

11. Media Action Plans

The logistics of planning a global media event can be quite daunting. Failure to deliver on just one detail can sabotage an otherwise excellent opportunity for news coverage. Recognizing this, the project developed an “action plan” template to help manage complex global media opportunities and to leverage a diverse set of partners' capacities and capabilities.

For example, during the last week of August 2005 in Maputo, Mozambique, African Ministers of Health were expected to declare a tuberculosis emergency in Africa. Generating substantial global media coverage at this time of the year and from this location presented a considerable challenge. Team members based in seven different countries had just two weeks to prepare for this opportunity. Managing the process with the following simple, yet detailed, template helped to ensure media coverage beyond everyone's expectations. Indeed, Africa's TB emergency was the lead story on BBC World Service television the evening it was declared and was covered in over 60 news reports around the world.

Tips & Suggestions

1. One person should be responsible for monitoring and updating the action plan.
2. Ideally, only one person should ultimately be responsible for each task. Joint responsibility often leads to no responsibility.
3. Updated versions of the action plan that indicate which tasks have been completed and include newly identified tasks should be circulated to team members every two or three days or as needed.

Action Plan for Declaration of Africa's TB Emergency

Activity	Date / Time	Point person
Ensure there is a declaration		
Ensure a declaration will be made		
<ul style="list-style-type: none"> • Q&A to address reservations for declaring an emergency 		
<ul style="list-style-type: none"> • Trouble-shooting and brainstorming discussions with AFRO on ensuring there is a declaration 	Stop TB delegation in Maputo	
On-site exhibit in Maputo dramatizing the rise of TB in Africa	Installed 21 August	
Messages & materials		
News release		
<ul style="list-style-type: none"> • Draft 1st version of press release 	11 August	
<ul style="list-style-type: none"> • Comments provided on 1st version of press release 	13 August	
<ul style="list-style-type: none"> • Draft 2nd version of press release 	15 August	
<ul style="list-style-type: none"> • Finalize press release (quotes to be added in Maputo) 	25 August	
<ul style="list-style-type: none"> • Translate press materials into French, Portuguese 	26 August	
Identify core hard news which makes this an emergency		
<ul style="list-style-type: none"> • Research potential hard news angles 	12 August	
Key message sheet for spokespeople		
<ul style="list-style-type: none"> • First draft 	16 August	
<ul style="list-style-type: none"> • Final version 	19 August	
Fact sheet for journalists	19 August	
List of Africa success stories and local story angles	19 August	
Q&A sheet for spokespeople	19 August	
Spokespeople		
Determine main spokespeople, English & French speakers	12 August	
<ul style="list-style-type: none"> • Provide bios and photo of spokespeople 	16 August	
<ul style="list-style-type: none"> • Format bios with pictures 	19 August	
<ul style="list-style-type: none"> • Highlight and offer spokespeople for interviews in targeted communication with the media. 	22 August	
Send all finalized materials to donor countries (Canada, Japan, UK)	19 August	



Video B-roll		
Identify video camera operator for Maputo	15 August	
Identify TB sites for footage	19 August	
Film Maputo meeting	25 August	
Edit Video News Release & B-roll footage, prepare short list - to accompany joint WHO/Partnership press release	By noon UK time 26 August	
Distribute B-roll footage via satellite from Joburg	26 August	
Op-ed placements		
Drafting of US op-ed by Nelson Mandela and Helene Gayle	10 August	
Placement of US op-ed	20 August	
Drafting of UK/second tier op-ed by Lucy	15 August	
Placement of UK/second tier op-ed by Lucy	15 August	
Embargoed pre-briefings with top media		
CNN, WSJ, NYT, AP, Economist, FT, WP, Guardian, Washington Times, Boston Globe, NPR, VOA Africa Journal	Initial communication completed no later than 23 August	
Le Monde, Le Figaro, Liberation, TV5, AFP, RFI		
BBC TV domestic, BBC TV World Service, BBC radio World Service		
Reuters, SABC, DPA, Kyodo (and other Japanese news services), ANSA		
Globe & Mail, Toronto Star, CBC-TV		
Japanese media		
Curtain raiser		
Determine core hard news/facts which makes this an emergency	15 August	
Approach The Wall Street Journal	15 August	
Journalist calls		
Determine potential speakers	15 August	
Media conference call with African and US journalists	26 August from Maputo & Joburg	
<ul style="list-style-type: none"> Set up call with CC company 	22 August	
<ul style="list-style-type: none"> Draft advisory 	17 August	
<ul style="list-style-type: none"> Finalize draft advisory 	19 August	
<ul style="list-style-type: none"> Send out advisory 	22 August	
<ul style="list-style-type: none"> Compile list of confirmed journalists for call 	19 August	
<ul style="list-style-type: none"> Send confirmed list to conferencing center 	25 August	
<ul style="list-style-type: none"> Logistics during call 	Friday, 26 August, 4.30 SA time	
<ul style="list-style-type: none"> Edit transcript 	26 August	
<ul style="list-style-type: none"> Send out transcript to journalists 	26 August	
Johannesburg news briefings		
Determine which spokespeople will be in Joburg	15 August	
Coordinate spokespeople's schedules	Ongoing	
Arrange 1-on-1 briefings and teleconference calls	Ongoing	
Determine press facilities, ensuring all on-site technical arrangements TV and radio, microphones etc, with technician for trouble-shooting	21 August	
Work with AFRO to draft and issue an advisory of the Maputo meeting, which highlights top agenda items	12 August	
Disseminate advisory and make follow-up calls	19 August	
Dissemination of news release		
Prepare dissemination list	18 August	
Disseminate news release to journalists	Friday, 26 August	
Phone follow-ups with key media	26 August	
Reach out to all US journalists after August 25th with a RESULTS News Alert, WHO News Release, and Editorial Packet.	19 August	
Follow-up advocacy		
Compiling media clippings and coverage		
<ul style="list-style-type: none"> Have Burrelle's clipping service operational 	18 August	
<ul style="list-style-type: none"> Compile US media generated by both calls 	29 August	
Prepare brief report and clipping packet to send to donors, and policymaker and executive bodies in countries	3 September	
Dissemination of info to NGOs in Africa and worldwide	29 August	