

**Enhanced version: Tips on using the EU emblem in Press Releases and Media Advisories.**

- ✓ The EU logo should always be displayed horizontally, with the blue colour featuring yellow stars, and the funding statement positioned next to the EU emblem (EN: Funded by the European Union, GE: ევროკავშირი საქართველოსთვის).
- ✓ The version used for the logo and funding statement cannot be altered and must be taken from the official sources. It can be found on EU4Georgia website.
- ✓ The EU logo must always be positioned at the top left corner of the page.
- ✓ The EU logo must always be placed on a white background.
- ✓ The EU logo should be placed to the left of any other logos or emblems and should not be positioned below any of them.
- ✓ No logo can be larger than the EU logo.
- ✓ Materials in English should feature an English logo, materials in Georgian should display a Georgian logo.

**PRESS REALEASE submission rules/ deadline**

- ✓ A press release in Georgian and English must be prepared for significant events and submitted on DIGITOOL at least **10 working days** prior to the event for review and approval.

**MEDIA ADVISORY submission rules/ deadline**

- ✓ Media advisories are not required, but if they are issued in order to inform about upcoming event and invite media in advance, Georgian and English announcements must be submitted via DIGITOOL at least **10 working days** prior to the event for review and approval.

**We respectfully request that you download and use the Media Advisories and Press Releases only after they are marked as "PROCESS COMPLETE" in DIGITOOL.**

## PRESS RELEASE

- ✓ A public statement after (reporting on) an event is a Press Release
- ✓ The Press Release should briefly and clearly provide an overview of the event that has already occurred, covering the main points, topics and findings discussed, ideally keeping the document to one page, or at most, two.

### [TITLE]

- ✓ A headline should be concise, compelling and to the point, ideally one line in length
- ✓ The headline should grab attention, succinctly summarising the news
- ✓ Should include reference to EU, give incentive to read more.

**Good practice:** *"EU and Government of Georgia review four years of EU support to agriculture"* - This headline clearly indicates the subjects involved (EU and Government of Georgia) and the topic (review of four years of support to agriculture). It is specific, informative, and directly states the news value.

**Bad practice:** *"Legal Aid Service Enhances Support to its Beneficiaries and Lawyers"* – This is less effective due to its lack of specificity, missing impact or outcome, use of generic terms, and assumption of the reader's understanding of its significance.

### [INTRODUCTION]

- ✓ It is recommended to always prioritise the location and date in the beginning of the first paragraph.  
**Good Practice:** Tbilisi. March 15. 2024
- ✓ The opening paragraph should be compelling and must ideally answer the who, why, what, when, and where (5Ws). This ensures that even at a glance, readers understand the essence of the announcement. The first paragraph sets the tone and provides the most critical information.
- ✓ Please start by indicating the organiser, the EU-funded project/program, and the place (venue).
- ✓ Share details regarding the purpose or goals of the event in a brief statement
- ✓ Share details about the keynote speakers

### [SUMMARY]

- ✓ Summarise the achievements and impact in one or two sentences. Aim to focus on illustrating the broader impact of the European Union's support rather than detailing the projects themselves. Highlight how the initiatives contribute to overarching goals such as enhancing local development, advancing reforms, improving governance and public services, or fostering economic growth. Describe the tangible benefits experienced by communities, institutions, or sectors, thus showcasing the value and effectiveness of EU support.

**Good practice:** *The European Union continues to play a pivotal role in supporting sustainable development and democratic governance in Georgia through its recent initiative, "Strengthening Community Resilience and Regional Development". This project, part of a broader collaboration between the EU and Georgia, focuses on enhancing local infrastructure, promoting economic growth, and improving public services in underserved regions. It will directly benefit over 250,000 residents across various municipalities, demonstrating the EU's commitment to fostering socio-economic development and cohesion in Georgia.* - The statement effectively highlights the EU's support to rural Georgians while putting this support in the bigger context of the EU-Georgia cooperation in specific sectors.

**Bad practice:** *On 19 December 2017, the 83<sup>rd</sup> meeting under the Incident Prevention and Response Mechanism (IPRM) was held in Ergneti. The meeting took place in an open and constructive atmosphere.* – The statement relies on vague descriptions, making it less engaging and informative. It fails to convey the significance of the meeting or the specifics of the discussions and outcomes and also fails to showcase the broader impact of the EU assistance in the relevant field.

## [BODY]

Should include:

- ✓ **Information about event- covered topics, findings, and outlined next steps**
- ✓ **Information about the main progress or impact made possible with the EU support showcasing why the outcomes of the support may be beneficial or interesting to the Georgian people or certain groups of people (avoid purely technical jargon or information and try to use clear, "human" language)**
- ✓ **Quote of EU representative and other speakers**
- ✓ **Provide brief information about the event participants, such as the stakeholders, experts, and interested individuals who attended.**

## [BACKGROUND]

### ✓ **About the European Union**

For more than 30 years, the European Union has built a close partnership with Georgia, supporting its development through knowledge and experience sharing, expertise, innovation and financial support. The relationship between the EU and the citizens of Georgia is based on shared values of peace, freedom, democracy, human rights and inclusive economic growth. More about the EU's support in Georgia <https://eu4georgia.eu/the-european-union-in-georgia/>

30 წელზე მეტია ევროკავშირს საქართველოსთან მჭიდრო პარტნიორული ურთიერთობა აკავშირებს. ქვეყნის განვითარებას ევროკავშირი ცოდნისა და გამოცდილების გაზიარებით და ექსპერტული, ინოვაციებისა და ფინანსური მხარდაჭერის გზით ახორციელებს. ევროკავშირსა და საქართველოს მოქალაქეებს შორის ურთიერთობა მშვიდობის, თავისუფლების, დემოკრატიის, ადამიანის უფლებებისა და ინკლუზიური ეკონომიკური ზრდის საერთო ღირებულებებს ეფუძნება. საქართველოში ევროკავშირის მხარდაჭერის შესახებ მეტი ინფორმაცია იხილეთ მითითებულ ბმულზე: <https://eu4georgia.eu/ka/evrokavshiri- sakartveloshi/>

This general paragraph can be complemented with EU policy information specific to a sector.

**Good practice:** The EU funds numerous infrastructure projects in the area of water supply and sanitation, construction of waste facilities, rehabilitation of roads, energy efficiency rehabilitation in public buildings in Georgia. All these efforts are geared towards improving the living standard in Georgia.

✓ **About the project/ programme**

A brief paragraph outlining the project's primary objectives, including details about donors, partners, and implementers can also be included.

[CONTACT INFO]

For further information please contact:

**Name/ Title:**

**Email address:**

**contact details:**

## MEDIA ADVISORY

- ✓ A public statement before (announcing) an event is a Media Advisory
- ✓ The Media Advisory must be shorter than a Press Release and should focus on providing succinct information about an upcoming event, highlighting the key details.

### [TITLE]

- ✓ A headline should be concise, compelling and to the point, ideally one line in length
- ✓ The headline should grab attention, succinctly summarising the news
- ✓ Should include reference to EU, give incentive to read more.

**Good practice:** "EU and Government of Georgia review four years of EU support to agriculture"

**Bad practice:** "Legal Aid Service Enhances Support to its Beneficiaries and Lawyers"

### [INTRODUCTION]

- ✓ It is recommended to always prioritise the location and date in the beginning of the first paragraph.  
**Good Practice:** Tbilisi. March 15. 2024
- ✓ The opening paragraph should be compelling and must ideally answer the who, what, when, where, and why (5Ws). This ensures that even at a glance, readers understand the essence of the announcement. The first paragraph sets the tone and provides the most critical information.
- ✓ Please start by indicating the organiser, the EU-funded project/program, and the place (venue).
- ✓ Share details regarding the purpose or goals of the event in a brief statement
- ✓ Provide details regarding the event venue, including the address, start time, and end time.

**Good practice:** Venue: Hilton Garden Inn (Chavchavadze 64a)

Time: 09:00 – 3:00

- ✓ Share details about the keynote speakers

### [SUMMARY]

- ✓ Summarise the achievements, made possible with the EU support, in one or two sentences, showcasing why the outcomes of EU support may be beneficial or interesting to the Georgian people or certain groups of people (avoid purely technical jargon or information and try to use clear, "human" language)

**Good practice:** The European Union continues to play a pivotal role in supporting sustainable development and democratic governance in Georgia through its recent initiative, "Strengthening Community Resilience and Regional Development". This project, part of a broader collaboration between the EU and Georgia, focuses on enhancing local infrastructure, promoting economic growth, and improving public services in underserved regions. The initiative aims to directly benefit over 250,000 residents across various municipalities, demonstrating the EU's commitment to fostering socio-economic development and cohesion in Georgia.

**Bad practice:** On 19 December 2017, the 83rd meeting under the Incident Prevention and Response Mechanism (IPRM) was held in Ergneti. The meeting took place in an open and constructive atmosphere.

## [BODY]

Should include:

- ✓ **Concise overview of the topics that will be presented or discussed during the event**
- ✓ **Information about the event participants, such as the stakeholders, experts, and interested individuals who will attend.**

## [BACKGROUND]

### ✓ **About the European Union**

For more than 30 years, the European Union has built a close partnership with Georgia, supporting its development through knowledge and experience sharing, expertise, innovation and financial support. The relationship between the EU and the citizens of Georgia is based on shared values of peace, freedom, democracy, human rights and inclusive economic growth. More about the EU's support in Georgia <https://eu4georgia.eu/the-european-union-in-georgia/>

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**Good practice:** The EU funds numerous infrastructure projects in the area of water supply and sanitation, construction of waste facilities, rehabilitation of roads, energy efficiency rehabilitation in public buildings in Georgia. All these efforts are geared towards improving the living standard in Georgia.

- ✓ **About the project/ programme**

A brief paragraph outlining the project's primary objectives, including details about donors, partners, and implementers can also be included.

### **What to avoid when crafting Press Releases or Media Advisories**

**Lack of a Clear Angle or News Value:** Avoid sending out a press release without a clear, newsworthy angle. Your press release should have a purpose and offer something of interest to the media and your target audience.

**Overly Promotional Language:** While the aim is to promote something, the tone should not be overtly salesy. The objective is to inform and engage, not to overtly advertise.

**Complex Jargon and Technical Language:** Avoid using industry-specific jargon or overly complex terms that your target audience may not understand. The document should be accessible to a general audience.

**Long, Dense Paragraphs:** Large blocks of text can be daunting and difficult to read. Keep your paragraphs short and use bullet points or subheadings where appropriate to improve readability.

**Lack of Accurate Contact Information:** Always include valid and accurate contact information for media inquiries. Omitting this crucial detail can result in missed opportunities for further coverage or clarification.

**Inaccurate or Misleading Information:** Ensure that all facts, figures, dates, and names are accurate. Misleading or incorrect information can damage credibility.

**Failure to Include Quotes:** Quotes from key figures in your organisation or relevant stakeholders add a personal touch and credibility to the press release.

**Not Proofreading:** Grammatical errors, typos, and spelling mistakes can undermine the professionalism of the press release. Always proofread your work or have someone else review it before submission and distribution.

**Using American English:** EU-funded productions should use British English.