

OUTREACH AND EDUCATION FOR CARIBBEAN MPAs

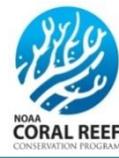
DAY 1: MEDIA TRAINING FOR MPA MANAGERS

- 9:00am **Opening of workshop, introduction of participants**
Orisha Joseph, SusGren; Jaime Manuel González Cano, Director, Parque Nacional Costa Occidental de Isla Mujeres, Punta Cancún y Punta Nizuc; Alicia Clarke, NOAA; Emma Doyle, GCFI
- 10:30am **What do MPA managers most need to know about communicating?**
Odette Campbell, General Manager, Grenada Broadcasting Network
- 11:00am *Coffee break*
- 11:15am **Recording a great TV interview; practice TV interviews**
Odette Campbell and Paul Etienne, TIDE
- 1:30pm *Lunch*
- 2:30pm **How to be a good interviewee for radio; practice radio interviews**
Orisha Joseph and Paul Etienne
- 3:30pm **Steps in writing a good press release**
Orisha Joseph
- 4:00pm **Photography and video to promote your MPA**
Paul Etienne

DAY 2: STRATEGIC COMMUNICATIONS

- 9:00am **Review of media outputs**
Odette Campbell and Orisha Joseph
- 9:30am **Targeting MPA communications to tour operators in Cancún**
Jaime Manuel González Cano, Director, Parque Nacional Costa Occidental de Isla Mujeres, Punta Cancún y Punta Nizuc
- 10:15am **Lessons learned from MPA communications with fishers**
José Juan Dominguez Calderón, Director, Parque Nacional Arrecifes de Xcalak and Banco Chinchorro Biosphere Reserve
- 11:00am *Coffee break*
- 11:15am **Strategic communications overview**
Petra MacGowan, TNC Reef Resilience
- 12:15pm **Strategic communications planning process**
Petra MacGowan
- 1:30pm *Lunch*
- 2:30pm **Strategic communications planning process (continued)**
- 3:30pm **Make your messages matter**
Petra MacGowan
- 4:40pm **Make your messages come alive**
Petra MacGowan





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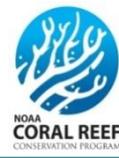
DAY 3: MPA EDUCATION AND JUNIOR RANGERS

- 9:00am **Feedback on strategic communications**
Petra MacGowan
- 9:30am **MPA education programmes in the region**
All participants
- 10:00am **The Bonaire Junior Rangers**
Julia Marisol Martinus and Thomas Veldman
- 11:00am *Coffee break*
- 11:15am **The Education Officer's perspective on Junior Rangers**
Desiree Croes, NME Officer, STINAPA
- 12:15pm **The elements of a successful MPA education program - checklist**
Desiree Croes and Emma Doyle
- 1:30pm *Lunch*
- 2:30pm **Q&A with the Junior Rangers**
Julia Marisol Martinus , Thomas Veldman, Desiree Croes

DAY 4: COMMUNICATIONS WITH LIMITED RESOURCES

- 9:00am **Feedback on MPA education**
Desiree Croes
- 9:30am **Financing and MPA communications**
Emma Doyle
- 9:45am **Communicating MPA management needs to decision makers**
Elizabeth Taylor, formerly Executive Director, Sea Flower Biosphere Reserve, Colombia
- 11:00am *Coffee break*
- 11:15am **Communicating MPA management needs to decision makers (continued)**
- 1:30pm *Lunch*
- 2:30pm **Working with donors and communications consultants**
Michael Bobb, General Manager, Soufriere Marine Managed Area, Saint Lucia
- 3:15pm **What can a multi-faceted MPA communications program look like?**
Celia Mahung, Executive Director, TIDE Belize
- 4:30pm **Where next for your MPA? Desired follow-up activities**
All participants





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DAY 5: NEXT STEPS

- 9:00am **Review of media outputs**
Odette Campbell and Orisha Joseph
- 9:30am **How to partner with the media in implementing MPA outreach**
Odette Campbell
- 10:15am *Coffee break*
- 10:30am **Desired follow-up activities**
All participants
- 11:30am **Continued networking and the next regional workshop – bio-physical monitoring**
Emma Doyle
- 12:00pm *Lunch*
- 1:00pm **Field visit Parque Nacional Costa Occidental de Isla Mujeres, Punta Cancún y Punta Nizuc**
José Arturo González González, Sub-Director

March, 2016 Cancún

With thanks to:

