



European Center for
Not-for-Profit Law

Training on media engagement and protection of fundamental rights at the EU level

Dates: 19th to 22st of November

Venue: Human Rights House, Selska cesta 112C, 10000, Zagreb, Croatia

Registration link:

<https://app.smartsheet.com/b/form/c91468e14fb94eb8a3f0cb129888e41e>

Day 0 - Welcoming dinner - November 19

Day 1 - November 20

09:00-09:15 - Registration and coffee

09:15 - 09:30 - Welcoming

09:30 - 11:30 - ECNL Presentation: Protecting Fundamental Rights at the EU Level

- The general structure of the EU
- Navigating various EU reporting mechanisms and consultation process
- Advocating and litigating to protect CSOs' rights and civic space based on EU law

11:30 - 12:00 - Coffee Break

Trainers for Day 1, after lunch: Ludmila Hamplova, Genia Plakhina and Vital Ruhain

12:00 - 12:30 - Intro into FPEEU's days of training, tour de table, expectations from the meeting (*including group exercise*) - **Ludmila Hamplova and Genia Plakhina**

12:30 - 14:00 - Lunch

14:00 - 15:00 Communicating directly to target audience: campaigning

- How to plan an effective awareness/communication campaign
- Tips and tricks to get media attention to your campaign
- What channels are best to get your message on?

15:00 - 15:30 - Coffee break

15:30 - 16:30 - Communicating directly to target audience: content and measurement

- What are the simple tricks to make things attractive for social media?
- What audience metrics are important?
- How to attract media attention **after** publishing a viral story?

16:30 - 17:00 - Closing remarks, end of Day 1

17:00 - 18:00 - Private consultations on campaigning upon request

Day 2 - November 21

Trainers for Day 2: Maryia Sadouskaya-Komlach, Ludmila Hamplova and Vitali Ruhain

09:00 - 09:30 - Coffee

09:30 - 10:30 - AI and Human Rights: Benefits and Threats

- AI, freedom of expression and discriminatory practices
- Algorithmic justice and fairness in AI systems
- The rights to effective remedies for AI-related harms
- AI's influence on democracy and public participation

10:30 - 11:00 - Coffee break

11:00 - 12:30 - Practical workshop: using Chat GPT to format content for the (social) media

12:30 - 14:00 - Lunch

14:00 - 15:00 Understanding media's take on human rights

- How do media and journalists work with news and select topics for coverage?
- How do media and journalists approach human-rights-related topics?
- The most popular (mis)conceptions about human rights in the media.
- What are the traditional ways to cover human rights by the media?

Practical assignments and interactions with participants

15:00 - 15:30 Coffee break

15:30 - 16:30 - Navigating media engagement & pitching

- Key tactics to approach journalists and newsrooms
- How do you make the media interested in what you offer?
- Maintaining relationships with media and journalists over longer periods of time
- Choosing the right angle to present your story
- Persuading the journalist/editor that your story can bring them added value
- Writing a pitch and presenting it to the outlet

16:30 - 17:00 - Presentation of the group assignments/tasks

17:00 - 18:00 - Start of work on group assignment

18:00 - Closing remarks, end of Day 2.

Day 3 - November 22

Trainers for Day 3: Maryia Sadouskaya-Komlach and Ludmila Hamplova

09:00-09:30 - Coffee or if needed, continuation of the final edits on the assignments 😊

09:30 - 10:30 - CSOs and media in Croatia - examples of successful collaboration

- Media landscape in Croatia
- Common trends in covering human rights in Croatia
- Successful collaboration examples between media and CSOs

10:30 - 11:30 - How to educate journalists?

How is the education/training of journalists/editors different from other types of informal education?

- What are the best practices of human rights education for journalists?
- How to come up with a training program and mentoring for the media?

11:30 - 12:00 - Coffee break

12.00 - 13:00 - Presentation of the assignment + feedback

13:00 - Closing remarks, end of Day 3.

13:30 - 14:30 - Lunch