

**Aim**

1. This curriculum is developed to enhance a common understanding by young officers of the relationship between Armed Forces and Mass Media.
2. This common understanding should in the long term enhance the young officer's ability to build and maintain a relation of mutual trust with journalists during their future missions and operations.
3. Moreover, this module should be seen in the light of a general convergence of curricula to allow young officers to follow the same module in another Member State. It is therefore a logical consequence of what already is happening in the academic field with the Bologna process.
4. This module is not intended to form specialized Press Information/Public Affairs Officers but to provide young leaders with the basic knowledge (theory and practice) before to face the media.
5. In the EQF (European Qualification Framework), this module can be regarded as level 6 training.

**General description and Organisation**

6. **Starting situation.** The participants have a good knowledge about their Armed Forces and current military news in their country. They are willing to discuss their opinions with other people.
7. The training will focus on the following processes.

subject-specific processes	cross-cutting processes
enter in a professional relationship with a journalist	explaining professional role to a general public
turn a media story into an opportunity and a win-win situation for military and journalist	successfully speaking to an audience
prepare and diffuse coherent statements and messages	
prepare and participate in a press conference	
give a successful audiovisual interview	

## Summarizing overview of core profile

knowledge	skills	Competences
enter in a professional relationship with a journalist		
<ul style="list-style-type: none"> <li>code of ethics of journalists</li> <li>professional profile of journalists</li> <li>role as a specific spokesperson</li> </ul>	<ul style="list-style-type: none"> <li>open oneself for contact with journalists</li> </ul>	<ul style="list-style-type: none"> <li>build a relation of trust with journalists without endangering Defence interests</li> </ul>
turn a media story into an opportunity and a win-win situation for military and journalist		
<ul style="list-style-type: none"> <li>needs of media and of Defence</li> <li>needs of general public for information</li> <li>principles of infotainment</li> </ul>	<ul style="list-style-type: none"> <li>applying principles of media stories to military issues</li> </ul>	<ul style="list-style-type: none"> <li>estimating possible gain and media relevance of a given event</li> <li>boosting a possible media opportunity</li> </ul>
prepare and diffuse coherent statements and messages		
<ul style="list-style-type: none"> <li>principles of speaking in front of an audience</li> </ul>	<ul style="list-style-type: none"> <li>speaking in a clear and simple language</li> </ul>	<ul style="list-style-type: none"> <li>-</li> </ul>
prepare and participate in specific communication events		
<ul style="list-style-type: none"> <li>principles of press conferences</li> <li>principles of crisis communication</li> <li>principles of social media</li> </ul>	<ul style="list-style-type: none"> <li>understanding the possibilities and risks of social media</li> </ul>	<ul style="list-style-type: none"> <li>estimating issues and crises and perform strategic communication</li> <li>explore and defend the use of social media for military public affairs purposes</li> </ul>
give a successful audiovisual interview		
<ul style="list-style-type: none"> <li>interview techniques</li> <li>audiovisual language</li> </ul>	<ul style="list-style-type: none"> <li>give clear, structured statements in a credible fashion</li> <li>appear positive on screen</li> </ul>	<ul style="list-style-type: none"> <li>successfully performing an interview with or without support of a press officer</li> </ul>
explaining professional role to a general public		
<ul style="list-style-type: none"> <li>principles of simplification</li> </ul>	<ul style="list-style-type: none"> <li>vulgarize complex information</li> </ul>	<ul style="list-style-type: none"> <li>-</li> </ul>
successfully speaking to an audience		
<ul style="list-style-type: none"> <li>principles of communication</li> <li>verbal and non-verbal language</li> <li>ethos, pathos and logos</li> </ul>	<ul style="list-style-type: none"> <li>effectively pass a message to an audience</li> </ul>	<ul style="list-style-type: none"> <li>make a good impression which will rub off on Defence</li> </ul>

8. **Duration.** The module will normally take five working days and represents 2 ECTS.

9. **Methodology.** The necessary theory will be examined through short lectures and plenary discussions. Each participant will be encouraged to take an active role

and has the opportunity to ask questions Interviews will be trained during live exercises with professional journalists playing their own role.

**Overall structure**

**10. Module Program.** Every Module “How to meet the Media?” shall be based on the Generic Common Module shown below:

day 1	day 2	day 3	day 4	day 5
principles of communication	writing for media practice: press release	interview	practice: interview	visit to national military public affairs service
communication and leadership	press conference	practice: statement and messages	visit to national media	plenary discussion with spokesperson
Defence policy on media	crisis communication	practice: interview		debriefing and feedback
code of ethics for media	social media			

11. The Course Programme can be adapted according to recent needs and to national education systems.

12. **Contents for teaching.** The common module “How to meet the Media?” will mainly focus on the practice of the interview with each student answering questions asked by a professional journalist.

13. The presentations and discussions will focus on the general following topics:

- **COMM & Leadership:** the role and the place of COMM in the leadership of the young officer can be explained by using different models of leadership, like the BE-KNOW-DO (US) and the Quinn Competing Values Framework for examples, and models of management like the Deming Cycle (PDCA) and the EFQM.
- **Defence & Media:** overview of the national media (organization, coverage, editing line, attitude towards Defence...) and presentation of the most important international media, including news agencies, present in the different areas of military operations. National guidelines about contact between military personnel and media in normal peacetime and during operations.
- **Professional code of ethics for journalists:** how journalists are working?
- **Crisis COMM:** how to anticipate a crisis with a good COMM (strategic eve and restoration of the trust)? How to plan this COMM?

14. Materials.

- Individual interviews will be monitored by a journalist with a microphone and by a cameraman with a camera.
- Other members of the (sub)group will watch and hear the interview of their colleagues on a TV in a separate room.