



Workshop on Media Advocacy

Improving the coverage of environment and health issues in the media

Tuesday, September 20th 2005

Venue: AMAZONE, Rue du Méridien 10 (Madou metro station), Brussels

Draft AGENDA

9.30 –10.15

Welcome, including objectives of the meeting

1. To develop a better understanding of the reporting of news stories and the needs and constraints of different media.
2. To learn from participants how the EEN secretariat could better support its members in media advocacy
3. To identify partnerships for media activities related to the EU political agenda.

Brief presentation of EEN publication “Working with the Media”.

Brief overview of “Environment and health in the press”, results of findings of an informal recent European press monitoring by EEN Members.

Questions and answers

10.15 – 11.15

Presentation on the European Commission’s “Action Plan to improve Communicating Europe by the Commission” – the strategy, specific objectives for next year and how EEN might contribute. (*Ylva Tivens, DG Environment, TBC*)

Questions and answers

Coffee break

11.45 – 13.00

Presentations and panel discussion: *Sergio Cantoni, Euronews; Tim King, European Voice TBC; Saskia Stegman (former BBC radio reporter) TBC.*

Each participant to present the main audience reached by their publication, programme or website

Example of a recent E and H story, (why was it newsworthy, where did the lead come from, any problems in getting more information, any feedback received on the story)

How could EEN and its members make their task easier in covering Health and Environment stories?

- Press conferences/briefings
- Press releases
- Stunts/photo opportunities
- Contacts with spokespeople and celebrities
- Contacts with experts
- Introductions to persons affected with a story to tell
- Facts and Figures
- Better website information/search function

What opportunities are there for NGOs to propose articles, subjects for different sections of the newspaper or programmes? E.g. special features and supplements in European Voice

Panel discussion – 30 minutes

14.00-16.00 Afternoon session

14.00-14.30

WHO European Environment and Health Media Strategy, especially EEHC Communication Strategy, Viv Taylor (*WHO Europe*), TBC – how it works and best case experiences.

NGO experiences in media advocacy: Francois Veillerette, MDRGF and Annie Gaspard *Stop Poison Santé*

Main points of chapter on “Media Advocacy” in “Working with the Media”, EEN examples, priorities and calendar.

14.30-15.30

Group work – themes: Mercury, Chemicals (REACH) and Air Pollution

Task:

1. Recommendations on how to work with the different types of media
2. Areas in which EEN could provide support
3. How members might use forthcoming EU political events to get their health message across.

Each participant has opportunity to describe how their organisation works with the media, the tools they use and/or ideas on how it would like to.

15.30-15.45: Tea break

15.45-16.00 Plenary

Feedback from the groups