



Populist Political Communication in Europe

COST Action IS1308



WELCOME

Lisbon 2014 MC Meeting

Adoption of the Agenda

1. Welcome to participants (Toril Aalberg, Susana Salgado & ICS-UL director José Luís Cardoso)
2. Adoption of the agenda
3. Approval of minutes
4. Presentation of the delegations
5. Status of the COST Action (Toril Aalberg & Karin Ekberg)
6. General orientation of the Work and Budget Plan (Toril Aalberg)
7. Selection and presentation of Communication chairs and communication strategy (Toril Aalberg & Jane Suiter)
8. Positions to be filled (Toril Aalberg)
9. STSMs (Peter van Aelst)
10. ESR Think Tank (Sven Engesser & Nayla Fawzi)
12. Athens 2015 (Stylianios Papathanassopoulos, via SKYPE)
13. Review & next assignment planning (Jesper Strömbäck, Frank Esser & Carsten Reinemann)
14. Annual Progress Conference (Claes de Vreese)
15. Place and date of future meetings (Toril Aalberg)
16. AOB (Toril Aalberg)
17. Closing

Status of the COST Action

Member countries: 28

Austria 13/12/2013	Finland ^{NEW} 08/08/2014	Israel 27/11/2013	Romania 13/12/2013
Belgium 29/01/2014	France 11/12/2013	Italy 10/02/2014	Slovenia ^{NEW *} 21/08/2014
Bosnia and Herzegovina 30/03/2014	Germany 07/01/2014	Lithuania 30/01/2014	Spain 26/11/2013
Bulgaria 26/02/2014	Greece 27/11/2013	Netherlands 29/11/2013	Sweden 06/02/2014
Croatia ^{Not Present} 17/12/2013	Hungary 28/01/2014	Norway 02/12/2013	Switzerland 17/01/2014
Czech Republic 03/04/2014	Iceland 07/02/2014	Poland 25/02/2014	United Kingdom 03/12/2013
Denmark 21/11/2013	Ireland ^{NEW} 16/05/2014	Portugal 21/01/2014	fYR Macedonia ^{NEW} 08/04/2014

Status of the COST Action

Type of Action Members

Total Action Members

68

MC Chair	MC Members	MC Substitutes	AWG Members
1	49	13	5

WG1: Actors	WG2: Media	WG3: Citizens
25 (5)	14 (8)	21 (5)

Action Members without WG affiliation

6

Status of the COST Action

Administration

Brussels:

Science Officer	Adm. Officer
Rossella Magli	Rose Cruz Santos

Trondheim:

Grant Manager	Financial Officer
Karin Ekberg	Rachel Nielsen Lørum

IMPORTANT ADMINISTRATIVE DATES	
Approval date	14/11/2013
Start of action	07/04/2014
End of action	06/04/2018

Action Grant Holder



- **Grant Holder: Norwegian University of Science and Technology, (NTNU), Faculty of Social Sciences and Technology Management**
Responsible for the administrative and financial management of the action in respect to the MC decisions and within COST rules
- **Grant Holder Manager: Karin Ekberg**
Administrative management, including preparing documents for meetings (agendas, invitations, attendance lists, collecting and archiving supporting documents etc)
- **Financial Officer: Rachel Nielsen Lørum**
Tasks related to the processing of reimbursements to eligible participants, preparation and delivery of financial report

Contact: for queries concerning travel reimbursement or other financial issues, remember to mark your email in the subject box: *Reimbursement*

Travel Arrangement

- Choose the most economical means of transportation
- Make your transportation arrangements as early as possible upon receipt of the official invitation to the meeting
- Arrive and depart as close as possible to the beginning/end dates of the meeting
- If you have special travel arrangements, contact the Grant Holder for approval

Claiming reimbursement in e-COST

- Make sure to sign the meeting attendance list on each meeting day
- Register bank details at <https://e-services.cost.eu>
- Read instructions carefully when using e-COST and follow the process step by step as required
- Strong Authentication (SA)
- Submit legible copies of all invoices/receipts
- Keep original invoices/receipts until 31 May 2019

Claiming reimbursement in e-COST

- Extra night(s) not eligible without COST approval before the meeting
- Use of local transport (If costs are less than EUR 25, no receipts are required, but the journey(s) must be listed in details in the claim)

Taxi must only be an option in special cases and only up to EUR 80 for the entire meeting journey

- No receipts needed for meals or hotel (flat rates)
- Submit your claim for travel reimbursement within one month after the event (12 Dec 2014)

Useful links

- Website:
www.ntnu.edu/populistcommunication
- Step-by-step guide to reimbursement:
<http://www.ntnu.edu/populistcommunication/lisbon>
- Vademecum:
<http://www.cost.eu/participate/networking>

General orientation of the Work and Budget Plan

Objectives and level of achievement at the start of the action

Objective as described in MoU	Current Level of Achievement in %				
	0	25	50	75	100
1) To produce up-to-date knowledge on mediated political populism via a coordinated, comparative and comprehensive scientific effort	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2) Putt a spotlight on populist communication in Europe	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3) Advance Conceptual clarity in research on populist communication	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4) Initiate comprehensive comparative research on populist communication	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5) Promote innovative empirical research on populists communication	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6) Build a network of dedicated scholars and a basis for comparative research	<input type="checkbox"/>	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

General orientation of the Work and Budget Plan

YEAR 1 Work Plan

Grant Period Goal	MoU objective that it relates to
Reviewing relevant material and literature	<ul style="list-style-type: none">i) Produce u-to-date knowledge on mediated political populism.ii) Put a spotlight on populist communication in Europe.
Defining a research agenda and direction	<ul style="list-style-type: none">i) Produce up-to-date knowledge on mediated political populism.ii) Put a spotlight on populist communication in Europe.iii) Advance conceptual clarity in research on populist communication.

General orientation of the Work and Budget Plan

Objectives and level of achievement at the start of the action

	Tasks planned per WG for the given Grant Period	Grant Period goal(s) that it/ they relate(s) to
WG1	Workshop 1: Discuss review of relevant material and literature on political actors as communicators. Workshop 2: Initiate definition of research agenda and direction.	Review relevant material and literature. Define a research agenda and direction
WG2	Workshop 1: Discuss review of relevant material and literature on media and populism. Workshop 2: Initiate definition of research agenda and direction.	Review relevant material and literature. Define research agenda and direction.
WG3	Workshop 1: Discuss review of relevant material and literature citizens and populism. Workshop 2: Initiate definition of research agenda and direction.	Review relevant material and literature. Define research agenda and direction

General orientation of the Work and Budget Plan

YEAR 1 Budget Plan

A. COST Networking Tools	EUR
1. MEETINGS	107 800,00
2. TRAINING SCHOOLS	0,00
3. SHORT-TERM SCIENTIFIC MISSIONS	28 000,00
4. DISSEMINATION	6 750,00
5. OERSA	2 668,00
B. TOTAL SCIENCE EXPENDITURE (sum of (1) to (5))	145 218,00
C. FSAC (max. of 15% of B.)	21 782,00
D. TOTAL EXPENDITURE (B+C)	167 000,00



General orientation of the Work and Budget Plan

Measures to implement COST Policies

Policy	Action Leadership	Membership of Action	Participation in Action activities	Event location/ organisation
Inclusiveness	2 WG Vice Chairs	20 MC members 5 MC substitute 2 AWG members	Incl. countries rep. in all 3 WG	Second Joint Meetings in Portugal.
Gender	Female: Action Chair, Grant Holder Manager, 2 WG Vice Chairs, 1 financial rapporteurs. Gender will be an important factor when considering new candidates for unfilled positions	Female action members: 25 Male Action members: 40 Important consideration in the inclusion of new members.	Both genders are equally represented in all 3 workgroups Inclusion of new WG members will, amongst other factors, be based on gender-balance concerns.	Female Local Organiser at 2 nd Joint Meetings We will encourage female action members to host future Action events.
Early Stage Researcher	STSM Chair. 4 WG Vice Chairs. Inclusion of Early Important factor when considering new candidates for unfilled positions	A high number of ESR are members of this action. Important consideration in the inclusion of new members	ESR are represented in all 3 workgroups STSM & ERS Think Tank.	ESR Local Organizer at 2 nd joint Meetings. We will particularly encourage Early Stage Researchers to host future Action events.

Selection and Presentation of Communication Chairs and Communication Strategy

Two candidates were identified and submitted their CV's before the agreed upon deadline (June 1st2014).

Jane Suiter and Sahra-Josephine Hjorth.

At their July meeting the Core Group agreed to support and propose Jane Suiter as the Action Communication Chair and Sara-Josephine as the Communication Vice-chair.

Jane Suiter and Sahra-Josephine Hjorth was asked to draft a communication strategy for our Cost Action, based on the promises made in our MoU and on previous successful Cost Actions. This Communication Strategy were to be presented to the MC in Lisbon.

Jane Suiter

- School of Communications, Dublin City University
- Political scientist
- Former journalist



Sahra-Josephine Hjorth



- Centre for the Study of Migration and Diversity, Aalborg University
- Danish Immigration Museum
- CEO, HjorthGROUP (marketing & publishing)



Populist Political Communication in Europe

Jane Suiter and Sahra-Josephine Hjorth

DRAFT COMMUNICATION PLAN

Objectives of our communication strategy

- To communicate ideas and progress within and between working groups
- To communicate progress with wider members of our scholarly communities
- To communicate findings with policymakers and practitioners
- To communicate with the wider public and EU citizenry on the challenges facing us

Identifying Stakeholders: 1				
Stakeholder	Working Groups	Events	Publications	Blogs / News stories
Members	x	x	x	x
Scholarly Community	No	No	x	No?
COST management	No	No	x	No
Policymakers	No	No	x	x
Political Parties	No	x	x	x
Media and disseminators	No	No	x	x
Voters and citizens	No	No	No	x

Audience	What they need to know	Key communications messages
Internal/Members	<ul style="list-style-type: none"> – Meetings – Cross national comparisons – Across WG findings 	<ul style="list-style-type: none"> – We provide useful information and support
Outside stakeholders	<ul style="list-style-type: none"> – Problem identification – Strong evidence base – Findings – Future pathways 	<ul style="list-style-type: none"> – We have a strong robust evidence base – We are expert in the area – We are authoritative
Media and public	<ul style="list-style-type: none"> – We have the ability to understand and change? If they help us? 	<ul style="list-style-type: none"> – We need you to understand what the costs and benefits of populist communication are

Key Communications Messages and Channels

Audience	Key communications messages	Key communications channels
Internal/Members	<ul style="list-style-type: none"> – Meetings – Cross national comparisons – Across WG findings 	<ul style="list-style-type: none"> – e-bulletins – WG meetings – young scholar meeting – website – social media
External/Stakeholders	<ul style="list-style-type: none"> – Problem identification – Strong evidence base – Findings – Future pathways 	<ul style="list-style-type: none"> – Regular policy briefings on specific policy areas – Blog following WG meetings – Website?
Media/Public	<ul style="list-style-type: none"> – We have the ability to understand and change? if they help us? 	<ul style="list-style-type: none"> – Social Media – Press releases – Website

Workplan		
Audience	Key communications channels	Responsible
Internal/Members	<ul style="list-style-type: none"> – WG meetings – young scholar meeting – website – social media 	<ul style="list-style-type: none"> – COST Core Group – Communciation Group
External/Stakehodlers	<ul style="list-style-type: none"> – Regular policy briefings on specific WG areas – Blog following WG meetings – Website? 	<ul style="list-style-type: none"> – WG Chairs and vice chairs – Communciation Group
Media/Public	<ul style="list-style-type: none"> – Social Media – Press releases – Website 	<ul style="list-style-type: none"> – COST Core Group – Communciation Group

In order to facilitate this:



Political Communication

TWEETS
16

FOLLOWING
54

FOLLOWERS
20

Edit profile

COST IS1308

@populistcomm

A COST Group studying Populist Political Communication in Europe. Chaired by Prof Toril Aalberg (NTNU) it is a network of researchers from 27 European countries

populistcommunication.eu

Tweets

Tweets & replies

© 2014 Twitter About Help Ads info

COST IS1308 retweeted



LSE Impact Blog @LSEImpactBlog · 8h

The deliberate quest for causal explanations will reinvigorate social science's relevance in mass media and policy bit.ly/1cMG3nU



3



COST IS1308 retweeted



Nottingham Politics @NottsPolitics · Nov 6

Ballots & Bullets: Rivers and swarms: how metaphor fuels anti-immigrant feeling tinyurl.com/pahvfj5



2



1



COST IS1308 retweeted



Karen B Sanders @kbfsanders · Nov 6

@populistcomm Latest polling data on rise of Spain's Podemos elpais.com/elpais/2014/11...



3



1



[View summary](#)

Actions....

- All members could be asked for their Twitter details if they would like to be kept up to date in that manner.
- Each MC member for each individual country could provide the Twitter details for the major political journalists who may be interested in the topic in their individual countries.
- Each WG chair could commit to a report following each meeting. This should be targeted at external stakeholders with an abstract which can be used for the media and public
- The Communication team would edit these for the different stakeholders and post in the relevant places
- This blog could be incorporated into the website with an easy link which should be the main port of call for journalists and the public
- A facebook page will be created for the COST action. This facebook page will be managed by the Communications team.
- The members of the COST action will be provided the link to the group and are encouraged to both like the group but also share news from the individual member countries

Evaluating Success?

- Hits on website?
 - One time hits
 - Return hits
- Engagement with policymakers?
- Social media following, reach and level of interaction with users?
 - to have followers from all COST action members states?
- Success with future actions?

Webpage

http://www.populistcommunication.eu/ Toril Aalberg - Outlook Web A... Lisbon2014 Country Reviews - ... populistcommunication.eu



Populist Political Communication in Europe



COST Action IS1308

Home About the action Management Committee Working Groups STSM Events Publications News Contact

Populist Political Communication in Europe

Populist Political Communication in Europe:

Comprehending the Challenge of Mediated Political Populism for Democratic Politics

This COST Action brings together researchers to investigate *populist political communication* and its impact on democratic political life across Europe. This is necessary not only in light of recent populist backlashes in many democracies against governments and political and economic developments, but also in respect to changes in national media and communication systems.

In order to comprehend this poorly understood aspect of contemporary political communication this Action will examine three interconnected, but distinct aspects of populist political communication:

First, populist political communication actors and their communication strategies. Second, the media and populist discourses and frames. Third, citizen's engagement with populist political messages and the effect of these messages.

This Action will provide a thorough critical review of existing knowledge, much improved research co-ordination, widen co-operation between scholars, bridge gaps in existing knowledge and strengthen dialogue with various societal stakeholders, benefiting media organizations, NGOs and policy actors as well as the wider scientific community.

The COST Action Domain

[Memorandum of understanding](#)

Tweets

[Follow](#)

**LSE Impact Blog**
@LSEImpactBlog 12h

The deliberate quest for causal explanations will reinvigorate social science's relevance in mass media and policy bit.ly/1cMG3nU

Retweeted by COST IS1308

Expand

**Nottingham Politics**
@NottsPolitics 6 Nov

Ballots & Bullets: Rivers and swarms: how metaphor fuels anti-immigrant feeling tinyurl.com/pahvfj5

Retweeted by COST IS1308

Expand

**Karen B Sanders**
@kbfsanders 6 Nov

@populistcomm Latest polling data on rise of Spain's Podemos elpais.com/elpais/2014/11...



Positions to be filled

Editorial Board

Training School Chair

Inclusiveness Chair

Positions to be filled

Editorial Board

EB Chair: Nicoleta Corbu (Romania)

Member: Vice Chair WG1

Member: Vice Chair WG2

Member: Vice Chair WG3

Positions to be filled

STSM & Training School Chair

Peter van Aelst (Belgium)

Positions to be filled

Inclusiveness Chair

Postponed decision due to open process.

Do we need and/or want one?

STSMs

First STSM to Dr Nayla FAWZI

Home institution: Ludwig-Maximilians-University of Munich

Host Institution: University of Zurich

Time frame: 5 days: August 4 – 8, 2014

Budget: 19 STSMs in year 1. → ESR Think Tank

- Training School
- STSMs
- Meeting/Workshop

ESR Think Tank

New Perspectives on Populist Political Communication
Workshop and Launch Event of the
Early Stage Researchers Think Tank

26 to 30 January, Zurich, Switzerland

24 applications, 19 accepted

Accepted applications incl. 9 female and 6 incl. countries

Athens 2015



March 26 – 28, 2014

MC meeting, Action Conference & WG meetings

Local Organizer: Stylianos Papathanassopoulos

Content of Action Conference:

Keynotes: Mudde, Esser & Bos

Panels/panel debates?

Stakeholders?

Review & next assignment planning

WG Chairs presents....

Annual Progress Conference

Presentation of annual report.

COST procedures of how to monitor their actions is under review....

I APC before summer 2015, Vice Chair will represent our Action

Place and date of future meetings

Odense, Denmark: 25-26 August 2015 (pre ECREA)

Suggestions for Spring, 2016?

Prague, Czech Republic, 7-8 November 2016 (pre ECREA)?

AOB