

## TRAINING -WORKSHOP ON MEDIA ADVOCACY FOR DEVELOPMENTAL INITIATIVES

3 -5 December '2008

### "Lend me your ears"

A lot is being done in the field for the rural and marginalized sections of our society by the NGOs in India. Many a times, one does come across exceptional interventions being done by the **change agents**. But more often than not, these efforts remain largely isolated. For an impact to be made, work and efforts have to be coalesced and a definite voice has to be given to it. As Michael Pertshuk, one of the architects of the approach of media advocacy explains, it is the strategic use of media for advancing a social or policy initiative. Many authors call media advocacy a blend of **"science, politics and activism"**. They also would have been right if they called it a blend of art, drama, the love of words and images and passionate commitment to people's issues. Making **media** as an important advocacy tool is ensuring that the voice is not only heard but heeded too. Keeping the above need in mind, a **"Certificate Training- Workshop"** is being organized by TLM Media Center and Sambodhi.

### Training outcomes

Upon participation in the programme, the participants would be able to

- Highlight 'Media Advocacy' as one of the main strategy of work.
- Appreciate the role and use of media for sensitization and coverage of field related issues for developmental work.
- Identify and delineate appropriate media strategies in the field.
- Describe and apply various message framing techniques.

### Who should attend

The programme is for all practitioners engaged in development communication, knowledge dissemination and advocacy that includes personnel from development organizations, projects and independent consultants.

### Workshop fees

Fee for the programme is INR 4,000 per participant. Payments can be made through demand draft/ cheque in favour of "Leprosy Mission Health Education and Training Centre " payable at New Delhi.

### Sambodhi Research & Communications Pvt. Ltd

Sambodhi is designed to cater research and allied services to the social sector with the belief that design and development of state-of art knowledge ware products and provision of knowledge-based services are quintessential for expediting the developmental change process. As an agency, it provides both customized and syndicated services to the sector.

### TLM Media Center

The Media Centre is a part of The Leprosy Mission Trust India (TLM) and is located in Noida, a suburb of Delhi. The Media Centre began functioning in 2001. The Media Centre plays a crucial role in the fight against health issues through education and awareness. The Centre has excellent audio, video and support facilities set in serene surroundings that nurture and excites the creative process. The Center has a well equipped conference hall, an audio and video studio and an editing suite.

### For Further Details

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