

Tapping Free Media Potential for Microbicide Advocacy

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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 to thousands of those who are not able to attend! (electronic forums) www.hdnet.org

How do we go about it?

- For Journalists, NEWS IS A BUSINESS.
- So he is going to cover, what is IMPORTANT for him (or what looks to him saleable!).

PITCH STORIES & NOT ISSUES.

- Controversy
- Broad Interest (remember : for media people, news is a business).
- Injustice
- Irony
- Local “Peg”

- Personal Angle
- Breakthrough (scientific drama, historical 1st, etc
- Anniversary “Peg”
- Seasonal “Peg”
- Celebrity
- Visuals
- Mystery and Drama or Whistleblower stories
- Human interest
- 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)

- What do we want? (**GOALS**)
- Who can give it to us? (**AUDIENCE** , health reporter, NGO beat reporter, Editor etc)
- What do they need to hear ? **MESSAGES**
- 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.

See the moon !

The potential in media advocacy! Tap it!

Thank you !