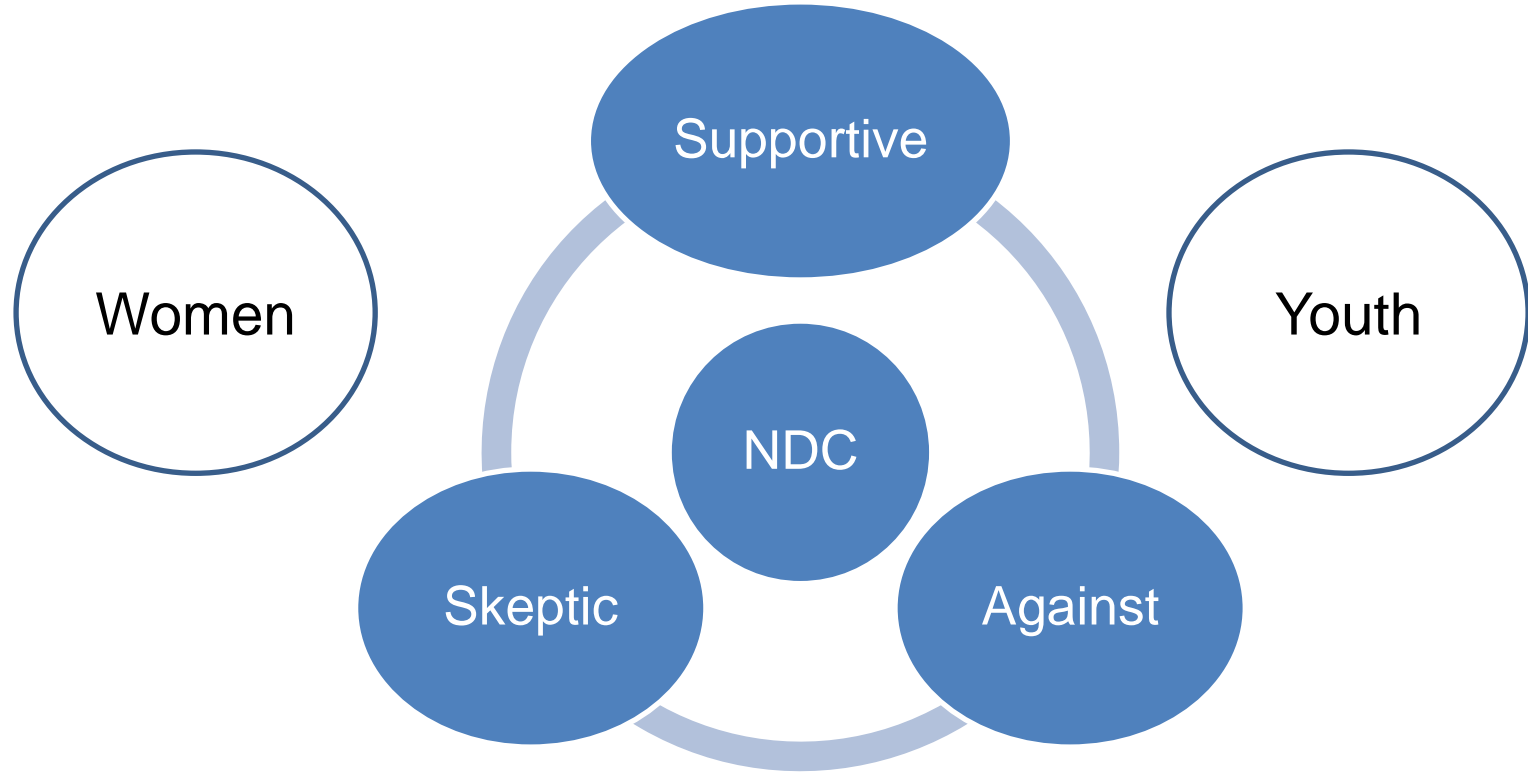
# Communication & Outreach

## April 1 – July 31

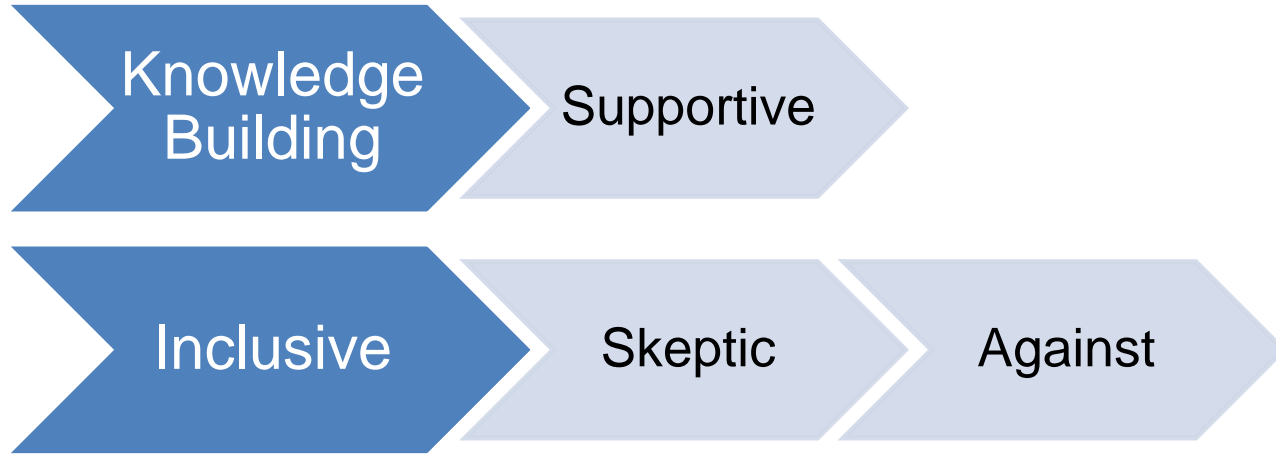
**Traditional media:** Radio, TV, Print/Online, SMS  
**Outdoor Visibility :** Billboards, print, roll ups, banners  
**Arts for Dialogue:** Open Theater, Dialogue songs, Video clips, Ramadan series, Public portrait,  
**Media unit/Media relations:** TV & radio production unit, Training, Local media coverage  
**Compete for the NDC:** Dialogue Cup, Yemen TV live competition, YouTH Participate.



# 2<sup>nd</sup> Phase Audience



# 2<sup>nd</sup> Phase Messaging Strategies



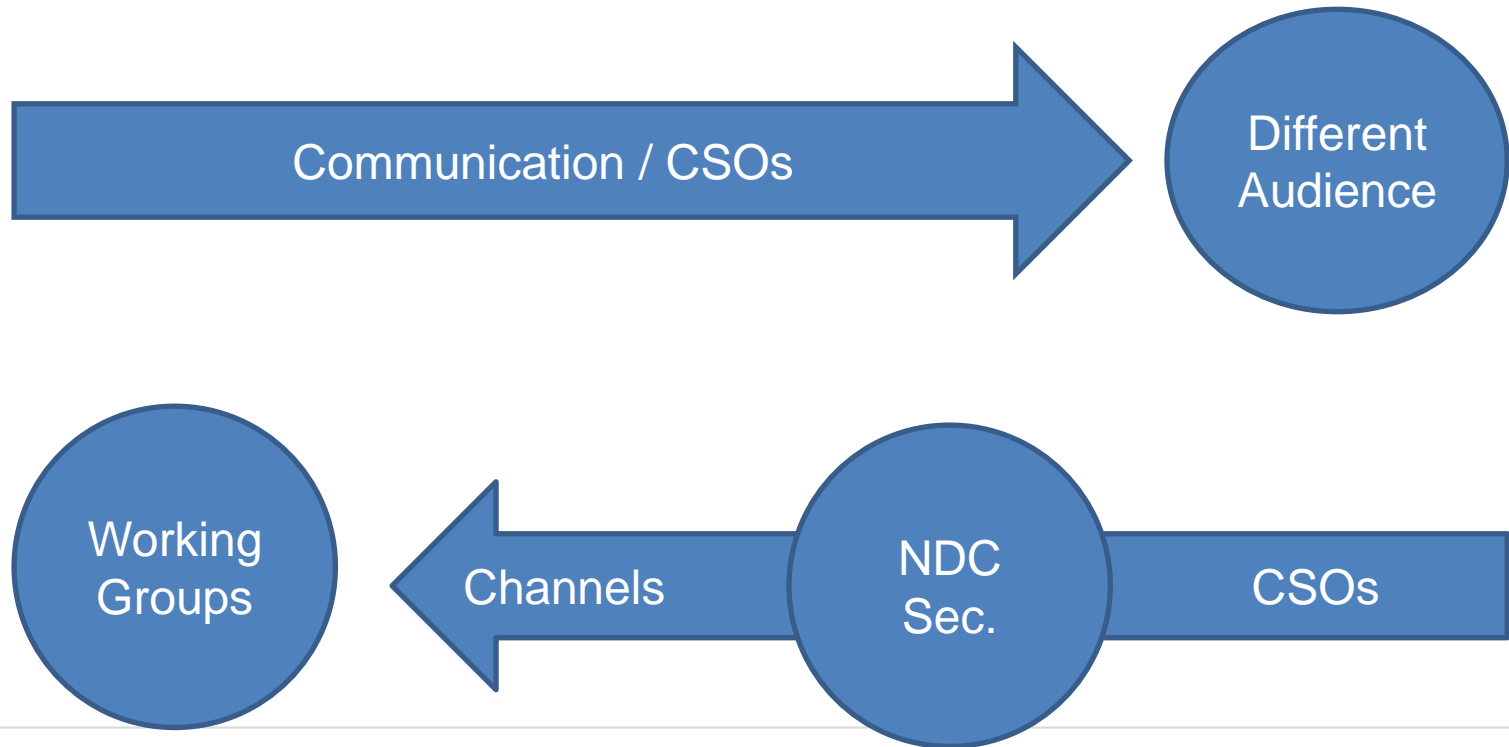
# 2<sup>nd</sup> Phase Objectives

- To engage the public
- Mobilize the public
- Raise the level of responsibility
- Voice for the voiceless
- Voice of the immigrants outside Yemen
- To enhance community participation

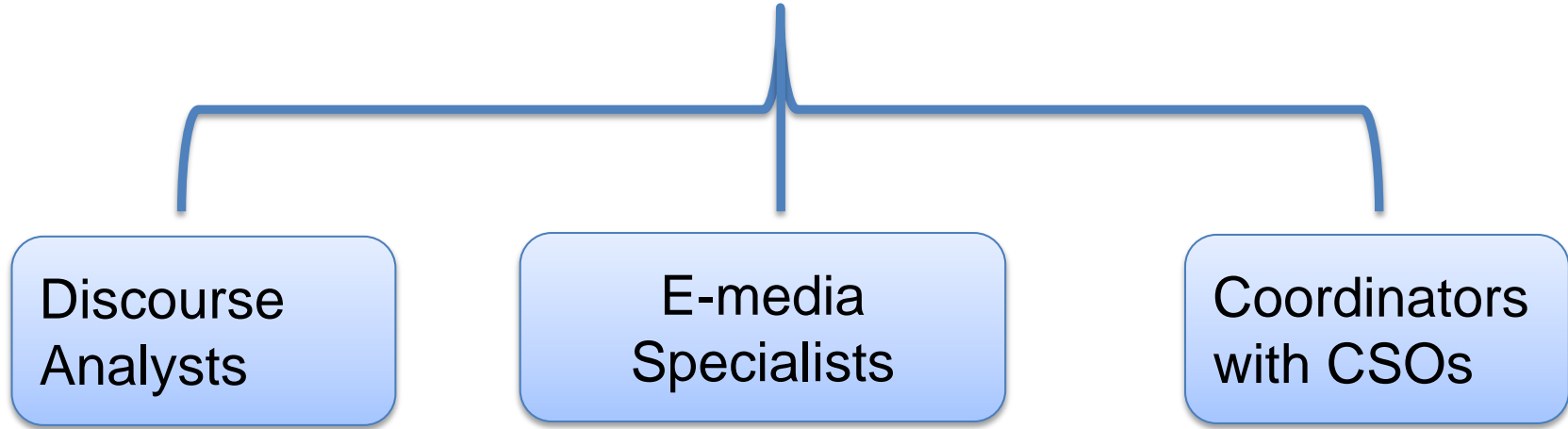




# Community Participation

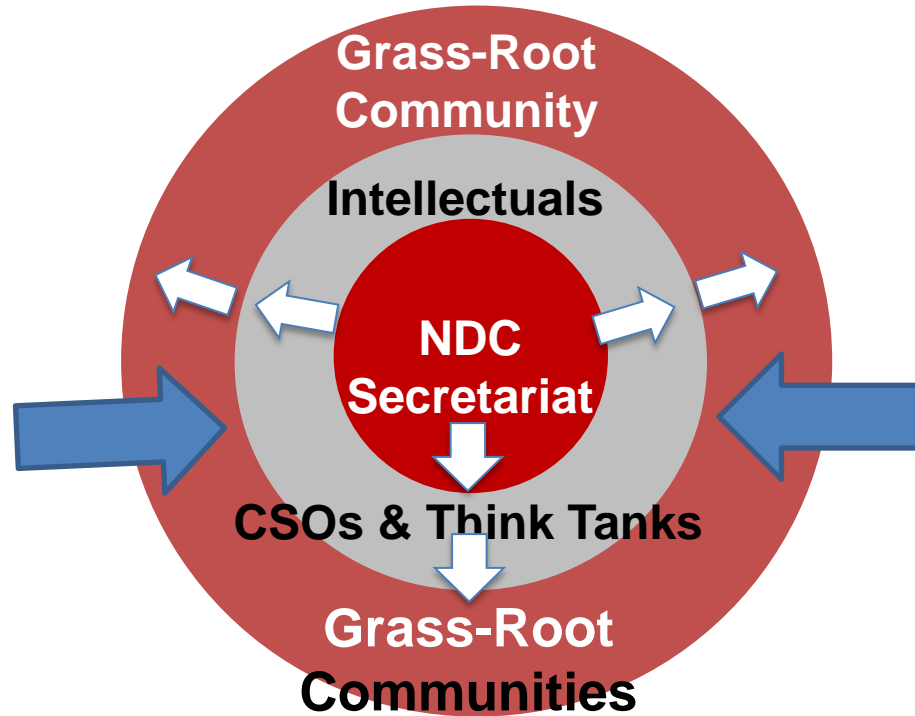


# Community Participation Unit



**Received Contributions:**  
40 Electronic – 10 in Hand

# Mechanism of Work



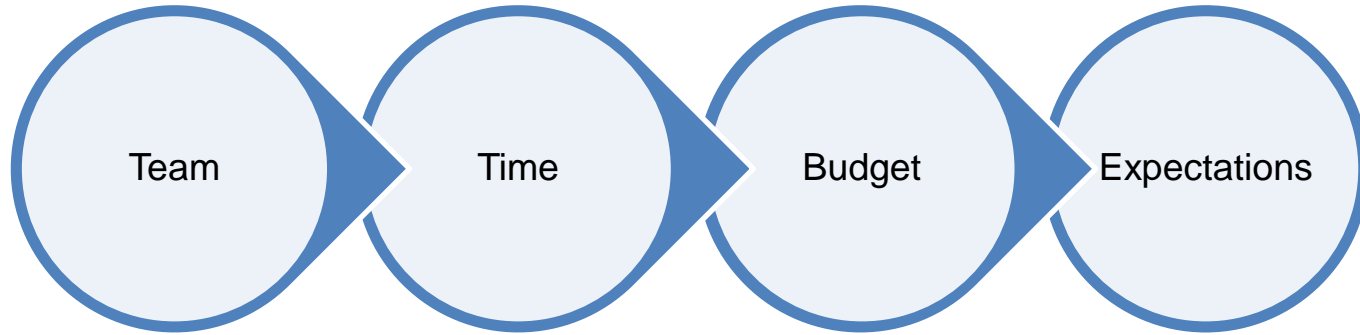
# Community Participation Channels ( informative and interactive)

1. **IT & Web:** NDCs Website, SMS, Hotline services, Social media, Articles in journals and online.
2. **Traditional Channels:** TV & Radio, Faxes, Post
3. **Face to Face:** CSO and groups activities, forums, workshops by CSOs and Dialogue Ambassadors.
4. **Working Groups activities related to CP :** hearing sessions and engagement with community stakeholders.

# Expected Roles & Functions of INGOs

- Direct Outreach to local communities
- Support and Advocacy for specific groups
- Information sharing
- Channels for Public input
- Advocacy and Lobbying for input
- Advocacy for NDC Outcomes:
  - For Stakeholders
  - For Local Communities

# Challenges





مؤتمر الحوار الوطني الشامل  
— بالحوار نصنع المستقبل —



THANKS!