

PR & Outreach

eca^{bit}

channels

- Website www.ecabit.org
- Member websites and publications
- Partner websites and publications
- Newsletters (internal and external)
- Events
- Research publications
- Media relations
- Direct Marketing

www.ecabit.org

Instruments	Responsibility	Resources
News and publications (electronic)	Technical support	Donor or membership fees
Forum	All members (topic moderation)	Own
Press releases	Designated person	Rotation within ecabit/membership fees
Project summaries	all	own
Contact management	Coordinator/Automated	Membership fees/donor support

Member websites and publications

Instruments	Responsibility	Resources
Link on all member sites to ecabit.org	All members	Own
ECA news and publications	RSS feeds	Donor or other (translation resources)
Downloadable print information	Coordinator contributes	existing

Partner websites and publications

Instruments	Responsibility	Resources
Links/banners on partner sites to ecabit.org	Coordinator	Rotation principle/ membership fees
Background information	Coordinator	Existing

Newsletters

Instruments	Responsibility	Resources
Internal (quarterly)	Coordinator	Rotation principle/ membership fees
External (bi-annually)		

Events

Instruments	Responsibility	Resources
Regional workshops & conferences	Host organization	Donor & Governments, Private funds
Competition	Initiative group	Donor & Governments

Research Publications

Instruments	Responsibility	Resources
Member Publications	All members	Own
Network Publications	Research group	Donor or Membership fees & Commercial

Media relations

Instruments	Responsibility	Resources
Online media	Media Coordinator	Membership fees
Print Media		

Direct Marketing

Instruments	Responsibility	Resources
Presentations at local and international events	All	Own
Word-of-Mouth		