



PR Strategy for the IEA studies in Norway

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What do we plan to do
prior to, during and **after** the
release of the TIMSS 2015 report?

Prior to the release

The most important step!

We need to clarify and identify:

1. Who are the **stakeholders**?
2. Which **lasting impressions** do we aim for?
3. What are our main **communication goals**?
4. What are the **challenges**?
5. What are our **key messages**?

1. Who are the main stakeholders?

Norwegian Directorate
for Education and
Training

Politicians

Ministry of Education
and Research

School leader
organizations

Teachers'
organizations

Press

Local authorities

Teacher educational
institutions

2. Which lasting impressions do we aim for?

- The international studies give us important information
- We have a bigger and more comprehensive picture than ever before



but

- The international studies only measure parts of the students performance

3. What are our main communication goals?

- Give people a correct picture of the results
- Correct misunderstandings
- Help people understand and sort out the essential information
- Give a wider perspective of what the studies convey



4. What are the challenges?

- Several results are released simultaneously
- The language of scientists and bureaucrats differs from the language of journalists
- The focus on rankings



5. What are our key messages?

We  key messaging documents!

- It captures the most crucial information, and helps us focus on the most important messages
- It helps us to reduce the many things we want to say into a few things, we must say
- It helps different spokespeople internalize the key messages
- It ensures that everyone talks with uniformity and in a common language

We have to be prepared!

- Media training
- A press meeting prior the release
- Internal communication activities (podcast, lunch meeting)



The release

- Press conference
 - at a school
- Press release
 - based on the key messages
- Website
- Social media



After the release

- Regional conferences
- New secondary analysis
- National and Nordic reports

