



Communication Strategy for the National Trust of Fiji

Introduction

The National Trust of Fiji was established in 1970 under the Government Acts of the same name (National Trust of Fiji Act 1970) and its amendment Act of 1998 for the general purpose of the preservation of lands, reefs, buildings, chattels of every description having national, historic, architectural or natural interest or beauty. The functions of the organisation encompasses also the protection and augmentation of land or buildings and their surrounding, plants and animals and ensuring that proper access is provided to the public for the enjoyments of these.

The National Trust of Fiji currently manages the following eight sites:

- Borron House – Suva
- Old MH Building – Levuka
- Momi Gun Battery – Nadi
- Laucala Beach Estate Ring Ditch Fort - Suva
- Sigatoka Sand Dunes National Park - Sigatoka
- Garrick Forest Reserve – Navua
- Waisali Forest Reserve – Vanua Levu
- Yadua Taba Crested Iguana Reserve – Vanua Levu

Work is still in progress for the inclusion of 50,000 hectares of forest within the Sovi Basin bordering the provinces of Naitasiri / Namosi. This newly proposed site will be managed by the National Trust of Fiji becoming the organisation's ninth site.

The organisation has been in existence for more than 20 years now, and despite this time span and the management of a number of prominent sites a small amount of the general public is aware of its existence and functions. The National Trust has been able to utilise the awareness publication materials of some of its projects to raise its profile, a process that worked to some extent and mainly in the localities where the projects have been implemented.

It is due to the lack in awareness and objectives of the National Trust of Fiji that this communication strategy has been developed. The following pages will take you through the 4 P (Problem, Public, Product and Plan) steps developed and used successful by Conservation International in developing communication strategies for their projects. Considering the similarities in the work area, objectives and the awareness issues between the National Trust and the work that will be conducted within the Sovi Basin, the results from the Designing a Communications and Education Strategy for Sovi Basin and other Key Biodiversity Areas in Fiji workshop are used where applicable in the development of this strategy. The result of the discussion of the 3rd P from the mentioned workshop is used in this strategy as it is a standard answer with respect to the type of target audience.

Objective: To develop a Communication and Education strategy for the National Trust of Fiji.

Problems

- Lack of information and awareness about the work of the organisation
- Lack of information and awareness of the different sites that the organisation manages.
- Lack of human and financial resources to manage the park and the different sites of the National Trust.
- Human encroachment and trespassing onto protected site areas.

To raise awareness on the work of the organisation the Communication and Education strategy of the organisation should:

1. Encourage the media to produce more stories on the work of heritage conservation. (All sites)
2. Promote the value of the areas of heritage and biodiversity under the National Trust of Fiji and the human impact on natural resources. (Waisali; Y.T; SSD; Garrick;)
3. Inform the stakeholders about the benefits of conservation. (Waisali, Y.T; SSD)
4. Inform neighbouring non-landowner communities of the importance and the benefits of sustainable practices on all NTF sites. (Waisali, Y.T; SSD; Garrick; Laucala Beach RFD)
5. Ensure that awareness materials disseminate sound information on the sites of the National Trust of Fiji. (All sites)

Publics

Considering the nature of the National Trust of Fiji's work and the site that it manages, the following five public have been identified as the main target audience and one which the communication and education strategy should focus on:

- Media/Journalist
- Landowners
- National Government
- Student/Teacher
- General Public

Products and Activities

News Stories	Brochures	Children's programs
Photographs	Pins/Badge	Calendars
Interviews	Dramas	Book marks
Talk Shows	Puppet shows	Provincial meetings
Booklets	Logos	Posters
Bill boards	Contests	Exhibits
Fact sheets	Village meetings	Documentaries
Flip charts	TV. Programs	
Open days	Universal declared special days eg. Environment day, World Water Day etc.	

The products mentioned above were further analysis using the following 3 questions:

- What are the most appropriate products and activities to reach this target public
- What are the essential messages that will influence the target audience
- What are the most appropriate tactics to approach each audience – What are the 'Dos' & 'Don'ts'

Plan

In preparing the plan, the problems, specific audiences and the products were considered. The table below gives a summary of the audience, the appropriate activities, the site in which the activity is to be carried out and the objectives fulfilled.

Type of Audience	Activity	Relevant NTF Site	Objective
Student	<ul style="list-style-type: none"> Celebration and recognition of universally declared thematic days. For example World Environment Day. A list of these days included in the Appendix. 	Waisali, SSDNP, Levuka and Momi.	1,2,3,4 & 5
	<ul style="list-style-type: none"> Open Days – Free admission or reduction in the admission to each site. 	Waisali Reserve, SSDNP, Borron House	1,2,3,4
	<ul style="list-style-type: none"> Introduce on hands activities for students when they visit the park areas. Eg. SSD Heritage Tool Kit. 	Waisali Reserve, SSDNP, Momi	2,3 and 4
	<ul style="list-style-type: none"> Have a volunteer student program. 	SSDNP, Levuka, Waisali, Garrick, Momi and Laucala Beach Ring Ditch Fort,	2,3,and 4
	<ul style="list-style-type: none"> Produce a tri monthly two fold newspaper specifically targeting students. 	Include all NTF sites and project.	1,2,3, 4 and 5
	<ul style="list-style-type: none"> Organise field trips 	SSDNP, Momi, Garrick, Waisali.	2,3,4

Teachers	<ul style="list-style-type: none"> • Include the teachers in the distribution of newsletters 		3,4,5
	<ul style="list-style-type: none"> • Have student directed projects 	SSDNP, Momi, Waisali	2,3,
Public – Landowners, National Government	<ul style="list-style-type: none"> • Open Days 	SSDNP, Waisali, Borrón House	2,3,4 and 5
	<ul style="list-style-type: none"> • Field visits 	SSDNP, Momi, Waisali, Garrick, Yadua Taba, Laucala Ring ditch Fort	2, 3, 4
	<ul style="list-style-type: none"> • Newsletter 	News on all sites	1, 2,3,4, and 5
Media, Journalists	<ul style="list-style-type: none"> • Invite them on field trips to cover special visits to sites 	SSDNP, Momi, Kadavu, Gau, Bouma, Koroyanitu, Yadua Taba, Borrón House, Laucala Ring Fort Ditch, Waisali, Levuka and Garrick	1,2,3,4 and 5
	<ul style="list-style-type: none"> • Press conferences 	On any important work carried out by the organisation.	1, 2, 3, 4 and 5
	<ul style="list-style-type: none"> • Newsletters 	To cover the work conducted by the organisation.	2, 3, 4 and 5
	<ul style="list-style-type: none"> • Newspaper articles 	Feature articles on the different sites, the projects happening in each site and the people involved.	1, 2, 3, 4, and 5

Current NTF Communications Activities

Activities	Sigatoka Sand Dunes	Momi	Garrick	Waisali Forest	Yadua Tabu	Levuka Community Centre	Borrone House	Laucala Beach Estate Ring Ditch Fort.
School Visits	Frequent	Sometime	Never	Sometime	Sometime	Frequent	Never	Never
Tour groups	Frequent	Sometime	Never	Sometime	Never	Frequent	Never	Never
Research groups	Frequent	Never	Sometime	Sometime	Frequent	Frequent	Never	Never
Open Days	Never	Never	Never	Never	Never	Frequent	Sometime	Never
Field visits	Frequent	Sometime	Sometime	Sometime	Sometime	Frequent	Never	Never
Celebrating special thematic days.	Never	Never	Never	Never	Never	Never	Never	Never
Hands on activities for the students	Recently introduced	Never	Never	Never	Sometime	Frequent	Never	Never
Project related	Sometime	Never	Never	Never	Never	Never	Never	Never
Volunteering programs	Frequent	Never	Never	Never	Never	Never	Never	Never
Newsletters	Sometime							
Press conferences	Sometime	Sometime	Never	Sometime	Sometime	Sometime	Never	Never
News paper features	Frequent	Sometime	Never	Sometime	Sometime	Sometime	Sometime	Never

Frequent
 Sometime
 Never
 Recently introduced

The table gives a clear indication of the different types of public awareness materials and public strategies used at each site. The popularity of a site is indicated by the number of visitors and its accessibility to the public. Although, the table does not give quantitative data, the frequency of visitors, students, researchers and tour groups is a good indication of the popularity of the site. The popularity of a site and the increase in awareness of its existence depends a lot on its accessibility and proximity to the main populous center and the highways as clearly indicated by the Sigatoka Sand Dunes and the Levuka Community Center. The remaining Trust sites are not as accessible as the other sites and as a result not popular or visited.

The isolation or the inaccessibility of the sites should not be a deterrent to the organisation in raising awareness of the site. There are other means and ways in which the sites can be made accessible to the public. Following through from the last section where the sites and current activities were identified, the next section goes a step further with suggestions and comments on publicity for each individual sites.

Sigatoka Sand Dunes

Activities	Frequency	Comments and Suggestions
School Visits		- School visits to the site are well established
Tour groups		- Current numbers to the site are quite sufficient, result of advertisement to the neighbouring hotels and Rosie Tours
Research groups		- The National Trust has in place a set criteria and permit for those that do want to carry out their research on site.
Open Day		- To have a day in the year where the public are allowed access to the dunes for free. The open day can be linked in with the celebration of Fiji day, with fun filled activities designed to take place at the Park area.
Field visits		- Visitation of this nature are handled well by the staff
Celebrating special thematic days.		- Have the SSD visitors center serve as a focal center for information on certain environmental thematic recognized days. The center can put up displays in the library area relating to the day celebrated for World Water Day, World Wetlands day, and for some of the special days listed in the list below.
Hands on activities for the students		- The site already implements a number of activities that students can implement during their visit.
Project related		- Have tertiary based research projects based around the National Park.
Volunteering programs		- The park enjoys services of local and overseas volunteers.
Newsletter		- Due to the popularity of the park and the activities taking place, the site is often featured in the organization's newsletter.
Press conference		- This event depends a lot on kind of visitors and the event taking place in the park. The Trust needs to tap into this section of communications.
News paper features		- The site well covered in newspapers due to it popularity and natural significance.

- **Sigatoka Sand Dunes Tool Kit** – This kit is designed for children within the age groups of 11-14 years old or classes 5- 8. The kit contains 5 simple activities that the children can carry out while they are visiting the park. The activities are meant to stimulate the children's interest in nature and also increase their understanding of the Sigatoka Sand Dunes and its ecology.
- **Interpretation activities by students** – This activity involves students from the neighbouring schools who with the assistance from their Teacher and the site ranger design and built creative interpretive signs along the track with available raw materials from the park area. The signs placed within the park area offer an unusual and different perspective to the way the students interact with the park.

- **Reforestation program** – An initiative to replant native species of trees at the Sigatoka Sand Dunes National Park. The reforestation program such as this can link in with the UNEP Billion Tree plan – A program geared towards planting of a billion trees within a year.

21 March: World Forestry Day/ Second week of March – Arbor Week

26 January: International Environment Day

22 March: World Water Day

21 March. World Forestry Day/ Second week of March – Arbor Week

9 April: International Bird Day

22 April. Earth Day

22 May: International Biodiversity Day

5 June: World Environment Day/ Week

8 June: World Ocean Day

17 June: World Day to combat Desertification and Drought

26 June: International Tropical Forests Day

9 August: International Indigenous Peoples Day

13-14 September: Clean up the World Weekend

16 September: International Day for the Preservation of the Ozone Layer

10 October. Fiji Day

3 December: World Conservation Day

Momi

The Momi Gun Battery site has a lot of potential although at present development is limited due to funding. The distance of the site from the main road and the condition of the road leading to the site is a deterring factor for visitors. Ideally, it would be wonderful to see more interpretation available around the site and maybe within the buildings itself as well.

Activities	Frequency	Comments and Suggestions
School Visits		- Considering the current status of the site and the lack of certain visitor amenities, the current visitation level by school students is just sufficient.
Tour groups		- The tours to the site are not as frequent as we wish it to be although with the current road conditions this is not viable for now.
Research groups		- The criteria and permit is quite sufficient for now.
Open Days		- Might be viable in future when the proper visitation facilities are in place.
Field visits		- The site currently deals with field visits from groups quite sufficiently.
Celebrating special thematic days.		- Have the visitors center serve as a focal center for information on certain environmental universal recognized days. For example World Water Day, World Wetlands day, and for some of the special days listed in the list below.
Hands on activities for the students		- Might not be suitable now but can be developed further later.
Project related		- Not applicable.
Volunteering programs		- At present, volunteering may be restricted to members only due to the site location and absence of amenities.
Newsletter		- The organization's current newsletter gives an update of the developments occurring within the site although it would be good to have stories and pictures of other gun batteries in existence around the country or even buildings and sites synonymous with the Second World War.
Press conference		- This event depends a lot on kind of visitors and the event taking place in the park.
News paper features		- The papers at times give coverage of the site although this is far and infrequent.

Garrick Forest Reserve

The Garrick Forest Reserve like the Laucala Beach Ring Ditch fort is a dormant site. Except for the occasional clearance of the boundary of the site not much activity takes place within the reserve. Considering the undisturbed nature of the reserve, the site is an ideal for avid bird watchers. Arrangements can be made with Bird Life International organisation to include the Garrick Reserve as a potential site for their bird watching tours.

Another possibility for the site is its use as an environmental camping ground where children can learn about nature and the environment.

Garrick unlike the other National Trust of Fiji sites lacks awareness materials, its only proper that the Garrick should also have a brochure or poster. Like Waisali, there is potential for the production of an orchid poster or booklet, native trees chart or of wildlife found in the area.

Activities	Frequency	Comments and Suggestions
School Visits	Red	- Considering the current status of the site and the lack of certain visitor amenities the non visitation by school students is appropriate.
Tour groups	Red	- Has potential for development.
Research groups	Cyan	- The criteria and permit is quite sufficient for the request coming in.
Open Days	Red	- Might be viable in future when the proper visitation facilities are in place.
Field visits	Cyan	- The site currently deals with field visits from groups quite sufficiently at present.
Celebrating special thematic days.	Red	- Not viable considering the isolation of the site.
Hands on activities for the students	Red	- Might not be suitable now but has its potential later.
Project related	Red	- An area that will need more thoughts.
Volunteering programs	Red	- Short term volunteering might be suitable for the site at present.
Newsletter	Green	- The organization's current newsletter sufficiently covers issues from the site.
Press conference	Red	- This event depends a lot on kind of visitors and the event taking place in the park. The Trust needs to tap into this section of communications.
News paper features	Red	- The current coverage for the site is sufficient for now.

Waisali Forest Reserve

Waisali Forest Reserve, the National Trust's Vanua Levu site received much needed assistance from NZAID improving the visitor facility within the park greatly. The site now boasts a Ranger's station, public convenience, picnic tables, benches and a much improved tracks. Improvements that have lead to increased visitation to the site by the local school children and tourists from hotels and cruise liners.

Activities	Frequency	Comments and Suggestions
School Visits	Green	- Current visitation numbers quite sufficient.
Tour groups	Cyan	- Current numbers are quite sufficient for now.
Research groups	Cyan	- The criteria and permit is quite sufficient for the request coming in.
Open Days	Red	- Not viable considering the distance of the site from the schools and town.
Field visits	Cyan	- The site currently deals with field visits from groups quite sufficiently at present.
Celebrating special thematic days.	Red	- Not viable considering the isolation of the site.
Hands on activities for the students	Cyan	- Possibility of the design and development of an activity booklet for Waisali Forest.
Project related	Cyan	- Potential for this.
Volunteering programs	Cyan	- Has potential for later development.
Newsletter	Green	-The organization's current newsletter sufficiently covers issues from the site.
Press conference	Cyan	- This event depends a lot on kind of visitors and the event taking place in the park. The Trust needs to tap into this section of communications.
News paper features	Cyan	- The current coverage for the site is sufficient for now.

Yadua Taba

The country's only island sanctuary, Yadua Taba is unique due to the presence of the world's sustainable population of Crested Iguanas. The vulnerability of the Crested Iguana population has restricted visitation to the island and as such the best possible awareness raising method of the island would be through posters, brochures, documentaries and reports.

Activities	Frequency	Comments and Suggestions
School Visits	High	- Special visits are done by the children of Denimanu village.
Tour groups	None	- Not viable ever
Research groups	Medium	- The criteria and permit is quite sufficient for the request coming in.
Open Days	None	- Not viable considering the high vulnerability of the island environment
Field visits	High	- The site currently deals with field visits from special groups quite sufficiently at present.
Celebrating special thematic days.	None	- Not viable considering the isolation of the site.
Hands on activities for the students	Medium	- The organization already has plans for this.
Project related	Medium	- The criteria and permit are quite sufficient for the current research underway.
Volunteering programs	None	- Might be viable.
Newsletter	Medium	- The organization's current newsletter sufficiently covers issues from the site.
Press conference	High	- This event depends a lot on kind of visitors and the event taking place in the park.
News paper features	High	- The current coverage for the site is sufficient for now.

Levuka Community Center

The Levuka Community center due to its town location and the function it plays both as a library and a museum is quite well known. The staff have also been active in implementing and organizing the community's library week and in a number of awareness raising features in the town.

Activities	Frequency	Comments and Suggestions
School Visits		- School children are frequent visitors to the building which also houses the library and a small town museum.
Tour groups		- Current numbers are quite sufficient.
Research groups		- The criteria and permit is quite sufficient for the request coming in.
Open Days		- The location of the centre and the activities implemented by the rangers is quite sufficient in terms raising publicity of the work of the center and the organisation.
Field visits		- The center accommodates this quite well.
Celebrating special thematic days.		- The centre staff already implementing this.
Hands on activities for the students		- The centre staff already implementing this.
Project related		- The center accommodates requests from researchers on Heritage and Culture.
Volunteering programs		- Has potential for further developments.
Newsletter		-The organization's current newsletter sufficiently covers issues from the site.
Press conference		- This event depends a lot on kind of visitors and the event taking place in the centre. The Trust needs to tap into this section of communications
News paper features		- The current coverage for the site is sufficient for now.

Borrón House

The former resident of one of Fiji's main statesman Borrón house is one of the two buildings that the organisation holds lease documents on. Although located within urban area of Suva, visitation to the house is restricted due to its nature as a VIP state house.

Activities	Frequency	Suggestions
School Visits		- Not viable.
Tour groups		- Not viable.
Research groups		- Not Viable
Open Days		- There is a possibility for this.
Field visits		- Not viable.
Celebrating special thematic days.		- Not viable
Hands on activities for the students		- Possibility of the Trust developing a Tool Kit for Heritage. Or even producing a booklet with of all heritage building in the country.
Project related		-
Volunteering programs		- Not viable
Newsletter		- The organization's current newsletter sufficiently covers issues from the site. The newsletter could also contain a historical review of some of the old building within the country.
Press conference		- Not viable
News paper features		- The building gets enough coverage from the media esp with it used as a VIP state house.

Laucala Beach Estate Ring ditch fort

The Laucala Beach Estate Ring Ditch Fort is the organization least known site. Due to the location of the site within the residential zone, there would be some restriction in terms of the kind of activity that can take place there. For example constant visitation by tour groups and schools will be quite inappropriate. This site is another one which can not entertain site visitation but would have to rely on other means of awareness raising.

Activities	Frequency	Comments and Suggestions
School Visits		- Possible
Tour groups		- Possible
Research groups		- Possible
Open Days		- Not viable
Field visits		- As one of the few accessible double ring ditch fort remnants, field visits to the site should be alright.
Celebrating special thematic days.		- Not viable considering that it does not have a Visitors center although this should not prevent the National Trust from not highlighting the site and the part it plays in heritage during World Indigenous day.
Hands on activities for the students		- Might not be sufficient on site but the activity can be linked in with Heritage tool kit designed for Borron House.
Project related		- All information regarding the site and others as such can be found at the Fiji Museum.
Volunteering programs		- Viable especially with the clearing of the boundary process.
Newsletter		- This site is rarely mentioned in the newsletter as it is a non active site. Aside from the occasional clearing, the site is devoid of any activity.
Press conference		- Not suitable
News paper features		- The site can be covered in a feature article to do with defensive features of the villages of old.

Group 1 – Media and Journalists

Appropriate products/ activities to reach this target public	Essential messages that will influence target public	Appropriate tactics to approach this audience	
		Dos	Don'ts
- Press releases to have clear messages	- Human interest story	Provide essential publication for their information	Print jargon
-Coordinate media field trips with environmentalists. Field trips give journalists a better view/understanding of the issue or the site.	- Impacts of environment destruction (Human and non human)	Keep them informed	Let them be the last to know
- Call press conferences – opportunity to meet the stakeholders and community reps, place identity to a name, clear concerns, announce key messages, get feedback from media.	- Highlight people connection to the environment/ land or sea.	Involve them in activities	Last minute prep
-Produce brochures, posters, newsletters, train media on appropriate reporting of conservation issues.		Provide background	Expect them to know everthing
- Recognition awards to highlight outstanding coverage and to build a relationship through this channel.		Built and maintain contact	Don't give them the opportunity to misinterpret the messages.

Group 2 – Landowners

Appropriate products/ activities to reach this target public	Essential messages that will influence target public	Appropriate tactics to approach this audience	
		Dos	Don'ts
- Meeting at village, provincial and district levels	- Keeping the links with nature	Practice transparency	Approach with impractical ideas
- Through the Fijian Affairs board	- Securing natural resources for future generations: as food source, medicine plants and totems	Adhere to traditional protocols and means of communication	Give out scientific jargons
- Songs, Kava drinking and mekes	- Pride in landownership	Communicate at their level of understanding	Use money to win people over or to obtain commitment and trust
- Indigenous Radio programmes		Use local scenarios and examples	
- Columns in the Fijian read newspaper			

Target 3: National Government

Appropriate products/ activities to reach this target public	Essential messages that will influence target public	Appropriate tactics to approach this audience	
		Dos	Don'ts
- Meetings	- Presence of endemics in an area	Follow the proper communication channel and protocol	Use technical terms
- Workshops	- Work carried out in the area	Wear proper attire	Late submissions
- Field Trips	- Communities interest in the conservation of the resources	Simplify presentations	Long lectures
- Departmental updates		Use photos/footage	Contradict existing plans
- News stories		Timely submission of papers and proposals	
- Bulletins (Namata, Tourism,)		Systematic approach	
- Cabinet Papers (gazetted issues)			
- Ministry of Information			
- Presentations and cocktails given by the National Trust to government officials and diplomats.			

Target 4: Teachers (i)

Appropriate products/ activities to reach this target public	Essential messages that will influence target public	Appropriate tactics to approach this audience	
		Dos	Don'ts
- Manuals	Important role of teachers in developing student's mind/skills/actions/attitudes.	To start with the Department of Education	Mode of communication (avoid long lectures, one-way information traffic.
- Hand books	Important role of teachers in educating about environment/ as role models.	Integrate with the current curriculum	Duplicate & contradict (But compliment/ support new ways)
- Newsletters	Environment education can improve skills/ teaching practices/ making learning more enjoyable.	Provide resources	Overload with information
- Flip Charts	Meaningfulness of the preservation of natural and cultural sites of heritage.	Develop activities, booklets, field material, and lessons for teachers.	Avoid irrelevant information
- Local Stories	Take ownership and or provides a sense of pride.	Show participatory activities through workshops – 'practice what you preach'	Avoid technical language/ abstract
- Meeting key resource people		Liaise with schools, district office, communities, school, parents, committees, management	
- Field trips		Consistent follow-up visits/ calls; Network	
- Student directed projects		Acknowledgement	
- Lesson Plan (drama/ 5-line plays, quizzes, oratory, interactive activities)		Have the time to work with the teachers on lessons to reflect.	

		Publish students/ teachers work (Fijian Teachers Association)	
		Use local examples/ stories	
		Use simple yet concrete techniques	

Target 4: Students (ii)

Appropriate products/ activities to reach this target public	Essential messages that will influence target public	Appropriate tactics to approach this audience	
		Dos	Don'ts
- Cartoons	Follow 3-H principle when channeling messages (Head – mind & knowledge; Heart – emotions & attitude; Hands – skills)	Products must be: colourful, attractive, simple, relevant, specific message, can relate to.	Products must not be too 'bulky'/ technical.
- Stickers	Ownership	Let students participate in learning, design projects, come together to celebrate achievements, have educational 'fun' (puppet shows, dramas)	Let students work in isolation
- Posters	Meaning & understanding of conservation/ biodiversity/ protection of species (what species – know the subject)	Have school-community links	Use one strategy
- Pamphlets	Their role/ relationship with/to the sites/ being the 'managers' of their own resource		Let children down eg. don't cancel a class visit
- Board games	Incentive/ benefits of conserving the sites		
- Puppets	Sense of pride in owning & protecting a special entity		
- Jiggles			
- Newsletters			
- Activity books/Activities (murals/projects), field trips, crafts, paintings, role plays, dramas, quizzes, participatory activities, gardening			

Target 5: General Public

Appropriate products/ activities to reach this target public	Essential messages that will influence target public	Appropriate tactics to approach this audience	
		Dos	Don'ts
General Fiji public – Mass media	General Fiji public – general awareness on conservation & of the different Trust sites; link conservation to human welfare & development; importance of these truest areas in terms of Fiji's Biodiversity.	Instill pride	Use complicated/ technical language
Radio stations/ TV: news, songs, poems, talkback shows, interviews, advertising, traditional dance, jingles.	To the rest of the landowning units of the Trust sites – the importance of conserving these areas on community development (present & future); respecting conservation of these areas; to have pride & ownership in the conservation of their heritage; minimise waste & litter; implement sustainable land-use practices	Keep message simple	Ignore criticism & feedback
Newspapers: news, feature articles		Translate materials into major languages	
Activities: village/ tikina/ provincial meetings; kava sessions; merchandise; traditional dance, songs, poems; workshops; Sovi Day celebration (Annual)		Use proper communication channels for village/ tikina/ provincial meetings	
Publications: posters, brochures, booklets, pins		Continuous & regular follow-ups	

MEDIUM	TYPE	COMMENTS
Newspaper	Fiji Times	Weekend circulation - approx. 30,000; Weekday – 8,000-10,000English, vernacular, student (primary to secondary audience)
	Fiji Sun	Approx. 3,000 weekday circulation; English, vernacular
	Daily Post	Approx. 3,000 weekday circulation; English, vernacular
Magazines	Islands Business	Regional coverage; wide focus; portfolio of themed publications
	Living in Fiji	New; upmarket lifestyle publication
	Marama	New; target audience – women
	Turaga	New; Target audience - Men
	Fiji Living	New; broadbased coverage
Radio	Fiji Broadcasting	English, vernacular
	Communications Fiji	English, vernacular
	Z-FM	English
	Christian Network	Has news bulletins
	Radio Pacific	University of the South Pacific station
Online	PACNEWS	Online medium; regional focus
	Fiji Live	Online service
Television	Fiji TV	English, vernacular
	Ministry of Information	Government information agent

As a guideline, some Important Dates:

January. 2007 – Starting of Sovi lease

May (last Monday) – Ratu Sukuna Day

July 2006 – First phase of awareness programme on Sovi Basin

October. 2006 – Final consent of Sovi landowners

26 January: International Environment Day

22 March: World Water Day

21 March. World Forestry Day/ Second week of March – Arbour Week

9 April: International Bird Day

22 April. Earth Day

22 May: International biodiversity Day

5 June: World Environment Day/ Week

8 June: World Ocean Day

26 June: International Tropical Forests Day

9 August: International Indigenous Peoples Day

10 October. Fiji Day

3 December: World Conservation Day