



# COMMUNICATIONS TRAINING BRIEF

## ACDC PROGRAM AREAS

- Strategic Communication
- Communication Training
- Strategic Media Relations
- Documentation/Technical Writing

# Africa Center for Development Communication (ACDC)

Africa Center for Development Communication (ACDC) offers Strategic Communication support to organizations whose goals are to effect social change in Africa. Our clients include Government agencies and departments, Non Governmental Organizations, Civil Society Organizations, Training and Research Institutions, Cooperative Movements, among others. The company has built a collaborative team of the industry's most talented professionals drawn from Media companies, Non-profit organizations and the Private Sector. Each of our program is headed by an expert who leads the best team for each project or client. ACDC believes not only in implementing communication plans, but walking along side clients to strengthen strategic communication, which is a key driver to the success of any organization.

## TRAINING PROGRAM

Our customized capacity strengthening workshops include:

- Strategic Communication: developing Results Based Communication Strategies. Includes: BCC, IEC, Corporate, Policy Advocacy, Community Mobilization and Media, among others
- Strategic Media relations for managers
- Media skills coaching for spokespersons
- How to run Campaigns- Behaviour Change; Strategic Advocacy, Community mobilization, Media Advocacy and Fundraising campaigns,
- Digital Media/Social Media with Practical approach and examples on social media skills, creating dynamic websites, e-newsletters, campaigning online
- Communicating Scientific and Technical Information: turning scientific evidence, data, or program progress into compelling stories
- Documentation and Learning
- Presentation Skills
- Basic Communication Skills: Business writing – speeches, business letters, emails, developing PowerPoint presentations, reports etc; interpersonal communication, negotiation skills, communicating with tact and diplomacy, among others
- Working effectively with Stakeholders – Networking Tools; Stakeholder Mapping and Prioritization.

*"Africa's sustainability problems can only be solved by science-based solutions, and effective communication must play a key role in this," said Professor Mohamed Hassan of the Academy of Sciences for the Developing World (TWAS) in his opening lecture at the 2009 African Science Communication Conference.*

# Strategic Communications – The Executives’ and Managers’ Program

## Background

ACDC has introduced this annual training class of 25-30 non-profit executives to hone their skills and learn new strategies for using communications more effectively, as they network with other local and international Communicators. Participants not only become stronger strategic communicators, they also learn to build the capacity of their organizations to use communications to reach their social change goals.

Participants work with top experts from the field while studying a host of communications building blocks from planning and tactics to evaluation and fundraising. Participants also develop skills they can immediately apply in the workplace, such as social media skills, presentation delivery, media interviews and storytelling. It is an opportunity for the practitioners to network; explore new media and exchange ideas on what is working. To enrich the program, facilitators and practitioners have an international mix.

Each year, special topics will be covered to enrich participants work. For example,

- emerging media; power of social media for campaigns
- fundraising
- power of story-telling
- advocacy approaches

## Overall aim of Workshop

Communication Managers/Executives learn to align their work with organizational goals and remain at the strategic level where communication drives change

## Workshop Objectives

- Participants learn how to lead and manage Communication Units or departments;
- Stay at the strategic position within the organisation by aligning communication to the overall organisational goals and objectives;
- Plan, Execute and Evaluate a Comprehensive Communications Strategy
- Pick the choice and plan for Policy Advocacy or Behaviour Change. Strategies may include: Community Mobilization; Fundraising; Media advocacy; Behaviour Change Communication; (BCC) and Information Education and Communication (IEC) campaigns; strengthen internal communication;
- Incorporate Results Based Management to the Communication strategy;
- Refine their Organizational Branding
- Get internal “buy –in” among board and strengthen internal communications among staff, volunteers and other key stakeholders and ensure key messages are

consistently echoed throughout the organization;

- Develop Crisis Management Plan to deal;
- Make informed choices about communications resources;
- Harness Social Media, Internet marketing, digital technologies drive awareness, build communities and connect with volunteers, supporters and advocates and

## Networking forum

Overall, the workshop provides a networking platform for communications specialists working in development organizations where they can explore new media and exchange ideas on best practices. To enrich the program, facilitators and practitioners are drawn from different countries.

## Participants

Communication and PR Executives and Managers (and others responsible for strategic communication) in Non-Profit Organizations including: Government, Non Profit Organizations (NGOs), Civil Society Organizations (CSO), Training Institutions, Research Institutions, Faith Based Organizations, Donor organizations, among other organizations.

# Strategic Media Relations

## *Media Shapes Views of your audiences*

### Background

Many non-profit organisations have always tried to reach out to the media in recognition of it as a key partner in popularizing their advocacies. Although they have attempted to share their information with the media by sending out copies of their reports, research, studies, and press releases, we still do not see much activities, issues and perspectives written about or broadcast from non-profits. This is definitely NOT because media do not find Non-profits or civil society information newsworthy.

A preliminary survey has revealed and attributed this to:

- a) The fact that most non-profit workers have inadequate – indeed, sometimes non-existent – media strategies
- b) Lack of skillfully packaged information from non-profits to attract media, so that media will find them useful for their purpose.
- c) How development organizations place their media releases, how they follow them up and how they network with media practitioners. In other words, it is about understanding how media operate and putting media strategies in tune with the media's operating systems.

### Media Relations Workshop

Your audiences' perceptions of your work or services are strongly shaped by the media. Therefore, it is crucial to build it. The ACDC training focuses on creating a smart, targeted media relations plan that effectively tells an organization's story and keeps brand visible.

### Overall Aim of the Workshop

Participants learn skills of strengthening positive relationship with the media to achieve more informed, positive reporting about your work

### Learning Outcomes

- A step-by-step, systematic approach to media relations
- Tools to get your organization more visibility and respect in the press:
- Identifying and developing relationships with media practitioners

### Key Topics

- Creating a Media Strategy;
- How to Pitch

- Writing press releases ( Practical)
- Organizing media visits
- Organizing press conferences and media briefings
- Writing features; ways to get feature coverage where you need it most
- Writing and distributing Opinion Editorials (op-eds)
- Producing and distributing Video News Releases for electronic media
- Writing factsheets
- Developing fresh story ideas and key messages
- Developing a crisis communications plan
- Opposition messaging and identifying and preparing your spokesperson for the media interview
- Understanding the context within which journalists operate

### Participants

Press Officers, Communication Officers, Public Relations Officers and others who are responsible for publicity and media relations

*Strategic Media Relations can help you tell your story and significantly raise your profile with key audiences, stakeholders, and can help deliver accurate information and protect your organization's reputation during crisis*

# Media Skills Training and Coaching for Spokespersons

## Background

Using a problem based interactive methodology the media training facilitators' help participants focus on strategically interacting with the media to advocate and promote particular development issues and activities. At the same time, participants learn to tailor their messages to the specific needs of international and local media and the audiences they are trying to reach.

## Aim of the Workshop

Build media skills of spokespersons so they can use the media in a pro-active way to build their organization's image, reputation and identity.

## Learning Format

Our fully equipped multi-media enabled training sessions enhance the feedback on the live interviews conducted by TV, radio and print media journalists who critique participants' performance, providing tips as we go for how to create a stronger impact. The best interviewees are usually those who've had a bit of practice. From story outlines you have given us in advance, we will run you through an interview - with increasing degree of toughness if that's what's needed. You get to do long, short, opposition like interviews and learn to stay on your message.

## The session features tips and strategies for:

- staying on message,
- responding to tough or unexpected questions, and
- maintaining control of the interview.
- what makes a good TV, radio or print story
- how to take control of the media agenda
- making the big announcement
- in the hot seat – interview practice with working journalists

## Participants

This training targets Chief Executives, Press Relations, Corporate Affairs, Communication Directors and others whose role is to represent the organisation's position on the media.

# Digital/Social Media Skills

## Background

Digital technology has revolutionized the way in which people communicate and share information – at local, national and international levels. Non-Profit organizations, including government, need to understand these changes so that they can operate effectively in a dynamic media environment.

Social media is a term used to refer to online technologies and practices that are used to share opinions and information, promote discussion and build relationships. Social media services and tools involve a combination of technology, telecommunications and some kind of social interaction. They can use a variety of different formats, for example text, pictures, video and audio.

## Benefits for Non-Profits

Good use of social media can help Non-profits to better understand, respond to and attract the attention of specific audiences. It enables real two-way communication with people in the places where they are already engaging with their interests.

## Learning outcomes

- Increase Non-profit (government's) access to audiences and improve the accessibility of government communication;
- Enable government to be more active in its relationships with citizens, partners and stakeholders;
- Offer greater scope to adjust or refocus communications quickly, where necessary;
- Improve the long-term cost effectiveness of communication;
- Benefit from the credibility of nongovernment channels;
- Increase the speed of public feedback and input;
- Reach specific audiences on specific issues; and
- Reduce government's dependence on traditional media channels and counter inaccurate press coverage.

For other Non-Profits, the training focuses on how Non-

Profits can harness social media, internet marketing and digital technologies to drive awareness, increase donations, build communities and connect with supporters, advocates and volunteers.

## Topics include

- Discussing the digital/social media options and strategies
- Introduction to Face-book pages: best practices for Non-Profits
- Introduction to Twitter Profiles - Twitter Best Practices for Non-Profits
- Sharing photos and Videos online – options on mobile and social media
- Blogging – how to participate in forums and blogs and how to form partnerships with social media organisations;
- Mobile Web/and marketing
- Networking: Options for knowledge and information Sharing
- Effective use of digital media for campaigns

## Participants

Press Officers, Communication Officers, Public Relations Officers and others who are responsible for publicity and media relations

# Communicating Science and Technical Information

## *Sharpening Communication Skills for Scientists, Researchers and Technical Personnel*

### Background

The African scientists must be able to communicate their findings in order to influence the policies needed for sustainable development and poverty reduction. To help realize this goal, the ACDC workshop on 'communicating and disseminating research results' is designed to train scientists and their institutions in writing quality scientific papers and communicating to policy makers, media, beneficiaries, implementers and civil society.

### Public communication can help to:

- Increase adoptions of innovations and scientific discovery at the community level
- Bridge the gap between science and society
- Draw the attention of public and private funding sources;
- Attract the interest of potential partners and/or correspondents;
- Enhance the reputation of individual and team researchers at local, national and international level;
- Facilitate financial licensees or industrial implementers to exploit the results and generate market demand for the developed products or services;
- Influence policymakers to develop policies and commit resources that will catalyse the green revolution

### ACDC is offering a two-part course

#### (i) Communication Skills

Topics include: segmenting and understanding audiences; from technical reporting to story narration; delivering scientific talks and communicating technical data visually; why and how to publish scientific papers; selecting the tools for diverse audiences- policymakers, farmers, CSOs, among others.

#### (ii) Communicating Research through the Media

Training equips researchers/scientists with basic media skills and helps them become comfortable with the media while gaining control of media interviews. The training goes further to provide speaking tips, skills and confidence the researchers/scientists and other technical people need to communicate to other different audiences. For peer to peer communication – the training offers a track on leveraging on ICT – practical approaches and examples of using social media, creating dynamic websites and e-newsletters

Specific issues and challenges related to the disciplines will be addressed. For instance, agriculture, health, biodiversity and environment and best practices and examples of good communication in these domains presented to ensure that participants gain practical tools.

Coaching is offered by journalists from television, radio and newspapers, who will also respond to questions from researchers.

#### Participants

Program Managers, students, staff and program officers in development organizations, including research institutes, university departments, NGOs, parastatals, think tanks etc. - indeed anyone involved in communicating development-related research but with little experience of doing so.

# Documentation & Learning

## Background

Staff and individuals working within and with organizations in the development field find themselves required to document and show evidence of continued learning from practice through their interventions. Often, many organizations fail to document their practical experiences during the implementation process and hence fail to generate relevant information and knowledge in their practice that would make them innovative, avoid mistakes in future and share their experiences. In several cases, the skill to document is often reported lacking while the appreciation of learning from practice is also low.

## Aim of the Documentation and Learning workshop

The aim of the Documentation and Learning workshop was to equip the participants with the necessary, knowledge, attitude and skills to undertake high-quality innovative documentation of their work; be able to learn from practice and share the learning with other stakeholders. This will help them to systematically and carefully track, describe, analyze and learn from their projects or programmes.

## Workshop objectives

- Introducing documentation and learning: what it means, who does what, when, why
- Developing practical skills and attitude in participants for documentation and learning from own work and work of others
- Developing a plan for sharing and disseminating documented lessons within the organizations and with other stakeholders
- Linking documentation practice to organizational learning, monitoring, evaluation and reporting processes

## Learning outcomes

- By the end of the training, staff and partners will have necessary knowledge, attitude and skills to ably

undertake the function of documenting project work and learning from it.

- Participants develop some practical tools to identify, record, analyze and communicate lessons from project work.
- Participants will be able to produce effective reports
- Participants will be able to develop an overall plan for documenting and learning from project work.

## Workshop style

The five-day participatory workshop places a great emphasis on sharing learning from implementation, supported by examples from other development projects. Participants put theory into practice using a range of media to document on-going action research process. This comprises of undertaking activities such as interviews and documenting activities through tools such as case studies, photo-stories, participatory video, writing, voice recording, presentations, etc. The 5 days will include half a day for practical field research and developing documentation products of the participants' choice. The workshop will also include daily evaluative exercises and recap activities. Reflection will be encouraged at every level of the training process.



# Communicating for Advocacy

## Background

Communicating for advocacy is an important aspect of an organization's work. Unfortunately, the concept has remained 'abstract and complicated' in the minds of many people working within the development sector. Many have expressed the need to have a clearer understanding of what advocacy is and how it might support the work of NGOs and CBOs. This training is delivered to support participants' understanding of advocacy, with a focus on the importance of communication, as well as providing practical assistance on how to actually undertake advocacy work. The training is about communicating for advocacy in development work. It seeks to help staff in development projects with the skills to influence people and institutions in power to create an environment which protects the rights, health and welfare of everyone, particularly the poor and most vulnerable.

## Overall aim of the workshop

The aim of the workshop is to develop the capacity of NGOs and CBOs in advocacy using a people-centred, bottom-up, rights-based approach in order to improve the health and quality of life of marginalised and vulnerable people.

## Objectives of the workshop

- To build a broader understanding of the concept of advocacy and the contribution it can make to an organisation
- Recognise the elements and importance of planning for advocacy and communication work
- To enhance the participants' capacity to effectively identify advocacy issues, document them and engage the suitable audience in their work
- Explore the diversity of participatory activities, methodologies and approaches that combine in effective advocacy and communications efforts
- Develop communication skills (in order to advocate) and understand the use and role of media and lobbying

## Learning outcomes

At the end of the workshop, participants will be able to:

1. Identify advocacy issues affecting their communities and beyond, and seek to address them through the development of a systematic advocacy plan
2. Have gained specific skills and tools that contribute to their advocacy work
3. Effectively make use of appropriate media and communication tools that support their advocacy initiatives
4. Identify specific activities that can be carried out to implement advocacy work at the different levels (e.g. community, national and regional levels)
5. Better influence policy and practice in their respective communities

## Who would benefit from this course?

This can be used with either one individual NGO/CBO or a group of NGOs/CBOs. For some sections, it may be more valuable for participants to work with colleagues from their own organisation. This is because some sections address the relationship between specific advocacy work and the organisation carrying out the work. The course can be tailored to suit particular not for profit sectors e.g. community groups, larger charities, NGOs, and faith based organisations.

### ACDC Training values and principles:

- Commitment to participation
- Respect and based on local knowledge and its benefits
- Commitment to collaborative working
- Thoroughness/attention to detail – an ability to strike a balance between excessive detail and capturing the key issues and themes
- Sensitivity to the feelings, needs and emotions of groups and individual participants
- Ability to ‘listen’ actively – alertness to what is said and unsaid (i.e. body language, intonation)
- Detailed understanding, practical experience and expertise within the subject matter
- We believe in the power of **inspiring** individuals to be agents of change, **influence** communities and organizations to take appropriate action and realizing positive **impact** on the lives of the most disadvantaged and vulnerable people

### Workshop style:

The workshops are interactive with a great emphasis on sharing learning from Case Studies and examples from other Non-Profits around the world and participants own experiences. Where possible, some representatives from the media will be invited as resource persons to come and support the participants with some ‘tips of engaging with the media in the most beneficial way. Most of all, both facilitators and participants will need enthusiasm, energy and creativity!

### How Workshops are Structured

We offer Customized Workshops for our clients that address their specific and unique issues as well as Open workshops. Visit our website for details [www.acdc.co.ke](http://www.acdc.co.ke).



Africa Center for Development  
Communication

## 1. Strategic Communication

Our team works with you to choose and develop the right strategy to make an impact on your issue or advance your cause. We also develop long-term strategies that integrate communications to your organization's objectives.

## 2. Media Advocacy

We do not only write and distribute press releases but build a strong relationship between your services and journalists in your field, positioning your organization through strategic media outreach to maximize impact.

## 3. C...-tation/Writing

### CERTIFICATE OF PARTICIPATION

Awarded to  
*Elizabeth Njoroge*  
for the successful completion of  
*Strategic Communication for Development and Advocacy*

Issued on 10/10/11

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# OUR SERVICES

## STRATEGIC COMMUNICATIONS

We integrate all organisations' programs, public education and advocacy efforts by planning long-term strategies to ensure services and products are positioned and organizations are more strategic, rather than reactive to existing environment.

## COMMUNICATION TRAINING

### Enhancing Capacity for professional communication

Are you a funding institution? You can host a Strategic Communication workshop for your grantees or implementing partners. Institutions are also welcome to sponsor their communications staff for our trainings.

## STRATEGIC MEDIA RELATIONS

For us at Africa Center for Development Communication, it is not just about sending out press releases but forging relationships between an organization and the right journalists in their sector. Our large database of reporters/editors in the region and internationally helps create visibility.

## DOCUMENTATION/TECHNICAL WRITING

### Tapping the power of storytelling to illustrate success

Our company helps identify, document and provide strategies for sharing knowledge on experiences that can contribute to the acceleration and expansion of innovative technologies and strategies for rural communities.

### Technical/science writing

Our team of science communicators will assist you write and translate technical information for non-technical audiences. We then counsel or turn around the technical information into:

- Brochures and newsletters
- Videos or audiocassettes
- Reports – e.g. Annual reports
- Handbooks
- Posters/calendars/Banners/booklets
- Content pieces such as feature stories, in-depth profiles



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