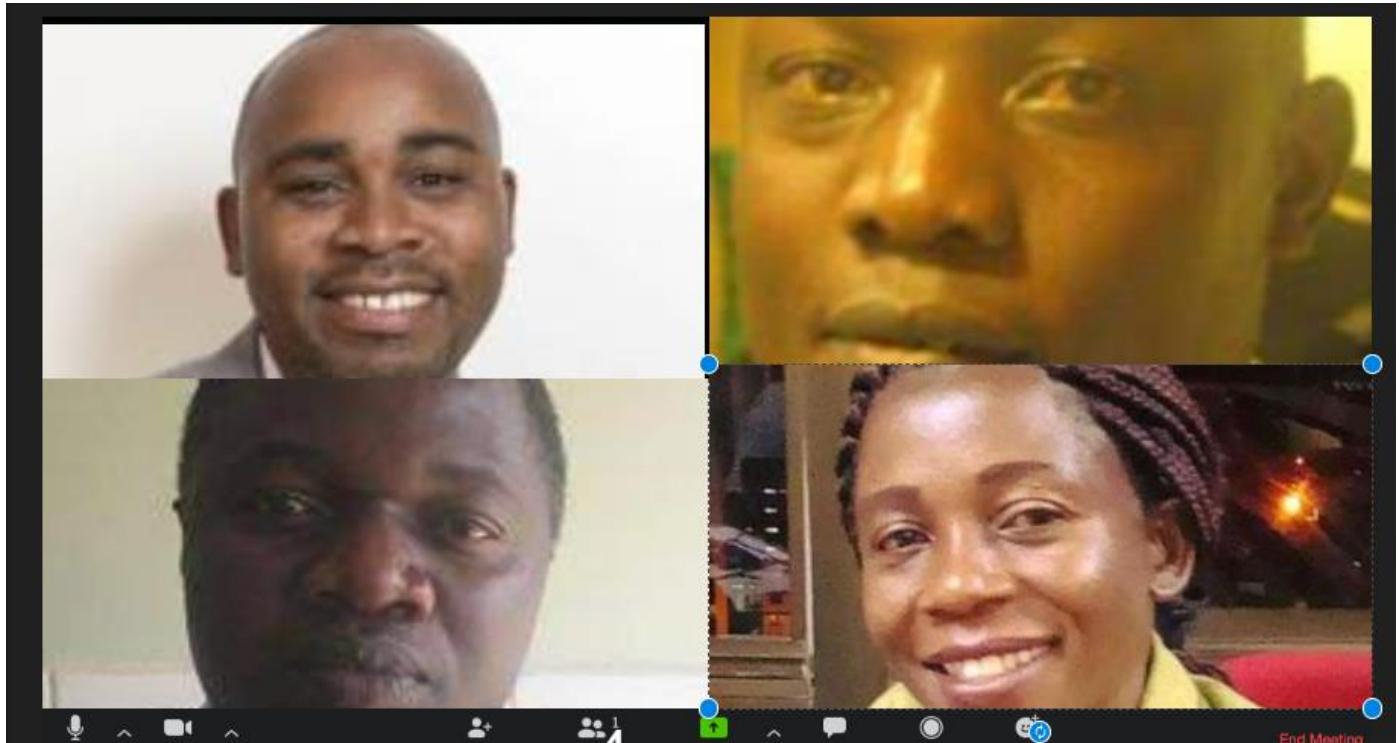




FES MEDIA SPOKESPERSON TRAINING REPORT



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LEAD TRAINER**

13 DECEMBER 2022

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Executive Summary

Dynamic Media Spokesperson and Engagement Training for FES-Kenya Team was conducted on December 5- 9 2022 in a hybrid format.

Designed to enhance the team's media skills, the training included basic principles of good media relations with specific focus on interviews and media briefing techniques and tips on how to work more effectively with the mass and social media for a win-win partnership.

The Executive Director introduced the Facilitator as a media professional with 20 plus years' experience in print and social media; and communication for development leading the most effective regional campaigns on the rights of older women and men in Africa at the HelpAge International as well as climate justice campaigns at the Pan African Climate Justice

The team was treated to PowerPoint and videopresentations as well as brainstorming and self-reflection activities that included role-play interviews. Exercises included self -assessment of their communication skills and handouts on dealing with anxiety and the importance of personal appearance for men and women on camera.

The Team impressed with their general command of their areas of expertise and delivery. This was reflected in the forms used in their peer assessment of the role- play exercises.

Continued practice of media techniques as well as crafted key messages to address any negative PR issues should enhance their media skills if consistently used.

One winning outcome was the discovery of hidden aptitude to communicate effectively with the media by some behind-the-scenes staff. The scope of media relations as well as the complexity of the media environment today was new territory for some participants.

The participants completed an anonymous exit survey assessing the training. All participants were '*Very Satisfied*' (the highest rating) with the scope of information provided during the training. All participants were also very satisfied with the training's overall value in helping them improve their professional effectiveness in communicating the work they do and achieving the goals of their departments. The consensus was that the training was successful in increasing awareness and knowledge of communications and media engagement techniques.

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Overview

SSA Team hosted a media spokespersons engagement and communication session led by Henry Herman Neondo. The training session focused on how to communicate in an effective way to audiences, especially the media. The sessions were interactive with role-play exercises, brainstorming and discussions.

Why media training is so beneficial

The basis for the training was the fact that technical experts comfortable and experienced at dealing with media relations are an invaluable asset for any given organisation – largely because they are so rare.

Anytime one secures a media appointment, either through an in-house communications team, an external agency, or by own efforts, the good news is that half the battle has already been won. The fact that a journalist wants to talk to your member of staff means you have information they want to learn about after having scoured over many others. Media training is about preparing your team ahead of time to make sure they present work and your organisation in the best light and as an expert in the field.

Objectives

1. How to seek media speaking opportunities
2. Being aware of the process by which journalists write their articles
3. What to say or not say once you have an appointment with the media
4. Setting the right tone and voice
5. Learning how to give needed and appropriate sound bites (radio and TV interview)

Expected outcomes

- Establishing credibility with the media.
- Building confidence while speaking with the media
- Understanding how the media works, what the media want and what is newsworthy for the

media.

- Media questions and mock media interview
- Tactics for delivering as clear message as possible (Sound bites)
- Identifying the most appropriate content
- How to structure your talking points
- Tactics to tackle difficult questions
- Knowledge of how to avoid making blunders you will regret

Agenda Overview

Monday 5 December Session 1

Morning- 8:00 - 9.30 am Tips for Effective Communicators

This session included the following:

- Why do we have to communicate about Climate justice and about what we are doing in Kenya and Africa
- The importance of effective communication in our work and with different audiences
- How to be strategic in communications when we need to communicate with different audiences (technical, ministries, peers, media, others) and A good spokesperson
- The PPT dilemma
- SOCO (Single Overriding Communication Objective)
- Audiences: how to deliver those messages according to the audience (tools to analyze our audience)

9:30-9.45 am Coffee break

9.45-10.00: Exercise: Self-Assessment & Expectations

Tuesday 6 December

8:30 -9:30 am - How to tell Climate Justice story effectively

- How to build an attractive narrative in any place and for any audience
- Cut the jargon – yes, do it...
- How to talk in an interesting way and become memorable
- Who talks to the media and when
- Social Media tools: What are they, how to use them and how to practice our communicator's effectiveness there!

9:30 -9:45 am Coffee break

9:45- 10:30 Exercise: Think Facebook/Twitter/LinkedIn/IG

Wednesday 7 December Always ready to be a spokesperson

8:00- 9:30 am: The moment of truth: talking with the media

- Relationship with the media
- What we need to know as spokespersons
- Examples of good and bad
- What tools do I have to face an interview with a reporter/how do I prepare?

9:30 - 9:45 Coffee break

9:45- 10:30 - Exercise – Interviews on different topics by groups

Thursday 8 December When things go wrong

8:00 – 9:30 am: Basic ideas on risk communications and how everything we just learned usually gets to be used in risk/emergency scenarios

- Risk Communication- basics (and how do you apply that even in non-emergencies)
- Why it is important to communicate in those scenarios and how
- Our biggest communication challenges and how to overcome them
- The media during the emergency/risk communication

9:30- 9:50 Exercise – A critical scenario with a press conference at the end (role play)

Friday 9 December The call has come

9:00 am – 9:45 am Basic preps by a journalist (assuming you are invited to the TV station)

9:45 -10:00: interview with two journalists (radio, TV)

EVALUATION AND WRAP UP

Introduction

The vision for the Media Spokesperson Training for FES Staff is refreshing. FES should therefore be commended for doing this training to build and enhance its current media relations as an organization serving multiple publics. This report will provide a SWOT Analysis of the training since specific feedback was already provided to the team as we reviewed the scenarios of each person's interview. The exit survey results and a photo gallery are also included.

SWOT ANALYSIS

STRENGTHS

The SSA Team demonstrated a strong sense of commitment to the goals of the training which were:

To explore some basic principles of media relations

To provide tips and techniques for media interviews and media briefings

To make them more media savvy!!

The approach was deliberately interactive using various stimuli to keep participants fully engaged. The training icebreaker was an opportunity for each participant to talk about their work and share a secret about themselves. This enabled a mood of intimacy and trust to be developed. Then followed various PowerPoint and video presentations on the substantive issues of media relations and practical tips.

Very early in the session, group work and role-play were introduced which allowed them to be immediately active and engaged. During this role-play session for interview techniques, it was an opportunity for them to use many of the key messages shared earlier by Henry Neondo, Lead

Facilitator. It was encouraging to see that most people really tried to recall and use the key messages. During the Media Briefing role-play exercise, there was also a generally good effort to implement many of the techniques shared earlier.

However, it was in the actual interview scenarios that some team members revealed hidden talents. They clearly had absorbed the information shared with them earlier and were ready to apply the techniques. These individual interviews were reviewed and assessed by their peers to allow everyone to see how everything translates on the television screen.

We were very pleased that we were able to adhere to the schedule and complete the training within the allotted timeframe.

WEAKNESSES

Only three weaknesses emerged:

The absence of key messages that can be translated to 'elevator speeches' quickly to 'own the room' on demand.

The restricted time did not permit for exposure to the often volatile and unpredictable media scenario of the call-in programme

The specific focus on media relations precluded the team from being exposed to the inextricable and important link between internal communications within and across the organization, which in turn affects external communications and therefore media relations.

OPPORTUNITIES

The session afforded everybody the opportunity to step back and take a look at how they do what they do. It also provided a showcase of their strengths that they might not have observed otherwise. This initial look at media relations and communication skills should be seen more holistically for the staff to work more cohesively as a team. Working on the internal climate of the organisation is a

critical step to improving the organization's image because very often the frontline staff's demeanor reflects the internal health and in turn communication of the organization, which seeps into the public domain.

Media training without attention to this component will simply be window dressing, which will eventually reveal what is really inside the core of the organisation.

THREATS

The biggest threat will be if the team fails to utilize the skills learnt in a tangible way and fail to practice the techniques and tips shared in the session. Another threat will be if they are not provided with the opportunities to use the skills. It is hoped they will be exposed to media situations in which to practice what they have learnt.

CONCLUSION

The plethora of media channels compels us to strategically use all the platforms available prudently and establish good media relations to the benefit of FES's services and public image. It is hoped that this session showcased what constitutes good media relations:

Striking a balance between cooperating with the media and understanding their needs

Maintaining the interests of your organisation

Developing good media contacts to use media to manage your information.

Ultimately, the media can be our ally if we understand what they need and want.

The single most important thing is to know the media before your need for their support, have a trusted relationship with them, and be proactive about reaching out to them

The participants' feedback is captured in the comments stated on their Exit Surveys at the end of this report.

Annex 1.

MEDIA SPOKESPERSONS ENGAGEMENT TRAINING DECEMBER 2022

PLEASE TICK THE BOX BELOW THAT BEST DESCRIBES YOUR RESPONSE

TRAINING SURVEY RESULTS					
QUESTION	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	VERY DISSATISFIED
How satisfied were you with the scope of information provided during the training?	13				
How satisfied were you With the amount of time allocated for each session?	8	5			
How satisfied were you that the training was successful in increasing your awareness of communications/media in general?	11	2			
How satisfied were you that the training was successful in increasing your knowledge of tips to be an effective spokesperson and using Communication techniques?	7	6			

As a SSA Team Member how satisfied are you with the training's overall value in helping you improve your professional effectiveness in communicating the work you do and achieving the goals of your department and SSA as an organisation?	11	2			
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Annex 2

*** Please add any other comments and indicate any areas you think would enhance your development:**

NB: following are comments from participants on their Exit Survey:

Great Training and agree it should be a course

Each session was very informative and very well articulated

A lot of information for one day. 2 ½ hours

I believe that I personally still have lots of work to be done. A wealth of information that I can also use among women that I work with in terms of getting that niche informed in order to better serve RM

This training has open my mind in regards to public speaking and comments accepted. The scope of information is very new to me.

Developing the skill to perform and using good body language in front of the camera as well as the importance of being prepared when working with the media

Certainly, I would like further steps in controlling my anxiety

Getting more opportunities to interact with the media and utilizing the media to create awareness on sensitive topic

The exercises and the level of engagement during the training have helped me realize some hidden skills (communication) within myself. The training was beneficial to me at a multifaceted level.

MEDIA SPOKESPERSON ENGAGEMENT TRAINING ATTENDANTS REGISTER
9 DECEMBER, 2022

NAME:	POSITION:
Pamela Munene	Executive Director
Henry Neondo	Lead Facilitator
Mary Mwenda	Radio coordinator
Duncan Mboyah	Online editor
John Muchangi	Print Facilitator
Agnes Oloo	TV Facilitator

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