

WORKSHOPS FOR MINISTRY OF INTERIOR SPOKESPERSONS AND
CHIEFS OF REGIONAL POLICE DEPARTMENTS

**„PUBLIC RELATIONS DEVELOP UNDERSTANDING, MUTUAL
TRUST AND COOPERATION WITH MEDIA AND LOCAL
COMMUNITY“**

HOTEL KASTEL, ECKA, 30 JUNE – 02 JULY

FIRST DAY, 30 June 2010

18:00 – 19:00 Arrival of participants to the hotel
19:30 Dinner

SECOND DAY, 01 July 2010

9.00 - 9.15 **Welcoming remarks**
Daiana Falloni, Head of Democratisation Department, OSCE Mission to Serbia
Suzana Vasiljevic, Chief of Bureau for Communication with the Media, MoI
Predrag Vujovic, P.R.A.

9.00 – 13.00 **FIRST SESSION „POLICE AND THE MEDIA“**

Panelists: prof. Predrag Vujović Ph.D. / Vladan Alimpijević / Suzana Vasiljević

Participants: Spokespersons of the regional police departments / Chiefs of regional police departments

9.15 - 9.25 **Introduction to the program** (prof. dr Predrag Vujović)

9.25 - 10.00 **Main characteristics of Police Public Relations** (prof. dr Predrag Vujović
and Suzana Vasiljević)

Workshop: 10 specifics of Police Media Relations * Government Relations * Efficient Communication
Strategies of the Government institutions and Police * PR role, tasks, and activities in MUP and Local Police
dept. * Specific tasks of PR on the local level * Proactive communication: Police – Media * Quality Control in
communication *

Final Conclusions: 10 Police characteristics that Journalists should know regarding Media Relations

10.00 – 10.15 **Coffee break**

10.15 - 11.00 **What do the Editors and Journalists from regional and local media
say about Police communication and media relations**

Presentation of the Research Report and Analysis * Editors and Journalists attitude research on MUP and Regional Police Media Relations and their experience * Media Editors attitude / Chief of Police attitude regarding the communication * Editors and Journalist suggestions – discussion

Note: P.R.A. Research Sector will conduct attitude research of 40 Editors and Journalists on MUP and Regional Police departments Media Relations and their experience

11.00 – 11.15 **Coffee break**

11.15 - 12.00 **Media and their interest in covering Police stories / issues** (Vladan Alimpijević)

Introduction: News agencies * TV stations * Radio stations * Daily and periodical newspapers * Specifics of Media scene in Serbia * How are the media organized *

12.15 - 13.00 **How to communicate with the media** (Vladan Alimpijević)

Tasks and functions editors have * When do we communicate with Editors, and when do we communicate with journalist covering Police issues * Practical Examples * Correspondents and their network * Desk * Information sources * Media base * Structure of the media base *

13.00 – 14.00 **Lunch**

14.00 – 18.00 **SECOND SESSION „HOW TO IMPROVE SERBIAN POLICE MEDIA RELATIONS ON LOCAL LEVEL“**

Panelists: prof. Predrag Vujović Ph.D. / Vladan Alimpijević / Chief of Bureau for Cooperation with Media / local correspondent (Vladimir Lojanica, Blic and Beta local correspondent / Milan Bozokin, Dnevnik Editor and Journalist / Milan Pešut, TV Vojvodina / Timošenko Milosavljević, urednik Narodnih novina, Niš / Milena Ivanović, urednik TV Kruševac)

Note: each of the Local media representatives will be the panelist in its workshop

Participants: Spokespersons of the regional police departments / Chiefs of regional police departments / Media representatives (journalists and editors) from regional and local media and national local correspondents

14.00 – 15.00 **Discussion workshop: 10 + 10 things that could be improved in Serbian Police Media Relations** (dr Predrag Vujović)

15.00 – 15.15 **Coffee break**

15.15 – 16.00 **Discussion workshop: 10 + 10 things that could be improved in reporting on police issues at the local level** (Vladan Alimpijević)

Coffee break

16.15 – 17.00 **Workshop: Local Community Relations Part I – „What could Police and Media do in developing Community policing idea“**

Police and Media cooperation *Public Educational / Awareness Campaign *Case study

17.00 – 17.15 **Coffee break**

17.15 – 18.00 **Workshop: Local Community Relations Part II – Planning mutual activities: Police / Media / Local authorities / Citizens to prevent crime and bad behavior in our cities** - Problem solving workshop

Note: we shall divide participants in 4-5 teams consisting of editors/journalists, Chiefs of regional police departments and spokesperson in order to organize Public Awareness Campaigns and Events for Youth

19.00 **Dinner**

20.30 **After Dinner program / Communication Games**

Note: P.R.A. shall prepare creative social games for participants in spreading the idea of efficient communication

THIRD DAY, 02 July 2010

THIRD SESSION „MEDIA APPEARANCE - EFFICIENT TOOL IN YOUR LOCAL COMMUNICATION ACTIVITIES“

Panellists: prof. Predrag Vujović Ph.D. / Vladan Alimpijević / Chief of Bureau for Cooperation with Media

Participants: Spokespersons of the regional police departments / Chiefs of regional police departments /

9.00 – 10.00 **Press release and Statements**

What is the message * How to develop Press Release and Statement * Different types * Suggestions * Press writing techniques * Press bulletin * Press material *

10.00 – 10.15 **Coffee break**

10.15 – 11.15 **Media appearance** (dr Predrag Vujović / Vladan Alimpijević)

Specifics of TV and radio appearance * Practical Examples * What should and should not be done * Successful – unsuccessful * Good and bad Media/TV appearance * What should be done in Preparation Phase

Workshop: Handling difficult questions (role-playing method)

Note: during the workshop editor and journalist will be asking practical real life questions

11.15 – 11.30 **Coffee break**

■ **BEOGRAD**, Požeška 67a, Tel: 011/ 2546 401, Fax: +381 11 2546 437, E-mail: office@pra.rs

■ **PODGORICA**, Bulevar Ivana Crnojevića 49, Tel: +382 20 215 070, E-mail: office@pra.rs

<http://www.pra.rs>

• **FOURTH SESSION „TRAINING IN FRONT OF THE CAMERA“**

Panellists: prof. Predrag Vujović Ph.D. / Vladan Alimpijević / Chief of Bureau for Cooperation with Media

Participants: Spokespersons of the regional police departments / Chiefs of regional police departments /

11.30 – 13.00 Training in front of the Camera

Role Play method/trainings/analysis (dr Predrag Vujović / Vladan Alimpijević, local correspondent)

13.00 – 14.00 Lunch

• **FIFTH SESSION „PR PROCEDURES AND CONCLUSIONS“**

Panellists: prof. Predrag Vujović Ph.D. / Vladan Alimpijević / Chief of Bureau for Cooperation with Media

Participants: Spokespersons of the regional police departments / Chiefs of regional police departments /

14.00 – 15.00 Final session „Defining Local Police PR procedures in Media Relations“

Communication (PR) and Media Relations procedures * Defining 20 situations * Defining communication in 20 situations

15.00 – 15.45 CONCLUSIONS AND PLAN OF FOLLOW UP ACTIVITIES