

BITHLO TRANSFORMATION EFFORT

- ▶ **Media Strategy:** Engage traditional and non-traditional Media outlets to keep the Bithlo's issues top-of-mind
- ▶ The usual suspects
 - TV, Radio & Print
 - Editorial board, guest columns
- ▶ Alternative media
 - Facebook
 - Blogs, small weeklies, new magazines & newspapers

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Lessons Learned, Resources, Tools:

- ▶ Effective story themes
 - Injustice
 - Government inefficiency
 - People standing up for their rights
 - Environmental and safety issues
 - Good deeds
- ▶ Stay focused: stories should reinforce the larger messages

Current Challenge:

- ▶ Not a challenge but a No-no
 - Don't embarrass or exploit people
 - Don't reinforce stereotypes
- ▶ Crucial components
 - Visuals
 - "People impact"
 - Responsiveness to media calls
 - Push out media stories through Facebook, etc.