

ADVOCACY EXPERT SERIES

Media Guide

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Media Guide

Developed by
Pact Tanzania

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The Series consists of 6 Manuals:

- Policy and Law Making in Tanzania
- Civil Society and Advocacy
- Media Guide
- Building and Maintaining Networks and Coalitions
- Community Mobilisation
- Gender Mainstreaming

These manuals can be used separately, but together, form a comprehensive resource on conducting advocacy in Tanzania.

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We dedicate these manuals to Tanzanian Civil Society Organizations, who play a crucial role in the development of this beautiful country.

Introduction to the Guidebook

What is this Guidebook?

This guidebook is about working with the media. For civil society organizations involved in advocacy work, this means practical ways of working with reporters, journalists and broadcasters. CSOs need to share information on their different advocacy issues in order to bring about change. The guidebook is designed for anyone who wants to become more familiar and skilled in dealing with the media. It is our hope that it will help different organizations to achieve dramatic, sustainable results within their organizations and communities. It can be used by those who work in rural as well as those in the urban areas.

Why the Media Guidebook?

One of the most precious, hard won freedoms is the freedom to speak and express our opinions. Expression of opinions requires skills and developing these skills takes time and effort. It takes courage to stand in front of a large group of people or before a television camera. This guidebook is primarily about helping you develop the skills you already possess. One objective of this Guidebook is to enable you to understand various media channels as well as understanding media in a much deeper sense, which would eventually increase your ability to use media effectively to promote the visibility of your work in the community. The guidebook will help you be able to give a meaningful interview or deliver an inspiring speech; in short, to get media recognition for the care and welfare or development issues that you deal with in your organization. We should not let either nervousness or inexperience prevent us from speaking about our work.

This Media Guidebook provides tools for Tanzanians to start engaging with the media more and is thus designed to:

- Inform a diverse audience of the different roles and benefits of the media;
- Provide some basic skills on the use of the media;
- Show how different organizations can link with the media in their different intervention activities to share information to the public.

Who will find the Guidebook Useful?

The Media Guidebook should be useful to people in all the sectors who wish to work closely with the media. Potential users may be:

- NGOs or Community-Based Organizations (CBOs) that are interested in sharing information about their activities

- Professional institutions, associations and networks
- Researchers interested in presenting their finding
- Program managers who wish to share different information of their organisations to the public
- Ad hoc groups that may form to address particular issues
- Training institutions
- Individual trainers

How can the Guidebook be Used and Adapted?

The Guidebook is divided into 6 short chapters written in simple language that is easy to understand. The guidebook is designed to be flexible to different groups of people and for different uses. Although the Guidebook is written and designed for anyone who wants to become more familiar and skilled in dealing with the media, it can also be used by media groups to help educate the public on the role of the media.

- The guidebook can be used as a training manual to give a general orientation on how different organizations can link with the media
- Institutions, networks or associations can use it with their staff and members as a guide to help plan particular media related activities
- Researchers can use it to plan the presentation of findings on particular issues

We thank USAID Tanzania for funding the production of this booklet and the entire Advocacy Expert Series. We encourage you to copy all or part of this guide and to share it with others. This book may not be sold.

1

Power and the role of media

The civil society and the mass media have an important role in deepening democratic governance in any country. We have seen at the international level, the effect that the international civil society is beginning to have on policies of government, and of international organizations, especially in relation to the need to improve the transparency and democratic governance of international institutions.

Benjamin Mkapa, President of The United Republic of Tanzania

Whoever controls the media and the images controls the culture

Allen Ginsburg, American Poet

I. What is Media?

The term “media” refers to all means of communication used to disseminate information by technical means to a large audience at once. The media encompasses the process of collecting and publicizing information through newspapers, radio, television or other means to the community by creating awareness and public knowledge on issues, problems, challenges and opportunities. There are two main types of media - ELECTRONIC such as Radio and Television and PRINT media such as newspapers and magazines. Whatever the audience size or purpose, media reaches and informs almost everyone. The ability to reach a large audience from different walks of life quickly has made the media a very powerful tool of communication.

II. What is The Role of Media?

It is crucial that everybody doing advocacy work consider communication as an important and never ending responsibility. The success of your advocacy efforts hinge directly upon how well you have acquired the skills and ability to communicate effectively using different media channels. Communication has the power to promote public awareness and understanding of various issues and policies. In the modern world, media communication has been and still is the key element in bringing about people's participation in promoting social movement for sustainable development. Media communication always has a purpose otherwise it would be both a waste of time and efforts. Media plays the following important roles:



- To convey information - The media can play an important role in democracy by providing information that helps people become involved in political and social processes that determine the kind of society that we have. Information offered through the media can help communities lead a better life.

- To get action - Getting the right thing done through people. The media promotes intelligent citizen involvement. By clearly bringing out the information on a particular problem or situation, the media helps sensitize and mobilize societies to take action on matters concerning their lives.

Thus, media plays a significant role in shaping and moulding attitudes, perceptions and values in society. By clearly bringing out the information, individuals participate in creating public policy by doing various activities such as calling a radio talk show, discussing public issues through different media channels such as TV, radio, newspapers, writing letters to the editor etc.

- To educate - People spend a lot of time on the media to educate the society on various issues. Some of the media activities involve discussions, question and answer sessions and skits etc. The more successfully a policy is popularized through communication, the more popular the policy becomes.

- To entertain The media entertains the public through feature stories, songs, poems, stories, cartoon, drama and dance. Most of the entertainment media activities have different education messages relevant to the current situation.



	Advantages	Disadvantages	What is wanted	What is not wanted
T.V.	Quick, combines visuals, sound and graphics.	Stories are short, work on very tight guidelines, work on tight deadlines, passes by very quickly and cannot be referred to or filed.	Visuals, availability, style, controversy, current issues, the people angle, local interest, what it means to the average person.	Big statistics, technical issues, dry interviews, "man stands at podium", stories and events of what have already happened.
Radio	Portable, able to disseminate news to the public immediately, widely accessible and affordable	Rely on sound only; stories are very short, work on very tight deadlines	Availability, style, controversy, smooth interview, local interest, strong sound bites	Visuals, dry, long winded interviews, complex details, big statistics, events that have already happened
Print	Reaches a broader audience, uses more details in the story, dedicates more time to a story, you can file and refer back	Not as immediate or visuals as T.V. or radio, no sound or moving pictures	In-depth angle, controversy, local interest, background information, colours, quotations, facts and figures	Stories without a local interest, event that have already happened, stories that T.V. and radio has already reported, too technical terms

III. What Are the Benefits of NGOs Using Media?

The following are some of the benefits of using media:

Improving Your Image And Profile

Media can play a crucial role in raising the profile of your organization and improving your image amongst members, volunteers, donors and those who come into contact with you. Media is essentially about communication and therefore is an essential part of your marketing and public relations activities. In itself, the effective use of media will give others the impression that you are a professional and up to date organization. It is a good way of publicizing your activities so that others can learn of what you are doing.

Increasing Your Revenue

The use of media to improve your image and profile and its use to more effectively carry out your work will lead to funding organizations and sponsors gaining a more attractive impression of your organization, thus attracting a greater amount of funding from those sources. Your use of the media can also include ways of publicizing the involvement of sponsors, thus providing better value to them of their involvement with you.

Building Virtual Communities

At the heart of most civil society organizations are their members and volunteers. Improving your organizations relationship with its members and supporters is one of the organizations most vital task. Used properly, media can play a significant role in helping the organization to achieve this by enabling the organization to build strong and vibrant virtual communities. Media can be used to improve the quality of service you give to your members and those that come into contact with the organization a better experience of the organization. It can be used to improve the level and depth of that contact, and enable a greater level of consultation and membership involvement, which will lead to greater membership retention.

IV. Obstacles/Challenges That Are Faced By The Media

With the liberalization of trade and the introduction of multi-party democracy in Tanzania in the early 1990s, the Government also liberalized the press and airwaves. The move allowed for the mushrooming of private radios, television and newspapers.

According to the Tanzania Broadcasting Commission, there has been a rapid expansion of the sector since the Policy on Information and Broadcasting was last issued in 1993.

The number of daily newspapers has increased from two (2) in 1992 to twelve (12) by January 2003. Likewise, the number of weeklies has increased from five (5) in 1992 to thirty (30) by January 2003. Similarly, the number of radio stations on the mainland has increased from one (1) in 1992 to thirty (30) by January 2003. Tanzania Mainland now has over thirty (30) television stations including the National Television (TVT) that was set up in 2000. This unprecedented proliferation of the media houses offers new challenges to both media and consumers of media products.

For the media, the situation poses a challenge of offering interesting programmes for their audiences. Currently there is a widespread violation of professional code of ethics and social norms, together with the flourish of unregistered publications. A number of newspapers and magazines print and distribute information and photographs that fan violation of social values or encourage sex and other vices. In addition to this, these print materials are also cheap hence most people can afford them leading to their high sales. In fact the media would be very happy to get alternative stories which are balanced, accurate and of human interest.

A number of newspapers and other publications cater mostly for urban consumers because of the easy distribution system and also due to a higher literacy rate. Equally important, both state-owned and privately-owned media outlets are not accessible to the entire population partly because of financial constraints on the part of the government and due to rules and regulations that control media operations.

2

How civil society organizations can work with the media

A good head and good heart are always a formidable combination. But when you add to that a literate tongue or pen, then you have something special.

Nelson Mandela, Former President of South Africa

I. Linking With the Media

NGOs, CBOs can work with the media through linking their activities with the media. They can link with the media in the following ways:

Lobbying The Media

Use of the media should be deliberate and not as an after thought. Advocacy through the media requires a lot of time and investment which most NGOs, CBOs and network organizations are yet to make. To effectively lobby the media, one must first understand the bias of ownership of media institution. The most direct impact is the standardization of the kind of news presented to the public and its style. Thus you should know who owns which media. For example, IPP Media, Business Times Ltd, Mwananchi Communications Limited and Habari Corporation run most of the newspapers in Tanzania.



Sensitizing and establishing linkage with media decision makers i.e. chief editors, news editors, feature editors, program heads is an effective technique. Organizations need to establish relationships and learn to lobby these editors as they ultimately decide what goes to press.

Making the Media an Ally

With the liberalization of the press and airwaves, there has been an increased proliferation of the media houses. This calls for the need for NGOs/CBOs to ally with the relevant media houses in order to reach their audiences. The most prominent and reliable media outlets that cover the widest area are the best for the NGOs/CBOs to ally with. The following are the current media sources of information which NGOs/CBOs can choose from depending on their need and the content they have:

Television stations in Tanzania and their area of coverage:

- Independent Television (ITV) - The whole country
- Televishen ya Taifa (TVT) - Some parts of the country
- Star TV - Some parts of the country
- Dar es Salaam Television (DTV/Channel 10) - Dar es Salaam and some parts of the country.
- Television Zanzibar (TVZ) - Zanzibar and some parts of the Coastal Mainland
- Coastal Television Network (CTN) - Some parts of the country
- Cable Entertainment Network (CEN) - Dar es Salaam
- East African Television (EATV) - Some parts of the country
- ATN - Some parts of the country
- Abood TV (ATV) - Morogoro
- Sokoine University of Agriculture TV station (SUA TV) - Morogoro

Radio Stations:

- Radio Tanzania Dar es Salaam (RTD)
- Radio One
- Radio Uhuru
- Radio Tumaini
- Radio Free
- Africa (RFA)
- Clouds FM
- Times FM
- Sauti Ya Tanzania Zanzibar (STZ)
- Wapo Radio
- RadioMaria
- Radio Kwizera
- Sauti ya Injili
- Radio Quran

Newspapers (Dailies and Weeklies):

- Mtanzania
- Rai
- The African
- Nipashe
- Alasiri
- Dar Leo
- The Guardian
- Daily News
- Daily Times
- Sunday News
- Sunday Observer
- Mwananchi
- Majira
- Uhuru
- Business Times
- The Express
- Mzalendo
- Taifa Letu

Accessing The Media

An intention to link with the media will bear fruits (information dissemination) if NGOs, CBOs networks understand each media and how it operates. In any media house, you find chief editor(s), heads of program(s), news editor(s), sub-editor(s), correspondent(s), and reporter(s).

A news editor is a person who decides what news is to be covered. He/she is a very important person in any newsroom. Reporters are very essential too. If you have a good, well trained and committed journalist/reporter, you are sure your story will be considered. In order to have a good link with the media, it is important for the NGO to know who the editor is and to identify a reporter that they will be working with closely in communicating their information.

Understanding Media Policies

The Constitution of the United Republic of Tanzania provides a good basis to enable people to use the media to disseminate information. It also provides a basis to challenge the negative use of media (defamation).

Under Article 18 (1) and (2) of the Constitution, every person is entitled to information that is of public value and in the national interest. Also Article 13 of the Broadcasting Services Act of 1993 acts as a buffer in advocating for more coverage on NGO activities in the mass media.

In principle, the Broadcasting Act requires all electronic media to have an educational objective. After knowing how to link with the media, it is important for the organization to develop its media.

United Republic of Tanzania
Constitution
The Freedom of Expression

The Freedom of Expression
18: -

(1) Without prejudice to expression the laws of the land, every person has a right to freedom of opinion and expression, and to seek, receive and impart or disseminate information and ideas through any media regar less of national frontiers and also has the right of freedom from interference with his communications.

(2) Every citizen has the right to be informed at all times of various events in the country and in the world at large which are of importance to the lives and activities of the people and also of issues of importance to society.

Broadcasting and Services Act No. 6
1993 Coordination and Supervision of
Broadcasting Duties of license holder
and programme content

13. (3) Subject to this section, it shall be the duty of every person holding a broadcasting license under this Act:-

(a) to present all news in a factually, accurate, impartial and non-partisan manner;

(b) to present current affairs in a balanced, clear, factual, accurate and impartial manner;

(c) to encourage the development of Tanzanian and African expression by providing a wide range of programming that reflects Tanzanian and African attitudes, opinions, ideas, values and artistic creativity by displaying Tanzanian and African cultures and entertainment programmes;

(d) to serve the needs and interests and reflect the circumstances of Tanzanian men, wome and children in a democratic Tanzanian society;

(i) to provide programming that caters for culture, arts, sports and education pertaining to Tanzania and Africa



II. Media Strategy

Civil Society Organizations can work effectively with the media by developing a clear media strategy. With the growing number of media communication activities taking place and different channels that are available, organizations need to think about the impact that media will have on them and put together a plan of how they are going to deal with it. This plan is what is called a Media Strategy. A media strategy is essential in presenting your organization and its issues to the media and the public at large.

Going about to develop your media strategy contains a definition of the following:

- The objectives you intend to achieve by using the media
- The audiences that you intend to reach
- The messages that you intend to communicate
- The choice of mechanism (or media) to be used for that communication
- A detailed action plan and timetable
- The systems and resources needed to carry out the plan

Why is it Important to Have a Media Strategy?

The answer to this question is two-fold.

A media strategy will enable your organization to make use of the media wisely, effectively and efficiently to share relevant information on different issues and also to raise awareness of the community at large.

A media strategy will enable the organization to make the most of significant opportunities to publicize its activities.

Some of the Key elements in developing a media strategy include the following:

Maintaining Good Press Contacts

The success of your media strategy will depend largely on contacts with reporters, editors and other media representatives. Never underestimate the importance of maintaining good media contacts.

Personal Contacts are Best

There is no substitute for picking up the phone, getting through to a reporter you already know and "selling" a story idea to them. Building rapport with media people does not happen overnight. A steady and reliable relationship can only be developed through regular meetings and phone conversations. Often this process takes months, even years to evolve.



Don't just wait for reporters to call you, because it rarely happens. A big part of your media strategy includes placing stories, initiating press coverage, and getting your organization and your spokesperson on the address book of the media person. The press can be contacted in several ways: by telephone, in face-to-face sessions including press briefings and news conferences, through email and by other media stories. It is also very important to ensure that you invite them in any functional meeting that you have.

When you do invite the press, be prepared to give them something in writing about your organisation, event and the issue you are trying to draw attention to.

Over-the-phone interviews and contacts are usually brief and to the point. Usually the reporter is on deadline and is only interested in a quick quote. If you are calling them, start by asking if they are on a deadline and if this is a good time to talk. If not, find out when they can best be reached. If reporters are calling you, make sure the call is screened in advance. Have the person answering the phone (or press staff) find out if the reporter is on a deadline and the issue they want to discuss. Your spokesperson should never get on the phone with a reporter without knowing what they want and the tone of the questions. The press staff should get as much information as possible about the interview. Review press lines with your spokesperson. Have a clear idea of how the story should look before doing a press interview over the phone. If you are not prepared, ask him to call you later when you have the facts and figures.

Face-to-face meetings can be the most successful format for good press coverage. The smaller the meeting, the better. As often as possible, organize one-on-one lunches or breakfasts for your spokesperson and reporters. If a story does not accurately reflect your organization's perspective, call the reporter directly, using the story as an opportunity to set up a meeting. If your organization is called over the phone to respond to a recent event or announcement, end the conversation by saying, "Maybe we should get together to discuss in greater detail when there is more time. How about lunch?"

Press briefing sessions are another useful technique for contacting reporters. You are in control of the invitation list and the agenda. Reporters can usually get a good story because they have longer and better access to your spokesperson. Start by picking a topic. Call reporters and explain that since the issue is in the news (e.g. World AIDS Day, The Day of the African Child etc.), your group is organizing a "back-ground briefing session" for a more in-depth analysis of the issue. Invite two or three experts who can review the subject. Limit your session to no more than one hour. If a reporter says, "I'd love to attend, but I have something else that day," find out when they can come and schedule another session. Try to schedule competing media, such as IPP Media, Mwananchi Communications Ltd, Habari Corporation and Business Times Ltd in two different sessions in order to get variety in the different coverage styles. Plan at least one session a month.

Press conferences should be called only when you have breaking news. Too often groups think press conferences are the only way to reach reporters, which is no longer true. Groups can spend a week planning a press conference, arranging for speakers, paying for a room, mailing releases, and so on-and then no reporters show up. All your efforts are wasted, and even worse, the experience can make your leaders and activists feel defeated. The same amount of time, money, and energy could have been spent arranging one-on-one interviews or press briefings with better and more lasting results. Think of ways to develop media coverage over time by placing a story in the media on the first week and another the second. Start a media "roll" so that one story leads to another. Press conferences tend to be one time events that produce only one day in the media. For accurate reporting it is important to carry other written documents to the press conference to provide to the reporters.

Paper the press by regularly faxing and sending out press releases, press statements, kits, fact sheets, speeches, meeting notices, and other useful materials. Reaching the media in the 21st Century requires personal contacts and a direct mail approach as well. If possible, plan a monthly mailing to the media especially at the peak of the campaign. Remember, you can also reach media through other media. Reporters regularly get story ideas from the media they read and watch. You may want to give a story idea to one reporter and repackage some of the same themes to another. Often TV stations look to the daily newspapers for story ideas and vice versa.

Press lists are vital. Update your press lists on a quarterly basis. Start by purchasing local media directories. In cases where there is no local media directories, purchase local daily newspapers, check their contacts and make your own list from the contacts. Watch credits at the end of news shows and call each station for contact names. Review newspaper bylines and magazine mastheads¹. Your spokesperson should keep a journal of all press interviews and keep the reporters name, phone number, business card, and reaction to the interview. Then, keep updating lists with new names and beats. Record all incoming press calls and add the names to your lists.

On a quarterly basis, call all local media and double-check if reporters are still at the outlet. If they have left and have a track record of covering your issues, find out where they went. If the reporter has moved to another media house or region, contact your organization in that area and pass their name along.

Important Points in Developing a Media Strategy

Some basic points to address in developing your media strategy are:

- Learn about the media available in your area or region and at the national level. Read various newspapers and publications that you can get, watch TV if available in your area and listen to the radio.
- Determine what issues will fall into hard news², or into feature stories.
- Find out the names of reporters who are covering issues similar to yours and whether they are reporting on them positively or negatively.

The key here is to establish long-term relationship with friendly people in the media, rather than one-shot transactions aimed at gaining short-term publicity. Establish a relationship - through regular contacts, subscription to newsletters and other published materials, and invitations to training and educational opportunities - means you gain not just a friend but a partner in the media.

III. Media Campaign As A Media Strategy

What is a Media Campaign?

A media campaign is an operation or a series of operations energetically pursued to accomplish a purpose by using the media as the means of communicating the message to the general public.

¹ The name of a newspaper at the top of the front page. For example Daily News, Guardian, Nipasha

² News that is current, topical and time bound usually based on an event



Why do We Need a Media Campaign?

We need a media campaign for specific reasons. Everything we do revolves around these specific overarching goals. The desired goals of all our campaign activities revolves around these key objectives. Our results should also be measured in how we have achieved these objectives. We need a media campaign for the following three key objectives:--

- To influence public opinion.
- To persuade policy makers and opinion leaders.
- To generate debate.

Media Campaign Message

The most important task is to define your message which will be at the core of all your activities. Take the time to think it over carefully and get as much feedback as you can. The following should be incorporated into that process:

1. ***Get others involved.*** Form a committee of people to work with you to develop your media campaign. Be as inclusive as you can be, allowing people to contribute to the work.
2. ***Determine your goals and objectives.*** Define your organization and its goals. Have a clear understanding of what you want to accomplish before you start.

3. **Create the message.** Draft talking points that will answer basic questions about your issue. Make sure that everyone from your organization is using these succinct and quotable talking points. You want one clear, direct and simple message.
4. **Identify your target audience.** Who is the audience you want to reach through the media? It is important to know the intellectual level, social background and nature of the audience you are addressing.
5. **Try to think like the audience you want to reach.** The media are just the vehicle. If possible, ask a member of your target audience or group to listen to you or read your material so you can test the message of your campaign.
6. **Analyze and assess your media outlets and opportunities.** Which type of media will help you to reach your target audience?
7. **List your resources.** These might include, but are not limited to the following: money, in kind donations of material, the time and talent of involved individuals, outside or related events that you can use to highlight your efforts. Remain flexible. Revise your plans if circumstances or resources change, or if parts of your plan are not working, stick with what works.

3

Press Releases/Statements

The finest language is mostly made up of simple unimposing words.

George Eliot, Novelist

Our major obligation is not to mistake slogans for solutions.

Edward R. Murrow, Journalist

What is a Press Release?

It is an official and newsworthy written information issued to the mass media for dissemination to the general public. A press release provides information about your organization that is prepared and presented in a standard format. It is usually one page in length, but no more than two pages. The purpose is to announce an event or issue of importance for which you want media attention, whether print, electronic or both. A press release should be brief and to the point.

I. What Information Should be Included in a Press Release?

A good press release simply answers the “3 Ws” and the “H” in the first paragraph. These include: Who? What? Where? When? Why? and How?

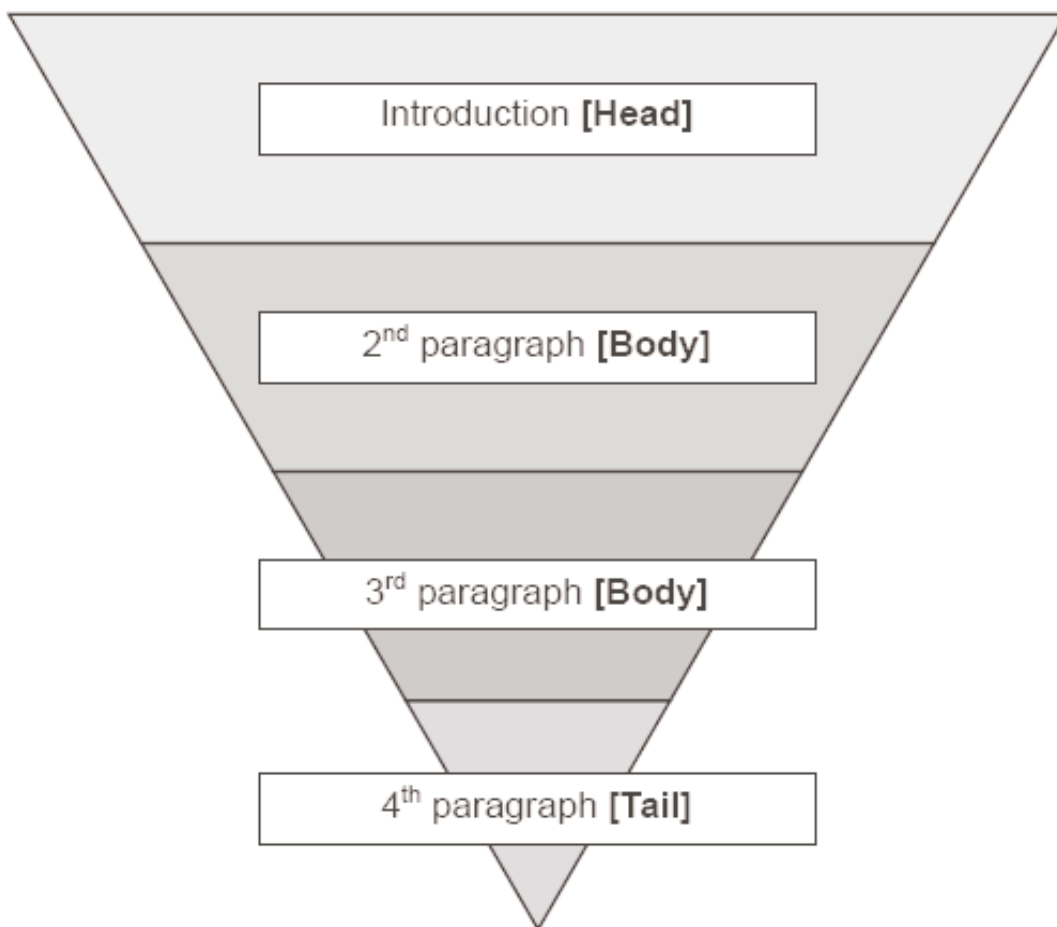
- **Who:** Who is the subject of the story? They should be identified and described. The "who" might be a person, group or activity.
- **What:** What is happening that the media should know about? The goal is to get the reader's attention, so that your release will be read and your issue reported.
- **Where:** If it is an event or a press conference, where is it going to take place? Be specific about the address to the location and include a map for directions. Include a phone number if they should get lost. Find out if the reporters have transportation problems and assist them if you can. Get on their side by appreciating their problems and making it as easy as possible for the reporters covering your event.
- **When:** When will it take place? When did it happen? The date, day of week, and specific time must be very clear. No approximations, only specific information.
- **Why:** Why is this so important? The reason for your press release should be compelling. Be specific. Remember, the lead headline should be written to hook the person into reading the rest of your press release.
- **How:** How will it be done or how is the issue going to bring change?

Constructing a Press Release

When you construct a press release, you should bear all these in mind:

- 1. Give it a heading designed to inform readers what the story is about but which also catches their interest.*
- 2. If appropriate add a sub-heading and/or a lead paragraph which develops interest and leads into the main story.*
- 3. Tell the main story in two or three short paragraphs.*
- 4. Follow this with one or two paragraphs containing interesting details and another two or three which provide background information.*
- 5. If you have any useful quotations or comments use these to round the story off.*
- 6. Write full name and signature*

Sentences and paragraphs should be short. You want the reader's eye to move quickly and easily down the page. Start with the lead (main point), expand upon your opening with more information and detail in decreasing order of importance. In other words, write the press release in the same inverted "pyramid" or "fish" style as a straight news story.



How Will I Know if the Headline is a Good One?

Often you will not know until you see your story in print. If you put the most important information in the headline, follow the “5 Ws” and “H” and explain the specifics, and elaborate on the points that are most compelling, you will have a good chance of success. Remember, a story is often printed or broadcasted right from your press release, with the newspaper editing the release from the top and working down.

After you have written the entire press release, go back and revise it until you have what you think is the most compelling lead. Do not be afraid to change the lead. Always check to make sure you have three of the “5 Ws” answered. It is possible to get so involved with trying to make the press release exciting and dramatic that important facts slip out of the final copy.

How Do I get the Press Release to The Right Person?

It is very important to get the press release to the right person. To avoid inconveniences, print clearly on the release the title rather than the name of the person who should get the press release. If you are sending it to a newspaper, address the press release to the editor or chief editor. It is sometimes risky to address the press release to an individual rather than a title because there is a possibility of the person not being in the office for that day or the possibility of having a different editor for that day. In some cases, such addressed press releases or documents are considered personal rather than official and in most cases are put aside to wait for the person addressed to attend to them. Unless one is sure that the editor is available, then you can address the name and title of the person who should receive it. This approach is personal and appealing.

Media Outlets and Decisions to Cover Stories

The editor decides what news/story is to be covered in the newspaper, radio or TV. station. In case the editor is not around, there is usually an acting editor. While it is important to know who decides what news/story is to be covered, it is important to collect information about media outlets. The following questions help you to gather the information:

- Is there a reporter who specializes in your issues?
- What time of day/week/month/are story decisions made?
- How far in advance of an event does this outlet like to be notified?
- What type of material does this outlet like to receive with a press re-lease?
Do they want background information, photographs, audio tapes, video tapes? What else would be helpful?

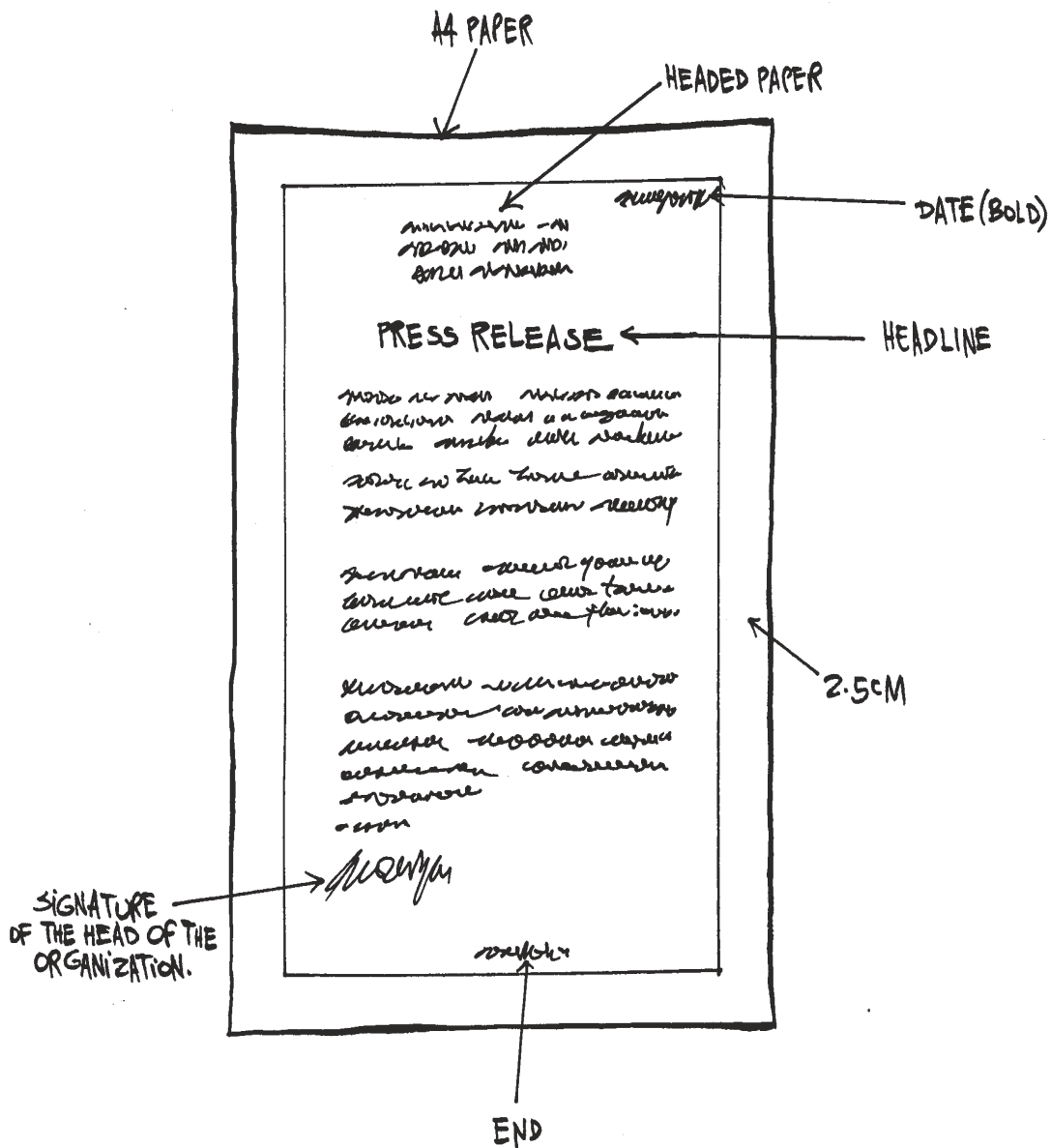
Don't forget to gather all the necessary telephone and fax numbers. Also, learn the names of secretaries and get to know them since they are the main gatekeepers.

II. What Should a Press Release Look Like?

Usually, the standard international format of a press release is as follows:

- Press releases are written on plain white A4 size typing or computer paper or a standard size of paper depending on where you live. If you have printed letterhead stationary, use it. This will help identify your organization as the source of the press release and give it an official look.
- The margins around the edges of the text of the press release should be about 2 - 2.5 centimeters wide. This is intended to give the editor or reporter room to make notes in the margins of the press release.
- If your address is not on the paper you are using, then type your complete address in the upper left-hand corner of the page.
- **THE RELEASE DATE:** This information is typed **BOLD CAPITAL LETTERS** in the top upper right-hand corner of the page just slightly lower than the address on the top left-hand side of the page.
- **THE COPY:** the actual text of the press release begins about one-third of the way down the page.
- Start with a headline. It is typed flush to the left-hand margin below the address information and before the copy of the release. The title is written **IN ALL CAPITAL LETTERS**. Use a bold typeface for the headlines to draw attention.
- The copy of the release is almost always double-spaced.
- Paragraphs may be indented at the first line. Standard spacing is used between paragraphs.
- If the release is longer than one page, the word " - more - " should be typed on the bottom of the first page.
- It is always best to keep the press release to one or two pages at the most and it should be released in both Kiswahili and English to cater for different audiences.
- The press release has to be signed at the bottom of the page by the head of the organization either director, executive director etc and must be stamped for authenticity.
- Use only one side of each sheet of paper

Sample Press Release



1. Letterhead stationary with the company name, logo, telephone and fax numbers, email and probably web site address. This will help identify your organization as the source of the press release and give it an official look.

2. Release Date This comes at the beginning so that the reader should know when the story can be used. If it is for immediate use, then this should be stated. Otherwise it should be made clear that the story is embargoed until É followed by the date and time when it can be used.

3. Heading designed to inform the readers what the story is about but which also catches their interest.
4. Lead paragraph that develops interest and leads into the main story.
5. Two or three paragraphs that provide background information.
6. One paragraph containing interesting details.
7. If you have any useful quotations or comments, use them to round the story off.
8. At the end of the story should be stated the name of the person who can be contacted for further information and their position.

III. Press Releases: Questions and Answers

Is There Anything Else I Can Do After Issuing A Press Release?

Follow up with telephone calls. The first time you call, introduce yourself by name and organization. If you want to have a conversation, ask the person if the person's time allows for you to talk briefly with them. If the news editor is on a deadline, determine the best time to call back, say thank you and hang up as quickly as possible without being rude.

If a person is not too busy and can talk, ask if he/she received your press release. Ask if you can provide any more information; or if they would like to talk to someone. Try to have a short conversation to gauge his/her reaction to the material you sent. If the answers are not encouraging, thank the person for talking with you. Remember, you will be speaking with that person again, and there will be a time when the answer is, " yes, we are excited about covering your event and look forward to meeting with you."

What Is Meant By The "Release Date?"

The "release date" is the date you will allow the information in the press release to be published. Most journalists will not publish the information before the date you specify. This is often referred to as a "press embargo." For example, when an international organization holds a press conference to publicize a new report, it often releases the document with restriction that it is embargoed until a specific date. This gives the journalists plenty of time to read the document and write their stories. It also allows the organization to make "hard news" on the day of the press release.

Can I Include Additional Material With A Press Release?

Yes, you may want to add background material about the issue, such as a brochure or photocopies of articles that have appeared in the media or even previous press releases. There are a myriad of ways you might want to "personalize" or be creative with the release. Just be careful that this does not distract the news you want to have published or go against local customs.

IV. Tips On Paste-up of Published Articles

What Should I Do With The Original Article?

Once a positive article is published, you should reproduce the original. Copies of the article can then be used in any future promotional materials. After making copies, put the original article in a file folder or notebook to keep it neat and safe. You may need to use it again. In order to have the original copy of the printed article, there should be a substantial budget for purchase of newspapers as this is the only place that you can get the original copy.

How Do I Prepare The Article For Future Use?

Use conventional business-size paper. This should be the standard A4 typing or photocopy paper. It should be plain, white, unlined paper. Cut the article from the paper or magazine, leaving as much margin as possible around the article. Do not cut too close to actual lettering, as this will make it more difficult to photocopy.

Cut out the name of the newspaper or magazine from the front of the paper. Use the masthead or recognizable typeface paper of the publication. This will be in large print than the rest of the paper. If it is too long to fit on your paper and you have the photocopying facility to shrink the lettering, do so. If you cannot shrink the lettering, you may type the name of the paper at the top of each sheet of paper.

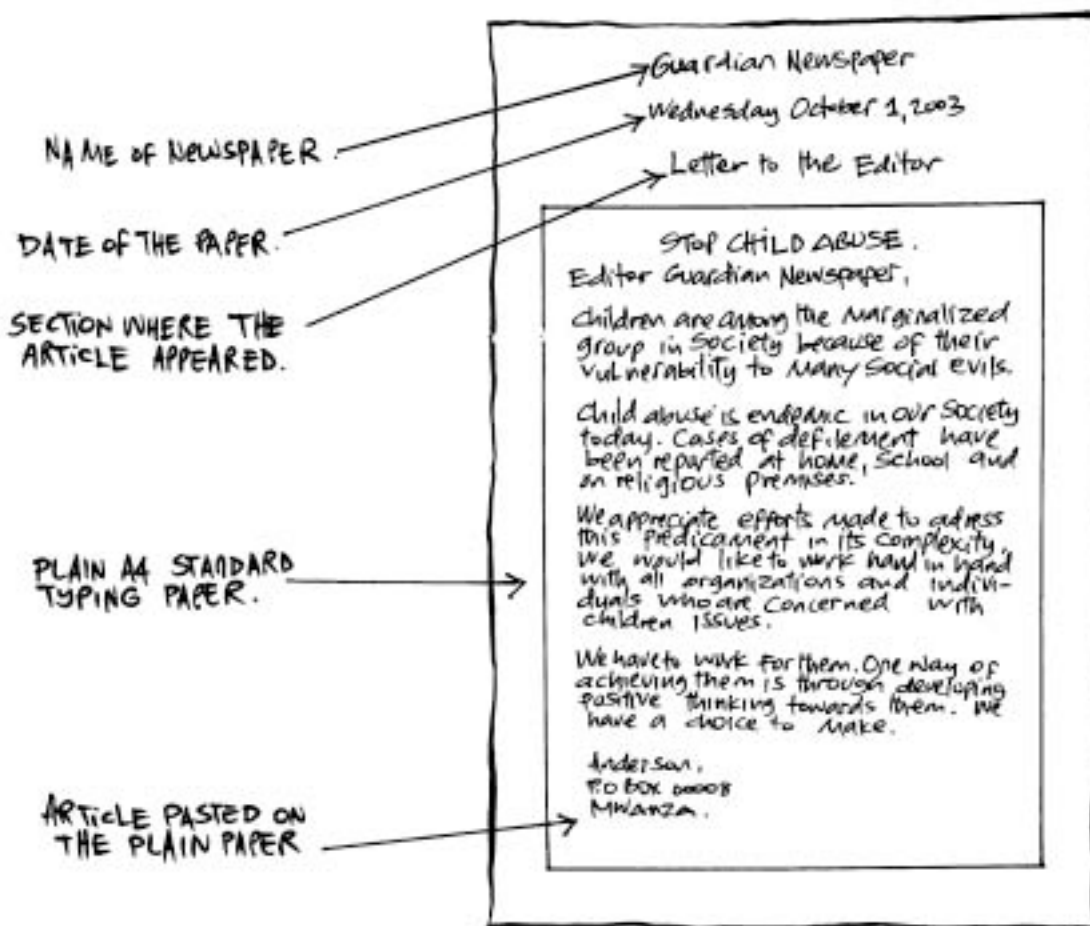
Cut the date of the article from the paper. If the article appears in a section with a heading - Letters to the Editor, Opinion Page, International News, National News, NGO News - cut out that heading too and paste it. This will help to remind you which section of the paper the article was published.

How Do I Assemble All The Pieces?

Generally, you will want to place the name of the paper from the front page at the top center of the page. The date of the paper will be centered underneath the name. The section of the paper, if available, will then be centered under the date.

If the article does not fit on the page, you may need to cut it and arrange it until it does fit. Remember to keep it as close to the original format as possible, making sure that each paragraph follows the one directly preceding it. Be careful about this as it is easy to get confused if you are pasting a very long article.

If the article has to be continued on a second sheet of paper, make sure you include the following information on each sheet of paper: Name of News-paper, date of publication, section of the paper in which it was



SAMPLE OF A PASTED-UP PUBLISHED ARTICLE

When you are sure that you like the way the article looks, you will be ready to paste up. Do not try to rush this first stage; how the article looks when you photocopy it will be very important. This will be the way most people will read the article, probably many more than who saw it in the original publication.

Now stop and take the time to wash your hands. This is very important because if you have been handling any kind of newsprint, your hands will be covered with ink that rubs off. If you begin to paste up with sticky tape or glue, you will almost certainly leave dark fingerprints and smudges on the paper. These smudges will be included in every photocopy that you make of the article!

Using a very small amount of glue, paste up the article as you have arranged it. If you are using special paper gum stick, it will not be a problem. If you use liquid glue, you have to use the smallest amount possible so the article will stick to the paper; too much of this type of glue will either show up on the copies or leave you with an unreadable original, impossible to copy. If you can only get scotch tape, double it into a loop and use it in the same manner. (If you simply tape the clippings down, the edges will show in the photocopies.)

Finally, keep several originals if you have them. Newspaper print often turns yellow, darkens with age and becomes more difficult to photocopy. Safely store the originals.

4

Press Releases/Statements

Your conversation is your advertisement. Every time you open your mouth you let men look into your mind. Do they see it well clothed, neat, businesswise?

Bruce Burton, Researcher and Professor

I'm just preparing my impromptu remarks.

Winston Churchill, English Statesman

Interviews

The interview with press, radio or TV may come about as a result of a press release, it may be deliberately set up by the organization of which you are a member or it may come out of the blue. No matter what the media (radio, television, or newspaper), and no matter who the interviewer, the key principle is that you must always remain in control of the interview situation.

Gather all the information you developed when planning your media strategy and review the important elements before putting yourself into an interview situation. Decide what you want to achieve through the interview. Decide who is the audience. Understand the kind of interviewing that is done by each media outlet. Remember, although you will prepare differently for a television interview than for a radio interview, the key is simply to be prepared. Know what you are talking about.

The experience common to everyone preparing for an interview is nervousness. There are many techniques that you can use to make yourself more comfortable and less anxious, but do not expect the anxiety to go away. Also, practice restating your goals in colorful ways, or using interesting analogies, vivid language, unusual examples and illustrations, or uncomplicated data. You should consider a variety of ways to stress the most important points you want to make, eliminate any misconceptions about what you are trying to achieve, and clarify your vision for the future of the issue or the organization. One thing you should not do is let nervousness prevent you from participating in an interview.

1. Helpful Hints For An Interview

Here are some helpful hints:

- One has to be confident in dealing with the media. Do not be shy or hesitant. Be relaxed, prepared and on time.

- Beware not to fall into traps laid by journalists. Some of them will try and make you lose your temper and lead you to contradict yourself. Do not be easily affected and stay calm.
- The golden rule when being interviewed is "tell the truth." Saying nothing is much better than saying one small lie.
- Know your subject and what you want to say and how you want to say it.
- It is sometimes wise to practice before hand. Get someone else in your organization to ask you difficult questions and tape it if possible. Afterwards you can discuss how to handle difficult questions.
- If there is a question that you do not want to answer, you must be able to give a good reason.
- Speak clearly, concisely and in a concrete manner.
- Do not use jargon.
- Speak slowly and in your natural accent ð do not put on an accent.
- Relax and try to have a chat and forget about the thousands of listeners.
- Do not repeat yourself.
- Stick to the facts. If you are unsure of something, do not make it up.
- Do not be afraid to ask the interviewer to repeat the question if you do not understand it.
- Be responsible for what you say. You have to take the rough with the smooth. If you have made a slip of the tongue or an unfortunate statement, you have to take the consequences.
- Take notes with you if you like.
- Make sure you telephone and address details to mention on air.

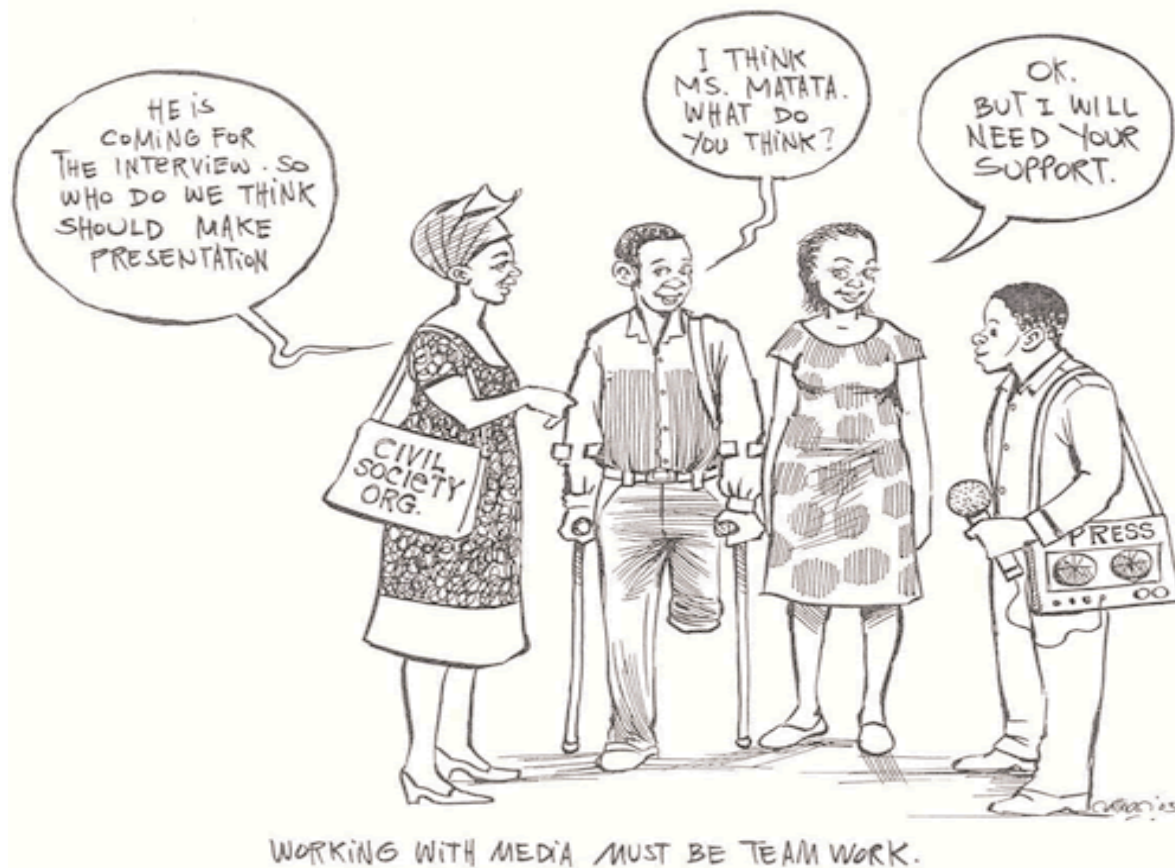
To prepare further, the following are several good points to note when the interview is scheduled:

- What is the date and time of the interview? Journalists like to keep control of when and where an interview takes place.
- What is the full name of the interviewer? If you do not know the interviewer, make sure to listen to a program or read articles by that reporter. It is important to get familiar with the format of the program and style of the reporter interviewing you.
- What is expected of you? Why have you been chosen for the interview? Ask the interviewer to explain the kind of questions that will be asked. Think carefully about what you are and are not prepared to discuss in public.
- Will the interview be live or taped? When will the program be on air?
- Will you be interviewed alone or as part of a panel? How many will there be? If there will be a panel, who else will be speaking? What will the format be? How long will each person get to speak?
- How long will the interview be?
- Give the exact spelling of your name and how you want your organization listed for identification on radio or TV
- What are the ground rules? Most of your interviews will be on record. You are giving the interview because you want the media to be a conduit to the public. You want the media to quote you or your colleagues and use the information you have given to them. But there are other kind of interviews and different ground rules for these.

Identifying The Spokesperson

The single most important decision your group will make is picking your spokesperson. If you do not, the media will. Start by making sure that your spokesperson is comfortable, accessible and knowledgeable in doing press interview, is willing to take the time out of a busy schedule, and makes a good presentation on television, radio and in print.

Working with the media must be a team effort. Your spokesperson is not being interviewed by the press as an individual. He or she is interviewed as a representative of your organization and as a voice for activists in your community.



If possible, identify only one person as the official spokesperson, such as the Executive Director, General Manager or Head of your organization. Your group may want to establish a policy that staff or volunteers talk to reporters on background only. If this is the case, you should indicate to the media that quotes are available from your official spokesperson, with staff providing background. It is usually best to limit the number of people who initiate or return press calls. Make sure all parties know what has previously been said to reporters on the issue at hand. Reporters don't like to be bounced around, never knowing if the person they are talking to has any authority to speak for your organization. Even worse, they hate having to repeat their requests to half a dozen people.

II. Different Ways of Interviewing with Media Reporters.

There are at least three ways of dealing with media reporters:

On-the-Record Interviews: These should be conducted by official spokes-persons. Whatever is said to the journalist may be published and directly attributed by name to the interviewee, unless otherwise stated at the start of the interview. It is by far the best way to get your message across.

Background Interviews: These are discussions with the reporters with a prior understanding that the information can be freely used in a story, but only on background, without a direct quote. Press staff should open any discussion with reporters by saying, "I would like to talk to you as background only. Most of what I will say will be exactly what our spokesperson will tell you, but to save time, I will give you the background for publication but not for attribution. Whatever is said to the journalist may be published, but with attribution to a previously agreed upon identification: for example, "an official spokesman of _____," "a well informed source" "an expert on _____," etc. It is generally used when the institutional interests represented by the interviewee may be damaged by direct attribution. You must establish this understanding before the interview begins, not after.

On Deep Background: Whatever is said to the journalist may be published, but without attribution of any kind. The information should appear as a conclusion drawn by the journalist as a result of his or her inquiries. It should only be used when "On Background" would lead to quick identification of the interviewee and serious institutional damage, since it presents a severe difficulty for the journalist.

Off-the-Record Discussions: These are not for quotes, or for attribution and usually not for an article. Such a discussion may be useful in situations where you need to share information with the reporter, but you do not want your organization quoted or identified as a source. If the information is used by reporters, their editors may require different sources to confirm the story, particularly if the information is sensitive. Often misused, this ground rule, as the words imply, means that the journalist will receive information that is not to be published under any circumstances. Use is generally restricted to emergency situations involving the physical well-being of the participants in the interview, or others who may be the subject of the interview. It should not be used in other circumstances since, taken literally, it places a considerable burden on both the journalist and the interviewee. Again, make sure that you establish the rules for the use of the information at the start, not the end of the interview.

"**On-the-Record**" is by far the best way to work. The other guidelines are nothing more than a convenient shorthand for journalists and officials dealing with sensitive political, economic and legal concerns.

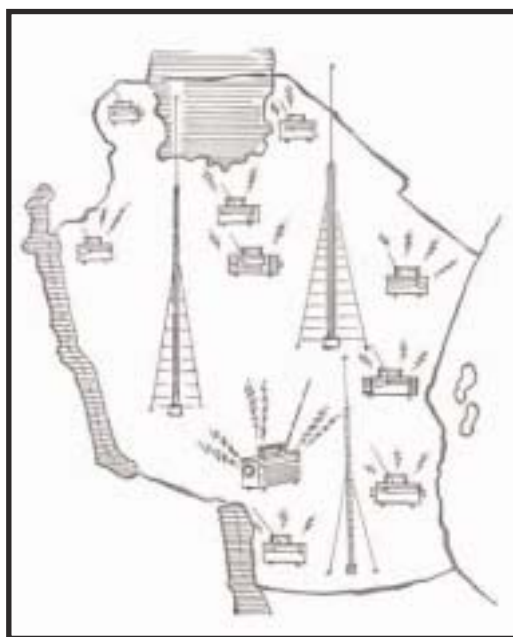
The best advice is to avoid relying on these shorthand terms; understanding may vary from culture to culture and journalist to journalist. If you cannot go on the record, talk to the journalist and reach a specific understanding regarding attribution before the interview begins.

Remember, you may both work together again, and you both have a professional interest in good, expressive journalism.

III. Radio and TV Interviews

Radio and TV Interviews: Questions and Answers

In many countries, radio is the best method to reach a mass audience. In societies where at least 50 percent of the population (of which 60 percent are women) are illiterate, a campaign using print media is ineffective. Also, television is only available in the urban areas or reach only a few big towns; thus a television campaign does not make sense unless you are using the community radio stations that are being set up to reach specific audiences such as Radio Free Africa (RFA), Radio Ukweli, Faith Based Radio stations such as Sauti ya Injili, Radio Tumaini etc. Public speeches are effective, but only if the speaker understands the level of education, economic and cultural outlooks as well as differences in local customs. An estimated 25 million people listen to the radio in Tanzania, so it is one of the best media for reaching the population, especially those that live in the rural areas. The time of broadcast is decisive, however, since the rural people may be out in the fields or women may be busy attending to domestic duties many of the targeted population may not get the time to listen to programs on air.



Will The Same Tools Apply For Radio Interviews As For TV Interviews

Yes. But, expression and content are even more important when there is no visual image. Always remember that your smiles or frowns will affect the way you express things and will carry on the airwaves. Your enthusiasm about your issues will be discerned by a radio listener.

What If I Get An Impromptu Call From A Reporter Who Wants To Do An Interview On The Telephone Immediately

Find out the reporter's name, telephone number and deadline, and ask if you may call him/her back in a few minutes. Compose yourself. Think about your three positive points. Practice the "interview" out loud. Do any quick research you can on the reporter, the news organization and the audience you will be addressing. Then, relax, and call the reporter right back.

What If I Have To Use Technical Terms And Statistics In My Answer

Use as few numbers and statistics as possible. Instead, create word pictures. If you hear someone say "about the size of a football field" it makes more of an impression than if someone said "4,300 square meters." Which image has more impact: "35,000 children die needlessly every day," a statistic that many international development organizations use, or: "100 jumbo jets crash with 350 children aboard every day," which UNICEF uses to describe this "silent emergency?" The latter imagery is more vivid.

If you have to use technical terms, make sure you define them as simply as possible. Use words that are common to the audience you are addressing. Define any terms that are not in common usage. This will be especially important if you are speaking to people of different nationalities.

May I Make an Audiotape of The Interview?

Discuss this with reporter interviewing you. Most likely, you will be able to make an audiotape, and it is not unusual for a person being interviewed to make this request. This way, you will have an accurate record of the interview. You can play back the recording later and coach yourself to improve for the next interview or if you should end up being misquoted. It will also give people working with you who did not hear the broadcast an opportunity to review the interview later. If at all possible, practice before a camera or with a tape recorder.

IV. Interviews: Questions and Answers

How Do I Prepare For An Interview?

The interview may be scheduled for literally a few seconds, or you may have longer. Limit yourself to the three most important points that you want to make. These will become your "islands of safety," which you will return to again and again during the interview. Regardless of the length of time, do not try to get more than three main points across in any interview.

Most important of all-Practice! Practice! Practice!

Again, write the three positive points that you want to make in the interview. Prepare a brief example or story to illustrate each point. Use as few numbers as possible. People are easily bored with hearing statistics; it is extremely important, however, to state the facts about your issue.

The late Barbara d'Achille, a journalist and crusader for environmental protection who lived in Peru, South America for many years once said:

"Public opinion cannot be manipulated with impunity; therefore, it is important to provide accurate information that is scientifically correct and without exaggeration. When shoemakers, gardeners, butchers, bakers, and housewives understand then we will have public opinion obliging governments to have an environmental policy."

No matter what your issue is, you must learn about it effectively. Learn the points. Learn each example or story. You can have a small notepad with outlined points for discussion to refer to for purposes of accuracy. You should practice with a colleague who will act as the interviewer. If you know the reporter's format, duplicate it during practice. Practice all the possible questions. Be as natural as possible.



What Do I Need To Know About Television Interviews?

Always look directly at the interviewer. Never look at the camera or television monitor. Do not worry about the camera. A professional is responsible for the camera- you do not have to be concerned about it. Try not to look away when you are thinking of an answer. Maintain eye contact with the person asking the question. Do not move your chair, hustle papers or touch the microphone.

Where Do I Look If I Am In A Studio Being Interviewed By A Satellite Connection?

Interviews by satellite television will be different than interviews with a reporter in person. If you are in a studio, being interviewed by a reporter in another studio, you should look **DIRECTLY AT THE CAMERA**. In this case, the camera is the person you are talking to. Even if that person is in another country, you should imagine that they are the camera in front of you.

This is often a bit more uncomfortable for a first-time interview but don't let it stop you! Everything else will be the same it is just that the person won't be sitting across from you. Imagine the camera in front of you is a friendly, smiling face!

How Do I Start?

Start with your three points. In most cases, you will have a few minutes before the interview to talk with the reporter. As background, you should send some information ahead of the interview. Most important, make sure your first answer includes one of the three points that you want to make in the interview.

What If The Interviewer Keeps Moving Away From The Points I Want To Make?

Be polite, but firmly bring the interviewer back to the points you want to make by beginning your answers by saying, "well, it seems the real issue is..." and then state one of the points you want to make. Some of the following comments are useful "bridges" to give you the opportunity to make the points you want to make.

- Let me add...
- I'm often asked....
- It seems the most important issue is...
- That's not my area of expertise but I do know that...

What If The Reporter Asks A Question I Don't Want To Answer?

Swim back to an "island of safety." Use a story to illustrate one of the three points you prepared in advance. People remember stories. Think of interviews you have listened to and you will probably remember a story that illustrated a point. If it is controversial, you can either decline or frankly admit that you do not have the facts.

What If The Reporter Asks Negative Questions?

Do not repeat the negative! Your job is to make your three positive points. Do not get upset or defensive. Correct any misinformation quickly and then go on to state one of your positive points. STAY POSITIVE. If it is a harsh criticism, you can say, "I'm glad you asked me that, many people might have that misconception but the truth is"... and then get back to your "Islands of safety."

This is where your prior practice will really be valuable. Remember, you will have practiced with several "negative" and difficult questions, and you will have these answers ready. Again, STAY POSITIVE.

What If the Reporter Keeps Interrupting Me With questions?

Let the reporter interrupt. You may say, "you've asked me several questions" and then answer the question you want to answer, with one of your three points. If the interruptions are far from the points you were making and you want to get back, you may say "as I was saying" and then continue your answer with one of your three points.

What If There Is A Long Silence?

Stay silent. Do not volunteer unnecessary information. Do not be afraid of the silence. The interviewer is responsible for that time. In a slightly confrontational interview, silence is often a method that an interviewer may use to get a person to volunteer revealing information.

What If I'm Asked To Add More Than I Want To Say?

Go back to your "island of safety." They are important enough to elaborate on and repeat, possibly with different stories or examples to illustrate the points.

What If I Don't Know The Answer To A Question?

Be honest. If you do not know the answer, say so: "I'm sorry, I don't have that information, but I'll be happy to get back to you with the correct information." When you say that, make sure you do get the information to the journalist.

How Long Should My Answer Be?

Your answers should be brief, approximately 20 seconds. However, they should be shorter for radio and longer for print. Practice and time yourself.

What About How I Look and Sound (For TV And Radio)?

More than 90% of communication is nonverbal, so how you look and sound will be very important. Be enthusiastic and energetic. Both radio and TV tend to "flatten" people, making a person less exciting and "bland"-so be excited about what you are saying. It will be very helpful to videotape and review your practice sessions, if you have access to one. You will probably find that you have to go past your "comfort" point to show emotion when being interviewed for a television broadcast. If your inter-view is for television, you should follow some simple guidelines.

- Wear solid colors, light but not white.
- Do not wear flashy, or shiny fabric.
- Do not over accessorize with unnecessary jewelry, etc.
- Check in the mirror before you go on the air.

Can I say something to a Reporter and expect it not to be used?

Never. Always assume the microphone or recorder is on. Always. Many well-known people have been embarrassed by comments made when they thought the microphone was turned off. Assume that anything you say to a reporter at any time will be used. You can say "no comment", since this is your safe zone if you feel that you do not want to give out information. A journalist is always working and there is no "off the record" unless you have reached explicit agreement on this point. Never say anything you do not want to read in print or hear on radio and television.

Press Conferences

Press conferences should be called only when you have breaking news. It takes a great deal of time, money and energy to organize a press conference, so be sure that you have something important to announce. In addition, journalists do not have the time to go to press conferences that are not going to produce news.

Too often groups think press conferences are the only way to reach reporters, which is no longer true. Groups can spend a week planning a press conference, arranging for speakers, paying for a room, mailing releases, and so on and then no reporters show up. All your efforts are wasted, and even worse, the experience can make your leaders and activists feel defeated. The same amount of time, money, and energy could have been spent arranging one-on-one interviews or press briefings with better and more lasting results.

Think of ways to develop media coverage over time by placing a story in the media on the first week and another the second. Start a media "roll" so that one story leads to another. Press conferences tend to be one time events that produce only one day in the media. For accurate reporting it is important to carry other written documents to the press conference to provide to the reports so as to embargo them.



If you hold a press conference, thorough planning and preparation are essential.

- Decide on the location for the press conference. It should be easily accessible, convenient and visually attractive. If electronic media are invited, make sure that the power and electrical facilities are adequate and functioning.
- Decide on the time of the press conference. This will depend upon the media you are trying to reach. Because of deadlines, morning hours of between 10 and 12 a.m. are usually best.

- Check with organizations that maintain a long-term calendar to make sure the date you select does not conflict with any other important events. (A national celebration or holiday would not be the best time to schedule a news conference) If you know another organization which traditionally plans an event on a specific date, schedule your event for another date. Getting a story into the news means competing with other people who are also trying to get their story in the news.

Once you have selected a location, a date and time:

- Determine who will be invited from the list of media contacts that you have compiled. Supporters of your organization should also be present as well as such people as celebrities who can attract media to the event.

- Outline the content of the press conference in a press release

- Decide who is going to speak. Is there going to be one special person hosting the conference? Do you have a panel of speakers who are going to brief the press? Make sure that you leave plenty of time for the press to ask questions. You may want to have the questions answered by a specific person or spokesperson.

- You will have to organize the site of the conference so there is room for broadcast equipment, cameras, microphones, lighting equipment and chairs. Arrange for interpreters if necessary. Also, try to serve some refreshment. In many countries journalists are poorly paid and often forego meals to cover news stories. Nothing elaborate, just tea, coffee and cookies, for example.

There should be a table near the entrance on which you will have the following:

- o Press kits and other information to hand out;
- o Sign-in sheets for the press;
- o Sign-in for visitors and guests from other organizations;
- o Any additional information you have, such as posters or giveaways.

- Ideally, you should have a person assigned to assist the press attending the conference. This person will make sure each member of the press has all the information he/she needs. If there is a reporter with whom you have spoken in the past, or to whom you have sent material, make sure you introduce yourself and your colleagues. This is a wonderful opportunity to meet people and develop ongoing relationships.

- Follow up the press release with telephone calls. Try to remember that, even though the work you are doing is vital to you, you are competing with others in equally important organizations who are also trying to get the attention of the media.

- If you have a fax machine, send a reminder two or three days before the press conference. You could also telephone two or three days before the conference to remind them and ask again if the journalist will be attending, and to ask if there is any additional information the person might need.
- Check the list of press in attendance. If someone is not at the conference, send him/her a press kit.
- On the day of the conference, arrive very early in order to resolve any last minute problems that might develop. Check the microphones and make sure everything is in good working order. Try to begin the news conference at the designated starting time, but no later than ten minutes after the scheduled starting time.

For a Press Conference to be effective, the organizer of the press conference should: Send invitations in advance to all media around to ensure multi-media coverage.

Prepare/organize your talk in such a way that all your 5 Ws and H are taken care of. Know the subject that you want to talk about and it is good to write it down so that the journalists can have something to refer to when writing their reports. You can guarantee maximum media coverage if press conference is called in the mornings between eleven and noon, otherwise you may end up not having any coverage at all. If possible, ask the editor to send a good journalist you know who is conversant with the subject/issue. Weekends are good days. They offer a greater chance for maximum coverage.

What is a Press Kit?

A press kit is a folder of materials that provides all information relevant to your issue. Make a list of the things that should go into a press kit. Generally, a press kit includes, but is not limited to the following:

- A list of the contents of the kit.
- A press release.
- A short welcoming letter, which gives basic information: name, address and telephone number of the contact person for journalists with any questions.
- A "backgrounder" or "fact sheet." A short narrative paper that gives in-depth information about the issue. The purpose is to anticipate and answer any questions the journalist may have. Following is a general format for a background.
- Start with concise statement about the issue or subject of the press release.

- Provide, in a few paragraphs, an overview or history of the issue. What important events led up to today's situation? Remember, you are providing information so that a journalist can write about the issue with greater depth and perspective.

- Explain, in detail, the current situation. It should be factual, add substance to the press release, and deal with the key issues. You might include comments from others who support your actions.



- Limit your backgrounder to two or three pages in length. It can be double or single spaced. Subheads on each paragraph enable the reader to follow the information. Define any technical terms.

- Press clippings about your organization, issue or individuals who work with the group.

- Visuals: pictures, graphs, maps, charts-whatever helps convey the importance of the issue.

- Speeches, reports, outlines and summaries of reports. Be careful not to overwhelm the reader. The idea is to give enough information to interest the journalist and allow him/her to write or produce a piece advancing the goal of your organization.

- A brochure about the organization. If you do not have this kind of a document, a short summary of your work is a good substitute. It should include what you have done and what your goals and vision are for the future.

- A brief biography of each person involved in the press conference. Include copies of the texts of their presentations or speeches.

- An agenda for the press conference, if applicable.

- Make a list of the names of the people to whom you have sent press kits. Call to confirm that the press kit was received.

5

Speeches and Presentations

There are four ways and only four ways in which we have contact with the world. We are evaluated and classified by these four contacts: what we do, how we look, what we say, and how we say it.

Dale Carnegie, Pioneer in public speaking and personality development

There is always something new out of Africa.

Pliny the Elder, 1st Century Roman Naturalist

Spoken presentations to an audience can come in a variety of forms. These can come in the form of speeches and presentations.

I. What is a speech?

A speech can be defined as a well constructed and prepared spoken presentation that focuses on an event or issue and is targeted to a particular audience.

What is a presentation?

A presentation can be defined as a documentation and communication product that provides a verbal and often visual report on an organization or an area of its work.

A speech and presentation:

- Can be used to share what an NGO/CBO has achieved, learned and thinks either in general or about a specific subject
- Targets a specific audience – ranging from an individual donor to hundreds of participants at a conference
- Needs to suit the event in question – for example fit within the given time limit and link clearly to the theme in question
- Must be interesting and attention grabbing, providing insights and provoking questions
- Can be accompanied by visual aids such as flip charts, overhead transparencies and slides.

Planning a Public Speaking Engagement

Preparing a speech or presentation can be divided into 10 steps:

1. Define the purpose of the speech or presentation. Do you want to persuade the audience to do something, or do you want to educate them about an issue? Do you want them to take a specific action? Do you want to inspire them, or convince them about something?
2. Define your audience. Do they know anything about your subject? Are they interested in your subject? Are they friendly toward your subject?
3. Become familiar and comfortable with the subject about which you are speaking.
4. Determine what you want your audience to know, to remember, to learn. Write out in approximately 25 words or less the objective of your speech.
5. List the three main points you want to make in your speech. Illustrate each point with at least one example—a story, or anecdote—that will create a picture in the minds of your listeners.
6. Outline the substance of the presentation. Use quotes, statistics, examples and other interesting formation.
7. Write the opening or "attention getting" statement of your speech.
8. Write the closing part of your speech. You should aim for a strong finish. It should be a stirring statement in which you issue your call to action, predict the future, make a declaration, refer to your opening comments, summarize your main goal.
9. Know the program where you will speak. Are you the only speaker? What is the order of appearance? Will you be the first, or last speaker if there are several speakers? Will there be a panel of speakers?
10. Be aware of the time for questions and answers. How much of the time, allotted to you, will be reserved for questions and answers?

Key questions to ask before developing a speech or presentation are:

- What is the speech or presentation really about? Does what you want to say match what you have been asked to discuss? Do you have the right type and amount of information to say something useful and interesting?

- Who is the audience for the speech or presentation? What is their level of knowledge and interest about the subject? How will this affect your style and content?

- How much time do you have for the speech or presentation? How can you use it to highlight your two to three most important points? What level of detail will you cover?

There are a few other items you should remember in planning a public speaking engagement:

- Your introduction to the audience. Your introduction to the audience by the sponsor is very important. Write it yourself and send it ahead of time, but take an extra copy with you too. Decide how you want to be introduced and what you want them to know about you. Keep it warm and personal and short.

- Check the room and equipment. Make sure that the audiovisual equipment you will need is available and in good working order at the site. Arrange to bring your own equipment if necessary. Try to visit the site of your speech before the event. If not possible, arrive early enough to confirm that the setting is satisfactory. Make the equipment request (microphone, projector, podium, etc.) when you accept the invitation to give the speech. (You may also want to bring a tape recorder to record yourself.) Be prepared for something not to work properly-and to give a brilliant speech anyway.

- Minimize the use of numbers of statistics. Use word pictures to illustrate numbers whenever you can. If there are important statistics, hand them out at the end of your presentation.

- Practice your entire speech repeatedly before the presentation. Be thoroughly familiar with it, but do not memorize it. Practice with another person who can give you helpful comments. Also, practice in front of a mirror while timing the speech.

- Underline those parts of the speech you want to emphasize. Mark the places where you want to pause. Make sure you are comfortable with the phrasing and that you are not using too many "ums" in your presentation.



- Do not read your speech. If you read your speech, you risk boredom. You want to be natural, enthusiastic and excited about the presentation. Talk to your audience, not at them. Write an outline with key words or phrases on index cards, then practice giving the speech. You will be more comfortable with the information without reading it. Maintain eye contact with the audience 90 percent of the time. Eye contact during the first and last few minutes will help to hold their attention and emphasize your main points.

- Use your nervousness to your advantage. Being nervous is normal. Try as much as possible to channel the nervous energy into enthusiasm and excitement. Just before the speech, you can practice taking some deep breaths to calm yourself. Focus your attention on your key phrases. Do not feel you must hold your hands in place. Gesture as you would in normal conversation.

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Guidelines For A Question-And-Answer Period

- Take questions from the entire audience, not just people sitting in one section.
- Listen to each question carefully, without reaction.
- Treat each question equally.
- Repeat all positive questions so everyone in the audience can hear the question being asked. If the questioner asks a negative question, rephrase it as positively as possible.
- Maintain eye contact with the whole audience when answering, not just with the questioner.
- Do not become drawn into a "one-on-one" with any questioner or allow one questioner to dominate the audience.
- Respond as simply and directly as possible.
- If you do not know the answer to a question, say "I don't know" and either promise to get back to them with information, or invite them to contact you at a later date.
- Do not follow-up by asking if you have answered their question. When you feel you have completed the answer go on to the next questioner.
- Do not announce that "this is the last question." You will keep control of the audience by deciding yourself which is the last question. Always leave yourself a minute to sum up what you have said. In your final words, you should emphasize the positive message you want your audience to have as they leave the room.
- Distribute any handouts at the end of the speech, not at the beginning.
- Try to remember to enjoy yourself. If you are smiling and friendly, enthusiastic and excited to be there, your audience will be too. If you are uncomfortable or bored, they will be as well.

II. Audio Visual

Audiovisual aids can be very helpful in a speech. People remember about 40 percent of what they see and hear. Rehearse with these aids before giving your speech. Check the electric outlet availability if you are using a slide or overhead projector. Verify that the plugs and equipment are compatible.

If you are using slides, you should be able to use them with the lights on. Test this beforehand as you do not want to turn off the lights unless you absolutely must. If you are using video, again, verify that all of the equipment is compatible. The video should be no longer than five minutes.

Overhead projectors take practice to use effectively. You can not spend time aligning each transparency. If you are using an overhead, then put a ruler on the machine and practice alignment many times before the actual speech.

Try not to use chalkboards. They are messy and difficult to read from a distance. You also do not want to turn your back to the audience, which is unavoidable when you use chalkboards. If you are using a flip chart, again practice many times before the event to memorize the order of the sheets. Turn the page with your face to the audience, and do not speak while you are flipping the pages.

Things To Remember In The Style Of Spoken Presentation

Use attractive visual aids such as lipcharts or overhead transparencies to add human interest to your presentation.

Make sure your presentation is appropriate so that it suits the knowledge and interest of the audience.

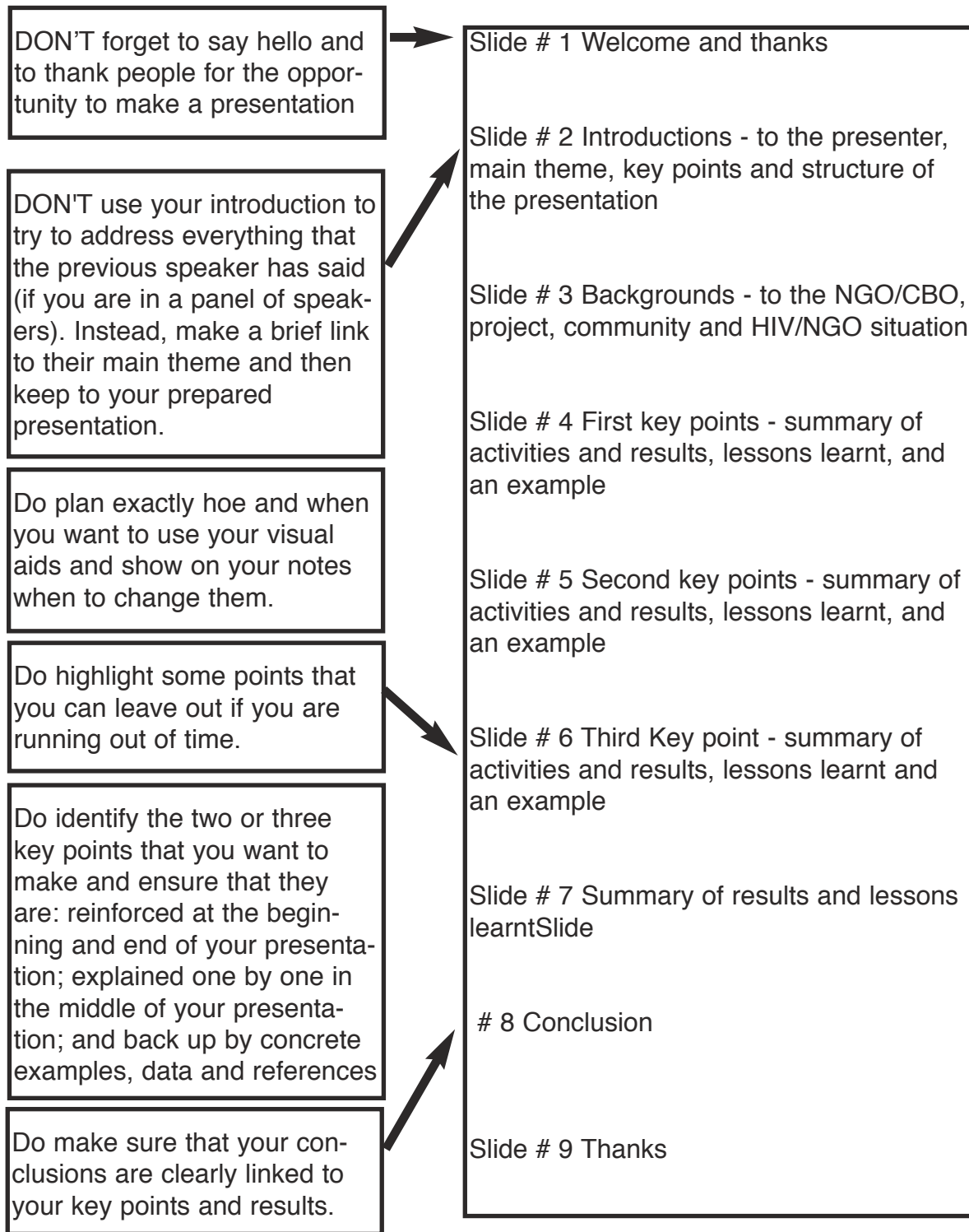


Practice your presentation out loud so that you know how its style comes across and how long it takes.

Ensure that the notes for your presentation remind you where to use visual aids in one column and the text of the presentation in another.

Remember that the language of spoken presentation is less formal than you would use for a written report. You can use short and snappy sentences to emphasize key points in your presentation. If possible try to use bullet points for your presentation rather than read from full text.

Structure and Contents Outline For a PowerPoint or Overhead Projector Presentation



6

Print tools and electronic media

Electric communication will never be a substitute for the face of someone who with their soul encourages another person to be brave and true.

Charles Dickens, A novelist

I. Print Tools

What are print tools?

These are news materials printed on different standard papers to go out to the general public. There are many different methods and outlets for implementing your media strategy. The following are descriptions of print tools outlets available to you in newspapers, newsletters and magazines.

Newspapers

Depending upon the size of the community in which you live and the proximity to a large city, you may have access to a national daily newspaper in different languages, a weekly local paper or a monthly magazine. Become familiar with the newspaper by following how it covers the issues that concern you. If you know a reporter is interested in the issues, contact him/her directly. In a smaller paper, you may contact the editor for your news story. At different times, you will be sending all of those people press releases and press kits.

News Stories

Send a press, with specific information that you think is newsworthy. Remember that many people are competing to get the editors attention, so help the reporter you are contacting "pitch" the story to the paper's editor. You should include background briefing material, giving the reporter names of people and contacts who can provide further information. Make it as easy as possible for the reporter to write a story about your issues.

Feature Stories

This is an opportunity to be more personal in approach and explain how an issue affects a particular individual. You can delve into more conceptual information in a feature story, and not be limited to the facts of the news. Sometimes you may write a story yourself and submit it to the feature editor for publication. They treat such stories as coming from special correspondents. Include good photographs with your copy. Make sure they are colored glossy pictures and include them with your article.

The Opinion-Editorial Piece/Analysis

Many major newspapers have a page, usually opposite the editorial page, where they print opinion pieces (Op-Eds), which offer subjective comments on the news. An "Op-Ed" article is usually about 750 words in length. Anyone may submit an Op-Ed piece to the editor of a paper. If you can, call the editor to ask for specific requirements for Op-Eds for that paper. Generally, the editor will ask for an "exclusive," which means the you agree not to send the article anywhere else if the paper agrees to print the Op-Ed.

The policy for opinion pieces differs with each newspaper.



Letters to Editor

This is one of the most widely read sections of a newspaper. It is a wonderful opportunity for you to express yourself about an issue of great concern to you. Most important, even if your letter is not printed, it is great practice for you to compose your thoughts in a clear and concise manner. You have the best chance of getting your letter printed if you comment directly on an article. Letters to the editor need to be written immediately after the article on which you are commenting appears. Do not wait! Write immediately! Be as brief as possible. Refer to the article by title, date of publication, and reporter, if available. If you have information to add to what was printed, be sure to include it. Sign your letter with your complete name and name of your organization, if it associates you with the issue. Your signature has to be included for authenticity. Ideally, a letter to the editor is about 200 words in length. If you need to write a longer article, consider preparing an Op-Ed piece.

Newsletters

Many NGOs, umbrella organizations, corporations, civic groups, etc., publish newsletters and magazines. If your issues relate to their work, they may be interested in publishing something about you or your organization in their newsletter or magazine. Many international NGOs have a large membership or journalists that tap information from them; as such their publications are widely circulated. Here is an example of how the newsletter of an international organization could be part of your overall media strategy.

A woman living in a developing country is working to improve educational opportunities for young girls. She meets with a local representative of an NGO. Her article is published in the newsletter and read by thousands of people who are members or supporters of the NGO. Major newspapers pick up the story, supported by the public relations and media department of the NGO. A member of a European parliament quotes the article. The writer has become one of the "experts" on the issue of improving educational opportunities for young girls in her community. A television producer selects the writer to be interviewed for a segment on educational opportunities for girls.

Magazines

There are hundreds of magazines published throughout the world today. The best place to start your research is your nearest library (those at the international organizations such as the British Council are well stacked.) Each magazine will have a page with a masthead-the listing of names and titles of those working for that magazine or on the editorial staff. It will also provide the frequency of publication-weekly, biweekly, monthly or biannual-and list the magazine's departments. If your issue is covered by a particular department, write directly to the person concerned listed on the masthead. If your issue does not appear to fit a listed department, send the material, addressed by name, to the Managing Editor. If enough interest exists, the story will be assigned to a staff member. It may take several attempts before you receive a response. Use every communication as an opportunity to develop a relationship with the editors and staff, including such "gatekeepers" as secretaries and assistants. Magazines usually maintain files of information for further reference to generate story ideas. Since they usually cannot publish "breaking news," magazines are able to develop stories with longer time lines.

The "lead time" (the time between when the article must be received and when the magazine is printed) varies with every magazine. Learn the "lead time" for each publication in which you are interested.

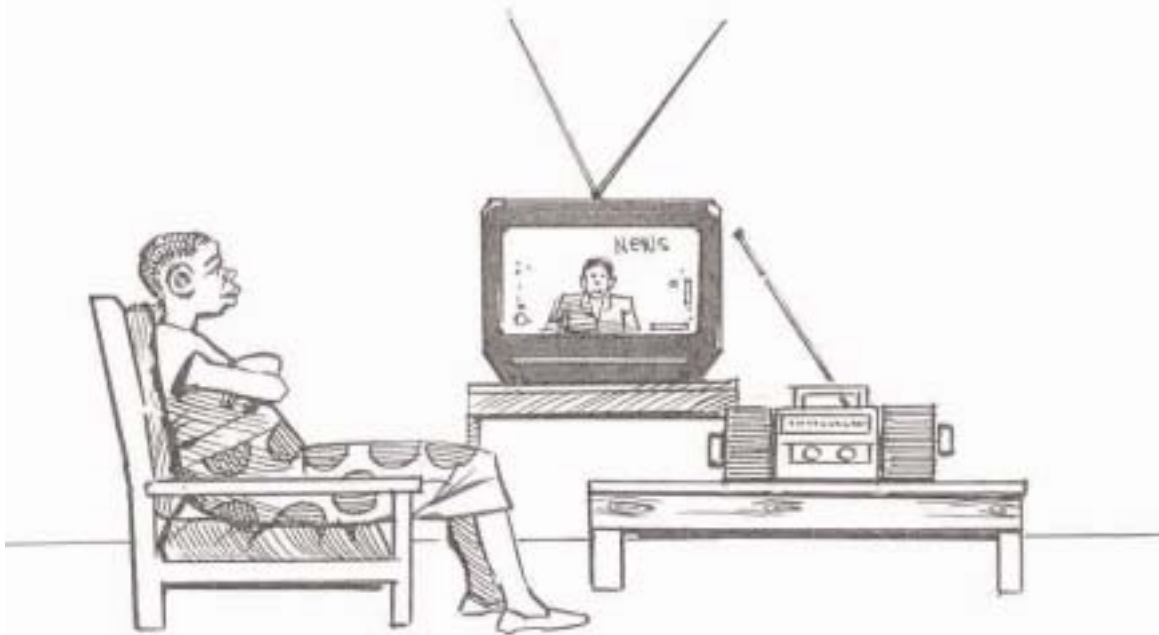
II. Electronic Media

What is electronic media?

This is media communication by use of electronic equipment. Electronic media involves radio and television. There are very many foreign radio and television programs. There are also reporters/journalists and representatives of international news agencies like Reuters, BBC, Voice of America, Voice of Germany (DW), AFP, Xinhua (China), TASS (Russia). Other international news services have "Stringers"-freelance reporters who work for different media outlets depending on their interest. They could often be important sources of news coverage. Watch an important press conference on any TV channel and you will start recognizing faces you will see often.

How Do I Link With The Electronic Media?

Contact the program person in charge. Remember, it is your job to "sell" the story to the reporter or program director. If a story has a local or national connection, or you have an exciting visual (something exciting to film), your chances of coverage by television will be greatly enhanced. When you think about television, think about what the cameras will "see" when they cover your story or event.



WATCHING TELEVISION AND LISTENING TO RADIO (ELECTRONIC MEDIA).

Over and over again, news editors and program directors will tell you that, although they read press releases and reports, they will want you to tell them a story-as visually appealing as possible. The elements they look for in a story are: human interest, a regional angle, national importance, or a connection to an earlier news story.

What about Electronic Data Transmission of my Organization's Information?

The opportunities for distributing your material as electronic data are growing at an extraordinary rate, and you shouldn't pass up opportunities to join what has been called the Information Superhighway. Remember, however, that many people still have little or no access to computers and telecommunications; electronic data is still expensive and is a supplement, not a substitute, for more traditional methods of communicating through the media.

What kind of opportunities for electronic data communication are you talking About?

Electronic mail, or e-mail, is one. If you or your organization have access to e-mail, you can distribute messages, announcements, press releases and other information to individuals and groups around the world. The catch is that you need to know their email addresses. In some cases, it may be possible to establish groups e-mail address, so that with one key board command, you can send information to a number of sources at the same time.

III. Internet and E-mail

Internet Introduction

This initial section describes the very basics of the internet, in case you don't know much about it. If you're already familiar with the basics of the internet, the web and Email, you can skip to the next section, which discusses how to use these tools in more depth.

What is the Internet?

The Internet, sometimes called simply "the Net," is a worldwide system of computer networks - a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers).

It was conceived by the Advanced Research Projects Agency (ARPA) of the U.S. government in 1969 and was first known as the ARPANET. The original aim was to create a network that would allow users of a research computer at one university to be able to "talk to" research computers at other universities. A side benefit of ARPANet's design was that, because messages could be routed or rerouted in more than one direction, the network could continue to function even if parts of it were destroyed in the event of a military attack or other disaster.

Today, the Internet is a public, cooperative, and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks. Technically, what distinguishes the Internet is its use of a set of protocols called TCP/IP (Transmission Control Protocol/Internet Protocol).

What is the World Wide Web (WWW)?

A system of Internet servers that support specially formatted documents. The documents are formatted in a language called HTML (Hypertext Markup Language) that supports links to other documents, as well as graphics, audio, and video files. This means you can jump from one document to another simply by clicking on hot spots. Not all Internet servers are part of the World Wide Web.

What is "Surfing the web"?

As you can imagine, since anyone can write and "post" their own information on the web, there is a lot of information out there. It can be difficult to find the right information for you, partly because not all of the information is correct or useful. But that's one of the nice things about the web. It was designed to try to help you navigate or "surf" through the information. Each person, company, organization, etc. can or does have its own little corner of the web. The place where they post their information is called their "website." Each site is then further divided into separate "web pages." (Think of the site as a book, and a web page as a page within that book.) Every site and every page has its own unique address. Usually this looks something like this: <http://www.pacttz.org>. The www tells you it's a website, the name of the owner is in the middle, and the type of owner is at the end (.org for organization, .com for commercial company, etc.). If you're connected to the internet and you have software called a "browser," you can tell your browser the address of the site you want to see and it will go out on the internet, bring the information back for you, and show it on your computer screen. If you knew every address you wanted to visit, you could type each one into your browser every time you wanted to move to the next page, but the web was designed to be easier than that. Nearly every page has "hyperlinks" (or "links") on them. These are often underlined text or pictures and they each lead to another address. If you click on one of these, the link will tell your browser the next address for you and your browser will take you there.

Email

What is Email?

This refers to electronic mail as opposed to airmail or surface mail (today popularly known as "snail mail"). You can send/receive messages through the internet to/from anyone with an internet account and those messages can include not only text, but also pictures and documents. Email is delivered very fast - usually in a matter of seconds or few hours (it depends on how much information you're trying to send and how much information your connection to the internet can handle at one time). And just like every webpage has its own address, so too does every person (usually something like dave@yahoo.com). If you know their address, you can send a message to anyone in the world cheaply, quickly and easily via the internet. You can access your email through the web or a program called an "email client" like Outlook Express from Microsoft.

How do I get on the internet?

To access the internet you need a computer with a "modem." The modem is what allows your computer to be able to connect to the internet, usually via a telephone line but sometimes through a cable or even wirelessly. You also need to hire the services of an "Internet Service Provider" (ISP). An ISP has a direct connection to the internet that they are allowing you to share (for a price) when your computer dials them up through its modem. If you would like to get on the internet, talk to an ISP - they'll be happy to help you.

In some ways, the internet is very inexpensive - you can send a three-hundred page book to thirty people halfway around the globe and you don't have to pay the printing costs or the postage. On the internet, it costs the same thing to email one person next door as it does to email many people, many miles away. However, it does cost a good amount up front to get on the internet in the first place. For most, a computer with a modem is not a small investment, nor is the cost of a telephone line and an ISP. It might be worth it to see if you can share someone else's connection or use an "internet café." Internet cafés have already bought the equipment and the connection and they are willing to let you use them for a small fee. They will also be willing to show you around the internet if it is your first time and help you get started; you may want to visit one of these to help you try out the internet and decide if it is right for you. It is very fortunate that there are now many internet cafés in Tanzania especially in the big towns.

Using the Internet

Now that we've covered the basics, this section deals with how to use the internet. If you already knew about the internet before picking up this guidebook, this will hopefully help you get more out of it, but if you've never actually seen the internet before, this section may get too technical to you. If you get stuck, you may want to have a friend or an internet café show you what is being discussed so that you understand it better.

So what? What can the internet do for me?

There are countless things you can do on the internet, but since this guidebook is focusing on you as an NGO and your desire to use the media, here are some of the most important things in that regard. You can:

a) Search for information you need to know quickly and easily - on almost any topic there is, the web has an enormous amount of information that you can find and access if you know how to search for it right. Perhaps you want to learn what others have done in your sector, or perhaps you'd like to read a training manual that will help you learn to do something new, or maybe you need to find some background information for a paper you're writing. All of this can be done by doing research on the web.

b) Post information on your own website or on someone else's. This is an excellent way for you to get out information about your organization. If a donor wants to learn more about you, they can go to your website. If you want to publish a human rights abuse that you've documented so that the whole world can see it, you can post it to the web.

c) Communicate via email, mailing lists and online forums. The internet is not just a static place where people post information and look for information that has already been posted, it is also a tool for communication. If you need resources or help in getting a message out, you can reach nearly every donor and media entity in the world via an email message. You can distribute information quickly to Media Guide to members and colleagues if an issue needs immediate action. Through mailing lists and online forums, you can have conversations with people - asking advice from experts, sharing experiences and working together.

Search for Information

There are basically three ways to find information on the internet:

a) Have a friend tell you where to go - don't underestimate this one. The internet is so vast that the advice of friends and colleagues can be an invaluable tool.

b) Find one page that's useful and then start surfing from there. Sites that are of interest to you will often have links taking you to other, similar sites. Once you've found one that's right on target, it may be worthwhile to try following the links to others that are likely similar.

c) Use a search engine. This is a tool that has catalogued many of the more important pages that are out there on the internet (no one has yet been able to catalogue them all!) and helps you search via keywords for pages that might be useful to you. The rest of this section deals with how to use search engines. As of the time of this writing, the two most popular search engines are Google (www.google.com) and Yahoo (www.yahoo.com). Google is faster and simpler, while Yahoo has more services and other tools you can use besides a search engine. There are many other search engines out there (and you should note that many sites have their own search engine just for that site - often a very useful tool) but these are the best two to get you started. When you access a search engine, you will have to type some key words in the spaces provided. The search will be based on those words you choose as the most important ones.

a) Be specific

The more specific your search is, the more likely you will find what you want. For example, if you want to know how about research on HIV/AIDS that has been conducted in Tanzania, you should write the words “HIV/AIDS research in Tanzania”. You will be surprised at how often this works.

b) Use of the + symbol to add

If you want to be sure that the pages you will find contain not only one or another word you typed, but all of them, you should use the + symbol. For instance, you want to find pages where there are references to NGOs in Tanzania working on environmental issues, you should type Tanzanian + NGO + environment. You can narrow down your search by adding more specific words.

c) Use of the - symbol to subtract

If you want all the pages related to those key words but not the ones referring to a specific subject, you can use the - symbol. Using the above example, you want references to Tanzanian NGOs within different sectors but do not want references of the education sector, you can type: Tanzanian + NGO - education.

d) Use quotation marks to keep expressions together

Because so many phrases are specific to what you're looking for, this can method can really help you narrow down what you need. If you do a search on natural resources management, then don't type in the words natural and resources and management. This will find pages with these words on them, but not necessarily all together. Since natural resources management is a standard phrase, you can type "natural resources management" in quotes and it will look for all of those words together and in the same order.

e) Combining all of it

Try to use the different methods to be specific. For example: Tanzania + "Natural Resource Management" - coastal if you're only interested in non-coastal NRM in Tanzania. This will make your search to be very specific to whatever information you are looking for.

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a). Have a friend tell you where to go - don't underestimate this one. The internet is so vast that the advice of friends and colleagues can be an invaluable tool.

b). Find one page that's useful and then start surfing from there. Sites that are of interest to you will often have links taking you to other, similar sites. Once you've found one that's right on target, it may be worthwhile to try following the links to others that are likely similar.

c). Use a search engine. This is a tool that has catalogued many of the more important pages that are out there on the internet (no one has yet been able to catalogue them all!) and helps you search via keywords for pages that might be useful to you. The rest of this section deals with how to use search engines. As of the time of this writing, the two most popular search engines are Google (www.google.com) and Yahoo (www.yahoo.com). Google is faster and simpler, while Yahoo has more services and other tools you can use besides a search engine. There are many other search engines out there (and you should note that many sites have their own search engine just for that site - often a very useful tool) but these are the best two to get you started. When you access a search engine, you will have to type some key words in the spaces provided. The search will be based on those words you choose as the most important ones.

Post Information

Posting information to the web can be a very involving process, since the web requires you to write in an authoring language called HTML (Hypertext Mark-up Language). If you want an attractive site with lots of information, you'll probably need the help of an outside consultant or company. For a fee, they can help you with the process. However, if you want to create something a little simpler, you can get started right away, there are programs which are called WYSIWIG (what you see is what you get) mote like using Microsoft word. These programs have wizards which have step by step instructions on building simple websites.

There are three main ways to post information to the web.

Register a domain

Domain registration has become cheaper by the day and even free in some quarters. Registration of global domains e.g. .com, .org, .net can cost as little as five (5) US dollars per year. Country specific domains like .co.tz or .or.tz are free for registration in Tanzania, albeit for the moment. To buy a domain, you can go to places like www.register.com or www.discountdomainregistry.com.

Once you've registered your domain, you also need to buy the services of a host. A host company as the name suggests is the company that will host the contact of your website, this the company that will handle the traffic to your website and store any information you will want to put up. Most registration companies also offer hosting services which can be tailor made to suit your needs. You can also be your own host if you have a reliable internet connection and a computer configured to be able to e accessed through special protocol called "http" (hyper text transfer protocol)

Next, you need to design and post your website. If you've gone through the trouble of buying a domain and a host, you probably want your page to look professional and be full of information, in which case, you're probably going to need some help from your ISP or a local design firm now (or some training for your staff). And finally, you can post your information to the web. That's a lot of steps and you may want someone to help you through it. Many companies will do all of this for you so that you don't have to worry about any of it, but they'll probably charge a lot to do it.

Use a free, shared hosting service

Some web companies offer free hosting to for people or organizations without the capacity to afford a an independent host company. These are usually offered in what is called sub webs. These websites are pegged onto the host company's website and one is bound to the terms and conditions that the host sets. The most common condition is that the host company uses your webpage to advertise itself. By far the most popular free web host is <http://360.yahoo.com>.

Most of the free hosting companies also offer free web development tools and easy ways of posting information.

Post information to someone else's page

This is also free, and by far the easiest option. If someone wants you to post information to their page, they've made it very easy for you to send them that information. The trade-off here is that you don't have as much control over the information that is posted and you may not be able to post very much about your organization, depending on what that person, organization or company wants and allows you to do. On the other hand, you may be able to post information to an often visited site that really draws a lot of attention to your organization and its work. For example, at www.oneworld.net, they want people from all over the world to post interesting stories and lessons learned about economic and social development.

(At radio.oneworld.net, you can even post your radio program). There are also places called online forums or discussions groups where you can go and post information for everyone to see. These can then become discussions, as more and more people post information and then respond to previous posts. They are detailed further below.

Communicate

The internet is especially powerful in that it lets people make connections with others, collaborate and learn from each other. One of the main tools for doing this is email, since anyone on the internet can have their own email address. You will probably get an email address (or addresses) with your ISP account, but you're not limited to that. There are many free email websites like www.hotmail.com and mail.yahoo.com. So, even if you only access the internet at friends' computer or an internet café, you can have your own email address. And even if your organization only got one email account when they signed up, everyone in your office can have their own email address via the web.

Many discussions take place via the email-based Mailing lists (or List serves) and web-based online forums (Note some discussions allow you to participate either through email or the web, depending on what is easiest for you). Essentially, they serve the same purpose. You join or create them, and then you become part of a group discussion. Each person in the group is able to post or send a message to everyone else at the same time. When that person responds, everyone else can see that message, too.

People use these media to plan events and action, discuss the latest trends in their interest area, debate and work-out issues, ask and share advice with each other, publicize their successes, send updates to members, and much more. There is probably already a discussion (actually, probably more than one) out there that is just right for you. Try searching for it via the web. Once you find it, they'll provide you with an explanation of how to join and how to participate, but here are some key tips:

- A regular subscription means that you will receive every email that is sent, when it is sent, which can be a lot of emails depending on the list. A Digest subscription means that all of the emails for that day are gathered together and sent to you as a single, long email message once per day. This can be a lot easier on your inbox.

- Once you're subscribed, you will receive a welcome message that confirms your subscription, explains the conventions of the list, and explains how to unsubscribe if necessary. That's an important email to read carefully and keep for future reference.

- There may not be enough computers in the organization for everyone who wants to participate, but there are options to make sure that those that need to send or receive information can do so. Consider setting aside time when the computer can be open to those people, or consider printing out key messages and displaying them in the office.

- You should give feedback to the list when possible by sharing your own information and participating.

- Other list members will find it rude if you don't practice good etiquette or Netiquette's This usually means staying on topic, referencing the message you're responding to so people know what you're talking about, refraining from using language that could be inflammatory, etc. Often, it's good to just read messages from the list at first, and actually send any messages until you have a good idea about how people on the list interact.

- You should periodically review whether the list has been useful. If not, then you probably get too many emails already and you should not be afraid to unsubscribe.

If you want to start your own mailing list or forum (either because no one else is covering your topic or because you want to control who is participating) you should think carefully first. These aren't easy to maintain or to get people to join and use. Often they are created and then used for a few days before people stop caring and never use them again. But if you have a group of committed people willing and able to share information this way, a clear and compelling reason for the group to exist and a skilled facilitator who is able to deal with disputes and keep the conversation going, then these can be very powerful tools indeed. You may be able to have an online forum designed into your website; or your ISP and other web hosts will likely provide mailing list hosting services for a fee (some might even provide this to you as part of your web hosting package). And if you want, there are even free services out there (the limitations on free services mentioned above still apply) at places like www.kabissa.org and groups.yahoo.com.

Some Final Tips

- Incoming Press Calls should be tracked in writing. You can use a form to record all the relevant information. Have the form printed in duplicate on carbonless paper. One copy should go to the person responding to the call and the other should be used for updating or adding to your press lists.

- Press Kits should be simple, clear and draw attention to your main press lines and themes. Mail your basic kit to all local media and distribute it at press briefings, news conferences and as follow-up to incoming press calls.

- Media Briefing Sessions should be held on a regular basis, at least once or twice a month. Keep the size small: four to eight reporters and with a maximum of three spokespeople. Briefing sessions are an excellent vehicle for getting to know reporters better and for reporters and editors to learn more about briefed on the issues.

- Press Conferences should be organized only as a final resort. For the amount of time and energy it takes to do a press conference, you can make successful placement calls. Too often a group will rush to organizing a press conference. Press conferences are appropriate only if you have a "hot" news item or must respond quickly to a fast breaking story and are unable to reach all the media one-on-one. You may also want to host a press conference if you are releasing a major report or announcement, if you are making national news or if a celebrity is involved in the event.

- On Air and Print Interviews. Your spokesperson should have no surprises. Brief them in advance of all major interviews. Reporters should also be briefed in advance (by press staff) and written materials should be hand delivered or faxed to reporters several days before the interviews. Make a last-minute phone call to confirm they received the materials.

- The more information you can give your spokesperson in advance and the more advance briefings you can give reporters on each interview, the better. Press staff or volunteer PR representatives should provide information "as background" and not for attribution. Your spokesperson should be "on the record" with quotes. And, make sure they spell your name right.

- In the hyper speed world of the Internet, information becomes stale very quickly. This means that, even if you have the opportunity for posting information on the Internet location, you need to determine if the amount of time required makes the Internet a worthwhile investment.

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