Media as Decision-makers

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

At 74 pc, child p in Tanzania

Kenya revises family planning target upwards

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

Providing youth-friendly health services key in fighting teenage pregnancies

In Summary

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

Make your family planning stories about people

Make your audience care
Thank you