



**A. I. LEACOCK**  
CONSULTANCY INC.

# BFPA MEDIA WORKSHOP REPORT

23rd FEBRUARY | 17



**THE BARBADOS FAMILY  
PLANNING ASSOCIATION**

Prepared by Dr. Allyson Leacock

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## Executive Summary

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Dynamic interactive Media Engagement Training for the Barbados Family Association Planning Team was conducted on February 23<sup>rd</sup> in an all-day session at the Radisson Hotel, Barbados.

Designed to enhance the team's media skills, the workshop included basic principles of good media relations with specific focus on interviews and media briefing techniques and tips on how to work more effectively with the mass and social media for a win-win partnership.

The Executive Director introduced the Facilitator as a media professional with 40 years experience in broadcast media and ten years leading the most effective regional HIV campaign LIVE UP that was created by the only media –led coalition of 112 broadcasters in 24 Caribbean countries.

A multi-media interactive session, the team was treated to PowerPoint and video presentations as well as group activities that included their role-play interviews. Exercises included self -assessment of their communication skills and handouts on dealing with anxiety and the importance of personal appearance for men and women on camera.

The Team impressed with their general command of their areas of expertise and delivery. This was reflected in the forms used in their peer assessment of the role- play exercises and group work assessments.

Continued practice of media techniques as well as crafted key messages to address any negative PR issues should enhance their media skills if consistently used.

One winning outcome was the discovery of hidden aptitude to communicate effectively with the media by some behind-the-scenes staff. The scope of media relations as well as the complexity of the media environment today was new territory for some participants.

The thirteen (13) participants completed an anonymous exit survey assessing the workshop. All participants were 'Very Satisfied' (the highest rating) with the scope of information provided during the workshop. All participants were also very satisfied with the workshop's overall value in helping them improve their professional effectiveness in communicating the work they do and achieving the goals of their departments and BFPA as an organization. The consensus was that the workshop was successful in increasing awareness and knowledge of communications and media engagement techniques.

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## **BFPA TRAINING: “OWN THE ROOM” - ENGAGING MEDIA EFFECTIVELY**

**Radisson Hotel**

**23 February, 2017**

### **1. Overview:**

BFPA Team is hosting a media engagement communication session led by Allyson Leacock. The communication session will be a one-day workshop to train the team on how to communicate in an effective way to audiences, especially media. It will be an interactive session with roleplay exercises, work groups and discussions with the participants.

### **2. Objectives**

- Strengthening the capacity of BFPA TEAM to communicate SRH information and stories, as well as BFPA work, more effectively, so they can “own the room”.
- Improving BFPA staff effectiveness in communicating to different audiences, especially media, but also in advocating on different SRH issues.
- To give practical knowledge about using key messages, selecting language carefully and managing communication situations.
- To deepen self-awareness of communication strengths and opportunities to grow.

### **3. Agenda Overview**

***Morning- 9.00 am***

#### **Session 1: Tips for Effective Communicators:**

- Tips on how to craft key messages for different audiences. This session will include the following:
  - Why do we have to communicate about SRH and about what we are doing in BFPA?
  - The importance of effective communication in our work and with different audiences
    - How to be strategic in communications when we need to communicate with different audiences (technical, MoH, peers, media, others)
      - A good spokesperson
      - The PPT dilemma
      - SOCO ( **S**ingle **O**verriding **C**ommunication **O**bjective)
      - Audiences
    - And how to deliver those messages according to the audience (tools to analyze our audience)
- **Exercise:** Self Assessment & Expectations

**10.30: Coffee Break**

## **Session 2. How to tell BFPA story effectively**

- How to build an attractive narrative in any place and for any audience
  - Cut the jargon – yes, do it...
  - How to talk in an interesting way and become memorable
  - Who talks to the media and when
  - Social Media tools: What are they, how to use them and ... how to practice our communicator's effectiveness there!
- **Exercise:** Think TED/ Facebook/Twitter/IG

### **12.30: LUNCH BREAK**

### **Afternoon- 1.30**

## **Session 3. Always ready to be a spokesperson**

- The moment of truth: talking with the media
  - Relationship with the media
  - What we need to know as spokespersons
  - Examples of good and bad
  - What tools do I have to face an interview with a reporter/how do I prepare?
- **Exercise** – Interviews on different topics by groups

### **3.30: Coffee Break**

## **Session 4. When things go wrong**

- Basic ideas on risk communications and how everything we just learned usually gets to be used in risk/emergency scenarios
  - Risk Comm- basics (and how do you apply that even in non-emergencies)
  - Why it is important to communicate in those scenarios and how
  - Our biggest communication challenges and how to overcome them
  - The media during the emergency/risk comm
- **Exercise** – A critical scenario with a press conference at the end (role play)

### **FINAL: Evaluation and wrap up**

## **Introduction**

The vision of an Executive Director to initiate Media Training for a Staff Team is refreshing. BFPA should therefore be commended for doing this workshop to build and enhance its current media relations as an organization serving multiple publics.

This report will provide a SWOT Analysis of the workshop since specific feedback was already provided to the team as we reviewed the scenarios of each person's interview.

The exit survey results and a photo gallery are also included.

## **SWOT ANALYSIS**

### ***STRENGTHS***

The BFPA Team demonstrated a strong sense of commitment to the goals of the workshop which were:

§To explore some basic principles of media relations

§To provide tips and techniques for media interviews and media briefings

§To make them more media savvy!!

The approach was deliberately interactive using various stimuli to keep them fully engaged. The workshop icebreaker was an opportunity for each participant to talk about their work and share a secret about themselves. This enabled a mood of intimacy and trust to be developed. Then followed various PowerPoint and video presentations on the substantive issues of media relations and practical tips.

Very early in the session, group work and role-play were introduced which allowed them to be immediately active and engaged. During this role-play session for interview techniques, it was an opportunity for them to use many of the key messages shared earlier by Juliette Bynoe-Sutherland, Executive Director. It was encouraging to see that most people really tried to recall and use the key messages. During the Media Briefing role-play exercise, there was also a generally good effort to implement many of the techniques shared earlier.

However, it was in the actual interview scenarios that some team members revealed hidden talents. They clearly had absorbed the information shared with them earlier and were ready to apply the techniques. These individual interviews were reviewed and assessed by their peers to allow everyone to see how everything translates on the television screen.

We were very pleased that we were able to adhere to the schedule and complete the workshop within the allotted timeframe.

### ***WEAKNESSES***

Only three weaknesses emerged:

1. The absence of key messages that can be translated to 'elevator speeches' quickly to 'own the room' on demand.
2. The restricted time did not permit for exposure to the often volatile and unpredictable media scenario of the call-in programme
3. The specific focus on media relations precluded the team from being exposed to the inextricable and important link between internal communications within and across the organization, which in turn affects external communications and therefore media relations.

### ***OPPORTUNITIES***

The session afforded everybody the opportunity to step back and take a look at how they do what they do. It also provided a showcase of the strengths of their colleagues that they might not have observed otherwise while everyone is working in their silos.

This initial look at media relations and communication skills should be seen more holistically for the staff to work more cohesively as a team. Working on the internal climate of the organisation is a critical step to improving the organisation's image because very often the frontline staff's demeanour reflects the internal health and in turn communication of the organization, which seeps into the public domain.

Media training without attention to this component will simply be window dressing, which will eventually reveal what is really inside the core of the organisation.

**THREATS**

The biggest threat will be if the team fails to utilize the skills learnt in a tangible way and fail to practice the techniques and tips shared in the session.

Another threat will be if they are not provided with the opportunities to use the skills. It is hoped they will be exposed to media situations in which to practice what they have learnt.

**Conclusion**

The plethora of media channels compels us to strategically use all the platforms available prudently and establish good media relations to the benefit of BFPA’s services and public image. It is hoped that this session showcased what constitutes good media relations:

- §Striking a balance between cooperating with the media and understanding their needs
- §Maintaining the interests of your organisation
- §Developing good media contacts to use media to manage your information.

Ultimately, the media can be our ally if we understand what they need and want. The single most important thing is to know the media before an emergency, have a trusted relationship with them, and be proactive about reaching out to them

The participants’ feedback is captured in the comments stated on their Exit Surveys at the end of this report.

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**PHOTO GALLERY**





**BFPA MEDIA ENGAGEMENT WORKSHOP  
FEBRUARY 23, 2017**

**PLEASE TICK THE BOX BELOW THAT BEST DESCRIBES YOUR RESPONSE**

<b>WORKSHOP SURVEY RESULTS</b>					
<b>QUESTION</b>	<b>VERY SATISFIED</b>	<b>SATISFIED</b>	<b>NEUTRAL</b>	<b>DISSATISFIED</b>	<b>VERY DISSATISFIED</b>
How satisfied were you with the scope of information provided during the workshop?	13				
How satisfied were you with the amount of time allocated for each session?	8	5			
How satisfied were you that the workshop was successful in increasing your awareness of communications/media in general?	11	2			
How satisfied were you that the workshop was successful in increasing your knowledge of tips to be an effective spokesperson and using communication techniques?	7	6			
As a BFPA Team Member how satisfied are you with the workshop's overall value in helping you improve your professional effectiveness in communicating the work you do and achieving the goals of your department and BFPA as an organisation?	11	2			

**\* Please add any other comments and indicate any areas you think would enhance your development:**

*NB: following are comments from participants on their Exit Survey:*

1) Great Workshop and agree it should be a course

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2) Each session was very informative and very well articulated

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3) A lot of information for one day. 1 ½ days better

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4) I believe that I personally still have lots of work to be done. A wealth of information that I can also use among women that I work with in terms of getting that niche informed in order to better serve KP .

5) This workshop has open my mind in regards to public speaking and comments accepted. The scope of information is very new to me.

6) Developing the skill to perform and using good body language in front of the camera as well as the importance of being prepared when working with the media

7) Certainly, I would like further steps in controlling my anxiety

8) Getting more opportunities to interact with the media and utilizing the media to create awareness on sensitive topic

9) Mastery of the understanding of SOCO; full understanding of this would push onwards with regards to the other factors. Proper planning prevents poor performance. If the planning is half done, then the performance has half done. I can never be half done. Preparation is key.

10) The exercises and the level of engagement during the workshop have helped me realize some hidden skills (communication) within myself. The workshop was beneficial to me at a multifaceted level.

## **MEDIA ENGAGEMENT WORKSHOP** **ATTENDANTS REGISTER** **23<sup>RD</sup> FEBRUARY, 2017**

**NAME:**

Juliette Bynoe-Sutherland  
Nicole Gollop  
Keriann Hurley

Joshua Clarke  
Anderson Langdon  
Rene Holder-McClean Ramirez  
Keshia Beckles  
Shanae Gill  
Dadrina Emmanuel

Ranata Clarke-Trotman  
Dennies Clarke  
Gail Hunte

Kamal Clarke  
Deshon Callender  
Sonya Alleyne

**POSITION:**

Executive Director  
Executive Secretary  
Social Worker/  
Manager of Youth Advocacy &  
Outreach  
YAM Public Relations Officer  
Assistant Director  
Peer Navigator  
Project Accountant  
Medical Director  
Peer Navigator

Peer Navigator  
RNM/Senior Nurse  
Marketing/Communications  
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