

**A NARRATIVE REPORT OF THE THREE – DAY WORKSHOP ON DEVELOPMENT OF MEDIA
ADVOCACY STRATEGY**

**ORGANIZED BY
CHRISTIAN HEALTH ASSOCIATION OF NIGERIA (CHAN)**

**WITH SUPPORT FROM
CHRISTIAN AID, NIGERIA**

ON 20TH – 24TH OCTOBER 2008

**AT
JOSSY ROYAL HOTEL, EXPRESS WAY, BUKURU JOS.
PLATEAU STATE.**

FACILITATORS

- 1. OMOREBOKHAE ONOMOASE DAVID (DAMIS)**
- 2. CHINWE EBERE, P.O. C.A, CHAN**
- 3. MRS. JOYCE MADE, ZONE A CO-ORDINATOR CHAN**
- 4. MR. EZEKIEL JAMAKE, ZONE B, CO-ORDINATOR, CHAN**
- 5. EGBEWUNMI ROTIMI, MANAGEMENT INFORMATION SYSTEMS**
- 6. MARY AJIBO, YOUTH CORPER**

EXECUTIVE SUMMARY

In line with CHAN HIV Advocacy objective to ensure policy change towards development of mission health, improved quality and quantity of HIV/AIDS services in response to advocacy from the State advocacy Committee (SAC) from Kogi and Gombe States, government allocation of more funds to Mission Institutions for better living condition for all especially the less privileged, Christian Health Association of Nigeria organized a 5 day workshop (4 days training process including arrival and departure) for 18 participants (6 female and 12 male) from her State Advocacy Committee (Gombe and Kogi State) on Development of Media Advocacy Strategy Training Workshop which will facilitate the desired policy changes towards the improvement of HIV/AIDS related services in Kogi and Gombe States..

The workshop which took place at the Jossy Royal Hotel, Express Way Bukuru Jos, Plateau State, Nigeria from 20th -24th October 2008 was as part of the efforts to build the capacity of State Advocacy Members in Media Advocacy.

The process of the workshop employed the services of internal facilitator which comprised of Director of Advocacy and MIS of CHAN and CHAN Zonal Coordinators for Zone A and B as the lead facilitators and Programme Officer for Christian Aid Project in CHAN who made the various session of the training workshop interesting, interactive, educative and participatory.

Topic introduced during the process, in no little way cut across issues on media advocacy such as: what is media advocacy, the does and doesn't of media advocacy, coordinating media advocacy efforts, elements of media advocacy ; focus on strategy and creative and compelling delivery of message, etc. At the end of the process, participants were made to draw up their media strategy for their various States. The summary strategy is attached as Appendix 1.

BACKGROUND

This is a process report on the Development of Media advocacy strategy organized by Christian Health association of Nigeria (CHAN) with support from Christian Aid Nigeria, an international organization based in Abuja, Nigeria. The report consist of an Executive Summary (which gives an insight of the workshop and the processes that were obtained in carrying out the training); the parking lot (this was made in respect of CA, CHAN, SAC (Gombe and Kogi) for further improvement during the course of the project in the second year.); the conclusion / recommendation; Appendix (consisting of various group works and presentations a well as other information, names and contacts of participants).

Workshop purpose: The overall purpose of the training workshop is to develop an articulate and vibrant media advocacy strategy that can enhance effective advocacy in the two states respectively.

Workshop Objectives:

- (1) Recognize the three keys to successful Media Advocacy.
 - (a) Message Strategy.
 - (b) Access the media.
 - (c) Creative and compelling delivery of message.
- (2) Gather new skills to better implement advocacy activities in the respective states.
- (3) Develop an outline for a broader media advocacy strategy.
- (4) Understand how to access the media effectively.
- (5) Be prepared to apply media advocacy to your current work.
- (6) Develop an implementation plan/ strategy that can yield effective advocacy outcomes.

Workshop Impacts / Outcomes

- Ability to have a shared understanding and importance of media advocacy in carry out advocacy activities.
- Ability to develop media advocacy strategy.

- Ability to come up with workable strategies and action for implementation.

Methodology

The workshop was enriched with Power Point presentation, discussions, role play and group work. The session was highly interactive and participatory to enhance learning, strengthen partnership among the SAC members and the media representatives among them. During the syndicate group session, participants were able to discuss case study experience, reflecting real situations of the media both the print and television media in their different environment, possible causes of such situations and interventions that could have averted such event. In addition participants articulate critical issues they would passionately address among their various groups. The following were some of the methods used in conducting the training process:

- **Group Work Session:** this increases the participation and contributions of participants as they work in smaller group. This is a strategy to provide space for those who could not fully participate in the larger group.
- **Experience sharing:** in addressing some media work done by the SAC members
- **Brainstorming:** this allows generation of variety of views, ideas, and or perception from the participants.
- **Lectures / discussion:** brief lecture were given after brainstorming by the participants to deepen their understanding of the session and or topic being discussed, it also allows the facilitators explain some key concepts.
- **Gallery walk:** completed group work is placed on the wall and participants move round to give feedback and inputs to the presentations.
- **Role Play:** Dramatic representation of the real picture.

The participants: Twenty – seven persons attended the workshop. The participants were drawn from the SAC members in Kogi and Gombe State, media respectively their Kogi and Gombe States as follows: NTA, GMC, Radio Kogi, Graphic News paper and Grace FM Kogi and CHAN staff.

Day one - Tuesday 21st October 2008.

Introduction:

Opening prayer: By Al. Yaya Hammari of Gombe SAC and Rev. Abraham Akor of Kogi SAC.

Introduction of Participants.

Process of introduction; this was done with self introduction of participants on the following:

1. Name
2. Occupation
3. Position / organization
4. Likes / Dislikes
5. Best food
6. Best color.

Welcome Address

Director of Advocacy / MIS of CHAN represented the Secretary General. He stated the brief history of CHAN, Advocacy programme in CHAN and Christian Aid project in CHAN. Its project objective and the process of selection of Kogi and Gombe States for Christian Aid project in CHAN. He acknowledges the contributions and efforts of Christian Aid towards achieving CHAN's mission of reaching the unreached by supporting CHAN in Kogi and Gombe States. He also stated that Christian Aid has been CHAN partners since 2005 and their contributions to CHAN in accessing these areas.

To the State Advocacy Committee members, he appreciate their efforts and time spent in advocating for the unreached in their state and communities and bringing out the real issues of HIV/AIDS to the government.

A BRIEF REPORT THE PROJECT SITE

GOMBE STATE

The Gombe SAC report was presented by Yaya Hammari, he highlighted some activities being carried out by the Gombe SAC and the current meeting of the House Committee on Health in Gombe House of Assembly and assured the house that it will yield a positive result soon and they are tracking the process all their advocacy activities in Gombe State. He also appreciated the support of CHAN and the Advocacy Team of CHAN for their support to them. He also promised that the lesson learnt during the course of this training will go a long way in improving their media approach in the State.

KOGI STATE

The Chairman of Kogi SAC, Rev. Abraham Akor, presented the activities of Kogi SAC in Kogi State and the relationship of Kogi SAC with the media in their state. He stated that at a point the state had a political problem which directly affected their work. But as the political air in the state calm down, they went back to their activities which yielded positive result in achieving the objectives of the project. He thanked the Advocacy Team of CHAN for their support to them both financially and technically.

A PAPER PRESENTATION BY NATIONAL TELEVISION AUTHORITY (NTA), LOKOJA, KOGI STATE ON HOW THE NGOS CAN UTILISE THE MEDIA EFFECTIVELY BY ABDULAZEEZ AJINOMOH.

When we talk media, we mean the channel with which we reach out to mass audience. These media organization includes television, radio, and news papers. We also have another one which is solely for the elite and not all elite can use the facility. This one is internet services.

Media organizations are found in all the state capitals. They are either federal, states, or individual organizations.

The essence of the organization is to inform, educate and entertain in their educative program, actions policy to the people.

The media also takes care of the interest of nongovernmental organizations such as CHAN.

At this point I will limit my talk to CHAN versus the media. When you have a program that you want the audience to benefit, what you need to do is to use the media.

How can you utilize the media?

- Identify some of the media organizations.
- Develop good relationship with them.
- Give them at least twenty-four hours notice of event you want them to cover. With enough time, they will prepare adequately for your event.

You should also note that, government cannot do everything for its citizens or to meet all the demands of its citizens so as it affects the media controlled by the government.

Therefore, the media resorts to charging their customers for events to be covered for them because they cannot wait until government comes to their aid.

As a CHAN member who needs the support of the media should take note of the fact that no free service is easy to come by these days.

You must develop friendship with them. Always recognize the media through reward for excellent coverage of your activities within

Present them with souvenirs such as, calendar, totters these small items are valuable more than money gift.

With the above little points you will have no problem in getting media along in the coverage of your activities.

PLENARY SESSION:

OBSERVATION / COMMENTS AFTER THE PRESENTATIONS

- Media plays a very important role in policy change.
- Proper recognition of Media house in your environment is very important.
- Partnership with the media is very important.
- Having a regular chat with the media always.
- Not right to ask free programme in the media

-----Tea Break-----

HOUSE KEEPING: BY (Chinwe Ebere)

JOSSY ROYAL HOTEL IS LOCATED IN BUKURU EXPRESS WAY, NEAR JOS.

- ✓ The conveniences are located at the front and end of the hall.
- ✓ We have ports for charging phones when necessary.
- ✓ CHAN will take care of all group lunch and two tea break.
- ✓ Provision for per-diem for Breakfast and dinner will be made available by CHAN.
- ✓ CHAN will provide for participants' transport fare at the end of the workshop.
- ✓ Please feel at home and make optimal use of facilities.

Have a beautiful Stay in Jos

PRESENTATION OF WORKSHOP PURPOSE: P.O

The overall purpose of the training workshop is to develop an articulate and vibrant media advocacy strategy that can enhance effective advocacy in the two states respectively.

Presentation of Workshop Objectives: By P.O

- Recognize the three keys to successful Media Advocacy.
 - (a) Message Strategy.
 - (b) Access the media.
 - (c) Creative and compelling delivery of message.
- Gather new skills to better implement advocacy activities in the respective states.
- Develop an outline for a broader media advocacy strategy.
- Understand how to access the media effectively.
- Be prepared to apply media advocacy to your current work.
- Develop an implementation plan/ strategy that can yield effective advocacy outcomes.

SESSION ON WHAT IS MEDIA ADVOCACY: BY DIRECTOR OF ADVOCACY & MIS

The objective of this session is to enable the participants to have an overview of Media Advocacy.

- (1) Have a shared understanding of the concept of media advocacy.
- (2) Have a common definition about media advocacy.
- (3) Ways of accessing the media effectively.

WHAT IS MEDIA ADVOCACY?

Group Task one

To do this task, participants were asked to define what is media advocacy?

Various definitions by participants;

- *Soliciting or partnering with the media for effective dissemination of activities*
- *It is communicating a particular people affecting a particular set of people to the relevant authority through the media*

- *Interceding on behalf of people suffering from one ailment or the other through the media*
- *Media Advocacy is defined as the strategic use of mass media and community advocacy to advance environment/ issue*
- *It is the process of disseminating policy related information through the communications media, especially where the aim is to effect action, a change of policy, or to alter the public's view of an issue.*

Observation / Comments

- Media advocacy is an important tool for policy change for issues being advocated for.
- Effective media advocacy is participatory - the policy makers, community and the media houses.
- There is need for collective coalition with media and the NGOs. Media advocacy is the strategic use of any form of media to help advance an organization's objectives or goals.
- Media advocacy is the strategic use of any form of media to help advance an organization's objectives or goals.

-----**GROUP LUNCH**-----

SESSION ON MEDIA STRATEGY DEVELOPMENT: BY DIRECTOR OF ADVOCACY & MIS CHAN

The objective of these sessions is to give the participants an insight in strategies for the media, to usher in the development o the media advocacy for their respective states.



During the lecture session to the participants to deepen their understanding of the session

Group Task Two

The participants were grouped into their respective state to brainstorm and come out with media advocacy strategies.

Presentation by Gombe State

- Carry the media personnel along
- Establish a good rapport with the media
- Establish personnel relations with the media personnel
- Access the internet
- Social entertainment
- Producing radio . Tv jingles
- Producing IEC materials
- Using the media for timely information.

- Adequate Funding logistic/ airing.

- Emphasis should be placed on involvement than utilization to give room for responsibility to the media.

Kogi SAC Presentation

- Awareness of activities: knowing what the group represents
- Constant interaction with the media
- Media involvement in planning/ participation
- Collaborating with the group; Media and CHAN SAC in Kogi State
- Motivation through souvenirs, gifts etc

- Regular training of the media



Participants giving feedback and inputs after their presentations.

Observation / Comments after the Presentations.

- Participants are not yet able to develop a workable media advocacy strategy.
- Some strategy layouts would be rephrased to become media advocacy strategy.
- Emphasis should be placed on involvement than utilization to give room for responsibility to the media.

SESSION ON DOES AND DOESN'T OF MEDIA ADVOCACY: BY P.O

The objective of this session is to enable the participants to differentiate media advocacy from other advocacy visits or mobilization.

COMMENTS AFTER THE PRESENTATION

- Media advocacy is the purposeful and planned use of mass media to bring problems and policy solutions to the attention of the community and local decision-makers.
- Media advocacy acknowledges and accepts that the mass media creates simple pictures of real events in the minds of the audience.
- Individuals using media advocacy do so believing that the picture that the press presents can be improved, altered, and used to redefine the understanding of an important issue.

After all the comments, Chinwe rapped everything up by congratulating the participants and the facilitators.

-----2nd Tea break-----

❖ **Key emerging issues during the day's session**

Time should be a key factor in media advocacy. This is, if the appropriate action and the right steps should be done.

Identifying media opportunity; Newspaper – editorial coverage, radio air time, TV air time.

Partnership with the media is essential.

Exchange visits is another strategy the can be utilized

Day Two Wednesday 22nd October 2008

Registration: By participants

Opening prayer: By Pastor Sunday Agbenyo

-----**Tea Break**-----

Recap: By P.O

- The meaning of media advocacy.
- The does and don't of media advocacy
- 10 practical strategies in utilizing the media for advocacy goals.
- Ways of utilizing the media effectively.

SESSION ON COORDINATING MEDIA ADVOCACY EFFORTS: BY DIRECTOR OF ADVOCACY & MIS CHAN.

.....The objective of this session is to enable participants have a better understanding of media advocacy concept and how the process of media advocacy is being done.....

Group Task Three on practical strategies.

Participants were grouped into two groups in respective of their states and were asked to bring out ten (10) practicable strategies you will use to get the media to support HIV advocacy in your state.

Group 1

1. Issue out press release concerning HIV *advocacy*

2. Organize dinner/ award event with the governor and involve the Press/media
3. Write opinion / article, that is, letter to editor/ *featured articles*
4. Social Entertainment – Drama Presentation conveying the intended message
5. Target Group Forum (*Support Group*) – e.g Youths development Association
6. Organizing sporting events/activities for PLWHAs aimed at conveying the message (a good strategy for HIV Media Advocacy - DAMIS)
7. Support group meeting with the media – create a participatory environment with media
8. Practical research work with facts
9. Get the media committed to the course –
10. Financial commitment in covering HIV/AIDS activities.

Group 2

- Co-opting the Media into CHAN SAC meeting (*this is already in existence*)
- Developing Campaign messages – take language and concepts into consideration with respect to the target audience (not a standalone)
- Organize regular media parlance (to parley with media) – it creates forum for media to be deeply involved
- Organize sporting events/ activities involving support groups, media and other stakeholders
- Organize lunch, dinner parties for media outfits (*top media management*) alongside with support groups and PLWHAs
- Practical demonstration through usage of documentaries and pictorial reports backing up your message
- Regular placement of articles
- Sponsoring writings production and competition particularly, *to promote professionalism on the message we are trying to convey*
- OVC / Widows rally – *it can take place in December. Also, emphasis should be placed on the message the rally intends to convey*
- Organize regular media training workshop / seminars on HIV Advocacy (*PLWHAs should be involved because they can better convey the message for the media persons to fill the impact*)



During a group work discussion among the participants.

COMMENTS / OBSERVATIONS AFTER THE PRESENTATION

- Exchange visits is another strategy the can be utilized.
- Q1: * What is the relevance of the objectives highlighted yesterday and what we did today? (We need to identify the strategies each states intend to use in achieving its objectives – It must be Specific, Measurable, Achievable, Reliable/ Realistic Time bound)
- The media can be the most efficient way to communicate with the largest audience possible in the least amount of time.

SESSION ON CREATIVE & COMPELLING DELIVERY OF MESSAGE: BY P.O

The objectives of this session is to enable the participants to have a clear understanding of a creative message delivering for the media which will help them in carrying out their advocacy activities in their various states.....

Planning your Message.

- Establish your overall goal
- Are you trying to motivate the community to take action on an issue?
- Are you advocating for a policy or law?

- Or are you just trying to bring attention to a certain issue?

Format for Creative delivery of message

- Pictorial Presentation
- Drama Presentation
- Face-to-face meetings
- Executive briefing packets
- Public rallies
- Fact sheets
- Public service announcements (PSAs)
- Posters, flyers in public places
- Public debates
- Press releases/press conferences
- Contests to design posters, or slogans
- Design the message that you want convey to the public

Your message must be:

- Simple and Clear
- Make your message powerful – persuasive and compelling
- Your message should target your intended audience

(If you're targeting lawmakers, you will use different language than if you're trying to target the general community)

- When developing your message, you will need to consider:
 - What are the issues?

For example:

- Increasing death rate for PLWHAs in Gombe State
- Lack of Political will

- Lack of ARVs for PLWHAs
- Stigmatization for PLWHAs
- What is the solution?

For example:

- Improved standard of living for PLWHAs
- Educate the government on the need for a political will
- Formulate policy engaging the government and the PLWHAs support groups
- Need for 250,000 ARVs to be provided free for PLWHAs
- What is the solution?

For example:

- Improved standard of living for PLWHAs
- Educate the government on the need for a political will
- Formulate policy engaging the government and the PLWHAs support groups
- Need for 250,000 ARVs to be provided free for PLWHAs
- Who has the power to make it happen?

Examples

- Government (Executive, Legislative and Judiciary)
- Policy Makers
- Community leaders

Media Language

Language refers to the words you choose to communicate your message. Is the word choice clear or could it be interpreted differently by various audiences? Is the language appropriate for your target audience? (Obviously you would use different language when appealing to university researchers than you would when communicating to a youth group.)

Messenger/Source

- The messenger or source is the person who will deliver the message. Is the messenger credible to your target audience? Is it possible to involve representatives of the community affected by the policy change as messengers? For example, can you invite a community leader to join you for a high-level meeting with a policy-maker? Sometimes NGOs can be effective intermediaries for the affected population at the policy-making table.

Format/Medium

The format or medium is the communication channel you use for message delivery. What is the most compelling format to reach your target audience - a signed petition, a face-to-face meeting, or a TV or radio advertisement?

Time and Place

- When and where will you deliver your advocacy message?
- Is there an electoral campaign underway that might make policy-makers more receptive than normal to your message?
- Are there other political events that you can link up with, to draw more attention to your issue?
- You can use special occasions, such as; International Women's Day or World AIDS Day.

Exercise

- Working in your team, develop a 10-minute dramatization showing us how you will deliver your advocacy message.



Roles play by the participants in form of a media chart with the press.

-----**Group Lunch**-----

COMMENTS / OBSERVATION AFTER THE ROLE PLAY ON CREATIVE MESSAGE DELIVERING TO THE POLICY MAKERS PRESENTATIONS.

In stating an issue that needs a policy change before the policy makers, we must be specific, realistic, type of language and time bound.

Physical appearance and presentation of issues is very important.

Knowing the best media components and event to channel our messages.

SESSION ON ELEMENTS OF MEDIA ADVOCACY BY: DIRECTOR OF ADVOCACY & MIS, CHAN

The objective of this session was to get the participants to have a clearly view in media advocacy activities and brainstorm.

QUESTIONS/ CONTRIBUTIONS ON ELEMENTS OF MEDIA ADVOCACY AFTER PRESENTATION.

- Be careful when rephrasing the questions because at the course of embarrassing the journalist – you might embarrass yourself.
- Send questions before hand – telling the journalists to go and come back may not be realistic – a common practice is to send your topic and questions before hand to the media on the points you intend to drive.
- In Kogi State, getting the media to be part of their advocacy activities is an established role. The Next challenge is to achieve full and active media collaboration and to bring in new members for a greater influence in the state.
- Timing is another factor in developing advocacy strategies that must be considered -

-----**2nd Tea Break**-----

❖ *Key emerging issues during the day's session*

The ultimate targets of most media advocacy are politicians and decision makers.

Media advocacy techniques are often used to encourage people to change health behaviors.

Proper identification with the media plays a vital role in policy change.

Day Three Thursday 23rd October 2008

Registration – Participants

Opening Prayer: By Abdullahi Umar Titi

.....**Tea Break**.....

Recap: By P.O

- Media advocacy to be successful based on facts, evidence and issues
- The need to buckle up to achieve effective speaking
- The usage of simple words in delivering your message
- Dramatization during the process of message delivery

SESSION ON STRATEGY DEVELOPMENT: BY DIRECTOR OF ADVOCACY & MIS

From the previous day's group task, each state was asked to brainstorm and come out with a workable media advocacy strategy to be implemented using the following steps / criteria.

Criteria

1. Potential for impacting on large members of people.
2. Likelihood of success.
3. Potential for working in coalition with the media.
4. Potential risks.
5. Potential for SAC to achieved the goals of the project.

..... ***There was a break to introduce the CHAN President (Mr. Samuel Mafuyai) by the Director of Advocacy & MIS CHAN to Gombe and Kogi State Advocacy Committee members (SAC).....***

PRESENTATION ON MEDIA ADVOCACY STRATEGY BY CHAN/SAC GOMBE

- Carry the media personnel along.
- Establish a good rappour with the media.

- Access the internet for information.
- Drama presentation.
- Producing radio, T.V. giggles.
- Producing IEC materials.
- Using the media timely information.
- Adequate funding and logistic airing.

PRESENTATION ON MEDIA ADVOCACY STRATEGY BY KOGI CHAN/SAC

- Awareness of activities: knowing what the group represents and the media house.
- Constant interaction with the media.
- Media involvement in planning.
- Collaborating with the group; media And CHAN SAC in Kogi state.
- Motivation through souvenirs, gifts etc.
- Regular training of the media.

Issues / Comments.

- The questions is how do you partner with the media to achieved your expected result.
- The issue of increased and quick fund was sighted.

-----Group Lunch-----

SESSION ON ACTION PLAN: BY DIRECTOR OF ADVOCACY & MIS

(The participants were led through the process of drawing up an action plan from their strategy developed during the course of the workshop with budget attached)

.....*The various SAC (Kogi and Gombe States) came up their various strategies which were amended by the Director of Advocacy & MIS and they all agreed to go back to their various states with their work plan and correct it and submit it back to CHAN by first week of November 7th 2008.*

❖ **Key emerging issues during the day's session**

Having a realistic media advocacy strategy to work on as they carry out their advocacy activities in their various states.

Knowing our stakeholder among the media and how to channel our messages.

RECOMMENDATION

- There's need for continuous mentoring, capacity building and follow up especially for the SAC members as they carry out their media advocacy activities.

CONCLUSIONS

The Development of media advocacy strategy training workshop was timely and really an eye opener for most of the SAC members as to what media advocacy entails. Given the SAC members and the media personnel the zeal for learning and to build on what they have been doing before with the media, the training was successful. It addressed the capacity gaps of the SAC members in their relationship with the media and the set objectives of the workshop.

Thanks.

Chinwe Ebere

Programme Officer (CA)

CHAN

KOGI CHAN/SAC MEDIA ADVOCACY ACTIVITIES
JULY 2008 – JUNE 2009

Goal: To Improve the quality of life of PLPs through media advocacy

S/No	Issues	Objectives	Activity	Targets	Participants	Who is responsible	Channel
1	Highlighting Kogi Chan-Sac activities programme on stigma/discrimination through the media	To change peoples behaviours towards PLP/stigma and discrimination	Press Conference	Public/ Media	Media	SAC	Media
2	Stigma and Discrimination of PLPs	<ul style="list-style-type: none"> - To reduce stigma/discrimination by June 2009 - To ensure a favourable work place in Govt/Private establishment by June 2009 	Sporting events, organize football batch between <ul style="list-style-type: none"> a. PLPs vs PLPs b. PLPs vs Media c. PLPs vs PLPs In 3 senatorial district 	Governor, Legislator (Policy makers), Local Govt. Chairman, Traditional Rulers, General Public	1. PLPs Vs Media	SAC Members	Media
3	Stigma and Discrimination of PLPs	<ul style="list-style-type: none"> - To reduce stigma/discrimination by June 2009 - To ensure a favourable 	Organise Dinner party for top media management and relevant subordinates	Governor, wife of Governor, Legislators and Commissione	Media Executive/Sac Members	SAC Members	Media

S/No	Issues	Objectives	Activity	Targets	Participants	Who is responsible	Channel
4	Stigma and Discrimination of PLPs	<ul style="list-style-type: none"> - To reduce stigma/discrimination by June 2009 - To ensure a favourable work place in Govt/Private establishment by June 2009 	Production of TV/Radio programmes – feature Drama, Articles, Documentaries	The Governor, Legislators, Commissioners and general Public	Media/Sac Member	Sac Members	The Media
5	Increase budget allocation for HIV/AIDs related programmes	<ul style="list-style-type: none"> - To ensure age more commitment to HIV related services - To encourage more media participation 	Organise writing competition among media	The Governor, Legislator media, the commissioner and policy makers	The Media, NTA, Radio FM, Grace FM/CTV, Graphics (Tribunal, Daily Trust, Independent)	Sac Member	The Media

KOGI CHAN/SAC MEDIA ADVOCACY ACTIVITIES BUDGET						
S/NO	ACTIVITIES	NO OF PARTICIPANTS	NO OF ACTIVITIES	COST PER PARTICIPANTS	TOTAL COST	REMARKS
JULY 2008-JUNE 2009						
1.	Press Conference	25	1			
	(i) NTA	NTA-1	1	10,000	10,000	
	(ii) Grace FM/CT V	1	1	7,500	7,500	
		1	1	6,500	6,500	
		1	1	6,500	6,500	
	(iii) Kogi Radio	2	1	3,000	6,000	
	(iv) Graphic					
	(v) External News Papers					
		SAC Members-10	1			
		Transport	1			
		(i)7 within Lokoja	1	1500	10,500	
		(ii) 3 outside Lokoja	1	5,000	15,000	
		Perdiem	3	2,000	20,000	
		Accommodation	3	4,000	12,000	
		Hall-hiring	1	10,000	10,000	
		Refreshment				
		(i)2 crate of mineral	2	1,000	2,000	
		(ii)Snack	1	3,000	3,000	
		(iii)Banner-	1	4,500	4,500	
		(iv)Local Running	2	1,000	2,000	
		(v)PAS	1	5,000	5,000	
SUB TOTAL	2	Sporting Events				
		(i) Vest 40 persons	2	5,000	10,000	
		(ii) Transport				
		(a) PLP	2	5,000	10,000	
		(b)Lokoja	7	1,500	10,500	
		(c)Outside	3	5,000	15,000	
		Perdiem				
		(a)PLPS	34	2,000	64,000	
		(b)SAC	10	2,000	20,000	
		(iii) Media coverage	2	22,000	44,000	
		(iv) Honorarium (PLP)	11	5,000	55,000	
		(v) Local Running	2	5,000	10,000	
		(vi) Refreshment	2	6,000	12,000	
		(vii) Football	2	1,000	2,000	
		SUB TOTAL			252,500	
		SUB TOTAL			168,000	
3	Organize Dinner party	50 people	1			
	(i) Feeding		1	1000	50,000	
		SUB TOTAL			168,000	
		TOTAL			58,000	

