

Media Training

Organised by Europa Media PSC
on 22 June 2007, in Budapest, Hungary
in the framework of Energy4Cohesion project

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Europa Media PSC will organise a one day training workshop on media work. The training will take place at the [Graphisoft Park, Budapest, Hungary](#) on 22 June 2007.

The scope of the training is to provide useful knowledge and develop such skills of the project stakeholders that enables them to [use local and national media effectively](#) in communication with the target groups of their energy projects.



The training will target the representatives of energy agencies and regional development agencies, energy project developers, and other actors involved with promotion of sustainable energy in rural areas. Participants from the new EU Member States of [Central and Eastern Europe \(CEE\)](#) will be invited. Potential trainees will have minimum practice in media work. Their position in the organisation will allow them to use the skills and knowledge acquired during the training. [30 people](#) will be trained.

Preliminary contents of the training

The training will consist 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 will be covered. Particular attention will be 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 (e.g. creating news by organizing events that are interesting to media).

Such aspects of media work will be 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 [television and radio](#), preparing [media events](#).

The practical part of the training will include a hands-on session on structuring news stories and press releases, holding successful media events, and a camera behavior training using interviews and quotable sound bites.

Draft Agenda

Introduction to the Basics of Media

- » Introduction to who, what, and where the media is
- » What the media can do for you
- » Getting the media interested in your organization
- » Characteristics of organizations that effectively use the media
- » New technologies in the media, online technology
- » Etiquette for email, phone, fax
- » Deadlines and lead time
- » Targeting the right reporter
- » Working effectively with reporters
- » Dealing with reporters, tips
- » Touch on common reporter "problems"
- » Different approaches for pitching to TV, print, radio reporters

Developing The Basic Message Of Your Organisation

- » Tips to get started, crafting tools
- » Techniques for working out all sides of your message (Message Box)
- » Connecting the message to your organisation's mission
- » Identification of speakers in your organisation



Press Release and Media Kit

- » The content of the media kit
- » What shouldn't go into a press kit
- » Writing a press release
- » Good and bad press release examples
- » Using the right material for the right audience
- » Writing regular and e-mail press releases, newsletters
- » How to create an online media kit
- » Frequently asked questions, backgrounders

Communication Plan

- » Draw attention of the media and the public
- » Exploit the internet in its full extent to further your objectives
- » Governmental affairs aspect of your organization - Why is it important to know?
- » Being effective is not everything - Why is it important to follow-up and tracking
- » Planning your basic crisis communication, mistakes to avoid
- » Key steps in developing a communication plan

Advanced Media Relations

- » Targeting the right audience
- » Web strategies
- » Benefits of tracking, monitoring, and evaluating

Press Events

- » When to hold a press conference
- » Pros and cons of holding a press event
- » Who is on stage?
- » Press conference checklists
- » Press conference survival strategy

Interviews

- » Different types of interviews and how to prepare yourself
- » Tools and tips for TV, print, radio, and online interviews
- » Steps to take in the interview
- » Using your resources

Conclusions



Members of Energy4Cohesion consortium



Application form Media Training - 22 June 2007, Budapest

Please use block, capital letters

Title (Mr., Ms.)

Surname

First name

Name of Organisation

Type of organisation

Postal Address

City.....Postcode.....

Country.....

E-mail

Telephone

Fax

Website

Other comments

Please fill in and fax the application form to +36 1 436 9038

Upon registration applicants will receive a confirmation letter via e-mail.



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