

## Training in media handling

Written by AG

Friday, 13 March 2009 11:26

---



**The media world is all around us. A journalist may approach anyone anytime to bring the news to the public. But when talking to media, each soldier becomes an ambassador of his or her own unit, Armed Forces or even a country. Therefore, it is so important to learn how to work with media effectively so that the message that is spread is consistent and coherent. From 10 to 12 March 2009 Public Affairs Office organised the Media Training for officers and non-commissioned officers of Headquarters Multinational Corps Northeast (HQ MNC NE) to practise these and other issues.**

### **Learning from the best**

The Media Training gives a rare occasion to have a dry run in preparation for an interview or a statement in front of a video camera or a radio microphone. This year, a training team with Major Boris Schnelle as a leader came from the Bundeswehr Academy for Information and Communication in Strausberg. It is worth mentioning that two real journalists were members of the team – Mr Klaus Pokatzky and Mr Derk Finger. All technical matters were managed by Master Sergeant Mike Hübner. Mr Valentin Poponete from the Joint Forces Command Brunssum was also a guest speaker during the Media Training.

### **Getting started**

## Training in media handling

Written by AG

Friday, 13 March 2009 11:26

---

In this year's Media Training there was much more practice than theory. The whole training was opened by the MNC NE Chief of Staff Brigadier General Josef Heinrichs, who welcomed all the participants – about 30 representatives of all Headquarters' Divisions and Command Support Brigade. General Heinrichs underlined the importance of media and the need to cooperate with journalists – on one hand journalists want to “sell” the news and send it to the public; on the other hand, soldiers need to reach the people with their message. Then, Mr Poponete delivered a very interesting presentation focused mostly on the media relations in Afghanistan, together with implications involved. His briefing evoked a vivid discussion among the participants proving that media as such are both an interesting and complex issue.

### Practice in price

The second day of the training started with an introductory briefing delivered by the leader of the German training team, Major Schnelle. Among other things, he talked about a journalist's self-perception showing the nature of journalistic work. He also presented some “golden” rules in dealing with media. They were very useful during a practical part of the training when the whole group was divided into two syndicates. One of them practised giving a radio interview for the whole day whereas the other one focused on statements made in front of a video camera. The participants, together with their instructors, analysed their own interviews and statements recorded before. It turned out to be a very useful way to learn how to give a good interview, how to behave in front of a video camera and what to say to be correctly understood. “I have learnt a lot, especially how the body language mixes with the language itself and creates a single image”, said Major Adrian Sileanu from the Romanian Army. Another participant of the training, Sergeant Major Michael Frøslev from the Danish Army noticed, “I have my eyes opened on the power of radio as the media – I saw the advantages of radio and how powerful it might be if the right message is spread”.

The third day of the training was also focused on practice in dealing with media – both groups simply changed the kind of media they were working on.

Taking into account the participants' involvement, constant need to become better in talking to media and general impressions about the training, this year's Media Training can be perceived as a success. “I liked the idea that professional journalist came to train us in their way of thinking”, said Sergeant Major Frøslev. “It is like building a small personal shield – you learn how to make sure you do not speak either rubbish or something you simply should not say”, added Major Sileanu.

{phocagallery view=category|categoryid=80|displaydownload=0|displayname=0|displaydetail=0}