

Understanding the media

Media Advocacy Workshop Savar, Bangladesh June 23-26, 2019









Why engage the media?

 Media influences 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



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

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 Mlali pointed this out during commemorations of World Population Day, usually marked on every July 11.

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

Advance Family Planning 5



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

Magufuli now bans family planning adverts















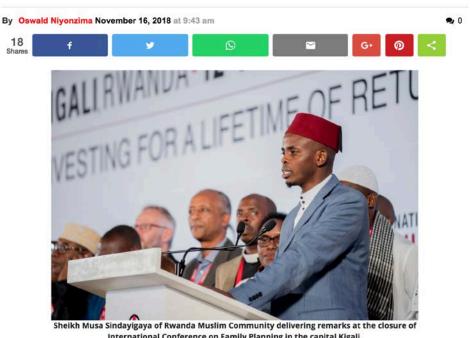
5. The Unusual

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



International Conference on Family Planning in the capital Kigali.



6. Human Interest

Make your family planning stories about people

Make your audience care



