

# government: image and information

The UK experience



**One-week study programme**  
27 to 31 October 2008

### About the programme

The worlds of government and of media need each other. Their symbiotic relationship, however, is fraught with difficulties. "Government: Image and Information" explores responsible management of public information in a democratic society. While governments need media coverage to carry their message to the public, the credibility of the media depends on independence from government. Hence this critical relationship needs careful management on both sides. The balance between complicity and opposition requires intelligent and tolerant practitioners who understand each other's problems. "Government: Image and Information" offers participants the opportunity to explore these issues with experienced professionals from both worlds, including practical visits and observation of the process in the UK context.

### How participants will benefit

The study programme will:

- Broaden participants' knowledge of government and political party activities in relation to the media, especially in the UK
- Enable participants to learn from the experience of UK government spokesmen/women and of leading journalists and editors
- Encourage participants to consider ways of widening access to public information for a wide range of groups in society
- Raise participants' awareness relating to handling public information
- Assist participants in sharing experience from their countries with others in comparable situations.

### Who is it for?

The programme is designed for government press and information officers, political and general editors from national newspapers, broadcasting organisations and news agencies as well as spokesmen/women from political parties and non-governmental organisations (NGOs). The programme will also benefit other individuals with responsibility for disseminating information to the public.

### Programme outline

This programme will review:

- Traditional and new media outlets, including digital broadcasting and the internet
- Government priorities in managing public information and political party involvement
- Media priorities, public interest, freedom of information
- Parliamentary coverage in relation to government news
- Opinion polling and focus group consultation; when findings are released, and how selectively;
- The role of public relations professionals in media management and image promotion.

“Government: Image and Information” will include lectures and discussions, briefings by government spokesmen/women, editors and journalists, and may also include group visits to editorial offices, TV and radio stations, pollsters and PR agencies. Participants will have the opportunity to discuss practical issues affecting their own professional life and to compare and contrast experience with counterparts from different countries.

## Programme outline

|       | AM  | PM  |
|-------|---|---|
| Day 1 | <b>Welcome and introduction</b> <ul style="list-style-type: none"> <li>– Participants’ informal presentations</li> <li>– Outline of the UK media scene</li> </ul> | <b>Relaying politics through media</b> <ul style="list-style-type: none"> <li>– Old and new media</li> <li>– Setting the political agenda</li> </ul>                                  |
| Day 2 | <b>Information, truth and ‘spin’</b> <ul style="list-style-type: none"> <li>– Coordinating Government news</li> <li>– Other interest groups</li> </ul>            | <b>New management in practice</b> <ul style="list-style-type: none"> <li>– <i>Visit to domestic Ministry</i></li> <li>– <i>Visit to Foreign and Commonwealth newsroom</i></li> </ul>  |
| Day 3 | <b>Parties and Political advantage</b> <ul style="list-style-type: none"> <li>– Parties and the media</li> <li>– Parliament and the Lobby</li> </ul>              | <b>Holding the balance</b> <ul style="list-style-type: none"> <li>– <i>Visit to a political party headquarters</i></li> <li>– <i>Visit to BBC Political Affairs Studio</i></li> </ul> |
| Day 4 | <b>Are journalists fit for purpose?</b> <ul style="list-style-type: none"> <li>– Training journalists</li> <li>– Ceaseless demand for news</li> </ul>             | <b>How the media responds</b> <ul style="list-style-type: none"> <li>– The Digital Revolution</li> <li>– <i>Visit to Reuters Newsroom</i></li> </ul>                                  |
| Day 5 | <b>Any country’s image</b> <ul style="list-style-type: none"> <li>– Diplomacy, image and reality</li> <li>– Getting the best from the system</li> </ul>           | <b>The business around Government</b> <ul style="list-style-type: none"> <li>– Public affairs and public relations</li> <li>– The rules of the game</li> </ul>                        |

We reserve the right to change the programme as necessary.

**Application form**

**Government: image and information**

**The UK experience**

**27 to 31 October 2008**

Please complete this application form and post or fax to:

Clare Walters  
Programme Manager  
Public Administration International  
10 Bayley Street  
London WC1B 3HB UK  
T +44 (0)20 7580 3590 F +44 (0)20 7580 4746 pai@public-admin.co.uk

Applications can also be completed online. Please see our website for details.  
[www.public-admin.co.uk](http://www.public-admin.co.uk)

**Please print clearly in black ink and in capital letters**

**Personal details**

First name \_\_\_\_\_

Family name \_\_\_\_\_

Title (Prof. Dr. Mr. Mrs. Ms. etc.) \_\_\_\_\_

Nationality \_\_\_\_\_

Dietary requirements \_\_\_\_\_

Disabilities \_\_\_\_\_

Have you participated in a PAI study programme before? \_\_\_\_\_

If yes, which programme(s)? \_\_\_\_\_

Date of programme(s)? \_\_\_\_\_

**Current position**

Title of post \_\_\_\_\_

Employer \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Brief description of your main role and responsibilities \_\_\_\_\_

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**Application form**

**Education and professional training**

Please provide brief details of your education and professional qualifications and training

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School/college/university

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Relevant professional qualifications or membership of professional bodies

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**Particular interests**

Please indicate which aspects of the programme are of most interest to you

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**Sponsoring organisation**

Who will pay your fees?

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Who will pay your other costs such as travel and living costs?

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**Value Added Tax (VAT)**

I certify that I am employed by the Government of \_\_\_\_\_ in furtherance of its sovereign activities (please refer to note on VAT under 'Fees and other costs')

Signature

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Date

We reserve the right to cancel the programme if there are not enough participants to make it viable. In these circumstances, fees already received will be refunded in full.

### Language

The programme will be conducted in English. Participants will be expected to have a good working knowledge of the language.

### Location and arrival arrangements

The study programme will be based in central London. On request, PAI can assist in finding suitable hotel accommodation and can arrange travel to and from the airport.

### Public Administration International (PAI)

PAI specialises in management consultancy and development services for organisations in and associated with the public sector worldwide. We provide advice and support for governments undergoing political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. This programme is one of a number of specialist UK-based study programmes designed to meet the needs of the public services worldwide.

### Director of Studies

The Director of Studies for the programme is Dr Martyn Bond, formerly head of the European Parliament office in London and Deputy Chairman of the London Press Club. He was formerly the Director of the Federal Trust for Education and Research and is Visiting Professor in European Politics and Policy at Royal Holloway, University of London. He is also a former BBC Berlin Correspondent.

### Fees and Other Costs

The fee for this one-week study programme will be £1,700. This includes tuition, travel to and from the airport in London, travel on scheduled visits which form part of the advertised programme<sup>1</sup>, printed material/books and other documentation. UK Value Added Tax (VAT) will not be charged if applicants can provide written confirmation from their government or its accredited representative that they are employed by their government in furtherance of its sovereign activities. In all other cases, VAT (currently 17.5%) will be charged in addition to the fee. Payment in full must be received by PAI no later than 27 October 2008. Cheques should be made payable to Public Administration International. Alternatively, PAI is able to invoice individuals or government agencies. Payment by bank transfer is also acceptable.

Airfares, accommodation costs, daily travel (other than on visits scheduled in the programme), meals and living expenses are not included. We suggest that approximately £120 per person per day should be allowed for a modest standard of accommodation, local travel in the UK, meals and other incidental expenses. Participants requiring a higher standard of accommodation (for example a 4 star hotel) will need to allow approximately £175 per person per day.

### Insurance

Participants are advised to arrange travel and health insurance cover before leaving their home country.

<sup>1</sup>Travel to and from the airport in London and travel on scheduled visits in the programme are provided at cost.

### How to apply

Please complete the attached Public Administration International application form and post or fax to:

Clare Walters  
Programme Manager  
Public Administration International  
10 Bayley Street  
London WC1B 3HB  
UK  
**T** +44 (0)20 7580 3590  
**F** +44 (0)20 7580 4746  
pai@public-admin.co.uk

Applications can also be completed online. Please see our website for details: [www.public-admin.co.uk](http://www.public-admin.co.uk)

If you would like to discuss the programme or to find out more about Public Administration International and our services, please contact:

Donald McGregor  
Director  
Public Administration International  
**T** +44 (0)20 7580 3590  
pai@public-admin.co.uk

We also have extensive experience of designing tailor-made programmes which can be run in-country or in the UK to meet the specific needs of groups or individuals. Please contact us if you would like further information.

Public Administration  
International

### How to contact us

For further information about our study programmes and seminars, please contact:  
Claire Cameron or Donald McGregor  
Executive Directors

10 Bayley Street  
London WC1B 3HB UK  
**T** +44 (0)20 7580 3590  
**F** +44 (0)20 7580 4746  
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