



Media as Decision-makers

Understanding the media

Media Advocacy Workshop

Savar, Bangladesh

June 23-26, 2019



Bill & Melinda Gates Institute for
Population and Reproductive Health





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



At 74 pc, child p in Tanzania

FRIDAY JULY 13 2018



Advance Family Planning (AFP) programme advocacy tec

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.

nation.co.ke

Kenya revises family planning target upwards

By ANGELA OKETCHI More 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

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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



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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





Thank you