

Workshop in Practical Communication

Israel National Defense College, February 2021

Dr. Amir Gilat

Objective:

The purpose of the workshop is to introduce the participants to the world of communication, public diplomacy and public relations.

The emphasis in the workshop will be on providing practical tools for working with the traditional and digital media - in routine and in crisis situation.

# Program:

Day 1 - 16.2.21 Mapping the media Israel

## The history of the media in Israel - from the traditional press to social networks

An overview of the development of the Israeli press, from the establishment of the state to the present date - the printed press and its changes. The radio - from "Voice of Israel" to podcasts, and television - from Channel 1 to the multi-channel screen, and the transition from the small screen to the tiny screen.

* This is how the media works - behind the scenes of the press machine

Familiarity with the structure of a journalistic system, how a journalist works with a source, the rules of ethics and the law, from facts checking to fake news.

* Communications and the military

The inter-relationship between the military, security and the media, military censorship in a democratic state, how do you cover an attack?

* Guest lecture: Digital Media

Day 2 - 17.2.21 Spokesperson and Public Relations

* The work of the spokesperson

What is between a spokesperson, a communications consultant, and a public relations person? How do you start a campaign? The complete set of public relations, spokesperson and public relations interfaces with marketing, advertising and lobbying, and marketing content.

* The journalist's toolbox

We will review the various tools of the spokesperson - press release, press tour, press conference, briefing, photo-op, and when each tool is used.

* Press release - practical exercise

A practical exercise in writing a press release.

* Guest lecture: Crisis Management

Day 3 - 18.2.21 Simulation day

* Exercise in media coverage of an event

A practical exercise in covering an event during routine time.

* Exercise in handling a media crisis

A practical exercise in covering an event in a crisis situation.

## Workshop summary