



The conference “Communication – Public Relations for West Pomerania” was devoted to exchange of experiences related to contacting media and shaping a public image of institutions of different kind, including the uniformed.□

The presence of media in every aspect of human life and their influence upon shaping people’s opinions and perceptions requires effective cooperation between representatives of different institutions and media. It is especially important for the military, relying on mandates given by people.

The conference organized by West Pomeranian Public Relations Association from 26 to 28 October 2009 was built up around several themes, such as promotion of cities and regions, public relations in politics, administration, economy and many others. One of panel discussions was focused on public relations and cooperation between media representatives and military formations and institutions. Speakers represented e.g. Operational Command of the Armed Forces, 12th Mechanized Division, Police, Border Guard, Municipal Police or even local archdiocese. Topics raised in the presentations and discussions referred to, for example, media responses in critical situations, daily cooperation with media, media corresponding not only to ordinary citizens but also families what involves high emotions. Real examples made this panel very interesting.

Major Marcin Walczak from the Public Affairs Office represented the perspective of Headquarters Multinational Corps Northeast (HQ MNC NE). He was talking about experiences gathered during the 10th MNC NE Anniversary celebrations, which took place on 19 and 20

Media-Military relations

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September 2009. He focused on media relations and different aspects of the promotion campaign, which made the event visible in different media and noticed by local community.

"It was an interesting panel for exchange of experiences", Major Walczak said after the conference. *"We were all focusing on what shall be done better in the future rather than simply being content with what one has"*, he added. It is actually the quintessence of work within the public relations area, which does not finish with one event or another. It is rather a constant process of reaching the public in order to build positive mindset and, eventually, gain support.