



Communications and Media in Humanitarian Affairs

Sunday, September 18 – Saturday, September 24, 2011

Nairobi, Kenya

COURSE DESCRIPTION

The Communications and Media in Humanitarian Affairs course will consider the role of the media in humanitarian crises as well as the impact of media accounts on the potential for humanitarian action. In order to achieve a common ground, the course will begin with a history of the media in recent humanitarian affairs, the drafting of press reports, the conducting of media interviews, and the role of photojournalism.

The course remains a dynamic process, taking into account the experiences of the participants and the objectives they wish to achieve. The course will include formal lectures, case studies, group discussions, and scenario exercises.

The course is designed to be flexible enough to accommodate humanitarian aid professionals working in the field, while also remaining academically rigorous, the Communications and Media in Humanitarian Affairs course is a week-long intensive. It can be taken as part of the Masters of International Humanitarian Action (MIHA), Module 2, or as a stand-alone course.

POST-SESSION ASSIGNMENT: FOR THOSE STUDENTS WHO INTEND TO PURSUE THE MASTERS IN HUMANITARIAN ACTION

Students will prepare a paper of 1,500 words on a subject which will be given at the end of the course. Students interested in completing this assignment should inform the instructors of their intention prior to the end of the course. A detailed guideline for the final paper will be provided to all students who choose to complete the paper. Final comments will be sent to you individually by email, after the paper has been graded.

COURSE OUTLINE AND DAILY SCHEDULE
Location: Loreto Mary Ward Centre - Nairobi, Kenya

Sunday, 18 September 2011

Welcome and Reception

When	What	Who
18.00-18.45	Registration Welcome Reception	Kasia Laskowski , <i>Course Administrator, CIHC</i>
18.45-19.00	Welcome from the Course Director	Larry Hollingworth , <i>Humanitarian Programs Director, CIHC</i>
19:00	Dinner	

Monday, 19 September 2011

Opening Day

When	What	Who
9:00-9:15	Welcome to Nairobi	Andy Hill , <i>Media Train</i> <i>Course Co-Director and Principal Lecturer</i>
9:15-10:00	Introduction by Participants	Kasia Laskowski
10:00-10:45	Aims and Outcomes	Andy Hill
10:45-11:00	Coffee	
11:00-12:30	What is News? The Dynamics of Information	Andy Hill
12:30-13:30	Lunch	
13:30-15:30	The Art of the Message	Andy Hill
15:30-15:45	Coffee	
15:45-17:00	Media: A Personal Perspective	Larry Hollingworth
17:00-17:30	Group Discussions	Kasia Laskowski
19:00	Dinner	

Tuesday, 20 September, 2011

When	What	Who
8:30-8:45	Daily Reprise	Andy Hill
8:45-10:15	How the Media Works: Where does News Come From?	Andy Hill
10:15-10:30	Coffee	
10:30-12:00	The Press Release and Pyramid Style	Andy Hill
12:00-12:30	Forgotten Crises	Larry Hollingworth
12:30-13:30	Lunch	
13:30-14:00	Women's Empowerment and Media Strategies	Guest Lecturers
14:00-17:30	Group Press Release Exercises	Andy Hill
17:30-18:00	Press Releases in Advocacy Presentations	Participants
19:00	Dinner	

Wednesday, 21 September, 2011

When	What	Who
8:30-10:30	Group Scenario: Flight from Heraf	Andy Hill Larry Holingworth
10:30-10:45	Coffee	
10:45-12:30	The New Media	Guest Speaker
12:30-13:30	Lunch	
13:30-14:30	Information Dissemination through Entertainment	Michael Cunningham, <i>MEDIAE</i>
14:30-15:30	Role Play: Preparing for the Media Encounter Answering the Difficult Question	Andy Hill Larry Hollingworth
15:30-15:45	Coffee	
15:45-17:00	Role Play: The 120 second interview	Andy Hill Larry Hollingworth
17:00-18.00	Social Change Through Innovative Media	Bridget Deacon, <i>Well Told Story</i>
19:00	Dinner	

Thursday, 22 September, 2011

When	What	Who
8:30-9:15	The Media Encounter Review	Andy Hill
9:15-10:00	The Cluster System	Larry Hollingworth Andy Hill
10:00-10:15	Coffee	
10:15-11:15	Immigration and Migration	Andy Hill Larry Hollingworth
11:15-12:30	Disaster Management and the Media	Larry Hollingworth
12:30-13:30	Lunch	
13:30-17:00	Role Play: The Interview	Andy Hill
17:00-17:30	Group Presentations	Kasia Laskowski
19:00	Dinner	

Friday, 23 September, 2011

When	What	Who
8:30-12:30	Role Play: Crisis Scenario Exercises	Andy Hill Larry Hollingworth Kasia Laskowski
12:30-13:30	Lunch	
13:30-15:30	Journalist Tricks and Traps	Andy Hill
15:30-15:45	Coffee	
15:45-17:00	Course Review Course Assessment	Andy Hill Kasia Laskowski

17:00-17:30	Certificate Ceremony	Larry Hollingworth Andy Hill
17:30-19:00	Farewell Reception	
19:00	Dinner	

Saturday, 24 September, 2011

When	What
6:00-11:30	Visit to Nairobi National Park (Optional) Bus leaves from the front of Loreto Mary Ward Centre at 6:00 a.m. SHARP