



## INTERNAL SECURITY ACADEMY

“Power through pursuit of knowledge” is the motto of Internal Security Academy (An ISO Certified Training Academy). The Academy endeavors to impart professional knowledge/skills, inculcate right attitudes and develop values in the trainee officers to enable them to serve the nation better.

The Academy was established at Mount Abu (Rajasthan) on 1st February 1975 on shifting of the Central Police Training College (later rechristened, Sardar Vallabh Bhai Patel National Police Academy) to Hyderabad. ISA took over all properties from NPA which were either hired or owned by CPWD. The main Academy campus is the campus of erstwhile the Abu Lawrence School. “Never give in” the motto of erstwhile Abu Lawrence school is also a motivating factor of the academy besides our own motto.

### THE MISSION

The primary mission of the Internal Security Academy is to orient/re-orient officers of the CRPF/CPMF/State Police forces to carry out their assigned tasks and responsibilities with right attitude, uprightiness, dedication and with a strong commitment of service to the people. The Academy aims at quality training with total quality management of the Institution. The Academy is a “Centre of Excellence” for training and research in various fields.



### Centre of Excellence

**Internal Security Academy  
Mount Abu (Rajasthan)**

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### UNDERSTANDING AND MANAGING THE MEDIA COURSE SL NO- 13

**08<sup>th</sup> March to 13<sup>st</sup> March' 2021**

**INTERNAL SECURITY ACADEMY  
MOUNT ABU (RAJ)**  
(ISO-9001:2015)

[www.crpf.gov.in/internal-security-academy](http://www.crpf.gov.in/internal-security-academy)

## AIM

To build the skills of CRPF Officers for managing the media and enhance the quality of communication material generated for better communication with the Media.

## SCOPE

The objective would be:

- Sensitizing the Officers to Media needs, limitations, strengths and opportunities.
- Developing skills in terms of handling the media.
- Enhancing power of expression during media interactions.
- Organizing media briefings and related activities including preparation of press notes etc.

## ELIGIBILITY

Assistant Commandant to Inspectors General of CRPF.

## CAPACITY- 52

## BLOCK TIME TABLE

Duration of the Course.	03 Days
Total No. of working days.	03 days
No. of periods in a day.	08 periods
Total No. of periods.	24 periods
Duration of period.	40 minutes

## METHODOLOGY

- Lectures & Presentations.
- Interactive learning and experience sharing.
- Brain storming.
- Open sessions.
- Audio Visual presentations.
- Interactive exercises.
- Role plays.
- Action forward takeaways.

## CONTENT OF THE COURSE

- Understanding the Media – Its evolution into a powerful tool for advocacy and visibility; its needs and limitations; case studies to exhibit and examine media interactions; understanding the basics of different forms mass media as outreach tools.
- Planning and training: prepare, respond and recover in the face of disasters.
- Preparing for media presentation: media presentations to communicate arguments, ideas.
- Art of press conference: category and types of conference and strategies for handling the conferences.

- Art of facing the Camera: Body language and preparedness for facing the camera, dos and don'ts for press briefings.
- Tackling leading questions from media.
- Collaborating with media; skills, strengths, stories.
- Social Media; handling facebook, twitter, blogs, digital connect and websites.
- How to prepare press notes; Presentation Skills; Understanding TRP (Television Rating Points); Research & understanding-Audience, Readers and Listeners.

