



ENTRi
EUROPE'S NEW TRAINING INITIATIVE FOR CIVILIAN CRISIS MANAGEMENT

Course Programme*
for the
SPECIALISATION COURSE ON:

PRESS & PUBLIC INFORMATION

* This Course Programme, based on the proposal drafted by the Austrian Study Center for Peace and Conflict Resolution – ASPR, has been approved by the ENTRi partners in December 2011.

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SUBJECT	LECTURER	METHOD	MODULE	GENERAL LEARNING OBJECTIVES
Day I				
Opening: Welcome, Introduction to Programme, Venue & Participants			Introduction	<ul style="list-style-type: none"> • Learn about the venue • Know about ENTRi and its approach • Understand the purpose, approach and the methodology of the Specialization Course • Get to know the group • Learn what to expect
Development of International Crisis Management		Presentation	Introduction to Crisis Management	<ul style="list-style-type: none"> • Participants are well prepared and informed about the developments and ongoing discussions of international crisis management
The Impact of Media		Presentation & Case Study	The Role of the Media with Regard to Crisis Management	<ul style="list-style-type: none"> • Be acquainted with the different theories of impact of mass media (such as Agenda setting theory including theory of cognitive dissonance, Knowledge gap hypothesis, theory of High / Low Involvement, Two-step-flow of communication) with regard to crisis coverage and/or how media can stimulate violence (catharsis theory, stimulation theory, social-cognitive learning theory, agitation theory, habitualisation theory) in order to: • Be able to analyse the relationship between media and politics in general and media and conflict specifically; • Have an overview in which ways mass media can influence the public opinion; • Elaborating on examples from the OSCE as case study

Day 2

Media Analysis		Presentation & Group Work	The Role of the Media with Regard to Crisis Management	<ul style="list-style-type: none"> • Analyse the role of the media in reporting war and conflict; • Analyse the factors which explain the negative media coverage of conflicts; • Analyse news coverage of war and conflict including identifying stereotypes, linguistic violence; • Differ between the different problematic issues with regard to governmental and private media. • Design ways of dealing with / reacting to those media phenomena as a mission member. • Elaborating on examples from the OSCE as case study
Actors and Means of Media Work in a Mission		Presentation & Workshop	The Role of the Media with Regard to Crisis Management	<ul style="list-style-type: none"> • Learn about actors and means of media work in an EU-lead or EU-supported mission; • Know about the structure of press offices; • Get acquainted with best practices and lessons learned on how to set up a press office; • Know about the rights and duties of press officers, and their status in a mission; • Know about the rights and duties of spokes persons, and their status in a mission;

Day 3				
Information Dissemination in Field Operations		Presentation & Case Study	Information Dissemination & Public Relation	<ul style="list-style-type: none"> • Be aware how international media coverage can contribute to the success or failure of a field mission; • Be aware about the importance of a clear mandate; • Get acquainted with EU specific policies, strategies and methods for information dissemination in field operations • Know how to guarantee transparency within the own work; • Know when, how and whom to inform about what; • Know how to manage relationship with suppliers and distributors • Know how to build relationships with various actors by acting “inclusive
Day 4				
Public Relations		Presentation & Workshop	Information Dissemination & Public Relation	<ul style="list-style-type: none"> • Learn about the Key PR Functions (internal versus external PR) • Know about the means for PR; • Know which means should be used under which circumstances; • Know how to create the EU mission’s image (Corporate identity and image management; Corporate social responsibility, corporate reporting, Corporation reputation management) • Know how to position the organisation within popular culture; • Learn about the Key Tools for PR Practitioners (e.g. E-mail: press release; Press briefings/ conferences; Site, press and VIP visits; Hospitality events; Interviews; Surveys and results of field research; Case studies; Corporate publications, Newsletters; Mandate publishing; Web sites and portals etc.)

Day 5				
Practical Tools		Presentation Workshop Exercises	Practical Challenges	<ul style="list-style-type: none"> • Setting the practical context; • Understand how crucial it is for media people in missions is to know what to do when and how, whom to include, whom to exclude etc. • Know how to handle difficult people and interviews; • Know how to write a press statement, press release; • Know how to set up a press conference; • Know how to appear in front of the media; • Know how to guarantee transparency within the own work; • Know what tools to use to turn public opinion around (best practices and lessons learned) – e.g. from destructive to constructive
Day 6				
Practical Exercises (simulations) of Media Work in Missions		Exercises & Feedback	Simulation	<ul style="list-style-type: none"> • Practice how to organise and hold a press conference; • Practice how to give press statement; • Practice how speak in front of cameras; • Practice how to handle hostile situations in a professional way; • Practice how to conduct / give an interview; • Practice how to respond to tough questions; • Practice how to communicate difficult content to the public; • Practice how to communicate a mission statement to a hostile public.

Day 7

Practical Exercises (simulations) of Media Work in Missions (Continued)		Exercises & Feedback	Simulation	
Feedback & Wrap up				Conclusions on the previous days
Evaluation				