



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 3105: ADVOCACY AND CAMPAIGNS

[Examiner S. Kihara]

DATE: Friday 6th November 2020

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)

Read the job advertisement below and answer the questions that follow.

Job advertisement - Africa Advocacy Manager - Validity

Validity is an international non-governmental human rights organization that uses legal strategies to promote, protect and defend the human rights of people with mental disabilities worldwide. The Africa Advocacy Manager joins Validity at an exciting time of expansion of the organization's programs in Eastern and Southern Africa to advance the human rights of persons with mental disabilities. The Advocacy Manager is expected to join the Advocacy team to specifically manage the campaign described below.

My Home, My Choice – Under this campaign, we demand that all people with mental disabilities can access the support they need to live independent, fulfilling lives as active participants in their communities. This includes advocating for greater accessibility of public services, the provision of individualised support to those who need it, and ensuring that people are protected against isolation and abuse. We advocate against policies which maintain institutions for people with disabilities that cut them off from their families and societies. Under this campaign, we also fight against the scourges of torture and ill-treatment which are all-too-common behind closed doors.

You have been shortlisted for the position of Africa Advocacy Manager. As part of the application, you are required to:

- a) Develop an advocacy campaign strategy to raise political support for any of the issues needing policy intervention under this campaign in your country. **Explain and justify each step in detail (15 Marks)**
- b) Describe to the selection panel some of the basic skills and knowledge needed for this position. (5 Marks)
- c) If you were to run a public campaign to advance the human rights of persons with mental disabilities among the citizenry and policy makers, explain with justification, 2 communication theories that you could apply to bring social change and more support for people with mental disabilities (10 Marks)

QUESTION 2. (15 Marks)

Digital social media campaigns have occupied the front burner in the global public space for some time now.

- a) What are the steps needed to utilize social media for advocacy? (7 Marks)
- b) Tradition media can also be useful as a tool for organizing a community through strategic engagement to promote adoption of public policy. Using the agenda setting theory, discuss in detail how this can be accomplished (8 Marks).

QUESTION 3 (15 MARKS)

An effective campaign is anchored on research. Appraise the value of research in both public and advocacy campaigns. Illustrate your answer with examples.

QUESTION 4. (15 MARKS)

CBM through its partners across Kenya performs over 10,000 cataract surgeries a year. As part of our ongoing strategy, CBM Kenya is carrying out a Funds and Awareness raising campaign dubbed “**Miracles Week**”. The campaign aims to raise funds to carry out **250 cataract surgeries** for children at a cost of KES 20,000 each. The surgeries will be conducted starting from the week of **World Sight day**. The surgeries will be carried out at our 5 eye surgery partner sites:

- PCEA Kikuyu Eye Unit – Kiambu County
- Tenwek Hospital Eye Unit – Bomet County
- Kwale District Eye Center- Kwale County
- Lighthouse for Christ Eye Center – Mombasa County
- Sabatia Eye Hospital – Vihiga County

- a) In detail, describe and justify the choice of fundraising and campaign tools and tactics you would use to raise awareness among Kenyans citizens about the CBM initiative. (10 marks)
- b) Design a key message and 3 supporting messages you would use to draw Kenyans to the campaign. (5 marks)