



# Lesson 3.9 Media Relations

# Content

- Peacekeeping and the news
- Impacts of media reporting
- Public Information Office (PIO)
- UNMO responsibilities
- Relating to the media
- Do's and Don'ts
- Managing an interview
- Sample media questions

# Learning Outcome

- Explain the importance of media relations
- Describe the role of the Public Information Officer (PIO) in the force media strategy
- Explain how to conduct yourself in a simple media interview
- What information can be released to the media

# Learning Activity Media Interactions

- What did you learn?
- Interviewees speak about tasks?
- Were there difficulties?
- How did they get positive comments?



<http://www.youtube.com/watch?v=hm3vpGep0lw&feature=related>

# Media

**Emotive topics**

**Attitude of journalists**

**Changed “Media”**

# Dealing with Media

- Reliable / Impartial source of Information
- Public Information
- Public Information Officer (PIO)
- Understand impacts of peacekeepers' conduct , actions

# Impacts of Media

- News media work 24/7
- Photos and video
- Positive behaviour
- Negative behaviour and images



# Public Information Office (PIO)

- Develops an overall communications strategy
- Advises mission personnel
- Produces information
- Employs local journalists and other local staff
- Works with military force PIO



# UNMO Responsibilities

- Seek PIO guidance
- Keep reports timely and accurate
- Inform PIO of media inquiries
- Get the name and organisation of reporter
- Be prepared to deal with media unexpectedly

# Relating to News Media

- Support mandate
- UN Guidelines
- Talk to media, if cleared
- If preferred, do not talk



# Dos

- Factual, impartial, precise
- Respectful
- Refer to men and women
- Polite and professional
- Short sentences
- Refer to superiors / PIO



# Don'ts



- Critical incidents
- Personal opinions
- Speculations
- Operational security
- Favouritism
- Promises

# Managing an Interview

- Look at reporter
- Listen carefully
- If not authorized to answer - decline questions
- Background to video / camera image
- Nothing is off the record



# Questions about yourself- Generic Answers:



What is your name?

— *My name is .....*



Where are you from?

— *I come from .....*



How old are you?

— *I am ..... years old.*



How long have you been here?

— *I have been here ..... months..*



# Questions about work- Generic Answers:



**What do you do?**

**I am here to work with the United Nations. My country is helping the United Nations to bring peace**



**What do you do here?**

**Explain your duties**



**Do you think your presence is useful?**

**We are working to help to bring peace and stability to this country. I think that is useful.**

# Questions Seeking Opinion



**Do you like being here? — I miss my friends and family but I am glad if I can help make things better here. It is a good experience for me, even if the conditions are difficult.**



**How soon will we have peace?— I don't know the answer to that. It depends on many things. Please ask the mission's public information office.**



**Fighting is still going on. What do you think will happen? — I can't answer that question. The mission's public information office can help you .**



**Aren't you afraid things will get worse? — I'm an UN Military Observer and a peacekeeper. I've been trained to do this job and I'm confident that the mission is doing everything possible to advance the peace process.**



# Tough Questions



**Why are you favouring the xx faction by giving them arms?---The UN is impartial. We do not favour any side nor do we give out arms**



**Your colleagues were seen with teenage prostitutes last night and we have photos: why are you taking advantage of our girls?--Our rules are very strict: we can't go out with prostitutes. If you have evidence, please take it to the Conduct and Discipline Office....**



**What if you leave and the criminals return? ---It is not up to us when we leave, but our purpose here is to give your local authorities the capacity to take responsibility for your security**

# Lesson Take Away

- A positive or negative image of the UN can emerge via media
- PIO supports the peace process by working with the media
- UN guidelines for media relations allow peacekeepers to speak to reporters about their work and responsibilities
- Peacekeepers always speak -“on record”
- Use care when postings to blogs, social media, YouTube

# Questions