



# MEN CARE IN AFRICA MEDIA KIT

A Toolkit for MenEngage Africa organisations working with media



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# CONTENTS

- 1 Introduction 4
- 2 Communication for Change 7
- 3 Choosing your Media Formats 17
- 4 The Power of story 25
- 5 Building Partnerships 29
- 6 Working with the Media 31



# INTRODUCTION

This MenCare in Africa Media Kit has been made possible through the collaborative work between MenEngage Africa (MEA) Alliance and MenCare to empower partners with media techniques and skills. MenEngage Africa (MEA) is a regional network of MenEngage Global Alliance, and is made up of 22 country networks where MenCare has a presence. The MEA networks are spread across East, South, West and Central Africa, with over 300 non-governmental organisations at grass-root, national and regional levels. MEA members work collectively to advance gender justice, human rights and social justice in key thematic areas including Sexual Reproductive Health and Rights (SRHR), gender-based violence (GBV), HIV prevention, Child Rights and Positive Parenting and in promoting peace on the continent.

MenCare is a global fatherhood campaign active in more than 50 countries on five continents, coordinated by Promundo and Sonke Gender Justice. MenCare's mission is to promote men's involvement as equitable, non-violent fathers and caregivers in order to achieve family well-being, gender equality and better health for mothers, fathers and children. We aim for men to be allies in supporting women's social and economic equality, in part by taking on more responsibility for child care and domestic work. We believe that true equality will only be reached when men are taking on 50 percent of the world's child care and domestic work.



This Media Kit seeks to promote men as caregivers and fathers, through media campaigns, educational programmes and advocacy initiatives. Different campaigns tell the stories of men who challenge stereotypes to become more involved care-givers for their children. Other initiatives engage policy makers to legislate paid leave for new parents.

Media is a powerful tool to reach people with these messages, to educate and influence public opinion and debate. Media has enormous potential to affect social and individual change. But we must use it well and wisely if it is to change the quality of people's lives in a meaningful and sustained way.

This Toolkit offers guidelines on how to use the power of media and stories to promote MenCare. It aims to inspire and give fresh ideas on how to harness the power of media to reach large audiences. It explores how to use stories to move people emotionally and catalyse discussion and debate. We explain simple models of behaviour change for you to consider when you design your campaign.

The media landscape and target audience in each country may be different. So, we invite you to think about your own practice, whether you are using television, radio, theatre, social media, print media, on-the-ground community dialogues, or any other formats that help deliver your message. The section called **Talking Points** gives ideas for discussion. We hope you can use and adapt the ideas in this toolkit to enhance and promote the work that you do.







# 2 COMMUNICATION FOR CHANGE

## WHAT A GOOD MEDIA ADVOCACY CAMPAIGN CAN DO?

The goal of a good media advocacy campaign is to have an impact; to draw in your target audience, create awareness and ultimately influence and change their attitudes and behaviours. It aims not only to reach large audiences, but to make a difference to the quality of their lives as well.

### Goals of a Media Advocacy Campaign

A media advocacy campaign may seek to:

- ▶ Impact on people's knowledge and awareness
- ▶ Shift norms and attitudes
- ▶ Change behaviours
- ▶ Stimulate public discussion and debate
- ▶ Link people to services to get help and support
- ▶ Impact on the social and political environment
- ▶ Influence and affect policy change
- ▶ Stimulate social action.

There are many theories and debates about what triggers social and behaviour change. Behaviour change models can be a useful guide in planning your media campaign. There is no single right theory and often a combination of theories and models is best.

## THEORIES OF CHANGE

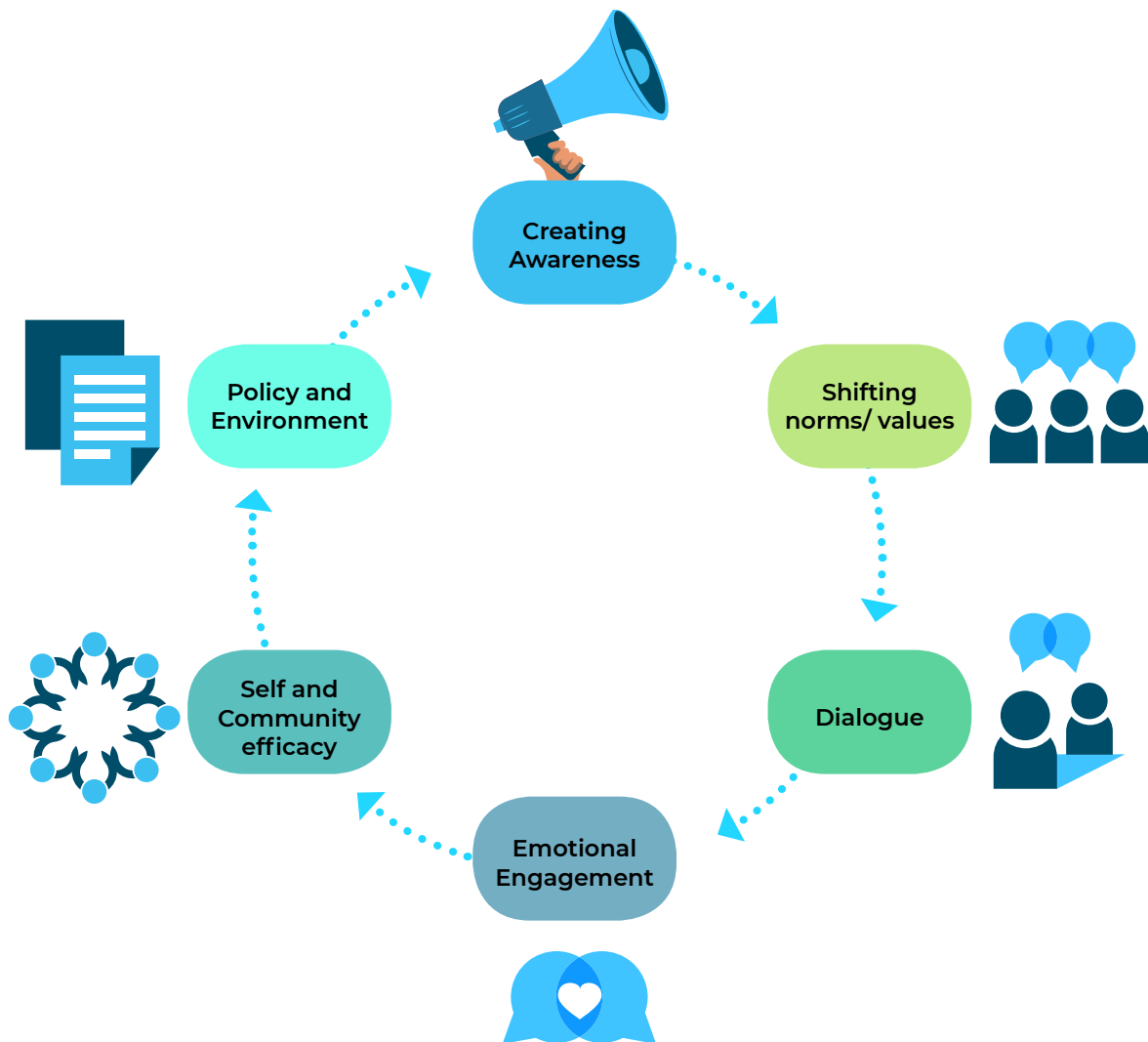
Here is summary of three common theories of social and behaviour change that you could use to guide and plan your media campaign.



## A Pathways Model

A pathways model identifies different steps to change along a pathway. The pathway is not necessarily continuous, people may move back and forth. The changes include:

- ▶ Knowledge (Creating awareness)
- ▶ Shifting social norms and values
- ▶ Generating public dialogue and debate
- ▶ Creating emotional engagement
- ▶ Self and community efficacy (an ability and belief that something can be done)
- ▶ A supportive environment (policy change)
- ▶ Social and behaviour change





There is research that has shown that in the Pathway Model, some of the steps may be more important than others.

1

### **Knowledge is necessary but not enough to change behaviour.**

Knowledge is important but it is not sufficient to change behaviour. For example, you may know that smoking causes cancer. But that knowledge is not enough to persuade you to stop smoking.

**Self and community efficacy is a very important step.** That is the belief and ability in yourself or in your community that you can change things.

2

3

### **Dialogue and debate are very important steps in the pathway to change.**

Open conversations and debate are an important step towards making more lasting change.

**Supportive Environment for change is important.** For example, if you want to stop drinking and everyone around you drinks and the bottle stores are open 24/7, it is much harder to change your behaviour.

4

5

### **Emotional engagement is very important.**

When emotions like empathy or anger are stirred up, we often become involved and care about an issue. This identification is an important step in the pathway to change. That is why good stories that people can identify with help shift social norms and changing behaviour.

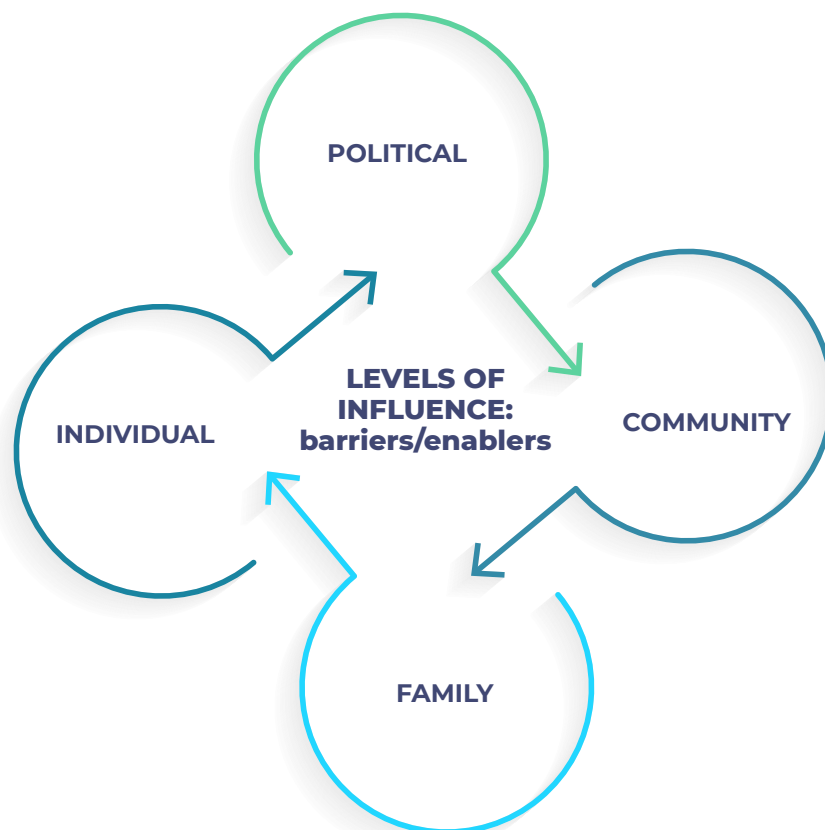


## SOME TIPPING POINTS

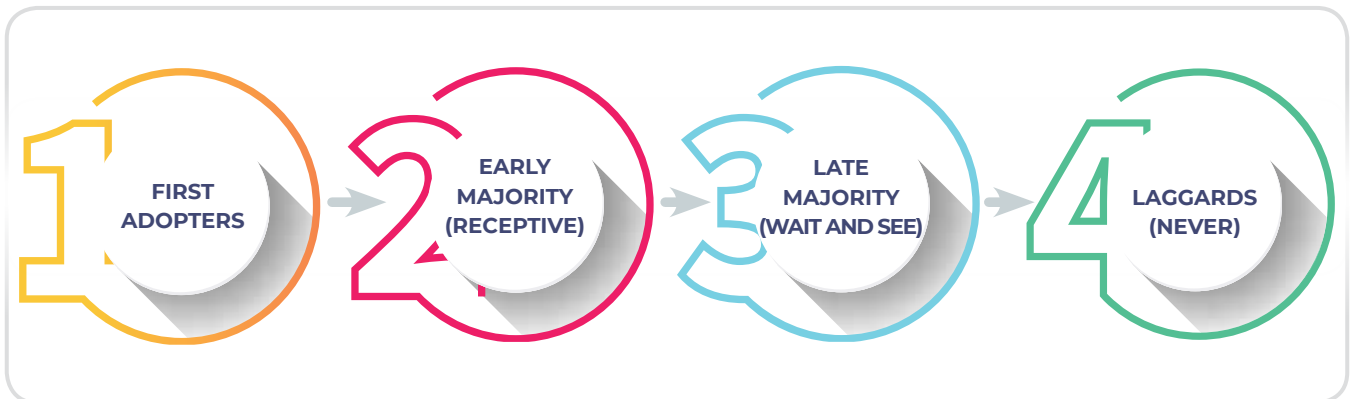
BEHAVIOUR		PATHWAY TO CHANGE
Knowledge	➔	Necessary but not enough
Self & community efficacy	➔	Very important
Dialogue/ debate	➔	Key
Behaviour intention	➔	A step along the way
Supportive environment	➔	Important
Emotional 'stir-up'	➔	Very important

### A Socio-ecological Model

**A socio-ecological model recognizes** different levels of influence that affect how we behave. These include family, community and the broader political environment. These levels of influence can act as enablers or barriers to positive change. For example, cultural norms in a community can be a barrier to men being active fathers in the first 1000 days of a child's life.



A **diffusion of innovation model** emphasizes the important role of 'champions' or 'enablers' to act as change agents and role models.



## Celebrating Fathers

The Best Father Project Uganda conducted a National Fatherhood Campaign which aimed to motivate and engage men in Uganda to take the lead in fighting Gender Based Violence in their communities. The campaign celebrates fathers and father figures for the contribution that they make in the lives of their children and the community to engage, inspire and assist more men and the boy-child to be **examples of change** in their community.

*Nadduli Brian -The Best Father Project Uganda*

*Using champions to act as change agents and influencers draws on the diffusion of innovation model.*

*The next steps in designing your media campaign is to choose the topic, identify your target audience and then design your specific message or messages.*



## CHOOSING A TOPIC

This is a really important stage of designing your media campaign. There are many social challenges that seem important and choosing one or two to focus on is not always simple. Your choice should be based on research and in line with the objectives of your organisation.

### Here are some questions to help you choose the topic for your campaign.

1. Is this topic or social issue important for a number of people in our community, region or country?
2. Is there research to support the choice of topic?
3. Does the topic fit in with the overall goal and mission of our organisation?
4. Is it possible to make an impact on this issue? What kind of impact can we make?
5. Are there partners to support the campaign? It is very hard for one organisation to do it all.

Next you need to identify your target audience.

### TALKING POINTS

1

What is the goal of your media advocacy campaign?

2

What are the changes that you want to see? Refer to the Goals of a Media Advocacy Campaign (page 7) and try to pinpoint exactly what it is you want to achieve.

3

Which theory of social change or combination of theories resonates best for you?

4

Reflect on what media experiences you have had in the past?

5

What were the successes and what were the lessons you have learnt?





Facebook Live interface for the **GLOBAL FATHERHOOD CAMPAIGN**. The video shows a speaker at a podium on the left and a large audience seated at round tables in a conference hall on the right. The Facebook interface includes a top navigation bar with "Home" and "Global" tabs, a live viewer count of 15, and a right-hand sidebar with a post titled "Fidelity, Deconstruct and Privilege: Rooting Ideals". The bottom of the screen features a Windows taskbar with icons for Internet Explorer, File Explorer, and other applications.

Facebook Live: **GLOBAL FATHERHOOD CAMPAIGN**

MenCare  
November 17 - 21, 2014

Fidelity, Deconstruct and Privilege: Rooting Ideals

Windows Taskbar: Internet Explorer, File Explorer, etc.

## IDENTIFYING YOUR TARGET AUDIENCE

The target audience are the people you are trying to reach and have an impact on. It can be helpful to identify your primary and secondary target audience. For example, your primary target audience may be young men and women 19 – 35 years. Or it may be adolescent boys and girls 12 – 19 years old. Your secondary audience may be older parents and grandparents, schools leaders or social fathers.



### Primary and Secondary Target Audience

*The State of South African Fathers* report was developed as an advocacy tool to influence policy and law reform and monitor implementation of current policies and laws related to fatherhood. The primary target audience were researchers, policy makers and activists. The report also wanted to function as a catalyst to influence narratives in research, media and public discourse and therefore the secondary target audience was journalists and members of the media.

Sometimes your primary target audience are the people who influence those most affected by the crisis and act as barriers to tackling the problem.



### A reflection on choosing the target audience

'One campaign that we ran is the public broadcast, City FM Radio 105.1 in Lagos, that addressed Female Genital Mutilation (FGM). The purpose was to discourage the practice of FGM in some parts of Nigeria and the state, by explaining how much tradition is subject to change. We also recorded a short clip on our phone to use on our social media pages.

The target audience were men and boys because we discovered through research that even though women carry out the actual act of circumcision, the authority backing the Act is in the custody of men. So the intention was to effect a change in the perception of men, to make them stand in defence of the girl child against FGM.'

*Osayandapaul Personal -M&P Cre8 -NIGERIA*

## DESIGNING YOUR MESSAGES

The message or messages of your campaign are not simply pieces of information which you want to raise awareness about. They are the attitude and behaviour changes, that you want to see happen. For example, the message 'men can play an active and equal role in child care' is not just a simple statement. It is a challenge to a social norm. A challenge to men and women to act and think differently about gender.

Try not to have too many messages. Five or six key messages is enough.

### MenCare: You Are My Father Campaign

**Aim:** The campaign aimed to change the perception fathers had of themselves. Encouraging dads to see themselves the way that their children see them: to see the potential, the importance, and the responsibilities of fatherhood.



**Target Audience**  
Fathers and male caregivers.

**Media Format**  
A series of posters talking to fathers directly.

## TALKING POINTS

Here are some questions to ask yourself when designing messages.

**1**

What is the research telling us about the issue?

**2**

What do we want to change? For example, is the primary focus on creating awareness or shifting social norms?

**3**

Is there a policy issue to address?

**4**

What model or combination of behaviour change models work best for what we want to do?

**5**

Is it possible to make an impact?

## Sonke Gender Justice: Time to Talk Toolkit

**Aim:** The campaign aimed to strengthen the delivery of comprehensive sexuality education (CSE) for children and young adolescents by building the capacity of journalists and presenters in African faith-based media houses.

**Target Audience:** Journalists, faith and religious leaders.

**Media Format:** A toolkit was designed for media houses, journalists and radio presenters working in faith-based organisations as a guide to help them explore a range of questions and hold effective conversations about sexuality within a faith context.



## A campaign to impact on Policy

**Campaign:** The MenCare Parental Leave Platform

**Aim:** Advocate for governments and employers to adopt equal leave policies for both parents that are well-paid, non-transferable and adequate in length.

**Target Audience:** Government and employees.

**How:** A Submission by Sonke Gender Justice and Mosaic to The Portfolio Committee of Labour on The Labour Laws Amendment Bill. Sonke and Mosaic endorsed the general intent of the bill, but submitted improvements, based on international evidence of best practices in paid leave policy.





# 3

## CHOOSING YOUR MEDIA FORMATS

Once you have researched your topic and selected your target audience, you need to decide on your media formats.

### Formats to choose

Select the formats that will be most effective in reaching your audience. You also need to consider what financial resources you have available.

Television talk shows	storytelling community events
TV Dramas	Music
Films	Public Radio
Theatre	Social media
Puppet shows	Community radio

You may choose one media or a combination of different media. Using one medium only, whether radio, music, theatre or any other medium, can be effective and it is relatively simple to manage. The disadvantage, however, is that your product must stand alone. It loses the potential reinforcement that other media can bring to it.

The advantage of using a combination of media is that different media have different characteristics, which can complement one another and increase the impact of your campaign. Whatever media you choose, it is important that the production quality is as best as it can be. Try to combine entertainment and education so that you grab people's attention and hold it.

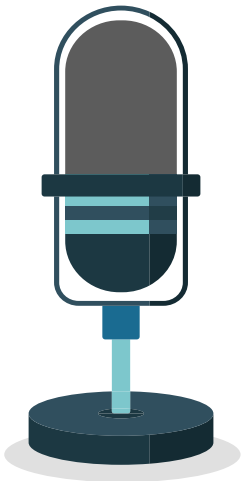


## DIFFERENT MEDIA FORMATS



### Online/ Social media

This can include facebook, youTube, instagram, snapchat, twitter, WhatsApp and websites. These platforms create places and spaces for people to meet virtually, talk, debate and engage with action. Social media has become a vital part of social development work and a key tool for any advocacy campaign.



### Radio

Radio is an excellent medium. It is less expensive than television production and can include drama, PSAs and talkshows. Radio is a powerful medium to stimulate dialogue and discussion. Community radio is effective in targeting local issues and providing a forum for local debates and concerns. Community radio can be a focal point to tell relevant and meaningful stories about local realities. For talkshows popular local celebrities and DJs can draw in large audiences.



### Print media

Print media includes newspapers, magazines, pamphlets, comic strips, comic books, books, booklets and posters amongst others. Print is an excellent resource for providing information that your audience may want to check and refer to more than once. It is also good for linking people to services and help.





### Outdoor (Billboards and Street poles)

Billboards and street poles can be effective to create brand or product awareness. They can also link people to services and help. To be effective the message needs to be clear and simple. Or use them in conjunction with other media.



### Television/video

Everyone loves a good story . Stories allow you to deal with the complexity of an issue and the challenges and choices that people face. Through characters that the audience can identify with, people can engage emotionally with the issues. People often watch television or listen to radio dramas with family and friends. This provides an immediate opportunity for people to debate and discuss the issues that the drama raises.



### Public Service Announcements

Public service announcements, or PSAs, are short messages produced on film or audio file and given to radio and television stations. PSAs can be effective in encouraging the audience to act. They usually contain what is called 'a call to action'.



### Live performance

Live performances have been used throughout the world to entertain and teach. They take place in formal theatres, community halls, under trees, in classrooms or on the street. There is something exciting about both the immediacy and intimacy of a live performance. It can also be interactive with responses from the audience forming part of the story as it unfolds.



## Examples

### Outdoor media

#### MenCare: You are my father campaign, Billboard

The campaign aimed to change the perception fathers had of themselves.



### Print Media

#### Campaign: Time to Talk

A pamphlet guide for parents on what kids can understand about sexuality, age by age.

### SAMPLE SEXUALITY QUESTIONS AND ANSWERS:

A brief guide for parents on what kids can understand, age by age

**SONKE GENDER JUSTICE**  
WOMEN - GENDER EQUALITY - HUMAN RIGHTS

**Save the Children**

**MenEngage**  
AFRICA

*Age*  
**2 to 3**

**"What's this called?"**  
Give the right words for body parts, such as penis and vagina (the vulva is actually the correct name for the outside part).

*Age*  
**3 to 4**

**"Where do babies come from?"**  
Give a simple explanation: "Mom has a uterus (womb) inside her tummy, where you lived until you were big enough to be born." No details of reproduction are necessary.

*Age*  
**4 to 5**

**"How is a baby born?"**  
Stick with the literal response: "When you were ready to be born, the uterus (womb) pushed you out through Mommy's vagina."

*Age*  
**5 to 6**

**"How are babies made?"**  
Provide a general idea: "Mom and Dad made you." If your child demands more details, you can say: "A tiny cell inside Dad called a sperm joined together with a tiny cell inside Mom called an egg."

*Age*  
**6 to 7**

**"What is sex?"**  
Give a basic explanation of sexual intercourse. You can say: "Mom's and Dad's bodies fit together like puzzle pieces. When the penis and the vagina fit together, sperm, which look a little like tiny tadpoles, swim through the penis and up to the egg." Talk about your ideas on sex and love. For example: "Sex is one of the ways people show love for each other."

*Age*  
**8 to 9**

At this point children are already aware that sex is something important, and need to know that it requires responsibility. Now is a great age to emphasize consent: encourage children to listen to themselves and to decide what they want or don't want with regards to their bodies. Demonstrate how they can communicate these decisions to others, including adults. Give them examples, such as "Please stop. I don't like being kissed anymore".

Most children of this age can handle a basic explanation on just about any topic, including rape. You can say: "Remember when we talked about sex being part of a loving relationship? Rape is when someone forces another person to have sex, and that is wrong." Encourage your child to ask you questions about things she has heard from her peers.

Building self-esteem in young children is also an essential component of developing a positive relationship with their bodies, decision making and their sexuality - particularly for young girls. Allow them to make their own decisions about what to wear, and encourage them to realise their own power in making their environment a better place as part of learning to also stand up for others. For example, if they see litter on the ground, can they clean it up? Can they help their younger sibling understand how to play a game?

*Age*  
**9 to 11**

By this age, children are becoming aware of changes in their body, and may ask "What is happening to my body?" Explain that lots of things are changing as a result of puberty (the process of the body developing into an adult), and that these changes can be confusing and that's OK. Be open and clear about what the menstrual cycle is and how it works, and the ways in which boys' penises change and begin to have erections. Be ready to discuss sex-related topics your child sees in the media.

This is also a good moment to emphasise the importance of empathy, and to build awareness that their behaviours affect other people. This is particularly important for young boys, who tend to be discouraged from showing empathy as part of their gender socialisation.

*Age*  
**12**

At this age, most children are formulating their own values. Keep communicating and check in with them every so often to provide a better context for the information they are getting. Avoid overkill or you will be tuned out. Ensure your children have information about pregnancy, and STI and HIV prevention. Acknowledge that sexual feelings are normal, but reinforce the message that while their bodies might be ready for sex, their hearts, minds and emotions are not.

## Radio PSA

### Sonke Gender justice, One man Can campaign

The One Man Can (OMC) Campaign encourages men to become actively involved in advocating for gender equality, preventing gender-based violence (GBV) and responding to HIV and AIDS.

#### SCRIPT: PSA for Radio work



**Eddie:**

Hi, I am Eddie Ma Gents Motale, former Orlando Pirates' player. Tune in again next week to hear more about how men and women together can make your community a safer, happier place, free from violence and HIV.



**Female voice**

This show is brought to you in partnership with the Sonke Gender Justice Network. Where men join women to promote gender equality, prevent domestic and sexual violence, parent their children together, and reduce the spread and impact of HIV and AIDS.

For more information about Sonke, please visit our website at [www.genderjustice.org.za](http://www.genderjustice.org.za) or like our One Man Can Facebook page.

**Male voice**

Love passionately

**Female voice**

Make a difference

**Male voice**

End rape

**Female voice**

Demand justice

**Male voice**

Stop domestic violence



**Male and Female together**

Together we can change the world.



## Social media campaign: Instagram

### Sonke Gender Justice: @catcalls campaign

Sonke Gender Justice launched a month-long @catcalls campaign, a social media initiative aimed at sharing experiences of gender-based violence.



### Tie it all together

It is important to give your campaign a name to tie the different media elements together. A popular and strong brand gives a focus to the campaign. Test the name with the target audience beforehand. Capitalise on the campaigns popularity and credibility by using its brand name to launch other initiatives before, during and after its implementation.

You can attach your brand name to other small media initiatives (t-shirts, mugs) and social networking platforms that relate to your messages. This all helps to keep your campaign alive and sustained over time.

## TALKING POINTS

Discuss the kind of formats that best suit your media campaign.

**1**

What does the media landscape in your country look like? What formats are most popular and have the widest reach?

**2**

What media or combination of media will best achieve the change you want to see?

**3**

Think about a catchy brand name to tie it all together.









# 4

## THE POWER OF STORY

“

**We're all storytellers. We all live in a network of stories. There isn't a stronger connection between people than storytelling.**

*Jimmy Neil Smit*

”

In the last section we spoke of stories as a powerful way to communicate messages for any campaign. Good stories are fundamental to good policies. They reveal how people live and what it takes to survive.

Stories can help educate, inform and influence social and individual change. Stories can draw audiences into the centre of an issue, move people emotionally and catalyse discussion and debate. They help us connect with others.

There are many ways to tell a story.

- ▶ A story may be written or verbal.
- ▶ A photograph can tell a story.
- ▶ A story can be translated into a play, a film, a newspaper articles, social media or a radio broadcast.
- ▶ Stories are a compelling and popular way to reach large audiences.





## TIPS FOR DEVELOPING GOOD STORIES

Whether you are using story in drama, live theatre, PSAs, print, radio or television, here are some tips to help you.

### 1 Do your research

Sometimes we think we know the development challenges people face. Don't guess. Root your stories in the lived realities of people's experiences and lives. Authenticity is very important. Test the stories if you can, to avoid unintended messages.

### 2 A good balance of education and entertainment

Make sure you have a good balance of education and entertainment. No-one likes to be lectured to or told what to do. The story must be engaging and exciting. Be sure that the social issues are seamlessly integrated into the entertainment. The story itself is the message.

### 3 Make compelling characters

If you are doing drama, create believable characters facing complex choices that the audience can identify with. Try to role model intended behaviour or values through your characters. The actions of a character whom the audience has learnt to love, and trust are worth more than a hundred speeches.

### 4 Have personal relevance

The stories need to resonate with people's lives and situations. Make sure that the story is culturally believable, relevant and authentic.



## 5 Be careful of generalisations and stereotypes

A stereotype is a widely held fixed belief about a person or community that is not always true. The 'mean mother-in-law' or 'the nasty uncaring father' are all stereotypes. We want to role model positive, alternative behaviour as much as possible.

## 6 Good quality

To draw audiences in you need to be as good as the best and most popular programmes or media offerings, currently available.

## 7 Unintended messages

Be careful of unintended messages. That is why it is important to test your programme with the target audience and to consult with experts in the field.



A picture is worth a thousand words. *Knowledge* is pictured here at the moment when he was reunited with his children. He was successful in a court case that found that his inability to pay lobola should not prevent him from having contact with his children. This image became iconic for the MenCare Fatherhood campaign.

### TALKING POINT

1

Discuss a story that had an emotional impact on you. It made you think differently about an issue or change your own behaviour. The story could be from a film or from an article or book you read.





# 5

## BUILDING PARTNERSHIPS

If you want to create a successful campaign, you need to bring together individuals and groups who have different skills and who represent different interests. Partnerships build alliances, which can maximize impact. Partners can include:

- 1.** Media partners (radio stations, television broadcasters, print)
- 2.** Civil society partners. (NGOs, CBOS working around similar issues)
- 3.** Funding partners

No one can do it all. Building good working relationships is fundamental to the success of your project. Strong partnerships need to be mutually beneficial. Partnerships can create a supportive environment for change. Working collaboratively rather than alone, is a very effective way to maximize your impact. But do not be afraid of withdrawing from relationships that are not working out.

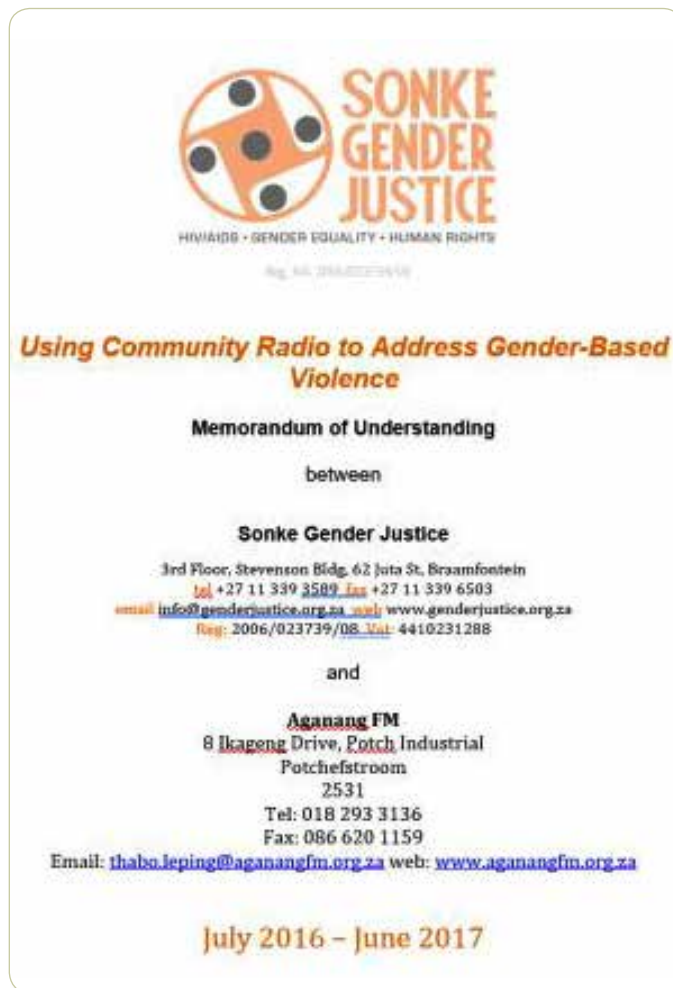
Partnerships with the media can be challenging. Editors are in the business of selling their media product. Heads of radio stations need to deliver advertising revenue. Work on these partnerships early on. Get their commitment to your campaign from the start.





## A successful radio partnership

All parties involved in a partnership must have something to gain so that everyone ends up being committed to the eventual success of your program. Sonke Gender Justice formed a partnership with AganangFM, a radio partner, to work together to support survivors of sexual and domestic violence through the promotion of Thuthuzela Care Centres. They signed an MOU which set out the agreed set of activities, the principles of the partnership, roles and responsibilities as well as the financial arrangements. Each brought unique strengths and experiences which resulted in a win win collaboration for all.



### TALKING POINT

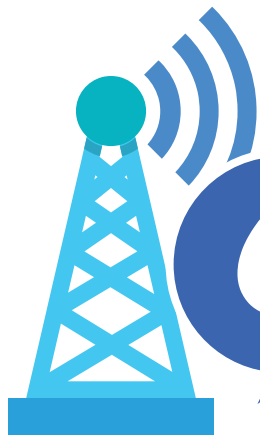
1

Make a list of potential partners that would be strengthen your campaign?

2

How could you approach them to formalise a partnership?





## WORKING WITH THE MEDIA

MenCare Africa often needs to work with mainstream media. You need opportunities to create awareness and interest in your work and campaigns.

In this last section we will look at how to work more effectively with the media. These may be newspaper editors, journalists, public broadcasters, DJs or talkshow hosts.

Organisations are often asked by the media to describe the work that they do. Frequently we are so caught up in the detail of what needs to be done, that we lose sight of the big picture.

Every organisation is different and has its own story to tell. Here are some ideas to grab the listener's attention and when you have it to keep it.

### **1 Think of it as telling the story of your work.**

Make the story that you tell about your organisation compelling.

### **2 Think about what you most want the media to know about you.**

Don't have a long list of 20 items. Have three or four main things you want to share and look for ways to link the question you are asked to the three or four main things that you want to share.

### **3 Link it to the national conversation.**

Journalists are always looking for a news angle. Try to link your work to a current issue that is relevant. For example, you may be addressing the issue of men as primary providers. Try to link the issue to a story of an unemployed father trying to find a way to still be involved with his children.



#### **4 Do some homework beforehand.**

Find out who your audience is. Who listens to, watches or reads that media? What is top of mind for them? The make-up of the audience will have a big influence on what examples you give to illustrate your work. Make sure you watch or listen to that presenter if you are not familiar with their style and interviewing approach.

#### **5 A good approach to talk about your organisation's work is through case studies and examples.**

Prepare at least three of these covering different problems and different kinds of interventions. You should be able to tell a good positive story in about 60 seconds. Organize and edit your material before.

#### **6 Start off by stating the problem you were asked to solve.**

State briefly what you did and describe in a sentence or two what the situation looks like now. Then tell the story in more detail organizing your facts and descriptions around this structure.

#### **7 Be interesting and provocative.**

Put ideas out there that sound fresh and well-considered. Share surprises, failures and challenges. Never underestimate the value of being interesting, of expressing ideas that sound fresh and well-considered. Even if many people may not agree with any or all of your ideas, it will get you invited back and enhance interest in your organisation.

#### **8 Don't view any interview as the first and last opportunity.**

Try to do well in each engagement but see it as a part of a longer journey where you build trust, knowledge and interest in what you and your organisation has to offer.

Remember people will remember a well told story even if they have forgotten the facts or details.

Here are some interviewing tips from a well-known South African radio presenter.







## Interviewing Tips

'When being interviewed it is important that you don't wait to be asked for examples and case studies. Present this material right from the beginning –preferably in the first answer but certainly no later than the second. Direct the interview by saying something like: "Let me illustrate what I am talking about by describing what we did with young men in a tough community in Nairobi".

The first answer you give is always crucial. Some people think let me keep it short in the beginning and wait for the interview to warm up. The opposite is advised. Once you have engaged with the question – which you must do – bridge into one of the most important things you have planned to say.

So, if you are asked: "What are the main issues affecting young men in your country?" don't just give a general description and try to cover everything. Mention three or four things and then say: "I would really like to focus on this particular issue young fathers face. This is the real problem. This is how we tackled it. This is what we have achieved so far."

Don't be afraid to say that you are working in a difficult space and that not all challenges are quickly overcome. Saying that adds to your credibility. The vast majority of listeners or viewers know the real world all too well and appreciate someone who offers a mix of optimism and realism. Be comfortable with that balance and don't be afraid to share tougher messages."

*Presenter: Today with John Perlman on Kaya FM*

## TALKING POINTS

Prepare for interviews with your colleagues. Do a practice run beforehand.

**1**

What are the three or four most important things you want to tell the media about your organisation and campaign?

**2**

What are the three or four case studies or examples you want to give?

**3**

What's the news angle or national conversation that you can peg your story to?

**4**

Who are the listeners or viewers of that programme. What do they want to know about? What do they care about?



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1. *Singhal, Arvind and Rogers, E* (1999) Entertainment-Education: A Communications Strategy for Social change, Taylor and Francis.
2. *Violence against Women in South Africa*, A resource for Journalists, Soul City Institute, 1999
3. *Engaging South African Fathers: the menCareChildcare and Protection Programme* Tawanda Makusha, 2019, published by Sonke Gender Justice
4. *State of the World's Fathers*, Unlocking the power of men's care produced by Promundo, 2019
5. *State of South Africa's Fathers*, Sonke Gender Justice and Human Sciences Research Council; 2018.





212



