

# DISASTER JOURNALISM

COMMUNICATION,  
DISSEMINATION AND  
VISIBILITY PLAN





social  
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PRESIDENCY OF THE REPUBLIC OF TÜRKİYE  
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# COMMUNICATION, DISSEMINATION AND VISIBILITY PLAN

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# TABLE OF CONTENTS

<b>TABLE OF CONTENTS</b> .....	7
<b>LIST OF TABLES</b> .....	9
<b>ABBREVIATIONS AND ACRONYMS</b> .....	10
<b>ABOUT THE PROJECT</b> .....	12
<b>EXECUTIVE SUMMARY</b> .....	14
<b>COMMUNICATION AND DISSEMINATION STRATEGY</b> .....	15
1. Objectives.....	15
2. Target audience.....	15
3. Key messages.....	18
4. Communication channels.....	19
4.1 Website.....	19
4.2 WEBSITE.....	19
4.3 Social Media Engagement.....	20
4.4 News.....	20
4.5 Partners' Websites.....	21
4.6 Social Media Channels.....	21
4.7 Partners' Social Media Channels.....	22
4.8 Dissemination events.....	23
4.9 European-wide conference.....	24
5. Tools.....	26
5.1 Visual identity – Logo.....	26
5.2 Brand guidelines.....	28
6. Timeline.....	28
7. Impact assessment.....	30
7.1 Quantitative KPIs.....	30
7.2 Qualitative KPIs.....	30
8. Monitoring and evaluation.....	30
9. Roles and responsibility.....	32

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## LIST OF TABLES

TABLE 1.	<b>PRIMARY TARGET AUDIENCE</b>
TABLE 2.	<b>SECONDARY TARGET AUDIENCE</b>
TABLE 3.	<b>KEY MESSAGES</b>
TABLE 4.	<b>COMMUNICATION CHANNELS MATRIX</b>
TABLE 5.	<b>COMMUNICATION AND DISSEMINATION ACTIVITIES SUMMARY</b>

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# ABBREVIATIONS AND ACRONYMS

Abbreviation/Acronym	Description
CDP	Communication and Dissemination Plan
HEI	Higher Education Institution
KPI	Key Performance Indicator
M#	Month Number
DJProject	Disaster Journalism: Preventing the News from Turning into a Disaster
TA	Target audience
WP	Work Package

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Abbreviation/Acronym	Description
<b>SU</b>	Selcuk University
<b>DOC</b>	The Republic of Presidency of Türkiye, Directory of Communication
<b>RTÜK</b>	Radio and Television Supreme Council of Türkiye
<b>UVIGO</b>	Universidad de Vigo
<b>TSNUK</b>	Taras Shevchenko National University of Kyiv
<b>UP</b>	Univerza na Primorskem
<b>KMM</b>	Konya Metropolitan Municipality

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## ABOUT THE PROJECT

Disaster Journalism: Preventing the News from Turning into a Disaster acknowledges that while disasters have become an increasingly common part of daily life, the role of journalists in reporting on these events is often overlooked. Journalists face unique challenges when covering disasters, including ethical dilemmas, safety risks, and the psychological impact of reporting on traumatic events. These challenges are often not addressed in traditional journalism education, leaving a critical gap in the training and support systems for journalists.

Alarming, recent studies and reports highlight the growing need for specialized training in disaster journalism. The increasing frequency of natural disasters, climate-related crises, and human-made emergencies has underscored the importance of accurate, ethical, and effective disaster reporting. Without proper training, journalists risk spreading misinformation, endangering themselves and others, and failing to provide the public with the information needed to respond effectively to disasters.

The project envisions a more informed and prepared journalism community by fostering awareness and providing specialized training in disaster reporting. We aim to equip journalism students and professionals with the tools, knowledge, and ethical guidelines needed to report on disasters effectively and responsibly. By promoting open dialogue and providing practical resources, the project aspires to create a supportive environment for journalists working in disaster zones.

The Disaster Journalism project focuses on three primary goals:

- 1. Raise Awareness:** Highlight the importance of disaster journalism as a specialized field and break the stigma surrounding the challenges faced by journalists reporting on disasters.
- 2. Develop Training Resources:** Create tailored tools and materials, including a disaster journalism curriculum, guidebooks, and digital content, to help journalists navigate the complexities of disaster reporting.
- 3. Provide Lasting Resources:** Equip journalism students, academics, and professionals with practical, sustainable resources, such as a disaster journalism curriculum, ethical guidelines, and safety protocols.

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To achieve these goals, the project engages in a range of activities:

- **Research and Mapping:** Conduct surveys and focus groups with journalists, academics, and students to explore the challenges and needs in disaster journalism, identifying best practices and preventive strategies.
- **Resource Development:** Create educational materials, including a disaster journalism curriculum, guidebooks for journalists, and digital content such as podcasts, infographics, and short videos.
- **Pilot Testing:** Test the resources through workshops, webinars, and pilot courses at partner universities to ensure their practicality and effectiveness.
- **Awareness Campaigns:** Organize webinars, national events, and online campaigns to disseminate findings and foster a community committed to improving disaster journalism.
- **Building Website:** Establish a sustainable and attractive website where journalists, students, and stakeholders can access resources, share experiences, and continue the conversation on disaster journalism.

Led by Selçuk University (SU) in Turkey, brings together a consortium of universities, local government bodies, and regulatory institutions from Spain, Slovenia, Ukraine, and Turkey. Partners include Universidad de Vigo (UVIGO) in Spain, Univerza na Primorskem (UP) in Slovenia, Taras Shevchenko National University of Kyiv (TS-NUK) in Ukraine, Konya Metropolitan Municipality (KMM) in Turkey, and the Radio and Television Supreme Council (RTÜK) in Turkey.

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## EXECUTIVE SUMMARY

This Communication, Dissemination, and Visibility (CDV) Plan outlines the strategy for promoting the Disaster Journalism project and its outputs. The plan aims to ensure that the project's results are effectively communicated to target audiences, including journalism students, academics, professional journalists, and policymakers. The CDV Plan will guide the project partners in disseminating the curriculum, guidebooks, and digital materials, ensuring maximum visibility and impact.

### The CDV Plan includes:

- **Communication Objectives:** Raising awareness of the project, promoting its outputs, and engaging stakeholders.
- **Target Audiences:** Journalism students, academics, professional journalists, and policymakers.
- **Key Messages:** Disaster journalism is a critical field that requires specialized training and ethical guidelines.
- **Communication Channels:** Website, social media, newsletters, webinars, and dissemination events.
- **Tools:** Visual identity, branding, and communication kits.
- **Timeline:** A detailed schedule of communication and dissemination activities.
- **Impact Assessment:** Key Performance Indicators (KPIs) to measure the success of communication efforts.

By leveraging diverse communication channels, digital tools, and strategic media partnerships, this plan will ensure that project outputs reach the intended audience effectively. Through collaboration with academia, industry professionals, and policymakers, the project aims to create a sustainable impact in disaster journalism education and practice.

The success of this plan will be measured through engagement metrics, stakeholder feedback, and the integration of project materials into journalism curricula and professional training programs. As the project progresses, the CDV Plan will be adapted to maximize outreach and effectiveness, ensuring that the knowledge, tools, and ethical standards developed through the project continue to benefit journalists, students, and the public beyond the project's duration.

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# COMMUNICATION AND DISSEMINATION STRATEGY

The following communication and dissemination strategy lays down the strategic communication and dissemination goals, sets key messages, and identifies the project stakeholders to ensure that relevant information, project updates and results are relayed to the target audience via the most appropriate channels.

## 1) OBJECTIVES

**The communication objectives of the Disaster Journalism project are to:**

- Raise awareness of the importance of disaster journalism and the project's outputs.
- Promote the disaster journalism curriculum, guidebooks, and digital materials to target audiences.
- Engage stakeholders, including journalism students, academics, and professional journalists, in the project's activities.
- Ensure visibility of the project and its results at local, national, and international levels.

**The dissemination objectives are to:**

- Distribute the disaster journalism curriculum and guidebooks to higher education institutions and journalism organizations.
- Encourage the adoption of the curriculum and guidebooks in journalism education and practice.
- Facilitate the use of digital materials (podcasts, infographics, and videos) by journalists and journalism students.
- Influence policy and decision-making processes to integrate disaster journalism into journalism education and training.

## 2) TARGET AUDIENCE

As already mapped in the project application, the key stakeholders of the project include journalism students, university faculty members, professional journalists, policymakers, and media organizations. These stakeholders will play a critical role in implementing and sustaining the project's objectives. A detailed breakdown of the target audiences, classified into primary and secondary target groups, is provided in the tables below. This classification ensures a structured approach to outreach, allowing project partners to effectively tailor communication and dissemination activities to the needs and expectations of each audience category.

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Table 1. Primary target audience

Target Audience (TA)	Who are they?	Description	Objectives and Expected Impact
<b>TA1: Journalism Students</b>	<ul style="list-style-type: none"> <li>Students enrolled in journalism programs at partner universities</li> <li>Students enrolled in journalism programs</li> </ul>	Students who will take the disaster journalism course at partner universities (SU, TSNUK, UVIGO, and UP)	<ul style="list-style-type: none"> <li>Raise awareness,</li> <li>Provide feedback,</li> <li>Testify their personal stories,</li> <li>Inspire other students,</li> <li>Use the educational materials provided by the project</li> </ul>
<b>TA2: Academics</b>	<ul style="list-style-type: none"> <li>Faculty members</li> <li>Researchers in journalism and communication departments</li> </ul>	Encourage the integration of the curriculum into journalism programs	<ul style="list-style-type: none"> <li>Build capacity,</li> <li>Raise awareness,</li> <li>Collect feedback,</li> <li>Disseminate resources,</li> <li>Use educational materials,</li> <li>Break the stigma,</li> <li>Share practices</li> </ul>
<b>TA3: Professional Journalists</b>	<ul style="list-style-type: none"> <li>Journalists working in media organizations (<i>especially those covering disasters</i>)</li> </ul>	Promote the use of guidebooks and digital materials in disaster reporting	<ul style="list-style-type: none"> <li>Build capacity,</li> <li>Raise awareness,</li> <li>Provide and collect feedback,</li> <li>Disseminate resources,</li> <li>Use educational materials,</li> <li>Break the stigma,</li> <li>Share practices</li> </ul>
<b>TA4: Policymakers</b>	<ul style="list-style-type: none"> <li>Higher education policymakers</li> <li>Media regulatory bodies</li> </ul>	Advocate for the inclusion of disaster journalism in journalism education	<ul style="list-style-type: none"> <li>Build capacity,</li> <li>Raise awareness,</li> <li>Provide and collect feedback,</li> <li>Disseminate resources,</li> <li>Use educational materials,</li> <li>Break the stigma,</li> <li>Share practices</li> </ul>

Each consortium partner will ensure that project materials reach the primary and secondary target audiences by cascading information through their networks, ongoing projects, and institutional affiliations. The partners will also engage policymakers, media professionals, and academic institutions to foster sustainable integration of disaster journalism into education and industry standards.

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Table 2. Secondary target audience

Target Audience (TA)	Who are they?	Description	Objectives and Expected impact
<b>TA5: Higher Education Institutions (HEIs) and Journalism Faculties</b>	Universities and academic departments involved in journalism education	Institutions that will integrate the disaster journalism curriculum and guidebooks into their educational programs	Ensure the sustainability of the curriculum and promote structured disaster journalism training
<b>TA6: Higher Education Policymakers</b>	<ul style="list-style-type: none"> <li>Decision-makers shaping journalism and communication education policies</li> </ul>	Representatives from ministries, national agencies, and education boards who influence academic curricula	Advocate for the institutionalization of disaster journalism as an academic discipline
<b>TA7: Citizen Journalists and Digital Content Creators</b>	<ul style="list-style-type: none"> <li>Independent reporters</li> <li>Online media contributors</li> </ul>	Individuals contributing to news reporting through digital and social media platforms	Equip them with ethical and safety guidelines for disaster reporting
<b>TA8: Media and Broadcasting Organizations</b>	<ul style="list-style-type: none"> <li>News agencies,</li> <li>Television networks,</li> <li>Radio stations,</li> <li>Digital media platforms</li> </ul>	Organizations that employ journalists and produce disaster-related news content	Improve disaster coverage by adopting ethical and professional reporting standards
<b>TA9: Disaster Response Agencies and NGOs</b>	<ul style="list-style-type: none"> <li>Organizations involved in emergency management and disaster response</li> </ul>	Groups working on crisis communication and public information dissemination	Strengthen collaboration between media and response agencies for better public awareness during disasters

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### 3) KEY MESSAGES

Table 3. Key messages

Target Audience	What they need to know	Call to action	Key messages
<b>TA1: Journalism Students</b>	<p>The Disaster Journalism curriculum is available as part of their coursework at partner universities. The curriculum will equip them with practical knowledge and ethical standards in reporting disasters.</p> <p>Disaster journalism is a specialized field that requires technical and ethical training. The project provides the necessary curriculum and digital tools for mastering disaster reporting.</p>	<p>Enroll in the Disaster Journalism course and engage with the digital learning materials, podcasts, and guidebooks.</p> <p>Access the course materials, participate in project workshops, and apply the learning in practical journalism exercises.</p>	<p>"Enhance your journalism skills by learning to report disasters ethically and effectively." "Be part of the new generation of journalists trained to inform and protect the public during disasters."</p> <p>"Disaster journalism is more than reporting—it's a responsibility to society."</p> <p>"Gain the skills needed to navigate crisis situations and deliver accurate, ethical news coverage."</p>
<b>TA2: Academics</b>	<p>The project offers a structured and comprehensive curriculum on disaster journalism, filling a critical gap in journalism education.</p>	<p>Integrate the disaster journalism curriculum into their courses, contribute to its development, and engage in knowledge exchange.</p>	<p>"Join the movement to standardize disaster journalism education."</p> <p>"Equip future journalists with the tools to report responsibly in crisis situations."</p>
<b>TA3: Professional Journalists</b>	<p>Ethical and practical guidelines are necessary for covering disasters safely and responsibly. The guidebooks and training materials support journalists in crisis reporting.</p>	<p>Utilize the guidebooks and training materials, attend workshops, and adopt ethical reporting practices.</p>	<p>"Disaster reporting can save lives—learn how to do it safely and ethically."</p> <p>"Equip yourself with the best tools and guidelines to report disasters with accuracy and responsibility."</p>
<b>TA4: Policymakers</b>	<p>Disaster journalism education is crucial for media integrity and public safety during crises. The curriculum aligns with international journalism standards.</p>	<p>Advocate for the inclusion of disaster journalism as a permanent course in journalism faculties.</p>	<p>"Strengthening journalism education means ensuring media preparedness in times of crisis."</p> <p>"Disaster journalism should be part of every journalism program to prepare future media professionals."</p>

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## 4) COMMUNICATION CHANNELS

In order to meet the objectives outlined in section 1, the Disaster Journalism partnership will utilize a diverse range of communication channels to effectively reach the target audiences identified in section 2. The project will also establish an interactive online presence, fostering engagement through multiple platforms.

A brief overview of the communication and dissemination channels along with their respective target groups and content types is outlined below:

### 4.1 Website

The Disaster Journalism project website will serve as a central hub providing information to the general public and key stakeholders. It will include project objectives, participating partners, news updates, and relevant resources. Additionally, the website will link to the digital learning platform where all educational materials will be available.

- **Website Link:** <https://disasterjournalism.org/>
- **Responsible Partner:** KMM
- **Target Audience:** All
- **Content Type:** Informative, Promotional, and Brand-focused

### 4.2 Website

The project's website will act as a central repository for all educational materials, including videos, podcasts, articles, and self-assessment tools for journalism students and professionals.

- **Responsible Partner:** KMM, UVIGO, TSNUK
- **Target Audience:** TA1, TA2, TA3
- **Content Type:** Informative, Educational, and Supportive

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### 4.3 Social Media Engagement

The project will utilize Instagram, Telegram, YouTube, and Spotify to engage journalism students, professionals, and educators. These platforms will serve as key tools for sharing updates, disseminating educational content, and fostering discussions on disaster journalism.

- **Instagram Link:** [https://www.instagram.com/disaster\\_journalism/](https://www.instagram.com/disaster_journalism/)
- **Telegram Link:** [https://t.me/+QHWStqCj\\_gFjYzQ8](https://t.me/+QHWStqCj_gFjYzQ8)
- **YouTube Link:** <https://www.youtube.com/@DisasterJournalism>
- **Spotify Link:** A new episode must be uploaded for the Spotify account to be activated; therefore, the link cannot be shared yet.
- **Partner responsible:** KMM
- **Target groups:** All
- **Type of content:** Informative, Promotional, Engagement, Brand-focused

### 4.4 News

Consortium partners will incorporate Disaster Journalism project updates in their institutional news, informing their respective communities about key developments, upcoming events, and project milestones. These newsletters will ensure additional visibility and engagement with the project.

- **Partner responsible:** All Partners
- **Target groups:** All
- **Type of content:** Promotional, Brand-engagement, Event-focused, and Awareness-building

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## 4.5 Partners' Websites

Each partner institution will feature a dedicated section on their website providing project details and updates. Partner websites will also promote workshops, webinars, and local dissemination events, ensuring that the project reaches its intended stakeholders at multiple levels.

- **Responsible Partner:** All Partners
- **Target Audience:** All
- **Content Type:** Informative, Promotional, Event-related

The integration of these channels will ensure broad and sustainable visibility of the Disaster Journalism project, maximizing engagement and impact across all stakeholder groups.

## 4.6 Social Media Channels

The project will utilize Instagram, Discord, Telegram, YouTube, and Spotify to engage journalism students, professionals, and educators. These platforms will serve as key tools for sharing updates, disseminating educational content, and fostering discussions on disaster journalism. A dedicated social media campaign will be managed by KMM, with partners TSNUK and UP contributing to content creation.

Strategic hashtags will be used to increase visibility and encourage participation, including:

- DisasterJournalism
- EthicalReporting
- CrisisCommunication
- JournalismTraining

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These hashtags will help establish an online conversation and community engagement around the project's key themes.

- **Partner responsible:** KMM (lead), TSNUK, UP
- **Target groups:** All
- **Type of content:** Informative, Promotional, Event, and Engagement-driven

To maximize our reach and engagement, we will utilize the following social media platforms:

<i>Platform</i>	<i>Purpose</i>	<i>Content Types</i>	<i>Frequency</i>
 <b>Instagram</b>	Share visual content and connect with a younger audience	Infographics, behind-the-scenes, stories	2 posts per week
 <b>Discord</b>	Create a community for discussions and collaborations	Live discussions, Q&A sessions	Weekly events
 <b>Telegram</b>	Share updates and resources quickly	News updates, resource links, polls	Weekly updates
 <b>Spotify</b>	Share podcasts and audio content	Interviews with experts, case studies	Bi-weekly episodes
 <b>You Tube</b>	Provide visual storytelling and educational content	Video documentaries, tutorials	Monthly videos

### **3. Content Planning**

We will develop a monthly content calendar for each platform to ensure consistent posting. Thematic campaigns will focus on specific topics, such as disaster preparedness, with an emphasis on interviews with journalists in the field. Collaborating with influencers, NGOs, and educational institutions will further broaden our reach and enhance the value of our content.

## **4.7 Partners' Social Media Channels**

The project partners, including Selçuk University (SU), The Republic of Presidency of Türkiye, Directory of Communication (DOC), Taras Shevchenko National University of Kyiv (TSNUK), Universidad de Vigo (UVIGO), University of Primorska (UP), and RTÜK, will actively contribute to the project's social media engagement by reshar- ing content through their institutional and personal accounts. This approach will maximize the visibility of project outputs, expand outreach efforts, and strengthen the project's long-term sustainability by leveraging partners' existing audiences.

To amplify engagement, partners will integrate project-specific hashtags into their posts and ensure that dissemination aligns with the project's broader communication strategy.

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- **Partner responsible:** KMM (Lead), SU, TSNUK, UVIGO, UP, RTÜK
- **Target groups:** All
- **Type of content:** Informative, Promotional, Event-related

## 4.8 Dissemination events

The Disaster Journalism partnership will organize a series of dissemination events to promote key project outcomes, share best practices, and facilitate stakeholder engagement. These events will include:

- **Learning Teaching Training Activity:** The content of this activity includes the training program and workshops to understand better the guidebooks to be produced by the determined target group and to develop skills. It will be physically implemented by the team that prepared the guidebooks.
- **Online Workshops & Webinars:** Sessions aimed at journalism students, educators, and media professionals to provide training on disaster journalism ethics and best practices.
- **Local In-Person Events:** Gatherings hosted by partner institutions to engage policymakers, media organizations, and academia, ensuring wider adoption of the project's educational resources.
- **Info Days:** Project outputs are disseminated to the public and the press nationally and internationally. Info days will be held with a total of 80 participants. 4 national and international events will be held with 150 participants.

These events will play a crucial role in raising awareness, celebrating project milestones, and promoting the practical uptake of developed resources, such as guidebooks, educational toolkits, and policy recommendations.

- **Responsible Partners:** KMM (Coordinator), The Republic of Presidency of Türkiye, Directory of Communication (DOC) and all partners
- **Target Audience:** Journalists, Media Professionals and Public
- **Type of content:** Informative, Promotional, Brand-engagement

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## 4.9 European-wide conference

Participation in relevant international conferences is a crucial part of the Disaster Journalism project's dissemination strategy. These events provide an opportunity to engage diverse target audiences, present the project's achievements, and ensure knowledge transfer to journalism professionals, academia, and policymakers.

The Disaster Journalism consortium will attend and contribute to key international conferences through presentations, panel discussions, workshops, and poster sessions, depending on the format and scope of each event. These engagements will be tailored to ensure maximum visibility and impact.

The following conferences and forums have been identified as potential platforms for the project's participation:

- **Global Media Forum:** A major international platform for media professionals, policymakers, and academics, addressing key issues in journalism and global media.
- **European Communication Research and Education Association (ECREA) Conference:** A gathering of media scholars and educators, where disaster journalism curricula and research findings will be disseminated.
- **World Press Freedom Conference:** A forum bringing together journalists, media professionals, and regulatory bodies to discuss press freedom, safety, and ethical journalism, aligning with the project's key themes.
- **International Federation of Journalists (IFJ) Global Congress:** A professional event where disaster journalism best practices and training materials can be introduced to media organizations worldwide. ESN and EUF are responsible for taking part in participation and organisation of dissemination events, namely the EU-wide event and the final conference.

The European-wide final conference will serve as a major closing event, consolidating the project's findings and fostering discussions on the future of disaster journalism education. KMM will lead the organization of this event, with support from TSNUK, UVIGO, and UP to ensure high-level participation from journalism faculties, policymakers, and media professionals.

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A communication channel matrix will summarize the dissemination methods used for this event, ensuring that each target audience is effectively reached through the appropriate channels.

Communication channel	TA1	TA2	TA3	TA4
Project Website	X	X	X	X
Disaster Journalism Online Platform	X	X	X	
Social media (Instagram, Discord, Telegram, YouTube, Spotify)	X	X	X	
Partners' News x	X	X	X	X
Partners' Social Media Channels	X	X	X	X
Mailing Lists x	X	X	X	X
Partners social media channels	X	X	X	X
Mailing lists	X	X	X	X
Dissemination events x	X	X	X	X
EU-wide Conference x	X	X	X	X
Academic Publications (Open Access, Reports)		X	X	X
Info Days & Workshops & Webinars	X	X	X	X

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## 5) TOOLS

The Disaster Journalism project incorporates various communication tools to ensure consistent branding, effective messaging, and widespread dissemination of project materials. These tools have been developed based on the project's objectives and target audience needs, ensuring clarity, engagement, and long-term impact.

### 5.1 Visual identity – Logo

A strong visual identity will be established to enhance the project's recognition and impact. The following elements will be created and used consistently across all dissemination materials:

- **Project Logo:** Designed to reflect the core values of disaster journalism, ensuring immediate recognition.



**Color Palette & Typography:** The project will use a predefined set of colors for consistency as shown below, and Ariel will be the standard font across all communication materials.

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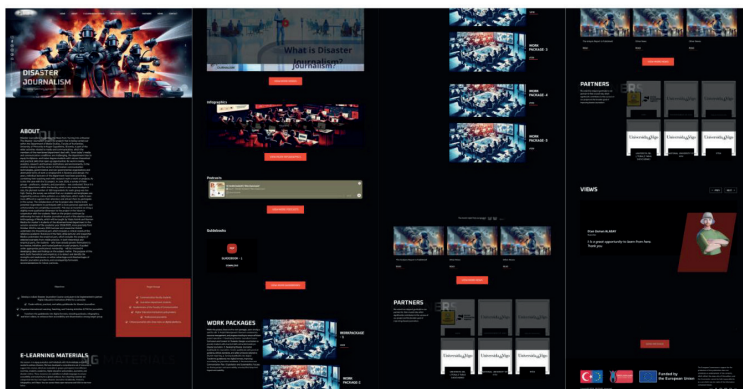
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**Infographics & Illustrations:** Custom graphics that summarize key project findings in an engaging and accessible format. The highlight icons on Instagram will be designed as follows:



**Website:** A dedicated website will be developed to centralize project updates, resources, and engagement opportunities. The website design and layout will follow the structure shown below.



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## 5.2 Brand guidelines

To ensure consistency in project communications, brand guidelines will be developed, covering:

- **Logo Usage:** Guidelines on size, positioning, and permitted modifications.
- **Color Scheme:** Defined primary and secondary colors for project materials as mentioned above: #DEDEDE, #2F2F2F, #F4A259, #FFFFFF
- **Typography:** Standardized font sizes and styles for consistency across reports, presentations, and online materials. Ariel will be the standard font across all communication materials.
- **Tone & Messaging:** Ensuring all communications align with the project's professional and informative tone.
- **Visual Assets:** Standardized templates for presentations, brochures, and all digital content.
- **Responsible Partner:** KMM (Lead), TSNUK

## 6) TIMELINE

A preliminary timeline for communication and dissemination has been developed (see table below) to ensure that all partners stay informed about the activities outlined in the Grant Agreement and their proper execution. The primary purpose of this timeline is to give a broad overview of the upcoming communication and dissemination efforts, consolidating details about the planned outputs and events. The timeline will be updated regularly to adapt to evolving communication requirements and project outcomes, serving as a foundation for the content calendar.

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Table 5. Communication and dissemination activities summary

WP5	Objective to be insert	Dissemination and Communication Plan/Exploitation and Sustainability	Qualitative indicators	Quantitative Indicators	Timeline	Partners responsible (Lead by KMM)
A.5.1	Activity 1	Common Transnational Project Communication, Dissemination and Visibility Plan	Feedback from project consortium	One common transnational communication strategy for project outputs adopted.	M1,M2,M3	KMM, SU, RTUK, UVIGO, DOC
A.5.2	Activity 2	Project Communication, Dissemination, and Visibility Platform (website)	Feedback from visitors, high quality web design	One permanent source of project activities, information, visibility and dissemination	M3-M24	KMM, TSNUK, UVIGO, RTÜK, DOC
A.5.3	Activity 3	Social Media Campaign (Instagram, Discord, Telegram, Spotify, Youtube)	Feedback from participants in the social media accounts	Five social media accounts of the project were established.	M1-M24	KMM, SU, UP, TSNUK, UVIGO, RTÜK, DOC
A.5.4	Activity 4	Project Visual Identity Kit (Logo, Brochure, Poster, 4 News Letters)	Feedback from project consortium	One specialized distribution channel to market	M1-M24	KMM, UVIGO, DOC
A.5.5	Activity 5	Dissemination of Project Outputs (4 info days, 3 multiplier events, final conference, articles, project book.)	Feedback from participants at the info days, national multiplier events	Sixty info days and 150 conference participants, 6 article, project book.	M1-M24	KMM, SU, UP, TSNUK, UVIGO, RTÜK, DOC
A.5.6.	Activity 6	Project Sustainability Plan	Feedback from project consortium	One Sustainability Plan Guide	M19-M24	KMM, SU, UP, TSNUK, UVIGO, RTÜK, DOC

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## 7) IMPACT ASSESSMENT

The success and progress of the communication and dissemination activities will be evaluated using a set of Key Performance Indicators (KPIs), divided into Quantitative and Qualitative categories. While some KPIs were predefined in the Grant Agreement, the consortium has also identified additional indicators, which are included in the lists below.

### 7.1 Quantitative KPIs

- Number of visits to the project's official website: 2000+
- Number of total followers of the project's social media account pages: 1000+
- Number of reach in social media via the project's and the consortium partners' channels: 10000+
- Number of participants at info days (in-person or online): 80
- Number of participants at national multiplier events (in person or online): 50
- Number of participants at international (in person or online): 100

### 7.2 Qualitative KPIs

- Feedback from participants in social media accounts
- Feedback from participants at the info days
- Feedback from participants at the national multiplier events
- Feedback from participants at the final conference.

## 8) MONITORING AND EVALUATION

The monitoring and evaluation strategy for the Disaster Journalism project ensures that communication and dissemination activities remain effective, measurable, and aligned with the project's objectives. A structured system has been put in place to track progress, assess engagement, and refine communication strategies as needed.

A Communication and Dissemination Tracking Document will be maintained as a central repository to document outreach activities and their effectiveness. All partners will contribute to this document, updating it at least every three months with records of communication and dissemination activities conducted. This will help ensure transparency and accountability across all project partners.

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Additionally, this tracking document will support the evaluation of Key Performance Indicators (KPIs), measuring the extent to which project dissemination efforts have reached journalism students, educators, policymakers, and media professionals. To assess the effectiveness of digital outreach efforts, partners will use analytics tools from related institutional social media platforms. These tools will provide quantitative and qualitative metrics on audience engagement, reach, and interactions.

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### **Key metrics will include:**

- Number of website visits and user engagement statistics.
- Social media reach, impressions, and engagement rates (likes, shares, comments).
- Attendance and participation levels in dissemination events and webinars.
- Stakeholder feedback collected through surveys and interviews.

By analyzing these metrics, the project will be able to adjust communication strategies and ensure that messages are effectively reaching the intended audiences. To ensure continuous improvement and measure the project's impact, surveys will be conducted at key stages of the project. These surveys will help assess the effectiveness of course content, training sessions, and dissemination efforts.

- **Course Evaluation Surveys:** Conducted at the end of each semester with students and instructors to measure learning outcomes and the effectiveness of disaster journalism training. The feedback will be used to revise and improve course materials.
- **Stakeholder Feedback Surveys:** Distributed to journalism professionals, educators, and policymakers to evaluate the usability and impact of project materials, such as guidebooks, digital resources, and training sessions.
- **Dissemination Impact Surveys:** Conducted at workshops, conferences, and online events to measure the effectiveness of communication and dissemination efforts. These surveys will assess engagement levels and the reach of social media campaigns and website content.

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Regular internal evaluations will take place through:

- **Quarterly partner meetings** to assess progress in dissemination activities.
- **Stakeholder feedback collection**, including surveys and direct engagement with students, professionals, and policymakers.
- **Mid-project and final assessments** to evaluate the overall success of communication and dissemination efforts.

The findings from these monitoring activities will be reviewed and reported, ensuring that dissemination efforts remain impactful, adaptive, and aligned with project objectives. This structured approach guarantees long-term sustainability of project outcomes, even beyond its official timeline.

## 9) ROLES AND RESPONSIBILITY

Recognizing the critical role of effective internal communication, all project partners will work collaboratively to ensure the timely dissemination of information, updates, and relevant materials. This will be achieved through structured communication mechanisms that foster transparency, coordination, and efficiency in managing various work packages.

To maintain seamless communication and coordination among partners, the following channels will be utilized:

- **E-mail:** The primary mode of direct communication between partners.
- **Regular Steering Committee Meetings:** Scheduled every three months to review progress, discuss challenges, and make decisions regarding project execution. These meetings will be held online via Microsoft Teams and will be recorded for transparency.
- **In-Person Project Meetings:** Critical milestone discussions and evaluations will take place during face-to-face consortium meetings when necessary.
- **Shared Documents on Google Drive:** A dedicated G-Drive account will store all project-related files, allowing partners open access to key documents while minimizing the use of printed materials.
- **Designated Project Mailing List:** An official project email account will be created at the institutional level, ensuring structured communication among project members.
- **WhatsApp Group:** A dedicated WhatsApp group will be created for emergency and real-time updates, ensuring rapid response to urgent matters.

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Each partner plays a distinct role in ensuring the success of communication and dissemination efforts, in alignment with the work packages (WPs) outlined in the project proposal.

Selçuk University (SU) will serve as the coordinator and take the lead in organizing Steering Committee meetings and ensuring effective internal communication among partners. KMM is responsible for overseeing the Communication, Dissemination, and Visibility (CDV) Plan, ensuring adherence to project branding, developing dissemination materials, and managing social media campaigns. RTÜK will contribute expertise in media literacy, digital communication, and content regulation, ensuring compliance with ethical journalism standards. UVIGO and TSNUK will be responsible for content creation, online platform development, and visual identity management, ensuring the production of high-quality educational resources. UP will oversee the implementation of the sustainability plan, ensuring long-term project impact and continued engagement beyond the project timeline.

All project partners are expected to actively contribute to communication and dissemination efforts, including:

- Sharing project results with their networks and stakeholders.
- Contributing content to the project website and digital platforms.
- Participating in dissemination events, including webinars, workshops, and conferences.
- Engaging in social media outreach, ensuring the visibility of project activities.
- Providing regular updates on progress through internal reporting mechanisms.
- Tracking communication efforts and ensuring alignment with Key Performance Indicators (KPIs).

Through structured coordination and clearly defined roles, the Disaster Journalism project will ensure efficient communication and long-term impact, maximizing the reach and sustainability of its outputs.

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