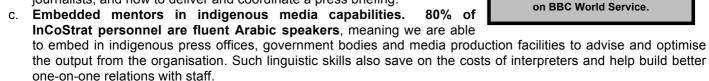
## 2.2.9 Mentoring and coaching services for media training include digital and social media

- 1. **General.** We can provide a broad range of mentoring and coaching services for media training; we have extensive experience in delivering these services in conflict-affected states. InCoStrat can also draw on an expansive network of international and regional journalists to support all coaching and mentoring activity. Specifically, we offer the following services in Arabic and/or English:
- a. Spokesperson coaching. Training to individuals and groups in practical sessions for TV, radio and print media. This includes preparation, effective media handling, body language, how to effectively structure and communicate key messages. The evidence of our spokesperson training can be seen on a variety of international outlets such as BBC World Service and Deutsche Welle. Our directors also trained and accompanied the FSA COS Al-Bashir for his briefing to President Obama and John Kerry. Similarly, the FSA Eastern Front spokesperson was given specific training for his briefings to MEPs and Senator John McCain.

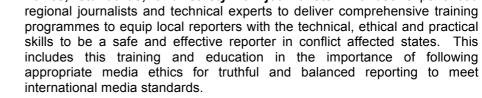




- d. **Organising and managing an effective press office.** Administering all functions required to manage an effective press office: the structural organisation equipment installations, and production and output processes.
- e. **Press statement writing.** Delivering courses on how to write and structure press statements tailored to target a variety of audiences. After delivering a 'press statement writing' course to senior figures in the FSA, their letter to a prominent UK newspaper was then quoted on the front page.

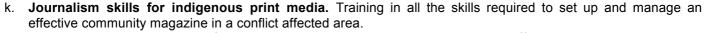
f. **Communication strategy development.** Training in how to understand and research target audiences and develop core messages, themes and objectives for each.





 Technical camera and videography training. We use specialists to coach reporters to maximize their technical skills to meet the standards of videography required for international satellite TV channels.

j. **FM radio technical and production training.** Training in all the skills required to set up and manage an FM radio station in conflict-affected areas.



- **I. Documentary production.** Coaching and mentoring support to production offices to produce high quality documentaries that resonate with the target audience.
- m. **Internal communication strategy development.** Mentoring on idea development, management skills and bringing reputation to the heart of business.
- n. Personal effectiveness coaching. Leadership coaching and influencing skills in development for the senior executive management, and newly promoted executives who may be engaged in media activity. We draw on our previous government experience and have an extensive network of well qualified and experienced partners.
- 2. **Supporting Evidence.** We have delivered training in all of these skills during the last 2½ years with Syrians at all levels, from the **Prime Minister to grass-root activists**. We have trained a number of spokesmen from the moderate armed opposition and the political opposition. In addition, we have delivered many training courses to reporters who are active inside Syria. This has resulted in the regular placement of high quality news and humaninterest stories on international and local TV, as well as print medium. We run a broad range of on going internal media and communication training in Syrian media production offices in Turkey and Jordan, such as the augmentation of social media sites to deliver campaigns and products to different target audiences. We have also conducted such training in Libya, Yemen and Pakistan.



**FSA Northern Front spokesperson**