**Media Strategy – Voice of Kibera**

***communication media sharing a voice for change***

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**Communication scheme**

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| WHO  Target audience | All Kibera residents  Focus on: - Youth (15-35) - Women (below 50) - Local policy makers - jobless people and casual workers - from organized groups (CBOs, NGOs, self-help groups) - informatory players (‘change agents’; well networked, well respected, role models) - people interested in local news, events and trainings - local journalists - professional organisations (e.g. workers communities)  Inclusive of: - Men and women including women groups consisting of young women - mobile phone users - Interest groups/centres in: Health, Education, Security (including GBV and food security), Development and Innovation - the vulnerable in society - Online (Facebook) community - All religions and social classes  Requirements: - internet-savvy - finished class eight  2nd priority: - Kenyans living overseas - International audience with interest in Kenya - people using services in Kibera - other informal settlements in Kenya - national and global policy makers - media houses interested in using VoK as a source of news and information |
| **WHY**  **Goal**  **Objectives** | **To ensure that the majority of Kibera residents embrace and use Voice of Kibera as a reliable tool for sharing information and news from Kibera.**  **I. To make sure at least 50% of Kibera residents know of the existence of VoK by December 31st 2010.**  **II. To increase the use of VoK to:  IIa. over 20 content additions per day from the general public; IIb. over 6 news items through SMS’s and 3 via web submission forms on average per day from the designated reporters and  IIc. Double the web traffic between July 1st and December 31st 2010.**  **III. To double the use of the platform by international audiences as well as media houses in Kenya.**  **IV. To ensure coverage in the local (Kibera), national (Kenya) and international media with a total of 35 exposures and making sure the coverage is accurate.** |
| **WHAT** | 1. **Non-profit and independent community information sharing platform by, for and about Kibera** 2. **It uses a. articles, photos, videos and SMS b. a unique information mapping tool and c. moderation of content to ensure accurate reporting** 3. **A unifying and catalytic agent to contribute to positive change in Kibera and Kenya** 4. **A citizen journalist website sharing the real story of what Kibera is** 5. **Aims to fill current information gaps in terms of emergency and accurate information adding location data when relevant** |

**Multi-media deliverables chart (HOW)**

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| Media channels  (Underlined | Duration / timing | Responsibility |
| **Radio** (which stations, which format, time of day):   * **Capital FM (interview on morning show)** * **Radio Jambo (interview on morning show)** * **Easy FM (interview on evening show)** * **Citizen Radio (interview or ITS on morning show)** * **Maisha FM (interview or ITS on morning show)** * **Easy FM (interview or ITS on morning show)** * **Q FM (interview or ITS on evening show)** * **Pamoja FM (morning and evening interview and ITS)**   Notes:   1. Use repetition to get the message across, e.g. using short adverts 2. Develop VoK song/rap   ITS = interactive talk show | 1. **3 months** |  |
| **Television/video** (which stations, which format, time of day):   * **KTN (morning or evening interview and news item)** * **Citizen TV (morning or evening interview and news item)** * **K24 (morning or evening interview, nb. They repeat them)** * **Pay video parlors, sponsor e.g. particular football game. Note: Consider other events (e.g. sports event contributing to peace in Kibera) and its possible higher impact.** |  |  |
| **Print** (type of print e.g. flyers, posters, billboards – which language, size, single/double sided, number of prints, distribution plan (e.g. courier, network):   * **Shujaaz comic** * **Newspaper articles (news articles e.g. interviews)** * **Flyers and posters in English and Kiswahili, distribution can be done by ourselves in Kibera only. A5 size, colour.** * **Stickers on shops, relevant matatus and chairs** * **Polo t-shirts and Caps (for wearing during attendance of events)** * **Press brief** |  |  |
| **Internet** (type of sites (e.g. news, blogs), tools (e.g. banners/badges), social media (e.g. Facebook), mailing lists, fora):   * **Facebook** * **Blogs** * **Twitter** |  |  |
| **Mobile phone** (SMS, voice):   * **SMS – send promotional SMS to collected numbers, ask to forward to their friend, ask to follow on Facebook, send out news on new functionality.** |  |  |
| **Events** (launch, relevant events to promote VoK; e.g. present, distribute flyers, use form):   * **Launch event to introduce VoK, include computer stands to get sign-ups for alerts. Do several of these events in various locations.** * **Community meetings; speak about to it and distribute flyers** * **Musicians to perform** * **Forums; speak about to it and distribute flyers** * **Tournaments; speak about to it and distribute flyers** * **Congregations; speak about to it and distribute flyers** * **Participate in events, select relevant events in relation to content on the** |  |  |

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| Materials | * Logo * Slogan * Key messages * Designs (photo’s) |  |
| **Baseline survey / Impact survey** | * **Questionnaire** * **500 respondents** |  |