AIDSCAP

Behavior Change Through Mass Communication

Using Mass Media For AIDS Prevention

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Introduction

This handbook is one in a series of practical handbooks designed by AIDSCAP's Behavior Change Communication (BCC) Unit.

Its main objective is to help field level planners and implementors use mass media as a part of their overall communication strategy.

This handbook will help you:

- ▶ **Approach and work with** TV, radio and print media staff.
- ▶ **Write short scripts** for radio and TV programs.
- ▶ **Get scripts produced** for radio and television.
- ▶ **Get stories printed** in newspapers and magazines.
- ▶ **Get more press coverage**.

Activities such as determining target groups, project design, and project evaluation are not covered in this handbook. For additional guidance see the following AIDSCAP handbooks:

How to Create an Effective Communication Project

How to Conduct Effective Pretests

Assessment and Monitoring of BCC Interventions

How to Create an Effective Peer Education Project

HIV/AIDS Care and Support Projects

BCC for STD Prevention

Partnership with the Media

Policy and Advocacy Work on HIV/AIDS Prevention

Mass Media

A. What Are Mass Media?

Mass media are methods of communication that reach large groups of people quickly and effectively. Many means of communication can be considered "mass media", however, this handbook will focus on three types: **radio, television** and **print media** (newspapers and magazines).

B. Why Use Mass Media?

Each method — radio, television and print media — can get messages out to thousands or even millions of people.

For example, if you hand out brochures on HIV/AIDS/STD prevention at a clinic, you can reach every person who comes into the clinic. But, if you take that same information and put it into a radio, television or print announcement, you can reach thousands of people who may never come to a clinic. This is why we call mass media "mass." It reaches the masses.

Mass media can:

- ▶ Make people aware of HIV/AIDS/STDs in their own community.
- ▶ Provide information on HIV/AIDS/STDs.
- ▶ Educate people about how to protect themselves from HIV/AIDS/STDs.
- ▶ Help shape ideas about safer sex.
- ▶ Encourage people to practice safer sex.
- ▶ Refer people to health centers for treatment.
- ▶ Help people change their behavior by imitating role models.
- ▶ Help people understand the benefits of behavior change.
- ▶ Help people understand how to change their behavior. (cont'd)

- ▶ Introduce and reinforce new social practices.
- ▶ Publicize your program.
- ▶ Keep HIV/AIDS/STDs and other relevant issues on the public agenda.

As more people become aware of prevention messages, there will be more open discussion about the many issues surrounding HIV/AIDS/STDs. For this reason, mass media can be a very powerful tool in your overall communication strategy.

C. Myth vs. Fact

There are myths about mass media that discourage many health workers from using them. Consider these myths.

MASS MEDIA MYTHS and FACTS	
Myth #1	*Mass media are just radio and television.*
Fact:	Mass media can include radio, television, newspapers, magazines, music, traditional theater, advertising, marketing and publicity.
Myth #2	*Mass media activities are very expensive.*
Fact:	Mass media can be economical if you consider how many people you reach each time you use them.
Myth #3	*Mass media activities are only short-term activities and should not be integrated into long-term communication plans and goals.*
Fact:	Mass media can and should be an integral part of your long-term project plans. Mass media activities can change and grow as your project changes and grows.

Myth #4	*Messages delivered by mass media alone are weak and do not promote behavior change.*
Fact:	If mass media messages are delivered by strong role models, behavior change can be dramatic. Mass media affects people's perception of social norms which in turn supports people's efforts to change behavior.
Myth #5	*Mass media messages always reach the general population, so you cannot target specific groups.*
Fact:	You can effectively and economically target large, specific groups such as youth, men or women with mass media.

D. Choosing the Target Group for a Mass Media Project

Mass media projects (or messages) are often produced for the general public but they can also be targeted to specific audiences. Keep the following in mind when developing mass media projects for target groups:

- ▶ Identify the target group for a mass media project in exactly the same way you would for any other communication project.
- ▶ Use the target group to help you determine effective messages.
- ▶ Use words and/or images that are familiar to the target group. *For example: use street slang for messages aimed at urban youth.*

If you are not sure how to identify and segment target groups, please refer to *How To Create An Effective Communication Project.*

Choosing Mass Media

Which type is right for your program?

You will use mass media more effectively if you understand the strengths and weaknesses of each method. Below we examine the strengths and weaknesses of radio, television and print media and provide examples of how to use each medium to achieve different communication goals. After you finish reading this section, you will be able to choose the best mass media methods for your project's needs.

A. Radio

Strengths
▶ Radio can reach both literate and illiterate audiences with messages in their own language.
▶ Radios are relatively inexpensive and available to many people.
▶ A radio can use batteries, so it is useful in areas without electricity.
▶ Broadcasts can be repeated many times during the day.
▶ Radio production is relatively inexpensive.
Weaknesses
▶ Radio is not useful for teaching people how to perform an activity that requires a demonstration, such as opening a condom packet, putting on a condom, or disposing of a condom correctly.
▶ If listeners do not hear or understand the message correctly, they do not have an opportunity to ask for an explanation. However, in your radio message you can give listeners a place to go to for additional information.
▶ Some people do not have access to a radio.

QUESTION: ***When should I use radio?***

ANSWER: **If you want to reach most of the people in your community or country, radio is an economical choice for reaching many people at one time.**

The following tables provide our examples of several types of radio shows.

GOAL #1: **To get information and behavior change messages to as many people as possible at one time.**

Types of Radio	Suggestions for Use
Newscasts	Use news to promote new data or evaluation results. Also use the news to tell people about your AIDS program. Invite the radio press to cover a project event such as a workshop. If you invite an important official to speak at the event, the radio staff can use part of the speech in that day's news programs.
Health Programs	This type of program offers an opportunity for you to inform and educate the community about HIV/AIDS/STDs. Focus on different AIDS-related issues for each show. If your local station does not have a regular health program, talk to the radio program manager and try to get one started.
Dramas ***(soap operas)***	Popular dramas (soap operas) can have AIDS story lines. If your local radio station has a drama series, ask the producer and the scriptwriter to include positive messages and examples of behavior change in their stories. Volunteer to help them by providing examples of how they can work these issues into their story plots.

Current Affairs Shows	Sometimes the most important national, regional and local issues are discussed in a special news show called "Current Affairs." Talk to the radio program manager, and ask whether you can help to organize a special show on HIV/AIDS/STDs.
Spots, Jingles and PSAs	A PSA (public service announcement) is a message presented by a nonprofit or government agency. These are very important for keeping your messages in the public eye. Develop short spots, PSAs and jingles (brief songs with messages) to promote your messages and ask the radio program manager to play them as often as possible during the day. You may not have to pay for airtime if you use PSAs.

GOAL #2: **To target messages to a specific group of people.**

Types of Radio	Suggestions for Use
Target: Adolescents and Young Adults ***Youth Forums***	This type of program discusses problems that affect adolescents and young adults. Speak to the show's producer and ask if you can arrange a show on HIV/AIDS/STD issues. Focus on a few important points. Ask people to participate who will be accepted as positive role models by local youth. These could include well-known youth, celebrities, singers, actors, and athletes. You should also be present to make sure questions are answered correctly.
Target: Teens and Young Adults ***Top Ten Music Shows***	This type of show plays the latest local, regional and international music. It is usually directed at young people. You can air PSAs aimed at youth on this type of show.

Target: Women ***Women's Programs***	This is a program about women's issues. It is best to have a woman talking on this program. Again, ask the producer of this show if you can arrange shows on HIV/AIDS/STD and women.
Target: Men ***Sports Programs***	There are two types of sports programs: live broadcasts of a game or popular sport and sports information programs where the presenter gives an overview of sports and a preview of sports events for the coming week. This type of program is best for reaching men. Use spots, jingles and PSAs throughout sports programs.

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GOAL #3: **To have the general public participate in a radio discussion about HIV/AIDS/STDs.**

Types of Radio	Suggestions for Use
Call-in Programs	If people have access to telephones, call-in programs are a good idea because people can ask personal questions without being identified. If telephone service is not reliable, people may send their questions in advance through the mail.
Live Audience Shows	You can arrange a "Live Audience Show." Invite one to three experts to discuss a specific HIV/AIDS/STD issue in front of a live audience. After the experts are finished speaking, let members of the audience ask questions.

Action

If you choose to use radio, please read Section IV, "RADIO TIPS."

B. Television

Strengths
▶ You do not need a formal education to understand what you see and hear on television.
▶ Television allows you to show people how to do something. For example, you can show how to buy condoms, ask for treatment at an STD clinic, or ask a partner to use a condom.
▶ People can see and hear role models acting out positive behavior on television.

Weaknesses
▶ Television may not be available in all areas of the country.
▶ Televisions are too expensive for many people.
▶ Producing a TV program can be more expensive than radio or print media.
▶ If the listener does not hear or understand the message correctly, he or she does not have an opportunity to ask for an explanation.

QUESTION: *When should I use television?*

ANSWER: **If you are in an area where there are many televisions and you want to reach thousands of people at once, television is a good method. It is also very good if you want to show people how to do something.**

Television is also an excellent way to target different groups of people. You can even target the highest-level decision makers in your country. Many TV owners are important community and government leaders. Since decision makers can influence public

behavior, it is important to reach them with clear and accurate HIV/AIDS/STD messages.

Below are three tables. Each table has a specific communication goal and several options for reaching that goal by using television.

GOAL #1: **To influence the policy and decision makers in your country.**

Types of TV Shows	Suggestions for Use
News and Current Events Shows	Decision makers and community leaders watch television to learn about national and international events. HIV/AIDS/STD messages on these shows will reach many influential people in your country. Invite a TV crew to a project event to film and interview important speakers.
Panel Discussions	This type of program offers audiences an opportunity to learn all sides of an issue. It can influence attitudes if the issues are carefully selected and presented in an appropriate way.
PSAs	A PSA (public service announcement) is a message presented by a nonprofit or government agency. PSA messages create awareness and understanding about HIV/AIDS/STD issues. They can, for example, include information promoting STD services or about changing sexual behaviors. PSAs are a "public service" because they educate and increase the public's awareness of important issues.

Goal #2: **To target as many people as possible.**

Types of TV Shows	Suggestions for Use
News Programs	Attracting news coverage of HIV/AIDS/STD issues, events, programs and results is a good way to reach decision makers and the general public.
Drama series (soap operas)	Since drama series can run for several weeks or months, you can develop characters that have real problems and show how these characters solve them. If the public likes these characters they will be more likely to imitate their behavior. *Example: "If condoms are good enough for my favorite television star, then I will use condoms."*
Comedy shows	Most comedy programs are shown at night and have large audiences. Although AIDS and illnesses are not laughing matters, they can be dealt with sensitively. A lighter treatment of sensitive issues can sometimes make it easier for audiences to discuss them.

Goal #3: **To target messages to a specific group of people.**

Types of TV Shows	Suggestions for Use
Target: Teens and Young Adults ***Music Video Shows***	Music video programs are often aimed at younger people. Ask the producer if you can host an HIV/AIDS/STD awareness show. In between music videos, have a youth role model talk about AIDS prevention. You can also have live audience members ask questions about HIV/AIDS/STDs.
Target: Men ***Sports Programs***	Sports shows can target men of all ages. Ask the TV program director to broadcast a PSA or PSAs at the beginning, middle and end of each sports show.

Action

If you choose to use television, please read Section V, "TELEVISION TIPS".

C. Print Media

Strengths
▶ Readers can read a story many times to confirm their understanding.
▶ A single newspaper or magazine is often passed on to several friends or family members, so many readers can take advantage of one.
▶ Some people believe that printed stories (in newspapers) are more reliable than stories on the radio or television.
▶ Since you can keep a newspaper or magazine forever, people can hold on to important information for future reference.
Weaknesses
▶ Print media are only useful for people who can read and who can afford to buy them.
▶ If the government controls print media, some people may not take them seriously.
▶ It is difficult to correct mistakes in print media.

QUESTION: ***How do I decide if print media is a good choice for a program?***

ANSWER: **If you want to reach thousands of people who read, then newspapers and magazines are an excellent choice. Many readers will also share important articles with family and friends, so even more people will get the information. Many decision makers see newspapers as their most credible source for information.**

The table on the next page gives several options for getting messages out to the public through newspapers and magazines.

Types of Newspaper and Magazine Articles	Suggestions for Use
Article Series	A series of articles is a good choice for communicating complicated messages and information. You can explore all the aspects of a topic in a series of articles.
Question and Answer Columns	People can write in with questions that they feel uncomfortable asking anyone else. The author has the opportunity to answer urgent questions and many people will benefit from the answers.
Regular Health Columns	This type of article provides an ongoing venue for up-to-the minute facts about AIDS and STD's. Arrange with a local reporter to plan out stories in advance. You can give the reporter information to include in each article.
Letters To The Editor	This area of a newspaper is reserved for letters the public writes in response to stories they have read or recent events in the community. This is a place for you to write a brief response to incorrect information and "set the record straight." Also, you can write a letter about an issue of importance.
Inserts	These are pieces of paper that are put into the newspaper. You can put an important announcement or information on brightly-colored paper and ask the newspaper editor if they can be placed in every copy of that day's newspaper. *Example: You could print a checklist of facts and myths about HIV/STD's and photocopy them onto bright pink paper. Everyone who buys that day's paper will get this information and can keep it for reference.*

Insist on reading each article BEFORE it is printed. You are the health expert - make sure the facts are clear and true!

Action

If you choose to use Print Media, please read Section VI, "PRINT MEDIA TIPS".

Radio Tips

A. Approaching the Local Radio Staff

Where do I begin?

You will get the most from the radio staff if you are prepared.

Below is a checklist to help you get ready for your first meeting at the radio station.

- ***First,*** write down the topics you want to discuss with the radio program director. Include all important points to be covered in your radio production. Be prepared to explain why these messages are important to the community.
- ***Second,*** be familiar with the radio station ***before*** your meeting so that you can discuss the best time periods to air your messages.
- ***Third,*** arrange a meeting with the radio program director or the program producer to discuss your radio ideas. You are one of many people trying to get messages on the radio. Don't be surprised if the radio director or producer forgets some of your conversation. Take notes during your meetings so you can refer to specific issues later on.
- **Fourth,** send a thank-you letter to the radio staff person after your first meeting. This will let the radio staff know you are serious about working with them.

QUESTION: ***I've done all four steps. Now what do I do?***

ANSWER: **By now, you have met with the radio director and/or producer and are ready to write your radio script.**

B. How To Write a Radio PSA (Public Service Announcement)

Sequencing main points for PSAs

Develop several PSAs so you can introduce the target audience to different points. But design the PSAs so they all build on the same idea. Each PSA will have a different approach to the idea. Below is an example:

PSA sequence	PSA Main Point
PSA #1:	Many diseases are spread through unprotected sexual intercourse with an infected person. AIDS is one of them.
PSA #2:	Condoms, used correctly, can prevent STDs and AIDS.
PSA #3:	Condoms are cheap, easily available and easy to use.

Below are several tips for writing a radio PSA.

PSA Tips for Radio:

- Since PSAs are very short (15 - 60 seconds), it is important to focus on one or two points. Ask yourself: *What do I want the listener to do or remember when they hear this message?*
- "Brainstorm" PSA ideas with your program staff.
- Check your facts and information carefully. Make sure all facts are correct, up-to-date and appropriate for your target audience.
- Identify a "hook" to catch the attention of the listener. Examples include a surprising statistic, emotional appeal, humor or music.
- If you can get the air time, write several different PSAs for each message. You want people to get the message but you don't want them to get bored hearing the same version every day.

- When you have a few versions of your PSA, ask members of your target audience and appropriate gatekeepers to read and comment on the scripts. Use their suggestions if appropriate.
- If no professional radio actors can provide the voices for your PSA, use volunteers from your community. One good place to look is the local university or drama club. Keep your target group in mind when choosing a voice.
- Keep it simple! Don't use more than two or three voices in your PSA.
- When you find your voice actors, start **rehearsing**. Tell the actors exactly what you want. Have them read through the PSA your way (the way you think you want it to sound). Usually it is a good idea to let the actors read the PSA their way also. This may give you even better ideas.
- Get the listener's attention by using a few seconds of music at the beginning and end of each PSA. Often you can use songs with an HIV/AIDS message.

QUESTION: ***I have my PSA ideas but how do I write a PSA?***

ANSWER: **First, know your target audience. The approach you take will be different depending on the needs and beliefs of the target audience. Below are examples of how the same message can be made appropriate for various target audiences. Each has the same message, but the target group is different.**

EXAMPLES FOR 30-SECOND PSA:

Target Group	Basic PSA message	Variations for 30-second basic PSA message
Youth	Safer sex practices - *Promoting condoms*	**Man #1**: You know, I want to protect myself with my girl but I don't want her to think I'm sleeping around. I'm really worried about AIDS and STD's. **Man #2**: Hey! Don't worry! Do what I do - use condoms. **Man #1**: Condoms? **Man #2**: Condoms protect you and your girl from STDs including AIDS. Next time you're in the mood, pull out a condom - be smart and protected! **Man #1**: Condoms, the smart choice for protection.
Truck Drivers	Safer sex practices - *Promoting condoms*	**Voice #1**: No matter where you are, there's one thing you can count on - condoms. Now available in bottle stores, pharmacies and rest houses, condoms provide maximum protection for the man on the go! If you need dependable, affordable protection, try condoms - the smart choice! The ONLY choice for today's man on the go!
General public	Safer sex practices - *Promoting condoms*	**Voice #1**: Are you tired of all the fuss over AIDS and STDs? Confused? There's a lot of information out there, but if you remember only one thing about AIDS remember this! Use a condom every time. A condom is the only safe way you can protect yourself and your partner during sex. Affordable, convenient, condoms. It's only "safer sex" if you use a condom EVERY TIME!

Each message is aimed at a different target audience. However, each has the same message: "Use condoms!"

Next steps — pretesting and production:

After you are satisfied that it is clear, concise, and easy to understand, test your PSA with members of your target group. Record it on an audio tape and play it for them. Let them tell you what they understand and what they like or dislike. Make changes if necessary. For more information about pretesting radio and other media see the handbook **How to Conduct Effective Pretests**.

Follow the steps below after you have pre-tested your PSA:

1. Arrange to record your PSA at the radio station, where there will be sound-proof studios. Your message will sound clear and professional, which will make it easier to understand. You may have to pay a fee to use this studio.
2. Determine payment ***before*** you go in to the recording studio with ***both*** the radio staff and your voice actors. Sometimes a PSA will be recorded free of charge since it is a service to the community. If this option is not offered to you, ask the program producer if the studio time can be donated.
3. After the PSA is recorded, meet again with the program director to make sure the spots are aired during the times and programs that reach your target audience.

C. Writing Drama Scripts for Radio

You may want to write longer drama scripts. There are many advantages to developing a drama script for your project messages. Dramatic presentations:

- ▶ Can cover many issues.
- ▶ Can develop characters that your audience will get to know and who can become positive role models for behavior change. (cont'd)
- ▶ Help people to talk about messages with friends and family after the program is over.

Writing a radio drama script is not difficult. Here are four guidelines to remember:

1. ***Keep a list of all the major points and messages*** that you want to include in the drama. Post it on the wall so you can refer to it often.
2. ***Write a list of your characters. Write a brief description*** of each character's personality so you can make sure the drama is realistic.
3. ***Write a brief outline of your story*** before you begin actually writing the dialogue (the talking parts).
4. ***Remember, your audience will not be able to see*** the radio characters but you can make the background sounds realistic.

   For example, if two students are talking during lunch break, you can use a school bell in the background to make it sound like a real schoolyard. Or, if women are talking about AIDS while doing their chores, you can use the sound of roosters crowing and kids playing as soft background noise. Include these background noises in your script.

Below is an example which uses the four guidelines.

Preparation guidelines:

FIRST: **Describe the main point of the example drama - episode #1:**

Anyone who has unprotected sex can get AIDS.

SECOND: **Write a brief description of the main characters in the example drama - episode #1:**

Selina: A 16-year-old secondary school student who is very smart. She is also pretty and has had the same boyfriend for two years.

Anna: She is Selina's best friend. Also 16, she does well in school and has had the same boyfriend for a year.

John: He is Selina's older brother. John is 17 years old. He is an average student. John has had many different girlfriends and seems to have a new girl each month.

THIRD: **Create an outline for the example drama - episode #1:**

- This episode starts in the schoolyard, then moves to the backyard of Selina's house.
- Selina and Anna are doing some schoolwork and John joins them.
- They begin a conversation about someone they know who has AIDS.
- John begins talking rubbish about how the person got AIDS. Selina and Anna get angry and tell John he is wrong.
- The girls explain to John how AIDS is transmitted and why he needs to be careful (because he has so many girlfriends).
- This episode ends with John feeling afraid that he might have gotten an STD since he has so many different girlfriends and never uses condoms during sex.

This will be a continuing drama series so we can deal with John's concerns in-depth in the next episode.

FOURTH: **Write the radio drama script.**

The example script below is divided into two columns. The column on the left is for the ***sound effects*** that will make the drama sound more realistic. The column on the right is for actual ***dialogue*** (or talking).

Read the script from left to right, just as you would read a book. Look to the left for the background sounds, then read the actual dialogue in the right column.

Title: What Happened To Esther?	**Episode #1 (of 5 episodes)**
Main Point:	**Anyone who has unprotected sex can get AIDS.**
Sound Effects	**Dialogue**
School bell rings. We hear students getting out of classes.	**Selina:** Anna, let's study our math at my home today. **Anna:** Good idea! I really could use some help on this.
We hear a rooster crow in the yard, then a door opening and closing.	**Selina:** Mama. We're home! Anna, would you like some tea while we study? **Anna:** Yes, please. Thanks Selina.
Chairs are being pulled out and sat in.	**Selina:** So let's do this math problem and then compare answers, okay?

A door opens and closes.	**John:** Hey! What's everyone doing? **Selina:** Homework. Say! What did you get on your math exam? **John:** Forget about math! Did you hear about Esther? They say she has AIDS! **Anna:** Who says she has AIDS? **John:** Her sister told someone and now the whole school knows! Man, I thought she was a nice girl. I guess you just never know what kind of person someone is until you hear the truth about them.
Selina slams her book shut.	**Selina:** John! I cannot believe you said that! How could you be so stupid? Esther **is** a nice girl. **John:** Then why does she have AIDS? Answer that one! **Anna:** John, for a guy who knows everything, you really are not too smart about AIDS. Don't you know that anybody can get AIDS nowadays? Students, teachers, parents, anyone! Having AIDS does not make you a bad person. **Selina:** She's right. Esther got AIDS because she was not using condoms with her boyfriend. **John:** What do condoms have to do with this? **Anna:** John, Esther's boyfriend had many other girlfriends! He never used condoms to protect himself from AIDS and STDs so he passed these diseases around to all his other girlfriends.

Final tips on radio drama scripts:

The next page of this script could continue with the girls explaining how AIDS and STDs are spread. John could begin to see how he could be at risk because he also has many different girlfriends and does not use condoms during sex.

Just as with PSAs, pretest the script with the target audience and make appropriate changes.

You are now ready to give your radio drama script to the radio staff for final production.

D. Producing a Radio Project — A Summary

Below are some helpful hints on producing radio PSAs and drama.

- ▶ Always decide on payment **before** you begin working with actors and the radio station. You may be able to get the radio station to donate some airtime or recording time since you work for a non-profit organization.
- ▶ Make sure your messages are simple and easy to understand.
- ▶ Have your radio messages compliment each other. You can use some of the characters from a popular radio drama for shorter PSA announcements. Use characters who are well-liked by the public again.
- ▶ Update your radio messages as information about AIDS and STDs change. Don't let outdated messages air on the radio if new information becomes available.
- ▶ Pretest everything **before** it is played on the radio for the first time. This includes having many people listen to the PSA or drama to make sure all information is correct and understandable. Your colleagues, the local AIDS program manager, and members of your target group should help you pretest the radio presentations.
- ▶ Have fun! Your messages may be about important issues, but they can be presented in exciting new ways. Be creative.

- After the broadcast, have casual conversations with members of the target audience. Ask them if they listened to the broadcast. Did they understand and remember the important messages? What did they like? Use this information to make changes in the next broadcast, if necessary.
- You may be able to work with an advertising agency or public relations firm. The staff may be willing to "adopt" your project and provide professional-quality work for a low fee.

Television Tips

A. Approaching the Local Television Station

Where do I begin?

You are the expert in HIV/AIDS/STDs, and the local TV staff are experts in television production. It is your job to connect your project with the local TV station.

If you follow these steps, you will be prepared when you meet the TV staff for the first time.

- ***First,*** write down all topics that you want to discuss with the TV program director.
- ***Second,*** be familiar with the TV station's programs (or read the TV schedule in the newspaper) so you know what time periods to discuss for the TV production.
- ***Third,*** call the TV station program director or program producer to schedule a meeting about your project.
- ***Fourth,*** send a thank-you letter to the TV staff person you met the day after your first meeting.

QUESTION: ***I have done all four steps. Now what do I do?***

ANSWER: **You are now ready to write your TV script. If you offer to write this PSA yourself, the information will be correct. Give the TV staff the script so they can begin filming the PSA or drama. Remember to pretest the script with members of the target audience.**

B. How To Write A Television PSA (Public Service Announcement)

Writing a PSA for TV is almost the same as writing a PSA for radio, but there are two major differences:

1. You have to tell the TV staff exactly what you want them to film. You must describe each shot in writing, and give the correct dialogue to go with that shot.
2. You will be able to show people how to do something.

Below are suggestions for writing a television PSA. Several are the same as those for radio PSAs but some are unique to television.

PSA Tips for Television

- ▶ Television PSAs should be brief, so keep the message simple! Focus on the important points and have clear objectives. Ask yourself: *What do I want the viewer to* **do** *or remember when they see this message?*
- ▶ Make two or three PSAs (if your budget can cover them) so that the same one doesn't play over and over.
- ▶ Schedule a "brainstorming" session with your colleagues to come up with ideas that will meet your objectives and illustrate your main points. Include members of the target group in this session. If you are aiming your PSA at teens, invite some local teens to the brainstorming session. Get their ideas about what kind of PSAs they would like to see on television.
- ▶ Don't forget to ***check your facts!*** Remember, people are making decisions based on the information you give them. If the PSA includes a demonstration, make sure the procedure is shown correctly.
- ▶ With radio PSAs, you can make inexpensive "demo" tapes to pass around the community for feedback. Television PSAs are more complicated and expensive, so you will only pass around paper copies of the TV scripts for review. Good people to review a script are: local AIDS project leaders, health professionals, teachers, religious leaders, and members of the target audience. Give these people copies of the

script and ask them to write comments on the script and return it to you.

- ***Keep it simple.*** Don't use more than two or three main characters in the PSA. You want people to watch the PSA and focus on the message.
- If you do not have access to professional actors, you can use people from your community. Actors can usually be found in drama clubs. Check the local secondary schools and universities for drama clubs. You can also ask the TV staff to recommend actors.
- When you find the actors, ***start rehearsing***. Your job is to tell (and show, if necessary) the actors how to read their lines.
- Be open to the actors suggestions too. They might be able to add words, expressions or gestures that make the messages more believable.
- Use a few seconds of music at the beginning and end of the PSA to get the audience's attention.
- Television PSAs can be from 10 to 60 seconds in length. Check with the station to determine the preferred length before you write the script.
- ***Stay away from special effects.*** Crazy colors, swirling pictures or pictures that flip or flash can distract from the messages and confuse viewers.

QUESTION: ***I have PSA objectives and ideas, but how do I write a PSA for television?***

ANSWER: **On the next page is an example of a 30-second PSA for television.**

Remember, since you can "see" television, you must write down both the dialogue (the talking) *and* what the viewer is seeing (called the camera description).

You are writing the ***dialogue*** for the actors, so they can learn and memorize their lines.

You are writing the ***camera description*** so the actors know exactly what they are doing as they speak, and so the cameraman knows exactly what to film.

Divide the page into two columns. Below is an example used in the "How To Write a Radio PSA" section. However, this example is written to be shown on television. It includes both the dialogue and the camera description.

CAMERA DESCRIPTION	DIALOGUE
Scene opens with Man #1 and Man #2 sitting in bleachers watching school football practice. Camera shows football game, then moves over to two guys sitting in bleachers. Football game in background.	No dialogue.
Man #1 looks worried, turns to Man #2 and speaks...	**Man #1:** You know, I want to protect myself with my girl, but I don't want her to think I'm sleeping around. I'm really worried about AIDS and STDs
Man #2 smiles, turns to Man #1 and speaks...	**Man #2:** Hey my brother! Don't worry. Do what I do - use condoms every time.
Man #1 looks confused and says to Man #2...	**Man #1:** Condoms?
Man #2 puts hand on Man #1's shoulder and explains to him...	**Man #2:** Condoms protect you and your girl from AIDS, STDs and unplanned pregnancy.

Man #1 looks amazed and says...	**Man #1:** Condoms can do all that?
Man #2 laughs as he speaks and pulls a condom out of his pocket and hands it to Man #1...	**Man #2:** Yes! Next time you're in the mood, pull out a condom. Be smart **and** protected!
Man #1 looks confident and holds up condom while speaking...	**Man #1:** Condoms! The smart choice for protection.

Writing a PSA for television is not very complicated. You just need to keep in mind what the viewer sees *and* hears during the PSA.

QUESTION: ***I've written a PSA script — now what?***

ANSWER: **Now you are ready to meet with the cameraman and the producer to decide when and where the PSA will be filmed. You should also discuss plans for editing the PSA and adding any music or graphics (such as printed words on the screen).**

Filming

Give copies of the script to the cameraman, actors, and anyone else who will be at the filming. Make sure that every scene is filmed properly. Ask the cameraman to shoot the same scene many times from different angles. *Remember:* it is easier to have the cameraman film the same scene many times than to go back later and refilm.

Always be at the film location or studio to supervise filming and editing. Your presence will ensure that the objectives and main points are clear.

Camera Angles

There are many different ways to film each scene. Sit down with the cameraman and discuss exactly how each scene will be filmed. (Will scenes be filmed with close-up, side angles or front shots?) Work with the cameraman to make creative decisions on filming.

Special Effects

Special effects include extras like bright colors and flipping or flashing pictures. Special effects are great for music videos but they can distract from the PSA. Stay away from special effects or use them cautiously. One good way to reinforce key messages is to use printed words on the screen.

Next steps

After the PSA is filmed and edited, test it with target audience members and other important community leaders before broadcasting it on television. If any major changes are necessary, make them ***before*** you start playing the PSA on television. Sometimes this will mean refilming some or all of the PSA.

If you need assistance on testing communication materials, please refer to the AIDSCAP handbooks, *How To Create An Effective Communication Project* and *How To Conduct Effective Pretests*.

Follow the steps below after you have finished producing and testing the PSA.

1. Meet with the program director to discuss and finalize the times the PSA will be shown on television. Remind the program director of the target groups and decide which programs will have the largest target group audience. A PSA is a service to the community. Air time should usually be free.

2. If possible, have a "launch party" for the PSA(s). Hosting a launch party is a great way to get free advertising. Invite members of the health community and the media, as well as other distinguished guests.

For more information on media launches, please see section VI.

C. Writing Drama Scripts for Television

You may want to develop a drama series or a single drama presentation for television. To do this you can work with professional script writers or film or drama students from the university. There are several advantages to developing a drama script for television. Dramatic presentations on television can:

- Establish positive behavior role models. The audience can actually see the characters and may identify with them. If characters are well-liked by the public, their behavior is more likely to be copied.
- Show people how to do things such as buy condoms, ask a partner to use a condom, and explain to a partner why condoms are important.

Writing a drama for television is very similar to writing a drama for radio. The only difference is that you must write both the dialogue and the camera description. Below is a brief list summarized from the radio drama script section. If you need to review it in-depth, turn back to page 26.

1. ***Keep a list of all the major points and messages*** you want the audience to understand.
2. ***Write a list of the characters*** with a brief description of each character.
3. ***Write a brief outline of the story.***
4. ***Remember the audience will be able to see everything in the drama,*** so make it as realistic as possible. Use props and locations

that make sense to the audience. For example, if the drama takes place in a rural area, don't film it in the capital. Go to a rural area and use props (roosters, donkeys, etc.) to make it more realistic.

Below is an example of a TV script. It is the same script used in the radio drama section from pages 28-29, but it is adapted for television. Because the script is for television, the page is divided into two columns. The left column is for the camera description that will tell the cameraman what to film and the actors what to do. The right column is for actual dialogue.

Title: What Happened To Esther? **Episode #1 (of 5 episodes)**	
Main Point: Anyone who has unprotected sex can get AIDS.	
Camera Description	**Dialogue**
School bell rings - We see students getting out of classes, walking into the schoolyard. **Camera stops on two girls walking together.** **They walk out of the schoolyard together...**	**Selina:** Anna, let's study our math at my home today. **Anna:** Good idea! I could really use some help on this.
Music in background... **We see the girls walk into Selina's home compound and into her house — a rooster crows...**	

Anna sits down at table and Selina goes to the stove, where there is a tea kettle ... **Selina pours two cups of tea and places them on the table...** **Anna sips tea and Selina sits down and opens a book while speaking...**	**Selina:** Mama. We're home! Anna, would you like some tea while we study? **Anna:** Yes, please. Thanks Selina. **Selina:** So let's do this math problem and then compare answers, okay?
John walks into the room - he stops at the table to sit down while greeting the girls...close-up of John....	**John:** Hey! What's everyone doing?
Selina looks at John and asks curiously..	**Selina:** Homework. Say! What did you get on that math exam?
John waves her away with his hand, and leans towards the girls and speaks...	**John:** Forget about math! Did you hear about Esther? They say she has AIDS!
Anna looks and sounds annoyed...	**Anna:** ***Who*** says she has AIDS?
John is very excited about the news. Anna and Selina look at each other and shake their heads while listening to him...	**John:** Her sister told someone and now the whole school knows! Man, I thought she was a nice girl. I guess you just never know what kind of person someone is until you hear the truth about them.

Selina leans away from John, very angry about what he has said. She looks at Anna for agreement when she says Esther is nice...	**Selina:** John! I cannot believe you said that! How could you be so stupid? Esther *is* a nice girl!
John looks very sure of himself as he speaks...	**John:** Then why does she have AIDS? Answer that one!
Anna is disappointed with John' comments. She scolds him like a bad child... Selina nods in agreement with her...	**Anna:** John! For a guy who knows everything, you really aren't too smart about AIDS. Don't you know that anyone can get AIDS nowadays? Students, teachers, parents, anyone! Having AIDS doesn't make you a bad person.
Selina leans toward John while speaking...	**Selina:** She's right. Esther got AIDS because she was not using condoms with her boyfriend.
John looks confused... he looks at Selina and then at Anna...	**John:** What do condoms have to do with this?
Anna tries to be patient while she explains the facts about AIDS to John. She calms down and speaks...	**Anna:** John, Esther's boyfriend had many other girlfriends! He didn't use condoms to protect himself from AIDS and STDs so he passed these diseases around to all his other girlfriends.

Final Tips on TV drama scripts:

TV dramas can be very descriptive because the audience can see everything the characters are doing. The next page of this script would continue with the two girls explaining to John how AIDS is transmitted, and John admitting his concerns about condoms.

Just as with PSAs, remember to pretest the script with the target audience and make appropriate changes.

D. Producing a Television Project — A Summary

Below are some helpful hints for producing TV presentations.

- ▶ Always be prepared! Preparation is critical when working with television. If you make a mistake and have to refilm, it can be very costly and time-consuming.
- ▶ Discuss and agree on payment with the actors and the TV production staff ***before*** production begins.
- ▶ Pretest your TV materials as thoroughly as any other BCC materials.
- ▶ Keep messages and demonstrations simple and easy to understand.
- ▶ Change PSAs and dramas as soon as information on AIDS and STDs changes. Don't allow outdated information to air on television or radio.
- ▶ View all PSAs and dramas carefully, ***before*** they are shown on television for the first time. Ask colleagues to view them with you to make sure the messages are correct.
- ▶ Keep your audience interested. Keep your target group in mind and include specific things that have meaning to your audience. *Example:* Use a popular youth song in a PSA aimed at teens and youth.
- ▶ You may be able to work with an advertising agency or public relations firm. The staff may be willing to "adopt" your project and provide professional quality work for a low fee.

Print Media Tips

A. Approaching Print Media Staff

Where do I begin?

The three main types of print media are newspapers, magazines and inserts. Below is a brief explanation of each, along with some of their strengths and weaknesses.

Type of Print Media	Strengths	Weaknesses
Newspapers **A paper available by single issue or subscrip-tion**	Inexpensive to buy and easily available in urban and semi-urban areas. Many people can share a newspaper. People can clip and save newspaper articles. Can reach policy makers.	Only appropriate for literate people. May be too expensive for some people.
Magazines **Usually printed once per month**	Can include better-quality photos than newspapers. Can reach policy makers. Can be kept for a long time. Many people can share a magazine.	May be too expensive for some people. Only appropriate for literate people. May be unavailable in rural areas.

(cont'd)

	Magazine articles can be longer and cover the subject in more depth than newspaper articles	
Insert **Single pieces of paper with facts or information inserted into newspapers or maga-zines.**	Are very inexpensive to produce. Can reach many people. People can keep the insert after they finish reading the newspaper or magazine.	Only a limited amount of information or facts can fit on one page. Only appropriate for literate people.

Just like radio and television staff, print media staff are very busy because they have to meet daily, weekly or monthly deadlines. The best thing you can do to help get your information published is to ***be prepared***. If you help busy staff writers by giving them all the information needed to write a story, you are more likely to get the article printed. Below are a few steps to follow as you prepare for your first meeting with newspa-per or magazine staff.

- ***First,*** write down all topics you want to discuss with the newspaper or magazine staff.
- ***Second,*** read the newspaper or magazine so you are familiar with the types of articles it prints.
- ***Third,*** call the newspaper or magazine. Ask to speak and meet with the editor or reporter who covers public health stories.
- ***Fourth,*** follow up your meeting with a thank-you letter. In your letter review all the points you discussed in your meeting. This helps to keep your media message goals clear for the newspaper or magazine reporter.

QUESTION: ***I have done all four steps — Now what do I do?***

ANSWER: **You are now ready to begin writing the newspaper or magazine article.**

B. Writing a Newspaper or Magazine Article

There are two ways to get a news article written.

1. You can give information to a newspaper reporter or a magazine writer and let him/her write the article.
2. You can write the article yourself and give it to the newspaper or magazine to print. You may not have this option with some publications which only print articles written by their own staff. Make sure you know the policy of the newspaper or magazine.

What information do I give to the reporter writing the article?

To help determine what information you need to give the reporter, think about what you want readers to do or learn as a result of the article.

As you answer this question, write your response (message goals) on a large piece of paper and hang it on the wall. Refer to these goals as you write down the information you want to give to the reporter.

In addition to the specific information the reporter needs for writing this article, you may also give the reporter a ***media fact sheet***. This is a short document that includes all relevant AIDS and STD information in "bullet form" so the reporter can read it easily and use it as a reference now and in the future. You can also help the reporter set up interviews or recommend key people to interview for a story.

What if I want to write the story myself?

There are two types of articles: ***news articles*** and ***feature articles***. News articles cover a recent event or findings, such as coverage of the results of a study, an important meeting, passage of a law, or the appoint-

ment of an official. Feature articles usually cover issues or describe people's experiences, such as articles on maternal HIV transmission and its prevention or a profile of a person living with HIV/AIDS.

Writing a story is easy. As a professional health worker, you already know the facts about AIDS and STDs. Below are some tips to help you write an article or story.

Writing Tips for Print Media

- Choose a ***message goal*** and write a story around that message goal. For example, if your message goal is "*to let teens know that some of their peers are successfully avoiding HIV infection,*" you might want to focus the article on real-life stories of teens who use condoms regularly.
- Begin the article with a striking fact, story, example, or quote — something that will grab readers' attention and make them want to keep reading.
- Quotes from members of the target group can reinforce the message. Quotes from leaders in the field give articles credibility. Quotes also help make an article more lively and readable.
- Include factual statistics but don't overwhelm people with numbers. Choose the statistics that best illustrate the points, and vary the way they are presented. *Example: "One out twenty teens has an STD. As many as __% may be infected with HIV."*
- Make the point in a clear and concise (short) manner. Get to the point and only ***give facts that can be documented***.
- Know the style of the publication and write the article in that style. Also find out the article length requirements and follow them.
- End the article with a closing statement. This is the chance to leave the reader with a lasting thought or message. Ask yourself, "If my reader only remembers one or two things from my story, what do I want them to remember most?" Use those one or two points as closing statement for the article.

C. Getting the Article Printed

Here are some tips to ensure that the article gets printed.

- ▶ Get the magazine or newspaper editor's written approval for the article before you begin writing.
- ▶ Learn as much as you can about the style of the articles the newspaper or magazine publishes and follow that style.
- ▶ Use your supervisor and colleagues as editors when you finish writing the story. Ask colleagues to read it and give suggestions. If you agree with their comments and suggestions, make the appropriate changes.
- ▶ Make sure the facts are correct!
- ▶ Ask the editor for a deadline and meet it.

D. After the Article is Printed

- ▶ Ask the editor to keep 20-30 issues for you on the day the story is published. Pass out these issues to local, national, and international project staff and representatives of the Ministry of Health, UNAIDS, WHO, UNFPA, and other NGOs and donors.
- ▶ Make photocopies of the articles and put them in your "Media Facts" folders. Hand them out as additional information to press, Ministry of Health officials, regional leaders, teachers and anyone else who is interested in AIDS or your project.

Using Publicity

A. What is Publicity?

Mass media can also be used to help publicize a project. Publicity is a way of promoting good relations between the project and different audiences.

How will I know if I should publicize the project?

Ask yourself the following questions to determine whether publicity can help the project:

- ▶ Do I want to make the public more aware of the project?
- ▶ Do I want the community to know about new developments in the project?
- ▶ Do I want the community to know about a special event that the project is sponsoring?
- ▶ Do I want to gain the support of policy makers?

If you answered "yes" to any of the above questions, the project will probably benefit from publicity.

How do I use publicity?

There are many ways to use mass media for publicizing the project. Using newspapers, radio and television are all effective ways to get the publicity campaign started. Basically, you are "getting the word out" about the project, the current status of the project (including new findings), or a specific project-related event.

B. Launches

One of the best ways to use publicity is to host a "launch party." These events are an excellent way to begin a new phase of a campaign. Launches are also an effective, exciting way to introduce a radio and TV presentations to the community.

QUESTION: **I have written and produced a radio drama series. The dramas are now finished and will be aired soon.** ***How can I let the public know about the drama series?***

ANSWER: **Host a launch party for the new drama series or PSA. By hosting a launch event, you will be able to:**

- ▶ Get maximum media coverage.
- ▶ Allow a greater number of people to learn about the drama series or PSA.
- ▶ Let the community know what you hope to accomplish by airing this series.
- ▶ Get the public excited about the drama or PSA and the characters involved in it.

How do I host a launch party?

Planning a launch party is easy. Below is a checklist of things to remember when planning a launch party.

- ▶ Decide how many people you want to invite, then arrange for a venue, food and drink. Hotels are usually the easiest site since they can provide the food and drink. If you want to cut costs, you can host a launch at your office.
- ▶ Invite important members of the community. Include directors and key staff of all related projects, and try to invite a key Ministry of Health official to open the event with a special speech.

- Invite as many media people as possible to cover the launch. Include staff from the TV stations, radio stations and newspaper and magazine reporters. *Remember:* These people will cover the launch for free. Make the most of it by giving each press person a special packet of information with project and media information sheets. Include a name and phone number in case reporters want to follow up after the launch with more questions.

- The main reason for the launch is to introduce a radio or television drama or PSA to the public. Viewing or listening to the radio or TV presentation is the main focus of the launch. However, you also want to include other activities. For example:

  - Hire a local band to play music while the guests are arriving.

  - Ask winners of AIDS-related song contests to perform for the guests.

  - Ask actors from the radio or TV presentations to perform a live version of the presentation. This introduces the characters to the public. You want the public to be able to relate to your characters so they will become strong role models for the community.

  - Use your imagination! Anything entertaining that also relates to the project may be effective at a launch. If your guests have fun at the launch event, they will tell others about it. This is free publicity!

Alternative Mass Media

A. Using Drama, Songs and Music

Several other communication methods can also be considered mass media because they can reach large groups at one time.

Drama, songs and music are ways to enhance a BCC/IEC campaign. Make messages easy to understand, interesting and fun by using popular local groups to communicate them.

B. Contests

Contests are a good way to get messages to the public and also get publicity at the same time. Sponsor contests on a local, regional or national level. Contests can be held for AIDS-related drawings and paintings, songs, skits, posters or billboards. Always try to have some type of prize for the winners - this will make people want to participate in the contest. Below is a list of suggestions to help you start a contest for a project.

- ▶ Contact the schools to see if they are interested in having their students participate in the contest. Include primary schools, secondary schools and colleges.
- ▶ Give presentations at the schools to introduce the project and messages. Then explain the contest and prizes to students.
- ▶ Contests for the general public can be announced in newspapers and magazines and on radio and television. Create interest throughout the entire community.
- ▶ Sponsor a song writing contest. Ask winners to perform at the launch parties.
- ▶ **Song, drama, music and art** contests are fun, exciting ways to get the community involved in the project. If art or music is taught in schools, talk to the teacher in charge of those classes. This encourages students to draw or create things that you can use in mass media PSAs, dramas and presentations.

EXAMPLE:

Drawings and paintings:	Can be used in launches, posters, billboards, and television PSAs.
Songs, music and drama:	Can be used as part of radio and TV PSAs and dramas.

Contests can provide you with an abundance of material that can be reused for mass media projects.

Budgets for Mass Media Projects

Below are samples of basic mass media budgets for television and radio. Prices vary greatly from country to country, so please do not depend on these prices for actual budgeting. The purpose of this example is only to show the specific line items you must include in your budget.

Budget for Production of Television PSA

Description	Unit Price	Quantity	Cost
Actors	$20 per actor per day	$20 x 3 actors x 4 days	$240
Cameraman*	$50 per day	$50 x 2 days	$100
New video tapes	$25 per tape	$25 x 4 tapes	$100
Lunch for actors	$1 per day per actor	$1 x 3 actors x 4 days	$12
Transport to film site	$50 per day	$50 x 2 days	$100
Edit studio & technician	$75 per day	$75 x 3 days	$225
Misc.	_____	_____	$100
TOTAL EXPENSES			**$877**

NOTE: Items with an "*" will only be used during actual filming days. Days 1 and 2 are for actors' rehearsal only.

Budget for Production of Radio PSA

Description	Unit Price	Quantity	Cost
Actors	$20 per actor per day	$20 x 3 actors x 2 days	$120
Studio technician* (for studio recording)	$30 per day	$30 x 1 day	$30
Lunch for actors	$1 per day per actor	$1 x 3 actors x 2 days	$6
Bus transport to radio studio and home	$ 2 per actor per day	$2 x 3 actors x 2 days	$12
Edit studio & technician	$50 per day	$50 x 2 days	$100
Misc. expenses	———	———	$100
TOTAL EXPENSES			**$368**

NOTE: Items with an "*" will only be used during actual recording or editing days. Day 1 is for actors' rehearsal only. This can be done at the project office.

Final Thoughts

Using mass media is a fun, exciting and effective way to get HIV/AIDS/STD messages to target groups.

Keep the following ideas in mind to help you use mass media wisely:

- ***Integrate all mass media projects*** into a larger communication strategy. Mass media should be one component of an IEC campaign, not a separate project.
- ***ALWAYS be prepared and organized!*** If you are not, you can waste a lot of time and money.
- ***Be creative.*** Try things that have never been done before if they will appeal to the target groups.

Appendix

This appendix contains two blank scripts. One is for TV and one is for radio. For convenience, make photocopies of these last two pages and use them for your own script writing. Don't forget to draw lines across to divide each scene for easy reading and filming.

FOLDOUT

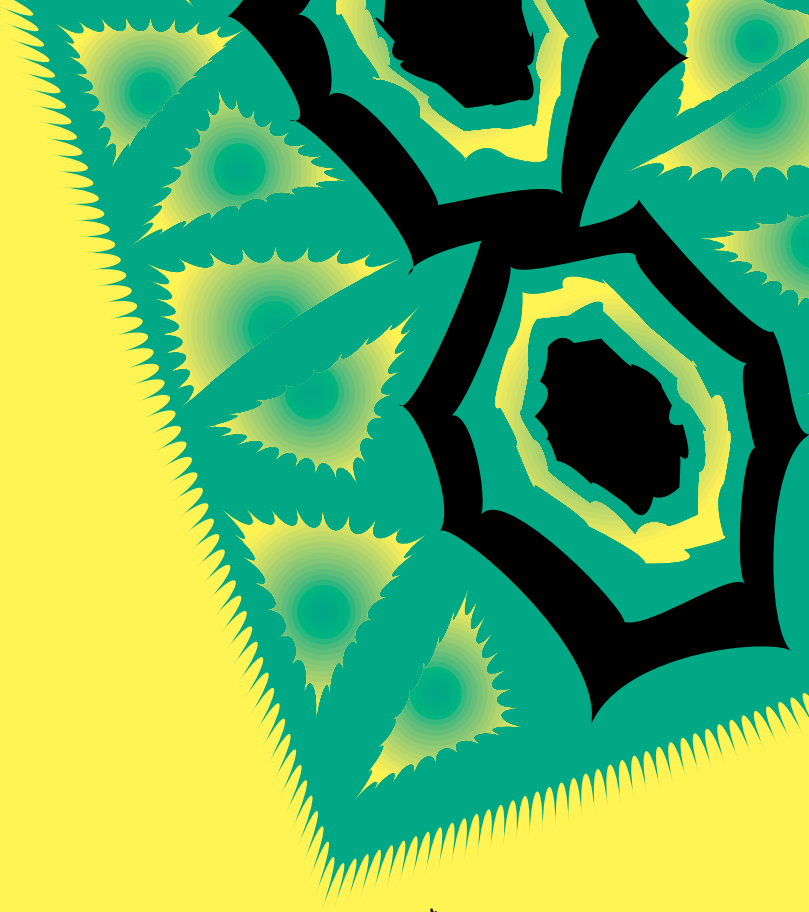
Television Script

Title:	**Episode #_____ (of _____ episodes)** ☐ **PSA** ☐ **Drama** ☐ **Other**
Main Point:	
Camera Description	**Dialogue**

FOLDOUT

Radio Script

Title:	**Episode #_____ (of _____ episodes)** ☐ **PSA** ☐ **Drama** ☐ **Other**
Main Point:	
Camera Description	**Dialogue**



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