



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION**  
**END OF SEMESTER EXAMINATION**  
**BAC 4205: ADVOCACY AND CAMPAIGNS**

**DATE: Monday, 28<sup>th</sup> October 2019**

**Time: 2 Hours**

**Instructions**

1. This examination consists of **FOUR** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

**QUESTION 1**

**(30 Marks)**

***Job advertisement for Director of Advocacy and Communications - HelpAge International***

HelpAge International helps older people claim their rights, challenge discrimination and overcome poverty, so that they can lead dignified, secure active and healthy lives. Our work in over 75 countries is strengthened through our global network of like-minded organizations - the only one of its kind in the world.

We believe age helps. The contribution older women and men make to society – as carers, educators and workers – is invaluable. But growing older is not without its problems. Rapid global ageing is a key issue for the developing world. One in five people will be over 60 by 2050. As part of the Advocacy and Communications Team, your challenge will be to raise awareness of global ageing and mobilize action to support the rights of older women and men.

HelpAge International has a secretariat in London, seven regional centers and country offices all around the world. The secretariat works with 400 affiliate and partner organizations and mobilizes over 200,000 campaigners in our Age Demands Action campaign. It is the only global network working with and for people's organizations, undertaking grassroots programming and local, regional and international advocacy work.

This role manages global communications and campaigns that change the lives of older people across the world and help ensure that they enjoy their rights to healthcare, social services and economic and physical security.

You have been shortlisted for the above consultancy. As part of the application, you are required to:

- a) Develop an advocacy campaign strategy to raise political support that helps older people claim their rights in some of the countries where HelpAge has presence. Explain and justify each step in detail (20 Marks)
- b) Describe to the panel at least 7 basic skills and knowledge that you would need so as to advocate effectively (10 Marks)

## **QUESTION 2**

**(15 Marks)**

For some time, the concept of media advocacy as a communication tool has occupied the front burner in global public space.

- a) List at least 7 steps one needs to take to effectively utilize the media for advocacy (7 marks)
- b) Discuss 4 considerations a campaign strategist needs to understand about the media and how it works, in order to have successful outreach (8 Marks)

## **QUESTION 3**

**(15 Marks)**

An effective campaign is anchored on research. Appraise the value of research in a campaign. Expound on 5 points.

## **QUESTION 4**

**(15 Marks)**

### **Oxfam Tax Campaign**

In the quest for poverty alleviation and reducing the economic inequality in Kenya, one of the ultimate issues to address is the provision and accessibility of quality essential public services. To ensure all Kenyans receive quality essential public services, Oxfam Kenya is focusing on ensuring that the government can mobilize and manage domestic resources to this end. The focus will be on ensuring the Government is mobilizing sufficient domestic resources by broadening its tax base and having everyone pay their fair share of tax. By also creating citizen awareness on how to engage with their taxes, with the National and County budgets and thereafter use this knowledge to hold duty bearers to account. This will ultimately ensure that the citizens know their taxes, how they are taxed, what they are taxed on and what or how their taxes are being spent. The interventions will also look at building evidence for legislative and policy reforms. It is envisioned that ultimately citizens will take a lead in influencing the Government to provide quality public services and thereby increasing the quality of life for the poor and marginalized.

Oxfam in Kenya is working jointly with local CSOs to empower and build awareness of citizens, particularly women and youth, to effectively influence progressive policy changes related to government revenue raising, budgeting and spending for more progressive, transparent and accountable tax and expenditure regime that contributes to reduced inequality and improved quality of life for poor, vulnerable and marginalized women and youth in Kenya.

- a) Describe in detail and justify the choice of communication campaign tools and tactics you would use to raise awareness among Kenyans citizens (5 marks)
- b) Design 1 key message and 3 supporting messages you would use to draw Kenyans to the campaign (5 marks)
- c) Discuss and justify the 3 audience segments in this Oxfam campaign. (5 Marks)