

Tuvalu climate change media training report
GCCA : PSIS and the Regional Media Centre (RMC).

25-27 July, 2012

Introduction

The media remains a dominant tool when influencing public attitudes towards climate change. When used properly it can contribute to meaningful discussions on climate change and other interconnected issues. With this in mind, the GCCA : PSIS realised that in enhancing communication and visibility the use of the media was important particularly when bringing adaptation programmes and projects to the public domain. A training on media for government officials in Tuvalu was organised as the first of a three training programme planned by GCCA : PSIS and the Regional Media Centre (RMC).

The training was output oriented in which participants were encouraged to plan and develop messages on climate change they felt were suited to their audiences. Content of the training included mass media, how to deal with the media, planning and writing media products like news articles and television short story and a radio current affairs piece. The training was fluid and flexible and allowed the trainers to change it depending on the needs of participants and discussions. A prominent feature of the Tuvalu training was encouraging the participants to begin to communicate with each other through discussions and critique of four television promos.

The training programme was a combination of practical work together with presentations, group work and discussions.



Sessions and presentations

1. Dr Grahame Sem, GCCA climate change advisor

Abstract – Climate Change and the Sciences

Dr Sem's presentation highlighted the climate change and the sciences. He noted that the warming of the climate system is unequivocal, as is now evident from observations of increases in global average air and ocean temperatures, widespread melting of snow and ice, and rising global mean sea level. The presentation also highlighted the greenhouse effect and noted greenhouse gases like carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂), hydrofluorocarbons, perfluorocarbons (PFCs) and sulphur hexafluoride (SF₆). Other topics covered in Dr Sem's presentation include sectors which produce greenhouse gases, signs of climate change, direct observations of recent climate change, variations of the earth's surface temperature with differences from 1961-1990, changes in sea level between 1961-1990. Another issue highlighted is what climate change means for Pacific island countries and impacts on human communities and livelihoods. Impacts highlighted include vulnerability to natural disasters, increase spread of diseases, human settlements on low lying islands and low deltas will be vulnerable to sea level rise, changes in availability of food and freshwater.

2. Dr Grahame Sem

Abstract - Global Climate Change Alliance: Pacific Small Island States (GCCA: PSIS) Project

The Global Climate Change Alliance: Pacific Small Island States project uses innovative and effective approaches to deliver climate change support to developing countries. A total of €11.4 million have been provided by the European

Union to the Secretariat of the Pacific Community (SPC) for the GCCA: PSIS Project and currently there are two (2) regional projects one implemented by SPC and the other by USP. The overall objective of the project is to support the governments of the nine Pacific smaller island states in their efforts to tackle the adverse effects of climate change and this through national climate change adaptation projects, on-the-ground activities supported by climate change mainstreaming, climate change mainstreaming, supporting national efforts to successfully mainstream climate change into national and sector response strategies, climate change information exchange enhanced, streamlined adaptation finance and targeted technical assistance. The purpose of the GCCA: PSIS is to promote long term strategies and approaches to adaptation planning and pave the way for more effective and coordinated aid delivery on climate change at the national and regional level.

3. Pepetua Charles, Acting Director Environment, Tuvalu

Abstract : Climate change and the media in Tuvalu

The presentation highlighted programmes on climate change currently being undertaken by the Government of Tuvalu through its Department of Environment. These included the National Adaptation Programme of Action known as NAPA, the Pacific Adaptation on Climate Change. The presentation also highlighted the extensive use of the media in climate change programmes in Tuvalu. Pepetua highlighted the existence of one medium of communication which is Radio Tuvalu. An important component of Pepetua's presentation was her observation that many TV documentaries and magazine stories produced in the past have been carried out by media persons and organisations outside of Tuvalu and there was a need to have the people of Tuvalu tell their own story.

4. Larry Thomas, Coordinator, Regional Media Centre, SPC

Abstract – Mass media

This introduction looked at the definition of mass media as all forms of media technologies and mediums which are designed to reach a large audience by mass communication. Larry discussed broadcast media which is often also referred to as electronic media where information is transmitted electronically. Broadcast media includes television, film and radio, movies, CDs, DVDs and some other devices like cameras and video consoles. Print media on the other hand uses physical mediums like a newspaper, magazines, brochures, newsletters, books, leaflets and pamphlets as means of sending information. Organisations which control and produce these mediums of communication can also be called the mass media.

Another form of mass media is the internet media because it has many mass media services such as email, websites, blogging, Internet and television. Many mass media outlets are now on the web where they can utilise easy access the internet has.



5. Ruci Mafi, Media trainer, Regional Media Centre, SPC

Abstract: Climate change and the media

According to Gerbner, a theorist on communications media is the social interaction through messages. Broadly, the aims of the media are inform, educate, advocate, create awareness, guide, create discussions and entertain. Usually when we refer to the media we mean news and current affairs and organisations that produce them. News and current affairs are formal forms of media work. Often we ask ourselves whether we do need the media. The presentation noted that the media has the power to attract and direct public attention. The media can be persuasive, influences opinions & beliefs, to manipulate behaviour, and the media helps redefine reality. It legitimises status, issues and state of affairs and informs quickly and extensively. In climate change, some scholars argue that it is "imperative to have an accurately and completely informed public" (Trumbo, 1996: 281) and that improvements in public understanding are urgently needed (see Moser and Dilling, 2007; NSF, 1999).

Planning Stories/ Messages/ Information

In this presentation participants learnt that people must be able to interpret messages conveyed to them and hence compelled to do something about an issues. In planning stories or messages, participants were taught to begin by first identifying target audiences. These could be villagers, communities, women, men, traditional leaders and elders, youth/ young people, children, students, church leaders, politicians, donors, general public, government officials, churches. Participants were asked to plan their messages by answering the following questions. What is the main issue to be covered? What is your message? What are the main

questions to be answered? What resources, sources of information and materials will corroborate/validate – support and hold up your message? Is the message or story new, is it unusual, interesting, about conflict, concerns a prominent person. Research is critical in planning stories or messages. Communications channels are ways of transmitting that enable messages to be exchanged between “senders” and “receivers”.

On some occasions messages have to be reaching the target audience repeatedly and through a range of communication mediums.



Scripting Messages

Messages and information were prepared using the journalism standard of developing stories. This is by answering six questions known as the 5WHs. This includes Who? What? Why? Where? When? How? In addition, through the writing process participants were taught to KISS the messages by keeping them short and simple. Also used was the inverted pyramid style of journalism writing where the most important issues were highlighted first to the least important at the end of the message. Participants were encouraged to consider issues and angles which would appeal to their target audiences. Importantly, this exercise also looked at comprehension – where participants were informed that if they did not understand the messages they develop then there is no way their audience will understand them as well. Editing messages and stories are important to ensure that issues and stories were attractive to the eyes and ears, were factual and accurate and very little grammatical errors.

6. Silafaga Lalua, Senior Journalist, Tuvalu Broadcasting

According to Silafaga radio is the only form of media in Tuvalu. However, an increasing number of the people of Tuvalu have direct access to the internet though connectivity can be limited at times. Tuvalu media's involvement with climate change has not been long. Radio Tuvalu staff in particular have contributed to consultations and awareness raising initiatives with various climate change projects like NAPA, SNC, SLM, ODS, NBSAP, JPACE, Foram Sand, 10 thousand faces (Tuvalu Overview), TUCAN, Alofa Tuvalu and supported the Government at COP meetings. Tuvalu broadcasting is trying to set-up its newspaper and e-newspaper known as the Echoes. Having presented this, Silafaga said the role of the media is usually misunderstood; there is a lack of knowledge, weak working relationship, and lack of coordination in the media and the ever increasing list of new terminology. Radio Tuvalu is working to address these challenges working with Government, civil society groups, communities and other stakeholders to establish a very good working relationship between experts and reporters. It also is trying to increase in-house coordination and in-country climate change training for local journalists.

7. Media product production

Participants were divided into four groups. With assistance from Radio Tuvalu, two groups worked on producing radio promos on climate change in the Tuvalu language. The third group with the assistance of Lauren Robinson and Kelepi Koroi (The Pacific Way TV crew) produced a two minute short film on why children need to use water wisely. The fourth group produced a poster and a flyer highlighting why climate change is their business. Media production took two days and was an interesting process for the participants who wanted to learn a new skill.

8. Conclusion

The training was an important one for Tuvalu and focussed on the people of Tuvalu telling their own story. The four media products have been compiled in separate folders for capacity reasons. The training concluded successfully. We were mindful of staffing constraints within the Government agencies represented at the training and made allowances for their absences in some sessions. The training was the first and there were lessons learnt that will be incorporated in future training on climate change. In the evaluation, seven of the 12 participants responded and noted that this was the first time they attended training which allowed them to actually produce materials and put into action skills and knowledge gained. Participants were grateful and realised the importance of the media in communicating climate change.

Evaluation forms were circulated and also annexed.

Annex

1. Participants List

	Name	Organisation	Job Title	Contact
1.	Vine Sosene	Public Health Department	Health education and promotion officer	vine.sosene (at)gmail.com
2.	Tauvala Katea	Meteorological Department	Scientific officer	tauvala.k(at)gmail.com
3.	Tilia Tima	Environment Department	Biodiversity officer	tilia.tima(at)gmail.com
4.	Moe Saitala	Environment Department	Environment Impact Assessment officer	qmtsaitala(at)gmail.com
5.	Diana Semi	Tuvalu Broadcasting	Senior Journalist and news editor	d.semi(at)gmail.com
6.	Vaufongo Tima	Tuvalu Family Health Association	Assistant Youth officer	v.tima87(at)gmail.com
7.	Caitlyn Stanley	Tuvalu Association of NGOs (TANGO)	Part time volunteer	caitlyn.l.stabley(at)gmail.com
8.	Selita Kaniele	TANGO	Project officer	k.selita(at)gmail.com
9.	Pua Pedro	Radio Tuvalu	Reporter	missypedro(at)gmail.com
10.	Amouta Falani	Tuvalu Family Health Association	Communications officer	
11.	Tepau Semi	Department of Environment	Officer – Department of Environment	
12.	Silafaga	Radio Tuvalu	Publications	silafong(at)hotmail.com

	Lalua		coordinator	
--	-------	--	-------------	--

2. Programme



Climate change media training v2.pdf

2. Presentations



climate change and the sciences.pdf



GCCA PSIS Overview 14 06 12.pdf



Climate change and the media - RMB.pdf



Climate change & the media.pdf



Climate change and the media in Tuvalu.pdf

3. Evaluation Form

SPC Suva Regional Office

Private Mail Bag
Suva
Fiji Islands
Telephone: +679 337 0733
Fax: +679 377 0021

**SPC Headquarte**

BP D5
98848 Noumea Ced
New Caledonia
Telephone: +687 26
Fax: +687 26 38 18

EVALUATION FORM

Thank you for participating in this workshop. We will use your valuable feedback to improve our work when planning workshops and training.

Please circle the ratings that best reflect your responses to the questions, and add comments as appropriate. We will collect your completed evaluation form at the end of the day.

Name and organisation : _____

Question	Rating	Comments
Overall, how useful have you found this workshop?	Not useful Useful Very useful Could be better	
What was featured prominently in the discussions? What ways can you apply the skills and knowledge from this training to your work and to your organization?		
Overall, did the workshop meet your expectations?	No expectations Met Some expectations met Expectations Met	
What was missing, or what would you have liked covered in more detail?		
Were the facilitators/ trainers effective?	Not effective Somewhat Effective Effective Very effective	

3. Outputs - In Separate Folder