



Better Impact Through MEDIA

Effective use of
Media in Community
Development



WHY MEDIA?

- Achieve your **GOALS**
- Greater **IMPACT**



Habari Maalum Tree Planting

- Started with radio programs.
- Created interest with the Government



Habari Maalum Tree Planting

- **Gave birth to a project that over the years have distributed 6-7 million trees**

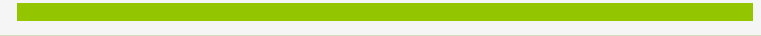


Habari Maalum Tree Planting

- On the ground activities together with:
 - Radio
 - TV/Video
 - Repeatable media
 - Printed material
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WHAT
could YOU
do?



Whatever you plan to do –
Think MEDIA!

RADIO

TV

VIDEO

**SOCIAL
MEDIA**

CD/MP3

Common use of Media

- **INFORM**
- **EDUCATE**
- **ADVOCATE**
- **ENTERTAIN**
- **EDUTAINMENT**

The Information Noise

- 3,5 Million Blogg posts published yesterday
- 1 Billion+ Websites yesterday
- 7 Billion+ Video views yesterday
- 1,23 Billion active Facebook users.
- News papers from all nations in virtually all languages at your fingertips.
- Radio & TV stations can be heard and watched globally



○ Why

should someone
listen to you?

RELATIONSHIP BASED MEDIA

RELATIONSHIP

=

TRUST

The audience will engage with us only if they TRUST us



Build TRUST
through:

- Creating a MEETING PLACE
- Get to KNOW each other

The audience will engage with us only if they TRUST us



Build TRUST
through:

- CARE
- MEET NEEDS
- SHARE –
Encourage
Interaction

Deeper relationship

Through sharing:

- KNOWLEDGE
- EXPERIENCE
- VALUES

Real Change...

.....comes through
changed VALUES &
ATTITUDES leading to a
changed BEHAVIOUR

How to build relationships and influence through Media

- Easy to access meeting place (Media platform)
- Address the audience needs
- Welcome interaction
- Discuss

How to build relationships and influence through Media

- Create meeting places “off air” in the community.
- Listen/record opinions and experiences for broadcast
- Advice
- Feed back the interaction to the wider audience

How to build relationships and influence through Media

- Create, or be part of, gatherings where community issues are discussed.
- Record/broadcast the community discussions.
- Ask questions challenging traditional thinking.

How to build relationships and influence through Media

- ◉ Lecture less – Ask more
- ◉ Be a BRIDGE connecting the need with the solution.
- ◉ Share the stories of those that have “walked the way of change”.

How to build relationships and influence through Media

- Present both the needs and the solutions in creative ways:
 - Songs
 - Poems
 - Riddles
 - Dramas
 - Etc.

How to build relationships and influence through Media

- Involve the listener IN the program:
 - Phone-in
 - Sms
 - Facebook
 - Twitter
- Welcome feedback AFTER

INTERACTION in the Program

- ◉ Welcome the listener to explore your topic.
- ◉ Let listener DISCUSS what you have said
- ◉ ASK – “What will you do with what you have learned?” (How will you implement)
- ◉ ASK – “Who will you tell what you have learned?”
- ◉ All this can be done On air

INTERACTION in the Program

- ◉ Welcome FEEDBACK through all channels available to your audience. (Off Air)
- ◉ RESPOND to feedback quickly
- ◉ ENGAGE personally. (Person to Person)
- ◉ Invite to further Discovery of topic
- ◉ Where possible hand over contact to local expert



ALWAYS THINK...

ON AIR

&

OFF AIR

Social Media

A Temporary Trend or Here to Stay?



Old and New Together

- Radio & TV is not OUT.
- But Radio & TV is not alone!
- For best result combine old and new media

Same Message Multiple Channels

- ◉ Program on Radio or TV
- ◉ Research on Facebook
- ◉ Marketing on Twitter
- ◉ Interaction through Phone SMS, Facebook, Twitter, etc
- ◉ Feedback on Phone, Facebook, Twitter, WhatsUp
- ◉ In Depth Material on Website, DVDs
- ◉ Follow-up through channel best suited for the individual

Same Message Multiple Channels

- Program on Radio
- More Material on Website
- Snippets on Twitter, Facebook etc.
- Behind the scenes with the staff on Facebook makes it personal
- Demonstration on video posted on Youtube
- Interaction through comments give ownership to message.

Paradigm shift

- From: Deliver a message to
- Explore/Discover the truth together
- From: The presenters perspective to
- Consumers needs

Paradigm shift

- From: Content controlled by the media developer
to
- Content controlled by the user's choice.

Paradigm shift

- *New Media is seeker centric,*
- *not program centric.*
- *New Media is Interactive*

Paradigm shift

- We are no longer pushing out a message,
- but we are pulling in people

For the greatest IMPACT

- On air and Online MUST at some point lead to Off air and Offline.
- Real People
- Real Relationships

REAL IMPACT



Be more effective – Think *MEDIA*!

- Keep the FOCUS right!
- Don't follow footsteps.
Create them!