



European Center for  
Not-for-Profit Law

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

**Dates:** 19<sup>th</sup> to 22<sup>st</sup> 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



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- 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**



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### **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

