



Media as Decision-makers

Understanding the media &
Tips on giving great interviews



Irene Choge & Sarah Whitmarsh
Monday, April 8, 2019

Why engage the media?

- Media influence which issues are viewed as a legitimate concern and ***require urgent action*** by policymakers
- More media attention on family planning is anticipated in 2019
- As part of our supplement, AFP is testing whether strategic media attention can reinforce our advocacy efforts

Nigeria: Child Spacing Stakeholders Call For Creation Of Recurrent Budget Line To Adequately Fund Programme In Kaduna State

Posted by: Editor

4-5 minutes



At 74 pc, child p in Tanzania

FRIDAY JULY 13 2018



Advance Family Planning (AFP) programme advocacy tech

In Summary

- Advance Family Planning (AFP) programme advocacy technical manager James Milali pointed this out during commemorations of World Population Day, usually marked on every July 11.

nation.co.ke

Kenya revises family planning target upwards

By ANGELA OKETCHMore by this Author Tue Jul 24 07:10:19 EAT 2018

4 minutes



independent.ng

'Stop Contraceptive Stock-Out To End Unplanned Pregnancies' | Independent Newspapers Nigeria

Chioma Umeha

7-9 minutes



Advance Family Planning (AFP) programme

Q&A: Uganda's RHU warns of impact of global gag rule on its programs

By Amy Fallon // 16 January 2018

Careers & Education

Global Health

Social/Inclusive Development



newvision.co.ug

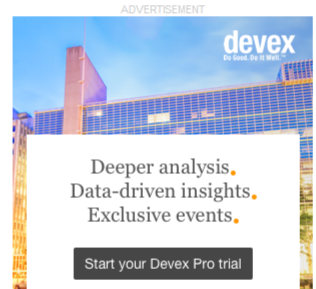
Providing youth-friendly health services key in fighting teenage pregnancies

By Lillian Namusoke Magezi

10-12 minutes

Added 3rd April 2018 01:59 PM

Teenage pregnancies have intensified Uganda's fertility rate, which is 5.4 children per woman



Understanding the Media



Who are you talking to?

Local, international, etc.

Find out about the reporter

You can say no to an interview when:

- The journalist is not credible
- You are not the right person or organization

Who is the Decision Maker ?

Although the editor is the ultimate decision maker Journalists are equally important.

Decision's are made based on the **newsworthiness** of a story



How do we make our family planning story newsworthy?



1. Timing

What is new makes news

Pay attention to current events and link your news to them



2. Significance

- This is the extent to which something matters; its importance.
- Ask yourself, how will this affect my audience?

3. Proximity

- Stories which happen near to us have more significance

4. Prominence

Having a good message is not enough

Your message is as important as the messenger

LIFE WHAT'S HOT

Magufuli now bans family planning adverts



By [THOMAS MATIKO](#)

September 21st, 2018 • 1 min read

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In this file photo taken on November 5, 2015, President John Magufuli delivers a speech during the swearing in ceremony in Dar es Salaam. APP PHOTO

5. The Unusual

Is there anything unexpected about our family planning story?

When a dog bites a man, that's not an interesting story. It happens all the time. But if a man bites a dog, then that's news.

NEWS - INTERNATIONAL

Rwanda: Faith Organizations Make U-Turn On Family Planning

By **Oswald Niyonzima** November 16, 2018 at 9:43 am

0

18
Shares



Sheikh Musa Sindayigaya of Rwanda Muslim Community delivering remarks at the closure of International Conference on Family Planning in the capital Kigali.

6. Human Interest

Make your family
planning stories
about people

Make your audience
care



The background of the slide is a solid light blue color. It is decorated with several clusters of triangles in various shades of blue (dark blue, medium blue, and light blue) and white. These triangles are arranged in a geometric, tessellated pattern, primarily concentrated in the top right and bottom left corners, leaving the center area clear for the text.

Tips on giving great media interviews

How to look and sound your best

1. Shape your media messages

Write down your top three messages

Every single message needs to be understood on its own

Use the SMART message box

2. Enter decisionmaker's
core concerns
(Step 5)

3. Anticipate objections and
prepare response

1. Enter decisionmaker's
name (Step 3)

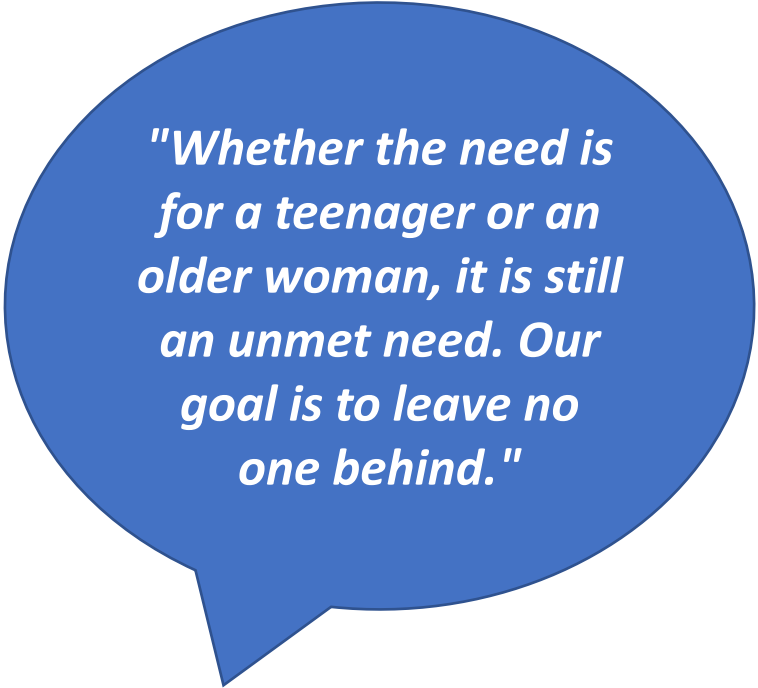
5. Answer the question:
“What is the benefit?”

4. Articulate the SMART ask

2. From a SMART message to a sound bite

A sound bite is simply a quote

The key to creating a memorable soundbite is to have clarity. You must know what you want to say – what the essential message really is.



"Whether the need is for a teenager or an older woman, it is still an unmet need. Our goal is to leave no one behind."

Tips on creating good sound bites

- **Prepare the message.** Unless you are a very good speaker, you want to prepare your sound bite early.
- **Keep it simple,** to the point, and brief.
- **Give it punch.** Use bold, action-oriented words
- **Find strategic opportunities to use your sound bites**

CAUTION: It is important not to look too rehearsed

3. Stay on message

Stick to what the reporter asks and what you want to say

If you don't know the answer, just say so

Ask the question you want to answer

“What really matters is _____.”

“The most important issue is _____.”

“The more interesting question is _____.”

3. Stay on message

Avoid technical answers and jargon

Don't say “no comment.” It always seems like you are hiding something.

Do not repeat a negative question. Reframe the question.

3. Stay on message

Have facts to back up your points

If you can provide facts and cite the sources, you'll sound much more credible.

Watch for “gotcha” questions

These are loaded questions that aim to paint you negatively no matter how you answer. The trick is to answer as briefly as possible, and create a bridge from the negative question to the message you want to convey.

5 Common Question Traps

1. Misdirecting attention or accountability

Isn't it really the parents' responsibility to make sure their daughters don't get pregnant?

2. Commenting on an abnormal example

If X person can overcome this issue without help, shouldn't everyone?

3. Choosing from two equally bad options

Does the governor not care enough about his constituents, or are health workers not working hard enough to get to women in need?

5 Common Question Traps

4. Giving sympathy based on a false premise [also known as a “wolf in sheep’s clothing”]

It must be very hard for you to get things done on this issue when so many religious leaders are against you. Why is your organization the only one brave enough to take a stand?

5. Engaging in a conspiracy theory

Critics say that population control is a new form of colonialism. What’s the hidden agenda?

4. If on camera, look your best

How you look is a part of the message you send

Your body language matters

Wear solid colors (not black or white)



A decorative background featuring a geometric pattern of colorful triangles. The triangles are arranged in a way that they form larger, irregular shapes. The colors used are orange, pink, blue, purple, green, and dark blue. The pattern is scattered across the slide, with some clusters and some isolated triangles.

Questions?

The background of the slide is a solid light blue color. It is decorated with several clusters of triangles in three shades: dark blue, medium blue, and white. These triangles are arranged in a geometric, somewhat abstract pattern, with some pointing up and some pointing down. The triangles are of various sizes and are scattered across the slide, with a notable concentration in the top right and bottom left corners.

Roleplay Exercise

Roleplay Instructions

1. Pair up with a person at your table and choose one of the two roleplay scenarios.
2. Round 1 (10 minutes): choose who will be the journalist and who will be the advocacy expert.
3. Read the questions aloud and practice using your new pivot skills.
4. Switch roles for the next 10 minutes. You can use the same scenario or choose the other.

Scenario 1

Your organization, in partnership with the government, has launched a strategic plan to reduce teenage pregnancy by increasing access to contraceptive information, services, and supplies to adolescents. Donor-funded NGOs have pledged their support to procure contraceptives worth \$20 million over the next five years. A reporter who has some knowledge of family planning, but not much expertise in adolescent health or development aid calls you for a story he/she is writing.

Scenario 2

A viral WhatsApp message titled “Contraceptive Injectables Cause HIV” is circulating among networks of policymakers, journalists, and religious groups. It includes false and misleading information about the relationship between hormonal contraception and HIV acquisition and the donor-funded ECHO Trial. A local reporter with a strong track record on HIV and family planning calls you as part of his/her plan to publish a more accurate story.



Thank you

