

# Public Health Media Advocacy Action Guide

## Elements Of A Media Advocacy Campaign



# Introduction

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## About the Guide

Changing public health policy is one of the most effective ways to improve public health on a population-wide scale. As part of the advocacy campaign to move a public health issue onto the policy agenda and through the policy making process, a strategic and well executed media advocacy campaign is critical. The primary components of a media advocacy campaign are the same regardless of the desired policy outcomes, just customized to meet the specific objectives. This guide is designed to help civil society organizations plan and conduct effective media advocacy campaigns that will result in the adoption and implementation of strong, effective public health policies.

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## How to Use the Guide

The media advocacy action guide encompasses all of the primary elements of a strong and effective media advocacy campaign. It has been designed to provide both an overview of what media advocacy is, its role within an advocacy campaign, and the key elements of a media advocacy campaign; as well as more specific information and tools on these key elements. Depending on your needs and resources, you may walk through the overview and each tool, or only use specific tools at certain points in the advocacy campaign.

Whether you are just beginning to plan a media advocacy campaign or are already conducting one, we hope this guide will provide you and your partners a road map on how best to use communications to achieve your policy objectives.

**NOTE:**

Click on any subject to the right to be instantly taken to that page. To return to the Contents from anywhere in the document, click on the bar of slanted lines found at the top of each page.



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# Media Advocacy Guide

## What you need to know

### I. Why Is Media Advocacy Important?

The effective use of media in advocacy is an integral element of a policy advocacy campaign. Working strategically with the media can help create a favorable environment for policy change.

Achieving policy change can be an extended process, and as a result, it is important to identify how your campaign is progressing toward your objectives. Engaging stakeholders through the media can raise awareness of your issue, mobilize support and influence policy makers. Key stakeholders, such as policy makers and key opinion leaders, can be drawn to your issue through the media, and at the same time, innovative communications activities can build public awareness and inspire people into direct action to support your campaign. The Global Health Advocacy Incubator (GHA) Campaign Monitoring and Evaluation tool outlines the role of media as an indicator of progress in advocacy campaigns.

Engaging the media can also allow for greater interaction in your campaign with a broad range of stakeholders, and as a result, make the issue more visible to the public. This broader public buy-in can in turn inspire others to join your cause and allows your policy campaign to remain dynamic.

### Glossary of Terms

Term	Definition
Media advocacy	Media and communications activities that support a policy advocacy campaign.
Media angle	The way the media covers a particular issue. Can also refer to a way to frame your issue to attract the media.
Go live	Launch your media advocacy campaign or activities.
Hook	A way to frame your issue to attract journalists.
Editorial stance	The position a particular media organization takes in relation to an issue.
Digital advocacy	Engaging your audience through electronic or internet-based communication channels to take action on your policy issue.
Grassroots	Audiences of large numbers of the public, sometimes grouped by common interest or demographic (e.g. mothers, youth). Tactics targeting grassroots populations are broad in nature, with single messages and engagements targeting the entire audience.
Grasstops	Individuals or small groups of individuals who have a direct role in a decision-making process, or audiences who have influence over decision-makers. Tactics targeting grasstops will be specific to an individual or a small group of individuals based on their type of influence.
Channels	Media channels include newspapers, radio and television stations and social media sites such as Facebook or Twitter.

## II. How Does Media Advocacy Fit Into an Overall Advocacy Campaign

The effective use of the media in your advocacy campaign must be planned and integrated within your broader advocacy strategic plan. Like policymaker meetings, letter writing and issuing position papers, media advocacy represents a range of tactics that can be used to meet your policy objectives.

The GHAI tool "Setting Policy Priorities: A 3-Step Process" can help you and your policy partners define your campaign's policy objective.

The setting of media advocacy objectives, strategies and activities should be done with the advocacy team and with buy-in from management. The construction of a Media Advocacy Action Plan (see Section 1 page 6) is a good way of understanding how these activities integrate with other advocacy efforts.

### What Media Advocacy Does and Doesn't Do

Does	Doesn't
Reinforce social and political responsibility	Emphasize individual responsibility
Focus on advancing policy change	Tell individuals what they should think
Give people an active voice in holding policymakers accountable	Guarantee policy change based on new information
Raise public awareness	Act as a sole strategy for policy advocacy

## III. Resources for Successful Media Advocacy

Building a Media Advocacy Plan also helps to clarify the resources necessary for success. Like any other strategic tool in your advocacy campaign, media advocacy must be sufficiently resourced, both in terms of budget and human resources, to achieve results. Unfortunately, media advocacy is too often considered as separate from the overall advocacy campaign, and is therefore not sufficiently resourced. Communications staff are often left on the fringes of the core campaign staff.

All organizations are different; however, good practice dictates that any advocacy campaign should have at least one dedicated communications staff member. Media advocacy is, by nature, often fast paced and must be flexible. Ensuring that media activities have dedicated staff ensures that your activities have a far greater chance of successfully contributing toward the realization of your advocacy objectives.

It is also important to consider external resources that may assist in your work. Hiring external experts for selected tasks does have a cost that must be factored into your budget, and it is important to note that you do not necessarily need all of these services. It can be dependent on budget constraints, however, they can be useful to assist in the timely completion of tasks. External media advocacy services include:

- Public Relations/Communications firms – these organizations can assist with media mapping, media monitoring and in paid media activities, such as advertising
- Graphic designers – can assist with design of printed and online publications
- Web and digital media consultants – can assist in the delivery of a high-impact digital campaign, and ensure that your digital presence is strategically used to support the advocacy campaign
- Copywriter – if you are planning to produce a number of media outputs, such as fact sheets or magazines/newsletters, or if you are focusing on digital advocacy, a copywriter can assist in producing text based on your direct guidance.

#### IV. Three Types of Media Used in Advocacy Campaigns

##### Paid Media

Paid media are essentially media opportunities that you purchase through known media channels. The purpose of paid media is to provide further attention to your advocacy activities to ensure they gain further amplification and promote your target audience(s) to take action.

Paid media can take the form of outputs such as:

- Paid editorial in a newspaper or magazine
- Advertisements
- Social media advertising 'boost' options
- Out-of-home advertising, such as billboards



A billboard ad developed by Alianza por la Salud in Mexico

##### Pros:

- Can control the message
- Can ensure when and how your output is presented
- Can use to leverage more attention on other forms of media advocacy and other advocacy activities
- Can reach a very targeted group (age/income/geographic)
- Can have a large reach

##### Cons:

- Not considered to be genuine coverage of your issue, perceived to be advertisement
- Does not engender buy-in from media organization, which can lead to more opportunities
- Requires repetition to have significant impact, which can result in high cost

## Earned Media

Often seen as the most 'credible' form of media advocacy, earned media refers to coverage you have received through word of mouth or as a result of reaching out to the media. Earned media is often a result of your advocacy activities, including activities such as press conferences and media events, and can also result from paid and owned media if you are able to use these activities to encourage further media coverage. For instance, if you publish a paid editorial in a newspaper you may want to send it to media contacts to encourage them to report on the issue further.

Earned media has the added benefit of legitimacy in the eyes of audiences, as it is perceived that if the media have chosen to cover your issue, then it must be important and therefore worth taking notice. In addition, as earned media is often from a 'known' or 'trusted' media brand (such as a major newspaper) and as such your issue can be seen as more important in the eyes of key stakeholders given the coverage in these channels.

Earned media can take the form of:

- Newspaper articles on your activities
- TV and radio coverage
- Social media posts from traditional media and key opinion leaders
- Editorials and opinion articles

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Society

**Vietnam launches national child helmet action plan**

By Minh Hung, Thanh Nien News

HANOI - Wednesday, January 14, 2015 08:27



Representatives of relevant agencies at the launch of National Child Helmet Action Plan in Hanoi on January 13. Photo credit: AIP Foundation

The National Traffic Safety Committee (NTSC) on Tuesday launched a National Child Helmet Action Plan to promote child helmet use across the country. Main activities of the Action Plan include public awareness-raising and mass media communications on child helmet use, school-based education, and increased police enforcement on a national scale to crack down on violations of the child helmet regulation. Under the plan, a week of "enhanced enforcement" is scheduled from April 6-9 with police patrols conducted around schools and drivers whose children are not wearing helmets on motorcycles will be stopped and given a reminder. All violation cases will be reported to the schools to take further action.

**RELATED NEWS**

Vietnamese policymakers, journalists trained to boost compliance of child helmet law (/society/vietnamese-policymakers-journalists-trained-to-boost-compliance-of-child-helmet-law-34987.html)

AIP Foundation improves helmet awareness of Mekong Delta students (/education-youth/aip-foundation-improves-

### Pros:

- Appears legitimate as it is from the voice of the media, not your organization
- Potential for wide reach
- Potential for further engagement, ie with journalist interested in your campaign
- Can be leveraged in future owned/paid media as well as in advocacy activities
- Opportunity to engage influential journalists in the debate

### Cons:

- Cannot control the message
- Unpredictable
- Can be difficult to gain attention of media to obtain earned media opportunities

An example of earned media is this coverage of a press conference from Vietnam launching a helmet action plan

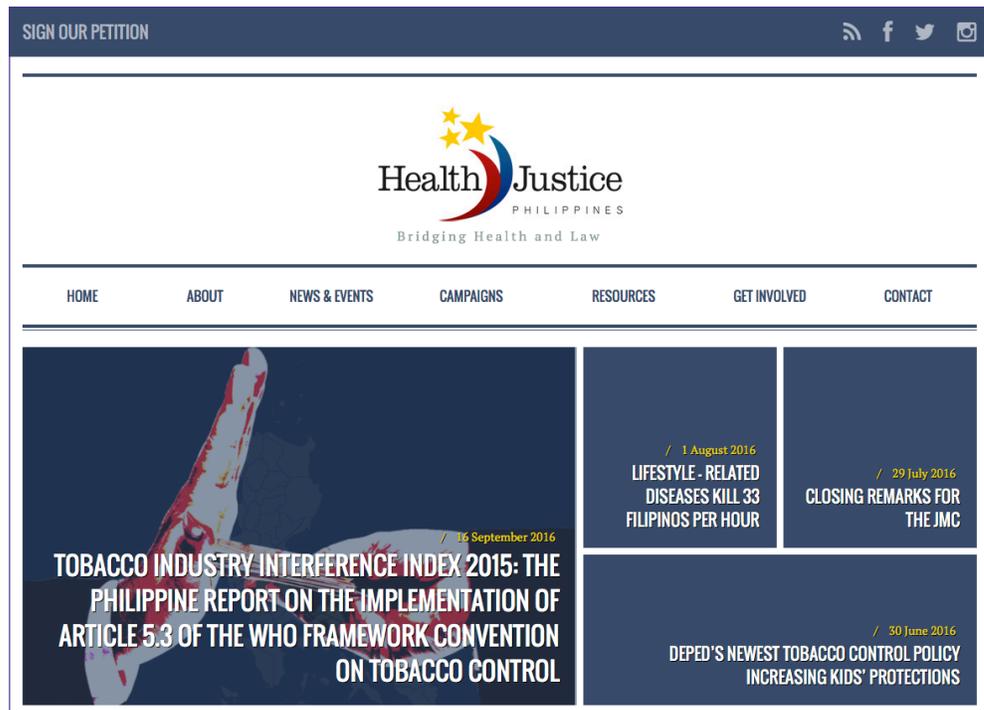
## Owned Media

Owned media is content that is fully under your control. These outputs are designed, developed and disseminated through your internal communication channels, allowing you full control of the editorial stance and advocacy messaging.

Owned media can take the form of:

- Organizational social media channels
- Newsletters
- Organization website or blog
- Organization YouTube channel
- SMS platform

An example of owned media is this website developed by Health Justice in the Philippines. The focus of this particular campaign was on tobacco industry interference on tobacco control laws.



### Pros:

- Full control of messaging, timing and editorial process
- Can include organizational branding
- Can easily track success

### Cons:

- Not considered to be genuine media coverage of your issue
- Can suffer from limited exposure if organization's media channels do not have wide reach
- Does not attract prestige of 'media brand'
- May not be accessed by key stakeholders

# Developing a Media Advocacy Action Plan

## What you need to know

### Why is it Important?

The Media Advocacy Action Plan is the centerpiece of your media advocacy work. It provides the context for your activities and ensures that all outputs are linked to identified strategies and objectives and ultimately your policy goal. Communications activities take considerable time and resources and should not be conducted in isolation from your overall campaign strategy. The question 'Does this activity help in achieving our objective?' should always be considered, and the media advocacy action plan allows you to capture this in a document that provides guidance on your activities.

The action plan also allows you to judge whether you are reaching all of your identified audiences, and provides a structured way to consider which channels and messengers will be most suitable for each activity. It can also provide insight into strategic timing of your activities in relation to identified key events and opportunities.

The action plan allows you to see all of your media advocacy activities in one place which can help to inform your resource decisions and whether your plan is realistic as well as impactful.

### What Needs to Be Done?

Starting a media advocacy action plan can seem overwhelming. There are many elements to consider and a significant amount of activities you could potentially conduct. As such, your starting point should be the advocacy plan for the overall campaign, to ensure that your objectives and strategies are unified. The GHAI tool "Setting Policy Priorities: A 3-Step Process" can help you and your partners define your campaign's policy objective.

With the advocacy plan as a starting point, you should then:

- Conduct planning sessions with your advocacy team to identify media advocacy strategies to support the campaign objectives.
- Under each strategy, develop a range of media advocacy activities. These are generally linked to other advocacy activities that would benefit from greater public awareness to add impetus to the campaign.
- Link each activity to a target audience and channel, and identify which messenger(s) are suitable for that activity.
- Identify when the activity will be executed and who is responsible.

The GHAI Media Advocacy Action Plan tool provides the opportunity to capture this information so that you can use it to directly inform your work, and provides a step-by-step guide on how to complete the plan.

The following sections of this toolkit will provide you with guidance on how to populate the Media Advocacy Action Plan.



#### HELPFUL HINT:

Ensuring that the leadership of your organization are involved in the development of the communication action plan is critical. Their buy-in will make it more likely that your activities are supported with sufficient resources and will ensure that your plan meets the objectives of the advocacy campaign.



### SPOTLIGHT

An integral element to capture in your media mapping is which media channels are consumed by your target audiences. If your campaign is advocating for a public health law and you are trying to engage a member of Parliament, then it is important to know which channels they pay attention to. For instance, if a particular newspaper is seen as the most credible amongst policymakers, then focusing your earned media activities on this publication makes sense.



### HELPFUL HINT:

Media mapping can be a significant undertaking that will have an impact on your financial and human resources. Communications and public relations firms in many countries conduct media mapping and have the infrastructure in place to make the process fast and useful.

# Conducting Media Mapping

## What you need to know

### Why is it Important?

Preparing for a media advocacy campaign can feel overwhelming. There are many different channels to consider, some inherent risks to factor in to your planning, and a question of how to best utilize your resources. Conducting media mapping during the early planning stages of your campaign can provide clarity by helping you understand the landscape and channels through which you should communicate to your key stakeholders, be they policymakers, key opinion leaders or the general public.

Media mapping will allow you to:

- Understand the communication channels you can access
- Understand which media your audience consumes
- Provide insight on the best channels to access your audience
- Make informed choices about which communication channels are most suited to different hierarchy of audiences (for instance national Member of Parliament compared to State secretary)
- Understand regional differences in communication channels

Of course, media mapping is only useful if it is put to use. Mapping should be used in decision making regarding each tactic or activity that will be conducted in your campaign. For instance, if you need to engage the public in a particular city to stage a march to place pressure on a local government, you would use your media mapping to understand which channels are consumed in that area. This can potentially save resources, as you may avoid spending a large amount of money on a TV campaign if your mapping indicates most people prefer social media.

### What Needs to Be Done?

Undertaking a comprehensive media mapping involves developing a landscape of the channels available in the country/city or region and can also include research into audience behavior, specifically focusing on what communication channels they consume.

Research into the available communication channels should provide you with information on:

- Profiles of the main radio stations, TV channels, newspapers and news websites
- The most popular and trusted sources of news and information
- Media outlets that command significant national, regional, ethnic and religious audiences

- Media outlets which have strong influence on opinion formation in the ruling elite
- Contact details for each media outlet
- Languages to use in both local and national broadcasts
- Popular social media channels

The GHAI Media Mapping tool gives you more information and guidance on how to construct a media mapping document that will assist in your campaign.



**HELPFUL HINT:**

The media industry is continually evolving, with new organizations and media staff and journalists constantly moving. Your media contact registry will only be useful if it is up-to-date and includes any changes that are relevant. Be prepared to continually update the registry as your campaign continues. Also, ensure that you also include the media staff's stance on your issue and any examples of past work that shows what angle they take.

# Developing a Media Contacts Registry

## What you need to know

### Why is it Important?

Maintaining an up-to-date list of media contacts ensures that when you are ready to engage with the media, you will be able to know whom to contact and what their stance on the issue is. A lot of work goes into activities aimed at attracting earned media, so you don't want to be in a position where you don't know who to contact to pitch a story when you are ready to 'go live'.

If you are working in a coalition or partnership with other organizations, a media contact registry will help define which of your organizations has primary contact with journalists or editors. This will result in less overlap and ensure consistency in approach. It also allows for each organization to foster strong relationships with the media and know that other coalition groups will not endanger these relationships.

### What Needs to Be Done?

There are a number of ways to collect media contacts to input into your registry:

- Conducting media mapping will provide you with a comprehensive list of media channels and which channels are preferred by your target audience(s). Use this list to identify journalists and editors that may be relevant to your campaign.
- If you attend an event, particularly press conferences or media-focused events, introduce yourself to the journalists present and ask for their contact details. If they are assigned to your issue it is likely that they will be interested in future engagement to obtain ideas for stories.
- Use media monitoring to see which news outlets and journalists are covering your issue.
- Read articles produced by journalists who cover relevant topic areas to understand their 'angle'.

The media contact registry should include the following information:

- Name
- Title
- Organization
- Stance or 'angle' taken on your issue
- Preferred time to contact/send stories
- Contact details
- Digital handles
- Who is our contact to reach them

The GHAI media contact registry tool gives further guidance on developing your media contact registry.

# Selecting Your Target Audience

## What you need to know

### Why is it Important?

Identifying the target audience you are trying to engage through your media advocacy is the starting point for developing your media plan. Too often, organizations start their media planning based on which channels they want to use. Until you have identified who it is that you are trying to communicate with, then what channel you use is irrelevant.

As part of your advocacy planning you should have conducted a political mapping exercise (the GHAI "Political Mapping: How to Guide" tool provides guidance on how to undertake political mapping for an advocacy campaign). This mapping should directly inform the development of your target audiences. At the same time, there are new audiences that you may want to engage in your media work to influence your stakeholders. For instance, you may be engaging a Member of Parliament through meetings, however, another way to capture their attention may be to stage a media event in their electoral district, engaging key opinion leaders and the public.

### Primary Audience

Primary audiences are those that you want to directly impact and are critical in the achievement of your policy objectives. They should always have dedicated communications activities that specifically aim to engage them in the issue.

Primary audiences in media advocacy campaigns can include:

- Prime Minister
- Finance Minister
- Health Minister
- Other Members of Parliament
- Other public health professionals such as doctors

### Secondary Audience

Secondary audiences are individuals and groups that have the potential to influence your primary audience. They may be key opinion leaders, celebrities or those with a strong passion about the issue who can capture the attention of your primary audiences and inspire them to address your issue.

Secondary audiences in public health media advocacy campaigns can include:

- Health Minister
- Parliamentary staff
- Key opinion leaders, such as public figures, and media identities
- Victim groups



#### HELPFUL HINT:

Identifying the key opinion leaders that policymakers rely on is an important step in a policy advocacy campaign. Public health advocates should consider potential key opinion leaders such as radio or television hosts, influential public figures and even family or friends of a policymaker.



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### **What Needs to Be Done?**

Using your political mapping gather your team and conduct a brainstorming session to map out all the people who can potentially directly or indirectly have an influence in achieving your policy objective. Think specifically about who can realistically be engaged through the media and make a list of your primary and secondary target audiences.

The GHAI "Selecting your Target Audience" tool can be used to understand what connection the audience has to the issue. This helps to inform the tactics you will use to engage them in the issue.



### SPOTLIGHT

An example of a short, memorable message:

- Everyone has the right to breathe clean air, free from the proven dangers of secondhand smoke.
- Each year, smoking costs our province \$3.8 billion in medical expenses and lost productivity. Not having a smoke-free law is hurting our health and economy.
- Our province has the nation's highest smoking and lung cancer rates. It's not something to be proud of. It's time for a smoke-free law.



### HELPFUL HINT:

Using one convincing fact or figure in a key message can be very powerful. But including more than one statistic can cause a message to become confusing and lose its effectiveness.

# Developing Key Messages

## What you need to know

### Why is it Important?

A critical component of your advocacy campaign is developing and delivering the messages to communicate your policy goals to the people who can make the changes that will help you meet your objective.

Identifying your target audiences, formulating key messages, and choosing the most effective spokesperson and channel to communicate those messages are all important pieces of your advocacy campaign. Once you know your target audiences, your next step will be developing convincing messages specific to each. Depending on your audience and the action you want them to take, your message may change slightly. Your method of delivering the message will also vary based on the most effective means of reaching your audience.

### What Needs to Be Done?

To formulate your key messages, you'll need to answer the following questions:

- What is the problem?
- Why is the problem important to your target audience?
- What is the action that needs to be taken?
- When does this action need to be taken by?

In your project team, first develop a top-line, or overall, message. The top-line message sums up what policy needs to change, outlines the campaign's objective, and describes why it's important. All other secondary messages focused on specific audiences should stem from this one. After the overall key message is formulated, more specific secondary key messages can follow. The GHAI "Developing Key Messages" tool provides comprehensive guidance on the process of how to develop key messages for your policy campaign.

During the campaign, you'll want to review your message at various times, based on changing circumstances. For example, there may be times when a law is being debated but does not include the non-negotiable provisions that make up a strong and effective public health law. In response, you may consider revisiting your messages and tailoring them to that situation.

Lastly, re-evaluating your messages from time to time is good practice during any campaign. Most often, if your key message is strong enough it will withstand any changes to the campaign, but at times it may be useful to update secondary messages to remain relevant. When faced with opposition or criticism from opponents that ultimately do not impact your policy objective, it is important to stay on message and not diverge.

# Selecting your Media Advocacy Tactics

## What you need to know

### Why is it Important?

Planning your media advocacy tactics strategically is important to ensure you maximize the impact of your outputs. Understanding the different tactics available and choosing those that will most effectively engage the audiences you require is critical. You must evaluate each potential opportunity and tactic as it relates to the audience and your objective. Planning your tactics is also important as you must consider what is reasonable to potentially execute in relation to your resources. There is no point planning a large TV campaign if you don't have the budget. Similarly, if you don't have staff to manage a social media account then you don't want to commit to a large digital campaign.

### How Do I Do it?

Tactical planning should take into consideration your policy objective and the audience(s) you are trying to target. The GHAI "Selecting Media Advocacy Tactics" tool will assist you to make informed decisions about which tactics to use for each strategy in your advocacy campaign. Keep in mind that building momentum in an advocacy campaign is important. Scheduling a large scale media event every week is not feasible or desirable. Timing your activities to continuously work toward a select few key campaign events is a good approach to ensure that stakeholders remain informed, and then are effectively engaged at important moments.



#### HELPFUL HINT:

Once you have compiled a list of strategic tactics, cross reference them with key dates in your campaign. These could include parliamentary sitting dates, UN World Days, the release of major studies/research, or other major events that can leverage your campaign and bring attention to your issue. It is not possible to conduct high profile, high resource media activities all of the time, so it is important to select opportunities most likely to give a spotlight to your outputs.

Media advocacy tactics include:

- Press conference
- Press release
- Opinion editorial
- Radio talkshow
- TV talkshow
- Media roundtable
- Social media
- Media event
- SMS/WhatsApp campaign
- Paid advertisement

Media advocacy resources include:

- Fact sheets
- Testimonials/case studies
- Interviews with those impacted by your public health issue

# Selecting Media Channels

## What you need to know

### Why is it Important?

Once you have finalized your list of target audiences, you can consider which channels are best to engage them through your media outputs. You want to ensure that the resources you expend on media activities are going to reach the right stakeholders and meet your objectives. Strategically selecting your communication channels will ensure that you have a diversification of channels, and you are maintaining a balance of earned, owned and paid media. All three forms can play an important role, and by identifying the different channels and linking them to the relevant stakeholder, you can see which channels will be most relevant to your campaign.

### How Do I Do it?

Once you have conducted media mapping and/or media monitoring (the GHAI "Monitoring and Responding to the Media" tool provides guidance to complete these steps) you can refer to these resources and highlight which channels are available and who is consuming them.

For instance, if you want to build public awareness of your campaign and your research indicates that most people listen to a popular radio station, you should select this as one channel. This could then be supplemented with owned media support, so you might post a status update on Facebook indicating that the radio show is coming up and will focus on your advocacy issue.

These decisions can greatly affect the effectiveness of your resources. For instance, if the radio show costs a large amount but is proven to be more effective, then it may be worth spending on that show and not on a variety of editorials in newspapers that are not reaching your audiences.

If you do not have the resources to conduct media mapping or monitoring then you can conduct some small scale research, such as asking other organizations or people who have engaged with your audiences which types of media they consume. For instance, if a staff member of a Member of Parliament (MP) indicates that they read a certain newspaper each day, then you should assign this channel for media activities targeting that MP.

Communication channels should be included in the Media Advocacy Action Plan to ensure you and your partner, are aware of all the channels being targeted and can identify if there are any gaps.



#### HELPFUL HINT:

**Non-media communications channels can also be useful in campaigns. Fact sheets that you can take to an advocacy meeting and leave with your stakeholder can be an effective way of ensuring they learn about your issue. See the GHAI guide to Executing Media Advocacy Tactics for further guidance.**



### SPOTLIGHT

With only two months' notice that delays and potentially a dilution of India's landmark graphic health warning law were imminent, India tobacco control civil society groups sprang into action to launch an aggressive digital mobilization campaign to build public awareness and put public pressure on the Prime Minister's administration.

The objective was to build public awareness and put pressure on the Prime Minister Modi and his administration to implement an 85 percent graphic health warning for tobacco products. A concentrated campaign launched to build grassroots awareness and mobilization, as well as to engage decision makers and rally key opinion leaders online.

As a result, 38,000 petition signatures were collected calling on the government to not delay pack warning policy implementation. Two separate tobacco topics began to trend on Twitter, meaning they were one of the five most talked about issues nationally online for that day. The participation from key opinion leaders and government officials via social media in supporting the campaign and policy objective were a defining element of this campaign.

# Selecting Social Media Channels

## What you need to know

### Why is it Important?

Digital advocacy is defined as engaging your audience through electronic or internet-based communications channels, which are usually owned media channels, and inspiring them to take action (online and offline) around your issue, cause or brand.

While starting a social media account bears little to no upfront costs, there are significant resources and staff commitments required to successfully run a digital advocacy campaign.

### How Do I Do it?

When considering a social media advocacy campaign, it is important to first evaluate the local landscape for a potential campaign. Conducting research to answer the following two key questions is an important first step:

1. What is the potential to mobilize the public via digital tools and channels? Which channels are most actively used by my target audience?
2. What is the precedent in my country for using digital tools in this type of advocacy campaign? Are there examples of social media campaigns in other issue areas that have been successful?

Once a thorough landscape analysis is complete, identifying the strategic role of social media channels is an important next step. Social media tactics can be categorized into four types of activity:

- **Grassroots Awareness:** content that builds public awareness and urgency to the core issues of your campaign.
- **Grassroots Action:** widespread mobilization of the public to take a tangible action that has an impact on the decision maker or decision-making process of the policy campaign.
- **Grasstops Decision-Makers/Key Opinion Leaders:** directly engaging decision-makers or key opinion leaders (those who hold sway over decision-makers) via social media.
- **Grasstops Traditional Media:** integrating social media activities with traditional media targets.



**HELPFUL HINT:**

While you are selecting your messengers it is also beneficial to consider whether they would benefit from media or message training. This would ideally include not only tips on public speaking and talking to the media, but also detailed guidance on key messages for the campaign. If you are using external messengers, you will also need to consider how to train them on your key messages and the objectives of your campaign. If they are questioned as to why the topic is important, it is critical they understand the reason for the campaign and what it will achieve.

## Selecting Messengers

### What you need to know

#### Why is it Important?

When delivering an advocacy message you need to determine who will be the most credible source in the eyes of the target audience. If people don't trust the person who delivers a message, the actual message does not get through effectively. Sometimes policy skills are important, but at other times first-hand knowledge of the problem, technical expertise, celebrity, relationship with your target audience or seniority within an organization matter more. It is also important to have diversity in who delivers the messages. Combining different voices together can show widespread support of your issue. For instance, combining two messengers who complement each other, one who is knowledgeable about the subject matter and the other knowledgeable about the target audience, can have a greater impact on your activity.

#### How Do I Do it?

Start by looking at your list of target audiences. For each audience select who the most relevant messenger would be. Who will that person or group trust and find credible? You should consider this for potential messengers both within your organization, such as a CEO or Project Manager, or externally, such as a key opinion leader or someone personally affected by your issue.

For those external to your organization, it is important to deeply consider potential risk and reward. It might be extremely beneficial to your campaign's public profile to engage a celebrity as a messenger, however, there is also a higher risk that they may stray 'off message' or that coverage of your media event centers on that person and not the issue.

Being realistic in your selection of messengers is also important. When selecting your messengers you should consider questions such as: Is it possible to always have your CEO available for comment to the media? Can you rely on key opinion leaders from outside your organization to be available for a media event or press conference?

In general, you want to ensure that the messenger you select relates to as many of the list below as possible:

- Messenger is known and trusted by or will appeal to target audiences
- Messenger can demonstrate knowledge and insight into the issue
- Messenger is a source whose opinion target audience will value
- A clear link exists between the messenger and the groups affected by the issue
- Messenger will refrain from political comments unrelated to the issue



### SPOTLIGHT

Partner coordination in media advocacy is beneficial as different spokespersons can be more credible with different audiences. For instance, if you partner with a child rights organization, their 'voice' may be more effective as a media advocacy tool in relation to the safety of children. Similarly, partnership with a victim group may prove effective when communicating the personal toll of the public health issue you are working on.



### HELPFUL HINT:

While it is potentially beneficial to partner with other organizations in your media advocacy work, it is important to clearly outline consistent messaging and make a plan to ensure each organization has a distinct and defined role. Problems can arise when partner organizations are not 'on message' and may take media attention to another aspect of the issue. Detailed planning for media activities must take place and should identify the scope and timing of each organization's media work, and what the consistent 'call to action' will be in all communications.

# Effective Partner Coordination

## What you need to know

### Why is it Important?

Successful policy advocacy campaigns often result from a group of organizations working together toward a common goal. A partnership is a group (formal or informal) of organizations and individuals that come together for a period of time to collaborate in order to achieve changes in policy, law, programs, or funding streams for a particular issue.

In media advocacy, it is beneficial to be able to draw on multiple organizations to support your campaign. Having different stakeholders talk about your issue shows that support is widespread and varied, which gives more authenticity to the campaign as an issue of public importance.

### How Do I Do it?

The first step is to identify the right partners that suit the needs of your campaign. In the GHAI "Building an Advocacy Partnership" tool there is an advocacy self-assessment tool, which guides you on how to understand where partnerships may help in your campaign.

Once you have your partners engaged in the campaign two critical elements must be completed before media work commences: defining roles and responsibilities and developing messaging.

### Roles and Responsibilities

There are inherent risks in engaging the media in your campaign. One inopportune comment or activity can potentially harm your public support and therefore your chance of convincing policymakers to enact change. Detailed planning of the roles and responsibilities of each partner is crucial and should reflect the objectives and strategies detailed in your policy advocacy plan. Planning should include the identification of nominated spokespersons, ensuring media activities support partners' activities and not do not overlap, and an agreed function to respond to critical incidents or developments in the media.

### Messaging

Ensuring all groups remain on message is essential in ensuring media advocacy supports your campaign. Partners can and should identify their specific 'angle' on the issue, however the core message and 'call to action' must be consistent to ensure there is no confusion among the public or policymakers. The consistent messaging should be guided by your policy advocacy objectives and strategies and agreed upon by all partners.

Establishing a protocol for your partner coordination is important. Potential coordination activities to consider include:

- Regular media advocacy coordination calls to discuss progress and activities, including media advocacy as an agenda item in overall advocacy campaign meetings
- Sharing regular updates of media advocacy activities via email



### SPOTLIGHT

A good approach is to divide reports into categories, such as 'Policy change' or 'Advocacy campaign'. This will allow you to easily scan the relevant stories to your campaign. Make sure you review the reports as they arrive to see if there is anything you need to respond to, or whether it requires revised activities or planning.



### HELPFUL HINT:

Sharing reports and your analysis with partner organizations is critical to ensure consistency of approach. It may also be possible to share the cost of a professional service with partners and ensure that you are all receiving notifications on media coverage that will inform your messaging and activities.

# Monitoring and Responding to the Media

## What you need to know

### Why is it Important?

Monitoring and responding to the media is an important element of your media advocacy work as it informs both planning and execution of your campaign.

### Planning

As you plan to expend human and financial resources on media advocacy activities it is informative to understand the media landscape you are attempting to engage and how the issue is talked about in the media. Media monitoring allows you to see which aspects of your issue gains media attention and how the media then frame the issue. For instance, you may find that the media is interested in large scale statistics that show annual death rates, as it will shock their readers. However, they may then focus the blame for this on user behavior rather than lack of strong policies or enforcement. Knowing this will help to develop your messages and will allow you to target the media you identify as interested in the issue.

### Execution

Once your media advocacy activities are underway, media monitoring will allow you to judge the impact and reach of your outputs. Did your press release result in news articles? Was there media coverage of your press conference? Did your digital campaign engage any journalists? Media monitoring allows you track your performance and adjust your plan as needed. For instance, if a major development in your campaign arises, such as the passage of a public health bill in Parliament, you can actively respond to any negative issues raised in the media. Identifying how the media are reporting on your issue can also assist in your planning of how to engage the media in your campaign. If you have seen they are more interested in one particular 'angle' then using this as a 'hook' to pitch your earned media activities is a worthwhile approach.

### How Do I Do it?

Media monitoring can be set-up through Google Alerts or through a professional service usually provided by a communications or public relations firm. The Google Alerts service is free and will allow you to nominate key words, which when found by Google will automatically send you an email notification. Professional media monitoring services allow for greater individualized data, including geographic areas and specific outlets (such as newspapers, digital, radio etc). These can often be accompanied by periodic reports that give you greater detail about the reporting trends on your issue.

It is important to remain flexible in the selection of your key words and topics. If the campaign has changed, or if a significant development occurs, you should include new key words in your monitoring to ensure you capture media coverage.

Whichever system you use, it must be produced in a format that works for your organizations and is easy to read. Media monitoring is only useful if you use it!

The GHAI "Monitoring and Responding to the Media" tool gives further tips on approaches to take when dealing with the media.



**HELPFUL HINT:**

**Monitoring progress in a media advocacy campaign can be difficult as there is often not a direct correlation between activities and impact, given the multitude of factors that influence the policy process. As a result, ensuring your monitoring is capturing a variety of indicators, such as whether your activities were conducted and how well they were received, is important to understand how your campaign is tracking.**

## Evaluating Media Advocacy

### Why important?

Monitoring and evaluating your progress is an essential part of any policy advocacy campaign and ensures that planned actions are taking place at the correct time. It also helps you know whether you are gaining support over the course of what may be a long campaign. Assessing the impact of the campaign on the media environment and the level of support of the public and policymakers represents one of the key indicators of progress in an advocacy campaign. In concert with the impact of your project design and implementation, successful media advocacy is a key factor that leads to policy advocacy success. In this process, a good monitoring plan can tell you which of your strategies are working best to meet your objectives, and which may need to be adjusted.

For example, you may find that you need to change your channels because information is not reaching your target audience. Or an evaluation could show that your information is being framed in a way that is not helping you advance your policy objective. Successful strategies are informed by evaluation and should be a continual process of adjustment based on the findings of your monitoring and evaluation.

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#### How to Do it?

Evaluating your media advocacy activities needs to take into consideration how well you have planned and executed your media advocacy action plan, and whether your activities have had an impact and are contributing to the realization of your advocacy campaign objectives. At the same time,

The GHAI "Campaign Monitoring and Evaluation" tool provides detailed guidance and templates to conduct monitoring and evaluation on both of these elements of the campaign. Important elements to consider include:

- Have you developed and delivered effective advocacy messages to target audiences?
- Do you use different channels to deliver your message?
- Have you proactively built relationships with journalists and become their go-to resource for your public health issue?
- Has there been increased coverage of your issue?
- Have you gained earned media?
- Is the public actively supporting the policy through social media?
- Are your media activities resulting in more active participation in campaign events?

Ensure that monitoring and evaluation is planned and executed throughout your campaign and that results are directly fed back into your program design and refinement.



**HELPFUL HINT:**

**The United Nations has a number of 'World Days', which present a good earned media opportunity to highlight public health issues in the media. Issuing a press release, conducting a digital campaign, or holding a press conference are all activities that journalists are more likely to respond to given the international focus of the occasion. Remember to link your key messages to the theme of the day to have the best chance at gaining media attention.**

## Developing a Media Advocacy Action Plan

### Why is it Important

The media advocacy action plan is the centerpiece of your media advocacy work. Drawing from your overall advocacy campaign plan, it serves as the central tool to guide your media advocacy activities in the context of your defined objectives and strategies. Conducting media advocacy without a planning tool can result in activities that are disparate and not aligned with your policy advocacy objectives. Furthermore, it allows you to track key components of your media advocacy campaign, including target audiences and messengers, while also providing the opportunity to map out a future plan for a defined period of time in your campaign.

### What Needs to Be Done?

Before you start developing your Media Advocacy Action Plan it is important to develop your overall advocacy campaign plan. This will directly inform the objectives and strategies that you use in your media plan. The GHAI "Strategic Planning: How to Guide" provides guidance and a template to develop this plan.

Once you have developed your objectives and strategies, you should work through the sections of the media advocacy toolkit on the development of each section. It is suggested that you work through the media advocacy toolkit with your project team to prepare a detailed media plan that can be operationalized to achieve significant impact to support your advocacy campaign.

After you have developed your target audiences, chosen your messengers and strategically selected your media advocacy tactics, you can use the template below to map out your plan. Placing your activities underneath the relevant strategy will help to ensure that your activities are all working toward your intended goals. Furthermore, when considering which months to schedule activities, it is advisable to take into account important dates in your campaign and to be realistic about human and financial resources.

The Media Advocacy Action Plan should be a flexible document that is continually adjusted based on developments in your campaign. It is important to work closely with your project team to identify necessary changes and to always ensure that new activities are connected to your strategies and objectives. If new advocacy opportunities arise, think of ways in which your media activities can boost their impact to potentially build further public awareness and engage decision makers to achieve your goals.

Relevant UN World Days:

- World Health Day
- International Day of Families
- International Youth Day
- International Day of Persons with Disabilities
- International Day of Human Rights

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# TOOL 1: The Media Advocacy Action Plan

See below for an example of how to develop your Media Advocacy Action Plan. Take careful notice of the elements to include and remember that the Media Advocacy Action Plan should be a flexible document that is continually adjusted based on developments in your campaign. If new advocacy opportunities arise,

think of ways in which your media activities can boost their impact to potentially build further public awareness and engage decision makers to achieve your goals. Please see next page for full template you can use in your media advocacy work.

This is an example activity. Note the inserts in the following sections

Insert your campaign policy objective here

This is where you can insert the first strategy of your media advocacy campaign

Mark the month in which you are planning the activity

<b>POLICY OBJECTIVE:</b>																
<b>STRATEGY 1:</b>																
Activities	Target Audience	Channel	Messengers	Responsible	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Press Conference for World Health Day	Prime Minister MPs	Newspapers, radio, television, social media	Executive Director, Person affected by your public health issue	Media Officer												
<b>STRATEGY 2:</b>																
Newsblast	General Public	Newspapers, radio, television	Director & Person affected by your public health issue	Media Officer												

If you have multiple strategies to meet your objectives you can list them to ensure that activities are clearly separated

Note which staff member is responsible for the implementation of the activity. If there are multiple staff, note which staff is ultimately responsible

**Section 2**  
 Developing A Media  
 Advocacy Action Plan



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**POLICY OBJECTIVE:**

**STRATEGY 1:**

Activities	Target Audience	Channel	Messengers	Responsible	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

**STRATEGY 2:**




**HELPFUL HINT:**

**Knowing a journalist or editor's level of interest and awareness about your issue – whether positive or negative – can help you gain coverage. For instance, if a journalist has previously covered stories on the health of children, then you should indicate this in the registry. Similarly, if a journalist or newspaper has taken a strong negative position on the new public health law you are supporting, then you need to consider whether it is worth taking the time to engage them. Knowing a reporter's interests can also help you find the right "angle" for your story. For example, if a reporter is interested in economic issues, your pitch might focus on your public health issue and the country's GDP. Similarly, if your registry tells you that a journalist is interested in human interest – or personal – stories, you can lead with the story of an individual impacted by your public health issue.**

## Developing a Media Contacts Registry

### Why is it important?

A well constructed list of media contacts is one of your most important tools in gaining media coverage. Even if you have a great story, without a registry of journalists interested in telling it, that story won't reach your target audience.

An up-to-date media contacts registry takes some resources to assemble, but it will save you time in the long run by ensuring that when you are ready to engage with the media you'll know which journalists to contact and how to interest them in your issue. Putting the work in early to create this list will allow you to know immediately where to pitch your story when you're ready to engage the media in your campaign.

For groups working in a partnership or coalition, maintaining a media contact registry is especially useful because it provides access to the range of media relationships held by all the organizations involved. The media contact registry will identify which organization is the primary contact for each journalist, editor or media outlet. This can help the organizations present a united message to the media and ensure consistency in the 'pitch' to journalists. It also provides opportunities for each of those organizations to continue to foster strong relationships with the media, knowing that other coalition groups will not endanger these relationships.

Finally, having a well maintained media contacts registry at your fingertips can help you save time in the midst of a busy campaign. It also helps you create an institutional memory that is less affected by staff turnover, so if a media staff leaves your organization they do not take those contacts with them; they stay the organization. As a result, when new staff members come on board, they will immediately know who to contact and what their interest is in the issue.

### What Needs to Be Done?

Developing your media contacts registry isn't difficult or expensive, but it does require some planning. Ideally, your list should be based on the media mapping exercise you've already completed. If you've completed this mapping, you'll already have a comprehensive list of media channels, based on the newspapers, radio and television stations, and online publications that your target audiences access most often. If you have limited resources then knowing which specific journalists to reach out to will ensure you maximize your media advocacy impact.

Once you have compiled a list of channels, you can begin to identify the individuals who might be interested in your issue. It's helpful to identify both journalists and editors, as editors will often decide that a story is a priority and then assign a particular journalist to cover it. You can identify journalists a number of ways. These include:

- Monitoring the media to identify which journalists are covering stories and issues similar to yours.
- Observing which journalists attend press conferences and events on similar issues. If you see journalists at an event, introducing yourself to them is a great way to create a personal connection and gather contact information for your registry.
- Contact the media outlet directly and ask which editor and journalists cover your issue. An area of coverage – like sports, health or traffic – is often called a "beat."

If you're working with a coalition, you'll want to identify whether any of the organizations involved already has an existing relationship with a journalist or editor.

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# TOOL 2: Steps to Creating Your Media Contacts Registry

Once you've identified the right individuals, you'll want to compile your registry. Use an Excel spreadsheet or a database format that allows you to sort columns and create multiple fields for data and notes. The format shown below is one

example of how to construct your media contact registry. Please see next page for full template to use in your media advocacy work.

Media House	Journalist	Title	Contact Details	Digital Handles	Preferred Method of Contact	Preferred Time of Contact	Notes (stance on issue)	Key Contact Person

**Callout 1 (Journalist):** Be sure to correctly spell the name of the journalist. If you are striving to gain earned media coverage, don't give the journalist an excuse to not cover your story!

**Callout 2 (Contact Details):** Email and phone number

**Callout 3 (Preferred Method of Contact):** Do they prefer email, phone, etc.

**Callout 4 (Notes):** Include notes on their previous coverage of your issue, and any important links to past stories (for those that can be found online).

**Callout 5 (Media House):** Include the name of the publication, media channel or media house

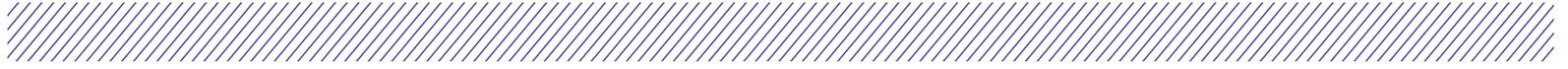
**Callout 6 (Title):** Note whether the individual is a journalist, editor, or other role

**Callout 7 (Digital Handles):** Include information on the individual's Twitter and Facebook handles, as well as the handles or account names of their publication

**Callout 8 (Preferred Time of Contact):** Include information on times journalists are required to file stories

**Callout 9 (Key Contact Person):** This field is most critical for advocacy partnerships and notes any organization in the partnership with an existing relationship to the journalist.

**Section 3**  
Developing a Media  
Contacts Registry



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Media House	Journalist	Title	Contact Details	Digital Handles	Preferred Method of Contact	Preferred Time of Contact	Notes (stance on issue)	Key Contact Person

## Selecting your Target Audience

### Why is it important

Identifying the target audiences you need to engage through your media advocacy in order to meet your objectives is an important first step in your media advocacy campaign. Too often, organizations start by deciding which channels they want to use. But until you know who you're trying to reach, you won't know which channels will most effectively reach those groups.

Ideally, you've already conducted a political mapping exercise to analyze the political environment. This mapping exercise guided you to identify the most important decision makers and key opinion leaders – and will be invaluable here in helping you identify your target audiences. The GHAI Political Mapping: How to Guide provides guidance on how to undertake political mapping for an advocacy campaign.

While the political mapping will have already given you a good start, don't overlook new audiences that can be engaged through the media to influence your key decision makers. For instance, you might get the attention of a Member of Parliament (MP) by holding a media event in their electoral district that involves local opinion leaders and community members. For the purposes of your media work, these two groups could become 'secondary audiences,' or audiences that help you reach your primary targets.



**The Director of the National Transport and Safety Authority joins the Chief of the Nairobi Traffic Police in Kenya to call for safe speeds around schools**



### HELPFUL HINT:

**Make sure that your target audiences are all people or groups that can have some influence in achieving your policy objectives. One particular target audience may seem like a good idea, and you may commit significant resources in attempting to engage them through the media, but if it turns out that they don't have any influence, this will be a waste of time and money.**

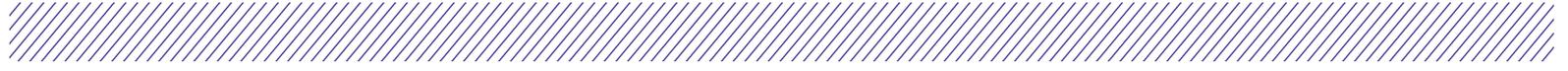
### What Needs to Be Done?

Once you have completed political mapping, hold a brainstorm session with your project team about who you want to reach in your media activities and why. Each audience should have a role in moving you towards your advocacy objectives. Following the initial brainstorm, use the target audience tool below to separate stakeholders into primary and secondary audiences. Your primary audiences should be the stakeholders who can directly impact your issue and have the power to enact change. Common primary target audiences include Ministers, Permanent Secretaries, or MPs.

Your secondary audiences have the power to influence your primary audience and may be influential in building public support and awareness for your issue. These might include Ministry officials, local and state government officials, or other key opinion leaders.

After you have identified your primary and secondary audiences, it's time to conduct a "What's In It For Me (WIIFM)" analysis. The WIIFM Tool below will give you a clear understanding of the connection that each audience has to the issue. Knowing this information will subsequently guide you to choose the tactics most useful in engaging them in the issue.

Following the WIIFM, you can proceed to identifying media channels which will be most likely to engage your audiences. Make sure to also list the target audiences in your Media Action Plan and ensure that you are conducting activities that directly engage these people. If you find yourself planning media activities that do not involve your target audiences, it's time to re-think your activities.



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## **TOOL 3: Selecting Your Target Audience Tool**

This tool allows you to list all of the primary and secondary audiences you wish to target through your media advocacy. It also includes sections to list their interest in your issue, whether they oppose or support, what action you would like them to

conduct, any key messages specifically tailored for that audience and the preferred media channels and messengers through which to target them. You may want to start with primary and then move on to secondary.

<b>Target Audience Name</b>	<b>Primary or Secondary</b>	<b>Interest in the Issue</b>	<b>Level of Opposition/Support</b>	<b>Action Desired</b>	<b>Key Message(s)</b>	<b>Preferred Media Channel(s)</b>	<b>Preferred Messenger</b>

## TOOL 4: “What’s In It For Me?” (WIIFM) Analysis

For each audience, conduct a WIIFM analysis to help you understand each audience’s relationship to your issue. During this exercise, think about your policy target’s major concerns, hopes, wishes, problems and dreams. Put yourself inside the head of your target audience member and consider the world from that perspective. Remember that your policy target can be an individual, group, committee, organization or segmented population.

Brainstorm the key areas of interest for each audience. Here’s an example.

### **Example: WIIFM for a Health Minister**

- Genuinely concerned about her country and dreams of a healthier population one day.
- Worried about budget cuts, donor cut-backs and the current economic climate.
- She feels pressure to fix the national healthcare scheme, which is underfunded, overused and losing money each year.
- She knows the data well – she is concerned about a shortage of trained healthcare personnel, supply chain challenges and high smoking rates among youth and adults.
- Is proud that she is the first female Minister of Health in her country and has a bit of an inflated ego. She likes her lifestyle and is not willing to risk losing this appointment.
- Sensitive to the fact that the tobacco industry gives very large annual campaign donations to her political party.
- Misses her days of seeing patients and practicing medicine.
- Gets frustrated with the “red-tape” at the Ministry.
- Gets bogged down with long reports and is tired of reading the same statistics over and over.
- Is married to another physician, has three grown children and one baby grand-daughter - who just turned 1. Loves spending time with her family.
- Is particularly interested in education and sits on the board of the most prestigious medical school in the country.

### **Discussion Questions**

1. Read the bullets above. Knowing this information, what can you deduce as an advocate about how to approach this person? What sort of strategy would work with this individual? What wouldn’t work?
2. Oftentimes little is known about the people you are trying to influence – especially powerful, high-ranking individuals. With little information for the WIIFM analysis, what are some tactics for getting more information.



**The Turkish Red Crescent stage a press conference during the Bayram holiday**



**HELPFUL HINT:**

Using one convincing fact or figure in a key message can be very powerful. But including more than one statistic can cause a message to become confusing and lose its effectiveness.

## Developing Key Messages

### Why it is important?

A critical component of your advocacy campaign is the development and delivery of the messages to communicate your policy goals to the people who can make the changes that will help you meet your objectives. This includes the media and other key stakeholders you've identified as those who can help move you towards your advocacy goals.

Identifying your target audiences, formulating key messages, and choosing the most effective spokesperson and channel to communicate those messages are all important elements of your advocacy campaign. Once you know your target audiences, your next step will be developing convincing messages specific to each. Depending on your audience and the action you want them to take, your message may change slightly. Your method of delivering the message will also vary, based on the most effective means of reaching your audience.

To formulate your key messages, you'll need to answer the following questions:

- What is the problem?
- Why does it matter?
- What is the action that needs to be taken?
- When does this action need to be taken by?

### What Needs to Be Done?

First, develop a top-line, or overall, message. The top-line message sums up what policy needs to change, outlines the campaign's objective, and describes why it's important. All other secondary messages focused on specific audiences should be developed from this one.

For example, if you were working on an obesity prevention campaign in Brazil, your key message could be:

- 153,000 people die in Brazil every year due to obesity-related diseases. We urge the government to invest in the future health of Brazilians by promoting proven policy measures such as: improved front of package labeling, a ban on marketing of unhealthy foods and beverages, and a tax on sugary beverages. This will ensure that Brazil decreases its obesity rates, ultimately saving lives.

After the overall key message is formulated, more specific secondary key messages can follow. For example, if you are working on a campaign urging the government to pass a sugary drink, you could use the following key message:

- Sugary drink taxes are proven to reduce sugar consumption and obesity rates. The Ministry of Finance must propose a 20 percent tax on all sugary beverages to improve the health of its citizens and reduce obesity in Brazil. The revenue from this tax should go towards health programs.

### **Messages for Different Audiences**

Your campaign will most likely have multiple audiences, each of which can influence the final decision in a different way. In order to make a message appealing to the group that you are targeting, you need to consider “what’s in it for me” (WIIFM) from the perspective of each target audience.

When communicating to policymakers and other influencers, your message should convey exactly what you want them to do and why they would want to do it. To create this part of the message, put yourself in their position and establish their reasons and motivations for championing your campaign’s policy change.

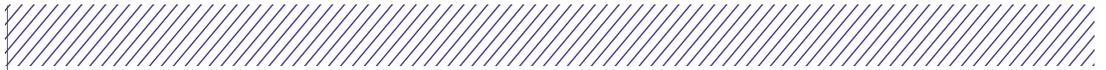
If we were to again focus on a Brazil sugary drink tax as an example, the Minister of Health WIIFM could be:

<b>Minister of Health – WIIFM</b>	
Lowering obesity rates in Brazil	Continue Brazil’s global leadership in healthy food policy
Mother died from diabetes complications	Getting a popular law passed that can be used as political leverage by the Minister’s political party

To construct a message for this Minister you should clearly describe the action you need him or her to take, why this action is needed, and why he or she would want to champion your cause based on “what’s in it for me.”

You should create a variation of the main message for each audience, tailored to its needs and motivations. You can include these key messages in your media interviews, outreach to journalists and media materials, such as press releases and leave behinds. Keep in mind that every message, regardless of audience, should include your advocacy ask. It is also important to ensure consistency between primary and secondary messages. For example:

- When speaking to mothers, communicate how the law can save their children’s lives, why it is important and how their support can influence decision makers
- When speaking to journalists, provide evidence-based information in a format that is easy to read and understand. Be sure to include a news hook such as new data, a human interest story, or an update on where the legislation stands.



<b>CONSTRUCTING YOUR MESSAGE</b>
ADVOCACY OBJECTIVE:
CONSTRUCTING YOUR MESSAGE:
WIIFM RESULTS:
CORE MESSAGE 1 - What is the problem?
CORE MESSAGE 2 - Why does it matter?
CORE MESSAGE 3 – What is the action that needs to be taken? When does this action need to be taken by?

***Delivering Your Message***

Once you have developed your messages, the next step is to decide on the most effective delivery method. There are three different categories of communication channels: earned, paid, and owned. Each category has its benefits and challenges, and careful consideration should be given to which channel will be most effective in reaching your target audience. The chart below will help you decide which category will best suit your needs.

**Section 5**  
Developing Key  
Messages

Media Type	Examples	Role	Benefits	Potential Challenges
Earned	<ul style="list-style-type: none"> <li>Articles generated by a news event, or by pitching a newsworthy story to a journalist through a press release, press conference, etc.</li> </ul>	<ul style="list-style-type: none"> <li>To generate debate in public dialog.</li> <li>To raise awareness of the issue, causes and solutions.</li> </ul>	<ul style="list-style-type: none"> <li>High credibility; earned media seen as unbiased.</li> <li>High impact.</li> <li>Potential for wide reach.</li> </ul>	<ul style="list-style-type: none"> <li>No control over the story.</li> <li>Can be negative.</li> <li>Hard to measure response or impact.</li> </ul>
Paid	<ul style="list-style-type: none"> <li>Public service announcements</li> <li>Display ads</li> </ul>	<ul style="list-style-type: none"> <li>To reach a specific audience at a specific time and place.</li> </ul>	<ul style="list-style-type: none"> <li>Can be timed and planned to your schedule.</li> <li>Total control of contents.</li> <li>Can measure reach and frequency.</li> </ul>	<ul style="list-style-type: none"> <li>Lacking as much credibility. Many view paid media as they do a commercial or ad.</li> <li>Expensive.</li> </ul>
Owned	<ul style="list-style-type: none"> <li>Websites</li> <li>Email (Newsletter)</li> <li>Blog</li> <li>Twitter account</li> <li>Facebook page</li> <li>YouTube</li> <li>Mobile text message</li> </ul>	<ul style="list-style-type: none"> <li>To raise awareness.</li> <li>To engage and mobilize your audience to take action.</li> </ul>	<ul style="list-style-type: none"> <li>Ability for two-way relationship with audience.</li> <li>Cost effective.</li> <li>Potential to go viral.</li> <li>Messages are shared peer-to-peer, authentic messengers.</li> </ul>	<ul style="list-style-type: none"> <li>Takes time to scale and cultivate an audience.</li> <li>Conversation is not controlled but rather facilitated.</li> <li>Needs dedicated staff to post and respond on daily basis.</li> </ul>

Once you have the category identified, you will then need to decide which specific channel will be most effective. For example, if earned media is the best way to influence a policymaker, should you reach out to reporters with a press release, an op-ed or a press conference? Think not only through the best way to reach your audience, but also the time and resources that each channel will require. The GHAI Selecting your Media Advocacy Tactics tool provides further guidance.

Once a channel has been chosen, the message should be tailored for that particular communication channel. Each channel has a format that is generally used and the message needs to be tailored for that format. For example:

- For social media, you'll need to modify your message to fit the format, as platforms such as Twitter only allow for 140 characters. Helpful hint: Choose hashtags that communicate key element of your message, such as #savelives or #passpublichealthlaw
- A press release targeted at media needs to be timely, include a newshook, and be no longer than two pages
- A paid print ad should include compelling visuals to attract attention and be no larger than one page



***When the Message Changes***

During the campaign, you'll want to review your message at various times, based on changing circumstances. For example, there may be times when a law is being debated but does not include the non-negotiable provisions that make up a strong and effective public health law. In response, you may consider revisiting your messages and tailoring them to that situation. The following are times when you may want to consider a proactive, tailored response:

**Which Unanticipated Events Warrant a Tailored Response?**

- Threatens to weaken or stop enactment of an effective policy
- Discredits a strong supporter or advocacy group
- Provides new and counter arguments that might be accepted by the public or decision makers
- Violates an existing law
- Publicly overwhelms your messages, e.g. a billboard campaign
- Reveals corruption, lack of transparency in the policy process
- Reveals close ties between a policymaker and the opposition that could derail your campaign

Target Audience	Communication Channel	Example Key Message for Specific Channel



***Unexpected Incidents During Your Advocacy Campaign:***

*Should You Tailor Your Response or Not?*

Re-evaluating your messages from time to time is good practice during any campaign. Most often, if your key message is strong enough it will withstand any changes to the campaign, but at times it may be useful to update secondary messages to remain relevant. When faced with opposition or criticism from opponents that ultimately do not impact your policy objective, it is important to stay on message and not diverge.

<b>Put an X next to each that holds true for your unanticipated event.</b>								
	Threatens Policy	Discredits Supporters	Counter Arguments	Violates Law	Overwhelms Messages	Reveals Corruption	Reveals Close Ties	Should You Tailor Your Response or Not?
Unanticipated Incident:								
Unanticipated Incident:								
Unanticipated Incident:								
Unanticipated Incident:								
Unanticipated Incident:								

# Selecting Media Advocacy Tactics

## Goal/ Objective

What is the campaign policy outcome?

Objective:  
What is immediate step in policy process?

## Strategy

How we will win our campaign?

## Tactic

What are the measurable activities planned to execute the strategy?

## Result

What were the metric results of executing the tactics?

## Outcome

What was the impact on the objective?  
Did the results help achieve policy success?

## Why is it important?

After you have set your policy objectives and strategies in your advocacy plan and identified target audiences and messengers, you are well placed to strategically select the media tactics, or activities, that will help you best position your issue to the public. A common mistake in media campaign planning is not having a media strategy. The absence of a well considered plan can lead to a set of disjointed tactics that do not work together to help win campaigns. On the other hand, having a clear strategy can map your course to consistent, effective coverage that has an impact upon your target audiences.

As you conduct your planning, it's important to consider which tactic will help you achieve your objective, and what results are realistic. A deep understanding of how and when to use various tactics comes partly from experience. However, even if you are new to media campaigns, there are general guidelines that can help you make effective choices. One of the most common pitfalls in media campaign planning is the lack of a strategy, and/or disjointed tactics that do not help win campaigns. It's important to think through what's needed to achieve your objective, and identify the tactics and realistic results when mapping your strategy.

The most important question to ask yourself when evaluating each potential tactic is how it will help you accomplish your objective and reach your audience. At the same time, you'll also need to consider what you can reasonably afford in human and financial resources. For example, don't plan a major television campaign if you don't have the budget for production. Similarly, without the staff to manage a social media account, a social media campaign is unlikely to work for your campaign.

## What Needs to Be Done?

Follow this process to select the tactics that best support your campaign objectives.

1. Review the campaign action plan for your overall campaign (see the GHAI "Strategic Planning: How to Guide" for guidance).
2. Conduct planning sessions with your advocacy team about how media advocacy can support policy objectives. Discuss potential media tactics and how they might contribute to those goals.
3. Once you're clear on how you want media to support your advocacy campaign, gather the following resources:
  - The results from your media mapping and media monitoring exercise, which can help you select which channels to target
  - Target audiences list. All the tactics should target these people
  - Key dates calendar, which includes any important high-profile events or milestones in your campaign. For example, if there is a particular budget session of Parliament that you would like to leverage, you might select an op-ed focusing on economic impact.
4. Using these resources, you can begin to select your tactics.



**HELPFUL HINT:**

If you do hold a press conference, consider incorporating a visual element, and ensure you have high profile spokesperson from your organization or partner organizations available to answer questions from journalists.

## Media Advocacy Tactics and When to Use Them

### Press Conference: What It Is

A press conference can bring widespread public attention to your campaign. During a press conference, you invite prominent or media-worthy people to speak to the press about your issue. Before choosing a press conference, be sure the content will be interesting to the public, and more specifically your target audiences. Generally, the media will only attend if they believe the public will be interested and if they consider your organization to be an expert on the issue. As such, it is important to strategically select the purpose of your press conference because you don't want to waste the opportunity.

### *Press Conference: When to Use It*

Strategically timing your press conference is vital. When possible, identify a date when the media might naturally be more interested in your issue. For example, while public holidays unfortunately tend to coincide with increased road fatalities, this can be an opportune moment for a press conference, because it dramatically highlights the need for road safety efforts. Other opportune moments for a press conference include the release of a major report, comment on a major development (such as government delaying a law), or the announcement of the completion of a major advocacy activity (such as handing a petition to a Minister).



**A press conference held by the Russian Red Cross**

# Media Advocacy Tactics and When to Use Them

## **Press Release: What It Is**

A press release is a written announcement circulated widely to media outlets that can bring public attention to your campaign. Like a press conference, a press release focuses on a campaign announcement or new development. However, while press conferences are typically reserved for the most high-profile stories, a press release can be a less significant announcement, though it still should be of interest to the public – and in particular your target audiences.

Press releases can also be a good way of signaling to the media that your organization is an issue expert, and may result in future queries for comment on the issue or further developments in the campaign. If a journalist contacts you as a result of a press release, remember to update your media contact registry. The GHAI "Developing a Media Registry" tool provides a template to complete this task.

A well written press release follows a common structure and includes a number of important elements that will make it most useful for journalists. The GHAI "Executing Media Advocacy Tactics" tool provides guidance on good practice development of press releases.

## *Press Release: When to Use It*

Strategic timing is important for press releases as for press conferences (see above). As with press conferences, press releases are most effective if they have a 'hook' to a timely event.

It is also important to ensure that you release press releases strategically. Sending too many releases can risk over-saturation of the media, and journalists might stop taking your outreach seriously.

## **Paid Advertisement: What Is It**

Purchased ads in a newspaper, television or radio can raise awareness of your campaign. One key advantage of a paid advertisement is that you have complete control over the content and timing. However, often paid advertisements aren't viewed with the same credibility as news stories, or 'earned media,' since you haven't had to 'earn' the interest of journalists.

## *Paid Advertisement: When to Use It*

Paid advertisements can be a good strategic tactic during a major event to ensure broader awareness among your target audiences. For instance, if you are staging a march or demonstration, placing a paid advert in newspapers beforehand can recruit more participants and get the word out about your activity.

# Media Advocacy Tactics and When to Use Them

## Opinion Editorial: What It Is

Opinion editorials (op-eds) are opinion pieces published in newspapers that allow your organization to communicate your stance on a particular issue. Op-eds present a great opportunity to position your issue to the public and give it a personal 'voice.' You can use an op-ed to advocate a particular policy position that aligns with your campaign objectives. The GHAI Executing Media Advocacy Tactics tool provides guidance on the best practice development of op-eds.

### *Opinion Editorial: When to Use it*

To increase the chance of publication, be strategic when authoring op-eds. Try to link content to a current issue that is already in the press but also affects your campaign. For instance, if passage of a bill is delayed, you could have your CEO/Director publish an op-ed questioning why and calling for renewed action.

Having strong relationships with the media prior to authoring an op-ed is also important so that you can ensure you get published. Your media monitoring activities can help you identify and develop those relationships.

Publishing an op-ed can create additional media advocacy opportunities that are not limited to the original publication, and you'll want to consider these before publication. You can increase the impact of an op-ed by sharing it through digital channels, like your website. You might also use it as a basis for Twitter chats, Facebook questions and other social media outreach.



### **HELPFUL HINT:**

**Keep in mind that some costs will be incurred to play host to journalists and editors, but it need not be overly expensive. You'll also want to adequately prepare by providing an information pack that your guests can take away and use as content for their stories.**

## Media Roundtable: What It Is

A media roundtable is a private meeting with key journalists and editors who are particularly important to your campaign. During a roundtable, you can provide both background and newsworthy information about your campaign and encourage them to cover it. It's also a great opportunity to educate them on your issue and 'frame' it in the way that you'd like them to cover it. Reaching out to new journalists is also a good opportunity to build and augment your media contacts registry.

### *Media Roundtable: When to Use It*

Because media roundtables can help you 'set the stage' for your campaign and introduce your organization and issue, they are most useful during the initial phase of your campaign.

## Media Advocacy Tactics and When to Use Them

### Radio or TV Talk Show: What It Is

Talk shows on radio or television are a universally popular format and offer the potential to bring widespread public attention to your campaign because of their large audiences. While the invitation to serve as a guest on a talk show is often difficult to obtain (particularly in the case of television), a talk show could be an opportunity to give a high-profile stakeholder, such as an Member of Parliament (MP), the opportunity and motivation to speak publicly about your issue.

Since it's likely that you won't have much control over how the issue is framed during the show, make sure to choose a spokesperson that can think quickly and respond clearly. Because the show host may intentionally take a controversial stance to boost the show's audience, you'll want to make sure your spokesperson is well prepared and has practiced responding to challenging questions.

### *Radio or TV Talk Show: When to Use It*

Use radio and TV talk shows during key events in your campaign, like an important session of Parliament. Choose timing that will bring maximum attention while also ensuring that you can engage a high-profile decision maker, opinion leader or expert as the spokesperson.

Like op-eds, plan ahead for how you'll repurpose a talk show to obtain the largest benefit possible. Share recordings of radio and TV talk shows through digital and social media following the airing and consider sharing the recording with journalists to interest them in follow up stories on your issue.

**Sinthay Neb, Director of the Advocacy and Policy Institute in Cambodia, in an interview with a television channel.**



# Media Advocacy Tactics and When to Use Them

## **Social Media: What It Is**

Social media tactics include internet-based communications channels, like Facebook, Twitter and Instagram, which engage your target audiences and inspire them to take online and offline action to support your campaign objectives. Social media differs from traditional media channels by operating on 'peer-to-peer' communications, where information is shared and exchanged among friends or followers, instead of being directly consumed from one single information source. Social media requires considerable human resource capacity but can be a powerful driver in building support and constituencies for your campaign. Implementing a campaign on Facebook or Twitter can educate public activists and mobilize them to take action to pressure a decision maker or decision-making process for your campaign (e.g. petition signing, attending an event etc.).

## *Social Media: When To Use It*

You can use social media campaigns at any time during your campaign. Consider increasing your online campaign activity during time periods where you want to directly engage with key stakeholders that are active online, such as policy decision makers, or key opinion leaders who have influence on a policymaker.

## **SMS Campaign: What It Is**

Mobile phone based communications can be an effective means in reaching large numbers of people, especially in rural and highly dispersed environments. Mobile phones consistently have the greatest reach of any communications channel and can allow you to target your messages to groups in specific areas or regions.

Implementing an SMS campaign consists of short, text-only messages that arrive directly to an individual's phone after the recipient has signed up or opted-in for updates by texting to a 'short code' or special number reserved for the campaign. One drawback of SMS campaigns is that you'll usually be limited to a short sentence or phrase. However, potential exists for interactivity, as the recipient can reply using a similarly short text message, or take another action that you specify.

## *SMS Campaign: When To Use It*

Mobile SMS-based campaigns are often paired with other activities in order to increase engagement and interactivity. For example, SMS campaigns can be an effective complement to advocacy events such as demonstrations. Being able to quickly mobilize a large number of people through SMS may result in a much more significant amount of people engaging in your event, therefore leading to broader earned media coverage.

## Media Advocacy Resources and When to Use Them

Media advocacy resources are communications materials that support your other media tactics and advocacy activities. They can provide critical background information, highlight statistics and 'put a face' on your issue for journalists. Having media advocacy resources at hand can help to generate coverage for your issue. Journalists are busy people, and the more information they have at their fingertips about your issue, the more likely they will be to cover it. Most media advocacy resources can also be shared with your target audiences during meetings and events as a 'take-home' resource that provides context and further information on your issue.

### **Leave Behind: What It Is**

Leave behinds are an important communications tool for meetings and events, and can also provide useful background for journalists. A leave behind should include clearly presented, non-technical language describing your issue and campaign in no more than one double-sided page. The GHAI Executing Media Advocacy Tactics tool provides guidance on best practice development of leave behinds.

### *Leave Behind: When to Use It*

Create and produce a leave behind before a major event, meeting, or discussion with the press.

### **Testimonial: What It Is**

A testimonial is a first-person account by someone who has been affected by your public health issue. Testimonials are generally presented in an interview format – either written or visual – and can appear in an article, online or in a newsletter. You can provide journalists with effective testimonials for their 'human interest' stories, either as a pre-packaged product you've created, or as the individual themselves, who can share their story directly on radio or television.

### *Testimonial: When to Use It*

Use testimonials at any time during your campaign to put a human face on your issue. They can be particularly effective when you want or need to make a personal connection between the target audience and your issue.

### **Case Study: What It Is**

A case study is a story that showcases another intervention or campaign that has been successful at addressing a similar problem or issue. A case study is useful in building credibility for your campaign and providing proof that your approach is proven.

### *Case Study: When to Use It*

A case study can be effective at any time during your campaign.

# Selecting Messengers

## Why is it Important?

Choosing the right messenger is as important as crafting the right message. In all media advocacy work it is vitally important to take some time to consider who will be the most credible carrier of your message. People only believe those they trust, and if they don't know or trust your messenger, the message may not resonate effectively. As a result, it's critical to put yourself in the shoes of your target audience, and think about who they want to hear from. For instance, sometimes policy skills are important, but many times having first-hand knowledge of the problem or being a technical expert, celebrity, religious leader or organizational leader may matter more.

## What Needs to Be Done?

Carefully considering your target audiences and then working through this tool will assist you in linking the best messengers with your key messages and target audiences.

- When selecting messengers the first place to start is your list of target audiences. The GHAI "Selecting your Target Audience" tool will assist you to develop your list of target audiences. You'll also want to have your advocacy plan at hand, as well as your Media Advocacy Action Plan, to ensure you're considering your policy objectives and strategies.
- Using these resources, conduct a brainstorm exercise to identify messengers who can influence your target audiences. Your initial list should be exhaustive. At this stage try not to limit your brainstorm to those within your organization. It's important to consider diversity when determining your messengers. Choosing multiple messengers and combining their voices can demonstrate a broad base of support for your issue. For instance, you might consider two messengers who bring different appeal: One who is an expert on the subject matter and the other who knows the target audience. This tactic can increase the impact of your activity.
- Spokespeople from outside your organization could include:
  - Partner organizations
  - Individuals affected by your public health issue
  - Key opinion leaders who are engaged in your campaign
  - Technical experts on the issue
  - Supportive decision makers, such as Members of Parliament (MPs)

## Section 7 Selecting Messengers

- For each potential messenger on your list, use this checklist of criteria to narrow down the field. Ask yourself: Does this messenger...
  - Already have an existing relationship with the audience, or the ability to appeal to them?
  - Have the ability to demonstrate knowledge and insight into the issue?
  - Have credibility with the audience?
  - Have the ability to refrain from political comments unrelated to the issue?
- Once you have a list of potential spokespeople for each target audience, narrow your list down even further by identifying the most realistic options. For instance, your Project Director may be extremely busy and not always accessible to speak to the media. Similarly, high-level politicians, like MPs, can be good messengers but are difficult to rely on since they are often unavailable.
- Fill out the "Selecting Messengers" tool in Section 7 page 3. Don't feel you have to enter every section, just as much as you can. The more information you have the more you will be able to mobilize the right spokesperson for each media advocacy activity.
- Once you've refined your list, match the spokespeople to specific activities in your action plan. For instance, if you're planning a press conference addressing the major impacts of your public health issue on communities, you may want to choose both your Project Director and a person directly affected by your public health issue to serve as spokespeople. Also, be sure to tailor your messages to the spokesperson delivering them. For guidance, please refer to the GHAI "Developing Key Messages Tool."
- Finally, preparing your spokespeople is extremely important, particularly those messengers who are from outside your organization. The best way to prepare your spokespeople is through a media training that includes a session on key messages. Ideally this training should be held prior to the kick-off to your new campaign. Prior to each media activity, you should also brief your messengers and provide them with specific talking points and data tailored to their interest and relationship to the issue. The GHAI "Executing Media Advocacy Tactics" tool has tips for preparing and conducting interviews with the media.



NOTE: When printing in Adobe Acrobat, please select "Auto portrait/landscape" in the print dialogue box, under "Orientation". This will allow both vertical and horizontal pages to print correctly.

## TOOL 5: Selecting Messengers Tool

Use this tool to strategically select your messengers. Remember to specifically list what actions you want them to take and which of your target audiences the messenger can address.

Target Audience	Name of Target Audience	
Messenger (Consider several different messengers)	Individual or group that can influence a target audience.	
Position	What has the messenger said or written about this issue? Add notes from research. Where does the messenger stand in relation to support the advocacy issue?	
Power	What level of influence does the messenger have over the target?	
Knowledge	How much does the messenger know about the issues?	
Credibility	How credible is the messenger in the eyes of the target audience?	
Access to the messenger	How and when does the advocate interact with messenger? Does the advocate have the capacity to engage with the messenger?	
Access to target	How and when does the messenger interact with the target?	
Action	What will the advocacy strategy encourage the messenger to do?	
Risks	What are the risks of engaging the messenger?	

# Monitoring and Responding to the Media

## Why is it Important

Monitoring and responding to the media are two important elements of your media advocacy work. While they are separate activities, they are closely related. Monitoring media coverage involves tracking how the media talks about your issue, both in relation to your advocacy activities and the issue in general. Media monitoring should also directly inform and improve the way you respond to coverage of your issue, or to comments made by key stakeholders and opinion leaders, thereby enhancing the visibility and coverage of your issue.

Monitoring and strategically responding to the media are important to incorporate in the planning and execution of your campaign.

## Planning

You'll make the best decisions on how and where to invest your media advocacy resources when you have a clear understanding of the media landscape. This includes knowing how your issue is currently being discussed in the media. This knowledge will allow you to effectively 'frame' (or present) your issue so that it is relevant to the current conversation.

Media monitoring is the best way to gain this understanding. It allows you to see what aspects of your issue already get the media's attention and how reporters discuss the issue. For instance, you may find that the media is interested in the 'shock value' of large scale statistics that show annual death rates. This demonstrates that having statistics at hand is important to gain media attention. However, you may also notice that the media is focusing on user behavior, rather than the lack of strong policies or enforcement. Identifying this can help you to develop messaging that 'reframe' the issue for media in the context of your proposed solutions.

As a result, media monitoring allows you to be flexible in your planning and continue to adjust your approach toward the media throughout your campaign.

## Execution

Once your media advocacy activities are underway, media monitoring will allow you to judge the impact and reach of your outputs, as well as track progress, so you can adjust your plan as needed. It can help answer the questions that are important to ensure your campaign stays on track, such as:

- Did your press release result in news articles?
- Was there earned media coverage of your press conference?
- Did your digital campaign engage journalists or your target audience?

In the media, stories unfold quickly, and media monitoring can help you to respond in time to either encourage or re-direct a particular type of coverage. For instance, if a major development in your campaign occurs, such as a key Member of Parliament (MP) supporting the passage of a bill in Parliament, you can quickly plan and implement a strategy to leverage this through media advocacy, such as highlighting the comments in a press release that calls on the Government to act on the comments from the MP. Your ongoing media monitoring will help you know which particular response will be most appropriate. At times, it can inform a decision not to proactively respond, if for instance you see that a particular incident that might have appeared important, has stopped gaining public attention.

Identifying how the media are reporting on your issue can also inform your planning on how to engage them in your ongoing campaign. If you know that journalists are more interested in one particular 'angle', then using this as a 'hook' to pitch your story is a worthwhile approach. This should also inform adjustments in your media action plan and potentially also the strategies you have selected to achieve your objectives.

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## **What Needs to Be Done?**

### **Setting up Media Monitoring**

How you conduct media monitoring is usually dependent on resources and time available, as well as the level of sophistication and customization you need in your monitoring. There are two basic ways to conduct monitoring: either through a "do it yourself" approach using free online resources or by hiring a communications or public relations firm to provide the service for you using their tools.

#### **1. Conducting Online Monitoring on Your Own.**

The Google Alerts service is the most comprehensive online resource for free media monitoring. First, you will nominate key words. When these words are found by Google, you will automatically receive an email notification.

When choosing keywords, it's important to strike a balance between general and specific. For instance, if you select only 'tobacco control' you may be overwhelmed by a large number of daily notifications, many of which will not be useful. However, choosing 'tobacco control legislation' or 'smoke free laws' may provide a more targeted outcome. You can also restrict to certain languages, regions and sources. Just remember, you also don't want to be so specific that you exclude information that could be vital. Also, remember to revise key words and regions to reflect changes in your campaign.

#### **2. Using professional Media Monitoring Services.**

Professional services are not free, but they will customize information and allow for more individualized data, including geographic areas and specific outlets (such as newspapers, digital, radio etc) that you identified in your planning. Professional services often provide accompanying periodic reports with greater detail about the trend of reporting on your issue. You can request that reports be refined to include sub-categories. You can also stipulate how often you receive them – for example, a daily digest and a monthly analysis report. When working with a professional firm, it's also relatively easy to revise key words and geographic focus – for example, moving from cities to a regional focus – as the campaign progresses and your needs change.

## Using Monitoring to Respond to the Media

Media monitoring is only worthwhile if you use the results to inform your campaign. Here are two important ways to ensure that monitoring leads to better coverage of your issue.

### 1. Refining Your Strategies and Activities

Sometimes the results from media monitoring might signal that you should shift your approach to the media. For example, you might learn that one element of your story is gaining more media traction than you expected, and you want to continue to take advantage of that. Or you may receive negative press, which you want to address, either directly or indirectly (more information on this below).

As mentioned, there are always times during a campaign when you need to refine your strategies and activities, while ensuring you stay focused on the policy objective.

There are two main ways to capitalize upon or counter a trend of media reporting:

- Create news: Reports, press conferences, demonstrations, stakeholder meetings, and other creative means can keep the policy issue in the public view and shape the debate
- Play off breaking news: Linking your issue to a 'hot' topic will increase the chances of media attention. If you see that certain aspects of your issue are being reported, you can work to capitalize on that angle.

### 2. Dealing with Negative Press Coverage

Most everyone involved with media campaigns will deal with negative press coverage at one time or another. When deciding whether, and how, to respond, it is important to distinguish between media coverage that you disagree with and coverage that portrays your issue inaccurately. It is also critical to determine whether the story is true before you respond.

If you see a negative story about your campaign, first consider whether a response is worthwhile. Will making a comment only give more attention to the negative reaction? If the story is inaccurate or harmful to your issue – for example, it claims child restraints are too expensive and won't work or that drink driving is culturally ingrained – and you feel that you should respond, consider the following:

- Issuing a basic statement presenting your perspective and the facts in a simple manner that reduces the chance of public outcry or the media focusing on the perceived negative aspects
- Ensure that your media response focuses on the issue in a positive way, rather than an argument with the journalist
- Don't make a bad situation worse. Sometimes, it is better to let things 'blow over' than to call more attention to the problem by complaining and possibly attracting more negative coverage

The GHAI "Selecting your Media Advocacy Tactics" guide outlines considerations when deciding how to respond to media reporting of your campaign.

## Executing Media Activities: A How-To Guide

A strategic and well-executed media campaign can play a major role in whether you achieve your advocacy objectives. Consistent media coverage that positions your issue appropriately to target audiences can raise visibility, build support and drive people to action.

To be successful your media activities must be aligned with your campaign's overall goals, timing, and target audiences. By now, you should have identified your target audiences and captured objectives in the media action plan. You also have selected your media tactics (see "Selecting Media Tactics" tool) based on those objectives and target audiences, the timing of your campaign activities, and your organization's human resource and financial capacity.

Now it's time to execute those tactics in a way that maximizes impact. That means creating and disseminating communications pieces for the press or social media. This tool will provide you with the good practice guidelines for specific communications tactics so you can ensure your message is being heard by those you are trying to reach.

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### Preparing and Disseminating a Press Release

#### Writing Your Press Release.

##### **Make it Newsworthy.**

When preparing a press release, it's important to remember that you will only be effective if you give the media a reason to cover your issue. Think creatively about what will make your announcement "newsworthy" to journalists and editors, while still allowing you to communicate your key messages. One way to do this effectively is to identify newsworthy key dates, events, reports, etc., for example, UN World Days – that are already recognized by the media. When possible, link your campaign to these newsworthy angles, while still incorporating your messages into the release.

##### **Follow the Standard, Accepted Format.**

There is an accepted format for press releases, and you'll get the best response from the media if you follow it. First of all, always answer the following questions in your release:

- **Who** does the event or announcement involve or affect?
- **What** is new (or "newsworthy")?
- **Why** is the news important?
- **Where** and when is it happening? (if applicable)
- **How** did the event or announcement come about?

Make sure you keep your release to **a maximum of one page**, and always include contact details to journalists or editors can easily contact you.

### Focus on Critical Messages and Call to Action.

In addition to the information that you include in your release, it's important to pay attention to tone and style, including the following:

- Do your best to break down your issue into **short, powerful messages** that journalists and the public can quickly absorb
- **State a clear call to action** and always **include an attention-grabbing quote**, preferably attributed to a recognizable or credible source, that summarizes your key message
- **Avoid using jargon**

### Disseminating Your Press Release

Once your press release is drafted, you need to decide where to send it. You should have your media contact registry up to date (see "Media Contact Registry" tool) so you can easily identify the journalists most likely to be interested in your news. It's a good idea to share your release widely, but you can also personalize the release for journalists who are high priority. For those individuals, personalize the email greeting and add a note in the email that includes a reference to their interest in the topic

The time of day that you send out your press release is also important. Send out your press release in the morning so that journalists have time to file a story before evening deadline. Use email to send the release, but follow up with selected journalists via phone to ensure they don't overlook your release.

**A press release by the African Tobacco Control Alliance calling out tobacco industry sponsorship of Malawi's national football team.**



**AFRICAN TOBACCO CONTROL ALLIANCE**  
**Executive Secretariat**  
08 BP 81586, Lomé-Togo  
Tel: 00 228 22 25 15 83  
Email: [info@atca-africa.org](mailto:info@atca-africa.org)  
URL: [www.atca-africa.org](http://www.atca-africa.org)



P.O. BOX 424  
Lilongwe-Malawi  
Tel: +265 999930740  
Email: [drugfightmalawi@yahoo.co.uk](mailto:drugfightmalawi@yahoo.co.uk)  
URL: [www.drugfightmalawi.com](http://www.drugfightmalawi.com)

December 2, 2015

**MEDIA CONTACTS:**

- ✓ M. SESSOU Léonce : E-mail address : [sessou@atca-africa.org](mailto:sessou@atca-africa.org) Mobile: +228 96 43 35 96  
or
- ✓ Mr. BAKENOU Fofone : E-mail address: [hakenou@atca-africa.org](mailto:hakenou@atca-africa.org) Mobile: +228 90 83 50 17

**FIFA Executives Encourage Tobacco Sponsorship in Africa  
Health Groups Call on FIFA to find Alternative Sponsors for African Teams**

Lomé, Togo – Leading African public health organizations today called on FIFA to denounce a recently announced tobacco company sponsorship of Malawi's premier football club.

In a letter addressed to FIFA acting President, Issa Hayatou, the public health groups express their deep concern and disappointment by FIFA's recent clearance permitting the tobacco company to sponsor Malawi's Big Bullets.

"In Africa, FIFA needs to assertively demonstrate its stated commitment to discouraging tobacco sponsorship in the best interest of sports. It is important that no form of tobacco advertising, sponsorship, or promotion be present at any football game" the letter states.

The letter, signed by the African Tobacco Control Alliance (ATCA), in conjunction with the local Malawi group, Drug Fight Malawi, follows the recent announcement by the Big Bullets management that the team would take on the name of the local tobacco company, Nyasa Manufacturing Company, after the club signed a five-year USD900,000 sponsorship deal with Nyasa.

The health groups have called on FIFA to:

- reaffirm its commitment to keeping football tobacco-free by publicly opposing the Big Bullets tobacco company sponsorship deal; and
- work with the Big Bullets to find an alternative source of funding.

### Creating a Leave Behind

A leave-behind is a printed communications piece that supplements an event or a meeting, and provides your key messages, data and call to action to leave with participants after the in-person event has concluded. A successful leave-behind attractively and succinctly presents the key information you want the target audience to remember about your issue, including:

- The **problem** you are trying to address
- Key **statistics or data** on the issue
- Easy to understand background **information**
- An **infographic**, if appropriate
- Your **solution** to the problem
- A strong **call to action**
- **Contact information**

It's critical to include the solution and your specific call to action in your leave behind. If the media only understand your problem, without the accompanying solution and action that needs to be taken, they might cover your story inaccurately, or even in a way that undercuts your advocacy objectives. For example, during the course of a policy campaign to pass a sugary drink tax law, you might prepare a leave behind on the importance of tax in reducing sugar consumption.

By the time you create a leave behind, you should have already developed key messages. However, it's important that these messages are modular and can be easily customized to your specific audience for the leave behind. For instance, if your overall campaign is on a broad tobacco control campaign, but your event is focused on advertising bans, it's helpful to create a leave behind that includes messaging and data focused on the harms of tobacco, why advertising bans are effective, and the proven impact on consumption.

**A leave behind developed by the Southeast Asia Tobacco Control Alliance.**



### **Opinion Editorial (“Op-ed”)**

Op-eds are an opportunity to make the case for your issue in a print or online publication. Op-eds differ from a leave behind as they are written in a journalistic style, framed to be newsworthy and published in a media outlet.

To craft a compelling op-ed, you need **a link between your campaign and a current event**. This event may be internal – for example, a campaign event – or external, such as the first day of school if you are focusing on health foods in school. While the main focus of the op-ed should be on your key messages, lead with the broader context so audiences understand why the piece is relevant to them and why they should continue reading.

In the course of the piece, make sure you clearly define the problem, why it matters to the audience, and the solution. Support this argument with **a few compelling data points**. You can also make your op-ed more compelling by working with a well-known and credible key stakeholder or opinion leader to publish the piece under their name, which can lend more credibility to the article. It is also important to **include direct quotes from one or more key opinion leaders** that support your argument and messages. For example, if a Member of Parliament has recently talked about the need to address deaths from tobacco use, quote this and then link it to the need for your policy and enforcement.

Following the format required by the outlet you’re writing for will also increase your chances of publication. Make sure that you check their guidelines for length and format before drafting and submitting the piece.

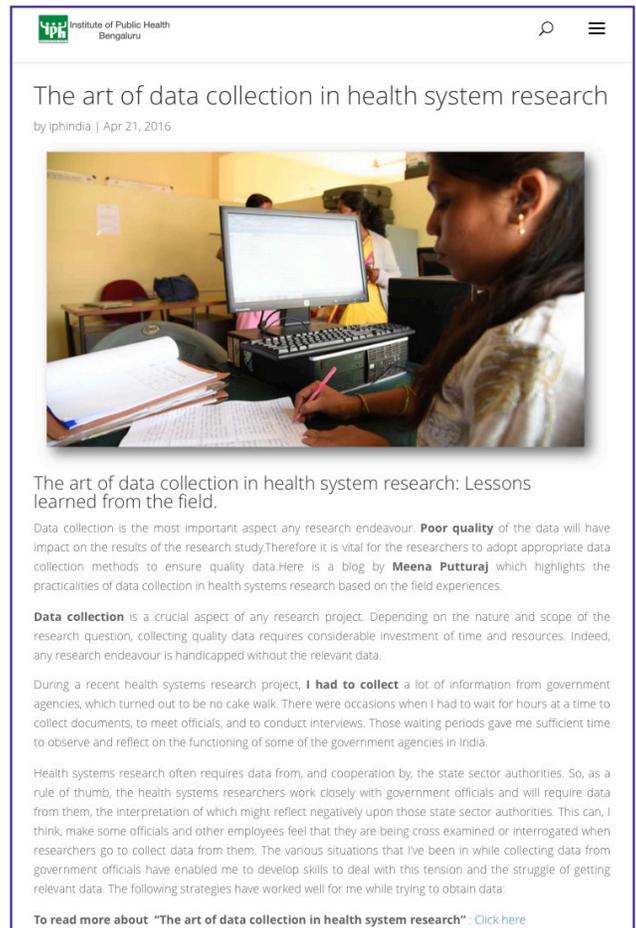
## Blog Post

Blog posts are a relatively new format for media advocacy. They can be internal (posted on your organization or campaign's website or blog roll) or external (posted on another organization's or news outlet's website or blog roll). Blogs have several advantages over other communication tactics. Blog posts can provide an opportunity to explain elements of your campaign without the strict editorial constraints and guidelines of traditional media outlets. They are also easily amplified by social media through audience actions like sharing, retweets and commenting.

You can also use published blog posts to attract journalists to your issue, so it is important to follow some basic blogging guidelines:

- Whenever possible, **link your blog post to a recent campaign development or call to action**. That could include a report release, a major event, or a link to sign a petition or contact a decision maker.
- Try to **include quotes** from stakeholders, leaders in your organization, or those affected by your issue. Take advantage of the informal format—tell a story that profiles the human impact of your issue, share photos or videos from the field, ask questions of your readers—keep content interesting and engaging!
- **Use social media to increase the reach of your blog.** After your blog is posted, identify a handful of compelling points or visuals from the blog that can be repurposed as social media posts. Ideally, choose quotes and images from the blog that will catch the attention of audiences – for example, a quote from an official or a compelling or surprising data point.
- **Explore opportunities to post your blog content on multiple websites!** This is called 'cross-posting'. It is a good idea to reach out to allied organizations and news content websites (ex. Huffington Post) to ask if your content can be featured as a 'guest blogger.'

**A blog post from IPH India addresses the need for quality data health collection**



**Institute of Public Health  
Bengaluru**

### The art of data collection in health system research

by iphindia | Apr 21, 2016



The art of data collection in health system research: Lessons learned from the field.

Data collection is the most important aspect any research endeavour. **Poor quality** of the data will have impact on the results of the research study. Therefore it is vital for the researchers to adopt appropriate data collection methods to ensure quality data. Here is a blog by **Meena Putturaj** which highlights the practicalities of data collection in health systems research based on the field experiences.

**Data collection** is a crucial aspect of any research project. Depending on the nature and scope of the research question, collecting quality data requires considerable investment of time and resources. Indeed, any research endeavour is handicapped without the relevant data.

During a recent health systems research project, **I had to collect** a lot of information from government agencies, which turned out to be no cake walk. There were occasions when I had to wait for hours at a time to collect documents, to meet officials, and to conduct interviews. Those waiting periods gave me sufficient time to observe and reflect on the functioning of some of the government agencies in India.

Health systems research often requires data from, and cooperation by, the state sector authorities. So, as a rule of thumb, the health systems researchers work closely with government officials and will require data from them, the interpretation of which might reflect negatively upon those state sector authorities. This can, I think, make some officials and other employees feel that they are being cross examined or interrogated when researchers go to collect data from them. The various situations that I've been in while collecting data from government officials have enabled me to develop skills to deal with this tension and the struggle of getting relevant data. The following strategies have worked well for me while trying to obtain data:

To read more about "The art of data collection in health system research": [Click here](#)

## Media Interview

Media interviews, where you speak directly to a reporter, can have a significant impact on achieving your campaign objectives if done well. That's why it's important to thoroughly prepare – even before you receive the request for an interview. Completing these steps early on in your campaign will help you take swift advantage of a media interview opportunity once it arises.

**1. Develop key messages.**

See Develop Key Messages section.

**2. Identify your spokespersons and train them on how to conduct effective media interviews.**

See Choosing Messengers section.

**3. Complete your media mapping.**

See Media Mapping and Media Contact Registry tools.

Once you have completed these steps, it is important to do some specific preparation related to the media house that has contacted you, and to ensure you are personally prepared to speak confidently on the issue.

First, use this checklist of questions about the interview to help you prepare. Ask these questions to the media outlet that has requested the interview:

- What is the name of your outlet?
- When and where is the interview? How long will it be?
- Who else is being interviewed?
- What is the angle of your story?
- Why have you chosen the subject and selected me for the interview?
- When do you plan to run the story? Will the interview be broadcast live?
- Do you need a photo?

Once you've gathered this information, it's time to prep for the interview. Start by preparing the content for the interview.

- Ask yourself: What do I know about the outlet's audience? Are any of your target audiences likely to see the interview? If so, what messages do you need to communicate to them? Make a list of the key messages you need to communicate to the target audience.
- Gather supporting content – for example, statistics, facts and a personal story.
- Find a current event that you can link your message to. This will give your message more immediate impact.
- Make sure you research the reporter and the publication to see how they have covered your issue in the past.

Once you know what you want to say, now it's time to practice, practice, practice. Have your colleagues pretend to be the interviewer. Work closely with your colleagues to develop a draft list of possible questions. Then prepare succinct answers to these, using the content you've developed, and practice responding. Make sure some of the questions are challenging, and force you to re-frame the conversation to give answers that reinforce your key messages.

Media interviews can be intimidating, but by following the above steps and practicing your interview skills you will feel more confident when talking to journalists. Always remember, you are the content expert, so ensure that you lead the conversation and include your key issues and call to action as much as possible.



# Global Health Advocacy Incubator

Changing Policies to Save Lives



## **Global Health Advocacy Incubator (GHA) at Campaign for Tobacco-Free Kids:**

GHA at Campaign for Tobacco-Free Kids draws on lessons learned from tobacco advocacy to provide training and assistance to other public health advocacy initiatives funded by Bloomberg Philanthropies. The Campaign for Tobacco-Free Kids is a non-profit, public health advocacy organization that works to reduce the toll of tobacco use on global health by promoting policies that prevent kids from smoking, help smokers quit, and protect everyone from secondhand smoke

## **Acknowledgment**

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