

GAW 21-27 April 2008

## Media Planning

<p><b>Title:</b> GAW, especially the World's Biggest Lesson Media Plan</p> <p><b>Date:</b> 23<sup>rd</sup> April and the week</p> <p><b>Country:</b> Vietnam</p> <p><b>OBJECTIVES</b> (adapt)</p> <ul style="list-style-type: none"> <li>- Raise awareness of leaders, teachers, students and their parents about quality education for all</li> <li>- Raise awareness of the general public about the importance of quality education</li> <li>- Inform about situation of school drop out and reasons</li> <li>- Call for actions of leaders, policy makers and parents to improve the situation</li> </ul>
<p><b>Led By</b> (who is coordinating the media work?)</p> <ul style="list-style-type: none"> <li>- Huyen - Plan</li> </ul>
<p><b>Press Officers</b> (&amp; list others who will ensure this plan is executed &amp; contact details)</p> <ul style="list-style-type: none"> <li>- Huyen - Plan</li> <li>- Phuong - CF</li> <li>- Phuong AA</li> <li>- Ngan-WV</li> <li>- Yen - Oxfam - consultant</li> </ul>
<p><b>Aims</b> (what you want to do, intend to do?)</p> <ul style="list-style-type: none"> <li>- Alert public about the biggest lesson on the importance of quality education and access to education for all</li> <li>- Feed leaders/policy makers about the campaign and call for their actions toward campaign objectives</li> </ul>
<p><b>Key Messages (on the poster)</b></p> <ul style="list-style-type: none"> <li>- Cán bộ lãnh đạo cùng hành động nhằm (1) chấm dứt tình trạng bỏ học (2) mọi người đều được đến trường và (3) đảm bảo giáo dục chất lượng</li> </ul> <p><b>Message on banners:</b></p> <ul style="list-style-type: none"> <li>- Cán bộ lãnh đạo cùng cộng đồng hành động vì một nền giáo dục có chất lượng</li> <li>- Ngôi nhà lớp không phải lỗi của riêng em-Cùng hành động giúp em theo kịp chương trình giáo dục</li> </ul>
<p><b>Power Analysis</b> (who are you trying to influence/reach?)</p> <ul style="list-style-type: none"> <li>- Policy makers/leaders at all levels including MoET and People</li> </ul>

Committee

- Teachers, students and parents
- Public in general

**What are your Key Media Targets?** (and why?)

- TV, Newspaper (Both print and electronic) and radio
- TV is the most powerful media in Vietnam. However, as the main target group are leaders, newspaper and radio are also very effective.

**How are you going to do it?** (What, Where, When & How)

Total budget from coalition is 30,000,000

**TV:**

- What: VTV 1, VTV 2, VTV3, HTV, HCMC TV, VTC, VTV6
- Where: Hanoi and other provinces
- When: Before, during and after the Biggest lesson
- How: a 15 minute documentation, and news

**\* Newspapers (print and electronic)**

- What: VN News, Tuoi Tre, Lao Dong, Nhan dan, Thanh Nien, Dai doan ket, Giao duc thoi dai, Vn express, Vietnam Net, Hanoi Moi, Dang cong san (communist party). VN News Agency, Gia dinh va xa hoi, edu.net
- Where: Hanoi and other provinces
- When: before, during and after the biggest lesson
- How: News and other, depend on newspaper

**\* Radio**

- What: VOV
- Where: Hanoi and provinces
- When: Before, during and after the event
- How: News and other programmes

**Note:**

Two weeks before the campaign, the coalition will send a media alert to inform media about the campaign. Plan for this campaign of the whole coalition in provincial level is also included in this media alert. Upon receiving this alert, media will approach whatever organization they like to get news. Cost for media to get news in provincial level will be covered by the organization who host the media.

Several days before the Biggest lesson, an invitation to media will also be

sent. Again, media will decide to which place and org they want to cover news. The media group will make sure that several big media will cover the National Event.

The UNESCO will send media alert and Big lesson invitation to media, on behalf of the coalition.

The 30.000.000 will be used to produce the documentation film.

**What will Success Look like?**

- A serial coverages of media before, during and after the Biggest lesson

**What Risks do you need to be aware of?**

- Important leaders can't come to the event
- No interests from the media
- Bad weather for national event
- Unable to request to the reply to the media interests i.e organizing field visits etc.

**Spokespeople:** (list names, titles, and contact details)

- One from MoET and one from UNESCO