

Role of media in making TB focused in the context of bringing the Civil Society partners

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Why do we need media advocacy?



- When I show
the moon to people,
many see my fingers!

- - to bring the issue in the public eye
 - to influence what viewers & readers think about your issue & it's possible solutions (forms a public opinion)
 - to take the discussion BEYOND conference halls/ meeting rooms to thousands of those who are not able to attend!
- Accountability
- Transparency

How do we go about it?

- For journalists, news is a business.
- So she/ he is going to cover, what is **IMPORTANT** for her/ him (or what looks (to him/her) as saleable!).



PITCH STORIES & NOT ISSUES.

1. Controversy
2. Broad Interest (remember : for media people, news is a business).
3. Injustice
4. Irony
5. Local “Peg”

1. Personal Angle
2. Breakthrough (scientific drama, historical 1st, etc
3. Anniversary “Peg”
4. Seasonal “Peg”
5. Celebrity
6. Visuals
7. Mystery and Drama or Whistleblower stories
8. Human interest
9. Evergreen

- And remember : there is a separate group of journalists who look after stories on each of the above stated “factors”

- **Getting your story in the news is only half of the battle.**

- It is critical **HOW** your issue is covered. **FRAMING** of the story is actually another very important and decisive factor.

9 Questions Advocacy Tool (US Advocacy Institute)

1. What do we want? (**GOALS**)
2. Who can give it to us? (**AUDIENCE** , health reporter, NGO beat reporter, Editor etc)
3. What do they need to hear ? **MESSAGES**
4. Who do they need to hear it from?
MESSENGERS (ex. Scientist, Doctor, HIV positive people, activist, policy maker, etc)

5. How can we get them to hear it? **DELIVERY**
(Press conference, press release, individual briefing to a particular journalist, media kit,)

6. What have we got? **RESOURCES**

7. What do we need to develop? **GAPS**

8. How do we begin? **First STEPS**

9. How do we tell if it's working? **Evaluation**

TAPPING FREE MEDIA POTENTIAL :

- *Media management*
- ○ Timely intimation to editors (*to send correspondents/ photographers if req.*)
- ○ Preparing the letter of invitation or press release (*as per Nine Qs*)
- ○ Basic arrangements : *seating, microphone if needed, electric sockets if TV media is invited, refreshments, press release or media kit, etc.*
- ○ Prior briefing of speakers on time distribution and issues they are expected to focus on.

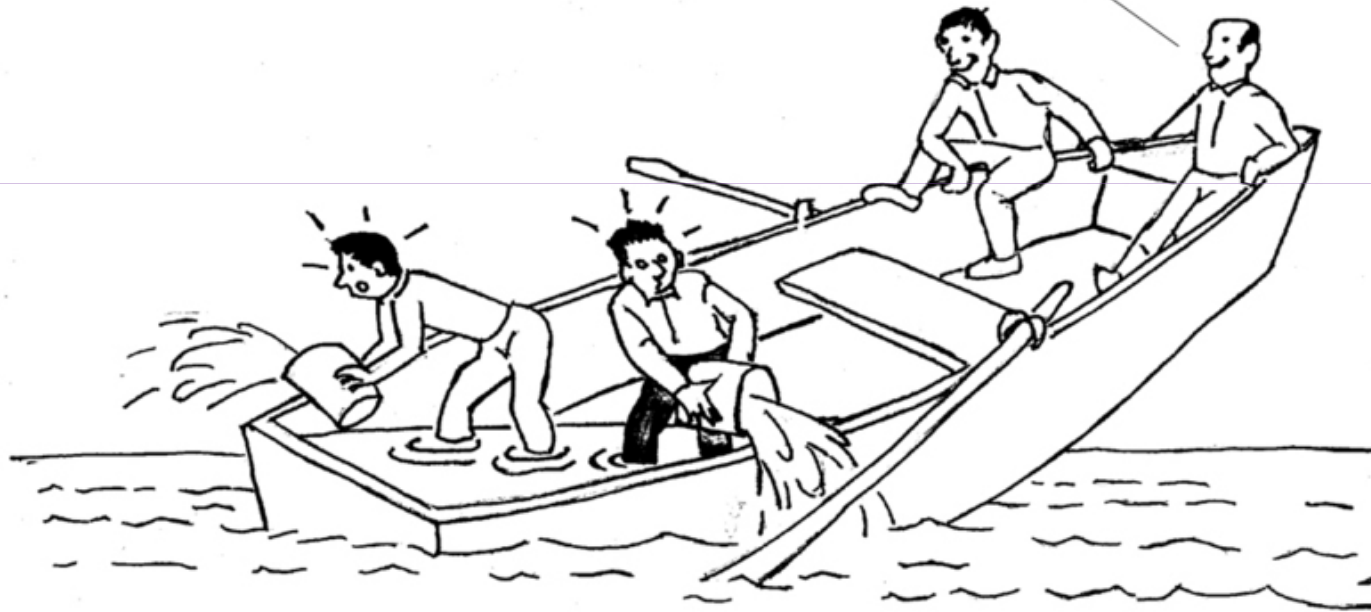
- Build allies and relationships with Editors (**Media GATEKEEPERS**) *and also with media people handling different 'beats'*
- ○ DON'T PREPARE PRESS DOCUMENTS IN LANGUAGE OTHER THAN THE Journalist's publication is in.
- ○ DON'T SYNDICATE "EXCLUSIVE" stories
- ○ DON'T distribute documents unnecessarily – prepare relevant useable press releases (Q 9)
- **Electronic media (TV and RADIO)**
- ○ INFORM "MAIN" FUNCTION TIME.
- ○ propel your issues in existing programs

- *Curtain raiser press conference*
- Build a media database and ensure they receive small newsletters or like documents once in a month atleast! Keep in touch!

Remember :

- Know what you want to say before trying to attract media attention or talking to a journalist.
- Anticipate different ways to shift from the inevitable questions that implies the problem is of personal responsibility to answers that highlight the institutional accountability
- Prepare several illustrations to support your points using compelling visuals, social math and other good story elements.

Sure glad the hole isn't at our end.



Challenge

- How to communicate a serious issue in such a way as to make it sound like NEWS, **SMART NEWS**, something that can interest the journalist, readers and editors... and help us bring in the change we wish to see in the world...

See the moon !

The potential in earned/ free media advocacy!

Tap it!

Stay informed! Have your say!

Join Stop-TB eForum by sending an email to:

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Thank you !

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