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8th April, 2021

PRESS RELEASE

NEW MEDIA TRAINING FOR PUBLIC RELATIONS STAFF OF PARLIAMENT

For the purpose of enhancing capacity building regarding proper understanding on the role and responsible use of the new media, staff of the Public Relations Department of the Parliament of Sierra Leone have on Thursday 8th April 2021 in Committee Room One Parliament Building, officially commenced a two week training on social and digital media in order to add value to their work.

In his opening remarks, Director of Center for Research and Parliamentary Studies, Mohamed Alpha Jalloh said the training will be vital for the Public Relations Department considering the important role the new media is playing currently in the development sphere in the country; adding that the new media is a digital medium in which communication takes place and that the training is the first of its kind to be organized for Staff of Parliament.

In his statement, the Deputy Director of Public Relations, Mr. Sheku Lamin Turay appreciated the training for PR staff and commended the Clerk's Office and the Leadership of Parliament for financing the training. He said the new media training is relevant for the promotion of information on the activities of Parliament and urged participants to take the training very seriously in light of enhancing quality productivity on the job using digital space. He said the new media has become more attractive and interactive with communications taking place in real time and acknowledged the necessity of the training towards Public Relations Staff in Parliament.

Making his keynote address, Deputy Clerk 2, Mr. Cyril Frederick King said the training is the right step in the right direction for building the capacity of the PR

Staff in Parliament and underscored the need for the promotion of good governance through digital media. He also outlined the importance of the new media in relations to promoting accurate information on the activities of Parliament.

Lead facilitator, Rev. Alusine Diamond Suma who doubles as Country Representative of Westminster Foundation for Democracy said the new media has changed the media landscape and development in the country regarding information sharing and underscored that the training will focus on technicalities and practicalities by understanding its functions in modern digital information age. He said the new media is a new era that requires our efforts in scaling up our expertise around digital democracy. It is an era in which people engage in networked communication, collaborate across boundaries, and solve problems communally.

The two weeks training hinges on understanding the operational activities of youtube, blogging, Twitter, Instagram, Facebook etc, development of flyers, understanding the parliamentary app, video documentary, sound and video editing among others.

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