

**Idea: Promotion of the local business (products, solutions, case studies) in public or private media.**

Number in the database: 15

Area number: 11

**Idea description**

<b>Title:</b>	Promotion of the local business (products, solutions, case studies) in public or private media.
<b>Idea objective</b>	<p>The implementation of the measure is aimed at drawing the attention of local media (press, radio, television, Internet) on the subject of the condition, quality and value of local business, through the publication of dedicated press materials and their financing by a public institution in the City.</p> <p>Underlying the implementation of the measure is the observation that the subject of entrepreneurship is not sufficiently identified by many local media, in many cases the subject is covered in the context of the appearance of media-attractive themes (e.g., generating reader emotions). Content showing the values of business is at the same time part of commercial forms of cooperation that generate costs on the part of businesses.</p> <p>Type of action: The publication of content in the local media can be stimulated by communication mechanisms under the management of public institutions to build a climate promotion of the business sphere and stimulate greater interest among residents in aspects of local business.</p> <p>An element of action can be the promotion of local companies on the official website of the city, posting on catalogue of SMEs and their products and services</p>
<b>Sharing process (max 1000 characters)</b>	<p>The implementation of actions requires the following steps:</p> <ol style="list-style-type: none"> <li>1. mapping of local media topics and their audiences,</li> <li>2. action consultation with representatives of companies (+ analysis of issues that can favor the activities of local companies),</li> <li>3. preparation publication plan of a local business,</li> <li>4. gathering local media and convincing them to cooperate in the activity, negotiations between the public institution (possibly the leader of several institutions) and the media (cooperation agreement, letters of intent),</li> <li>5. the process of preparing and publishing individual and periodic content on entrepreneurship in the City.</li> </ol>
<b>Restrictions/rules (law, skills, time, other)</b>	In the variant of implementing the action, media managed by a public institution in the city, there may be a need to strengthen competencies that allow content writers to properly prepare and interpret business threads
<b>Procedures (if applicable)</b>	Implementation of the measure requires the use of procedures associated with carrying out the purchase of space
<b>Costs for public institutions (if applicable)</b>	The measure assumes incurring the cost of publishing articles in local media (commercial media use model). Possible need to hire a journalist with the competence to prepare content on business (model for implementing the measure in public media).
<b>Expected result (if possible)</b>	Implemented package of sustainable information promoting local businesses within the local media. Regularly provided good practices and examples of businesses coming from the City