

LAST COPY  
DO NOT  
REMOVE

---

## South Pacific Regional Environment Programme

---



**SPREP REGIONAL ENVIRONMENTAL MEDIA TRAINING WORKSHOP**

Apia, Western Samoa, 2-13 July 1990

South Pacific Commission  
Noumea, New Caledonia  
October 1990

© Copyright South Pacific Commission, 1990  
The South Pacific Commission authorises the reproduction  
of this material, whole or in part, in any form, provided  
appropriate acknowledgement is given.

Original text: English

South Pacific Commission Cataloguing-in-publication data

SPREP Regional Environmental Media Training Workshop  
(1990 : Apia)  
Report

1. Mass media and the environment 2. Conservation of natural  
resources--Study and teaching I. South Pacific Regional Environment  
Programme II. South Pacific Commission

333.7207  
ISBN 982-203-186-6

AACR2

Prepared for publication at  
South Pacific Commission Headquarters,  
Noumea, New Caledonia and  
Printed by



**SOUTH PACIFIC REGIONAL ENVIRONMENT PROGRAMME**

**SOUTH PACIFIC COMMISSION**

**SPREP REGIONAL ENVIRONMENTAL MEDIA TRAINING WORKSHOP**

**(Apia, Western Samoa, 2-13 July 1990)**

**Organised by the South Pacific Regional  
Environment Programme (SPREP) and the  
South Pacific Commission (SPC) Regional Media Centre**

**Hosted by the Environment Division,  
Department of Lands and Environment  
Government of Western Samoa**

**REPORT**

**South Pacific Commission  
Noumea, New Caledonia  
October 1990**



## CONTENTS

	Page
SUMMARY OF WORKSHOP RECOMMENDATIONS	1
INTRODUCTION	2
AGENDA ITEM 1 - OPENING OF THE MEETING	2
AGENDA ITEM 2 - COUNTRY PRESENTATIONS	3
AGENDA ITEM 3 - NON GOVERNMENT ORGANISATION (NGO) PRESENTATIONS	7
AGENDA ITEM 4 - INTRODUCTORY TECHNICAL PRESENTATIONS	8
AGENDA ITEM 5 - WORKING GROUP ACTIVITIES	9
AGENDA ITEM 6 - REVIEW OF WORKING GROUP ACTIVITIES	9
AGENDA ITEM 7 - EXERCISES OF PLENARY GROUP	9
AGENDA ITEM 8 - PRESENTATION OF CERTIFICATES	9
AGENDA ITEM 9 - ADOPTION OF MEETING REPORT AND DISCUSSION OF RECOMMENDATIONS EMANATING FROM THE WORKSHOP	10
 ANNEXES	
Annex I - List of Participants	11
Annex II - Opening Address by Hon. Sifuiva Sione, Minister for Lands and the Environment	17
Annex III - Workshop Programme	19
Annex IV - Certificate of Attendance	21



## SUMMARY OF WORKSHOP RECOMMENDATIONS

As a means of building on the training received at this first SPREP Regional Environmental Media Training Workshop, delegates made the following recommendations:

- (i) that specific in-country assistance in environmental print, radio and video production be provided to member countries and that requests for such assistance be included in SPREP's Work Programme as joint SPREP/SPC Regional Media Centre projects;
- (ii) that SPREP be requested to investigate the provision, by donor organisations, of Scholarships for training in environmental media production;
- (iii) that SPREP undertake a 'Needs Assessment' of assistance with environmental material production amongst the increasing number of non-government organisations (NGOs) currently undertaking environmental awareness raising activities;
- (iv) that SPREP investigate a scheme for training attachments for environmental education, such attachments being with both SPREP and the SPC Regional Media Centre;
- (v) that SPREP convenes a further Regional Environmental Media Training Workshop as Stage II of this first workshop and, where possible, involving consistency of participation so that introductory skills learnt can be further developed;
- (vi) that a series of sub-regional Environmental Media Training Workshops be organised to cater for the growing environmental awareness-raising needs within the region;
- (vii) that in-country environmental song competitions be organised with assistance from local broadcasting corporations, prizes being sought through SPREP's funding channels. It was suggested that the Pacific Islands Broadcasting Association (PIBA) be approached to facilitate assistance of broadcasters. The winners of the in-country competitions would become contestants in a South Pacific Regional Environmental Song Competition;
- (viii) that Environmental Theatre be encouraged and that SPREP actively seek funding to enable assistance to existing groups to reach wider, and particularly village-based, audiences;
- (ix) that SPREP investigate the holding of an Environmental Poster competition; and
- (x) that, as well as the convening of Regional, Sub-regional and in-country workshops on environmental media production techniques, SPREP also investigate the convening of a Regional Media Workshop specifically aimed at techniques for getting the message across and involving a journalistic approach, the holding of public meetings, panel discussions, etc.

## INTRODUCTION

1. In recognition of the many requests from South Pacific member governments for assistance with production of environmental education and awareness-raising material such as videos, radio programmes, posters, pamphlets and newsletters, the South Pacific Regional Environment Programme (SPREP) decided to convene a regional environmental media training workshop during 1990. Financial support was generously provided through the country contributions of the governments of Australia and New Zealand, the Environmental Education and Training Unit of the United Nations Environment Programme (UNEP) and Greenpeace International. The Government of Western Samoa, through its newly created Environment Division within the Department of Lands and Environment, generously offered to host this workshop for a two-week period during July 1990.

2. The South Pacific Commission Regional Media Centre gave SPREP valuable assistance through the provision of resource people for video, radio and graphic arts production. Government representatives from American Samoa, Cook Islands, Federated States of Micronesia, Fiji, Marshall Islands, Nauru, Northern Marianas, Papua New Guinea, Tonga, Vanuatu and Western Samoa participated in the Workshop together with representatives of four non-government organisations (NGOs) namely the Fiji Council of Social Services (FCOSS), Melanesian Environment Foundation (MEF), National Alliance of Non-Government Organisations (NANGO), and the South Pacific Action Committee on Human Ecology and the Environment (SPACHEE). A full participants list is attached as Annex I.

## AGENDA ITEM 1 - OPENING OF THE MEETING

3. The first day of the Workshop (a Plenary Session) was chaired by Mr. Iosefatu Reti, Assistant Director, Environment Division, Department of Lands and Environment, Government of Western Samoa.

4. The workshop was officially opened by the Hon. Sifuiva Sione, Minister for Lands and the Environment who, in welcoming participants, referred to his initial reluctance to host the Workshop due to the considerable damage caused to Western Samoa by Cyclone Ofa. His initial uncertainties had been overcome, however, by the importance that was attached to this workshop. In fact, he regarded this Workshop as an indication of the march towards his country's recovery from the cyclone devastation. The cyclone also served to remind his people that they had been neglecting their environment for far too long and that, by their actions, they could insure that their environment was protected in the future from the devastation associated with natural disaster.

5. He stated that environmental education and public awareness programmes are of vital importance in ensuring that people have a good understanding of their environment and the forces interacting within it. The use of radio, print and more recently, video will continue to play a major role in teaching environmental concepts and in promotion of environmental awareness and consciousness and in ensuring that the public is well-informed. He referred to the role played not only by schools but by the churches and non-government organisations and the responsibility that each of the Workshop participants has in the future production of written and audio-visual environmental education material to ensure that the people of the South Pacific achieve a greater understanding of the inter-relatedness of the environment. The full text of the Hon. Sifuiva Sione's speech appears as Annex II).

6. The SPREP Co-ordinator, Dr. Vili A. Fuavao, thanked the Minister for his government's generosity in hosting the Workshop, especially in light of the devastation caused by Cyclone Ofa. He applauded the action, late in 1989, of the government of Western Samoa in establishing an Environment Division within a Ministry for Lands and the Environment. This action augured well for future environmental protection activities, already well underway through the dedication and work of the head of that Division, Mr. Iosefatu Reti, and his staff.



7. Dr. Fuavao, in his Keynote Address to the Workshop, outlined and graphically illustrated through slides, the major environmental problems faced by the South Pacific region. Rather than giving the postcard view of the South Pacific which visualises coral sand beaches, palm trees, clear water and clean air he alerted participants to the environmental problems associated with a high rate of population growth and accelerating economic development which all too often led to depletion of resources and environmental degradation. He stated that the region's major environmental concerns are:

- sewage-related pollutants on coastal water quality,
- indiscriminant use of pesticides,
- deforestation and land degradation,
- increased sedimentation and destruction of coastal habitats,
- disposal of non-domestic waste,
- heavy metal pollution of coastal areas,
- climate change and potential sea-level rise,
- over-exploitation of living marine resources, and
- species depletion.

8. He called upon the Workshop participants to utilise the skills in radio, video and print material production that they would learn over the next two weeks in a concerted effort to raise awareness of people in the South Pacific to the need for environmental protection.

9. The Environmental Education Officer of SPREP, Ms. Neva Wendt, explained the objectives of the Workshop and referred to the importance SPREP placed on building up in-country capabilities in written and audio-visual environmental education material production. Such training of personnel from Environment Units and from environmental non-government organisations in South Pacific countries would ensure that environmental education material is culturally relevant and available in local languages and thus reaches a wide audience.

10. She referred to the "introductory" nature of this first SPREP Regional Environmental Media Training Workshop, the relatively short duration of which meant that, rather than receiving in-depth training, participants would be made aware of the potential and scope for future work and stimulated to seek further in-country training and assistance with environmental education video, radio and print material production. This specific assistance was being included as an important component of SPREP's 1991-92 Work Programme currently being drawn up for approval at SPREP's forthcoming Intergovernmental Meeting in September this year.

## AGENDA ITEM 2 - COUNTRY PRESENTATIONS

11. The representative of American Samoa, Mr. Fa'ate'a Ilalio, gave a comprehensive coverage of the various American Samoan bodies who undertake environmental education and awareness-raising activities. The Environmental Protection Agency (EPA) produces newspaper articles and public announcements; school curriculum writing and teacher training; drinking water monitoring; hazardous waste removal; waste recycling (aluminium cans); oil spill management and general environmental monitoring and regulation enforcement. American Samoa also has a Coastal Management Program which produces videos, school awareness programmes and manages a permit and review system. The Department of Education has a number of environmental activities, such as: marine science classes; environmental lessons in almost all science courses; teacher training, science fair, science summer camps, reef walks and field trips. The Department of Marine and Wildlife Resources undertakes radio and newspaper advertisements outlining regulations; species population studies and annual bat counts; and boat trips for students as well as teacher trips to Rose Atoll/National Wildlife Sanctuary.

12. The American Samoa Department of Agriculture, the Power Authority, the Office of Samoan Affairs, the Fagatele National Marine Sanctuary each undertake environmental awareness-raising activities. The Non-government Organisation, Le Vaomatua, also plays an important role through monthly public speaking meetings; a Bat/Flying Fox campaign; co-operative activities with Greenpeace/Rainbow Warrior; poster production; radio, television and newspaper articles and advertisements.

13. The representative of the Cook Islands, Mr. Vaitoti Tupa, informed participants of his country's efforts in making people aware of the importance, not only of conservation of environmental, but also of cultural, resources. He referred to the current changing community system resulting in a breakdown of environmentally sound traditional values and practices which had previously served to ensure conservation of nature. Now, however, there was a need to undertake education programmes through schools and through the communication media to raise awareness of the need for environmental protection.

14. The Cook Islands in 1986/87, passed its Conservation Act giving a legal tool which identified as priorities (i) protection of the coastal zone, (ii) avoidance of littering, and (iii) protection of ecosystems and species. Each of these priority areas of work for the Cook Islands Conservation Service has an associated educational element which utilises radio programmes, print material (especially newspapers) and, since the recent introduction of television to Rarotonga, is actively promoting environmental awareness through that medium.

15. The representative of the Federated States of Micronesia, Mr. Curtis Sos, outlined environmental awareness-raising activities from his part of the Federated States of Micronesia, namely Truk (Chuuk) State. He outlined the major issues for environmental awareness-raising as coastal pollution, fresh water quality, waste disposal, and destructive fishing techniques such as dynamiting.

16. Radio broadcasts are the major medium for communicating the need for environmental protection and public campaigns on the activities above, have been successful.

17. The representative of Fiji, Mr. Viane Amato Ali, referred to the establishment in the 1980's of numerous bodies both government and non-government, in Fiji involved in environmental awareness-raising with the result that environmental consciousness in Fiji has been substantially increased and efforts in this regard are assisted by a sympathetic media.

18. Although, various government departments are also involved, four government bodies play a major role in environmental matters, namely (i) The National Trust for Fiji, a statutory authority under the Ministry of Housing and Urban Development, which undertakes activities with schools in both urban and rural areas, produces pamphlets, a newsletter and school broadcasts; (ii) the Environmental Management Committee (EMC), an interministerial body with an advisory and co-ordinating role whose main purpose is to advise the Director of Town and Country Planning on environmental implications of development proposals and whose awareness-raising activities will increase once Fiji's National Conservation Strategy is in place; the Environment Management Unit which effectively began operation in 1989 and which has the formal environmental function within government, and regards Environmental Education and Awareness as extremely important and will strengthen its capacity in this regard once Fiji's National Conservation Strategy is underway. Already it has produced posters in a series called 'Fiji: Our National Heritage'. The fourth government environmental body, and the focal point of environmental administration in Fiji, is the Department of Town and Country Planning under whose auspices are both the Environmental Management Committee and the Environment Management Unit. The Department is very active in environmental awareness-raising activities and frequently utilizes the media. These activities include lectures to schools and to university students, public lectures, development of an environmental postage stamp series, production of a video and several National Environment Week activities. Having outlined the Fiji's governments environmental education activities, the representative of Fiji referred to the need for greater liaison and co-ordination between the government and non-government sectors to avoid duplication of effort and ensure best possible use of resources.

19. The representative of the Marshall Islands, Mr. Abel Anien, outlined the environmental education and awareness-raising activities of the Marshall Islands Environmental Protection Authority (EPA) which, faced with problems associated with increasing population and development pressures as well as significant erosion of scarce atoll land, is undertaking several activities to raise public awareness.

20. Television, radio and print communication media are all being used to bring to people's attention the need for a more effective waste disposal programme, particularly in Majuro. Other activities of the EPA include drinking water monitoring and development of environmental legislation. Work is being undertaken, too, with schools particularly through the production of a Marshallese 'Reader' with an environmental theme. The Marshall Islands managed to join more than 130 countries around the world celebrating the 20th anniversary of Earth Day 1990. The Republic launched its first National Environment Week, the 3rd week of April, 1990.
21. The representative of Nauru, Mr. Baron Waqa, described the physical properties of his country referring specifically to its small size, relative isolation and its major environmental problem, namely the devastation resulting from extensive phosphate mining which has rendered all but a small coastal strip of the island uninhabitable. Another environmental problem in Nauru is waste disposal particularly as very few crops are able to be grown and most food is imported in a packaged form creating a large amount of waste material.
22. Environmental awareness is a relatively new concept especially as there is no environment department on island and at present there are no environmental messages on radio. However, environmental issues are beginning to be taught in schools through the Social Science Curriculum and a competition is organised annually between the 14 small Nauru districts with cash prizes for the most effective clean-up activity and poster production in picnic areas. Aluminium can recycling is also underway.
23. The representatives of the Northern Marianas, Mrs. Lorraine Aldan-Babauta and Ms. Patricia Guerrero, described their territory as a U.S. Commonwealth made up of 16 small islands with limited natural and economic resources and heavily dependent on tourism. Total tourist numbers per year (approximately 280,000) far outnumber the Commonwealth's population of 38,000. A high standard of environmental quality is regarded as important in order to maintain the major economic base, that is, tourism. However, the means of achieving environmental quality is often the subject of considerable debate.
24. There are a number of government entities involved with environmental management and protection, the lead environmental agency being the CNMI Division of Environmental Quality (DEQ). The Division implements an active public awareness and education programme and also provides assistance to the Island-wide Science Fair held by the Public School System; it is an active member of the CNMI Parks and Recreation Council, and is jointly involved with other government agencies in numerous training activities and workshops such as sanitary survey training, pesticide use training, environmental impact assessment, hazardous waste management and erosion control. One of the highlights of the DEQ Environmental Awareness programme is the celebration of "Environmental Awareness Week" involving theme, poster and essay competitions, DEQ open house tours, "Island-wide Clean-up Day" and a special ceremony involving local dignitaries and students.
25. DEQ actively utilises newspapers, radio and cable television to publicise announcements concerning safe drinking water and marine water pollution incidents. It produces a quarterly newsletter and organises celebrations for International Earth Day. Its awareness-raising efforts are also assisted by the inclusion of courses which increasingly address environmental issues in the CNMI high schools and the Community College.
26. The representative of Papua New Guinea, Mrs. Elizabeth Gavara-Nanu, outlined the numerous activities of the PNG Department of Environment and Conservation which, for a number of years, has concentrated on building up their resource collection by producing slide sets, posters, pamphlets and more recently T-Shirts. She stressed the increasing demand for public awareness nation-wide amidst rapid growth in PNG's resource development particularly in mining and forestry. As a future measure to safeguard the Forest Resources of PNG, the Government has embarked on a National Forest Action Plan for a 3 year period, 1991-1995. It proposes mechanisms to promote landowners' awareness and the skills to enable them to participate effectively rather than taking the resource in destructive redress. The Department of Environment and Conservation also has close liaison with the environmental non-government organisations in PNG, such as the Melanesian Environment Foundation (MEF).



27. The relatively large population of PNG and the diversity of languages necessitates a strong and concerted effort on the part of the Department of Environment and Conservation. Unfortunately, in the environmental awareness-raising area there is only one person currently undertaking this work.
28. The representative of Tonga, Mr. Sione Tukia Lepa, gave both graphic and audio illustrations of the environmental awareness activities currently underway in his country. Through the Environmental Planning Section of his government, a number of activities are already underway such as regular radio broadcasting which also reaches outer islands; a well-institutionalised annual Environmental Awareness Week involving ministerial input, environmental themes in church sermons, cleanup activities, a tree planting day, oratory competition, pamphlet distribution, and poster and singing competitions.
29. He re-played for participants the radio theme song used to introduce environmental public announcements and the recording of the oratory competition winner's presentation, both of which very effectively illustrated environmental awareness-raising in action. He referred participants to a striking example of how an informed public is able to forestall environmentally damaging developments such as had been the case with public opposition to a toxic waste incineration proposal in his country.
30. The representative of Vanuatu, Mr. David Esrom, described the activities of the Environment Unit, originally established in 1986, and whose staff of 3, give high priority to environmental education and awareness-raising activities and are particularly keen to channel through environmental information to the community/village people.
31. The Environment Unit produces a bi-monthly radio programme, they have recently received financial assistance for the development of a National Conservation Strategy and they work closely with the Education Department on environmental curriculum development. Recently, with SPREP financial assistance, a high school environmental science curriculum was produced, together with a folio of Natural History drawings of Vanuatu plants and animals prepared by students at Malopoa College. Community environmental awareness is very effectively raised in Vanuatu through the Wan Smolbag Theatre group who, with financial assistance from SPREP, have included an environmental play in their repertoire and who perform in villages both on the larger and outer islands. Early in 1991 a "Grassroots" Awareness Raising Workshop will be held in Port Vila at which community leaders from remote areas will be involved.
32. The representative from Western Samoa, Mr. Iosefatu Reti, presented a brief summary of environmental education activities in Western Samoa. The newly formed Division for the Environment and Conservation of the Department of Lands and Environment had recently produced posters of land and sea birds of Samoa and plans are underway to produce similar materials on flowering plants and corals for distribution during Environment Week 1990 which will be held from October 28, culminating on November 2 which is Arbor Day and a public holiday in the country.
33. The Division for the Environment and Conservation works very closely with the Western Samoa Visitors Bureau in organising rubbish collection and clean up activities by school children. These efforts have brought about an increased awareness not only by school children but also by the general public of the need to keep Apia township clean and the coastal areas free of rubbish and other wastes.
34. Other agencies also involved in environmental education include the Curriculum Development Unit of the Education Department which produces a monthly magazine called "Our World Too". This publication contains contributions by school children in the form of essays, poems etc., and also researched-articles about environmental issues. It complements very nicely the quarterly newsletter of the Division for the Environment and Conservation. The Broadcasting Department prepares radio spots on environmental issues and has conducted several interviews with various government organisations on the environment. A significant development in Western Samoa is the plan for the formation of an environmental NGO in the country to help promote conservation awareness in rural areas.



### AGENDA ITEM 3 - NON-GOVERNMENT ORGANISATION (NGO) PRESENTATIONS

35. Fiji Council of Social Services (FCOSS), Ms. Anil Singh, spoke about the activities of the community-based environmental education group of volunteers called the Community Environment Awareness Programme (CEAP) which is under the umbrella of FCOSS. Established in 1989, CEAP aims to: (i) promote environmental awareness and education in Fiji especially in rural areas; (ii) maintain and run a resource centre for the public; (iii) involve local people in practical environmental projects; (iv) create a network of people and organisations interested in local international environmental issues; and (v) disseminate information.

36. Current activities involve organisation of workshops; meetings; video sessions; informal talks and sessions with village people; clean-up campaigns; tree planting; school education and resource information service; lobbying; production of material in relevant languages and creation of a network of people interested in environmental issues.

37. The representative of the Melanesian Environment Foundation (MEF), Mr. Vincent Manukayasi, said that MEF is one of the most active NGOs in Papua New Guinea. Although it has a small voluntary staff, it has made an impact by the production of awareness material about the environment. Most notably are the production of two video tapes ("Brukim Bus" and "From Mountain to Sea") which are very well researched and presented and have proved very popular.

38. MEF has produced a lot of awareness material on radio and print. However, with print material, taking into account the illiteracy rate in Papua New Guinea and the numerous languages, MEF is trialling awareness material in co-operation with other NGOs. The idea behind this is that awareness-raising alone is ineffective without addressing literacy skills. As a relative newcomer to the Melanesian Environment Foundation, the representative pointed out that the above views (his own) may not reflect the official view of the Foundation.

39. The representative of the National Alliance of Non-Government Organisations (NANGO), Mr. Joe Kelly Bik, stated that NANGO was originally formed by 21 environment/developmental NGOs at the beginning of this year. The aim is to provide information about environmental impacts to the government/general public/local people. The dissemination of information will be through media, TV, radio, newsletter, publication of articles, some member organisations having already implemented some of these activities.

40. Since it is a new organisation, there are problems in carrying out the programmes as planned. As soon as funds become available, programme staff will be recruited and, office space and equipment to implement the programmes will be provided.

41. The representative of the South Pacific Action Committee on Human Ecology and the Environment (SPACHEE), Mr. Tabsu Gounder, outlined the goals of SPACHEE as: (i) raising awareness to environmental problems; (ii) promoting action programmes and environmentally sound development, and (iii) establishing communication between people in the South Pacific region working in environmental areas.

42. Based at the University of the South Pacific (USP) in Suva, Fiji, SPACHEE publishes a Newsletter; produces 'Environmental News Alerts' as a resource for schools and the community on issues such as driftnet fishing, CFC's, deforestation and climate change; provides a Resource Centre with collections of newspaper clippings, magazines, audio-visual and other material; holds regular talks, seminars and ENVIRANET (Satellite) series; identifies resource people for local, national, regional and international environmental activities; and acts as a forum for environmentalists.

#### AGENDA ITEM 4 - INTRODUCTORY TECHNICAL PRESENTATIONS

43. Explanation of the overall functioning of their respective communication mediums was given by each of the resource people from the SPC Regional Media Centre, namely Print, Video and Radio. Participants were first introduced to basic principles of effective communication. It was of importance that this process had to be well understood before exposing the groups to practical exercises in the three media.

44. The strengths and weaknesses of each medium were described. Video, for example, with its dual advantages of visual and audio communication is a very popular medium increasingly utilised within the region. Especially with the recent growth in the number of Pacific Island television services, video has great potential for the future. Its limitations relate to expense and time of production, and its dependency on electricity (as was experienced during the workshop which was fraught with power stoppages) as well as its dependency on sensitive equipment. Radio, widely used as a medium for communication within the region and one that is able to penetrate into remote areas, has the advantage of enabling the listener to carry on with another activity at the same time. It has three main functions, namely information, entertainment and education. Radio programmes have to take into account the situation of the target group, listening behaviour and how people recall information. In campaigning for awareness-raising, the radio "spot," the social marketing equivalent of the commercial radio advertisement is a powerful format. This requires the creative development of what's known as a "hook" to attract the attention of the listener while delivering the information. Most radio stations are constrained by lack of time and personnel and thus welcome receiving material in a form ready to be used. Many radio stations may expect payment for radio time, however aid organisations and commercial sponsors, are not difficult to find especially for environmental programmes which are currently very popular. The many forms of printed material for example, posters, pamphlets, and newsletters and the advantages of this medium's wide dissemination possibilities were outlined. The basic elements of successful newsletter design and principles of good poster production were described. A good poster for example, is one that employs a large visual illustration to catch and hold attention in order that passers-by will read a very brief but highly understandable and persuasively written message. The attention of participants was drawn to the steps taken by people before they adopt new knowledge and proceed to act; viz awareness, interest, trial and evaluation.

45. In the interests of creativity, participants were referred to the following statement by Alvin Toffler:

#### ON CREATIVE THINKING

The overwhelming majority of ideas...  
Will of course be absurd, funny  
or technically impossible.

Yet the essence of creativity is  
a willingness to play the fool,  
to toy with the absurd, only  
later submitting the stream  
of ideas to harsh critical judgement.

The importance of not censoring one's thoughts before putting them on paper, was thus stressed.

46. The facilities available for training in the three medias at the South Pacific Commission Media Training Centre, Suva, Fiji were described as was the mechanism for putting forward requests for this assistance, namely through each country's department of foreign affairs.

#### AGENDA ITEM 5 - WORKING GROUP ACTIVITIES

47. Participants were allocated into three separate groups (A, B, C), Video, Radio and Print in which they spent two days in production of short videos, radio spots and draft posters. The working groups rotated after two days so that each participant received training in each of the three medias. A copy of the Workshop Programme appears as Annex III. Two field trips were organised on the weekend by the Government of Western Samoa's Environment Division to enable participants to obtain first hand knowledge of the environment of Western Samoa.

#### AGENDA ITEM 6 - REVIEW OF WORKING GROUP ACTIVITIES

48. Three short videos on (a) Water Conservation, (b) Littering and (c) Water Pollution were produced utilising three different stages, namely

- I. Pre-production - outline, script, shooting order.
- II. Production - shooting.
- III. Post-production - editing, music, narration, and titles.

49. Brainstorming sessions resulted in 35 scripts for radio spots. Twenty-nine were recorded with use being made of sound effects and "jingles" treatment which included modern "rap" music. These dealt with a range of environmental issues that included waste disposal, water conservation, forest logging, pesticide use and water pollution. The spots would be used as proto-types for revision, refinement and further treatment prior to professional production in-country.

50. Twenty-three draft posters were produced on a wide range of topics such as water conservation, forest logging and waste disposal. Rather than concentrating on technical drawing skills, the development of a concept was paramount, together with effective deliverance of a message.

51. All participants met to review and evaluate each others work in video, radio and print. They highlighted strengths and weaknesses; scrutinized and checked effectiveness in message deliverance; and suggested possible improvements in script and treatment. It was stressed in the evaluation of each medium, that material produced needed to be looked at in terms of ideas and concepts rather than from a technical point of view, full technical facilities not having been available at this Apia-based Workshop.

#### AGENDA ITEM 7 - EXERCISES OF PLENARY GROUP

52. All participants, having reviewed the material produced, then met in full groupings to write newsletter articles, write video scripts and radio 'spot' scripts, drawing on the lessons learnt in the evaluation sessions.

#### AGENDA ITEM 8 - PRESENTATION OF CERTIFICATES

53. The Minister for Lands and the Environment, the Hon. Sifuiva Sione, presented Course Completion Certificates to participants, and formally closed the meeting expressing the hope that Workshop participants on their return to their home countries, would put into practice what they had learnt in the last two weeks. This way the in-country preparation of environmental education and awareness raising material, would significantly increase and strengthen efforts to ensure protection of the environment of the South Pacific region.

## AGENDA ITEM 9 - ADOPTION OF MEETING REPORT AND DISCUSSION OF RECOMMENDATIONS EMANATING FROM THE WORKSHOP

As a means of building on the training received at this first SPREP Regional Environmental Media Training Workshop, delegates made the following recommendations:

- (i) that specific in-country assistance in environmental print, radio and video production be provided to member countries and that requests for such assistance be included in SPREP's Work Programme as joint SPREP/SPC Regional Media Centre projects;
- (ii) that SPREP be requested to investigate the provision, by donor organisations, of Scholarships for training in environmental media production;
- (iii) that SPREP undertake a 'Needs Assessment' of assistance with environmental material production amongst the increasing number of non-government organisations (NGOs) currently undertaking environmental awareness raising activities;
- (iv) that SPREP investigate a scheme for training attachments for environmental education, such attachments being with both SPREP and the SPC Regional Media Centre;
- (v) that SPREP convenes a further Regional Environmental Media Training Workshop as Stage II of this first workshop and, where possible, involving consistency of participation so that introductory skills learnt can be further developed;
- (vi) that a series of sub-regional Environmental Media Training Workshops be organised to cater for the growing environmental awareness-raising needs within the region;
- (vii) that in-country environmental song competitions be organised with assistance from local broadcasting corporations, prizes being sought through SPREP's funding channels. It was suggested that the Pacific Islands Broadcasting Association (PIBA) be approached to facilitate assistance of broadcasters. The winners of the in-country competitions would become contestants in a South Pacific Regional Environmental Song Competition;
- (viii) that Environmental Theatre be encouraged and that SPREP actively seek funding to enable assistance to existing groups to reach wider, and particularly village-based, audiences;
- (ix) that SPREP investigate the holding of an Environmental Poster competition; and
- (x) that, as well as the convening of Regional, Sub-regional and in-country workshops on environmental media production techniques, SPREP also investigate the convening of a Regional Media Workshop specifically aimed at techniques for getting the message across and involving a journalistic approach, the holding of public meetings, panel discussions, etc.



## LIST OF PARTICIPANTS

## COUNTRY REPRESENTATIVES

## American Samoa

Mr Toetu Malepeai	Phone	:	684-633-2305
Public Information Officer	Fax	:	684-633-5801
Office of the Governor			
American Samoa Government			
PAGO PAGO			
American Samoa			96799

Mr Fa'ate'a Ilalio  
 Environmental Education Specialist  
 Environmental Protection Agency  
 Office of the Governor  
 American Samoa Government  
 PAGO PAGO  
 American Samoa 96799

Ms Talosia Esau	Phone	:	684-633-1246
Coastal Awareness Program Co-ordinator	Fax	:	684-633-5184
Department of Education			
Box 2413, P.O.			
PAGO PAGO			
American Samoa			

Mr Rick Davis (Observer)  
 Science Specialist  
 Education Department  
 American Samoa Government  
 PAGO PAGO  
 American Samoa

## Cook Islands

Mr Vaitoti Tupa	Phone	:	(682) 21 256
Senior Conservation Officer	Telex	:	SECFA RG 62056
Conservation Service	Fax	:	(682) 21 247
Tu'anga Taporoporo			
P.O. Box 371			
RAROTONGA			
Cook Islands			

Ms Tereapii Pakitoo	Phone	:	(682) 21 256
Secretary/Information Officer	Telex	:	SECFA RG 62056
Conservation Service	Fax	:	(682) 21 247
Tu'anga Taporoporo			
P.O. Box 371			
RAROTONGA			
Cook Islands			

**Federated States of  
Micronesia**

Mr Curtis Sos  
Environmental Education Specialist  
P.O. Box 53 or 400  
CHUUK STATE (TRUK)  
Federated States of Micronesia

Phone : 330-2395 / 330-2390

**Fiji**

Mr Viane Amato Ali  
Department of Town and Country Planning  
P.O. Box 2350  
Government Buildings  
SUVA  
Fiji

Phone : (679) 21 1796

**Marshall Islands**

Mr Abel Anien  
Education Officer  
Environmental Protection Authority  
P.O. Box 1322  
Republic of the Marshall Islands  
MAJURO  
Marshall Islands 96990

Phone : 3250 Ext. 365  
Telex : 0927 FRNAFS

**Nauru**

Mr Baron Waqa  
Nauru Secondary School  
Nauru

Phone : 3252 or 3253

**Northern Mariana Islands**

Ms Patricia Guerrero  
Administrative Assistant  
Division of Environmental Quality  
Old Dr Torres Hospital  
P.O. Box 1304  
SAIPAN, MP 96950  
Commonwealth of the Northern  
Marianas Islands

Phone : (670) 234-6114  
or 6984, 1012  
Fax : (670) 234-1003

Mrs Lorraine A. Babauta  
Division of Environmental Quality  
Old Dr Torres Hospital  
P.O. Box 1304  
SAIPAN, MP 96950  
Commonwealth of the Northern  
Marianas Islands

Phone : (670) 234-6114  
or 6984, 1012  
Fax : (670) 234-1003

**Papua New Guinea**

Mrs Elizabeth Gavara-Nanu  
 Information Officer  
 Department of Environment and  
 Conservation  
 P.O. Box 6601  
 BOROKO  
 Papua New Guinea

Phone : (180 0011 675) 271 788  
 Telex : NE 22327  
 Fax : (675) 271 044

**Tonga**

Mr Sione Tukia Lepa  
 Park Ranger  
 Ministry of Lands, Survey  
 and Natural Resources  
 P.O. Box 5  
 NUKU'ALOFA  
 Tonga

**Vanuatu**

Mr David Esrom  
 Marine Conservation Officer  
 Department of Physical Planning and  
 Environment  
 Government of the Vanuatu  
 PMB 036  
 PORT VILA  
 Vanuatu

Phone : (678) 2252 EXT. 39  
 Telex : 1040 VANGOV NH  
 Fax : (678) 3152

Ms Leiwia Kaltapiri  
 Executive Officer  
 Environment and Conservation Unit  
 Department of Physical Planning and  
 Environment  
 Government of the Vanuatu  
 PMB 036  
 PORT VILA  
 Vanuatu

Phone : (678) 2252 EXT. 39  
 Telex : 1040 VANGOV NH  
 Fax : (678) 3152

**Western Samoa**

Mrs Neli Fepuleai  
Western Samoa Teachers College  
APIA  
Western Samoa

Mr Vaasiliega Iupati  
Broadcasting

Mr Opetai Liu  
Agriculture

Dr Colin Macpherson  
Curriculum Development Unit  
Department of Education  
APIA  
Western Samoa

Mr Matti Marjamaki  
C/- UNDP  
Private Mail Bag  
APIA  
Western Samoa

Mr Kalati Poai  
Lands and Environment

Mr Billy Bryce  
Health

Ms Shirley Thoms  
U.S. Peace Corps

Mr Faraimo Tiitii  
Forestry Division  
C/- Agriculture Department

Mr Toni Tipamaa  
Lands and Environment

Mr Kapeneta Tupai  
Ministry of Youth, Sports  
and Culture

Mr Fuimaono Fereti Tupua  
Visitors' Bureau

Ms Flo Saaga (Observer)  
Visitors' Bureau



**NON-GOVERNMENT ORGANISATION REPRESENTATIVES****F.C.O.S.S.**

Ms Anil Singh  
 Fiji Council of Social Services  
 GPO Box 13476  
 SUVA  
 Fiji

Phone : (679) 312 649  
 Fax : (679) 302 936

**Melanesian Environment  
 Foundation (M.E.F.)**

Mr Vincent Manukayasi  
 Melanesian Environment Foundation  
 P.O. Box 4830  
 BOROKO NCD  
 Papua New Guinea

Phone : 252440/258036

**N.A.N.G.O.**

Mr Joe Kelly Bik  
 National Alliance of  
 Non-Government Organisations  
 P.O. Box 1119  
 BOROKO, NCD  
 Papua New Guinea

Phone : (675) 258 470 or 258 979  
 Fax : (675) 252 670

**S.P.A.C.H.E.E.**

Mr Tabsu Gounder  
 South Pacific Action Committee on  
 Human Ecology and the Environment  
 University of the South Pacific  
 P.O. Box 1168  
 SUVA  
 Fiji

Phone : (679) 313 900  
 Telex : FJ 2276 USP  
 Fax : (679) 302 548

**HOST**

**GOVERNMENT OF WESTERN SAMOA**  
Environment Division  
Department of Lands and Environment  
APIA  
Western Samoa

Phone: (685) 22481  
Telex: 221 MALO SX  
Fax: C/- Prime Minister's Dept.  
(685) 21504

Mr Iosefatu Reti  
Assistant Director

**SOUTH PACIFIC COMMISSION, MEDIA CENTRE**  
South Pacific Commission (SPC)  
Private Mail Bag  
SUVA  
Fiji

Phone: (679) 383 300  
Telex: 2385 SOPACOM FJ  
Fax: (679) 370021

Mr Dale Hermanson  
Video Officer

Mr Ashley Wickham  
Radio Broadcast Officer

Mr Detlef Blumel  
Graphic Arts Officer

**SOUTH PACIFIC REGIONAL ENVIRONMENT PROGRAMME (SPREP)**  
South Pacific Commission (SPC)  
P.O. Box D5  
NOUMEA CEDEX  
New Caledonia

Phone: (687) 26.20.00  
Telex: 3139 NM SOPACOM  
Fax: (687) 26.38.18

Dr Vili A. Fuavao  
Co-ordinator

Ms Neva Wendt  
Environmental Education Officer

Ms Lisa Weaver-Gosselin  
Secretary (SPREP)

**ADDRESS BY THE HONOURABLE SIFUIVA SIONE,  
MINISTER FOR LANDS AND THE ENVIRONMENT**

When Mr. Iosefatu Reti told me of the plans to have this Workshop here in Apia, I was hesitant to agree for two very important reasons. The first is that, to the present time, we in Samoa are still feeling the effects of cyclone Ofa which caused considerable damage to our country. Naturally, we are anxious to see our country and people recover from this climatic disaster as soon as possible. Consequently, the pressure has been mounting to use all available resources on reconstruction work and it has not been easy therefore to make an exemption for this workshop.

The second reason is that we have always been proud of our beautiful green landscapes and environment, a special feature that has attracted many visitors to our shores. Cyclone Ofa has done much damage to our landscapes and our pride in our environment and for those of you who have visited our country before, the evidence of the destruction must be still visible on your way from the airport to Apia. I regret that you had to visit Apia when there is still much to be cleared and reconstructed but am hopeful that when you return for another visit, things will be back to normal.

I am pleased that I was able to overcome my uncertainties and that the workshop has been allowed to be held here for it gave me, firstly; the opportunity to meet and welcome you to Apia; and, secondly; I see the Workshop as an important aspect of our march to recovery.

We have felt with great sorrow and sadness the loss of lives and properties caused by the cyclone, however this unfortunate event has also served to remind us that we have been neglecting our environment for far too long. We had assumed that nature will always take care of us, protecting us from the impacts of events such as cyclones and others. We have failed to realise that by our own action, we have rendered our environment incapable of protecting us and our properties. The truth of the matter is that we have abused our environment beyond its capacity to meet its productive and protective functions that it can no longer take care of us and our needs without our help.

So how can we help rebuild our environment to enable it to once again provide for our needs and those of our future generations? The answer is simply, through education and public awareness. Unless we have a good understanding of our environment and the forces interacting within it, our efforts to rebuild our environment will fail, resources will have been wasted and the abuse will continue.

Our environmental education programmes must have a clear focus. The means of teaching and communicating programme concepts and ideas must be directly applicable and adaptable to situations in the areas where they are to be applied. The use of the radio, the print and more recently the video have found wide use and application in our South Pacific countries. They will undoubtedly continue to play a major role in future years in the teaching of environmental concepts and the promotion of environmental awareness and consciousness. The media is a powerful tool we must use to rebuild and protect our environment. It is for this reason that I am particularly pleased to note that this workshop will provide you all with an opportunity to learn about the use and application of the media in the promotion of environmental awareness and understanding. A well-informed public will be supportive of our cause - for only when people understand their special relationship with nature can we count on their support in efforts to save our environment.

Being informed about the environment does not happen only at the classroom; it can also take place at our homes, our places of work and our places of worship. Therefore, the schools, the church, and the non-governmental organisations can, and should all be involved in a public information campaign to promote the conservation of our environment. We need more published materials about our environment. We need to document by way of films and still photographs what is happening to our environment so that others to follow can learn from the good examples and avoid the bad ones. We need to tell others especially those in the remote islands and rural areas about decisions impacting on their environment so that they, too, could have an input into the decision making process.

All these have convinced me of the significance of this workshop. You have an important task ahead of you after this workshop is over. Your governments and employers will be looking at you for the production of relevant materials either through the published media or the spoken word that will help achieve greater understanding of environmental conservation in your own countries. I hope this workshop will give you plenty of time to learn the special skills necessary to achieve and surpass these expectations. I wish you well in this next two weeks of learning.

The environment is important to us. It affects all of us regardless of where we are or what we are. The environmental crisis we are undergoing at present is therefore a convincing, if tragic, proof of the fact that we and our world are interconnected and interdependent. This follows that corresponding regional and international action is needed to save our environment and indeed ourselves from the forces that are destroying our planet. Knowledge about our environment will help facilitate such action and I wish to thank the SPREP and other organisations which have contributed in one way or another to the organisation of this workshop as a means of learning and knowing more about our environment. Thank you for your concern and support for the South Pacific environment and thank you for choosing Apia as the venue for this important workshop.

To all the participants and resource people, I wish you a very warm welcome to Apia. I hope you will find time to see more of our country while you are here and that you will find your stay in Samoa a worthwhile and enjoyable experience.

With my very best wishes for a successful meeting, I wish you God Bless and Soifua.

**WORKSHOP PROGRAMME**Day one / 2 July 1990

Opening of the Meeting

Country Presentations

Non Government Organisation (NGO) Presentations

Day two through five / 3-6 July 1990

Introductory Technical Presentations

Working Group Activities

Day six and seven / 7-8 July 1990

Field Trips

Day eight through eleven / 9-12 July 1990

Working Groups Activities

Day twelve / 13 July 1990

Review of Working Group Activities

Exercises of Plenary Group

Presentation of Certificates

Adoption of Meeting Report and Discussion of Recommendations Emanating from Workshop







South Pacific Regional  
Environment Programme

# *Certificate of Attendance*



South Pacific Commission

This is to certify that

**≡ EXAMPLE ONLY ≡**

has completed the **SPREP REGIONAL ENVIRONMENTAL  
MEDIA TRAINING WORKSHOP**  
held in Apia, Western Samoa  
from 2-13 July 1990

hosted by the Environment Division, Department of Lands and Survey and Land Registry Office,  
Government of Western Samoa

Atanraoi Baiteke  
Secretary-General  
South Pacific Commission







