



MEDIA COMMUNICATION DURING AN OIL SPILL

COURSE AIMS

This course aims at providing participants with theoretical and practical knowledge of media communication in crisis times, focusing on the particular case of accidental water pollution.

Major oil spills and, to a lesser extent, marine and freshwater HNS spills generate strong emotional reactions. This makes media communication especially difficult during this kind of event.

This course will make use of the experience acquired in the field during the latest accidents in France and abroad.

WHO SHOULD ATTEND?

This course is intended for operational staff who are not in charge of media relations but are likely to have to deal with the media during field operations.

CONTENT

Lectures are given by *Cedre's* media liaison officer, an international reporter specialised in crisis situations, and representatives of French marine and terrestrial authorities.

During the course, participants will have the opportunity to apply the theoretical knowledge they will have acquired through various exercises:

- drafting a press release
- radio interview
- TV interview.

TEACHING TOOLS

This two-day training course will take place on *Cedre's* premises.

A telephone network and a camera will be used for the exercises.

SESSION

Participants: the number of participants is limited to 10.

Speakers: *Cedre*, journalist, French authorities.

Duration: 2 days

Location: *Cedre*, Brest

Course language: French



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According to the order dated 12 December 2007, signed by the General Secretary for the Sea on behalf of the Prime Minister, *Cedre* is qualified to run pollution response training courses as outlined in the International Maritime Organization's international convention of 30 November 1990 on pollution preparedness, response and cooperation.

According to the order dated 3 July 2007, signed by the Water Minister for the Secretary of State, *Cedre* is qualified by article L.211-5-1 of the French Code of the Environment to organise training courses on management of and response to oil or chemical spills at sea, in sea ports and on the shoreline.

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