**DEALING WITH THE MEDIA GROUPWORK**

**GROUP 1**

*You are the remote crisis management team of a local organization operating in Syria.*

Two hours ago, at 8.00 am in the morning, an armed group entered the field office of your organization in Idlib governorate. They looted the office, destroying technical equipment such as laptops and printers and taking prepositioned food supplies from your warehouse. All staff are scared but remain unharmed. You had planned to distribute these supplies tomorrow, but now have to cancel it.

You are convening a first meeting of the crisis management team in your Aleppo office. You haven’t received any media calls yet, and so far nothing has been published in the media nor could you find any news relating to this incident on Twitter or Facebook.

*Ask yourself: How would you handle potential media requests?* *What is your media strategy: active or reactive?* *What would you say in a press statement?* *How would you handle social media?*

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**GROUP 2**

*You are the remote crisis management team of a local organization operating in Syria. You also have an office in Hatay, which manages many of your projects and coordinates with international NGOs.*

Two hours ago you received the news that one of your staff (Syrian, male, age 35 from Aleppo) has been abducted while driving back to Aleppo after a distribution. Members of an armed group just contacted you to demand ransom.

You are convening a first meeting of the crisis management team in your Aleppo office. A journalist has just called you, asking for more details about the staff and she wants to publish an article within the next hour. Another staff member, who is a close friend of the affected colleague, just posted the news on his private Twitter account.

*Ask yourself: How would you handle media requests?* *What is your media strategy: active or reactive?* *What would you say in a press statement?* *How would you handle social media? How would you coordinate media work with the team in Hatay?*

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**GROUP 3**

*You are the remote crisis management team of a local organization operating in Syria. You are partnering with a well-known INGO, which has offices in 70 countries around the world.*

This morning, the BBC published an online article claiming that the several tons of food supplies delivered by NGOs in Aleppo have been discovered in the warehouse of a rebel group. The BBC writes that this is a common practice to negotiate access to areas where humanitarian needs are greatest, and they mention the name of several NGOs, including yours.

You know from a recent evaluation that this has indeed happened, but not to the large extent the BBC claims. You have already improved your monitoring and evaluation systems and you have canceled the contract of one staff member involved in the aid diversion.

You are convening a first meeting of the crisis management team in your Aleppo office. Several local and international journalists are calling you to ask for more information and the topic is widely discussed on several Twitter accounts.

*Ask yourself: How would you handle media requests?* *What is your media strategy: active or reactive?* *What would you say in a press statement?* *How would you handle social media? How would you handle media coordination with your INGO partner in Hatay?*