



Dates: 16-18 March 2012

Region: Tangier, Morocco

How to organise a press conference? How to write a press release? How to answer journalists' questions on radio? Or television? How to launch an effective media campaign? The 16 representatives of Moroccan civil society organisations who took part in a Media Relations workshop in Tangier, between 16-18 March 2012, organised by the Media Diversity Institute, now have the answers.

The aim of the workshop was to help NGOs in Morocco better understand media culture and how they can get their issues and views heard through the media.

After this three-day course, the NGOs represented at the workshop have a much clearer understanding of who journalists are, how they operate and function, and they know what the media want and what is expected from them. Sometimes, it is rather easy to come to the conclusion that the media and civil society are on different planets altogether; those two planets are, however, quite dependent on each other.

The workshop participants were given the necessary tools in order to put their message across,

clearly, simply, and efficiently. Civil society and the media are not necessarily friends, but they are not enemies either. They need each other.

The course participants also gave radio and television interviews, as well as organising a press conference, as part of the practise-oriented approach of the workshop, which was run by Jean-Michel Duffrene, Programme Director at French Radio London and a former BBC Editor, and Safi Naciri, Editor in Chief at Moroccan SNRT National Radio.

The course was organised within the framework of the Media Diversity Institute's 2 year project 'Media Evolution: Towards an Inclusive, Responsible & Independent Media in Morocco', supported by the European Union Delegation in Rabat.

It is one of 5 media relations workshops, among many other activities, including training for journalists and the production of TV programmes, that will be organised during the life of the project.

The objectives of the project are to encourage a public debate on the future of the Moroccan media, ensure greater coverage of social diversity in the media, improve freedom of expression and access to information, ensure greater responsibility by the media through self-regulation, and improve respect of media freedom by the government.

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