

THE RUSH STRATEGY



WHAT IS RUSH?

RUSH - Report Until Something Happens

A comprehensive, collaborative media strategy that leverages:

- Strategic position of journalists and journalism in the news ecosystem,
- Power of technology,
- A multiple messaging approach ...

To increase the reach, durability and engagement of a story and engage on issues to deliver social justice and sustainable development.

RUSH FOCUS

- RUSH emphasises the power of deep reflection, strategy and which journalists and editors hardly have time for while chasing headlines.
- It is a product of exposure to people, places and events in the media particularly over the last 20 years, deep reflections on media and society and passion to see a better Nigeria, Africa and world.

GOAL OF RUSH?

The ultimate goal of RUSH is to mid-wife good governance and social justice. There is indeed evidence to prove that strategic collaboration between journalism in particular, the media in general and the rest of civil society has proven capacity to birth change.

WHY RUSH?

1. Keep attention on what matters with nano-second news flood

2. Uphold role of news media as accountability mechanism

3. Fill gaps in journalism – news without nuance, agenda-setting, strategy

4. Attend to the urgency of meeting SDGs

5. Invigorate civic awareness and space

6. Address journalism trust erosion

7. Answer sustainability questions of journalism

THE RUSH STRATEGY - PREMISES

Three premises

- Media is a force for change.
- Media is a leader in the civil society space with immense convening powers.
- If the media stays on an issue long enough through nuanced follow ups, technology driven online and offline, engagement and collaboration with other stakeholders, it will directly improve society.



THE RUSH STRATEGY - COMMUNITIES

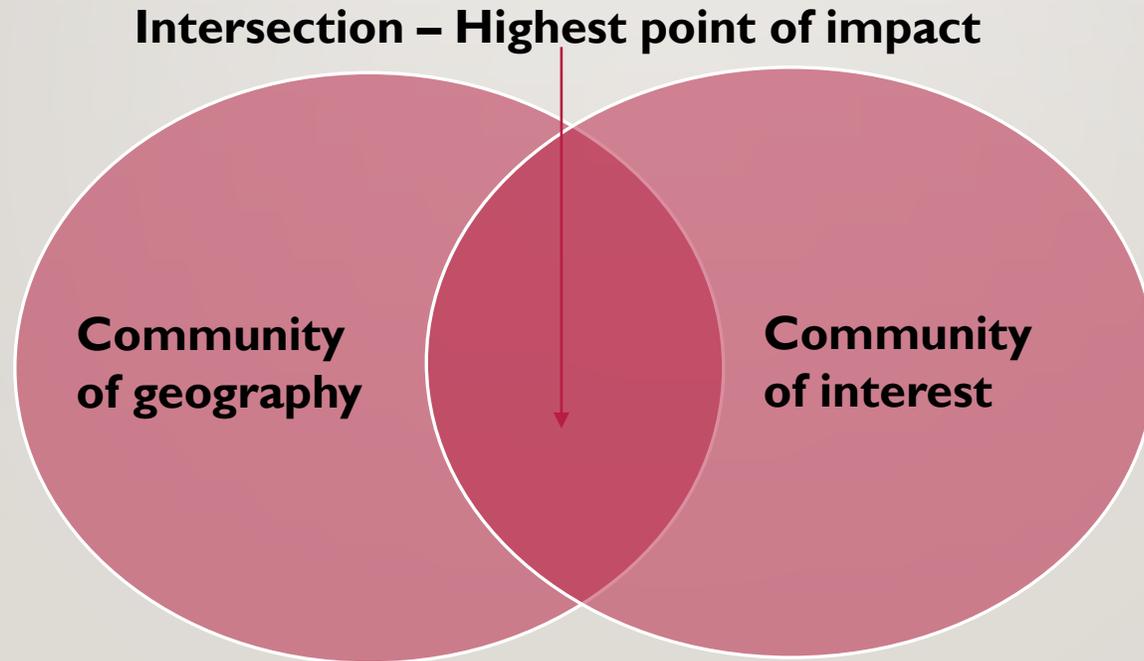
Two communities

The RUSH model leans on community as the strongest link to change. According to the RUSH strategy, there are two communities that the media needs to focus on to increase its sphere of influence

- **Communities of geography**
- **Communities of interest**

THE RUSH STRATEGY - COMMUNITIES

- My postulation is that the greatest impact comes at the intersections of the communities.



THE RUSH STRATEGY

- Think people. Focus on the audience and their needs.
- Treat journalism as both an art and a science
- Invest in knowledge (research)
- Treat journalism as a product and make credibility your Unique Selling Point
- Treat sources as resource persons/repositories of knowledge
- Map stakeholders – think about persons in authority, influencers and beneficiaries
- Trace the issue to its community (every news is first local)
- Build urgency through follow-ups, cross-publishing and syndication
- Treat news as a means to an end rather than an end in itself. Ask – So what?!
- Creatively turn news to messages by embracing the full spectrum of media – news, conversations and debates, public service announcements, civic education, songs, short plays, info graphics, pictures, cartoons, editorials, tweets, TikTok videos etc
- Deploy technology for amplification and engagement

RUSH INTERVENTIONS

- Support media organisations who want to use the RUSH strategy for specific stories or issues requiring escalation
- Host a local news organisation to demonstrate what RUSH can be and do
- Train on establishment of local newsroom and collaborative strategies
- Conduct researches on local news and collaborative strategies
- Initiate collaboration between media and civil society for social justice.

RUSH CHALLENGES



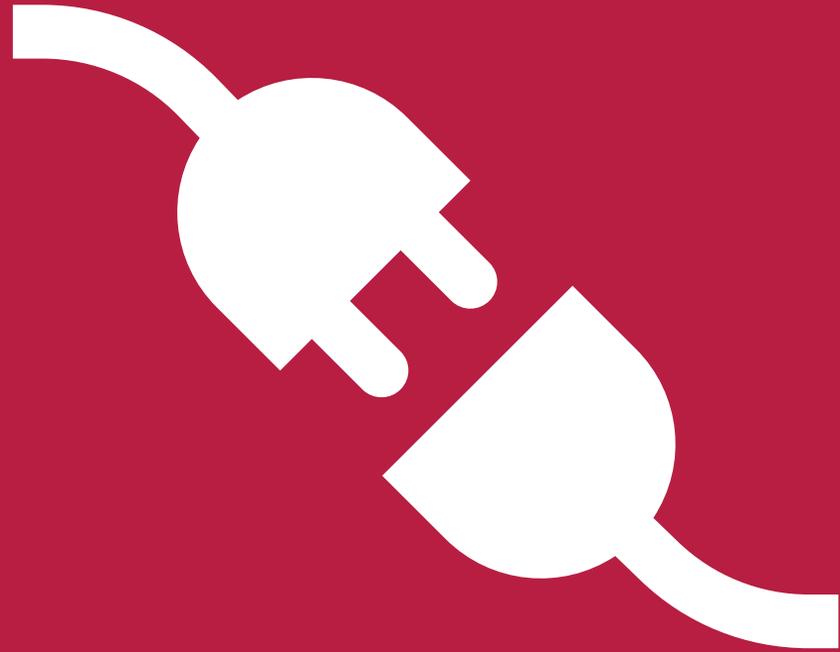
Staying on the journalism track.
Maintaining the neutral status of
the media



Reporting fatigue



Limited financial and human
resources



Its RUSH Hour – plug in

Thank you.