



PUBLIC DIPLOMACY DIVISION  
PRESS AND MEDIA SECTION  
DIVISION DIPLOMATIE PUBLIQUE  
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To whom it may concern:

## Recommendation letter for Katrine Adair, Head of Medialøven

I have known Katrine Adair for more than 6 years in the framework of her work at the Public Affairs Regional Center (PARC) in Skopje. During this period I have several times witnessed the training activities conducted by her and the team from Medialøven .

Katrine's 'positive enhancement' teaching method is highly effective with a wide spectrum of students from different cultures. The high quality training provided by Katrine and her team has proven to be perfectly adapted to take into account the needs of international audiences with different educational and professional backgrounds, both military and civilian. Cultural awareness and diplomatic skills have also been crucial for the success of Katrine's work in a challenging international environment.

The practical training provided by the Medialøven trainers with a lively "hands-on method" is indeed an excellent complement to any theoretical instruction in public affairs. Katrine has been able to turn the challenge of working in a demanding multi-cultural context into an opportunity for reflection, using the feedback from students to effectively guide thinking and extend students' knowledge.

I have been invited by Katrine Adair - together with other NATO subject matter experts – to contribute with lectures to the training program in Skopje at different occasions in the past few years. From the outset I was pleased to note that the Medialøven training program followed NATO Public Affairs policy and doctrine as background models, preparing military personnel and civil servants attending courses at the PARC to operate in a NATO Public Affairs environment. Based on the outstanding work that I have witnessed, I recommend Katrine Adair and her team from Medialøven to carry out any other project involving Public Affairs and related personal development.

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Simone de Manso  
Press Officer  
NATO Press and Media Section  
[demanso.simone@hq.nato.int](mailto:demanso.simone@hq.nato.int)