

## **Clarification no 1 Date 26 July 2017**

### **Question: Is the training to be equally focused on print, radio and TV?**

Answer: It is meant to be an overview on how to interact with and approach the media, including some understanding of all platforms - with an emphasis on how to conduct oneself during an on-camera interview, with practical exercises where the participants are filmed in tough interview situations and can then watch themselves afterwards to obtain feedback.

### **Question: What is the education level of the participants?**

Answer: They are all senior UN officials, including country office representatives, deputy representatives and/or senior programme officers.

### **Question: At present, how much interaction with the media do participants have?**

Answer: It varies - some have quite a bit but still need to be trained, others are new to it and need much more exposure.

### **Question: Is it mandatory that the vendor has prior similar experience with international organisations such as UN and World bank?**

Answer: No, but it is highly encouraged given that an understanding of how the UN works as a whole is important for the trainers and facilitators.

### **Question: Can you confirm that social and new media is part of the program?**

Answer: It is definitely something we want to discuss as part of an overall communications approach -- and also for them to understand why social media is so key to how we communicate these days, and how strategic it can be.

### **Question: Is the training primarily crisis communications or general communications with media?**

A combination.