

Media and Communications Training

Objectives:

Participants will clarify and refine the messages of the European Cervical Cancer Association, with particular reference to media messages.

Participants will learn how to adapt the activities they are currently undertaking to achieve the maximum interest from the media and how to work with the media to use these activities to effectively promote cervical cancer prevention among the general public.

They will also learn how to deal with the media in challenging situations, eg questions about funding, or relationships with pharmaceutical companies.

Agenda: Day One (Timings approximate)

9.00 – 12.00

Key messages on cervical cancer prevention.

The development and validation of the ECCA key messages will be reviewed and the messages will be adapted to the specific needs of each of the participants.

12.00 – 13.00

Lunch

13.00 – 14.30

The journalists' world.

The Lion's Den tutor will give a presentation on what journalists want, how they operate and how to make your story appealing to them.

Organising a media campaign.

The rationale underpinning a media outreach campaign will be discussed. Key elements of a campaign will be identified.

14.30 – 15.00

Coffee break

15.00 – 17.00

Planning a media outreach campaign.

The participants will be divided into pairs. Each pair will be asked to produce an outline plan for a proactive media outreach campaign based on the activities that one member of the team is currently undertaking. The media campaigns from pair group will be presented and discussed by the group led by the Lions' Den tutor.

19.30

Group dinner

Agenda: Day Two

08.30 – 09.00

Review of Day One

Recap of key learnings from day one.
Refinement of key media messages.

9.30 – 9.45

Coffee break

9.45 – 12.00

Interview practice: Positive

Each participant will undertake a TV interview on a positive scenario drawn from the examples worked-up on the previous day. All interviews will be recorded on camera and will subsequently be analysed by the group led by the Lion's Den tutor.

12.00 – 13.00

Lunch

13.00 – 15.00

Interview practice: Challenging

Each participant will undertake a different types of interviews (eg. for radio or print media) on a challenging scenario (eg. the interaction between advocacy groups and the pharmaceutical industry). All interviews will be recorded on camera and analysed by the group led by the Lion's Den tutor.

15.00 – 15.30

Coffee

15.30 – 16.30

Further interviews or discussion as required

Opportunity for further work or discussion on their own needs, eg more interviews, planning an outreach campaign or tailoring of pan-European messages to their own country.

16.30 – 17.00

Course summary and close

Review of the main points learned by the group and clarification of key points with the Lion's Den tutor.