

# Key Messages from Monday

*is the recognition that the Media plays a crucial bridging role in communicating government policies to the people and other relevant stakeholders*

# Challenges (for the Media)

- Very little awareness of government policies & information sharing is weak
- Govt officials are not forthcoming with information – need to set up standard procedure for communication
- Cannot access information because of confidentiality
- Creation of official channels for collaboration
- Agriculture is not sexy
- Need to sell & promote agriculture to attract the attention of the media
- Its expensive to engage the media in awareness campaigns (radio &TV spots/advertising very costly)

# How can we address these challenges?

- Understand how the Media operates
- Engage the Media throughout the process of formulation, awareness & implementation of policies/plans – make them feel they own the process too
- Win the Trust & Confidence of the Media
- Train & Build the capacity of the Media
- Conduct informal/off the record/background briefing with the media – update them on the latest developments to policies/plans
- Identify a key person to be the spokesperson/face of the ministry – this person needs to have authority & articulate issues well

# Make Agriculture Sexy!

- Make It Interesting, Keep it Factual & don't sensationalise!
- Breakdown & Simplify facts, figures, acronyms, technical terms
- Put a 'Human Face' to the story – Use people to tell their story
- Use influential & powerful 'Champions' to promote your issue/product
- Powerful Images/quotes or audio gets the attention of the media
- Citizen journalism – encourage members of the public to create & share content from their perspective

# Act locally, share regionally/globally

- Be mindful of interests beyond national audiences
- Consider sharing your story with regional/global audiences
- Use social media to share your story widely – FB, Twitter, Instagram, YouTube etc
- Stories in the local vernacular can be shared with English sub-titles (translation)
- Pacific countries share common & unique challenges - lessons learnt from Tonga can be useful & replicated in other countries

## Group Exercise

- **Selling the launch of the Agriculture Policy Bank to the Media - Making it Sexy!**

# Group Exercise

## **Group One**

- Identify at least three key selling points of the Agriculture Policy Bank

## **Group Two**

- Putting a 'Human Face' to the Policy

## **Group Three**

- Identify at least three regional/international media sources that you can share the story with

## **Group Four**

- Identify three influential & powerful 'Champions' that can promote agriculture here in Tonga