



European Center for
Not-for-Profit Law

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

– Free Press Unlimited and European Center for Not-for-Profit Law

Venue: Lisbon, Portugal (Hotel Mundial, Praça Martim Moniz 2, 1100-341 Lisboa, Portugal)

Registration link: <https://app.smartsheet.com/b/form/36f1af14f10a45cc906089644d23f888>

Day 0 - Welcoming dinner - September 24

Day 1 - September 25

09:00-09:15 - Registration and coffee

09:15 - 09:45 - Welcoming

09:45 - 10:45 - ECNL and Fundamental Rights Agency: Protecting Fundamental Rights at the EU Level

- ECNL opening – why EU law matters to civil society
- General structure of EU law
- The EU Charter of Fundamental Rights scope and direct effect
- FRA Charter tools
(Sanja Jovicic, FRA)

10:45 - 11:15 - Coffee Break

11:15 - 12:15 - Fundamental Rights Agency: Practical case study on the application of the EU Charter

- Introduction of case study
- Breakout groups with case studies
- Plenary discussion/exchange of views
(Sanja Jovicic, FRA)

12:15 - 13:30 - Lunch



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Trainers for Day 1 after lunch: [Maryia Sadouskaya-Komlach](#) & [Natalia Marshalkovich](#)

13:30 - 14:30 Intro into FPPE's days of training, tour de table, expectations from the meeting (*including group exercise*)

14:30 - 15:30 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

15:30 - 16:00 Coffee break

16:00 - 17:00 - 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

17:10 - 17:30 - Presentation of the group assignments/tasks

17:30 - 18:30 - Start of work on group assignment

18:30 - Closing remarks, end of Day 1.

Day 2 - September 26

Trainers for Day 2: [Natalia Marshalkovich](#) & **Vitali Ruhain**

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

09:30 - 10:30 - Presentation of the assignments + Feedback from trainers

10:30 - 11:00 - Coffee break

11:00 - 12:00 - CSOs and media in Portugal - examples of successful collaboration

Speakers: TBC (external)

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



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12:00 - 13:15 - Lunch

13:15 - 14:30 - 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?

14:30 - 15:00 Q&A + interaction

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 Presentation of the group assignments/tasks on social media campaigns

17:00 - 18:00 Group work on assignment

18:00 - 18:15 - Closing remarks, end of Day 2.

Day 3 - September 27

Trainers for Day 2: Vitali Ruhain, [Natalia Marshalkovich](#) & Maryia Sadouskaya-Komlach

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

09:30 - 10:30 - Presentation of the assignment + feedback

Speaker: Vital Ruhain and other trainers

10:30 - 11:00 - Coffee break

11:00 - 12:00 - 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?

12:00 - 13:30 - Practical workshop: using Chat GPT to format content for the (social) media



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13:30 - Closing remarks, end of Day 3.

14:00 - 15:00 Lunch



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