

Media and Politics



The two courses on “Media and Politics” organised in summer and autumn 2008 focused on various forms of interaction among the media and politics. Thereby the participants were informed on political actions towards the free media in Eastern Europe and how to cope with it. The trainer used Slovakia as case sample. The group received an overview of the work of the South-Eastern European Media Organisation (SEEMO). Furthermore a special training how to use the web 2.0

for their daily work of journalists and politicians was organised and case examples were given on the use of the internet by political organisations. During the second course the American 2008 elections were analysed dealing with new forms of online campaigning and examples from the Austrian elections 2008 were given. Finally, the topic “how to deal with an emergency situation” proved the necessity of being firm with public relations tools and communication.

Europe: Austria (Vienna) and Hungary (Budapest)

Context/short summary:

The seminars are designed to train young politicians from South-Eastern and Eastern Europe from different political parties in the methods of political management in respect of media. Due to the success Politische Akademie will continue to organise these kind of seminars.

Partners:

- Politische Akademie der ÖVP
- Robert Schuman Institute

Objectives:

Teambuilding, networking, expert lecturers, adult education, exchange of experiences and ideas.

Expected results:

The outcome of the course was to give an international platform to exchange ideas and to strengthen bi- and multilateral co-



operation among media workers and politics.

Target group:

16 media workers from 9 European countries, representing 13 different political parties and organisations.

Funding:

Political Academy/Austria and Robert Schuman Institute



ENoP MEMBER FOUNDATION:

Politische Akademie der ÖVP



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