

## ***Social Accountability Media Initiative***

### **Project Introduction [February 2015]**

One of the most promising opportunities to generate greater social accountability is in building public awareness of and engagement with civil society and official efforts in public sector oversight.

The ***Social Accountability Media Initiative [SAMI]*** project, developed by the Graduate School of Media and Communications ([GSMC](#)) at the Aga Khan University (AKU), Nairobi, in partnership with the Global Partnership for Social Accountability ([GPSA](#)) of the World Bank, was launched in February 2015 to raise the effectiveness of civil society organizations' and other stakeholders' information and advocacy activities that promote good governance and social accountability.

The ***SAMI*** project's ***primary goal*** is to strengthen grantee CSOs' media and communications strategies, plans, and skills in traditional and new media through a range of activities—including media advocacy workshops and clinics, forums with key stakeholders, post-training mentoring, and peer networking—tailored to specific projects' needs.

A ***second goal*** is to help build media and outreach skills of government officials involved in these initiatives.

The ***SAMI*** project's ***specific objectives*** include enhancing CSOs' skills to raise media practitioners' awareness of good governance and accountability standards broadly and in specific areas in which participating CSOs are engaged [e.g., budget, education, health, procurement, etc.]. These skills include:

- Understanding Media Roles and Impact
- Message Formulation
- Crafting Media Statements
- Media/Public Presentation Training
- Use of social media for networking and advocacy
- Building relations/partnerships with government officials

The ***SAMI*** project also aims to:

- Facilitate engagement of local, regional, and global media with CSO participants and government officials working to promote good governance and accountability;
- Build a network of GPSA grantees that can expand to include other CSOs that will share experiences and promote each other's media and publicity work; and
- Generate new knowledge and learning—through blogs, webinars and other materials—drawing on the project's experiences, particularly on how can media and communications work be leveraged to increase social accountability initiatives' success.

The ***SAMI*** project's ***main phases*** are:

1. Demand-driven needs assessments based on grantee CSOs' request for reinforced capacity support in the media and communications area;
2. In-person media advocacy clinics at external venue for groups of three to five GPSA grantees, (two participants per CSO);
3. On-site expert visits with GPSA grantees for additional coaching and skills integration; integrate these skills and the results of the clinic into grantee CSOs' social accountability projects; and
4. Ongoing mentoring and remote support to GPSA grantees by designated mentors who will review and advise on grantees' communications efforts.

For more information, please contact:

SAMI Project Director **Thomas R. Lansner** [SAMIPROJECTDIRECTOR@GMAIL.COM](mailto:SAMIPROJECTDIRECTOR@GMAIL.COM)