



Communications Skills Building Workshop for Civil Society Organisations

Moana Anglican Services and Teaching Centre (MAST)
7, 11 Des Voeux Road, Suva, Fiji

06th September 2018

WORKSHOP REPORT



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Acknowledgement:

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Communications Skills Building Workshop for Civil Society Organisations
Workshop Participants



Workshop participants outside the Moana Anglican Services and Teaching Centre (MAST), Des Vouex Road, Suva, Fiji

1.0 Introduction

In 2006 WWF Pacific signed an arrangement with the Pacific Islands Forum Fisheries Agency (FFA) to implement a sub-component of the UNDP/GEF Pacific Islands Oceanic Fisheries Management Project (OFM Project). This was to promote civil society organization (CSO) participation in oceanic fisheries activities including the Western and Central Pacific Fisheries Commission (WCPFC) process and to increase awareness of oceanic fishery resource and ecosystem management.

More recently the “*Strengthening Non-State Actors Engagement in Regional Policy Development and Implementation Programme*” (the NSA Programme) funded by the European Union's 10th European Development Fund (EDF 10) and implemented by the Pacific Islands Forum Secretariat has provided the additional support to enable us to implement current initiatives under the WWF project – *Developing Capacity of Non-State Actors (NSAs) to engage Pacific Tuna Policy and Governance Frameworks*. CSOs can become and are conduits for information sharing. They can also take on the task of developing content for awareness-raising.

The work on developing capacities of CSOs was initiated by the GEF-funded Oceanic Fisheries Programme coordinated by the FFA and has now been further supported through a grant from the PIFS NSA project to support CSO engagement in the fisheries space.

The Communications Skills Building Workshop for CSOs provided the opportunity for CSO participants to strengthen their understanding of communications and advocacy in order to improve awareness of policy issues relating to the Pacific Islands' natural resources, in particularly the region's tuna fisheries.

The day long workshop was organized into two parts – (i) presentations by senior regional journalists; and (ii) café sessions held concurrently and led by three communications experts.

2.0 Opening

The workshop was opened by Ms Tui Marseu, Communications Manager, WWF Pacific, on behalf of the Conservation Director, WWF Pacific. In her speech (*Refer to Annex 1*) she noted that in communicating our messages, content mattered. Our positions on issues also mattered and these needed to be communicated responsibly if we were to educate the public. This would enable them to make effective decisions to shape a better future for them and the Pacific Islands.

The Sustainable Fisheries and Seafood Programme Manager, Duncan Williams, in welcoming the participants noted that the value of using appropriate messaging and communications tools in order to enhance effectiveness in policy engagement could not be emphasised enough.

A total of twenty three participants, including resource persons were in attendance. (*Refer to Annex 2 List of Participants*)



Duncan Williams, SFS Programme Manager giving his opening remarks



Workshop Facilitator Amelia Makutu making a point

3.0 Workshop Objectives

The objectives of the Communications Skills Building Workshop for CSOs are:

- To provide a space for CSOs and NGOs to share their experiences relating to communications issues, challenges, and successes;
- To strengthen communications skills; and
- To enhance understanding of communications and advocacy on fisheries management and related policy issues, and approaches on developing and implementing advocacy strategies.

4.0 Workshop Strategy

The workshop was planned to be as interactive as possible with the outcomes to be participant-driven while guided by the facilitators and issues experts. It was divided into two sections; the first providing an overview was provided on the experiences in reporting on fisheries and conservation issues. The presenters were Ms Jemima Garret, a freelance journalist/media trainer and communications consultant with over thirty years of reporting on the Pacific region for Australian Broadcasting Commission and Radio Australia; and Mr Samisoni Pareti, publisher and editor-in-chief of Islands Business magazine/media trainer with also over thirty years as a journalist in print, radio and television. Ms Garret presented, via video conferencing, on “Tunanomics, the Media and CSOs – how can we work together?”; and Mr Pareti focussed on “Reporting Fisheries and Conservation Issues”.

The second section was expert-led café sessions focusing on the following communications platforms:

- i) Broadcast media (Lead: Ms Tui Marseu)
- ii) Print Media - Press releases and news articles (Lead: Ms Lice Movono);

- iii) Online Platforms focusing on the use of social media as a tool to complement advocacy efforts and outreach (Lead: Ms Neisau Tuidraki)

(Refer to Annex 3 for Workshop Programme)



Wantok Moana USP representatives



Fiji Fishing Industry Association rep



Pacific Dialogue representatives

5.0 Main Messages from the Café Sessions

5.1 Café Session on Broadcast Media

The two main platforms in broadcast media are radio and television. The broadcast reach is well beyond that of print media and online platforms as these may not be easily accessed. With broadcast media you are in direct contact with the audience in real time and feedback can also be received in real time. How you conduct yourself as the messenger, and how you impart information and knowledge is critical for raising awareness, interest, and buy-in.

5.1.1 Highlights

- You as the interviewee must be informed and comfortable with the subject matter. You have the freedom to say so in you are not comfortable with the subject matter or to answer the question being asked. You can control the situation on a one-on-one interview.
- Do not be afraid of the microphone. Consider it as an extension of your arm.
- If you are producing TV documentaries, the attention span of an individual now is 8 seconds, a drop from 14 seconds. The reason is attributed to the increasing use of social apps.
- TV companies are often waiting for content and this needs to be given to them in advance.
- If you are pushing products on or by children, the Ministry of Education and the Curriculum Development Unit (CDU) must be informed in advance.

- Be aware of Child Protection policy which is an important aspect of risk management. Fiji currently does not have any laws that limit us from taking pictures of children.
- In an interview, your choice of words is critical just as much as is your understanding of the subject matter if you want to captivate the listeners within eight seconds.
- TV and radio is about people, reactions, and announcements. Humanising the story is meaningful and can bring about change.
- Develop a broadcast diary in order to keep a tab on national, regional, and international dates and events that you could use as a platform to highlight your issues.



WWF Communications Manager Ms Tui Ravai (centre) leading the Broadcast Media Café session

5.2 Café Session on Print Media – Press Releases and News Articles

This session looked at how one is able to enable readers to sit up and take notice about the work that you do and read about how it contributes to improving lives and livelihoods. These are human impact stories - how you capture the attention of your readers was part of the learning at this station.

5.2.1 Highlights

This session focused on how to use the print media to your advantage so that your stories make it to the papers. Highlights from the sessions are:

- Mistakes that Communications people make is using public relations (PR) as story and sending these across to the media outlets to be reported on. This is one of the main reasons their pieces are not run in the dailies
- Most paper editors will run with features sent, as is. Organisations can have discussions with editors to organize dedicated slots on a weekly/monthly basis.
- A good communications person will pique the interest of the media person to your story and let the reporter call for follow ups and more background information for a complete picture. If the PR sent is not interesting enough it will be relegated to the briefs section of the paper with fifty (or less) words.
- Getting the angle right and how relatable is it, needs to be people focused to make it interesting for the reporter. People want to read articles that are people focused.
- Need to make yourself familiar with the media outlet reporters so you can follow up with them on items you send across. Important people to know are:
 - Chief of Staff – they decide who covers what story
 - Editors – they decide what goes in the paper
 - Reporters – make yourself known and familiar with 1 or 2 reporters that you can send your articles to

After sending them your news items it is always good to follow up with a phone call in case they need clarification on what was sent.

- It is alright to post the same stories sent to the media on your organisation's website, however it is usually better after sending out a news article to the media outlet to wait until the outlet runs it in the paper before posting. If the outlet sees the story in the website they may decide not to run it in their paper.



Ms Lice Movono (closest to camera) leading the Print Media Café session

5.3 Café Session on Online Platforms

This session focused on the use of social media as a tool to complement advocacy efforts and outreach to constituents. This is in recognition that the digitized world is becoming more sophisticated and organizations are utilizing innovative ways in getting their messages across to their audiences. Ms Neisau Tuidraki, the café session Leader conducted a participant poll prior to the workshop to gauge the skills level of the participants. This enabled her to tailor her sessions accordingly. To this end, a set of three training guides were prepared that Ms Tuidraki spoke to. The participants into three groups:

- a) Group 1: Beginners- 'How To' Social Media;
- b) Group 2: Intermediate- Developing Content Messages and Analyzing Data; and
- c) Group 3: Advanced- Social Media and Campaigning



Ms Neisau Tuidraki (top centre) leading the Online Platforms Café Session

5.3.1 Highlights

Group 1

This group was taught the basics of setting up social media accounts to help their advocacy work. The majority of the group had Facebook but not Twitter and Instagram. Most of the questions they posed were related to the number of posts they should make in a day, who should be responsible for the accounts- programme managers or staff, and deciding which social media platform was suitable for their organization.

Group 2

This group was familiar with social media platforms and was posting regularly, however they did not know how to analyse data that can determine what types of posts and when to post and which mode (text, text and image or infograph). The Group asked Ms Tuidraki for pointers on which online software they could access to make infographics, edit images and short videos so as to improve their posts. Ms Tuidraki emphasized that posts while similar should not be used across all platforms for brevity and clarity purposes.

Group 3

This group comprised regular users of social media platforms, majority were managing or had managed social media accounts. Ms Tuidraki walked them through the free online tools and how to develop a campaign and engage social media influencers to spread their message. She also touched on the importance of using publishing tools to ensure that social media platforms are up to date without the account managers having to be online outside of work hours/days.

This group requested more time, a day to work with Neisau on how they could use social influencers, use Facebook, Twitter and Instagram effectively to run a campaign.

6.0 Recommendations

The workshop participants expressed a need for practical media training to enable them to improve on their communications and marketing skills. These include practical training in how to conduct interviews through broadcast media, how to write effective press releases and articles, and making effective use of social media platforms to convey their messages. This is expected to take at least three days based on experience from past training once offered by SeaWeb (now cChange).

With respect to the Online Platform sessions, participants agreed that while they had learnt a lot, the time frame was too short. Recognising the value of working with online platforms, the participants suggested for one-on-one sessions with their organisations to analyse their accounts, set up new accounts, how to use social influencers, and have practical sessions on the online tools available to enhance posts, and to effectively run campaigns.

Opening Speech: WWF Communications Manager, Ms Tui Marseu

Communication Managers Speech at the Communications Skills Building Workshop

Venue: Moana Anglican Service & Teaching Center

Date: September 6th 2018

A very good morning to you all

On behalf of the WWF-Pacific Representative, the Conservation Director I take this opportunity in welcoming each of you to the Communication skills building workshop.

The billionaire entrepreneur Richard Branson is a student of communication. In one of his favourite quotes Branson calls communication “an art” He’s right!! We can use science to study why certain techniques are more effective than others, but ultimately communication is more art and it has taken practice to sharpen the craft” [Unquote]

When you think about it, even the most confident or articulate people experience problems in communicating with each other effectively and there are many internal factors such as stress and emotion as well as external factors which all play a part in how we communicate with each other and this is what today's Communications Skills Training is all about, it's about you, interacting with these trail blazers of Fiji and the Pacific's media fraternity namely Samisoni Pareti, Neisau Tuidraki, Lice Movono, Jemima Garrett, and Amelia Makutu; networking with them during the café sessions and using your expertise and their guidance in generating the much needed content that will boost you and your organization ahead of the game.

Why you may ask? Your content matters, your position and responsibility matters and the public need to be educated and informed, so that they too are able to make effective decisions that can shape a better future for them and the Pacific.

In order to survive through time in millennia, communities have always forged bonds and even though, today's modern work situation isn't quite challenging everyone must communicate. The essential tools of good reading, writing, speaking and listening are important for working effectively whatever your position. In many ways, having good communication skills can enable you to deliver messages clearly and understand other people's work which can benefit your organization.

Revolutionary changes in technology in the past five years have leaped frogged, enabling us to work, live and socialize just by a touch of a button. We have been able to communicate at faster speeds than ever before.

Today's training will help you learn to handle technological communication and will re-verse them in the art of face to face communication. Better listening skills will help you to have open and useful exchanges where each contributor's point of view is expressed and heard.

Additionally, a greater sense of empathy will teach us to be patient when dealing with others by allowing us to put ourselves in their shoes and understand where they are coming from.

Many of us present today have suffered from nervousness, a dry throat or cough, just moments before a presentation, it is natural to feel this way and today you will learn how best to communicate effectively in a wide range of situations, and how to be direct in order to get the most out of your dealings with others.

For the general public having an effective rapport is vital for your line of work and business and involves a large amount of contact with customers, either face to face or over the phone, investing in a communications officer position or taking time out to learning how to become an effective communicator or perhaps sending one of your staff on a short training course such as this will ensure that your stakeholders are given the level of attention they deserve.

Truth be told there are different communication styles and there is no one size fits all template that can be used from one person to another, I quote " Mastering an art requires skills and skill is only developed through practice , regardless of the field." [Unquote]

By actively participating in today's workshop, it is our hope that you will find the sessions informative, interactive, constructive and productive making the workplace a more productive and thriving environment that will in the long run, amplify both you and your organisation's profile in the long run.

I leave you with a quote from Business Author Brian Tracy [Quote] "Communication is a skill that you can learn; it's like riding a bicycle or typing. If you are willing to work at it, you can rapidly improve the quality of every part of your life." [Unquote]

Annex 2
List of Participants

Communications Skills Building Workshop for Civil Society Organisations Moana Anglican Services & Teaching Centre (MAST) Des Voeux Road, Suva, Fiji		
LIST OF PARTICIPANTS		
NAME	ORGANISATIONS	E-MAIL
1. Marta Brignone	European Union	marta-anna.brignone@eeas.europa.eu
2. Kiji Vukikomoala	Fiji Environment Law Association (FELA)	kiji.vukikomoala@fela.org.fj
3. Litiana Mataitoga	FELA	litiana.mataitoga@fela.org.fj
4. Stella Aitcheson	FELA	s.aitcheson@fela.org.fj
5. Terence Chow	FELA	terence.chow@fela.org.fj
6. Losalini Katia	Fiji Fishing Industry Association (FFIA)	losalini@goldenocean.com.fj
7. Lice Movono	Independent Consultant/Resource Person	lice.movono@gmail.com
8. Neisau Tuidraki	Independent Consultant/Resource Person	neisau@kokonatipr.com
7. Samisoni Pareti	Islands Business / Resource Person	paretis@gmail.com
8. John Lee	Pacific Dialogue	leejohnanthony50@gmail.com
9. Kelera Kunahau	Pacific Dialogue	kkunahau@gmail.com
10. Kristyn Lobendahn	Pacific Islands Private Sector Organisation (PIPSO)	kristyn1@pipso.org.fj
12. John Maefiti	Pacific Islands Tuna Industry Association (PITIA)	jmaefiti@pacifictuna.org
13. Alisi Soderberg	Wantok Moana USP	alisisoderberg21@gmail.com
14. Tomasi Namoumou	Wantok Moana USP	tomnamoumou@gmail.com
15. Robert Varea	Wantok Moana USP	wantokmoana@gmail.com
16. Luke Uluiburotu	Women in Fisheries Network (WiFN)	luke@womeninfisheries.org
17. Reema Pratap	Women in Fisheries Network (WiFN)	reema@womeninfisheries.org
18. Amelia Makutu	WWF Pacific / Facilitator	ameliamakutu@gmail.com
19. Duncan Williams	WWF Pacific	dwilliams@wwfpacific.org
20. Rusila Savou	WWF Pacific	rsavou@wwfpacific.org
21. Seremaia Tuqiri	WWF Pacific	stuqiri@wwfpacific.org
22. Tui Marseu	WWF Pacific / Resource Person	tmarseu@wwfpacific.org
23. Vilisite Tamani	WWF Pacific	vtamani@wwfpacific.org



Communications Skills Building Workshop for Civil Society Organisations

Thursday 06th September 2018
Moana Anglican Services & Teaching Centre
7, 11 Des Voeux Road, Suva, Fiji

Introduction

In 2006 WWF Pacific signed an arrangement with the Pacific Islands Forum Fisheries Agency (FFA) to implement a sub-component of the UNDP/GEF Pacific Islands Oceanic Fisheries Management Project (OFM Project). This was to promote NGO participation in oceanic fisheries activities including the WCPFC process and to increase awareness of oceanic fishery resource and ecosystem management.

In addition, the “Strengthening Non-State Actors Engagement in Regional Policy Development and Implementation Programme” (the NSA Programme) which is funded through the European Union's 10th European Development Fund (EDF 10) and implemented by the Pacific Islands Forum Secretariat is also supporting current initiatives under the WWF project – *Developing Capacity of Non-State Actors (NSAs) to engage Pacific Tuna Policy and Governance Frameworks*.

Workshops that have since been organized at the regional and national levels have identified a number of areas aimed at empowering NGOs and CSOs with knowledge, understanding, and skills to enable us to participate more effectively. A number of these are communications related that include but are not limited to the following:

- Develop a NGO Oceanic Fisheries Website with links to FFA/SPC websites. The site should include access to existing reports, and be apolitical in nature
- Develop a NGO regional media strategy including the preparation and distribution of a newsletter
- Develop some media products that radio stations can play/print across the region regarding oceanic fisheries
- Develop a mass networking strategy – identify which NGOs exist in different countries, and where best to focus NGO effort on local communities

- Prepare simple, non-technical fact sheets on various aspects of tuna status, WCPFC and other fisheries management issues –primarily targeted at NGOs
- PIANGO and WWF to work in partnership to progress effective participation by NGOs in the conservation and management of offshore fisheries
- Build NGO and CSO communications capacity to enable them to create greater awareness and visibility around their work

Communications Skills Building Workshop

The Communications Skills Building Workshop for CSOs will provide the opportunity for participants from NGOs and CSOs to enhance their understanding of communications and advocacy in order to improve awareness levels on policy issues relating to the Pacific Islands’ natural resources, in particular the region’s Tuna fisheries. Participants will learn about the different approaches and tools to effectively communicate to a wide range of stakeholders including policy-makers and the general public.

Objectives

The objectives of the Communications Skills Building Workshop for CSOs are:

- To provide a space for CSOs and NGOs to share their experiences relating to communications issues, challenges, and successes;
- To strengthen communications skills; and
- To enhance understanding of communications and advocacy on fisheries management and related policy issues, and approaches on developing and implementing advocacy strategies.

Strategy

The workshop will be interactive as much as possible with the outcomes to be participant-driven with guidance provided by the facilitators and issues experts. There will be an overview provided on the experiences in reporting on fisheries and conservation issues – the interaction with fishing industry and other private sector institutions, government, inter-governmental organizations, CSOs and NGOs followed by expert-led sessions on

- iv) Print Media - Press releases and news articles, how you go about doing this and how you capture the attention of your readers will be part of the learning at this station.
- v) Online Platforms focusing on the use of social media as a tool to complement advocacy efforts and outreach and
- vi) Broadcast media focusing on how you conduct yourself as the messenger and how you impart information and knowledge is critical for raising awareness, interest, and buy-in

Target Group: WWF encourages the participation of CSO programme/project representatives and communications personnel and/or groups or individuals interested in enhancing communications skills.

This workshop has been made possible with funding from the “*Strengthening Non-State Actors Engagement in Regional Policy Development and Implementation Programme*” (the NSA Programme) which is funded through the European Union's 10th European Development Fund (EDF 10) and implemented by the Pacific Islands Forum Secretariat; the Forum Fisheries Agency (FFA) Implementation of Global and Regional Oceanic Fisheries Conventions and Related Instruments in the Pacific Small Island Developing States: The GEF UNDP OFMP 2 project; and WWF.

WORKSHOP PROGRAMME

TIME	ACTIVITY	RESOURCE
09:00 – 09:10	Welcome and Introductions	Tui Marseu Communications Manager WWF Pacific
09:10 – 09:15	Opening Remarks	Tui Marseu for Conservation Director WWF Pacific
09:15 – 09:20	Overview of CSO and NGO engagement activities to date	Duncan Williams Programme Manager Sustainable Fisheries & Seafood
09:20 – 10:20	Experiences in reporting on fisheries and conservation issues – the interaction with fishing industry and other private sector institutions, government, inter-governmental organizations, CSOs and NGOs	Samisoni Pareti Managing Director & Publisher Islands Business
10:20 – 11:00	Morning Tea / Photo session	All
11:00 – 11:30	<p>Sharing Experiences I Experiences and lessons from a regional perspective in strengthening/enhancing media, information and communications on tuna fisheries in the Pacific Islands region.</p> <p>TUNANOMICS – Learning How the media and an organization worked on highlighting tuna issues in the media and public sphere; what worked; the challenges; how much impact has it made on regional journalists and regional reporting on the issue of tuna management and conservation.</p>	Jemima Garrett Independent Consultant & Trainer (former ABC correspondent)
11:30 – 12:45	<p>Sharing Experiences II This session will focus on the organizations represented at the workshop. Each organization</p>	Facilitator - lead Participants

	will be invited to share their communications experiences, successes, challenges, and lessons learnt.	<i>Resource people to be present, and also explain what will happen after lunch.</i>
12:45 – 13:00	Introduction to Café session	Facilitator Communications Experts Lice Movono Neisau Tuidraki Tui Marseu
13:00 – 14:00	Lunch (Note: Oceanic Fisheries Working Group Side-Discussion to develop a communications planning timeline for the 15 th Regular Session of the Western and Central Pacific Fisheries Commission)	All
14:00 – 15:30	Café Sessions <ul style="list-style-type: none"> • Packaging your story • Print Media - Press releases and news articles Getting your constituents to sit up and take notice about the work that you do and how it contributes to improving lives and livelihoods. How you go about doing this and how you capture the attention of your readers will be part of the learning at this station.	Lice Movono Communications Expert
	<ul style="list-style-type: none"> • Online Platforms Focus will be on the use of social media as a tool to complement advocacy efforts and outreach to your constituents. The digitized world is becoming more sophisticated and organizations are utilizing innovative ways in getting their messages across.	Neisau Tuidraki Communications Expert
	<ul style="list-style-type: none"> • Broadcast media The two main platforms in broadcast media are radio and television. The broadcast reach is well beyond that of print media and online platforms as these may not be easily accessed. With broadcast media you are in direct contact with the	Tui Marseu Communications Manager WWF Pacific

	audience in real time and feedback can also be received in real time. How you conduct yourself as the messenger, and how you impart information and knowledge is critical for raising awareness, interest, and buy-in.	
15:30 – 15:45	Afternoon Tea	All
15:45 – 16:00	Summary discussion of workshop, and future plans	Facilitator
16:00-16:15	Close of workshop	Facilitator & Duncan Williams