
E2. Setting objectives for stories

Once the media decide to address health budget accountability, they should consider why, what they hope to achieve and for whom in the long term, thus arriving at a goal for the work, such as, “In 4 years’ time, my audience will be engaging in participatory health processes and considering that they have a say in health budget processes”. If that is your goal, consider what your audience requires at different stages during the next 4 years from the point of view of information and skills. This will differ according to the media platform and format. Thus, at the start of an idea, a media outlet should consider who is the audience and what they will think, know, feel and be able to do once they have engaged with the strategy or output. This may not be what was wished but what can actually be achieved with the strategy or output. The activity below can be used to explore and practise such considerations.