



# PIANGO

**Pacific Islands Association of Non-Governmental Organisations  
Association des ONGs des Iles de Pacifique**

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**PIANGO/AUSAID PACIFIC MEDIA ASSISTANCE SCHEME  
(PACMAS) PROJECT  
TRAINING OF TRAINERS  
COMMUNICATIONS WORKSHOP**

**SECRETARIAT OF THE PACIFIC COMMUNITY (SPC)  
MEDIA CENTRE  
16-20 MARCH, 2009  
SUVA, FIJI**

**PROVISIONAL AGENDA**

**DAY ONE: Monday, 16th March, 2009**

800-900 Registration and collection of Conference Kits

900-1000 **OFFICIAL OPENING OF WORKSHOP**  
Welcome Remarks  
— *Mr Bakanebo Tamaroa, PIANGO Executive Director*  
Opening Prayer  
— *NLU representative*  
Opening Address  
— *Mr Drew Havea, PIANGO Chairperson*

1000-1030 **MORNING TEA**

1030-1100 Introductions by Participants and Expectations of Workshop

1100-1130 **SETTING THE SCENE:**

- Background to PACMAS project
- Overview of Workshop, Aims and Objectives

— *Katabwena Tawaka, PIANGO Manager Information Sharing*  
— *Debbie Singh, PIANGO Communications Consultant*

- 1130-1230 Overview of the Pacific Media Environment: Issues and Challenges  
— *Shailendra Singh, Head of Journalism, University of the South Pacific*
- Media and Participatory Development in the Pacific Islands  
— *Charmaine Rodrigues, Regional Parliamentary Strengthening Expert, UNDP*
- Discussions
- 1230-1300 Interactive Session**  
What are the challenges faced by CSOs in the Pacific in their dealings with the media?  
— Facilitators: *Katabwena Tawaka, PIANGO Manager Information Sharing/Debbie Singh, PIANGO Communications Consultant*
- 1300-1400 **LUNCH**
- 1400-1530 Panel Discussion: Strategies for Media Engagement**  
What Makes the News? How can CSO issues make the news? Is the media interested? What are the challenges and obstacles from a media perspective? How can CSOs engage more effectively with mainstream media? Discuss possible strategies for engagement.  
— *Riyaz Sayed Khaiyum, Chief Executive Officer, Fiji Broadcasting Commission*  
— *Netani Rika, Editor in Chief, The Fiji Times*  
— *Mereana Kitone, Team Leader News, Fiji TV*  
— *Matai Akoula, Pacific Islands News Association (PINA)*
- 1530-1600 **AFTERNOON TEA**
- 1600-1700 **GROUP WORK**  
Possible strategies for effective CSO-media engagement.

## **DAY TWO: Tuesday, 17<sup>th</sup> March, 2009**

830-900      GROUP REPORTS TO PLENARY  
— Facilitators: *\_Katabwena Tawaka, PIANGO/Debbie Singh, Consultant*

900-1000      Overview of the Print Media

- Writing Effective Press Releases
- Issuing Media Advisories
- Fact Sheets, Action Alerts and Backgrounders
- Media Ethics and Conduct

— *Debbie Singh, PIANGO Communications Consultant*  
— Facilitator: *Katabwena Tawaka, PIANGO*

1000- 1030      **MORNING TEA**

1030-1300      GROUP WORK  
— Writing a Press Release  
— Issuing a Media Advisory

1300-1400      **LUNCH**

1400-1530      GROUP REPORTS TO PLENARY

1530-1600      **AFTERNOON TEA**

1600-1700      Interview Techniques  
— *Larry Thomas, SPC Regional Media Centre*

## **DAY THREE: Wednesday, 18<sup>th</sup> March, 2009**

830-1000      Overview of Radio broadcasting

- Writing for Radio
- Radio Equipment
- Voice and microphone

— *Larry Thomas, Coordinator, SPC Media Centre*

- 1000-1030 **MORNING TEA**
- 1030-1300 GROUP WORK: Radio Production
- 1300-1400 **LUNCH**
- 1400-1530 GROUP REPORTS TO PLENARY
- 1530-1600 **AFTERNOON TEA**
- 1600-1700 Television Broadcasting
- NGOs and TV Stations as Partners
  - Why is TV a powerful medium of communication?
  - Programme styles, formats and purposes.
  - Interview skills for TV
  - Scripts
  - Video Production
- *Larry Thomas/Ruci Mafi, SPC Media Centre*

## **DAY FOUR: Thursday, 19<sup>th</sup> March, 2009**

- 830-1000 Graphic Design and Layout  
— *Larry Thomas, SPC Media Centre*
- 1030-1100 **MORNING TEA**
- 1100-1300 Graphic design and layout
- 1300-1400 **LUNCH**
- 1400-1530 **Panel Discussion: CSO Advocacy Strategies**  
How can CSOs effectively articulate their issues in the mainstream media? What are some of the challenges currently being faced? Highlight success stories and strategies used.
- *Shamima Ali/Edwina Kotoisuva, Fiji Women's Crisis Centre*  
— *Virisila Buadromo, Fiji Women's Rights Movement*  
— *Peni Moore, Women's Action for Change*  
— *Bernadette Rounds Ganilau, NGO Advocate and Strategist*  
Facilitator: *Arieta Moceica, Capacity Building Manager, PIANGO*

1530-1600 **AFTERNOON TEA**

1600-1700 Development of Communications Strategies  
— *Debbie Singh, PIANGO Communications Consultant*  
PIANGO's Communication Strategy  
— *Katabwena Tawaka, Manager Information Sharing, PIANGO*

## **DAY FIVE: Friday, 20<sup>th</sup> March, 2009**

0830-1000 GROUP WORK  
— How can PIANGO improve its communication with NLUs<sup>1</sup>? List possible strategies and approaches.  
— Also include specific communications areas (following this training workshop) where NLUs would require additional PIANGO support.

1000-1030 **MORNING TEA**

1030-1200 GROUP REPORTS TO PLENARY

1200-1300 Website Design  
Research and the internet  
Discussion  
— *Franck Martin, IT Specialist*

1300-1400 **LUNCH**

1400-1430 **Presentation of Certificates**

1430-1500 EVALUATION

1500-1530 **CLOSING**

*Thank You for Your Participation*

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<sup>1</sup> NLUs – National Liaison Units