

SuSanA capacity development
working group (WG01) meeting
AfricanSan3, Kigali, Rwanda 17 July 2011

Presentation of the West African WASH Journalists
Network;
How the media can give more visibility to the work
of SuSanA and sanitation issues as a whole

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Introduction

- ▶ A Journalists by training and profession
- ▶ Blogger and Podcaster
- ▶ Edit several *WASH* blogs and mailing lists

www.wash-jn.net

www.assemblyonline.info/eWASH

www.groups.yahoo.com/group/waterwatch_nigeria

- ▶ National Coordinator, Water and Sanitation Media Network Nigeria
- ▶ General Secretary, West Africa WASH Media Network

Contents

- ▶ Presentation of the West Africa WASH Media Network
- ▶ How the CSOs and the Media can build a symbiotic relationship to develop the Sanitation sector.

About the West Africa WASH Media Network

- ▶ Formed in December 2010
- ▶ Comprises National WASH Media networks from 13 West African countries – Nigeria, Cameroon, Togo, Benin, Ghana, Cote d Ivoire, Senegal, Sierra Leone, Liberia, Burkina Faso, Mali, Niger, and Guinea.
- ▶ The National Networks are made up of Journalists working to produce news on sanitation, hygiene and safe water in West Africa's poor.
- ▶ Aims to influence issues on water supply and sanitation services in West Africa in order to meet the needs of the poor.

Objs. Of the WASH-JN

- ▶ Amplifying the voices of the poor: the voices of local people and their WASH issues are heard at national, regional and international level.
- ▶ Ensuring enhanced quality and flow of information: high quality information is gathered and documented by members of the media network from a wide range of credible sources and shared widely at the regional level.
- ▶ Better targeting for enhanced influence and increased awareness on WASH: stories and reports get into the media that decision-makers and people view and hear.

Strategies Of the WASH-JN

- ▶ Production of compelling reports on WASH issues particularly as it affects the poor
- ▶ Marking of WASH milestones for increased attention
- ▶ Capacity building of members to ensure better quality of reporting
- ▶ Strategic partnership with other WASH agencies for better reporting of the sector

Governance

- ▶ Has a Seven man Coordinating Committee
- ▶ Secretariat in Accra, Ghana
- ▶ Activities coordinated mainly online
- ▶ Enjoys initial support from WaterAid West Africa and WSSSCC
- ▶ Open to support from new partners/donors

Contacts

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- ▶ Mailing list:
<http://groups.yahoo.com/group/washjournalists>
- ▶ Email: washjournalists@yahoo.com

Why are we here?

- ▶ To report how the Africansan3 hopes to address lack of access to safe sanitation services by 300m West Africans
- ▶ How decisions and resolutions here would put W/A on track to achieve the WASH MDG
- ▶ Attend meetings, Organise Interviews, Write features and ask questions on these issues.
- ▶ To learn best practices of delivering Sanitation services
- ▶ Improve our Technical capacity as WASH reporters
- ▶ Build strategic partnerships with bodies interested in supporting our work

How you can use the media

- ▶ CSOs and Development partners, need to know the media in your constituency and/or target area– Newspapers, TV, Radio, Magazines, community press, and Online media
- ▶ Know the media that has a bias for publishing or broadcasting WASH stories
- ▶ Know the WASH reporters..Compile their names, email and phone numbers.
- ▶ Contact them and build a relationship with them

How you can use the media

- ▶ Know the days the various media publish or broadcast WASH stories.
- ▶ Be proactive send stories on your activities/press statements several days ahead
- ▶ Monitor the publication/broadcast of these WASH stories
- ▶ Respond to it, participate in the discussion and send a feedback.

How you can use the media

- ▶ Develop a media pack for your activities and circulate it beforehand.
- ▶ Get a PR person to write news briefs, press statements on your activities
- ▶ Share information: Inform the media on your on-coming events Training opportunities, Meetings etc
- ▶ Send the media your contacts

How you can use the media

- ▶ Give clear, punchy messages.. Include figures, targets, goals. What is the problem, and what is the solution?
- ▶ What is the news? Journalists feed on stories.
- ▶ Ensure the stories are ‘new’..Timeliness is important
- ▶ Make in ‘newsy’. Compelling stories are a Journalists delight.
- ▶ Send us photos of events as they happen.

How you can use the media

- ▶ Assist us to understand the sector better.
Knowledge management
- ▶ Organise Capacity Building workshops for Media
- ▶ Invite the media to cover events and participate in conferences
- ▶ Commission Journalists to investigate and report specific sanitation events/issues.

Overcome challenges

- ▶ Syndrome of brown envelopes a big issue
- ▶ You do not need to corrupt the media before you can get a message across.
- ▶ Be innovative and find other means to appreciate or support them.
- ▶ In your projects, include a Media budget
- ▶ Place these adverts through WASH Journalists
- ▶ Sponsor them to cover your activities on the field

Overcome challenges

- ▶ Make them Facilitators–e.g. Rappoteurs of your workshops.
- ▶ Commission them to undertake some tasks under your consultancy activities.
- ▶ Contract them as Consultants for your in – house news letters.
- ▶ Make them your friends. Text messages, phone calls...organise media luncheons etc
- ▶ Appreciate the Journalists..If you come for meetings like this, go back with souvenirs for them

Sanitation HARDtalk by the West Africa WASH Journalists Network

- ▶ *Thursday 21 July, 2011...0800 – 1000*
- ▶ Introduce the WASH-JN
- ▶ Conduct a media round-table with interactive participation from the audience
- ▶ Forum for hard questions and action-answers on meeting sanitation commitments in Africa

End note

- ▶ The Media Needs you to publish compelling stories
- ▶ You need the media to amplify your voices.
- ▶ Wishing you a fruitful relationship with the media
- ▶ Thanks for listening