

Breakthrough ACTION-Nigeria

Training Orientation for Independent Monitors in Abakaliki, Ebonyi State

Date: 13th & 14th June 2023

01

OVERVIEW

Overview



- The Media Monitoring Training serves as an orientation course for new independent monitors and a refresher for existing monitors in Ebonyi state.
- The objective of the media monitoring training is to
 - Establish relationship with new independent monitors and strengthen relationship with existing ones.
 - Guide independent monitors through the project background and objectives.
 - Establish understanding of media monitoring and its objectives.
 - Help the independent monitors understand key instructions, monitoring tips, and reporting timelines.
 - Guide monitors through the schedule, features, and technicalities.
 - Ensure understanding of correct use of the monitoring tool.
 - Conduct practical exercises on the use of the monitoring tool.

What We Will Cover

We will go through the following:

- Project background
- Media & media monitoring
- Why media monitoring
- Duties of independent monitors
- Requirements
- Monitoring schedule
- Monitoring tool
- Key instructions for media monitors
- Reporting timeline

How Will These Topics Be Addressed?

This in-depth
2-day
orientation
training
focusing on
media
monitoring.

It includes a
practical
exercise for
better inclusion
and a sample
document
display for easy
understanding.

What Outcomes Do We Expect?

The independent monitor should

- Have knowledge of the Breakthrough Action project and media monitoring process.
- Understand their role and its purpose.
- Be able to read and dissect a monitoring schedule.
- Master use of the monitoring tool and know how to enter the required data correctly and efficiently.
- Understand reporting timelines and why timely reports are needed.



02

BACKGROUND

- Breakthrough ACTION-Nigeria is a project of Johns Hopkins University Center for Communication Programs funded by the United States Agency for International Development to implement health promotion and social and behavior change interventions in Nigeria from 2018–2025.
- This project works with the federal and state ministries of health to build capacity in social and behavior change communication leadership and implement cutting-edge social and behavioral interventions to improve the health and well-being of Nigerians across a broad array of health issues, including maternal, neonatal, child health and nutrition; family planning; malaria; tuberculosis; COVID-19; and zoonotic diseases such as Lassa Fever.
- Breakthrough ACTION-Nigeria works in almost all states in Nigeria and Abuja Federal Capital Territory and across all major geographical zones in the country.
- Breakthrough ACTION-Nigeria conducts media campaigns in support states, which are monitored by a contracted media monitoring firm in Lagos with technology to provide real-time coverage across stations in each state. However, this service does not extend partially or fully to the following states: Ebonyi, Kebbi, Zamfara, Nasarawa, Bauchi, Plateau, Sokoto, Benue, Zamfara, Oyo, Bayelsa, Yobe, Taraba, and the Federal Capital Territory. Independent monitors are contracted to monitor stations in those states.

03

MEDIA

What is Media?

- The term media, which is the plural of *medium*, refers to communication channels that disseminate news, information, education, promotional messages, and other data. Media sources include newspapers, magazines, television, radio, telephone, the Internet, and billboards.
- Media describes the various ways through which we communicate in society. Because it refers to all means of communication, everything ranging from a telephone conversation, news on television or radio, and online and printed papers can be called media.
- Media aimed at reaching a very large number of people is called *mass media*.

Importance of Media in Promoting Healthy Behaviors

- Mass media communicates with large numbers of people and can have a huge impact on public knowledge, beliefs, perceptions, attitudes, and behaviors, not only among individuals but in the larger community.
- Mass media can influence all aspects of people's lives, including health and well-being. It can be harnessed to promote health by informing, motivating, and empowering people to change behavior. For example, it can
 1. Increase awareness of a health problem.
 2. Provide information about health topics.
 3. Make health topics more salient or noticeable.
 4. Reinforce existing attitudes and behaviors.
 5. Stimulate interpersonal influence via conversations with family, friends, doctors, and other experts.

04

MEDIA MONITORING

What is Media Monitoring?

- **Media monitoring** is the activity of surveilling online, print, radio, and other communication content to determine what is being said about a brand, competitor, industry, or any relevant topic.
- Media monitoring involves listening. Use your ears (and eyes!) to observe conversations (e.g., when and where they happen).
- Media monitoring is based on analyzing platforms to identify trends that can be used for political, scientific, and advertising purposes.
- For the purposes of our efforts, media monitoring is for verifying **advertising compliance**.
- For Breakthrough Action-Nigeria, media monitoring is conducted by **independent media monitors**.

Why Do We Need Media Monitoring?



Monitoring broadcasts is crucial for several reasons:

1. To ensure social and behavior change messages reach the audience as planned.
2. To ensure good compliance, which increases the likelihood of behavioral change and in turn improves the health indices and welfare of people in Nigeria.
3. To ensure project money is not wasted and that funds awarded actually promote health and social and behavior change.
4. To ensure accountability to our funders and proper documentation for future reference.
5. To ensure radio stations air jingles as scheduled on the media purchase order.
6. To ascertain campaign progress, identify solutions to challenges, and improve compliance.

Breakthrough Action-Nigeria Media Spots and Jingles

- In Akwanga in Nasarawa State, Breakthrough Action-Nigeria runs thematic COVID-19, TB, mpox, and other campaigns on top-rated stations according to the agreed-upon broadcast schedule.
- The 60-second jingles are primarily in Hausa and Pidgin.
- Breakthrough Action-Nigeria sometimes alternates or swaps materials during a month or campaign. The media monitor should be aware of these changes, which are communicated ahead of time, so that they can prepare correct reports.
- Each month, a monitoring schedule is provided to the media monitor via the SBCO or monitoring and evaluation team alongside the jingle for broadcast. The schedule captures details such as the program, time of broadcast, and number of daily and monthly spots.

What Does an Independent Monitor Do?

- Reports the programs and jingle airings on selected stations using the approved media schedule as a guide.
- Works with the local monitoring and evaluation team and social and behavior change officer to understand the approach to reporting.
- Uses the Media Monitoring Tool (issued by Breakthrough Action-Nigeria's monitoring and evaluation team or social and behavior change officer) to verify broadcasts **in real time.**
- Provides training as needed before commencement of campaigns.
- Participates in the state WhatsApp group to report on campaign performance in real time.

What are the Requirements and Criteria?

- Has a radio set **(not a mobile phone).**
- **Resides in local government area where campaign work occurs.**
- Can speak and understand relevant local languages.
- Has passed the Senior School Certificate Examination.
- Has basic computer skills.

05

MONITORING SCHEDULE

Monitoring Schedule

- The monitoring schedule is a version of a media plan that clearly defines the jingle or drama to be aired by the media station, including the time, language, duration, and frequency.
- The monitoring schedule and media purchase order are extracted from the media plan, which serves as the main guide for the campaign.
- The media purchase order is sent to the media outlet (e.g., radio station). The monitoring schedule is sent to the independent monitors to guide them through the monitoring activity.

Monitoring Schedule

A complete monitoring schedule should have the following features:

1. Name of campaign (e.g., TB Campaign)
2. Name of organization running the campaign (e.g., Breakthrough Action-Nigeria)
3. Name of media station (e.g., Option FM)
4. Name of program and time slot
5. Language (e.g., Pidgin)
6. Material duration (e.g., 60 seconds)
7. Airing schedule (e.g., Monday through Sunday 7 am to 9 am)
8. Daily distribution of spots (e.g., monthly calendar)
9. Total daily spots to broadcast
10. Sum of daily spots

SCOPE: #####

CAMPAIGN PERIOD: MAY - SEPTEMBER / October-December 2022

MATERIAL DURATION 60'

MEDIUM RADIO

MEDIUM RADIO					Nov-22																																	
STATES	STATION	MATERIAL TITLE	PROGRAM NAME	DAY/TIME	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	Paid	Comments		
					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	spots	spots		
			Morning Belt																																			
	MALONEY FM	Pidgin	Morning Peak	Mon-Fri 6-12noon	1	1	1	1			1	1	1	1	1			1	1	1	1	1			1	1	1	1	1			1	1	1	22			
		Hausa	Evening Peak	Mon-Fri 5-7pm	1	1	1	1			1	1	1	1	1			1	1	1	1	1			1	1	1	1	1			1	1	1	22			
		Hausa	Morning Weekends	Mon-Fri 7-9pm	1	1	1	1			1	1	1	1	1			1	1	1	1	1			1	1	1	1	1			1	1	1				
						3	3	3	3	-	-	3	3	3	3	3	-	-	3	3	3	3	3	-	-	3	3	3	3	3	-	-	3	3	3	44		

06

MONITORING TOOL

Monitoring Tool

The monitoring tool is designed for media monitoring activities and used by independent monitors to record broadcast data for validation, monitoring, and evaluation of the campaign.

[Click here to see
a sample Monitoring Tool](#)

BREAKTHROUGH ACTION NIGERIA PROJECT RADIO PROGRAM MONITORING TOOL

STATE: _____ RADIO STATION: _____ PERIOD: _____

Day	Time	Date	TB Thematic Radio Spots 60sec ()					TB Thematic Radio Spots 60sec ()				
			Time aired					Time aired				
Sun	Morning											
	Afternoon											
	Evening											
Daily total												
Mon	Morning											
	Afternoon											
	Evening											
Daily total												
Tue	Morning											
	Afternoon											
	Evening											
Daily total												
Wed	Morning											
	Afternoon											
	Evening											
Daily total												
Thu	Morning											
	Afternoon											
	Evening											
Daily total												
Fri	Morning											
	Afternoon											
	Evening											
Daily total												
Sat	Morning											
	Afternoon											
	Evening											
Daily total												
Week Total												

07

KEY INSTRUCTIONS

Instructions for Media Monitors

- Monitor should allow 5 minutes of lag time before and after the scheduled airing time.
- Promptly report emergent issues (e.g., station off-air or airing wrong message) via phone or WhatsApp. **Do not wait until month-end to communicate with Breakthrough Action-Nigeria team. They need time to adjust and correct the issue.**
- **ALL captured and booked spots on the schedule must be monitored and accounted for on the form.**
- A monthly stipend for **one schedule is N20,000 only plus N10,000 for additional.** Payment is made upon submission and verification of data.
- The media monitor is not allowed to manage more than three broadcast schedules (i.e., a total of N40,000 worth of broadcasts).
- **Falsification of data is subject to immediate termination of the contract.**

Instructions for Media Monitors

- Be professional in conducting campaign activities. Conduct all recording in real time.
- If you miss an airing, indicate with ABS on the bottom or back of the form. **Do not falsify data in any way.**
- Never contact or engage with the station. All activities should be independent of the station. All queries should be directed to the headquarters staff, social and behavior change officer, or monitoring and evaluation team in charge of the state.
- If you notice non-booked spots on the schedule, record the data on the bottom or back of the form. Non-booked spots should be captured on the monitoring tool as “UNSCHEDULED EXTRA.”
- Ensure each spot for broadcast is recorded on the monitoring form, which should be provided monthly.
- You must provide a report for your assigned station; however, you can share observations about other stations via phone calls or WhatsApp.

Reporting Timeline

- Filled forms should be submitted to the local monitoring and evaluation team or social and behavior change officer on the first day of the following month for collation and analysis by Breakthrough Action-Nigeria monitoring and evaluation staff.
- Subsequent monitoring reports are sent by the monitoring and evaluation team to be reviewed by headquarters between the 1st and 7th day of the new month. Payment for independent monitors is also processed.
- New forms should be collected for the following month.

Elements of a Good Report

- Date
- Signature
- Name of monitor
- Campaign name
- Campaign period
- Daily total
- Weekly total
- MS, ABS, PQ, OA
- Monthly total

06

TIPS TO EFFECTIVE MONITORING

Tips for Effective Monitoring

- Familiarize yourself with the schedule and master it.
- Know the jingle to be played for the month.
- Delete the old jingle materials from your phone.
- Delete the old schedule from your phone.
- Tune in to the radio station at least 15 minutes before the schedule time.
- Monitor **in real time** and record while the radio station is airing.

Practical Exercise for Using the Monitoring Tool

Questions, Answers, Observations, Suggestions, Feedback?



Thank You



www.breakthroughactionandresearch.org



@BreakthroughAR



@Breakthrough_AR

