



Strategic Work with Media

Media Skills Programme

Module 1

7-8 December 2015

OUTLINE PROGRAMME



Module 1: Strategic work with the media

- What makes news? News value that is generated by the EU accession.
- The EU story – how to translate the official business of Brussels into impact and stories that the media can tell.
- EU integration process and impact on and commitments of citizens.
- How to develop and refine key messages that resonate and are consistent.
- The message house concept – the big idea, supporting key messages and proof points.
- Proof points – evidence, storytelling, facts and figures.
- How to turn messages into compelling stories.
- How to work with the media and pitch your stories.
- Media relations activities – press briefings, back ground briefings, interviews.

Objectives

On this course you will learn the principles of media relations, from what makes news to how to work with journalists to get the best coverage of news about EU integration.

Content

The content includes communications strategy, media relations, message development, press office management, press office content including press release, talking points and Q&A documents as well as coaching on how to manage relationships with the journalists and pitch stories.

The role of the trainer and the learner

The principle of learner centred training is that people learn best by doing. People learn new skills and competencies when they are involved in solving problems and working out the answers with help from the trainer. We introduce ideas about effective management and communication techniques and then encourage learners to discover the rules and practise techniques and their skills.

Learners can expect to take part in lots of group activities such as brainstorming, mini-presentations, problem solving tasks. We will then develop easy-to-remember checklists on effective management and communication techniques.

We want to maintain a relaxed atmosphere on the course – if you have any problems or special requests please feel free to talk to the trainer. Please note that timings on the agenda are approximate.

Workshop Trainer

Phil Newton is an award winning communicator on both sides of the Atlantic with 25 years experience at the nexus of science and public affairs, from journalism to senior management with a solid political background. He has held senior executive positions in three government ministries; the Lottery Corporation; the Pharmaceutical Association; the European Crop Protection Association. He was Media Chief for the Canadian Team at the 2006 Torino Olympic and Paralympic Winter Games and he built a cross-industry platform for advocacy communications in Brussels for Bayer, BASF, Syngenta DuPont, and Dow in Brussels. Phil has worked extensively with the European Commission, European Parliament, and EU agencies.

PROGRAMME

Day 1 – Monday, 7 December 2015

09:15 – 09:30	Registration
09:30 – 10:30	Overview of news value. Setting your communicating objectives
10:30 – 10:45	<i>Coffee break</i>
10:45 – 12:30	Principle of news and the EU story
12:30 – 13:30	<i>Lunch break</i>
13:30 – 15:00	The challenge of communicating Europe
15:00 – 15:15	<i>Coffee Break</i>
15:15 – 17:00	European integration stories and national media

Day 2 – Tuesday 8, December 2015

09:00 – 10:30	How to prepare key messages – compelling stories with proof points
10:30 – 10:45	<i>Coffee break</i>
10:45 – 12:30	Press office materials: talking points, Q&A, press releases
12:30 – 13:30	<i>Lunch break</i>
13:30 – 15:00	How to pitch your story to the media
15:00 – 15:15	<i>Coffee Break</i>
15:15 – 17:00	Pitching – continued Review, Q&A, next steps