MOR Strat Comms Timeline



ACTIVITY	MONTHS Sep Oct Nov Dec Jan Feb Mar
	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 2
Project inception / Kick off meetings – 1 Sept	
Project infrastructure set-up: 'Newsrom and Production Hub' /	
contracting / recruitment of staff	
Network transfer / activation: Enab Baladi, Dream Network, SNC, Liasion	
Officers, stringers	
1. Communicate Phase	
Network animation and function	
Provision of real-time insight on the ground militarily and politically in	
each locality	
Training provided to networks / stringers on project admin / finance	
requirements	
2. Cultivate Phase	
Clarification of scope of work into SMART objectives	
Refinement and segmentation of target audience	
Baseline research to support comms strategy (Target Audience Analysis	
Report / Media Matrix Report / Situational Analysis Report)	
Delivery of single strategic proposition / communications strategy	
(Strategic Proposition / Core Narrative Document / Message Grid /	
Creative Brief / Editorial Guidelines)	
3. Curate Phase	
Collation of existing, new and other supporting content subject to	
newsroom editorial treatment	
Collection of stories and news from all networks, subject to newsroom	
editorial treatment	
4. Disseminate Phase	
Production of creative assets for Syrian and global media dissemination	
Production of new content intended for the secondary Target Audience of	
the international community.	
Selection of existing content to promote based on the project core	
narrative	
5. Evaluate Phase	
Baseline M&E activities (surveys, focus groups), agreement of KPIs and	
metrics	
Endline M&E activities: production of insight into overall audience	
targeting success, programming effects	
6. Recalibrate Phase	
Onoging project reclaibration based on local insight, ORB polling and	
surveys	
Midline M&E activities - programme course correction	
Final reporting	