



# Audience Communication Media, Tools, Instruments

„Audience Communication“ - I. GO Group Workshop, 24.05.11, Amsterdam

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# OYA! OS 2011 LO

<http://vimeo.com/20055528>

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# REINKULTUR



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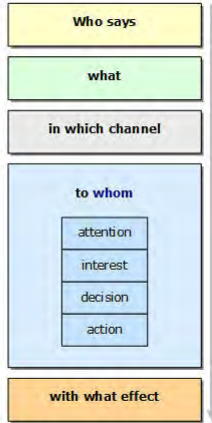
Most popular media communication model by

Harold Dwight Lasswell (02 – 78)

Steps 1 and 4 should be clear.

We would like to concentrate on steps 2, 3 and 5.



Lasswell-Formel der Massenkommunikation (1948)



©teachSam

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**message „what“**

What are the communicated issues?  
Content of the message  
How is it formulated (wording)? (positive formidling)  
[http://www.bfn.de/0508\\_videos\\_cites.html](http://www.bfn.de/0508_videos_cites.html)

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**media „channel“**

1. Before the festival
2. During the festival
3. After the festival

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**Before the festival**

online/mail

Internet

social communities



newsletter

e-paper

OOH (Out Of Home)

Posters

Leaflets

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## Before the festival

Mobile  
mobile internet  
SMS-Services  
App

Radio  
TV

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## Before the festival

PR  
News  
Interviews

Ticketing  
Info at POS (box office etc.)  
Green Card  
Info letters at ticket order



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**During the festival**

OOH  
 Posters, Branding, Signs



Print  
 Pocketplaner  
 Leaflets


Moderation  
 flexible direct speech




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## Communication and information at ÖYA



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**During the festival**

- Screens
- Spots
- Charts

[http://www.bfn.de/0508\\_videos\\_cites.html](http://www.bfn.de/0508_videos_cites.html)

- Mobile
- mobile internet
- SMS-Services
- Bluetooth-Services
- App


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**During the festival**

- Direct Contact & BTL
- Green teams
- Green Actions
- Trash Heroes
- Reward actions



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**During the festival**



Festival radio

Workshops

(Press) Conference  
Not really audience communication

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**After the festival**

online/mail

Internet  
social communities  
newsletter

Mobile

mobile internet  
SMS-Services  
App

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**After the festival**

Radio

TV

PR  
News  
Interviews  
Photos



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**Questions:**

Which of these tools/channels do you use?  
Which of those are most efficient?  
Which is the one the audience uses the most?  
Are there different channels for different messages/  
issues?  
Which are the most effective messages/channels that  
reach the audience most successfully?  
Which are the messages/channels that don't work at  
all?

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**Thanks for the attention!**

**Linnéa & Holger**

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