



Utilising Media - A Constant Companion in the Campaign

<i>Title</i>	Got you!
<i>Target Audience</i>	Foreign domestic workers
<i>Objectives</i>	To determine the role of the media in the promotion, protection and fulfillment of the rights of foreign domestic workers
<i>Materials</i>	<ol style="list-style-type: none">1. Participants2. White board or flip charts3. Marker pens
<i>Time Needed</i>	1-2 hours
<i>Instructions</i>	<p>Ask the participants to form a circle. The facilitator should be at the center of the circle while giving the following instructions:</p> <ol style="list-style-type: none">1. Place your hands on your back until the activity is finished.2. Turn your head towards the person on your right. Try to make the person on your right turn his/her head towards you. <p>The game has the following rules:</p> <ol style="list-style-type: none">1. No touching/ physical contact. May only use verbal communication.2. Remain in your given space. No switching places or going around the circle.3. The first one to make someone turn his/her head may raise his/her hand and wins the game. S/he may remain in the circle and make others turn their heads.4. The ones who turn their heads will be excused from the circle and will be asked to observe those remaining inside the circle5. The first game will be a trial game to prepare the participants and familiarise them with the game.

Count 1, 2, and 3 and begin the game.

- Allow about five minutes for the game. The facilitator should observe the people who are violating the rules and note the strategies used by the winning participants.
- Stop when there are enough winners and losers to discuss the game.
- Identify the winners and losers.
- Expect a lot of noise. Some participants will be passive and others active.
- Some will attempt to break the rules. Some will succeed while others will not.
- Ask the participants the following questions: (Write answers on the board)
 - What did you do to make the person on your right turn his/her head towards you?
 - Why do you think you won?
 - Why do you think you lost?
 - How do you feel about the activity?
 - What could have helped you win?
 - Why do you think others won the game?
 - What situations in your life can you relate to the activity?
 - How does this activity relate to defending, protecting and promoting human rights of foreign domestic workers?

The facilitator or resource person may give his/her input using the participants' responses to the activity. S/he may go back to the words of the winning participants' strategies and give examples how these may be applied to some situations related to human rights.

Proceed with the INPUT emphasising the following:

MEDIA

What is a media strategy?

A media strategy is a clear plan of how your organisation decides to use media to help it achieve its overall aims. Your media plan emerges from your strategy, and sets out concrete implementation plans with responsibilities and deadlines.

Having a media strategy will help you to think long-term. This will make your organisation more effective. So, we recommend that your organisation, as part of its planning, have a particular focus on its media strategy. Here are some of the most important questions to answer when planning a media strategy:

Objectives

- How can a media strategy help us achieve our objectives?
- Who will our media strategy be aimed at? (You may have different audiences for different objectives)
- What are our key messages?
- What will our media strategy achieve?
- What media should you produce?
- What media is best suited to achieving our objectives? (Different media may suit different objectives)

Deadlines/Timing

When will we distribute our media? (Think ahead about focus days, events, campaigns national and international.)

Resources

- What resources will we need? (We are talking about people, equipment and money here. Think about which organisations you can network with, if appropriate.)
- What skills will you require to produce effective media? If your organisation does not have these skills and wants to build them, then you need to include training into your planning and budget

Distribution

- Where will we distribute our media?
- How will we distribute our media?

Evaluation

How will we know if our media strategy is successful?

How to present your message effectively?

- There are several ways in which the media can work to provide positive communication of your points of view or concerns.
- In order to use the media it is important to be able to determine what news is and what it is not.
- It is mandatory that what you are telling them be accurate.
- Suggesting interesting photo opportunities for the print news media and television crews can greatly expand news coverage of your programme.
- Assisting news reporters by informing them about other aspects of your programme they may not know about is important.
- It is extremely important to get the news release to the media outlets well in advance of your event or in time for them to publicise it within both your time constraints and their deadline.
- It is also a good idea to give the media at least a week's notice before any kind of timely or important event. News releases sent to the news media with very short notice such as only two or three days before a scheduled event may mean they will not bother to cover it at all.

How to handle media enquiries?

- Responding to calls from the news media requires a direct, accurate and confident reply to their request for information.
- You must be prepared to give answers that serve your organisation's mission.
- You must be prepared to give background information along with names, addresses, telephone numbers and correct spellings.
- Take advantage of the opportunity to direct the media interview toward the main points you want to make

- The success of the work of NGOs/CBOs depends upon an informed nationwide community of citizens and an interested and responsive print and electronic press at the local and national level. In order for non-profit organisations to grow and succeed in their mission they need to be able to accurately communicate their points of view, concerns and descriptions of their activities in a positive light to the various publics they serve.

For more information, please refer to CIVICUS Toolkits: Producing Your Own Media at: http://www.unicef.org/magic/resources/civicus_producing_your_own_media.pdf

CIVICUS Toolkits

CIVICUS aims to help civil society organisations to build their capacity and achieve their goals. Based on requests from members, CIVICUS has produced several toolkits to enable organisations to improve their capacity in a number of areas. From communications and planning skills to writing funding proposals, we hope that you will be able to get many useful tips, tools, and ideas to help strengthen your organisation.

The following toolkits are available in English, French and Spanish in MS Word and PDF formats. Comments or feedback on these toolkits can be sent to communications@civicus.org