



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
2-6 MARCH, 2009
SUVA, FIJI**

WORKSHOP OBJECTIVES

The workshop aims to:

- (i) Enable PIANGO National Liaison Unit (NLU) representatives to apply basic journalism skills to engage with the mainstream news media.
- (ii) Enable NLUs to write effective Press Releases and Media Advisories.
- (iii) Enable NLUs to effectively apply advocacy skills to facilitate media publication of development and issue-based information in the public domain.
- (iv) Provide NLUs with an understanding of concepts such as gender reporting, media ethics and conduct and media and development issues facing the Pacific Island region.
- (v) Enable NLUs to plan and develop Communications Strategies and Strategic Plans.
- (vi) Provide a basic understanding of the functions of newsrooms and what constitutes “newsworthy” material.

EXPECTED OUTCOMES

At the end of the workshop, participants should:

- (i) Demonstrate an ability to produce accurate, informative and well-written Press Releases and Media Advisories according to standard journalism concepts.
- (ii) Demonstrate an understanding of how to build professional relationships between Civil Society Organisations (CSOs) and the media.
- (iii) Demonstrate an ability to be a well-informed and confident interviewee.
- (iv) Demonstrate an ability to use radio, TV, print, online media and graphic design to present issues, including the different approaches needed for each discipline.
- (v) Demonstrate an ability to produce effective Communications Strategies and Strategic Plans.