

## **TASK 5.10 ■ MEDIA STRENGTHS AND WEAKNESSES**

What are the strengths and weaknesses of each of the following types of media?

### **PRINT**

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### **RADIO**

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### **TELEVISION**

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## **TASK 5.11 ■ MEDIA DELIVERY WHEEL SCENARIOS**

### **SCENARIO #1: INNER CIRCLE**

Your campaign HEALTH FOR ALL NOW has organized a press conference to release your recent, preliminary research findings. You are the lead researcher for this research. As you leave the press conference, a journalist from an independent TV station confronts you and asks, “Would you say that government is corrupt and does not care about health access for the poor in our country?”

*You have one minute to respond to the journalist.*

### **SCENARIO #2: OUTER CIRCLE**

The word is out. Your research has received top story coverage across Polarus.

As the advocacy head of the campaign HEALTH FOR ALL NOW, you have been invited to an interview on national radio – on the “Affairs of the Nation” program – at 7:30 in the morning on a weekday. You are at the interview. In the studio with you is the state representative for Sunrise State from the national Task Team on Health Reform. The interview starts with a short introduction about the findings of your research, and then the interviewer asks, “What do you want government to do?” *You have one minute to respond to the interviewer.*

### **SCENARIO #3: INNER CIRCLE**

As the advocacy head of the campaign, HEALTH FOR ALL NOW, you have been invited to an interview on community radio. The broadcast reaches one of the local communities in Sunrise State where you’ve been working for the last two years, identifying and documenting access to health care. The show is at 3:00 on a Saturday afternoon. The interview starts with a short introduction to the story, and then the interviewer asks, “Our community is angry. We need the money. People are suffering, dying. We feel that government just does not care about us. What is HEALTH FOR ALL NOW demanding?”

*You have one minute to respond to the interviewer.*

### **SCENARIO #4: OUTER CIRCLE**

As the lead researcher for the campaign HEALTH FOR ALL, you have been invited to a roundtable discussion on a national television program, “Tell It Like It Is,” on a Sunday evening at 7:00.

### Module 5: Budget Advocacy Part III: Media and Communications

At the roundtable there is a budget official from the Ministry of Health, as well as the chairperson of the Health Committee in parliament. After a short introduction to the story, the interviewer turns to you and asks, “What is HEALTH FOR ALL demanding from government?”

*You have one minute to respond to the journalist.*