
Mass Media Advocacy Techniques: A guide for NGOs & CBOs

Levi Zeleza Manda

First published 2011 by

Development Media Consulting

PO Box E45

Post Dot Net

Blantyre

Malawi

Phone: + (265) (0) 88885 1486

Email: dev.media@hotmail.com

Cover design: dmc design studio, Blantyre

All rights reserved. Organizations wishing to translate this book may do so as long as a copy of the translation is made available to the author and the public at no cost.

ISBN 978-99908-958-1-0

Contents

<i>Preface</i>	4
<i>Chapter 1</i>	6
<i>Planning Media Strategy</i>	6
<i>Chapter 2</i>	8
<i>Writing News Releases</i>	8
<i>Chapter 3</i>	18
<i>Writing features</i>	18
<i>Chapter 4</i>	23
<i>Giving Interviews</i>	23
<i>Chapter 5</i>	27
<i>News Conferences</i>	27
<i>Chapter 6</i>	33
<i>Preparing and making speeches</i>	33
<i>Chapter 7</i>	44
<i>Running a Media & Public Relations Office</i>	44

To

*Ollen Mwabulunju
Emmie Chanika
Emma Kaliya
Rafik Hajat
Moses Mkandawire
David Kaunda
Fidelis Edge Kanyongolo
Ralph Kasambara
John Kapito
Undule Mwakasungula
NAMISA
The Episcopal Conference of Malawi
The Livingstonia and Blantyre Synods of the CCAP
&
Journalists*

*Without whose relentless oversight, Malawi's
democracy would have been killed.*

La luta continua!

Preface

For various reasons and purposes, non-governmental organizations (NGOs), community based organizations public institutions, political parties, and religious groups need to create public awareness of their policies, development programs, interventions, ideologies, manifestos, and programs. To achieve this, they need a professionally designed media and public awareness strategy. Many Malawian NGOs and Community Based Organizations (CBOs) do not know how to prepare such media advocacy strategies, and, because of their shoestring budgets, most cannot afford to engage a consultant to prepare one for them.

This guide has been prepared as a token of appreciation to civil society organizations for their unrelenting efforts and personal risks to keep Malawi's democracy, human rights gains and civil liberties, some of our brothers and sisters died for, alive.

Although not detailed, the guide discusses techniques of news (press) release, feature, speech writing, how to organise and conduct news/press conferences and how to get interviewed by the media (radio, TV, newspapers).

The last chapter discusses the need for a media and public relations department in every NGO, CBO and public institution.

It is worth noting this publication is not the first in the world. The difference is that this guide is brief and uses easy-to-understand examples.

Chapter I

Planning Media Strategy

Before you approach the media there is need for you to plan your strategy carefully.

Firstly ask yourself what you want to achieve from your media campaign. Define policy issues you want to advance to the public. Your aim is to convince people and create awareness. Therefore define your message. What do you want to tell the public? Ask yourself who your potential audience is. Find out what media reach that audience. Think of the language your audience is comfortable with.

In other words always ask yourself: *What is the objective of our media campaign? What do we want to achieve?*

Secondly, find out your organization's financial viability. Can your organization finance your campaign adequately without undue frustrations later on? To properly plan your campaign, contact the advertising departments of widely circulated media available. Compare their advertising rates. These rates will help you modify your budget and plan your campaign within the limits of your financial capacity.

Thirdly find out what things can be produced locally by the organization's media and public relations department using the organization's equipment without consulting outside publishers. Ideally, each organization needs a modern computer and laser printer, a working telephone and fax machine.

It is worthwhile contacting other thematically relevant organizations so that you mount a common campaign and share the expenses. This will be cheaper and more beneficial to all organizations involved in the campaign.

Finally, it is always wise to think of follow-up activities when planning your media campaign. Ask yourself how and when you are going to evaluate the effectiveness of your media campaign: Will it be through

- a) reactions in the media, that is, through comments, editorials, follow-up analysis and letters ?
- b) reactions to your office, that is, telephone calls, letters of approval, threats, faxes?
- c) comments from fellow NGOs and CBOs ?

Chapter 2

Writing News Releases

Once you have planned your media strategy, one of the activities you can engage yourselves in is writing *publishable* news releases. Public institutions and most NGOs and some CBOs advocate or communicate through paid for news releases. However, news releases can be published free of charge.

News releases are written to inform people about new things your organization is doing, protesting against, commending, suggesting, advocating, etc. They resemble news stories in many ways. They answer the key news questions. What? Who? When? Where? Why? and How? In journalese, these are called the 5Ws &H.

For example, *The Zeleza Foundation for Human Rights Protection has commended the Malawi Government for closing the Mdzaleka and Mikuyu prisons.*

The commendation was made this morning by the Foundation's Executive Director, Morton Chinguwa, at a news conference held at Mount Soche Hotel in Blantyre.

This answers the six key (5 Ws and H of news) questions:

WHO?	The Zeleza Foundation....
WHAT?	has commended
WHEN?	has(implies today/recently)...
WHY?	for closing the.....
WHERE/HOW?	At a news conference held at Mount Soche hotel, in Blantyre

News releases should as much as possible try to answer these six key questions in the first two paragraphs (called lead or intro in journalism) and give details in proceeding paragraphs. This style of writing, where you present the most important information first and the least important last is called Inverted Pyramid. Most news releases NGOs and CBOs issues long-winded and delay the information. Newspaper readers, television viewers and radio listeners have no time reading prose that does not make immediate sense.

Generally speaking, news releases are not supposed to be paid for because they are a source of news for radio stations, television and newspapers where they are edited to suit the radio or newspaper's style. However, politicians and chief executive officers have insisted on seeing or hearing their exact words and are ready to pay so that their releases appear as advertisements.

Style and format of news releases

Though news stories and releases resemble in style and treatment of content their formats (presentation) differ somehow. Here is what a typical publishable news release should look like:

- The first page should be on the organization's headed paper with logo and address clearly marked. Some organizations prefer to put their addresses at the bottom or as footer on every page. Note that unless your organization is already well-known, putting the address at the foot or end of the release is risky. Putting it at the top helps editors to immediately identify the source of the release
- It should be clearly labeled as **NEWS RELEASE**
- The date and time of release should be indicated. For example, **For Immediate Release; For Release Friday September 25,2011 or Embargo till Friday Noon, September 25, 2011**
- Indicate the contact person at the organization, with working telephone numbers in case editors want to get further details on the release
- Keep sentences simple, with subject-verb agreements checked, and paragraphs short (less than 35 words)
- Use simple *language*; active voice is preferable
- Write to communicate and not impress
- Leave at least 2 cm margins on both sides of the release and a one cm margin at the bottom and the top
- Double space the text and align it justified or left for neat appearance

- If the story ends on page one write the word **ENDS** at one cm below the text and give an approximate number of words. In MS word the Word Count tool will do that for you. This gives editors an idea of how much newspaper space or broadcast time the release will take
- If the story continues to page 2, write a *catchline* (1-3 words summarizing the story) and place it at the top right corner of the page. At the bottom of page 1 write **MORE/2**
- If the story continues to page three, etc. follow the above steps for page 2, etc.;

For an example of a good news release, see the UNICEF news release below. Note the publication instruction at the top, inverted pyramid style, background details and contact details at the bottom.

Unite for Children

UNICEF

**EMBARGOED UNTIL 00:01 EST/04:01 GMT SUNDAY, 25
APRIL 2010**

**Malaria risk in Somalia declines by over 50 per
cent**

Nairobi, Kenya, 25 April 2010 – New research commissioned by UNICEF Somalia into estimates of malaria transmission in Somalia indicates a major decline in risk from the disease from 2005 to 2009.

This decline has resulted in a nationwide reduction of over 50% in the number of Somalis getting sick or dying from malaria.

“UNICEF and its partners in the Global Fund Malaria Program for Somalia have worked hard to prevent malaria cases and improve access to effective diagnosis and treatment. While not all the decline in cases can be attributed to these efforts in improved control and treatment, it is gratifying to see that in such a difficult operating environment real positive change is possible,” said Rozanne Chorlton, UNICEF Representative for Somalia on the occasion of World Malaria Day today.

MORE/2

Unicef Somalia-2

The Global Fund Malaria Program has focused on community-based distribution of long lasting insecticide treated bed nets to those communities living in higher prevalence areas as well as increased training of health workers to enable them to provide effective diagnosis and treatment of malaria.

In most African countries where malaria is common, treatment is normally based on assumptions – without testing - that fever means malaria. More often individuals start taking action either by self medication with drugs bought over the counter or other local remedies from a herbalist. In response to this, it is imperative to devolve capacity to effectively diagnose and treat malaria. But if a fever is not malaria it must also be treated otherwise medical staff are pressured to treat for malaria no matter what the test says.

The approach to train health workers in fever management is aimed at building their capacity to manage other conditions that present themselves with fever that include measles, ear infections, sore throat or pneumonia. By being trained on how to conduct a simple 15-minute rapid diagnostic test, a health worker is able to conduct a blood test to detect if a patient has malaria parasites or not and to provide the appropriate treatment.

MORE/3

Unicef Somalia-3

“In some instances the true cause of fever may not be malaria and by not getting tested for malaria, individuals can miss the opportunity to treat the real cause of fever,” says Ahmed Jama - Malaria Coordinator for the Global Fund Program in Northwest Somalia (“Somaliland”). “Generally we see that 1% of persons tested in Northwest Somalia actually have malaria while the others are suffering from other illnesses that require different treatment. Our program aims to ensure all those with fever are treated – but treated for the right disease. ”

Financial support to the program has been made possible through the Global Fund to Fight AIDS, Tuberculosis and Malaria. In 2006, UNICEF introduced the WHO-approved Artemisinin-based Combination Therapy (ACT) to all health facilities across Somalia except health posts (the lowest level of facilities). Now the challenge is to devolve treatment further to the numerous health posts. This has proven a significant challenge in a country with no functioning health system and on-going conflict. Training materials have been simplified to a level that can be understood by Community Health Workers.

MORE/4

Unicef Somalia-4

In the past six months UNICEF has supported the training of 393 Community Health Workers in the management of fever-related illnesses. These workers serve 180 of the estimated 480 health posts across Somalia. Efforts are underway to expand the network of effective treatment still further. In addition UNICEF has distributed 732,000 long lasting insecticide treated nets over the last two years in malaria prone districts across Somalia. This has contributed to reduction of malaria morbidity. A recent survey indicates that distribution of nets has enhanced coverage to about 45% of households.

“UNICEF will continue to train health workers and supply all health facilities with rapid diagnostic tests for malaria and effective drugs so that people who suspect they have malaria get tested and treated,” says Ms Chorlton. UNICEF is committed to the achievement of Millennium Development Goal 6 - Combat HIV/AIDS, malaria and other diseases - while guaranteeing universal access to malaria prevention and treatment by all the Somali people.

Malaria remains a major public health challenge in Somalia that requires a concerted partnership to maintain the reductions in risk seen since 2005 and prevent its resurgence.

ENDS

700 Words

About the Global Fund Malaria Program

UNICEF is the Principal Recipient of the Global Fund Malaria Grant for Somalia. The Global Fund to Fight AIDS, Tuberculosis and Malaria has committed \$26 million over five years till 2012 for the malaria control program covering activities such as malaria case management; malaria prevention through community education and distribution of insecticide-treated mosquito nets; and capacity building of local health authorities. UNICEF collaborates with technical support from WHO and FSNAU while disbursing funds to 12 sub-recipients - COSV, Mercy USA, Muslim Aid, Trocaire, Havoyoco, CCM, HIRDA, MENTOR, AMREF and the three Health authorities of Northeast Somalia, Northwest Somalia and Transitional Federal Government that implement malaria control activities across Somalia.

About UNICEF

UNICEF is on the ground in over 150 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is

funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

For more information please contact:

- Austen Davis, Chief, Accelerated Child Survival (a.i), UNICEF Somalia. Mobile: + 254 737 196 094. Email: adavis@unicef.org.
- Denise Shepherd-Johnson, Communication Chief, UNICEF Somalia. Mobile: +254 722 719 867. Direct line: +254 20 7623958. Email: dshepherdjohnson@unicef.org.

© *unicef Somalia*

To read the news story based on the above news release, visit <http://newsblaze.com/story/20100424185608shaf.nb/topstory.html>

Chapter 3

Writing features

Another effective advocacy tool in media campaigns is the news feature article. A feature is a journalistic article which discusses and talks about a topic in a more leisurely but analytical style. Unlike an essay, the author's arguments and opinions in features are substantiated with facts, figures, photographs, illustrations, and statistics

Features have five main functions:

- **To inform:** the article states facts concerning a specific issue e.g. Prison Conditions, Fuel Shortages, Standards of Education, etc.
- **To educate:** the article teaches, and suggests solutions.
- **To explain:** the article interprets complex situations, data and policy documents such as the constitution.
- **To persuade** (campaign): the article aims at attracting public sympathy or anger to support the cause or belief of the author/organization.
- **To entertain:** the article appeals to people's emotions and makes them happy or sad.

Writing the feature

As you assemble material keep thinking about why you want to write the article. This is your angle or focus statement. For example, through your article you may want to persuade the public to believe that convicted rapists or serial murderers have a right to life. All your material and arguments should help the reader agree with you and your topic.

Then write your first paragraph (introduction/intro or lead) to introduce the reader to the topic and compel him to read on. You can start with a strong description or a hard-hitting summary of an event (like in a news story). The lead sets the scene, attracts and prepares the reader for more in the article.

Choose precise, concrete and current vocabulary. Write clearly with examples, descriptions and anecdotes. Vary the lengths of your sentences and paragraphs.

Whenever possible, include illustrations such as photographs, graphs and photocopies of documents. When published, illustrations help break the monotony and page greyness long newspaper or magazine features pose. Illustrations lure readers into further reading by constantly veering to the

Colour photographs are better than black and white ones when published in colour. Otherwise, traditional black and white photos are the best for black and white printing. Remember though that a feature without illustrations does neither appeal nor attract readers. In radio

features illustrations come in the form of sound effects, music breaks, etc. In TV broadcasting, the task is simple as visuals (moving and still images) illustrate the feature.

The feature below is a typical news feature. It is short (under 500 words), compact but fully descriptive, informative and convincing about innovative male circumcision.

Bloodless male circumcision to boost HIV prevention in Rwanda

NAIROBI, 15 February 2011 (IRIN PlusNews) -*The Rwandan government plans to expand its national voluntary male circumcision program using a new device, the PrePex system, which officials say saves both time and money.*

The PrePex system works through a special elastic mechanism that fits closely around an inner ring, trapping the foreskin, which dries up and is removed after a week. A study conducted by the Rwandan Ministries of Defence and Health in 2010 found the device to be safe and effective.

"You don't need a sterile environment, you don't need anaesthetic, you don't need to use an operating theatre," Agnes Binagwaho, permanent secretary in Rwanda's Ministry of Health, told IRIN/PlusNews.

"It does not need highly trained medical personnel, and can be conducted in a clean consultation room with a bed.

"In Africa, where we lack medical infrastructure, we feel it is the best way to go," she added.

Although cost-effectiveness studies are still under way, Binagwaho said the elimination of factors such as anaesthetic and highly trained staff as well as the gains made by the shorter healing time meant it was likely that the PrePex system would be cheaper than traditional clinical male circumcision.

"Three or four hours after circumcision, a man can be back at work," she said. "This means that the economy does not suffer because men have taken several days off work to heal."

She noted that while the UN World Health Organization (WHO) had not approved any device for adult male circumcision, the PrePex system is approved by the European Union.

"We are still waiting to see the data showing the efficacy, safety and acceptability of the device," Tim Farley, a scientist with the WHO's Department of Reproductive Health and Research, told IRIN/PlusNews. "If the promise of the device is borne out by the data, we would be very keen to approve it."

Rwanda's HIV prevention strategy includes a plan to circumcise an estimated two million adult men within two years; only 15 percent of Rwandan men are circumcised, according to the government.

"The PrePex device is a game-changing innovation... the evidence from the study is very compelling – a non-surgical technique with no local anaesthesia will make this technology accessible and scalable," Steven Kaplan, a urologist New York's Cornell University and co-investigator of a current PrePex study in Rwanda, said in a press release.

WHO and UNAIDS recommend the inclusion of voluntary medical male circumcision in HIV prevention programs, alongside counselling and testing, promotion of safer sex, treatment of sexually transmitted infections and condom use.

While surgical male circumcision remains the preferred method of most national male circumcision programs in sub-Saharan Africa, a few countries - including Kenya and South Africa - have piloted the use of different clamps for adult male circumcision.

According to WHO's Farley, the body has approved the use of three different devices - the Mogen clamp, the Gomco clamp and the Plastibell - but only for infant circumcision.

Ends

490 words

© <http://www.plusnews.org/Report.aspx?ReportId=91919>

Chapter 4

Giving Interviews

The third way of using the media for advocacy is by arranging interviews. Journalists will interview you because you want to be interviewed. Journalists will prepare to ask you questions with the aim of obtaining opinions, ideas and facts on a topic of interest to the public or the interviewer.

Types of Interviews

There are three types of interviews.

a) **The news interview**

This type of interview aims at obtaining information, opinions, from an authority (you) on a timely topic.

b) **The Profile (or personality) interview**

This is an interview with a person or organization in the news, that is, a person or organization whose accomplishments are of interest to the public.

c) **The symposium interview**

In this type of interview a number of people are asked one question on a topical issue.

Preparation

It should be noted that before journalists interview anybody, they prepare thoroughly for the interview. Therefore, it is imperative for the interviewee to prepare himself or herself before the interview starts.

Remember that before you call for an interview, you must decide what you want to achieve through the interview. Set an agenda. Also ask yourself who your potential audience is. For all types of interviews (radio, TV or newspaper) prepare yourself fully. Lack of preparation can lead to frustration and embarrassment.

Physical preparation

Dress appropriately for the occasion. For men and women an executive suit or traditional national dress is expected. Impressions matter. Journalists will only take you seriously depending on how “executive” you look.

Avoid wearing heavy perfume and make-up. If you have to wear perfume or powder, do so mildly. Avoid wearing dark glasses as such glasses make you look like someone with something to hide.

Psychological Preparation

To avoid nervousness it is wise to prepare yourself mentally and intellectually. Read all the necessary literature (magazines, newspapers,

books) on the topic. This will enable you to be in full control of the interview.

Study the way a radio station or newspaper asks questions. Read or listen to previously published or broadcast interviews.

Prepare mock questions and let someone ask you. Record the mock interview. Play back the interview after sometime and evaluate your performance. If you can afford a video recorder, tape the mock interview and play back and check if there is anything you could have done to improve your gestures, mannerisms and factual presentation.

Prepare a minimum of five topics to talk about and stick to them during the interview. Arrange them in order of descending importance.

Other forms of Preparation

Make sure you stick to the correct day, date, time and venue of the interview. On the date of the interview it is wise to arrive at the interview venue early. As such, you will have enough time to cool down and study the sitting plan and chat with the journalists before the main event.

How to behave during the interview

There is a tendency among most interviewees to show off that they are very knowledgeable. It is advisable for you to avoid such behaviour.

Wait for the journalist to finish his or her question. Before you answer, thank the journalist for the question and answer as truthfully as possible. If you do not have an immediate answer, say so and promise to come back to the journalist later.

Even if a journalist asks you an infuriating question, do not get carried away. Just answer the question and stay positive. Always remember the five topics you prepared and try to pull the journalist back to your main points. It is your event and agenda. So be in control.

In a radio interview, make sure the microphone is six inches from your mouth to avoid feedback (echo) that distorts what is being recorded. Do not shout. Modern unidirectional microphones are strong enough to pick your normal voice. In the case of videotaping, avoid looking at the camera. Instead look at the interviewer and answer him or her conversationally. Be as natural as possible.

Photographers look for photos that tell a story. If you pose for an interview photograph, you will look frozen.

At the end of the interview thank the interviewers.

Remember that experience is the best teacher. Learn from your mistakes from one interview to another. If possible, record your first live interview on video, play back later and learn from it. The French call this practice, *autoscopie*.

Chapter 5

News Conferences

An organization can also decide to advocate policy through a News Conference. A news conference is a meeting called by somebody with something to announce to the public through the mass media. A news conference is popularly known as a press conference or media briefing.

It is important to note that news conferences should be called when there is some real news to announce. Journalists do not have time to go to conferences that are not going to produce news.

Thorough planning and preparation are essential if you want to hold a successful news conference.

Timing

It is important to think about when the news conference will be held. Think of the day and time.

Think about when your message is to appear in newspapers or on radio or television. Newspapers, TV stations and radio stations have editorial deadlines, that is, the time they finish preparing the new in readiness for printing or broadcasting. Most dailies in Malawi stop

accepting articles for the next day's edition by noon. It is advisable, therefore, to hold your news conference before noon, say at 9 or 10 am, if you want your message to appear in the next morning's papers.

Check if another, probably more influential, organization is holding a news conference at the same venue, day and time. Also check other events in the area, which may over-shadow your function. If so, postpone your news conference or shift it to another time and place. Prominence is a key factor journalists use to determine whether or not an event is newsworthy. Remember that all newspapers, TV stations or radio stations use similar qualities to judge the newsworthiness of an event. These qualities are called News Values (Prominence, Societal Influence, Impact, and Unusualness/Surprise among others).

Venue

Choose a venue that is accessible by bus, private cars, and even by foot. Most media in Malawi have transportation problems. The room chosen should be big enough for all the invited. It should have electricity, a computer, fax, email and telephone services for journalists to access to write and file (send) their stories. The access to these facilities should be free. You need your story heard quickly.

Invitations

Decide who should be invited from the list of media organizations that you know. Unless it is really something breaking (urgent and instant), it is safe to send the invitations at least a week before the date of the

conference. If your news conference is called at short notice, justify the urgency.

If you want an international coverage, invite representatives of foreign radio stations and international news agencies like Reuters. Your Public Relations department should have contacts of all news media in Malawi.

Outline the news conference's content in a news release or the invitations you send.

Check that microphones and lighting system are working. If you can afford it, bring with you a backup generator.

At the entrance to the venue, place a table supervised by a person from your Public Relations department. The table should have folders, posters, brochures, letters of welcome, conference agenda, a brief biography of panelists or main speakers, maps, graphs, charts and a leaflet defining technical terms. Journalists will pick these documents read in advance and feel comfortable during the news conference.

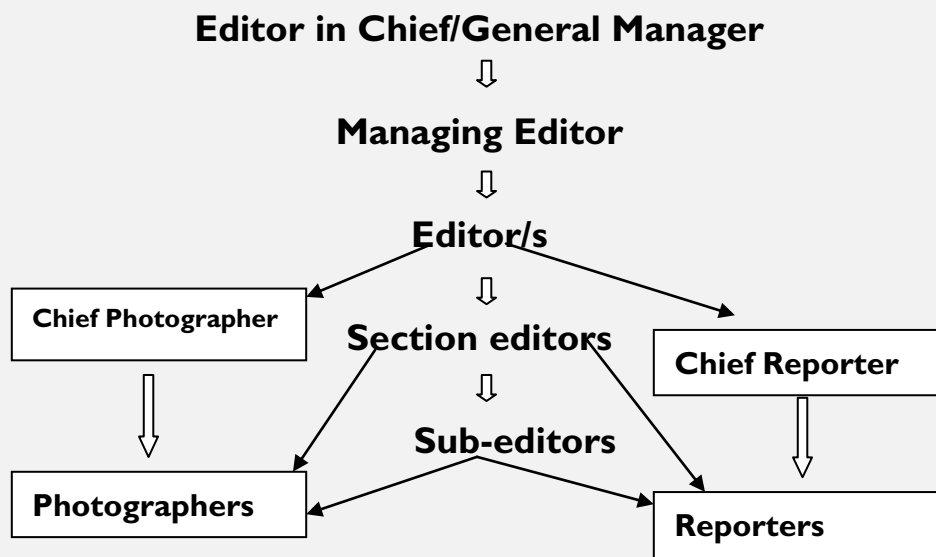
It is time to mix with reporters. This is the time to create future working relationships with the media.

Yes. It is the job of the media to seek information. But for purposes of public awareness of the cause of your organization you need the media more than they need you. You must invite them individually and through the newsroom

management. This will prepare editors to expect a story from your organization.

To invite the right journalists and ensure that your story is published or broadcast, invite the journalists through the editor, indicating in the letter or telephone call, what type of journalist (human rights, law and courts, etc reporter) you want. Do not waste time asking the editor to give you a specific (by name) reporter.

Typical Newsroom Decision Making Structure (organogram)



Note that this structure is for news management only. Additionally, depending on their sizes, news organizations may have administrative/human resources, finance, marketing, engineering, IT, printing, and library and research departments. However, in some news organizations, the same officers work as managers, editors, designers, newsreaders, etc but still deliver the product.

In some news organizations, the Chief Reporter, the head of news gathering, is at par with editors, or sub-editors.

To know who is who in specific media organizations, advocacy organization are advised to familiarize themselves with individual news organizations (TV stations, radio stations, newspapers, magazines and e-media such as www.nyasatimes.com).

Conducting news conferences

The news conferences should start on time. It should be conducted informally, but with the conference chairperson in control of everything.

Your introductory or opening speech should be short. People usually retain what is said in the first 15 minutes. The rest is forgotten.

As a speech-maker avoid over-reliance on your prepared notes. Tell the truth. Journalists easily spot lies. If you are defending the indefensible, you

will be shocked when they come up with evidence of what you are trying to conceal. Give journalists enough time for questions and explanations. End the news conference by thanking the panelists, journalists and the audience.

Chapter 6

Preparing and making speeches

Speech making is probably the most challenging of all forms media advocacy techniques.

Preparing a speech starts with the assumption that you know what you want to talk about. Speeches are made:

- to educate the audience about a specific issue
- to inform the audience about a new development in your area of specialization to
- to explain or clarify a misunderstanding
- to persuade the public into accepting your cause .

Now that you know why and what you want to talk about, determine your audience's familiarity with the issue. List about five points you want to make and look for examples, anecdotes, quotations, jokes, statistics, that will expand your five points.

Allocate each point a paragraph or two but not more than three paragraphs. Prepare a strong opening of your speech. Prepare your

speech in view of the program. If there are many speakers, it is advisable to liaise with your fellow speakers to avoid duplication.

The Speech

A speech is divided into three parts.

The Introduction

- where you acknowledge the people present (remember protocol) and introduce the topic.

The Body

- where you discuss and expand ideas, where you present arguments, where you talk to your audience conversationally.

The Conclusion

- where you emphasise the most significant point and thank the audience.

Style and presentation

Type up your speech. Double space it for proper reading (see sample speech below). Ministerial speeches take one paragraph per page to avoid run-on of ideas during presentation.

Make your speeches short. Experts say that 12 typed lines are equal to one minute of speaking. There are about 36 lines on an A4 page. So,

- one page = 3 minutes

- ten pages = 30 minutes.

Underline key words in each paragraph. Round off statistics and figures. For example 17,961 should be rounded off as approximately 18000. To avoid difficulty in reading, numbers should be written in words. 18000 = Eighteen thousand.

Practice your speech. Let a friend or colleague listen and comment on your speech and manner of presentation. Remember that journalists will ask you questions on what you have said. Use gestures naturally but sparingly. Smile and your audience will smile too. Remember to *autoscopie*.

Sample Speech

**'ONE WORLD, SAME DESTINY' STATEMENT BY HIS
EXCELLENCY DR. BINGU WA MUTHARIKA
PRESIDENT OF THE REPUBLIC OF MALAWI DURING
TO THE SIXTY-FOURTH REGULAR SESSION OF THE
UNITED NATIONS GENERAL ASSEMBLY, NEW YORK
DELIVERED ON THURSDAY, 24TH SEPTEMBER, 2009.**

Mr. President

Secretary General

Excellencies

I wish to add my voice to those who have spoken before me on the need for **"Effective Responses on Global Crises: Strengthening Multilateralism and Dialogue among Civilizations for International Peace, Security and Development"**.

I believe there is no longer an excuse for reluctance of world leaders to move closer together and to stimulate the debate on how multilateralism and dialogue could be strengthened.

We need to strengthen collaboration so that the international community responds effectively to global challenges such as climate change, the financial and economic crisis, food and energy crises, armed conflicts, terrorism and above all poverty reduction.

Mr. President

The first agenda in multilateralism is to reach a global consensus on reforming the multilateral institutions including the United Nations, to ensure equitable and geographical representation of both developed and developing countries.

It is imperative that developing nations have an effective voice on matters that concern them. Therefore, the United Nations should promote dialogue that ensures inclusiveness, transparency and accountability that are needed to attain genuine global peace, security and development.

The Security Council must be made flexible to allow Africa, Asia, Latin America and Middle East countries to have fair representation in this world body.

The continued monopoly of this body by the Super Powers is no longer justifiable.

Developing nations cannot continue to be silent spectators in matters that affect them. Every sovereign nation is an integral part of the global village.

Gone are the days when conflicts, wars and economic crises in Africa, South East Asia, Middle East and Latin America were the concerns of only the peoples and governments in these areas.

The second agenda for multilateral dialogue is to attain world food security.

Food shortages threaten the foundations of democracy and good governance.

The United Nations cannot sustain a world system where huge populations permanently live with hunger and starvation.

This world body must find a formula whereby the world can produce enough food for all at affordable prices.

I believe that it is possible under the auspices of the United Nations to achieve global food security.

Malawi, Mr. President has a well organized agricultural development strategy and can contribute to the UN efforts in this matter. Malawi has within a short period of time transformed from being a food deficit and hungry nation to a food surplus nation.

Malawi now produces enough food for all the people and we are able to export to the neighbouring countries.

The factor behind the success story is that Malawi allocated large budgetary resources and heavy investment in the agricultural sector. We also successfully introduced Agricultural Input Subsidy Program that enables the poor and low income households to buy fertilizer, seeds and chemicals at a heavily subsidized cost.

As a result poor smallholder farmers became more productive. At the same time there are visible signs of improvements in the standard people particularly those in rural areas.

Mr. President

The third agenda for multilateral dialogue is to manage climate change.

Malawi is happy that this matter will be fully discussed at the Copenhagen conference later this year.

At the national level Malawi is responding to the challenge of climate change through intensive irrigation farming and moving away from heavy dependence on rain fed agricultural system.

The Government has introduced the "**GREEN BELT**" program that will irrigate up to one million hectares of land for small, medium and large scale fanning by harnessing water sources from the rivers and lakes to provide extensive irrigation.

We shall grow a large range of food crops such as rice, wheat, maize, beans and lentils as our way to contribute towards the solution to world food crises.

Mr. President

The threat of climate change is real. I believe that the price for complacency will be much higher if we fail to act today.

For Africa and other developing countries we need to adequately address the issue of deforestation, environmental degradation and agriculture productivity. We need to act now.

Let me conclude by stating that we also need a global dialogue on democracy, good governance, human rights, the rule of law and the fight against terrorism in all its manifestations.

We also need new understanding on how developing nations can cope with the shocks of the global financial crises and escalating fuel prices.

I believe that working together, all nations of the world, rich or poor, powerful and powerless, we can strengthen multilateralism and dialogue for lasting international peace, security and development.

We live in one world. We have the same destiny.

Thank you.

© <http://malawidigest.blogspot.com/2009/09/statement-by-dr-mutharika-at-un.htm>

Chapter 7

Running a Media & Public Relations Office

The Public Relations Institute of Southern Africa (PRISA) defines Public Relations (PR) as the management, through communication, of relationships between an organization and its internal and external stakeholders.

All serious business, political, charity or lobby organizations need an Information and Public Relations (PR) department. The department is responsible for giving the public a truthful, positive and correct image of the organization. It provides a public sphere for dialogue between the organization and its publics. It is not a propaganda office; propaganda being the one-sided and false communication.

PR uses the methods elaborated in foregoing chapters.

The staff of the PR department must have a Marketing, Public Relations or Journalistic/Communications background. They should be conversant with writing news releases, arranging meetings, editing and producing in house magazines and designing brochures, leaflets, cartoons, updating websites, etc.

Each Media and PR office should have at least:

- a) a reliable telephone/fax line
- b) internet and email access
- c) a filing cabinet/library (books, newspapers, etc)
- d) a computer with the latest software packages
- e) an active website
- f) a bookshelf full of publications about the organization
- g) staff with a good relationship with key media personnel
(editors, senior reporters of key strong negotiation, writing, and artistic skills and
- h) a research and documentation officer and
- i) enough or a reasonable amount of money.

The staff must be active and creative. They must be in frequent contact and work with the media. Inviting journalists to a working lunch is one activity that will sell your organization.

However, note that passing **khaki envelopes** to journalists as a way buying friendship with the media is not helpful in most cases as you cannot bribe the entire media fraternity. Ethics of journalism prohibit journalists from seeking payment for reporting an event. As such organizations that willfully give out large sums of money to journalists in expectation of positive coverage are as guilty of corruption/bribery as the journalists that receive them. Should a journalist ask for money to cover

your organization, report her or him to the Media Council of Malawi or the Anticorruption Bureau.

Chapter 5.2 of the *Media Council of Malawi Code of Journalism Ethics* says:

Media houses [and individual journalists] shall not offer, demand or accept any financial inducement in order to publish or exclude material from publication.

<http://www.mediacouncilmw.org/update-june-16/MCM%20Media%20Code%20of%20Ethics%20Booklet%20final%20copy.pdf>



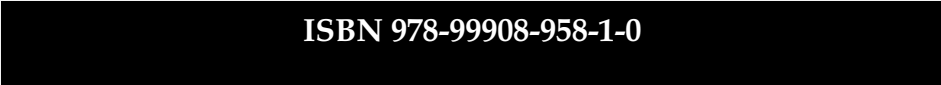
About this guide

Mass Media Advocacy Techniques serves as an introduction to mass media advocacy techniques. It is relevant for those engaged in public awareness campaigns for human rights, politics, religion, health, food security, etc. It is a toolkit for beginners as well as a refresher for experienced campaigners. It is also ideal for students of journalism revising for examinations.

The author discusses techniques of news (press) release, feature, and speech writing, conducting news/press conferences, interviews and running a Public Relations Office.

The Author

Levi Zeleza Manda is a media trainer, media researcher, public awareness management specialist, and journalist. He holds an MA in Journalism and Media Studies (Rhodes), a postgraduate diploma in education (Sevres), a postgraduate certificate in applied linguistics (Besancon), BA and BA (Hons) degrees (MlW). He taught English and French at Nkhata Bay, Ludzi Girls, Livingstonia and Katoto Secondary Schools; before joining the Malawi Institute of Journalism as Senior Course Manager (academic). He has also taught News Writing, Media Ethics, Media and Global Culture, Development Communication and Mass Media Research Methods at the Polytechnic, University of Malawi. He has conducted research and seminars on corruption in the media, public broadcasting, gender relations, human rights, children's rights reporting, environment and natural resource reporting and agricultural journalism.



ISBN 978-99908-958-1-0