Training workshop: Enhancing the skills of municipal elections winners about dealing with the media

Beirut, September 1st – 4th 2016

Women municipal elections winners: Improving communication with the media.

On Sunday September 4th, the last session of the workshops “Enhancing the skills of municipal elections winners about dealing with the media” was held in Lebanon. These workshops were established by the Center of Arab Women for Training and Research in partnership with the Lebanese Women Democratic League with support from the Arab Gulf Program for Development.

More than 20 municipal Lebanese elections winners were trained about the role of municipalities in the local development, the importance of a better communication with the media and techniques to deal with television and the electoral campaign.

On the first day the activities evolved around the legislative framework of the municipal work in Lebanon. During the first meetings, the participants were introduced to the role of municipalities in the local development.

The next two days were about enhancing communication skills, teaching the right techniques to deal with the media and the importance and the particularities of a media strategy. On the third day the Lebanese journalist Paula Jacobson led the trainings and shared her personal experience on how the media deals with women’s issues in Lebanon.

On the fourth and last day, participants were taught through interactive trainings about the ways to deal with television and the most used techniques in interviews. They also learnt how to prepare an election campaign.

Through the program “Enhancing women’s presence in the media at the local level”, the Center of Arab Women for Training and Research hopes to develop the communication skills of local women leaders, improve the way they deal with the media and speak to the public by encouraging them to go towards the journalists and to raise awareness about women issues and gender issues on the local level.