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?

**Answer:** A combination.