

REPORT

on

YOUTH.NOW MEDIA ADVOCACY WORKSHOP

**March 8-9, 2004
Hotel Four Seasons, Kingston Jamaica**

Submitted
by

Livingston White & Corinne Barnes
March 31, 2004

CONTENTS

Workshop Report: pages 1- 8

Appendices:

Evaluation Instruments

- Needs Assessment Questionnaire (I)
- Feedback Questionnaire (II)
- Knowledge Pretest (III)
- Knowledge Posttest (IV)

Powerpoint Presentations (V)

- Advocacy Communication Revision
- Some Questions and Answers about Media Advocacy
- Media Advocacy

Scenes from the workshop (VI)

Media Contact List (VII)

Participants' Assignments – Press Releases & Fact Sheets (VIII)

MEDIA ADVOCACY WORKSHOP REPORT

The Workshop was jointly organized by the Caribbean Institute of Media and Communication (CARIMAC) of the University of the West Indies and Youth.Now, a project of Jamaica's Ministry of Health funded by the United States Agency for International Development (USAID) and implemented by Futures Group International. Livingston White and Corinne Barnes of CARIMAC facilitated the workshop while Newton Wynter and Sharon Hunt of Youth.Now provided administrative support.

The Workshop was held March 8-9, 2004 at The Four Seasons Hotel in Kingston with the following participants:

- | | |
|------------------------------|---------------------------|
| 1. Alison Hall | 14. Newton Wynter |
| 2. Andrae Jackson | 15. Nickolette Gordon |
| 3. Betty-Ann Williams | 16. Nyala Rhoden |
| 4. Christine Callam | 17. Okeno Walters |
| 5. Debbie-Ann Scott | 18. Pauline Russell-Brown |
| 6. Durrant Lyn | 19. Richard Robinson |
| 7. Hoseanna Hale | 20. Rosalee Parkins |
| 8. Hylton Grace | 21. Ruth Brown |
| 9. Jean Sangster-Bennett | 22. Sharon Hunt |
| 10. Jodine Williams | 23. Shernette Reynolds |
| 11. Kwame Thomas | 24. Susan Gallimore |
| 12. Lorette Wedderburn-Ellis | 25. Theresa Gaynor |
| 13. Morrick Spencer | 26. Tracey Litchmore |

Most of the participants had been involved in previous workshops held in Manchester, St. Elizabeth, Kingston and St. Elizabeth organized by Youth.Now. This specific workshop was designed to sensitise the Adolescent Reproductive Health (ARH) advocates to the operation of the print and electronic media so as to enable them to access these media with their messages aimed at social and behaviour change.

DAY 1- MONDAY, MARCH 8, 2004

Following registration on Tuesday, the first day of the workshop, the facilitators administered a Knowledge Pre- Test to ascertain the level of information the participants were exposed to with concepts such as advocacy, news, feature, press release and PSA. Workshop manuals, created by compiling notes on topics to be covered in the workshop, were distributed to participants.

The Pre-Test revealed that the participants were at various knowledge levels. There were those who were comfortable with media terminology and could easily explain the concepts, while there were others who did not have a clear understanding of the media jargon. One concept that seemed to have baffled most participants was PSA. The Knowledge Pre-Test is attached as Appendix III.

The participants were also required to complete a Needs Assessment Form. This Form indicated that participants had attended the workshop with various expectations. Most were expecting to leave the workshop with higher levels of communication skills and a better understanding of media advocacy. Others also expected to leave with better debating skills as well as more information on Adolescent Reproductive Health. A copy of the Needs Assessment Form is attached as Appendix I.

After the Pre-Test, Livingston White led the group through a revision exercise where he looked at terminologies and concepts related to media advocacy.

He spoke about the format which advocates may want their messages to take. These include face to face meetings, public rallies, policy forums and public debate. He also explained the terms “medium”, “message” and “advocacy.”

During the morning session the participants were introduced to their need for media advocacy skills, the various types of mass media, how to aim messages at specific audiences, news value and the qualities of a media advocate. This was done using a powerpoint slide presentation. Powerpoint presentations done during workshop are attached as Appendix V.

Following Mr. White's presentation on those issues the participants were divided into four groups reflecting their geographical location as follows:

Participants from St. Elizabeth and Clarendon were placed in one group; those from St. Ann and St. Catherine in another; Westmoreland, Hanover and St. James in another and Kingston and St. Andrew in another making it four groups together.

Each group was required to construct a Media Contact List. The list from all four groups were to be combined. The aim was to have each advocate leaving the workshop with a comprehensive media contact list which would be the starting point in getting messages to the media. A copy of this media contact list is attached as Appendix VII.

Each group was also required to make contact with at least one media house and arrange for an interview on any issue regarding adolescent reproductive health. One group was able to make contact with *Smile Jamaica*, a local current affairs programme aired on Television Jamaica (TVJ) daily. Two participants, Hylton Grace and Andrae Jackson were selected to represent the participants on that programme. At the subsequent interview conducted live on TVJ on Tuesday, March 9 at 7:00 a.m., the representatives were able to talk about their relationship with Youth.Now, Adolescent Reproductive Health, the role of the advocates and the success which they have had since the implementation of the programme. Other groups made contact with other programmes such as **Beyond**

the Headlines aired on Radio Jamaica. The producers for that programme were unable to accommodate the group that afternoon.

The afternoon session focused on tools that the participants would need in gaining access to the media. This session which was facilitated by Corinne Barnes led the participants through concepts such as a Press Release, how it is written, what should be included in the Release as well as strategies to be employed to ensure a high probability of publication.

Other concepts that were looked at included ‘The Media Advisory,’ what it is and the kinds of information that should be included in the advisory. The impact of ‘Letters to the Editor’ in placing certain issues on the public was also highlighted.

The participants were also introduced to the importance of ‘Fact Sheets’ and how to plan and conduct ‘Press Conferences’ in getting their message to their target audiences.

At the end of this session participants were required to write a Fact Sheet and two Press Releases – one for Print and one for Radio. The Press Release for Radio was sent to Power 106 and this was carried on the 8 o’clock newscast that evening. The Release for Print was sent to the Jamaica Observer but this was not published in that paper. Copies of these releases and fact sheets are attached as Appendix VIII.

DAY 2 – TUESDAY, MARCH 9, 2004

On the second day of the workshop the facilitators took the participants on a tour of three media organisations, Power 106 Radio station, The Daily Observer newspaper and SportsMax/Financial Channel Cable outfit.

At Power 106, the morning Editor, Christopher Sirjue spoke to the participants about his role in the news gathering process and the role of the gatekeepers in general, and how they would be able to access the news programmes with information which they would like to reach their target audience.

The participants were able to ask questions and some had their misconceptions cleared up while others left with a better understanding of how “news” actually gets from the reporter to the airwaves.

Dervan Malcolm, a presenter/producer with Power 106 also spoke to the participants about his job and his role in the news gathering process.

The participants also had a chance to visit the studios of Music '99 which is located in the Power 106 complex. There they were able to get a first hand glance of how an “all music” format station operates.

The next stop took the group to The Daily Observer’s new offices on Beechwood Avenue in Kingston where the marketing department had arranged a tour of the complex. In the editorial department, Pete Sankey, News Editor spoke to the group about the stories which are published in the The Daily Observer and the role of the reporters, the sub-editors and the editors in the process. Participants wanted to know about the issues which are taken into consideration in the story selection process and the importance accorded to each article. Mr. Sankey explained that it all had to do with the news editors and other gatekeepers judgment.

From the Jamaica Observer on Beechwood Avenue, the participants journeyed to New Kingston to the studios of Financial Channel/Sports Max. Here they were given a tour of the cable channel. Claudette Robinson, Production Manager and

Christopher McIntosh, Managing Director, outlined how the channel obtains its content while engineer, David Cassanova took the group through the technical aspects of getting the content on the air. The participants showed a lot of interest in this aspect of the operation.

On returning to the hotel for the last session of the two-day workshop Mr. White took the participants through a number of other media terms and concepts as well as methods which are available to get the message to their audiences. The “PSA” – Public Service Announcement concept was explained. He also introduced the group to non-traditional ways of getting their messages out. These methods include the use of drama, songs and music.

He also spoke to the participants about speaking skills, visual communication skills and listening skills.

The two-day workshop ended at 4:00 p.m. after the participants had completed a Feedback Form and a Knowledge Post-Test.

The Knowledge Post-Test (Attached as Appendix IV) indicated that many of the participants who were unsure of some media terms were able to more clearly articulate those terms at the end of the workshop. These concepts had been defined throughout the workshop and were also included in the Workshop Manual to which they had easy access.

The Feedback Forms (Attached as Appendix II) indicated that most of the participants felt that the workshop had met their expectations strongly agreeing with statements like:

I now understand what advocacy means

I now understand how advocacy is applied

The workshop was very informative

The workshop met my expectations
I have learnt something new at the workshop
The materials covered were adequate
I felt motivated to pursue the advocacy activities of my organisation.

The workshop participants were asked to indicate their level of satisfaction with the workshop facilitators by strongly agreeing, agreeing, disagreeing, strongly disagreeing with the following statements:

The instructor was well prepared
The instructor was knowledgeable
The instructor was a good facilitator
The instructor treated everyone with respect
Methods of delivery were appropriate
The instructor inspired me to learn more about advocacy
The instructor answered my questions in a satisfactory manner

Almost all the participants answered “strongly agree” to those statements.

The writing aspect of the workshop seemed to have made an impression on most of the participants as “writing press releases” emerged as a popular area when the Feedback Form asked participants to list three or more areas that they felt the workshop covered best.

Verbal feedback also indicated that the participants were highly appreciative of the tour of the media organisations as that activity gave them a better understanding of the operations of those entities.

Some general recommendations made by the workshop participants included:

1. The workshop should cover interviewing techniques
2. The Youth.Now project should continue for another five years

3. The workshop should cover voice training

APPENDICES

APPENDIX I

**YOUTH.NOW
Media Advocacy Workshop
Four Seasons Hotel, Kingston, March 8-9, 2004**

Needs Assessment

Introduction

We thank you for participating in the Media Advocacy Workshop. In order to meet your training needs, we ask that you provide us with some brief information about yourself, your background and expectations from the workshop. Answering these questions will take you only a few minutes and the information you provide will only be used for the purpose of this workshop.

I. Tell us about yourself

1. Your name: _____

2. Gender: _____

3. Contact Address: _____

4. Telephone number : _____(work) _____ (cell)

5. Email Address:_____

6. Have you attended similar workshops on advocacy prior to this one?___

If yes, where? _____

APPENDIX I

II. About Your Organisation:

1. Name of organisation _____

2. Head of your organisation (Name and Title): _____

3. Address (if different from above): _____

Telephone number: _____

Fax: _____

Email Address: _____

4. How long have you worked with this organisation? _____

5. In what capacity? _____

III. Your Understanding of Advocacy:

1. What do you understand by the word **advocacy**? _____

2. Have you done any advocacy work for your organisation?: _____

If yes, please explain _____

APPENDIX I

3. As an advocate for adolescent reproductive health issues, what skills would you like to have to enhance your advocacy work?

IV. Previous Training in Communication

1. Have you had any formal training in communication? _____

If yes, what type of training? _____

2. In your organisation, do you work with the mass media in any way? _

If yes, how? _____

If no, what communication channels do you

use? _____

APPENDIX I

3. What do you intend to gain from this workshop? _____

4. How do you intend to use the knowledge and skills gathered from this workshop? _____

IV. Additional Comments

Please write any additional information that your wish to share.

Thank You!

APPENDIX II

YOUTH.NOW
Media Advocacy Workshop
Four Seasons Hotel, Kingston, March 8-9, 2004

Feedback Form

Instructions: Please complete this workshop evaluation form as candidly and as constructively as possible. Your responses will aid us in determining how well we have been able to meet your needs and interests as well as how future workshops can be modified for improvement.

1. The Facilitators

Please indicate your level of agreement with the following statements on the left by ticking the appropriate box to the right.

LIVINGSTON WHITE

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	No opinion
The instructor was well prepared.					
The instructor was knowledgeable.					
The instructor was a good facilitator.					
The instructor treated everyone with respect.					
The instructor focused on too many areas.					
Methods of delivery were appropriate.					
The instructor inspired me to learn more about advocacy.					
The instructor answered my questions in a satisfactory manner.					

CORINNE BARNES

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	No opinion
The instructor was well prepared.					
The instructor was knowledgeable.					
The instructor was a good facilitator.					
The instructor treated everyone with respect.					
The instructor focused on too many areas.					
Methods of delivery were appropriate.					
The instructor inspired me to learn more about advocacy.					
The instructor answered my questions in a satisfactory manner.					

APPENDIX II

2. The Content

The following are statements that ask for your opinions about the structure and content of the workshop. Please tick the most appropriate answer for EACH item below.

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	No opinion
I now understand what advocacy means.					
I now understand how advocacy is applied.					
The workshop was very informative.					
The workshop met my expectations.					
I have learnt something new at the workshop.					
The materials covered were adequate.					
I felt motivated to pursue the advocacy activities at my organisation.					

3. Please list three or more areas that you feel the workshop covered best.

4. Please list three or more areas that you felt were omitted at the workshop.

5. Please indicate how you intend to use the information and the knowledge you gathered from the workshop. If you need extra space please use and attach a separate page.

APPENDIX III

**YOUTH.NOW
Media Advocacy Workshop
Four Seasons Hotel, Kingston, March 8-9, 2004**

Knowledge Pretest

What is your understanding of the following?

1. "News"

2. "Gatekeeper"

3. "Press release"

4. "Press conference"

APPENDIX IV

**YOUTH.NOW
Media Advocacy Workshop
Four Seasons Hotel, Kingston, March 8-9, 2004**

Knowledge Posttest

What is your understanding of the following?

1. "News"

2. "Gatekeeper"

3. "Press release"

4. "Press conference"

APPENDIX IV

5. “Media advisory”

6. “PSA”

7. *As a young person, you are not satisfied with the service you receive at the community clinic. You would like to make people aware of your dissatisfaction. You hope that the responsible authorities will develop a policy regarding the treatment of young people at clinics.*

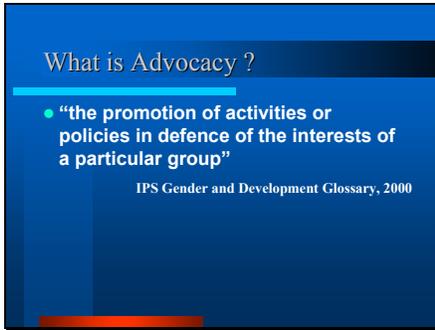
Outline the steps that you would take in using the media to bring this issue to the attention of an identified target group.

APPENDIX V

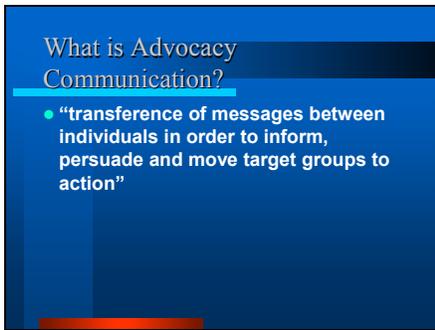
Slide 1



Slide 2



Slide 3



APPENDIX V

Slide 4

I.P.M.

- Inform
- Persuade
- Move to Action

Slide 5

What is a message?

- "collection of symbols and the patterning of those symbols into some kind of meaning for an intended target group"

Slide 6

Components of a message

- Content/ideas
- Language
- Messenger/source
- Format/medium
- Time/place

APPENDIX V

Slide 7

Message format/medium

- Face to face meetings
- Executive briefing packets
- Public rallies
- Fact sheets
- Policy forums
- Posters, flyers in public places
- Public debate
- Press Release
- Press Conference
- Contests to design posters, slogans

Slide 8

Message format/medium

Some are events:

- Meetings
- Policy Forums
- Public debate
- Press Conference
- Contests to design posters, slogans

Slide 9

Message format/medium

Some are tools:

- Executive briefing packets
- Fact sheets
- Posters, flyers in public places
- Press Release

APPENDIX V

Slide 10

Message format/medium

- Audience
- Cost
- Risk
- Visibility

Slide 11

The S.E.E.D. Message

- Statement
- Evidence
- Example
- Desired Action

Slide 12

What is a "medium"?

- Medium (*pl. media*) – the means by which something is communicated
- Mass media – main or traditional means of communicating with large audiences, especially through newspapers, broadcasting

APPENDIX V

Slide 1



Slide 2



Slide 3



APPENDIX V

Slide 4

Why do you want media attention?

- build awareness?
- promote a particular attitude or behavior?
- advocate for policy change?

Slide 5

What is your 'news'?

- Timeliness
- General interest
- Local Angle
- Conflict
- Human Interest
- Novelty
- Celebrity
- Superlatives

Slide 6

What type of media coverage do you want?

- News
- Feature
- Opinion
- Entertainment
- Public Service

APPENDIX V

Slide 7

Who will you contact in the media?

- Gatekeepers
- Beat reporters
- Producers
- Presenters/hosts
- Editors
- Programme Managers
- Station Managers

Slide 8

How will you contact the media?

- Mail, fax, or email?
- Personal contact?

Create a media contact list

Slide 9

What do you have to offer?

- The more you can do to help the reporter do his or her work, the more likely your story will be the one that gets covered.
- Fact sheets
- Photographs or video footage
- Real people affected by the issue
- Experts willing to be interviewed
- Copies of relevant studies

APPENDIX V

Slide 10

How will you respond when they call (or do not call) you?

- Identify a spokesperson
- Be honest
- Speak clearly
- Know your main message

Slide 11

Who do you want to hear you message?

- beneficiaries of your programme
- government officials
- decision makers
- media practitioners
- your allies in other organisations or institutions
- staff in your own organisation
- resistant groups (adversaries)

Slide 12

Who is a media advocate?

- Experience in communication
- Work experience in reproductive health, family planning, etc.
- Experience in group mobilization
- Skills in public speaking and group facilitation
- Skills in writing
- Orientation on research, capability to translate research – based information to advocacy messages

APPENDIX V

Slide 13

Who is a media advocate?

- Articulate, good listener, good communicator
- Interested to work with people at different levels
- Willingness to be trained and open to further professional growth
- Committed to the programme

APPENDIX V

Slide 1



Slide 2



Slide 3



APPENDIX V

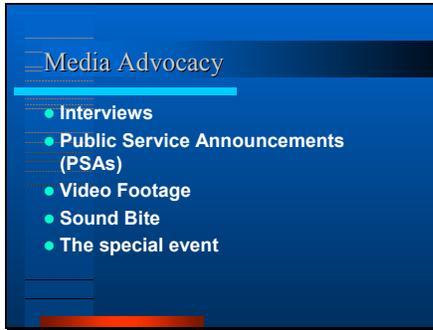
Slide 4



Media Advocacy Tools

- Press Releases
- Photo Releases
- Media Advisory
- Letters to the Editor
- Fact Sheets or Background Sheets
- Press Kits or Media Packets
- Press Briefings or Press Conferences

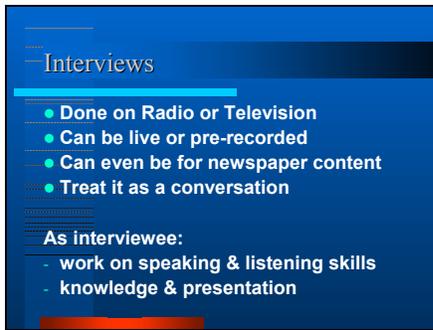
Slide 5



Media Advocacy

- Interviews
- Public Service Announcements (PSAs)
- Video Footage
- Sound Bite
- The special event

Slide 6



Interviews

- Done on Radio or Television
- Can be live or pre-recorded
- Can even be for newspaper content
- Treat it as a conversation

As interviewee:

- work on speaking & listening skills
- knowledge & presentation

APPENDIX V

Slide 7

Public Service Announcements (PSAs)

- Radio or Television
- Usually very short (30 seconds)
- Negotiate free air time for broadcast & discounts for studio time
- Can get free talent
- Keep message simple
- Pretest your PSA
- Any examples?

Slide 8

Video footage

- Always have some footage to offer television media
- Can be used as cutaways for TV interviews (need audio?)
- Can be used as supporting video content for a television feature
- Must be well-produced

Slide 9

Sound bite

- Used for radio
- Can be done over the phone
- Use sound bites to vary the voice types in your announcement or news item or feature
- Have someone available for a sound bite
- Inform producer
- Person giving sound bite should be articulate

APPENDIX V

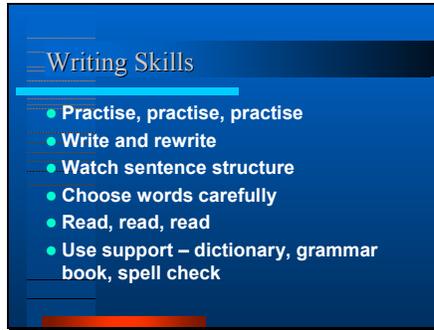
Slide 10



The special event

- Launch
- Public debate
- Public rallies
- Policy forums

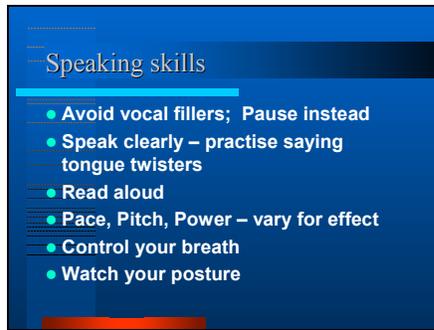
Slide 11



Writing Skills

- Practise, practise, practise
- Write and rewrite
- Watch sentence structure
- Choose words carefully
- Read, read, read
- Use support – dictionary, grammar book, spell check

Slide 12



Speaking skills

- Avoid vocal fillers; Pause instead
- Speak clearly – practise saying tongue twisters
- Read aloud
- Pace, Pitch, Power – vary for effect
- Control your breath
- Watch your posture

APPENDIX V

Slide 13



Visual communication skills

- Still images OR moving images
- Composition and framing
- Tell a story with your images
- Include only what is needed for your story
- Apply the rule of thirds
- Balance the frame
- Frame long shots

Slide 14



Listening Skills

- Do it always
 - Attentively Acceptably
 - Assistingly Alertly
 - Actively Respectfully
- Feedback
- Develop a thick skin for criticism
- Respect the views of others

APPENDIX VI

SCENES FROM WORKSHOP ACTIVITIES



Participants listen attentively to a presentation...



...made by Corinne Barnes, one of the facilitators.



Corinne checks a press release.



Participants look on as Sharon Hunt at laptop writes the lead to a press release.



Newton observes another group at work...



...and explains a point for participants.

APPENDIX VI

SCENES FROM WORKSHOP ACTIVITIES



Participants typing fact sheets and...



...other materials for inclusion in their press kit.



Corinne makes a note about the content of a press release.



Newton helps group members to finish their assignment.



Dervan Malcolm captures the attention of participants...



...as he speaks about POWER 106 radio station

APPENDIX VI

SCENES FROM WORKSHOP ACTIVITIES



In the meeting room of the Daily Observer...



...Pete Sankey, news editor addresses the youth advocates



Cassanova of Financial Channel and Sports Max (local cable channel)...



...shows the technology used for transmitting video signals to cable TV audiences.

APPENDIX VII

The following document comprises a compilation of media contacts researched by the workshop participants:

MEDIA HOUSE	PROGRAMME/ MAGAZINE/ COLUMN	DATE/ TIME	CONTACT NAME	PHONE	FAX	EMAIL	ADDRESS
NEWSPAPERS							
Daily Observer	All Women	Mondays	Indi McLymont	795-3632 News 795-1545	795-1283	editorial@jamaicaobserver.com	33 Beechwood Ave, Kingston
Gleaner Co Ltd.	Flair	Mondays	Grace Cameron	922-3400 922-3500		feedback@jamaicagleaner.com	P.O. Box 40, 7 North St. Kingston
Gleaner Co. Ltd.	Youth Link		Shelley Ann Thompson	926-1440			7 North Street, Kingston
Herald	Pure Class	Sunday	Christene King (Executive Editor)	906-6972 / 906-7122 / 906-7572 / 906-7748	908-4044	sunherald@cwjamaica.com	17 Norwood Ave, Kingston 5
North Coast Times		Thursdays	Marcella Richards (Trainee Editor)	974-9343	974-9306	northcoasttimes@hotmail.com	The Bellamour Building Pineapple, Ocho Rios, St. Ann
The Star		Mondays to Saturdays	Claire Clarke (Editor)	922-3400	922-6223 949-1804	star@gleanerjm.com	The Star, 7 North Street, Kingston.
Western Mirror	Column		Lloyd B. Smith Dennis Barton Miriam Williams Michael Bryan	952-5253 952-5352 952-7028	952-9463 952-6513 955-2998	westernmirror@mail.infochan.com	82 Barnett Street, Montego Bay 6 Barclay

APPENDIX VII

							Street Sav-la-mar
X-News	Pages 2-3	Weekly on Wednesdays	Anastasia Cunningham	901-4773	901-9335		86 Hagley Park Road, Kingston 10
X-News Limited	Column		Andrea Wilson-Messam Newton Gooden Anastasia Cunningham	901-4809 901-3266 9014773	901-7667 901-9335		86 Hagley Park Road, Kingston 10.
TELEVISION							
Cabletron Network System			Vivian Hines	918-1830			93 Great George Street, Sav-la-mar, Westmoreland
Coral Seas Cable			Ricky Jackson	957-3690			Jackson Plaza, Negril, Westmoreland
Cornwall Communication				952-1889 940-1632 940-4847			2 Union Street, Shop 12, Central Point Plaza, St, James
CVM TV	Changing World		Tamiqua Silvera	931-9400-3			
CVM TV	Question Time	Wednesday Nights 9:30p-10:30p.m.		931-9400-3			
Hype TV							
Reggae TV							Main Street, Ocho Rios St. Ann
Tri-Star Cable Network			Mr. Sinclair	956-			Mid town Mall, Lucea, Hanover

APPENDIX VII

TVJ	Man Talk		Kathy Gayle	9265620-9	9291029		
TVJ	Exposure		Emile Crooks	9265620-9	9291029		
TVJ	Profile		Ian Boyne	9265620-9	9291029		
TVJ	Smile Jamaica		Sharon Shroeter or Kathy Gayle	926-5620-9	9291029		32 Lyndhurst Road
TVJ	Weh Yuh Seh		Bagga Brown	926-5620-9			
RADIO							
FAME FM	Uncensored		Simone Clarke	926-1100	960-0637	famefm@rjrgroup.com	32 Lyndhurst Rd. Kingston 10
HOT 102	The Breakfast Club		Beverly Anderson Manley	926-6570 906-2986 926-6593 929-5034			77 Knutsford Blvd Kingston 5
Hot 102	Drive Time Live		Mrs. Shernette James	1-888-991- 2200 952-3056	952-1729		
HOT 102	Disclosure		Antonette Haughton	960-8453			61b HWT Rd. Kingston 10
IRIE FM	Sex Wise	Tuesday Nights 9 p.m.- 12a.m.		968-5023 929-8759 960-1074 974-5043 974-5051 974-5079	968-8332 974-5943		18 Derrymore Rd, Kingston 10/P.O. 282, Coconut Grove, Ocho Rios
KOOL 97 FM			Rosamond Brown Clordene Lloyd	927-6887 927-6654 927-9161 927-9219			1 Braemar Ave. Kingston 10
Links 96 FM				918-2306			98 Great George Street, Sav- la-mar, Westmore- land

APPENDIX VII

LOVE 101 FM			Arnold Kelly Tanneisha Hibbert	Admin. 968-9596-7	968-7545		12 Carlton Crescent, Kingston 10
POWER 106	Laing & Company	Weekly 2:30p- 5p.m.	Dervan Malcolm	968-4880 968-4893 968-1032			
POWER 106	Independent Talk	Weekdays 5:30 to 9:30 a.m.	Dervan Malcolm Cynthia Walcott,	968-4880 968-4893 968-1032 960-8249 968-4880-3			6 Bradley Avenue, Kingston
POWER 106	Dear Pastor	Tuesdays & Thursday Nights 9p.-12		968-4880 968-4893 968-1032			
POWER 106	Perkins Online	9:30 a.m. to 1:00 p.m.	Wilmot 'Muttu' Perkins	968-4880 968-4893 968-1032			
POWER 106	Nationwide	Weekdays	Cliff Hughes/ Carol Nairccese	968-4880 968-4893 968-1032			
POWER 106	Young Power	Saturday 9:00 a.m. - 12:00 noon		968-4880 968-4893 968-1032			
Radio Mona	Mind Set		Michael Anthony Cuffe	970-1709			University of the West Indies, Mona Campus, Kingston 7

APPENDIX VII

RJR Communi cations Group	Beyond the Headlines		Celia Morgan Archibald Gordon	851-0692 (Cel) 929-5130-8 501-2314 926-5620	929-6862	rjrcommuications@c wjamaica.com Dthproducer@hotmail.com	32 Lyndhurst Road, Kingston 5
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APPENDIX VIII

The following five press releases were prepared by workshop participants.

(1)

PRESS RELEASE

For more information, call:

Debbie-Ann Scott
Youth Now Advocate
Telephone 4240226

Youth.now trains advocates in media relations

Twenty-seven Adolescent Reproductive Health (ARH) Advocates met on March 8 and 9 at the Hotel Four Seasons in Kingston, for training in media relations. Policy and advocacy coordinator of Youth.now, Newton Wynter stated that these individuals were chosen based on their levels of participation in their parishes.

The aim of this workshop was to equip the members of nine already existing parish advocacy groups to become media savvy as well as to encourage participants to be more proactive and proficient in conveying ARH messages to youths using the mass media.

Participants were exposed to gaining “experience in working with the media” as stated by Livingston White, workshop facilitator. This hands-on experience allowed the advocates to learn how to use mass media in reinforcing to youths the importance of practising healthy reproductive behaviours.

Youth.now, a joint project of USAID and the Government of Jamaica, hopes to continue hosting such workshops to provide necessary skills for its youth advocates. The main aim of the Youth.now project is to improve the reproductive health of adolescents using community-based approaches and involving young people in their own development.

APPENDIX VIII

(2)

RADIO

Youth issues driving the media

Ms. Rosalee Parkins

Assistant Communication and Liaison Officer

887-1007

As a means of stimulating interest and strengthening the communication skill of their advocates, Youth.now (Jamaica Adolescent Reproductive Health Project, funded by USAID) hosted a two-day Media Advocacy workshop at the Hotel Four Season in Kingston. Twenty motivated and enthused individuals from across the island were gathered for training on media usage as an instrument to advocate on issues relating to Adolescent Sexual Reproductive Health.

As a part of the training they were introduced to several strategies and were given guided tours of media houses and their operation.

APPENDIX VIII

(3)

Press Release

For More Information, Call:

For Immediate Release

Newton Wynter

March 10, 2004

Tel: 948 – 2149/2151

FIRST MEDIA ADVOCACY WORKSHOP FOR YOUTH.NOW

The Media Advocacy training saw twenty-seven advocates from nine parishes acquiring skills necessary for using the media in advocating for Adolescent Reproductive Health (ARH). A new phase in ARH in Jamaica, the aim was to increase advocates ability to target stakeholders to influence change in policies and guidelines towards adolescent and their Reproductive Health.

Held at the Hotel Four Seasons in Kingston, on March 8th and 9th, the workshop fell under the ambit of Policy Advocacy, a focal point of the Youth.now project over the past two years. As stated by Chief of Party at Youth.now, Dr. Pauline Russell-Brown, “These new skills enable the establishment of media advocacy geared at getting the public’s interest and engagement in matters of Adolescent Reproductive Health.”

Youth.now is a United States Agency for International Development (USAID) funded project implemented by Futures Group International on behalf of the Government of Jamaica. The project is geared at improving the Reproductive Health of young people in Jamaica. The project is a five year program that

APPENDIX VIII

(3) continued

Mrs. Corinne Barnes, lecturer at Caribbean Institute for Media and Communication (CARIMAC) stated, “This workshop is one of the ways to get issues of concern to the wider public. The workshop is very timely and provides a bridge between policy makers and young people.” Richard Robinson, an advocate from St. Elizabeth, indicated that the training provided “competence in preparing details and having the media support issues and realize their involvement as a stakeholder.”

The advocates identified an issue relevant to adolescents in their respective parish that they say needs immediate change and hope to encourage stakeholders to change policies on these issues.

APPENDIX VIII

(4)

Press Release

For more information

Newton Wynter

For Immediate Release

Tel: 948-2149/2151

361-3890

**FIRST MEDIA WORKSHOP FOR YOUTH.NOW
PROJECT**

Twenty-seven (27) youth advocates from the Jamaica Adolescent Reproductive Health Project (Youth.now) today completed a two-day workshop on Media Advocacy at Hotel Four Seasons in Kingston. This workshop provided advocates with skills to use media to raise awareness about adolescent sexual and reproductive health and to advocate for improvements in policies and programmes to bring about positive changes in behaviour as well as policies. The workshop provided an opportunity for advocates to visit print media houses, radio stations and local cable channels. Here, advocates were able to get firsthand knowledge of how media houses work. Chief of Party, Dr. Pauline Russell-Brown stated that this workshop was very timely and fulfilling.

Youth.now is a joint project of the USAID and the government of Jamaica, implemented by the Futures Group International.

APPENDIX VIII

(5)

Press Release Youth.now Advocacy

On Tuesday March 9, 2004 over twenty five youth advocates from all over Jamaica toured the offices of the Jamaica Observer and two of the participants appeared on TVJ's Smile Jamaica. They were engaging in a training on Media Advocacy Skills organized by the Jamaica Adolescent Reproductive Health (ARH) Project, Youth.now. Youth.now is a five year project funded by USAID for adolescents 10-19 years old, in nine Parishes.

The Advocates were exposed to various aspects of the Media, including Writing Press Releases, organizing Press Conferences and the Development of skills for advocacy.

Newton Wynter, Youth.now's Policy and Advocacy Coordinator, explained that, "The primary purpose of the training was that the advocates could benefit more from an in depth media advocacy training." With this training the advocates would begin to lobby for Adolescent Reproductive Health issues in a more efficient and effective way via the media.

The advocates have been previously trained to develop and maintain networks at the community level, where they try to influence policy decisions as they relate to ARH.

Richard Robinson, a participant expressed that, he had always seen press conferences and press releases, through the media, however doing this workshop has given him a better understanding of the Media.

For further information
Please contact
Jean Bennett
875-3553

APPENDIX VIII

The following four fact sheets were prepared by workshop participants.

(1)

Background/Fact Sheet.

The Jamaica Adolescent Reproductive Health Project, Youth.now is a five year programme funded by USAID for adolescent 10-19 years old. It currently operates in nine Parishes in Jamaica. The objectives of the programme includes;

- Increase Knowledge and skills of adolescents and service providers
- Improve Access to Reproductive Health Services
- Improve the Policy and Advocacy environment of Adolescent Reproductive Health

One of the strategies Youth.now used to meet objective three was to train a number of Youth Advocates from various organizations. The Advocates' primary responsibilities were to form a basic advocacy network at the community level, to agitate for a number of changes.

APPENDIX VIII

(2)

Fact Sheet:

Adolescent Pregnancy and Childbearing in Jamaica

March, 2004

- For several decades, 20% of births annually are to women under 20 years
- Approximately 83% of adolescent pregnancies are mistimed or unwanted.
- Young females are also reluctant to seek health care during pregnancy because they fear how health care workers will treat them based on their own previous negative experiences at these clinics or recounts from other patients their age.
- Approximately 40% of females each year experience pregnancy at least once before age 20.
- In 1997, girls under 15 years of age identified a clinic or a friend as their primary sources of sexual health information. Boys identified peers and relatives as information sources.
- In 1997, approximately 86% of young women and 76% of young men, ages 15-24, reported receiving Family Life Education (FLE), as stipulated in the National Reproductive Health curriculum. For many youth, however, FLE begins too late.
- The majority of girls begin FLE at age 13 or later, an estimated 17% of girls become pregnant while in primary school.

Youth.now, the Jamaica Adolescent Reproductive Health Activity, is a 5-year project of the Ministry of Health, implemented by Futures Group with funding from the US Agency for International Development. Highlights of Youth.now achievements in the four years are:

1. Expanded access to services for adolescents through pharmacies and Ministry of Health clinics.
 - Youth friendly services (clinical and non-clinical) available at more than 100 'locations' in the 9 target parishes. Sites offer education and counselling with referral to clinical care.

APPENDIX VIII

(2) continued

2. More than 200 pharmacists, 227 clinic-based public sector service personnel and 12 agents trained to provide quality services.
3. 45 pastors and church youth leaders were trained as facilitators in Christian Family Life Education (CFLE) bringing to 60 the total number of pastors and church youth leaders trained in CFLE.
4. Website launched in November 2003 - www.youthnowja.com
5. Production of advocacy tools - (i) Advocacy Kits and (ii) Fact Sheets.
6. Successful implementation of seven parish seminars on reproductive health rights of adolescents.
7. Publication of results of the 2002 expanded ARH Policy Environment Score (PES) survey. Analysis of these data indicates an overall 7.3% point change in policy environment score between 2001 and 2003. The most significant change was in the area of *"Policy Formulation"*.

APPENDIX VIII

(3)

FACT SHEET: YOUTH IN THE MEDIA

The Adolescent Reproductive Health Project within the Ministry of Health (Youth.now) saw the need for young people to become more actively involved in advocating for issues directly related to Adolescent Reproductive Health (ARH). In 2003, a selection of persons, from various organizations across the island, were trained to lobby for the improvement of Jamaica's ARH to key policy makers and stakeholders.

In an effort to further enhance the skills of these trained advocates; twenty members from the Youth.now Advocacy Network were selected to participate in a Media Advocacy Training. The training was held at the Hotel Four Seasons in Kingston, Jamaica. The workshop was facilitated by CARIMAC (Caribbean Institute of Media and Communication).

Media Advocacy Training

The Media reaches a wide cross section of individuals, and consequently, it is one of the strongest tool for influencing behaviour change. Young people are often described as TV junkies and music fanatics. This signifies that they are tuned in to the media with individuals often singling out various areas within the media that they prefer. It is with this in mind that the Youth.now project developed the idea to train their advocates in the area of Media Advocacy.

At the beginning of the workshop it was communicated that it would be very interactive.

- The training covered a range of content and activities:
- Definitions of media advocacy and what it involves
- The creation of a media directory
- Initiation of contacts by advocates with the various media houses to gain public support via interviews and features
- Prepare press-releases and fact-sheets for dissemination to media houses
- Field visits to media houses including:

APPENDIX VIII

(3) continued

- Power 106 FM
- The Observer
- The Sports and Financial Cable Channel

At the end of this training, Mr. Newton Wynter (Advocacy Manager), Youth.now, stated that "at the end of this training the advocates will go to their networks and apply what was done." He also added that he hopes that the training will stimulate public's interest.

Overall, the training was successful in its aim of equipping advocates with the basic knowledge and skills to effectively lobby for Adolescent Reproductive Health (ARH) as well as related issues was achieved.

APPENDIX VIII

(4)

Who is Youth.now?

- A joint project of USAID and the Government of Jamaica Implemented by the Future Group International.
- A five year contract which will be ending in September of this year.
- Focus on improving ARH issues in Jamaica.
- Present in nine parishes.
- Conducted training- Advocacy, parenting, media, pastors, partners, peer counselors
- Provide facts

Research - Policy Environment Score Survey.
Quality of care.
And many others

T.V. Programs YOW (former summer presentation)
Shattered life (drama presentation)
Various Promotional Ads – “If love so nice wait till
its right”

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