



## **Fifth Global Meeting of Nongovernmental Organizations Advocating for Road Safety and Road Victims**

### **Two Full Day training**

#### **Spokesperson Training for communicating with and through the media**

Media reporting on road safety is an important mechanism for raising awareness among the general public and promoting specific policy changes for safer roads. On a regular basis, NGOs are asked by newspapers, radio, online media, and TV for interviews, and this provides an opportunity to address the organizations' concerns. However, few NGOs have built a relationship with media or are prepared to answer questions when approached. Also, the Alliance recent learning needs assessment showed that some are not aware of how to work with media and are not familiar with building a relationship that can facilitate policy changes, etc.

This training will equip road safety NGOs with tools to efficiently determine the message to present and how to build a media relationship with the overall goal of communicating the most pertinent road safety problems that best inform their countries and organizations.

**DATE: 1 - 2 April 2017**

**DURATION: Two Full Days (9:00-17:00)**

**NUMBER OF PARTICIPANTS: Max 15**

#### **CONTENT for the day programme:**

##### **Day 1: Communicating through the media**

- Introduction to media advocacy and media strategies
- Understanding media and how they work
- Audience and objectives
- Messaging
- Pitching stories & getting media attention

##### **Day 2: Communicating with the media**

- Media spokesperson training
- Role play

#### **TRAINERS:**

- Blaise Murphy - GRSP

- Elena Altieri – WHO (TBD)
- Journalists from Thailand, Philippines and India