

Media Monitoring Plan

Introduction

The purpose of the assignment is to monitor FP spots on radio and television; and assess them based on quality of broadcast and adherence to agreed schedules.

Specific objectives

The specific objectives for monitoring FP Spots are to:

- I. Evaluate the broadcast quality of the spots aired to be sure that viewers and listeners can hear and see the spots accordingly.
- II. Establish the frequency of the spots.
- III. Find out adherence to broadcast schedule provided.
- IV. Report observations so that they can be addressed immediately

Significance

This exercise will enable the States and other stakeholders to know the quality and frequency of FP broadcast media spots aired in stations within their geographies. The monitors will gain hands-on experience in Media monitoring and analysis thereby understanding the importance of getting value for money invested in broadcasting.

Modalities for the FP Spots' Monitoring

1. Select as many people as possible as monitors (SBCC Committee members, SMAs, Social Mobilizers, Life Planning Ambassadors, etc)
2. Conduct a rapid media habit survey with them. This is to help assess the media band (TV/radio) and/or media stations they view/listen to.



Rapid Media Habit
Survey.docx

3. Depending on peculiarities, you could use the findings to place them in different categories. The parameters could include
 - Radio monitors/TV monitors
 - Morning/Evening belts

- Programme-specific belts (this takes care of those who only listen to particular programmes)

Documentation

The monitors will work with the media broadcast schedule provided by the stations. They will also be required to fill out a media monitoring schedule that includes the following:

Date and name of Monitor, time and duration of spots, name of station, quality of broadcast observed as well as any other comments. Find template below:



Media Monitoring
Log.docx

Submission of report

The first working day of each new month is the submission date for the media monitoring report of the previous month. This will also encourage the Monitors to fill in the report template as they listen or view the spots. If this is adhered to, they thus have the report ready by the end of the month.

Modalities of submission

Hard copies of the monitoring templates would be printed and distributed to the Monitors by the DG TSL or a designated responsible officer. It would be helpful to create a WhatsApp group for the Monitors where challenges, updates, observations and experiences would be shared to enhance effectiveness and efficiency of the process.

Monitors are to submit using a variety of ways.

WhatsApp: The snapshot of the report could be taken and sent to the DG-TSL via WhatsApp. The hard copy should be kept till submission of hard copy is feasible.

Email: The report can also be sent through mail.

By hand: Hard copy of the report should be submitted

The final monitoring report for the month would be compiled by the DG TSL or designated responsible officer and shared with AHQ so that issues raised can be addressed accordingly.

Incentive

At the end of each quarter/mid-year, a token will be given to Monitors who have been consistent in the monitoring and in timely submission of the media monitoring report. They shall also be acknowledged during SBCC meetings. With technical assistance, they can be encouraged to come up with abstracts and journal publications to share their experiences which may attract sponsorship.

Orientation

An orientation should be conducted for the Monitors. The rapid media survey could also be conducted during the orientation. The filling of the report should be demonstrated while each Monitor should practice it during the orientation. Modalities for submission/timely submission of reports and issues around incentives should also be discussed with the Monitors. The orientation should be a group orientation with opportunities for one-on-one coaching as the need arises. They should be encouraged to effectively use the CoP platform (WhatsApp or any preferred medium). They should also be encouraged to enroll in TCI University.