



**Organization for Security and Co-operation in Europe
Office of the Representative on Freedom of the Media
and
Mission to Serbia
*Training seminar***

**Effective interaction between press offices of public bodies and
journalists in a democratic society**

**OSCE Mission to Serbia, 6-7 November 2008
Belgrade, Bulevar Mira, # 26**

DAY ONE

9:45 – 10:00 Registration of participants

10.00 – 10.15 Opening remarks

*Anthony Pahigian, Deputy Head of the OSCE Mission to Serbia
Alexander Boldyrev, Senior Adviser to the OSCE Representative on Freedom
of the Media*

10.15 – 11.15 Introductory session: self-presentation of participants, including comments on
personal experiences of interaction with their counterparts.

Keith Jinks, independent media consultant

11.15 – 11.30 Coffee Break

11.30 – 12.15 Patterns of interaction between journalists and press secretaries: confrontation
or cooperation? Journalists' perspective

Helen Fawkes, BBC Balkans Correspondent

12.15 – 13.00 Practical aspects of interaction. Press services.

Keith Jinks

13.00 – 14.30 Lunch (OSCE Mission, reception room on the ground floor)

	<u>For press officers</u>	<u>For journalists</u>
14.30 –17.00	Policy and technical aspects of a public body's press office: serving society by serving journalists.	Obtaining and processing information from state press offices: how to be informed without being manipulated.
15.50-16.10 – coffee break	<i>Thomas K. Kelly, Senior Resident Director & Chief of Party, National Democratic Institute – Serbia</i>	<i>Helen Fawkes, BBC Balkans Correspondent</i>

18:30 Reception at Zaplet restaurant

DAY TWO

10.00 –11.30 Overview of the media legislation and pertinent practices. Access to information, defamation, privacy legislation, accreditation rules, etc.
Miroslav Jankovic, Media Lawyer, Senior Media/Freedom of Media Assistant, OSCE Mission to Serbia

11:30 – 11:50 Coffee break

11.50 - 13.00 Successful press service: sharing domestic experience
Bruno Vekarić, Head of Public Relations Department and Senior Adviser of War Crime Prosecutor of Republic of Serbia

13.00 – 14:30 Lunch (OSCE Mission, reception room on the ground floor)

14:30 – 16:00 Simulation of a press conference: press officers and journalists swapping their roles
Moderator: Keith Jinks
Comments by Thomas K. Kelly and Helen Fawkes

16:00 – 16:10 Coffee break

16:10 – 17:00 Concluding session, questions and answers session