

Key personnel ready to talk to media

Written by AG

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On 3 and 4 May 2012 selected personnel from Headquarters of Multinational Corps Northeast (HQ MNC NE) and Command Support Brigade as well as Training Audience formation's commanders and Public Affairs (PA) personnel participated in media training in order to prepare to exercise Crystal Eagle 2012 (CE12).

Providing information about unit's activities to the public is one of the key tasks performed by Public Affairs personnel. But telling a unit's story can also be told by commanders and other staff members. "In this case sharing out information should be carried out in a manner that is opened and transparent within the parameters of security, policy and propriety."- says Lieutenant Colonel Wojciech Wiśniewski, Chief Public Affairs responsible for the media training.

The training was executed individually by the training group consisting of journalists and cameramen from the German Academy for Information and Communication in Strausberg. The organization of the undertaking allowed two persons being trained at the same time. Each training participant had a chance to give one or two TV interviews starting from an easy one and going into more and more complex. The most important part of the training though, was a feedback session following each performance. Using experience gathered during years of practice both trainer journalists have been able to show the trainees how to behave in front of a

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camera, what basic or advanced interviewing techniques can be used as well as individual mistakes and ways they could be corrected.

As one of the event participants, Lieutenant Colonel Aivar Kokka from the Estonian Army said: "It is important to be prepared to how to deal with media and how to give them information in a proper manner. The aim of today's training was to familiarize with a camera, which always improves our skills in delivering public speeches. It is the third time I have taken part in such training, but still see room for improvement."

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