



BECOME A MEDIA CAMPAIGNER IN 5 STEPS



1
CONNECT
& PLAN

GET A SMARTPHONE TO CONNECT WITH OTHER ACTIVISTS. SET-UP A WHATSAPP GROUP TO MAKE YOUR MEDIA PLANS.



2
FIND YOUR
LOCAL
INFLUENCERS

AGREE A LIST OF IMPORTANT, RESPECTED PEOPLE WHO SUPPORT YOUR MESSAGE THAT YOU WANT TO GET ON RADIO AND TV.



3
APPLY FOR
FUNDING FOR
AIRTIME

APPLY TO THE GLOBAL MEDIA CAMPAIGN FOR A DIRECT MEDIA GRANT TO BUY AIRTIME.



4
CONNECT THE
INFLUENCERS
WITH THE
BROADCASTERS

TELL YOUR LOCAL TV AND RADIO STATIONS YOU HAVE FUNDS TO GET YOUR INFLUENCERS ON AIR.



5
SHARE!
SHARE!
SHARE!

RECORD THEIR BROADCAST MESSAGE ON YOUR PHONE AND SHARE WIDELY ON SOCIAL MEDIA.