



MEDIA PLAN

Revised as of May 2018

AlamBaU.ph recognizes the role of media in advancing efforts to promote children’s safety and to protect them from abuse and exploitation when online. This document serves as a guide to help effectively communicate the AlamBaU.ph brand to the media and provides recommendations in engaging them towards the advocacy.

This document contains the following elements:

1. Review of the Communications Strategy and Branding
 - a. Target Audience and their Media Habits
 - b. Key Messages

2. Media Engagement and Content Plan
 - a. Traditional Media
 - b. Digital Media
 - c. On Ground Media Activities

3. Basic Guidelines in Media Engagement

PART 1: COMMUNICATIONS STRATEGY AND BRANDING

The following are the target audience and key messages of AlamBaU.ph. The complete communications strategy document may be viewed in this link: [ALAMBAU.PH COMMUNICATIONS STRATEGY](#) or see attachment.

TARGET AUDIENCE:

1. Parents / Guardians (Includes *Titos/Titas*)
2. Teachers / Educators
3. Teenagers
4. Children

TARGET AUDIENCE	MEDIA HABITS
Parents / Guardians	Mostly get news from traditional media such as TV (such as 24 Oras, TV Patrol, Aksyon), Radio (Radyo Singko, DZMM, DZBB), and Newspapers (such as Philippine Daily Inquirer, Philippine Star); Younger parents also get news from Digital Media (Such as Rappler, Inquirer.net, Philstar.net) For working parents: May be reached through morning / evening programs; online media in between For non-working parents: May also be reached through morning / evening programs; May still be reached by lunch / afternoon programs of televisions & radio programs
Teachers	
Tito / Tita	Younger age group may be reached through online efforts; Working group may also be reached through morning or evening shows; Non-working group may be reached both through online and traditional media including radio programs.

Teenagers	May be reached online especially in social media; For traditional media, best to target weekends or morning / evening programs (some parents regulate use of televisions and/or online activities)
Children	May be reached online and/or television programs; Respond more to videos and interactive activities online

KEY MESSAGES:

1. Online platforms are both good and bad. Children need help to safely use them.
2. Adults should protect children both online and offline.
3. Empowering children can help in their protection against online sexual abuse and exploitation.
4. For every day an OSAEC case goes unreported, more damage is done to the child victim.
5. You are the first line of defense against OSAEC.

PART 2: MEDIA ENGAGEMENT AND CONTENT PLAN

AlamBaU.ph shall engage both traditional and digital media in communicating its advocacy on child online protection, particularly against online sexual abuse and exploitation of children. Below are recommendations for media engagement tactics:

A. TRADITIONAL MEDIA

PLATFORM	AUDIENCE	REACH + IMPACT	TYPES OF MATERIALS	KEY MESSAGING	REMARKS	TIMING
Television	Parents	Wide reach	Pitch for guesting / interviews in programs – include cyber safety advocate and/or expert	You are the first line of defense against OSAEC. Adults should protect children both online and offline. The Internet is both	Targeted at morning shows, tech or parenting segments; Parenting shows, Lifestyle shows and/or TV magazines	On Going

	Parents / Kids		Ami & Abu TVC*	good and bad. Selling point: Ami & Abu is a fun way of teaching children about cyber safety	Targeted to children's shows and channels such as Knowledge Channel / Hero TV etc	June - December
Radio	Parents / Teachers	Wide but targeted based on station format; May establish recall;	RADIO PLUGS Suggested radio plug 1: AlamBaU & Cyber Safety	The Internet is both good and bad. Visit AlamBaU.ph to know more.	15-30 seconder radio plugs. Can be through partnerships or paid media	September - November Or after alambau launch
	Parents / Teachers	Wide but targeted based on station format; May establish recall;	Suggested radio plug 2: Warning on Red Flags and AlamBaU	For every day an OSAEC case goes unreported, more damage is done to the child victim. Report. Know more at AlamBaU.ph.	15-30 seconder radio plugs. Can be through partnerships or paid media	September – November Or after AlamBau launch
	Parents / Teachers	Wide but targeted based on station format; May establish recall;	Radio Show guesting / interviews	Any of the key messages identified.	Pitch for guestings; involve experts on the issue, this would be more attractive for the anchors; Have a pool of experts / speakers to be invited in shows	TBA
BROADSHEETS	Parents / Teachers	Wide reach since most broadsheets also have online versions; faster turnaround; Geographic targeting for local papers	Press Releases		For News Sections When to use it: 1. If there is an important development to the issue / AlamBaU 2. Whenever AlamBaU engages in on ground activities (e.g. media conferences) 3. Relation of timely events to AlamBaU.ph	Possible PRs: June: AlamBau updates November: Children's Month Or as deemed necessary

	Parents / Teachers	Wide reach since most broadsheets also have online versions;	Opinion editorials	Adults should protect children both online and offline. You are the first line of defense against OSAEC	When to submit: 1. If there is an update / development on policies affecting the issue (e.g. Free wifi act) 2. If there are news on cases / developments in existing cases and alambau is allowed to publicize.	Between June - December
	Teenagers	Wide reach; Opt to have a teen writer to establish authenticity	Feature articles for pitching	Adults should protect children both online and offline.	May be targeted for teens section of newspapers such as Inquirer Preen, Young Star	On Going
Magazines	Parents	Targeted audience based on magazine format; captured audience – only those subscribers may be reached; Production time is longer than broadsheets	AlamBaU.ph Feature: - Why it's important to parents and children; Alambau as a community	You are the first line of defense against OSAEC. Adults should protect children both online and offline.	Ensure pitch for magazines. Target parenting and lifestyle magazines	Pitch some time JULY to allow possible publication on November
	Children	Targeted audience; may only reach subscribers of the magazine	Ami & Abu's Adventure in the Digital World	The Internet is both good and bad.	Pitch for children's magazines such as K-zone	Pitch some time JULY to allow possible publication on November

	Teenagers	Targeted audience; may only reach subscribers	AlamBaU.ph as a go-to platform	<ol style="list-style-type: none"> 1. Online Grooming; You can be a victim (Practice Cyber Safety) 2. The Internet is both good and bad 3. For every day a case goes unreported, more damage is done to the child victim. 	Target magazines for teens such as Candy, Scout, etc.	Pitch some time JULY to allow possible publication on November
Advertisements	Parents & Teachers	Wide reach but more expensive than earned media	Magazine Advertisements	Ami & Abu Wallpaper directed to parents	Parenting Magazines	<p>Pitch between July - September</p> <p>Possible publication on November 2018 or February 2019</p>
	Parents & Teachers	Wide reach but more expensive than earned media	Broadsheets advertisements	AlamBaU.ph as an online resource hub;		TBA
	Children	Wide reach but more expensive than earned media	Magazine Advertisements	Ami & Abu wallpaper targeted to parents Ami & Abu wallpaper customized for magazines	Children's magazines	<p>Pitch between July - September</p> <p>Possible publication on November 2018 or February 2019</p>
	Adults	Wide reach but more expensive than earned media	LEDs / Banners in public places	<p>Reminder for parents on Cyber Safety;</p> <p>Keep children safe both online and offline;</p> <p>Link to AlamBaU.ph</p>	LEDs / Banners	<p>September – November</p> <p>or February 2019</p>

B. ONLINE & DIGITAL MEDIA

PLATFORM	AUDIENCE	REACH + IMPACT	TYPES OF MATERIALS	KEY MESSAGING	REMARKS	TIMING
Online News, magazines and websites	Parents / Teachers	Wide reach, cheaper	Article Feature: Red Flags of Abuse	You are the first line of defense against OSAEC Adults should protect children both online and offline.		On Going
	Parents	Wide, cheaper	Article Feature or listicle: Ways on teaching Cyber Safety to your kids	You are the first line of defense against OSAEC	Lifestyle sections of websites; Online magazines	On Going
	Parents	Wide, cheaper	Press Releases		Always send out to online news sites when sending press releases for broadsheets	Possible PRs: June: AlamBau updates November: Children's Month Or as deemed necessary
	Parents	Wide, cheaper	Opinion Editorials	Adults should protect children both online and offline. You are the first line of defense against OSAEC	When to submit: Complement submission of Op-Eds in Broadsheets with online news	JUNE
	Teens	Controlled, wide, cheaper	Quizzes: Online Grooming	The Internet is both good and bad.	Explore quizzes like buzzfeed	On Going
	Teens	Controlled, wide, cheaper	Quizzes: How safe are you online?	The Internet is both good and bad.	Explore quizzes like Buzzfeed	On Going
	Teens	Wide, cheaper	Opinion Pieces / Features by a teen	The Internet is both good and bad.	For submission to online counterparts of broadsheets	June

				Adults should protect children both online and offline.	and news websites	
Blogs	Parents	Uncontrolled; niche audience; Opportunity for advocates and allies	Media Kit Pitch for Features	Suggested Topics: 1. AlamBaU.ph 2. Red Flags 3. Cyber Safety	Reach out to mom and parenting bloggers to cover or feature AlamBaU.ph and Cyber Safety to their blogs	On Going
Social Media				<i>See social media plan.</i>		

C. SUGGESTED MEDIA ACTIVITIES:

PLATFORM	AUDIENCE	REACH + IMPACT	TYPES OF MATERIALS	REMARKS	TIMING
AlamBaU.ph Public Launch	Parents / Teachers; Other stakeholders such as government, private sector, media, CSOs		Media Kit including: 1. Press Release 2. Post PR 3. Fact Sheets 4. Engagement Kits 5. Photo Releases Media Advisory	Best to launch in time of child-related celebrations (e.g. Children’s Month in November)	October or November
Media Forum / Briefings / Press Conferences (National and Local)	Media	Establish relations with media practitioners for future coverage	Media Kit: 1. Press Release 2. Fact Sheets 3. Engagement Kits 4. Photo Releases Media Advisory	Conduct press conferences for major developments on the issue and / or alambau.ph (e.g. AlamBaU.ph set to homepage of school computer labs or in free public Wifi)	TBA: Based on issue updates Suggested timing: November / December 2018 February 2019

Bloggers Forum	Bloggers, Parents	Coverage for developments on AlamBaU.ph; Can be allies in the advocacy; Deepening of their understanding of the issue	Media Kit including: 1. Press Release 2. Fact Sheets 3. Engagement Kits 4. Photo Releases Media Advisory	TBA
Other On ground events	Media (Other audience depending on activity / event)	Ensures continuous visibility of CPQRTs and the issue	Media Kit including: 1. Press Release 2. Fact Sheets 3. Engagement Kits 4. Photo Releases Media Advisory	TBA based on activities of partners
Media Trainings	Media practitioners, editors or reporters			Possibly an activity to ensure proper and sensitive coverage on issues of OSAEC. Partnerships with media organizations such as Pecojon or Vera Files may be explored.

PART 3: BASIC GUIDELINES IN MEDIA ENGAGEMENT

Child protection. Make sure that the media engagement materials to be released (photos, statements, videos, etc.) have consent from individuals especially if it involves children. If the subject is a minor, ensure that there is consent from the parents or guardians of the child.

Representations. AlamBaU.ph may identify individuals who can represent the brand in interviews and other media engagement. Should there be media engagement opportunities, AlamBaU.ph shall link identified experts and advocates to the media.

Interviews. When doing an interview, make sure to find out who the journalist is and what the program is about. This information will help you determine and understand the likely media treatment of the issue. It will also help you decide topics and messages you can focus upon during the interview. Make sure to provide information or contact where the journalist can easily get in touch with you.

Avoid jargons. Always breakdown abbreviations such as OSAEC, CSOs, and so on, especially during interviews. Use simple words to get your message across to the audience.

Be prepared and consistent. When engaging with the media, decide what your main points are or key messages you wanted to communicate. Always have a call to action in any interviews, press releases, and other media engagement materials / activities. For interviews, it would help to develop basic FAQs and anticipate possible media questions.

Know your timing. When sending out your releases to the media, make sure that your material is timely, relevant, and interesting for the media. Press releases, for example, should not be released 3-5 days after an activity or event. Feature articles may most likely be picked up if there are relevant situations occurred, unless it captures the interest of the media. Knowing when to release a material will most likely save you cost and may have greater impact in terms of reach and engagement of your desired audience.

Know your platform. Make sure to submit relevant articles and/or materials to appropriate media platforms. Media platforms may be earned (press releases, opinion, article submissions, coverage) or paid (boosts, paid advertisements in magazines or broadsheets, television or radio plugs).

Media Kits. In every activity, prepare media kits that you can distribute to the media where they can get more information about the advocacy and AlamBaU.ph, and where they can easily reach you in case they have inquiries.