

## Energy 4 Cohesion Media Seminar

### Minutes of the Event

The E4C Media Seminar was organised on 22 June 2007 in Budapest. The „Effective Communication for Sustainable Energy” event took place in the „Summer” conference room in Graphisoft Park (1031 Budapest, Záhony utca 7.).

The main objective of the Media Seminar was to give a theoretical overview and practical tips for energy project developers, municipality energy managers about media relations. The training targeted the representatives of energy agencies and regional development agencies and other actors involved with promotion of sustainable energy in rural areas. Participants mainly from the new EU member states of Central and Eastern Europe were invited, the trainees had minimum practice in media work. Their position in their organisation will allow them to use the skills and knowledge acquired during the training, so that they can use local and national media effectively in communication with the target groups of their energy projects.

The following advertisement was disseminated before the event in various websites and printed newspapers:



**Energy 4 Cohesion**

### EFFECTIVE COMMUNICATION FOR SUSTAINABLE ENERGY TRAINING WORKSHOP

Representatives from the energy sector are invited to attend a two-day training workshop designed to train energy project developers, employees of small and medium enterprises, civil society organizations and regional development agencies supporting sustainable energy in essential media outreach strategies.

Learn to: create newsworthy stories;  
identify appropriate media; and  
give quotable sound bites for TV and radio.

Workshop and accommodation are free to the first 30 participants from eligible countries (see webpage). We are still accepting applications so send your application today!

The workshop will be conducted in English.

Contact:  
Mr Denes Kutvolgyi  
Europa Media PSC  
Tel: (36-1) 453 3801, Fax: (36-1) 436 9038  
E-mail: [info@europamedia.org](mailto:info@europamedia.org)  
Web: [www.eutrainingsite.com](http://www.eutrainingsite.com)

Training workshop to take place  
in Budapest, Hungary on 22 June, 2007

**Intelligent Energy Europe**



The training consisted of theoretical and practical components. Both “what to do” to deliver the messages through the media and “how to do” the media work in practice were covered. Particular attention was paid to such types of media that are the most effective in remote areas (local and regional media), and such techniques that deliver the biggest effect. Such aspects of media work was covered as choosing the most suitable media, working with the media, creating newsworthy stories, matching the goals of the organization/project to the goals of the media, preparing of press materials, giving interviews for radio and television.

The practical part of the training included a hands-on session on structuring news stories and press releases, and a camera behavior training using interviews and quotable sound bites. After each workshop sessions, participants evaluated and commented each others’ performance with the guidance of moderators. 21 participants were trained in total.

## Detailed agenda of the Media Seminar

09.00 – 09.30 **Registration**

09.30 – 09.45 **Event opening, Introductions**

09.45 – 10.15 **Introduction to the E4C project + Basics of Media** – presentation by Mr. Ömer Ceylan former REC representative

10.15 – 10.30 **Coffee break**

10.30 – 11.00 **How to compose a press release?** – presentation by Mr. Ömer Ceylan

11.00 – 11.30 **Fundamentals of a Radio Interview** – presentation by Mr. Gábor Kitley, managing director of Europa Media PSC.

### *Content of the presentation*

- *The reporter*
- *The interviewee*
- *Interview basics*
- *Dos and Don'ts of interviewing*
- *Practical Tips*
- *Reporter's intimidation techniques*
- *Tips – Face-to-face interviewing*
- *Tips – Telephone interviewing*
- *Traditional radio interviews*
- *Special tips – Radio interviews*

11.30 – 12.00 **Strategies of a TV Interview** – presentation by Mr. Balázs Bodó, managing director of Geonardo Ltd.

### *Content of the presentation*

- *Before the interview*
- *During the interview – Appearance*
- *During the interview – How to behave*
- *During the interview – If you are nervous*
- *During the interview – Your message*
- *During the interview – Dos and Don'ts*
- *After the interview*

12.00 – 13.00 **Lunch Break**

13.00 – 14.00 **Workshop and Evaluation** – Session I. (Composing a press release), – moderated by Mr. Ömer Ceylan

14.00 – 14.15 **Coffee break**

14.15 – 15.00 **Workshop and Evaluation** - Session II. (Radio Interview, Tune in) – moderated by Ms. Izabella Pintér (Europa Media PSC.)

15.00 – 16.00 **Workshop and Evaluation** – Session III. (Live TV Interview) – moderated by Mr. Joshua Sidwell (Europa Media PSC) and Mr. Attila Uderszky (Geonardo Ltd.)

16.00 – **Open discussion, Conclusions** (by All)

16.30 – **Closure of the Event**