

A woman with short dark hair, wearing a pink off-the-shoulder top and a blue patterned skirt, is sitting on the ground. She is holding a baby who is wearing a red and white striped hat and a white long-sleeved shirt with colorful patterns. The baby is laughing with its mouth open. The background is a blurred outdoor setting with dry sticks and green foliage.

# Media Training SRHR

# Agenda

1. Understanding News
2. Developing Key Messages
3. Mastering Media Interviews

# Ice Breaker

1. What you do, where, + what particular project you hope to publicise?
2. Any experience of media interviews?
3. Scale of 1-10 how confident you are in delivering media interviews?

# Understanding News

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# Drivers of news

- Timeliness – happening NOW
- How are people affected?
- Impact – change - result
- Trends
- Conflict, clashes of thinking
- Surprise, unexpected
- Link to current events
- Heartwarming
- Innovation
- Public interest





ETLEVA KADILLI, NISHA AND  
ALEXANDROS K MAKARIGAKIS

MONDAY, JULY 1, 2024 The Standard

Democracy

*Holding demos is a  
constitutional  
right, not  
State privilege*



DENNIS ONYANGO

**K**enyan citizen, regardless of their political ideology or religion, should safeguard and/or defend the rights for peaceful protests even if they vehemently disagree with what protesters are saying.

The Bill of Rights guarantees the right to peaceful assembly in protest. In reality, if the citizen of any nation cannot speak criticise the government through demos, then it implies that the citizenry is not free.

The freedom of assembly and freedom expression are guaranteed by our Constitution 2010. However, despite these guarantees, laws regarding the right to protest undermine the human rights

## Do more to improve education and health of young mothers

An estimated 282 million young people aged 10-24 will reside in Eastern and Southern Africa by 2050. The potential of this population could be transformational. Yet currently, only a quarter of these young people complete upper secondary school, and a quarter of young women give birth before their 18th birthday. There are about 21.6 million unintended pregnancies in this region every year.

The impacts of adolescent pregnancy are being felt now, will be felt in decades to come, and in future generations. Maternal conditions are the leading cause of death among adolescent girls (15-19 year old) globally. Infants born to adolescent mothers



Local Lifestyle

## Namibia becomes the first African country to significantly crack HIV

CHINEDU OKAFOR | 08 May 2024 01:55 PM



Namibia has achieved a significant milestone in combating the spread of HIV. The Southern African country is the first on the continent to significantly curtail vertical mother-to-child transmission of both HIV and viral hepatitis B. The plan to eradicate HIV from Namibia on a national scale fully kicked off in 2014.



@BBCWorld @Sida #2gether4SRHR bit.ly/3UziutL

@UNICEFAfrica



BBC NEWS

FOCUS ON AFRICA

## UN HIV report

bbc.com/news

0:12 / 4:19

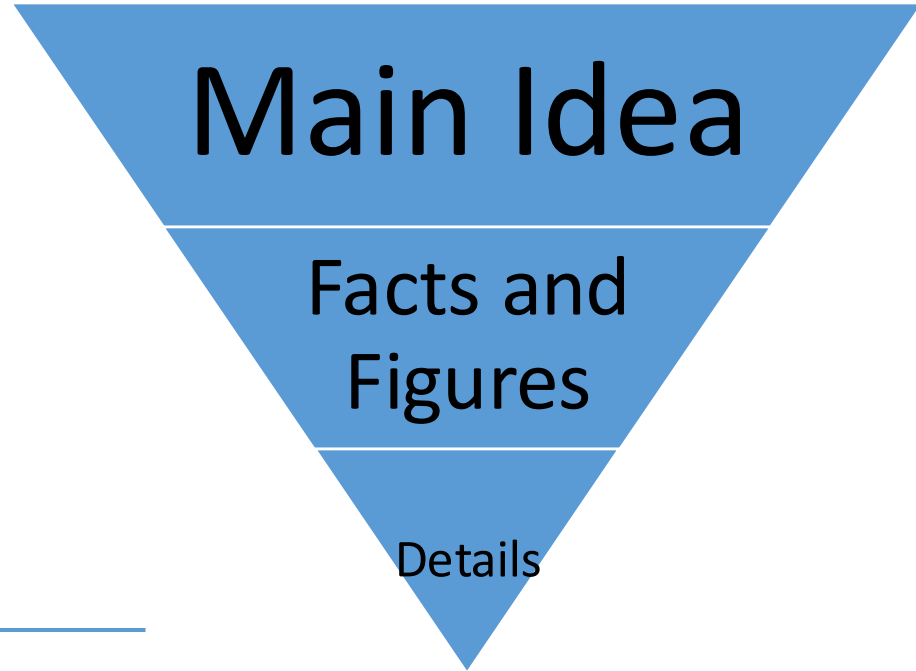
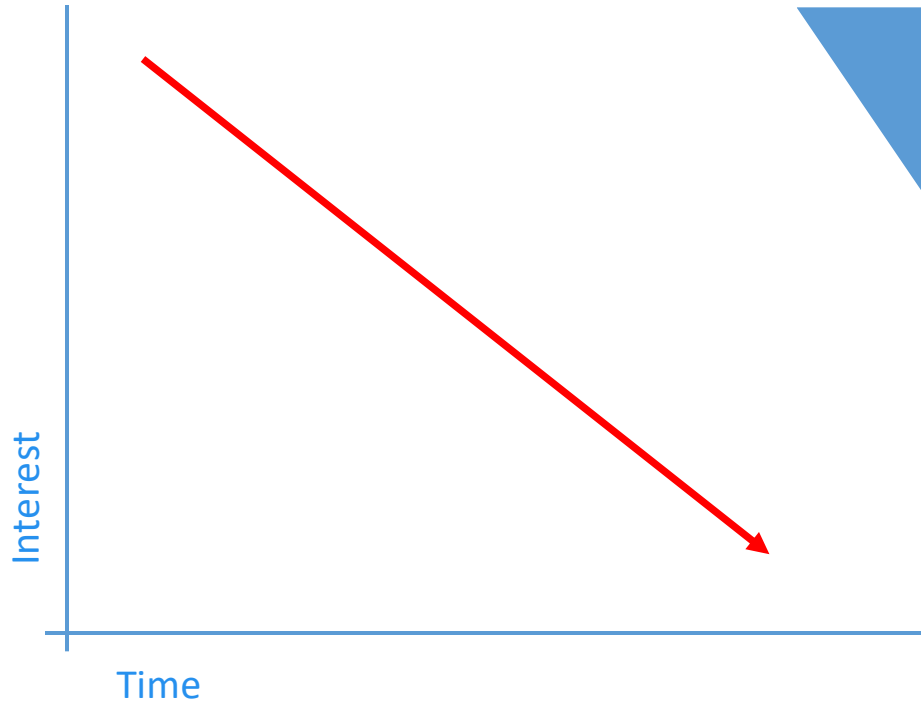




# What are journalists looking for?

- Accurate, useful, reliable, relatable information to connect with the audience
- Analysis, different perspectives, new data trends, anecdotes
- Knowledgeable, authoritative speakers
- Human interest element
- Good visuals, soundbites
- Something they can broadcast or print (consider wordcount)

# Understanding how news is written (exercise)



# Developing Key Messages

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# Who is being interviewed?



2gether  
4SRHR



Sweden  
Sverige

**Daily Mail**  
**Mail**Online

**Mail & Guardian**

....And who is interviewing you?

(Game of News Roulette)

**The East African**

**The Guardian** | **The Observer**



# Dem get 200,000 pipo wey dey live wit HIV but dis kontri dey on di path to be first for Africa to eliminate mama-to-pikin transmission



## Top Tori

**Court remand ex-Kogi govnor over 110 billion naira corruption charge**

22 minutes wey don pass

**Ghana Electoral Commission decision to restrict media access for collation centres during di 7 December poll cause uproar**

5 hours wey don pass

**Mother wey hide her secret child inside drawer for three years from her partner and oda children**

6 hours wey don pass

# What to know / do before an interview

- ✓ What media / publication
- ✓ Primary audience
- ✓ Name of reporter and experience
- ✓ Type of interview (live/pre-recorded; broadcast or print)
- ✓ Is it a Q&A interview or are they looking only for a sound bite?
- ✓ Anticipate questions
- ✓ Draft and rehearse your key messages

# Preparation is key (exercise)

- Draft 2 or 3 key messages
- Write down 2 key figures
- Think of an anecdote / story from the field
- Focus on what \*YOUR ORG\* is doing
- Show emotion
- Learn bridging lines



# Language

- Use universal, conversational, accessible language
- Recognize jargon, and substitute
- Practice: NGO speak glossary

As WASH specialists, we are committed to mitigation, adaptation and carbon dioxide removal. We must be carbon neutral as we make this unprecedented transition.

“With due diligence, our team is researching SGB and HIV among AWYG groups in ESAR.”

I will reach out to implementing partners to engage them in potential collaboration on that so we can leverage their networks.

# Busting UN-Speak

Jargon and Acronym Soup	Educate, accessibly
AYPs AGYMs	Adolescent Girls (age 15-19),
VAWG GBV SGBV	Violence, sexual violence, femicide
ARVs ART	Anti-retroviral treatment (ART): regular medication to suppress the viral load of HIV. When suppressed so low that it's undetectable, the virus cannot be transmitted. People living with HIV lead healthy lives, when they have access to treatment.
SRHR	<i>Sexual and Reproductive Health and Rights (SRHR) means having control over our bodies, choosing when and if to start a family and being protected from gender-based violence and sexually-transmitted infections like HIV, amongst other issues. But these rights are not always guaranteed. Programmes like 2gether for SRHR are working to change that reality.</i>

# The numbers

- 2-3 figures, the most striking data, surprising stats
- numbers – 3 million children
- percentages – 40 % of under-fives
- comparisons – worst rate in the world
- others – more than halved, one in every three children



Use round numbers and aggregated figures, unless the story is in the numbers

# 1st Key Messages: New Trends + Why they matter

Although Eastern and Southern Africa carries the largest share of the global HIV burden, 2.6m new HIV infections in children have been averted since 2010.

But across the region, nearly half a million children and adolescents living with HIV did not access lifesaving antiretroviral treatment in 2023.

AIDS remains the #1 cause of adolescent death in 12 countries.

New HIV infections are more than six times higher among adolescent girls than adolescent boys - a greater difference than in any other part of the world\*

\*10-19 years



## 2<sup>nd</sup> Key Messages: Ways forward to #EndAIDS

- ART access
- Peer support
- Long lasting Injection
- Holistic Care: Jobs, skills, food, cost of living
- What else

(Exercise: explain each key message with a memorable anecdote)



# Mastering Media Interviews

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# Personal stories

- **Lived experience** – I've been through it and know what helped was...
- **Personal** – I visited a rural school in XXXXX last month and spoke to ...
- **Reported** – one of our doctors wrote a blog last week in which she describes how...
- **Figurative** – for a mother who becomes a refugee, trying to protect her five children, this programme...
- **Impact** – as a result (reach, funds, access, influence, policy, law, justice)



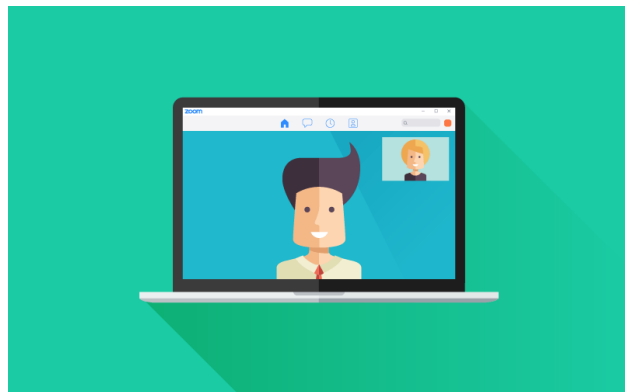
# TV Interviews (in studio or on site)

- Ask where to look and keep steady eyeline
- Be mindful of facial expression, body language
- Control the visual background
- Wear solid colors, avoid white or stripes (think about the lapel mic)
- Be prepared, but relax
- Practice ! (no handouts)



# Interviews over Zoom

- Test connectivity platform, and audio before
- Check lighting, framing, background and environment
- Raise your computer so the camera is level with your eyes. Don't have it looking up at you.
- Sit at the edge of your seat, up straight. Or stand.
- Try to use a discreet headphones/microphone
- Look into the camera, not into the screen
- Absolutely **No Reading** of notes



[Play video](#)

# Mastering Soundbites



Distill your key messages in short and snappy sentences (15 seconds or 45 words)

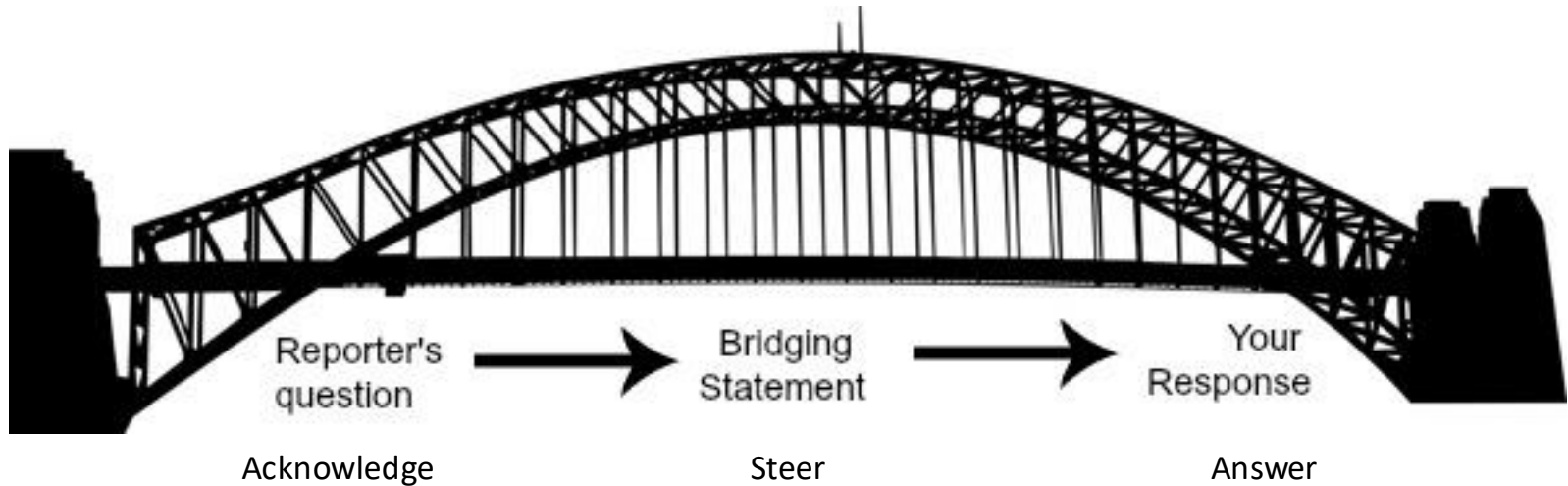


You have editorial control to encapsulate the essence of your message

Stick to your point

It's your chance to make headlines

# Bridging



# Examples of bridging statement

The most important thing to know is...

The bottom line is...

At the end of the day...

If we take a closer look, we would see...

Let me put this into perspective...

What is going to matter is...

The real issue is...

Here is what this all means...

What I can tell you is...

If we look at the bigger picture...

What is really at stake...

First, let me say...

# How to handle hostile reporters

## Interrupter

- Let them interrupt, then carry on

## Negative Slur

- Don't get angry, but correct them

## Putting words in your mouth

- Reply with “What I actually said is ...”

# Practice exercise: Key Messages for: Educating, Informing, Mobilising, Influencing Call to Action

[Play video](#)

- Draft 2 or 3 key messages
- Write down 2 key figures
- Think of an anecdote
- Show emotion
- Learn bridging lines



# Dos and Don'ts for media interviews

- ✓ Know your subject and key messages
  - ✓ Make your point first, details after
  - ✓ Be concise, use simple and powerful words
  - ✓ Use anecdotes, personal stories
  - ✓ If you don't have the answer, tell the journalist you will follow up (keep your promise)
  - ✓ Anticipate tricky questions and be prepared
  - ✓ Speak in full sentences
- ❖ Don't be led, stick to the point
  - ❖ Don't use jargon or acronyms
  - ❖ Don't read from handouts or notes
  - ❖ Don't be fixated on the wrong question, bridge back to your key messages
  - ❖ Don't comment on things you haven't seen or heard yourself
  - ❖ Don't use humor or sarcasm
  - ❖ Don't lie or misrepresent the truth

for every child

