

**SPREP**  
South Pacific Regional  
Environment Programme



**PROE**  
Programme régional  
océanien de l'environnement



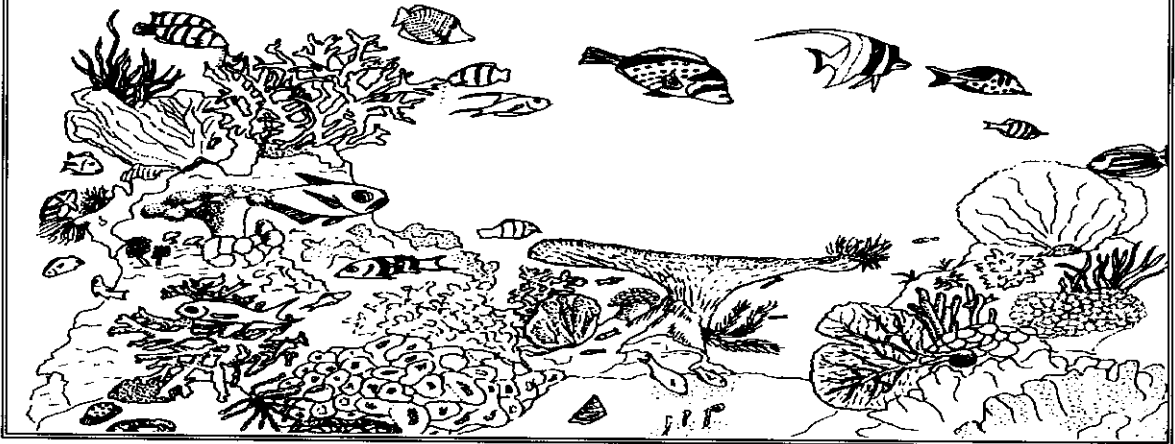
*"Coral Reefs: Their Health, Our Future!"*



## 1997 Pacific Year of the Coral Reef



### Regional Campaign Plan.

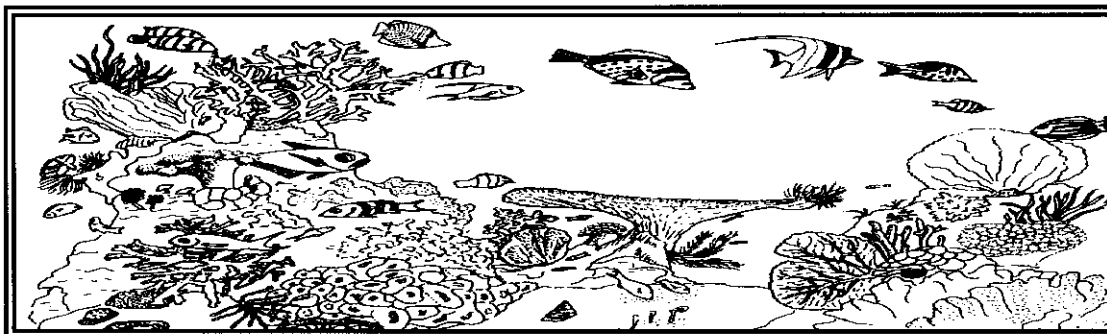


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# Regional Campaign Plan

Pacific "1997 Year of the Coral Reef"



"Coral Reefs: Their health, our future!"

## Introduction

The 1997 Pacific Year of the Coral Reef is a region wide education and awareness campaign. Part of the ICRI Pacific Regional Strategy, this Campaign is aimed at communicating the urgent need to conserve the Pacific coral reef and related ecosystems.

## Background

The importance of coral reefs for sustaining the natural and cultural heritage of our Pacific Island Countries (PICs) cannot be stressed enough. Indeed, they provide sustenance and opportunities for sustainable economic development and recreation in one of the world's most biologically diverse and productive habitats. However, recent research indicates that coral reefs and related ecosystems are at risk primarily due to human activities, thus, managing coral reefs means managing human activities. According to Dr. Clive Wilkinson of the Australian Institute of Science, "70% of the world's coral is either dead, 'critical' or threatened due entirely to pollution, overfishing and other damage caused by man." If this trend continues, most of the global reef resources will be lost in the next century. This global trend led to the formation of the International Coral Reef Initiative (ICRI) which was developed by a small group of like-minded nations at the Global conference of Small Island Developing Nations States, held in March 1994 in Barbados. ICRI represents an important contribution to the implementation of Agenda 21-derived from the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro 1992 - particularly the chapters relating to oceans biodiversity and the sustainable development of small islands states. ICRI has a key role to play in this regard by building and sustaining partnerships which will increase the capacities of countries for effective management and sustainable use of coral reefs and related environments.

## Pacific Coral Reef Initiatives

The ICRI Pacific Regional workshop (Suva, 27 Nov. - 1 Dec. 1995) was called to give direction and life to ICRI at the regional and local levels by fulfilling its objectives and developing an ICRI Pacific Regional Strategy which is realistic and clearly defined.

Two of the important results of the Strategy are *Action 4.2.2* which nominated SPREP to host the ICRI Coordinator for the Pacific region and *Action 5.1.1* which recommended 1997 to be the Pacific “Year of the Coral Reefs.” The endorsement of these two Actions by SPREP member countries paved the way for the Planning Meeting for the 1997” Pacific Year of the Coral Reefs.” In this Planning Meeting, more than 30 representatives (Refer to Annex 1: Participant List) from 17 countries including 15 non government agencies participated in working groups to formulate a campaign slogan, key messages, key audiences and the Pacific Year of the Coral Reef Regional Campaign plan.

**1997 Pacific Year of the Coral Reef Goal:**

*“Coral Reefs: Their Health, Our Future!”*

**Goal**

*The goal of the campaign is to increase understanding, appreciation, support and immediate action for coral reef conservation and wise use through the use of a range of communication tools by the campaign network (Attachment .).*

**SPREP’s Role**

SPREP, as coordinator of the regional campaign, is working with participating government and non government agencies to implement national campaign initiatives. SPREP is available to assist the development of national/ngo campaign activities and to provide some funding towards these.



**1997 Pacific Year of the Coral Reef Campaign Slogan:**

*“Coral Reefs: Their Health, Our Future!”*

This slogan will be utilised regionally by SPREP and also by SPREP member countries in their National/ngo Campaigns. However, member countries may come up with their own local slogans for National/ngo Campaign activities. Local translations for the slogan has been requested from participants.

## Key messages:

The following key messages, based on the campaign slogan, should be used in drafting messages for education and awareness activities.



*"Coral Reefs: Their Health, Our Future!"*

**Key Messages**

*Coral reefs are in danger!*

*Healthy coral reefs are living communities - corals are living animals.*

*Healthy coral reefs provide food for our families.*

*Healthy coral reefs build beaches and islands and protect our homes from the sea.*

*Pollution kills our coral reefs.*

*Using fish poison kills our coral reefs.*

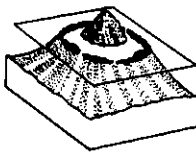
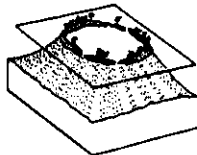
*Dynamiting kills coral reefs and blows up our families' future.*

*Soil is precious on land but kills life on coral reefs.*

*Taking too much from the reef today steals from our children's future.*

*Together our coral reefs, mangroves and seagrasses protect and support each other: we need them all.*


*Protecting our coral reefs helps secure our future and is everyone's responsibility.*




Local translations for the key messages have been requested from member countries. Refer to *Attachment B* for the Translation Form.

## Key Audiences:

The meeting agreed that the following key audiences should be taken into consideration when planning campaign activities. In addition, careful consideration on how to reach these key audiences should be made a priority.

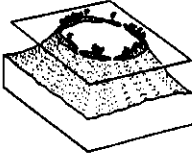
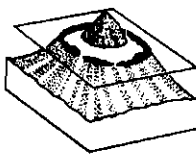



"Coral Reefs: Their Health, Our Future!"



**Key Audiences**

*Planners, Politicians, Government officials, Subsistence and commercial fisher people, School children and educators, Developers, Traditional leaders, Tourists, Farmers, Military, Press and Media, Tour operators, Mining industry, Shipping industry, Religious leaders, Parents, Logging industry, Resource owners*

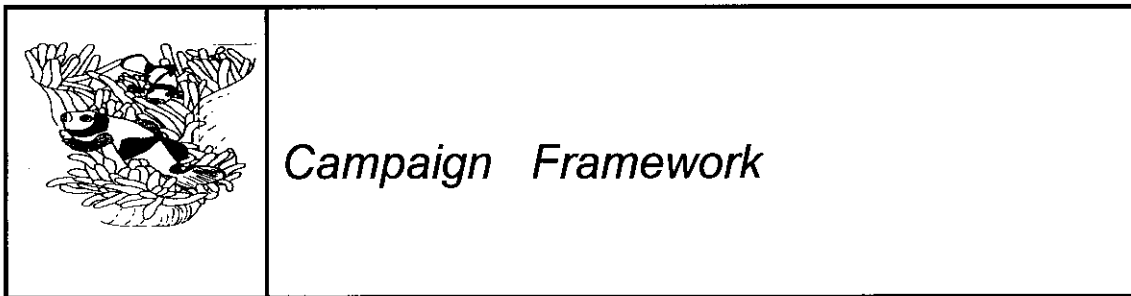




## Regional Campaign Plan

The Pacific Year of the Coral Reef Regional Campaign Plan (RCP) developed by SPREP Member Countries, is composed of a campaign slogan, key messages, key audiences and a framework which is focused on six (6) key areas:

- (i) Support to national and ngo campaign plans;
- (ii) Communication initiatives;
- (iii) Policy initiatives;
- (iv) Resource production;
- (v) Reporting, monitoring and evaluation; and
- (vi) Interaction with the International Year of the Reef (IYOR)

These framework components will drive the Regional Campaign Plan to effect the 1997 Pacific Year of the Coral Reef (PYOCR) within the region.



## 1. SPREP's Support to national and ngo campaign plans

- 1.1 Actively seek new and additional funding, technical assistance and in-kind support for PYOCR, especially to support the implementation of national/ngo campaign plans.
- 1.2 Disseminate information about the level and availability of funding (including a format/guidelines for application).
- 1.3 Provide expert and timely advice for national/ngo campaign plan development.
- 1.4 Support local and national workshops that are part of national/ngo campaign plans.
- 1.5 Act as a clearing house for information and contacts. Collate information and/or provide
- 1.6 Contact information on resource persons that can respond to specific issues e.g. bleaching, marina development, starfish outbreaks, marine protected areas, monitoring, EIA's, bio-monitoring, best management practices, water quality monitoring, model legislation.
- 1.7 Encourage Heads of Government/Ministers to launch national campaigns.
- 1.8 Encourage national/ngo campaigns to have a patron.

## 2. Communication Initiatives

### Scheduled activities:

- 2.1 Regional press launch of the 1997 PYOCR will be on the eleventh (11<sup>th</sup>) of February 1997. The launch will utilise the information from the Status of the Reefs report, the ICRI Pacific Regional Strategy etc.

*Note:* Refer to *Attachment D: Developing good relations with the Media*, *Attachment E: Information on organising a Launch, Function, Media Conference, writing Media Releases and Interview Techniques* and *Attachment G: Press List* for assistance with Campaign activities.

- 2.2 Launch of documentary video and companion advertisement (30 second clip, including audio tape for radio) and promotion of its use on TV, in schools, airlines and other media outlets.

- 2.3 Presentation of the PYOCR at 1996 and 1997 Pacific Island News Association Conference.
- 2.4 Use every opportunity to promote the campaign at relevant regional/international meetings e.g. Pacific Science Association Inter-Congress, Fiji Oceans Promotion, SPC, TCSP, SOPAC, Forum meetings,
- 2.5 Integrate and promote the campaign in the development of the Sixth Conference on Nature Conservation and Protected Areas (Federated States of Micronesia, 1997)
- 2.6 Provide media based campaign wrap up (11 February 1998) at the official end of the PYOCR.

**Note:** Refer to *Attachment A* for SPREP's Timeline

Unscheduled activities:

No dates have been assigned to the following activities as they should be continuous and on-going activities.

- 2.7 Use every opportunity to promote the campaign and its work to journalists (TV, radio, newspaper, print).
- 2.8 Establish dialogue and provide information to the Pacific Council of Churches on the campaign.
- 2.9 Promote use of campaign information in magazine feature articles e.g. Island Business, Pacific Islands Monthly and women's magazines etc. and other organisation's newsletters.
- 2.10 Promote news coverage of national campaign achievements at the regional and international levels.
- 2.11 Promote news and campaign coverage on airline in-flight entertainment programmes (TV and magazine) including translation Japanese and other languages for incoming tourists. Information should focus on tourists interactions with coral reefs and unsustainable/illegal practices e.g. coral/shell trade, collecting, damaging and touching corals etc.
- 2.12 Provide information on the campaign to travel agents and tourist agency networks.
- 2.13 Hold a regional art competition in 1996 to highlight the forthcoming campaign. Entries to be returned to country campaign focal points. Competition to have three sections: primary school, secondary school and adult.
- 2.14 Support to use village based theatre, including puppet groups, as part of national/ngo campaign plans.
- 2.15 Encourage commercial producers of tourist items e.g. t shirts to use the PYOCR theme.
- 2.16 Encourage and provide information to Philatelic Bureaus to produce PYOCR stamps in partnership with national/ngo campaigns,



- 2.17 Internet - if possible SPREP or a campaign network member to link with the website and the IYOR internet mailing list and see that information about activities in the Pacific make it to this page and that information relevant to the region feeds back to those in the region who do not have the internet.
- 2.18 Hold regional workshop for national curriculum developers to focus on coastal marine conservation.

**Note:** *Attachments D, E and G are intended to assist participating countries with Campaign activities.*

### 3. Policy initiatives

The following are the agreed policy initiatives that participating countries, territories and NGOs decided are needed to be pursued during the PYOCR campaign.

- 3.1 Seek endorsement for the PYOCR campaign from and SP Forum, SPC in 1996. Prepare 1997 briefing paper with key actions for Heads of Government (Forum, SPC) in 1997. SPREP to bring to the attention of the Forum & SPC Heads of Government for its recognition/endorsement the following:
- \* importance and endorsement of Integrated Coastal Management (*note that this has been endorsed by Parties to the Convention on Biological Diversity - includes 11 Pacific Parties*), and includes the importance of a legislated EIA process,
  - \* need for a ban on the international trade in live non cultured coral, and the use of cyanide/poisons for the live coral reef fish trade,
  - \* importance of coral reefs and associated ecosystems and the lack of information/understanding/research.
- 3.2 Promote interaction (and accession if appropriate) to relevant conventions e.g. CITES (international trade issues e.g. for live corals, turtles, giant clams etc.), CBD, Ramsar. SPREP to provide information to the PYOCR campaign network on relevant international agreements and how they can support campaign objectives. Emphasise SPREP input on priority campaign issues with international aspects to decisions made under these conventions in 1996/7/8.
- 3.3 Support and focus attention on the Global Coral Reef Monitoring Network in its efforts to establish a regional node in the Pacific and help secure resources to support this.
- 3.4 Encourage and assist countries wishing to develop legislation for the management, conservation and wise use of coral reefs and related ecosystems, including Marine Protected Areas. Where appropriate promote community based management and customary laws in advice to government departments.
- 3.5 Encourage scientific and technical organisations to provide resources and assistance to both regional and national campaigns and initiate programmes in response to identified management issues.
- 3.6 Encourage and support management, research and capacity building proposals to address problems and issues identified in the ICRI Pacific Regional Strategy (e.g.

USP, UPNG, UOG, SPC, FFA, GBRMPA, Unitech, SOPAC, Univ. Hawaii, AIMS, SPREP).

- 3.7 Collaborate with the relevant agencies and programmes working on population issues to highlight impacts of increasing population pressure on coastal resources for the purpose of strengthening policies and actions of these programmes.
- 3.8 Encourage governments/NGOs to use Environment Week/Days or similar to focus on the 1997 Pacific Year of the Coral Reef campaign.

#### 4. Resource Production

SPREP will be producing a number of resources such as videos, fact sheets, stickers, posters, etc., which are available for in-country and regional use can be ordered by filling out the Campaign Resource Form.

- 4.1 SPREP to produce regional campaign resources, as funds allow, -  
HIGH Priority: poster, video, t shirt, fact sheets, sticker,  
MEDIUM Priority: radio audio tape, calendar (based on art competition), children's colouring book/comic book  
LOW Priority: slide show (use existing SPREP slide show as basis and add examples showing human induced impacts and activities)
- 4.2 SPREP to provide regional logo that may be used for national/ngo campaigns to produce t shirts, caps.
- 4.3 Joint production of the Wan Smol Bag 'On the Reef' video as part of package to schools,
- 4.4 Develop a school PYOCR campaign resource information kit which will include copies of campaign resources e.g. posters, videos but also to develop specific school activities through lesson plans and teacher training. Encourage and help develop ongoing curriculum based lessons and material covering coral reef, mangrove etc., conservation and wise use.
- 4.5 Guam video to be made available as a resource to other member countries.

#### *Guiding Principles for Resource Production:*

Encourage and assist reproduction of existing materials useful to the campaign.

Encourage and produce local language versions to meet specified needs in national/ngo campaign plans.

Use materials to show good and bad examples coastal management in the Pacific or from other areas to example key issues.. [*Attention is drawn to an ICLARM Solomon Islands study of fish in protected and unprotected areas.*]

In developing information tools such as fact sheets ensure that relevant information in the scientific literature is not scientific jargon but relevant to sustainable management practices and could be translated into plain English and disseminated.

**Note:** Refer to *Attachment C* for the Campaign Resource Order Form.

## 5. Reporting, Monitoring and Evaluation

It was agreed that SPREP will provide the following to member countries for reporting, monitoring and evaluation of the PYOCR.

- 5.1 Every two months provide fax/e-mail updates on campaign progress and upcoming events, including news from national/ngo campaigns, to the campaign network.
- 5.2 Quarterly campaign update PEACESAT session.
- 5.3 Prepare a campaign report for a Review and Evaluation meeting scheduled for early 1998.
- 5.4 Secure funding and prepare for a campaign review and evaluation meeting in 1998 .

### Pacific YOOCR campaign network members to:

Provide by the 15th of every second month a campaign update (i.e. 15 February, 15 April, 15 June etc.). SPREP will provide format for reporting progress. Reporting during year about progress should be brief and not onerous.

National/ngo campaign coordinators to:

- \* keep a log of feedback and response to all initiatives undertaken in the campaign,
- \* prepare a campaign report for a Review and Evaluation meeting scheduled for early 1998,

Ensure SPREP has copies of locally produced materials for campaign review meeting.

*Note that those campaigns receiving funding will be required to provide a comprehensive report as part of the Letter of Understanding.*

*Attachment F* displays the Members of the PYOCR Campaign Network.

## 6. Interaction with the International Year of the Reef (IYOR)

SPREP will be a coordinating link feeding back and forth information about the IYOR to the PYOCR campaign network. This should include accessing and disseminating information from IYOR to the network, sending Pacific campaign information to IYOR, and helping PYOCR members access IYOR contacts and initiatives.



The 1997 PYOCR campaign is primarily a communications exercise and with limited resources it is important to keep activities focused, simple and targeted at the desired audience.

Local languages should be used as much as possible. Local culture such as legends and traditional practices resulting in less coral reef and related ecosystems use should be encouraged.

In each in-country activity, key working partners within and outside government need to be identified. NGOs have a key role to play in the Campaign.

Existing research and monitoring activities should be incorporated into the awareness campaign. For example, media releases on coral reef research, trainings, etc.

Local people should be involved in any work in their area and the results of the work should be communicated back to them.






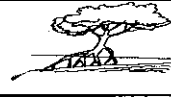


The 1997 Pacific Year of the Coral Reef is a region wide conservation awareness campaign aimed at communicating the urgent need to conserve the Pacific's coral reef and related ecosystems. Scheduled key events and other activities have been developed to support the 1997 Pacific Year of the Coral Reef. SPREP welcomes new ideas for support both for regional and in-country activities.

SPREP looks forward to working with governments and NGO partners to successfully implement the 1997 Pacific Year of the Coral Reef.

## Attachment A

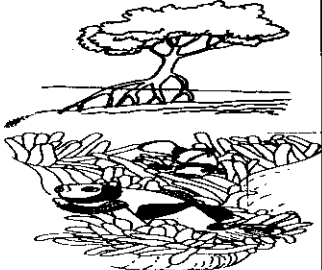
### SPREP's 1996 to 1998 Calendar of Activities

 <b>1996 PYOCR Campaign Activities</b> 	
<b>July</b>	8 <sup>th</sup> to 12 <sup>th</sup> July Planning Meeting for the 1997 Pacific Year of the Coral Reef Campaign
<b>August</b>	Fund raising for 1997 PYOCR campaign activities (on-going)
<b>September</b>	Video Production for the 1997 PYOCR
<b>October</b>	Deadline for the submission of entrees for the Regional PYOCR Logo/Artwork Competition. Deadline for the submission of National/ngo Campaign Proposals
<b>November</b>	Finalisation of Regional Campaign Plan and Coordinator's Kit Announcement of Regional PYOCR Logo/Artwork Competition winners
<b>December</b>	Final printing/production of main campaign resources Campaign Media Pack distributed
 <b>"1997 PYOCR Campaign Activities"</b> 	
<b>January</b>	Finalisation of National/ngo Campaign Plans First major mail out of campaign resource materials (11 <sup>th</sup> Jan. latest)
<b>February</b>	Regional Launch of the PYOCR Campaign (11 <sup>th</sup> of Feb.)
<b>March</b>	Second major mail out of campaign resource materials
<b>April</b>	Launch of 1997 PYOCR video with 30 second Community Service announcements and audio tape for radios.
<b>May</b>	Launch of 1997 PYOCR "Rap" Song cassette
<b>June</b>	Launch of 1997 PYOCR Music Video cassette Compilation of video snippets of PYOCR launches across the region
<b>July</b>	Presentation of the 1997 PYOCR at the Pacific Island News Association Conference(Fiji).
<b>August</b>	Regional Workshop for National Curriculum Developers to focus on Coral Reef Conservation and its Wise Use
<b>September</b>	Development of the Coral Reef Curriculum Marketing the curriculum to education departments
<b>October</b>	Integration and promotion of the PYOCR campaign at the Sixth Conference on Nature Conservation and Protected Areas (FSM)
<b>November</b>	Compilation of status reports of PYOCR campaign activities across the region.
<b>December</b>	Planning for the Regional Evaluation Meeting for the PYOCR Campaign
 <b>"1998 PYOCR Campaign Activities"</b> 	
<b>January</b>	
<b>February</b>	Completion of the 1997 PYOCR Campaign
<b>March</b>	Campaign Wrap Up (Evaluation Meeting)



Note that only scheduled activities have been included in the above timeline. See full list of activities under the Regional Campaign Plan's Communication Initiatives

**Attachment B  
Translation Form**

**Send to:** Lucille Apis-Overhoff, SPREP, Fax: 685 20231

	<p style="text-align: center;"><b>SPREP</b></p> <p style="text-align: center;"><b>1997 PACIFIC YEAR OF THE CORAL REEF</b></p> <p style="text-align: center;"><b>TRANSLATION FORM</b></p> <p style="text-align: center;"><b>"CORAL REEFS: THEIR HEALTH, OUR FUTURE!"</b></p>
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<b>1. Contact details</b>	
Country:	
PYOCR Contact Person	
Postal Address:	
Fax:	Phone:

<b>2. Translation Information</b>	
Local language:	
	
<i>Coral reefs are in danger!</i>	
Translation:	
 <i>Healthy coral reefs are living communities - corals are living animals.</i>	
Translation:	

**Key Message Translations continued:**

*Healthy coral reefs provide food for our families.*

Translation:

*Healthy coral reefs build beaches and islands and protect our homes from the sea.*

Translation:

*Pollution kills our coral reefs.*

Translation:

*Using fish poison kills our coral reefs.*

Translation:

*Dynamiting kills coral reefs and blows up our families' future.*

Translation:

*Soil is precious on land but kills life on coral reefs.*

Translation:

*Taking too much from the reef today steals from our children's future.*

Translation:

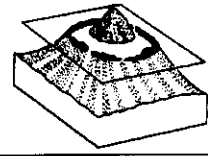
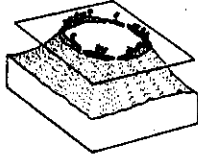
**Key Message Translations continued:**

*Together our coral reefs, mangroves and seagrasses protect and support each other: we need them all.*

Translation:

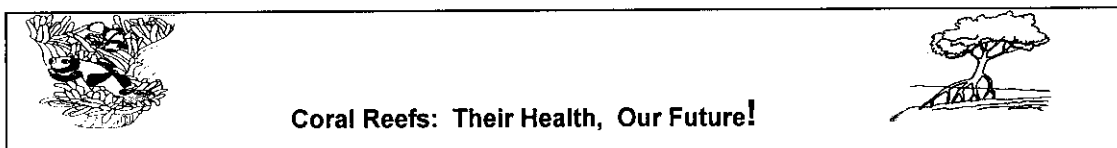
*Protecting our coral reefs helps secure our future and is everyone's responsibility.*

Translation:





**Attachment C**  
**Campaign Resource Order Form**



Items	Number	
	English	Required French
<b>1. Posters</b>		
1997 PYOCR		
A2 size		
A4 size		
Protect our Coral Reefs, They are important to our way of life		
The Pacific Island Environment, The Choice is Yours.		
Mangroves in the South Pacific		
<b>2. PYOCR Colouring Sheet (A4)</b>		
Based on 1997 PYOCR Poster		
<b>3. 1997 PYOCR Video</b>		
Please specify whether you want: PAL _____ NTSC _____ SECAM _____ etc. <i>Note: Video scripts are not yet available, hence video translations won't be possible until further notice.</i>		
<b>4. On the Reef Video (by WanSmol Bag Theatre)</b>		(N/A)
<b>5. 1997 PYOCR "Rap" song video</b>		(N/A)
<b>6. 1997 PYOCR "Rap" song sound track (cassette)</b>		(N/A)
<b>7. Coral Reef Fact Sheet</b>		
<b>8. 1997 PYOCR Stickers</b>		
<b>9. Computer Artwork</b>		
Logo on Disc available in IBM compatible machines		
using Microsoft Word/paintbrush software		

**Sent to:**

Lucille Apis-Overhoff  
 1997 PYOCR Campaign Coordinator  
**SPREP**  
 P.O. Box 240, Apia, Western Samoa  
 Tel: (685) 21929  
 Fax: (685) 20231

## Attachment D

### Developing Good Relations with the Media

The Media are vital for any awareness campaign, particularly radio and papers (where appropriate). Rural people are often the target groups for environmental awareness campaigns, so emphasis should be on radio and some press, in these cases.

To develop sound relations, you can use a number of tools:

- i. Press Release
- ii. Interview
- iii. Briefing

#### 1. The Press Release

Press Releases are the bread and butter of journalists, and one of the most effective methods of getting your messages across. The:

- ◇ help you get your thoughts straight;
- ◇ save you time in briefing journalists on the basic facts of a story;
- ◇ give you a better chance of getting your point across without any errors;
- ◇ give you a chance to set out your views without having your message filtered by others; and
- ◇ give you a record of what you actually said.

#### What can a Press Release be used for?

Press Releases can be used to communicate almost any sort of information.

They can be used to:

- ◇ Give details of an upcoming event;
- ◇ Provide information about what happened at an event;
- ◇ Tell people what someone said;
- ◇ Announce a new government initiative;
- ◇ Outline the findings of a report or study; and
- ◇ Refute something already published in the Media.

#### Writing a Press Release

- ◇ The first sentence of any press release is crucial. It needs to instantly catch your audience's attention. Usually summarises the point you are trying to make.
- ◇ When trying to summarise your thoughts into one sentence it may help to say it out loud to yourself as if you were telling a friend what the story is about.
- ◇ Keep in mind the journalists dictum Who, What, When, Where and Why. These points will usually be covered in the first 2 or 3 paragraphs of your press release. All the rest will be elaboration, explanation and quotes.
- ◇ Use plenty of quotes. They give your message life. Quotes can be much more direct, colloquial and interesting than the rest of the text. They are also the bit that readers will tend to remember.

- ◇ Pay attention to detail
  - ⇒ always give the first and second names of anyone you mention and their full title
  - ⇒ when quoting figures give exact figures and quote where they came from.
  - ⇒ include the name and the and the phone numbers of people who can be contacted for further information (including out-of-hours numbers) and make sure they will be available at those numbers for at least 24 hours after the press release is sent out.
  - ⇒ put a date on the release.
  - ⇒ put the release out on your organisation's letterhead or specially made up press release letterhead. If this is not possible, make sure the release is signed by a senior officer or minister.
  - ⇒ set out the name of all organisations mentioned in full. Use acronyms sparingly.
- ◇ If you are quoting a Minister or other important figure it helps enormously if that person is available for interviews.
- ◇ Explain the significance of your information, e.g. is this the first time your country has done something, is it the first time any country in the region has done this? Give people a reason to sit up and take note of your information.

### **Style**

- ◇ Put a headline on your release. This is usually a summary of what appears in the first paragraph.
- ◇ Keep your press release to one page. If you have more information to convey attach it as an appendix. Reports or speeches can be attached in this way.
- ◇ Use active language
- ◇ Write positively
- ◇ Don't use jargon or technical terms. If there is no alternative, explain in brackets what the term means.

### **2. The Interview**

This is particularly useful where there is one newspaper or radio station that has a special audience that you really want to reach, e.g. many FM stations particularly target young listeners.

- ◇ Prepare yourself on the subject in advance.
- ◇ Get the journalist to outline the areas covered by the interview and the context which the interview will be used
- ◇ Ask who will be listening to the program.

#### **During the interview**

- ◇ Answer questions with facts and specific instances. Quote sources to substantiate your points.
- ◇ Use examples or illustrations to make your point. Use examples that are close to the everyday experience of your listeners where applicable. A word picture will be more useful than reeling off statistics and jargon.
- ◇ keep answers short and to the point.
- ◇ If you don't understand a question, ask the journalist to clarify or to turn off the tape so you can ascertain the real meaning of the question.

- ◇ If you cannot answer a question because the issue is politically sensitive, , make no comment and advise the journalist to direct the question to the Minister. You are not obliged to answer all questions.
- ◇ If you are unsure of a fact don't guess. Ask for the interview to be stopped so you can check your information.
- ◇ If you have circulated a press release, make sure you are available for interview by the media. There is no point issuing a press statement and then disappearing into meetings for a couple of days. Always list a name and contact number for comment at the bottom of the press release.

### **3. The Briefing**

- ◇ The above comments for interviews particularly apply for briefings, where more than one member of the media is available.
- ◇ These are particularly useful for announcing a campaign that will involve all the media.
- ◇ The press release is particularly important here, as it "gets facts straight" from the start.
- ◇ Be prepared for many more questions.

## Attachment E

### Information on how to organise a Launch, Function, Media Conference, Writing Media Releases and Interview Techniques.

Prepared by Lucille Apis-Overhoff, SPREP  
Based on work by David Lloyd, GBRMPA  
@1996

#### Organising a Campaign Launch

A Campaign Launch is a special and newsworthy opportunity to raise the profile of your Pacific Year of the Coral Reef (PYOCR) campaign. It is one of the best ways to get a 'positive' message about the marine environment across to the public through the use of news media and to your campaign partners and targeted individuals at the launch itself.

Not only will the local people learn about the threats to their marine environment but they will be given examples from their own community about how to reduce those threats. It also enables the issue to have a local focus.

It is important to make the Launch a **big deal**. It will take organisation with a capital "O" but it will be worth it if you get a lot of media coverage.

This Campaign Launch Outline can also be used for other activities including Award Ceremonies, Competition Winner Announcements, etc.

#### Preparing for the Launch or Award Ceremony

##### Stage 1

Local contacts may take on one or several of the following jobs.

1. Decide who you want to launch your PYOCR campaign (local identity, Head of State, Miss South Pacific, Ms. XXX [i.e. Miss Fiji, etc] Environment Minister etc.) and write to them to check their availability. When you have established the availability of the VIPs, choose a location and advise the VIPs immediately.
2. Decide whether it will take place at an office, hall, beach, school or at a project site, and if it should be inside or outside. Which would be easier to control?
3. Decide on catering arrangements. Will you provide light refreshments, refreshments, lunch, music displays or nothing?
4. Prepare your list of invitees, design the invitations and send them out. (See 'Who should be invited')

5. Choose the minders, who will be in charge of the ceremony, and who will be responsible for dealing with the media.
6. Choose a Master of Ceremonies (MC) and prepare any speeches that need to be written. (See 'Writing Speeches')
7. Check the replies. Then check that there are enough chairs at the venue, and that the people preparing food know numbers for catering. Make sure of transport arrangements, for yourselves and for the VIPs.
8. Once the Campaign Launch Ceremony details have been decided, send out media releases (see 'Writing a Media Release') and circulate it to local newspapers, television and radio stations. Follow them up with telephone calls to see if the media are going to send representatives of the time, venue, individuals who will present as well as the person who will be launching the Campaign.

Prepare background information about your Department, organisation or group, the Pacific Year of the Coral Reef (PYOCR) campaign, threats to coral reefs, the work the local organisation has done and what you plan to do so you can answer any questions.

## **Stage 2**

### *Day of Launch*

1. On the morning of the presentation ring the media again to remind them that the event is on today.
2. Make sure that the MC has the "Launch Agenda"
3. Check that the person who will be launching the Campaign arrives on time
4. Check to make sure that catered food arrives on time

## **Stage 3**

### *Post Launch*

There are a few matters that you need to follow up after the launch:

- i. Follow up with media/press
- ii. Reconcile budget
- iii. Sent letter of thanks to key people involved
- iv. Prepare a Brief Analysis of successes and problems with the launch. Include advice for future activities.

\*\*\*\*\*

### **Who Should be Invited?**

Apart from the office or organisation coordinating the Campaign and the person who is going to "launch" the Campaign, and local press, radio and television, - who else?

The possibilities are:

- Your local conservation groups

- The Government Officers, village Chief, Mayor and other members of the local council - is there a government spokesperson on the environment?
- The local industry, business association or School Principal
- The local tourist operators or dive shop
- Parish Minister or Priest
- You should also invite everybody who has been helpful to you in your research

Will the Launching ceremony be open to the general public? If so, how will you know how many will come, and will you charge them for their refreshments?

Are there some older people in the community who can describe what the area was like in their childhood, how it became degraded, and what they think is the probable cause?

- How many speeches are there going to be?

Somebody needs to be the Master of Ceremony. Their function is to welcome everyone to the venue and explain the purpose of the Launch. The speakers need to be introduced and thanked at the end.

The person launching the Campaign will say something, and so will the person coordinating it, and you may like to set time limits!

\*\*\*\*\*

### **Appointing “Minders”**

The minder’s job is to make sure that all the important people are looked after. Each of the main visitors and the media needs one.

First introduce yourself to the person you are allocated to mind, and tell them that you are there to see they have everything they need. If they don’t already know each other, introduce them to other people they should meet.

The media minders have a very specific job, and that is to make sure the media get the interviews they want. Radio, television, magazines and newspapers all place their own “angle” on the event. One might want to interview the VIP, others the recipient of the Award, and another perhaps one of the class.

They may also want to know of good locations to take outdoor photographs or footage, or need a quiet place to record an interview.

The media do not often stay very long at functions and may leave before the function is over. They get their story and photographs and rush back to their offices to write, or to put their story to air. Don’t forget to thank them for coming.

\*\*\*\*\*

### **Launch Personality**

Is there a well known personality who lives in your area who is known for their interest in the marine area? Go for the top. Just because someone is famous doesn’t mean they can’t be approached, and Launching the PYOCR Campaign for coral reef conservation might be what they want for publicity.

When you have decided who you would like to Launch the Campaign, write them a letter. This is much better than telephoning because it gives you the chance to explain what kind of work has been done, what your fears and aspirations are for the marine environment in your area, and why the issues are important. Tell them who else you will be inviting to the ceremony. A letter also gives the dignitary time to consider your offer.

Leave a telephone number for them to get back to you. Follow up with a call.

When the dignity has confirmed their availability, send him/her a Launch Ceremony program/agenda, the location of the Ceremony and the time you expect them to arrive.

Then you can print your invitations to include the name of the person launching the Campaign. You will have to give an explanation of what the Campaign is about.

\*\*\*\*\*

### **Writing Speeches**

No one likes long or boring speeches, so the first rule is to keep speeches short and “punchy.”

The first question to be decided is who should make them.

The first speaker (Master of Ceremonies or MC) must call the gathering to order and tell everyone what the procedure is going to be, ie. who is going to speak, what the arrangements are for refreshments (if any). This speech must also

- welcome everyone;
- say who is present;
- thank the dignitary for coming;
- explain what the PYOCR Campaign launch is about and why; and
- state what the PYOCR Campaign aims and activities are.

The guest speaker, if it is someone like a local Member of Parliament, will need to be briefed about exactly what “Pacific Year of the Coral Reef concept” is about, and could perhaps make the point that local actions all over the country are for the good of the nation, and in fact the globe. The conservation slogan goes “Think globally, act locally”.

It would be useful to write all these points down for the MC as well as the person launching the Campaign and make sure they have a copy well before the event, so they have time to prepare their own speeches.

Finally the MC should thank everyone for attending the ceremony, and close the proceedings inviting them to take refreshments.



\*\*\*\*\*

## **Writing a Media Release**

A media release is a statement about a newsworthy event sent to various sections of the media, usually by facsimile. Reporters may then arrange for interviews or attend the function described in the media release. While the following segment provides information in the context of organising an event or ceremony, the information holds true to producing information about an issue.

Preparation of a media release follows some well established guidelines. Newspaper editors work to deadlines and make very quick decisions about what they will include in the paper. So the first rule is to make your release easy to read. This means double spacing of lines, an easily readable typeface (not too small), and printing on one side of the page only. One page only is preferable.

If the editor decides to report your story, they may do it in two ways - as a news story, or as a feature. So your release must give them enough information for them to decide which way they will “cover” the story.

In provincial newspapers it will probably be the editor who makes this decision, but in larger towns and cities this person could be called the Chief of Staff, the Deputy Editor, or the News Editor. Large metropolitan newspapers may have a specialist writer on the environment, or science, or education. If this is the case, the first step is to telephone the editor’s secretary, explain what the story is about, and ask for advice.

Reporters may then attend the press conference or event, and possibly take pictures. So you need to make sure that you leave them enough time to write the story in time for their next edition - meet the required deadlines!

If the editor decides the story would make a good feature, then the story may well run before the ceremony so that the public know in advance what is going on.

In either case, the paper will want to interview some one to get direct quotes. When someone says something directly it is always more interesting and lively than if what they say is simply summarised. Here’s a comparison:

### **Example 1**

*“Mr Tulaepa was pleased with his award”.*

### **Example 2**

*“It’s fantastic” said Mr Tulaepa. “I am honoured that the community thought my contribution was worth an award”.*

If a local dignitary is to present the Award, you can ask him/her for a quote to include in the media release. You can even write it for them and then ring them up to check that the words you have used are acceptable.

## For Example

*Village Chief, Muliagatele will present the award.*

*“It gives me particular pleasure to be associated with such a worthwhile achievement and I congratulate Mr Tulaepa on his award. This district relies on tourist dollars, and if visitors find dirty beaches they just won't come back”. Muliagatele said.*

Of course the local paper may be run with very few staff - perhaps just an editor and one reporter. If something else happens on the day of the ceremony and they are both busy covering another incident, your media release may be the only information available to the paper. So it will have to answer all the questions they would have asked themselves if they were on the spot. Try to keep most of the information near the top of the media release, with the extra information towards the end, as editors cut from the bottom when trying to make your story fit into the space available.

## **WHO? WHY? WHAT? WHERE? WHEN?**

In order for the public to be completely informed, there are five pieces of information which every story must contain, whether it falls on the news pages or the feature pages. They are known as the “Five W’s”.

**WHAT:** is the Pacific Year of the Coral Reef Campaign. What does it signify? List why it is important to encourage conservation and wise of coral reefs. What is XXX (your office, Department, Organisation, etc.)? What can people do to help the Campaign? What does the information you are providing mean to the average person? (I always ask the question, “So What”, when I read material to help find a strong lead.)

**WHO:** is the campaign aimed at. Who can be contacted about the Campaign details....

**WHY:** is there a threat to the environment being addressed.

**WHERE?:** Where will the focus of the campaign be?

**WHEN?:** When will the the Campaign be launched?

The Five W questions do not have to be answered in this order. It depends on what the most interesting feature of the whole process is (the lead).

The media release should contain some information about why it is so important to protect the coral reef and related ecosystems, and what your office or organisation is all about.

Include a fact sheet about coral reefs of the Pacific.

When the media release is complete, double check that all “**Five W**” questions have been answered. At the bottom of the media release write

the word, “ENDS”, so the editor knows there is no more copy somewhere else, and that no pages have been lost.

Then allocate a spokesperson and write “For further Information: that person’s name, and their telephone number both during the day and after hours.” That person will be responsible for contacting the paper to make sure the media release has reached the

desk of the editor, and must answer any further questions the editor might have. It is important that the nominated spokesperson is available to talk to the media.

### **Sample media release**

The inaugural SPREP SEA SAVER Award in Western Samoa, given to someone who has made a significant contribution to the care of the marine environment, has gone not to a seafarer but to a landlubber, canefarmer Esera Faamanu, of Apia.

Apia High School students selected Esera for their Award because he has demonstrated that it is not necessary to use superphosphate on his crop. This chemical fertiliser often runs off the land into the rivers and out to sea, where it causes great harm to the Coral Reef.

The South Pacific Regional Environment Program SPREP has initiated the award as part of the International Year of Coral Reefs in the South Pacific. It has invited conservation agencies to work with schools around the region to research their local marine issues, and present an award to organisations or individuals who have made the most effort to care for their local coast.

The nominated spokesperson for Apia High School, Tupu Talaesea, said the class had looked at a number of causes of damage to the Reef, from litter to overfishing, but had decided that nutrient run-off from the land was a more pressing problem than any other.

“Mr Faamanu really took a risk when he decided not to use superphosphate on his cane. Canegrowers in the district usually apply fertilisers without realising that these harmful chemicals could end up in the ocean and damage the marine environment.

“We think his contribution was a personal effort which benefits us all, and we decided he ought to get some public recognition”, Tupu said.

A proud Esera Faamanu will be presented with his Award, a plaque provided by SPREP, at the Church Hall tomorrow night (Wednesday). Reverend Tusitala, will make the presentation.

“This district relies both on it’s cane and on it’s tourists for economic survival”, Reverend Tusitala said.

“Esera’s contribution affects both industries - he has demonstrated how canegrowers can save money at the time as saving the environment, and helped to maintain the beauty of our sea so that tourists will keep coming back” he said.

“I never expected this” said a delighted Esera.

“I want the Reef to be there for my children too, and to receive an award from school students is very gratifying. After all, they are the reason why we should be protecting the ocean”, said Esera.

Ends

For further information contact

Tupu Talaesea: xxx xxx      A/H xxx xxx

\*\*\*\*\*

### **The Media Interview**

The media release has gone out, the event has been organised and the media have said they're interested in the story and want to do an interview. **Don't panic**, relax!

To get the best possible results from the interview there are a few simple guidelines. Obviously you need to prepare yourself, your facts, be ready for questions and 'handle the interview' for a successful outcome.

When contacted, find out which program or paper wishes to interview you and discuss the topic in detail. Is the interview to be live or recorded? At a studio or at another location? Check out if others are being interviewed.

### **Preparing yourself on the day**

It is a good idea to ensure you haven't crowded your schedule on the day of the interview. If you are flustered, tired and not relaxed it will show. **The aim is to be and appear to be in control of yourself and the facts.** You want people to remember your message!

Presentation is important, so dress accordingly. For television, this means smart attire of subdued colours. Do not wear stripes, they appear to dance on the screen; white flares under camera lights; black shows no detail; while lighter blue is the favourite colour for chromo key colour separation. Good grooming for all is essential - look in a mirror!

You do not need to be an expert in the subject matter. But you **do** need to brief yourself carefully and work through the subject so as not to make apparent contradictions, ambiguities or evade the answer. Don't forget, most of the time a credible and valid answer could be this response - "I can't answer that question but will find out and get back to you." Make sure you **do** find out and **do get back** to the reporter. You should know enough to give clear, direct answers that will convey to both the interviewer and the listeners or viewers a sense of **enthusiasm** and interest in the subject (everyone loves an enthusiast and will forgive a less than professional delivery if swept away with your zeal.

### **Preparing the Facts**

Plan your interview. Write out the facts and work through the story. Write down likely questions and your answers. Then practise answering them. Say the sentences and phrases OUT LOUD. Time yourself with a watch.

For radio news your answer to questions can be as long as 40 seconds to a minute, while for television your responses should be from about 12 seconds to 30 seconds only! It's important you become comfortable, familiar and practised with your voice. Try reading the newspaper out loud-often!

## **The Interview**

Whether in a studio or on location before the interview begins you and the reporter will have a “run through”. It is not a rehearsal and you will rarely be given the questions; it is a survey of topics (not all) that will be covered. If you are being interviewed at work, use a quiet room, perhaps with a background noticeboard of marine scenes or laboratory work.

In the version that goes to air, the reporter may rephrase the questions you have been asked, so be prepared for some changes. Do not expect every point you provide to be used or used in the order you gave. The final report may lead off with the last point you gave and finish with your first, or even leave out material you believe essential. “That’s Show Biz”.

On TV, look at the reporter and not at the camera, while on radio talk to the microphone and not the reporter. Attempt to be enthusiastic and interesting and where appropriate, smile. Smiling makes the face muscles relax! A complex story will inevitably be condensed by a radio reporter and even more so by a television reporter. A complex issue might be greatly simplified which is even more reason why a clearly thought out response will help your case. Remember - only one point will be remembered in the whole interview - **so, what do you want that to be?**

## **After the interview**

All this may sound intimidating but it can be a lot of fun! Look back on your ‘performance’. Congratulate yourself on a job done. Feel relaxed and remember - you’ll do even better next time.

## Attachment F

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## Attachment G

### Press List

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Asia		Inter Press Service					(632) 635 3421	(632) 635 3660	ipsia@wegoquest.com ips-mnl@phil.gn.apc.org
Australia		Radio Australia	PO Box 25, Monaro Crescent	CANBERRA	2603	ACT	(616) 285 0142	(616) 285 0144	
Australia	Assistant Manager	Station 4AAA-FM	973 Fairfield Rd, Yerongpilly	BRISBANE		Qld.	(617) 892 5752	(617) 892 1438	
Australia	English Language Programs	Radio Australia	GPO Box 428G	Melbourne	3001	Vic	(613) 626 1800	(613) 9 626 1899	
Australia	Producer, Vanua Pasifika	Radio Australia	GPO Box 428G	MELBOURNE	6004	Victoria	(613) 9626 1800	(613) 9626 1899	
Australia	Producer, Wanples	Radio Australia	PO Box 428G	MELBOURNE	6004	Victoria	(613) 9626 1940	(613) 9626 1899	
Australia	Business Marketing Manager	Radio Australia	GPO Box 428G	MELBOURNE	6001	Victoria	(613) 9626 1906	(613) 9626 1899	
Australia	Pacific Correspondent	Radio Australia (Overseas)	GPO Box 9994	Sydney	2001	NSW	(612) 333 2234	(612) 692 0231	
Australia	Producer, "Pacific Boat"	Radio Australia	GPO Box 428G	MELBOURNE	3001	Victoria	(613) 9626 1925	(613) 9626 1939	
Cook Islands	Public Relations Officer	Public Relations Office	Prime Minister's Dept.	Raratonga			(682) 29 304	(682) 20 856	
Cook Islands	Producer	Cook Islands Television	PO Box 126	AVARUA		Rarotonga	(682) 29 460	(682) 21 907	
Cook Islands	Editor	Cook Island News	PO Box 15	RAROTONGA			(682) 22 999	(682) 25 303	
FSM	News Director	V6AH - Radio Pohnpei	PO Box 1086	KOLONIA		Pohnpei	(691) 320 2296	(691) 320 5212	
FSM	Information Officer	FSM Information Office	PO Box 490	KOLONIA	96941	Pohnpei		(691) 320 2785	
FSM	Chief, Media Division	Yap State Government		KOLONIA		Yap		(691) 350 3898	
Fiji	Director	Pac. Concerns Resource Centre Inc.	Private Mail Bag	SUVA			(679) 304 649	(679) 304 755	
Fiji	News Editor, 104 FM	Fiji Broadcasting Corporation	PO Box 334	SUVA			(679) 314	(679) 301	

Fiji	News Editor	Fiji Broadcasting Corporation	PO Box 334	SUVA			333	643
							(679) 314	(679) 313
Fiji	Principal Information Officer	Ministry of Information	PO Box 2225	SUVA			333	606
Fiji	News Editor	FM96 / Navtarang	Private Mail Bag	SUVA			(679) 314	(+679) 31750
Fiji	Editor	Islands Business Pacific	PO Box 12 716	SUVA			766	(679) 303746
Fiji	Editor	Fiji Times	PO Box 1167	SUVA			(679) 303	(679) 301423
Fiji	Producer/Presenter, Radio 3	Fiji Broadcasting Commission	PO Box 334	SUVA			(679) 314	(679) 301521
Fiji	Counsellor (Public Affairs)	Australian Embassy	PO Box 214	SUVA			333	643
Fiji	Journalist, News	Fiji Television Ltd	PO Box 5511	LAUTOKA			(679) 382	(679) 382065
Fiji	South Pacific Correspondent	AAP Information Services	GPO Box 14143	SUVA			(679) 665	(679) 665966
Fiji	Journalist	Daily Post	PO Box 7010	SUVA			444	966
Fiji	Journalist	Radio Fiji	PO Box 606	LAUTOKA			(679) 303	(679) 303392
Fiji	Editor	Pacific Island Monthly	GPO Box 1167	SUVA			504	392
Fiji	Co-ordinator	Pacific Islands News Assoc.	Private Mail Bag	SUVA			(679) 313	(679) 313320
Guam	Editor	Pacific Daily News	PO Box DN	AGANA		96910		(671) 4773079
Guam	Director of Communications	Office of the Governor	PO Box 2950	AGANA		96910		(+671) 4774826
Kiribati	News Editor	Radio Kiribati, BPA	PO Box 78	BAIRIKI			(686) 21	(686) 21096
Kiribati	Secretary	Ministry of Environment and Social Development	PO Box 234	BIKENIBEU			(686)	(686) 28202
Marshall Islands	Environment Education Officer	RMI Environmental Protection Agency	PO Box 1322	MAJURO			(692) 95	(692) 95202
Marshall Islands	Editor	Marshall Islands Journal	PO Box 14	MAJURO		96910	(692) 625	(692) 6253136
Nauru	Senior Information Officer	New Production Centre	c/- Island Development and Industry				(674) 444	(674) 4443791
Nauru	Co-ordinator	Women's Information and News Agency	PO Box 439				(674) 444	(674) 4443110
New Zealand	Business Writer	Int'l Environment Reporter	PO Box 12-554	WELLINGTON			3133	(644) 473
		Washington D.C					3683	0330

New Zealand	Producer	Tagata Pasifika, TVNZ	PO Box 3819	AUCKLAND			(649) 375 0982	(649) 375 0952
New Zealand	Reuters Correspondent	Reuters		WELLINGTON			(644) 471 4277	(644) 473 6212
New Zealand	Pacific Campaign	Greenpeace	Private Bag	AUCKLAND			(649) 377 6128	(649) 303 2676
New Zealand	Information Officer	Dev't Co-operation Div., MERT	Private Bag	WELLINGTON			(0644) 473 2142	(0644) 472 8571
New Zealand	Chief Reporter	Radio NZ / Maori/Pacific Unit	PO Box 2092	Auckland				(0649) 367 4782
New Zealand	News Reporter	Radio NZ International	PO Box 2092	WELLINGTON				(0644) 474 1433
New Zealand	West Pacific News (ITN/BBC/Times)		4 Bank Street, Northland	WELLINGTON			(644) 475 7575	(644) 475 7777
Niue	News Editor	Broadcasting Corporation of Niue	PO Box 68	ALOFI			(683) 4026	
Niue	Editor	Niue Star	PO Box 84	ALOFI			(683) 4207	(683) 4268
Palau	Environmental Educator	Env. Quality Protection Board	PO Box 100	KOROR			(680) 488 1639	(680) 488 2963
PNG	Librarian	SPCenCIID	Box 320	UNIVERSITY PO		NCD	(675) 267 191	(675) 267 187
PNG	Editor	The Times of PNG	PO Box 1982	BOROKO		NCD	(675) 25 2500	(675) 25 2579
PNG	Information Officer	Dept of Morobe	PO Box 757	LAE		MP	(675) 431 725	(675) 424 745
PNG	Business Editor	PNG Post Courier	PO Box 85	PORT MORESBY		NCD	(675) 21 2577	(675) 21 2721
PNG	Journalist	Kristen Radio	PO Box 80	LAE		MP	(675) 424 185	(675) 422 360
PNG	News Editor	National Broadcasting Corporation	PO Box 1359	BOROKO		NCD	(675) 230 498	(675) 250 796
PNG	Producer	National Broadcasting Commission	PO Box 1359	BOROKO		NCD		(675) 256 369
PNG	Business Editor	PNG Post-Courier	PO Box 85	PORT MORESBY		NCD	(675) 309 1000	
PNG	Editor	The Eastern Star	PO Box 423	ALOTAU		MBP	(675) 611 516	(675) 611 370
PNG	Journalist-in-charge	Radio Morobe, NBC	PO Box 1262	LAE		MP	(675) 421 311	(675) 426 423
PNG	Producer, Kids Kona	EM-TV	PO Box 443	BOROKO		NCD	(675) 257 322	(675) 254 450
Philippines	Regional Director	Inter Press Service	Rm 510 Amberland Plaza, Dona Julia Vargas Ave.	Pasig, Metro Manila		1600	(632) 635 3421	(632) 635 3660
Poly.	Editor	Les Nouvelles de Tahiti	BP 629	PAPEETE		Tahiti	(689) 43 44	(689) 42 18



Samoa									150	147
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Western Samoa	Director	O Le Siosiomaga Society	PO Box 5774	MATAUTU				(685) 21 993	(685) 21 993	
Western Samoa	Managing Editor	Samoa Observer	PO Box 1572	Apia				21 099	21 195	
Western Samoa	News Editor	Televise Samoa	PO Box 1868	APIA				(685) 21 735	(685) 24789	
Western Samoa	Education and Information Officer	Div. Environ. & Conservation, Min. Lands, Survey & Environ.	Private Mail Bag	APIA				26 681		