

Engagement Training for Media and CSOs

SURVEY 1: FOR CSOs/ADVOCATES

1. Name:

2. Affiliation:

3. In 1-2 sentences, describe the main goals of your work:

4. Have you ever interacted in any way with the media (radio, television, print, or online news outlets or journalists) for your work?

- Yes
- No

If yes,

4a. Please describe the type(s) of interaction that apply. (Choose all that apply.)

- Pitched a story to a reporter/media outlet
- Was interviewed for a print or online story
- Was interviewed for radio
- Was interviewed on camera
- Was approached at an event/conference for comment
- Participated in a press conference
- Invited media to an event
- Prepared/circulated a press release
- Other (please specify):

4b. How often would you estimate that you interact with the media in your work?

- Hardly ever (0-1 times/year)
- Sometimes (2-4 times/year)
- Often (5-9 times/year)
- Very often (10+ times/year)

4c. How would you describe the overall quality of your interaction with the media?

- Mostly very negative
- Mostly negative
- Mostly neutral
- Mostly positive
- Mostly very positive

Explain your response:

5. Would you like to engage with the media more often to gain news coverage of your work or focal topics?

- Yes
- No
- Not Sure

If yes or not sure,

5a. What is preventing you from engaging with the media now? (Choose all that apply.)

- Not enough time
- Don't know how to initiate contact
- Don't know how to pitch my work in a media-friendly format
- Don't feel confident speaking to media
- Worry I'll be misrepresented
- Have had poor experiences with media in the past
- Not sure it's part of my job
- Not sure if I have permission from my employer
- Don't know
- Other (please specify):

If no,

5b. Why not?

- Not enough time
- Don't know how to initiate contact
- Don't know how to pitch my work in a media-friendly format
- Don't feel confident speaking to media
- Worry I'll be misrepresented
- Have had poor experiences with media in the past
- Not sure it's part of my job
- Not sure if I have permission from my employer
- Don't know
- Other (please specify):

6. What type of guidance would be most useful in interacting with the media for your work? (Choose all that apply.)

- How to pitch a story to the media
- How to connect and maintain a relationship with media outlets/journalists
- How to find reliable media outlets and journalists
- How to write a story for publication (blog, op-ed)
- How to offer feedback on a story
- How to respond to an interview request
- How to be interviewed for print
- How to be interviewed on camera
- How to be interviewed for radio or a podcast
- How to invite the media to cover an event
- How to conduct post-event follow-up with the media
- How to prepare for a press conference
- How to write a news/press release
- Other (please specify):

7. What else would you like to note/learn about engagement with the media for your work?

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SURVEY 2: FOR MEDIA/JOURNALISTS

1. Name:

2. Affiliation:

3. In 1-2 sentences, describe the main goals of your work:

4. Have you ever reported on reproductive health?

- Yes
- No

If yes,

4a. What topics have you covered? (Choose all that apply.)

- Maternal health or maternal death
- Family planning and contraceptives
- Adolescent pregnancy
- Gender-based violence or domestic violence
- Safe or unsafe abortion
- HIV and AIDS
- Other sexually transmitted infections
- Environment and reproductive health
- Other (please specify):

5. Have you ever interacted with civil society organizations (advocacy or nonprofit groups, professional associations, schools, religious or cultural groups, charities, etc.) in your work as a journalist?

- Yes
- No

If yes,

5a. How many times?

- Few (1-3 times)
- Several (4-6 times)
- Some (7-9 times)
- Quite a bit (10-12 times)
- Many (13+ times)

5b. Please describe the type(s) of interaction that apply. (Choose all that apply.)

- Interviewed a CSO representative for a story
- Produced a story about a CSO
- Visited a CSO-sponsored project while working on a story
- Used data or information from a CSO website or printed materials
- Other (please specify):

6. What has been the overall quality of your interaction with CSOs?

- Mostly very negative
- Mostly negative
- Mostly neutral
- Mostly positive
- Mostly very positive

Explain your response:

7. Would you like to reach out to CSOs more often to gather information or sources for your stories?

- Yes
- No
- Not Sure

If yes or not sure,

7a. What is preventing you from engaging with CSOs now? (Choose all that apply.)

- CSOs don't respond to my requests
- Information from CSOs is too technical
- I've had negative experiences with CSO representatives
- CSOs want to promote their own interests and are not impartial
- CSOs don't understand my priorities and values as a journalist
- Other (*please specify*):

If no,

7b. Why not?

- CSOs don't respond to my requests
- Information from CSOs is too technical
- I've had negative experiences with CSO representatives
- CSOs want to promote their own interests and are not impartial
- CSOs don't understand my priorities and values as a journalist
- Other (*please specify*):

8. What type of guidance would be most useful in interacting with CSOs for your work? (Choose all that apply.)

- How to request an interview with an expert source from a CSO
- How to get data and information from CSOs
- How to learn more about what CSOs do
- How to get updates about new CSO activities
- How to develop and maintain relationships with relevant CSOs
- Other (*please specify*):

9. What else would you like to note/learn about working with CSOs to enhance your reporting?