



RESPONSE TO QUESTIONS RECEIVED IN RESPECT OF SOUL CITY INSTITUTE'S MEDIA ADVOCACY TENDER 2014

Answers to questions: (In Red)

1. When you refer to media advocacy, do you intend that the desired media discourse should be achieved entirely by public relations (that is, initiatives to persuade journalists to provide unpaid editorial coverage of the issues) or would you also be open to below-the-line media initiatives (for example, partnerships where some payment is made to the media organisation in return for coverage) or even conventional above-the-line media initiatives.

Compared with public relations, media advocacy is more focused on a particular policy goal- maternal and child health, resulting in social change. Media coverage is a means to an end. We are not advertising, but want to share facts and increase profile for the campaign.

2. You have listed several advocacy objectives in you TORs – such as, extending the child support grant into pregnancy and improving quick access to health facilities for women in labour by means of ensuring transport or accommodation near health facilities. Do you want the media advocacy campaign **focused specifically** on these objectives? We are aware there could be other objectives that are suggested by current priorities of the public health system (for example, advocating that women start antenatal care earlier in pregnancy) and by some of the evidence (for example, Saving Babies reports show that deprivation of oxygen during delivery is a major cause of morbidity and mortality among infants). Also CARMMA itself might suggest additional objectives.

The media advocacy will focus on the four recommendations. Yes, they are other objectives but they are not part of the Soul City's campaign at the moment, we cannot deal with all of them so we have prioritized.

3. You have requested details of experts (partners, specialists and managers). Does this refer to a whole range of individuals who would be involved in the project – from media experts to public health advisors?

Yes, this refers to the media experts and public health advisors your organization will engage with to make the campaign successful: who are you working with

4. Will the public debate and lobbying for policy change be part of the campaign or the campaign is just to stimulate this?

Public debate and lobbying for policy change are the basis of the campaign itself, media is being used as a tool to achieve this.

5. Are all these requirements similar across the board even for new companies? I am a new company and do have all the other listed required documents except the last audited annual financial statements?

Send you proposal to us, we will have a look at it and make a decision based on the criteria.