

E3. What platform, format and style should be used?

The media platform (television, radio, digital, mobile phones), format (e.g. drama, factual, social media, podcast, interview, feature, magazine programme) and style (e.g. formal, informal, personal, humorous, serious) will depend on the topic and what and how the intended audience engages with the media.

The audiences must be identified and targeted through the appropriate media. They can be identified by research in media mapping and information on media usage in many countries¹ or through your own research. Many media organizations have websites, which usually contain useful facts and figures, such as target audience and audience size. Examples of audiences and media that might be targeted by an organization involved in applied budget work are (93):

- *Finance officials and parliamentarians*: through weekly financial magazines, business newspapers, business inserts in major newspapers, opinion pages of major newspapers, current affairs programmes and talk shows on national radio. The Internet is an increasingly important medium for this group, as weekly financial magazines increasingly emphasize their online versions, and some influential business and financial media operate solely online (e.g. the South African Moneyweb). Influential bloggers or columnists in online publications could also be targeted.
- *NGOs and CSOs*: specialist development publications, development supplements in newspapers and magazines, websites or portals such as the Communication Initiative Network, Development Gateway and SANGONeT in South Africa.
- *The general public*: mass circulation newspapers; radio stations, particularly community radio stations and public radio stations; television; and, when easily accessible, on-line and social media with news and talk content, drama, personal stories, recorded community discussions, quiz shows, music, interviews and features.

How a topic is covered and how well accountability is addressed will depend partly on the collaborators, such as experts in health budgets and expenditure and the right contributors. Will the piece be supported and shared by others? Was the best possible evidence used? All depends on the strength of the networks.

¹ For more information, see Internews, BBC Media Action and BBC Monitoring initiatives.