**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 residentsFocus 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 classesRequirements:- internet-savvy- finished class eight2nd 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**
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**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**
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| **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.**
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| **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**
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| **Internet** (type of sites (e.g. news, blogs), tools (e.g. banners/badges), social media (e.g. Facebook), mailing lists, fora):* **Facebook**
* **Blogs**
* **Twitter**
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| **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.**
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| **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)
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| **Baseline survey / Impact survey** | * **Questionnaire**
* **500 respondents**
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