

GCCA+

THE GLOBAL CLIMATE CHANGE ALLIANCE PLUS INITIATIVE



Funded by
the European Union

SCALING UP PACIFIC ADAPTATION (SUPA)



Pacific
Community
Communauté
du Pacifique



Ministry of State
Division of Media & Information Services
Communications Plan, Implementation of Project, Equipment and
Social Media

TABLE OF CONTENTS

I.	Mission/Vision/ Core Values	P. 2
II.	Introduction	P.3
	a) Division of Media and Information Services	
	b) Background	
III.	Purpose of the Communications Plan	P.4
IV.	Approach	P.4
V.	Objectives	P.5
VI.	Target Audience	P.5
VII.	Regular & Pilot Activities	P.6-14
VIII.	Communications Mediums	P.15
IX.	Evaluations	P.16
X.	Partnership	P.17

Vision

An empowered and knowledgeable public sector and informed citizenry, who are actively- engaged in public decision making at the state and national levels.

Mission

We will collaborate with the national and state governments, civil society and the private sector to be a conduit of useful and relevant information that strengthen our institutions and benefit our communities.

Core Values

The Division of Media and Information Services is guided by three core values reflecting who we are and how we operate as we deliver our vision and mission.

- We are committed to sourcing and delivering as accurate as possible information and news to the public;
- We believe in teamwork and professionalism and strive to attain the highest levels of performance in the workplace and in our interactions with our stakeholders.
- We encourage innovation as we grow and learn so that we provide added value to our ministry, stakeholders and our communities.

Introduction

Division of Media and Information Services

The Division of Media and Information Services is the official media of the Palau national government. The following are its responsibilities as outlined in Executive Order 348 and Palau Radio Broadcasting Regulations.

1. The Chief shall manage the official media of the government and be responsible for the dissemination of all information from the Executive Branch to the public;
2. Vet and approve all information from Executive Branch entities before dissemination (no information shall be disseminated without this process);
3. Any approved information shall be disseminated by the Division of Media and Information Services;

BACKGROUND:

¹The Palau Division of Media & Information was originally known as Eco-Paradise FM & Ngerel Belau (AM). Ngerel Belau was established as a Government AM Station (T8AA) in the 1970's as means of informing the Palauan citizen what was going on outside the world and also the events happening in Palau and Micronesia. In 1996 Eco-paradise FM (87.9) was then introduced as a new government station to reach out to the youth of Palau and also serve as Eco-system FM Station. In the 1998 the government had to merge both station and in doing so the Station became to be known as EPFM (Eco-Paradise FM) & Ngerel-Belau. In October 18, 2013 the President signed Executive Order 348 to Establish the Division of Media & Information.

Eco Paradise broadcast public announcements and other public events since it is government owned while others concentrate on commercial program. Public programs include annual Presidential State of the Republic Address, weekly Presidential Press Conference, National Congress public/community hearings, national & international conferences/meetings hosted by the Republic, weekly environmental & health hour shows and to serve its membership in the National Emergency Committee as the media medium utilized toward information dissemination. Being a government entity, the Division of Media & Information disseminates public policy and public awareness information no other media medium in Palau is able to disseminate to remote population. The Amplitude modulation (AM) radio is more long ranging and can be heard powerful by the far remote southern islands of Sonsorol, Hatohobei and northern island of Kayangel and also by boats sailing within the EEZ. The Frequency modulation (FM) on the other hand is short range and can only be heard around the main islands of Koror, parts of Babeldaob,

¹ Think Big Palau - news feed
Request for Proposals – Scoping and design for Palau Am Tower
Date: 6 March 201

Peleliu and Angaur. The AM radio tower collapsed during typhoon Bopha late 2012 and was not repaired when Haiyan struck in 2013 thus completely limiting AM radio from being aired.

A listener survey was carried out in 8 out of 16 states April to August 2021 and based on the responses from approximately 400 people, the community relies on accurate and vetted information from the Government during times of emergency and pandemic to make informed decisions on their lives and safety. The EPFM 87.9 is the conduit for such vetted information to the public. The upgrading of mediums to broadcast information to the community via the social media [FaceBook, YouTube and etc], Channel 1 Audio and Channel 25 DTV is captured in the listener survey where the public recognize this need and effort and that there is a strong indicator that information will be widely accessible and spreadable to the entirety of the community whether at real time or replay. Information is power, information saves lives and information leads to educational decisions and actions that will better the lives of the community of Palau through the advancement of information technology with EPFM 87.9

Executive Order 452 was put into effect on June 16, 2021 to reorganize the Ministry of State and moved Division of Media and Information Services from the Bureau of Domestic Affairs to the Bureau of Archives and Media. The division will continue its mandate as the ²official media of the government, and to disseminate public information from the Executive Branch to the public, to plan the development of media programs to ensure and maintain transparency in government information and to provide assistance to the Palau Election Commission in conducting national and state elections, plebiscites and referenda.

PURPOSE OF THE COMMUNICATIONS PLAN:

The EPFM 87.9 aims to bring radio experience to the next level enabling itself to serve the community of Palau by bringing accurate and real time information. The goal is to strengthen and expand the station's coverage to its audience from mere live radio station talk show to field coverage and reporting to social media live feeding and uploads. The Scale Up Pacific Adaption [SUPA+GCCA] funds allow the radio station to grow and to gain more audience through procurement and purchase of state-of-the-art equipment that will enhance broadcasting capabilities through the radio station, field coverage and social media. The communication plan will help to identify the present broadcasting capabilities and to identify the strategies to enhance the radio station capabilities and to gain audience on information relating to the changing environment and the climate change which affects the livelihood of every member of the community living in Palau. *This Communications Plan is a five-year plan that will continue to grow with the radio station and will reflect changes and advancement that are coming to the radio station*

Approach

² Executive Order No. 452
To Reorganize the Ministry of State
Date: June 16, 2021

Clear communications internally and externally is a critical component of the SUPA+GCCA Project at the division. The division's directive to disseminate all governmental, community and various agency to the public is in effect, it is in by what method we reach the audience that is vital. Communication mediums must evolve with every generation and the model to which we communicate now is by means of handheld devices, internet connections and real time reporting information. Engaging our audience from all age group through publicized information and attaining their involvement into action to further developing and nurturing positive actions in the community especially in the area of climate change positive actions. Every listener to the EPFM87.9 is a representative of the radio station in the sense that information received will be disseminated to the next person and the message being broadcasted is thus passed on. Through the circulation of information in all mediums of the radio station, it will position us to better serve our audience and their information needs and this will support increase cognizance and engagement from the community to act positively towards constructive changes in the area of Climate Change.

OBJECTIVES

The Scale Up Pacific Adaptation project ³overall objective of the project is promoting and scaling up climate resilience practices in Palau. The specific objective is improving access to safe water in selected states and the sharing of information nationwide and the Division of Media and Information Services through EPFM87.9 communications plan is to enhance broadcasting capabilities to target all age audience and to successfully bring information to the audience. The plan will communicate the approach to ensure successful implementation of ⁴developing a National Radio Communications Plan to build awareness about climate resilience and environmental stewardship, using a consultative process.

TARGET AUDIENCE

The SUPA+GCCA Project will target all audience from all age group. The scale up project will allow EPFM87.9 to have its audience experience information from mediums other than radio player. The plan will demonstrate the scaled-up activity in the sense that radio broadcasting programs will not be limited to the live talk shows at the radio station bur rather actual live and recorded field reporting will be disseminated.

The Target Audience are listed below:

- ☆ Community Stakeholders
- ☆ Youth/Women/ Vulnerable Communities/ Families with Special Needs

³ SUPA PROJECT DESIGN DOCUMENT
Enhancing Community Health and Resilience to
Climate Change and Disasters in Palau P.2

⁴ SUPA PROJECT DESIGN DOCUMENT
Enhancing Community Health and Resilience to
Climate Change and Disasters in Palau P.13

- ☆ General Public
- ☆ 16 State Governments
- ☆ NGO's/ CBO's

REGULAR AND PILOT ACTIVITIES with Key Messages

Day	Program	Targeted Audience	Frequency	Content	Notes
MONDAY #1	<u>KAUDIAIS</u> Guest Speakers: 1. Pastor Jacob Ngirablosch 2. Pastor Balkuu Sandario	General Youth	One Per Week 9am-945am	☆ Discussion on Local Knowledge, Culture & Tradition. ☆ Discussion on Spiritual Journey & Faith	Program is in honor of the late R'Teruich Katsushi Skang who was an Olympian athlete, an exemplary Palauan citizen and a Christian
#2	<u>MINISTRY OF EDUCATION</u>	1. General 2. Youth/ Children ages 6-17 3. Women 4. Single Head Household 5. Vulnerable Citizens 6. Family with Special Needs	One Per Week 10am-1045am	★	Program is to “ ⁵ increase citizen participation in economic and social development, unify the Republic by giving the people knowledge of their islands, economy, government and [the] world, and provide citizens of the Republic with the knowledge and skills required for

⁵ MOE Website

					self-development and the development of the Republic.”
#3	<u>NATIONAL EMERGENCY MANAGEMENT OFFICE</u>	<ol style="list-style-type: none"> 1. General 2. Youth/ Children ages 6-17 3. Women 4. Single Head Household 5. Vulnerable Citizens 6. Family with Special Needs 	One Per Week 11am-1145am	<ul style="list-style-type: none"> ☆ Weather ☆ Marine Conditions ☆ Emergency Response Project Updates 	<p>“The National Emergency Management Office (NEMO) is involved in all aspects of disaster management. It acts with the counsel of and in concert with the National Emergency Committee (NEC). NEMO also performs the day-to-day operations associated with disaster management and submits reports to the Vice President. NEMO’s responsibilities include, but are not limited to the</p>

					<p>following:</p> <p>Maintaining and testing the National Disaster Plan; Providing assistance to national and state agencies in the development of Agency Support Plans;</p> <p>Coordinating the development of public education programs regarding disaster planning;</p> <p>Coordinating and assisting in the training of specific disaster related skills;</p> <p>Providing logistical support to the Emergency Operation Center;</p> <p>Coordinating state and national disaster management planning;</p> <p>Periodically</p>
--	--	--	--	--	---

					reviewing state and national legislation and regulations to insure that all are in compliance and coordination with this Plan; Performing other tasks as prescribed by law, executive order, and regulations or as required by the NEC.”
TUESDAY #1	<u>PALAU CONSERVATION SOCIETY</u>	<ol style="list-style-type: none"> 1. General 2. Vulnerable Communities 3. Youth 4. Women 	One Per Week 9am-945am	<ul style="list-style-type: none"> ☆ Environmental Issues ☆ Conservation Efforts ☆ Preservation & Resilience 	⁷ PCS works with “communities to establish and manage protected areas and protect Palau’s unique assemblage of species. Capacity building of community members to implement management actions on their own is a key strategy. At the

⁷ PCS Website

					national and state levels, we work to ensure that environmentally-friendly policies are in place. At the national and regional levels, we work to build awareness of Palau’s environment and ecosystem connections”.
#2	<u>BELAU FAMILY FOCUSED</u>	General	One Per Week 10am-1045am	<ul style="list-style-type: none"> ★ Parenting ★ Family Issues ★ Disability ★ Vulnerable Family Challenges & Solutions 	
WEDNESDAY #1	<u>CIVIC ACTION TEAM</u>	General	One Per Week 8am-945am	<ul style="list-style-type: none"> ☆ Health & Medical Topics ☆ Public Services Announcements ☆ Missions in Palau ☆ Role Play of Radio Announcer (2 hours per week) ☆ Community Work 	⁸ “Civic Action Team Palau provides construction support, trains apprentices, facilitates a medical outreach program, conducts community

					service projects, and maintains monuments on Peleliu and Angaur”.
#2	<u>PRESIDENTIAL PRESS CONFERENCE</u>	GENERAL	One Per Week 10am-1130am	<ul style="list-style-type: none"> ★ Governmental Announcements ★ Good Governance ★ Updates ★ Pandemic Public Statements ★ Ministry Reporting ★ Agency Reporting ★ Etc.,. 	Press Conference allows the opportunity for Media engagements with the Office of the President and the Executive Branch
#3	<u>MINISTRY OF HEALTH</u>	GENERAL	One Per Week 7pm-8pm	<ul style="list-style-type: none"> ★ Covid 19 Live Update with Emergency Operations Command Center 	Live radio linkage in partnership with WWFM 89.5/88.5
THURSDAY #1	<u>BUREAU OF NATIONAL MUSEUM</u>	GENERAL	One Per Week 9am-945am	<ul style="list-style-type: none"> ☆ Cultural Heritage ☆ Preservation of Culture & Tradition ☆ Announcement of projects and activities. 	⁹ “The Belau National Museum's purpose is to preserve and protect the nation's cultural heritage through collection, identification, documentation,

⁹ Belau National Museum FB Page

					preservation, interpretation and exhibition of specimens, artifacts and other Palauan cultural property”.
#2	<u>DIKESEL BELAU</u>	General	One Per Week 1pm-145pm		
#3 <i>New Addition</i>	<u>PALAU NATIONAL WEATHER STATION</u>	General	One Per Week 2pm-220pm	★ Weekly Weather Updates for the Republic	<i>Live Broadcast and Videotaping at the Palau National Weather Station.</i>
FRIDAY	<u>THANK GOD ITS FRIDAY [T.G.I.F]</u>	General	One Per Week 3pm-345pm	<ul style="list-style-type: none"> ★ Praises ★ Devotions ★ Songs ★ Biblical Readings ★ Faith Building ★ Testimonies 	Expression of profound gratitude for end of work week. Program is open to ALL faith institution in Palau.
<u>Existing Programs, Proposed Field Coverages and Studio Talk Shows</u>					
	<u>OFFICE OF CLIMATE CHANGE</u>	General	Upon Request		

	<u>KOROR STATE GOVERNMENT</u>	General	Upon Request	<ul style="list-style-type: none"> ☆ Scoop n Go ☆ Solid Waste Management [community sanitation] and Table Top Gardening Project ☆ Rock Island Southern Lagoon 	Clean Up Efforts Reef Protection Food Security & Gardening Compost
	<u>SCALE UP PACIFIC ADAPTATION [SUPA]</u>	General	Upon Request		
	<u>SOCIAL SECURITY ADMINISTRATION</u>	General	Upon Request		
	<u>PALAU VISITORS AUTHORITY</u>	General	Semi Annual	<ul style="list-style-type: none"> ☆ Summer Camp @ Chemayong Cultural Center for Youth ☆ Food Security ☆ Cultural Preservation 	Youth Public Education held annually every summer.
	<u>FRIENDS OF THE PALAU NATIONAL MARINE SANCTUARY</u>	General	Quarterly	Audio Recording at the radio studio and replaying of audio via radio station	Announcement and Public Education
	<u>PROTECTED AREA NETWORK 16 STATES</u>	General	Once a Month For 12	Live Field Coverage <ul style="list-style-type: none"> ★ PAN Sites ★ PAN Protection 	

			Months	Policies ★ PAN Ranger Monitoring	
	<u>DIVISION OF ENVIRONMENTAL HEALTH</u>	General	Once a Month For 12 Months	Live Field Coverage ☆ Typhoon Shelters ☆ Vector Borne Disease ☆ Dengue Fever Outbreaks ☆ Food Safety ☆ Pest Infestation	
	<u>PALAU LIVESTOCK ASSOCIATION</u>	General	Once a Month for 12 Months	Live Field Coverage ★ Piggery Sites	
	<u>PALAU INTERNATIONAL CORAL REEF CENTER</u>				

COMMUNICATION MEDIUMS

☆ EPFM 87.9

Live radio station entertainment and pre-recorded public announcement in service 24 hours 7 days a week.

☆ Digital Television Channel 1 (Audio directly linked to EPFM 87.9)

Live audio entertainment and pre-recorded public announcements in service 24 hours 7 days a week through DTV Channel 1.

☆ Facebook Page (EcoParadise FM)

Live broadcast of radio talk show and field coverage.

☆ You Tube (Eco Paradise FM 87.9)

Uploading recorded field coverage

☆ Local Digital Television Channel 25 through Palau National Communications Corporation

To be confirmed and announced in the very near future

EVALUATION

The activities will be monitored through several indicators.

Social Media

- ★ Facebook Page Live Coverage (Number of Viewers).
- ★ You Tube (Number of Viewers)

Radio Station

- ★ Number of Call-In from Audience.
- ★ Number of Variety of Talk Shows on Various Topics

Press Releases

- ★ Number of Press Releases relating to DMIS activities relating to GCCA+SUPA and other activities

Events

- ★ Number of events broadcasted, recorded and disseminate
- ★ *A Post Listener Survey will be conducted towards October 2022 to gauge the communications mediums improvements under the GCCA+SUPA Funding Support. The Post Listener Survey is 85% design completed and will be ready for distribution by late next year.*

PARTNERSHIP



SCALING UP PACIFIC ADAPTATION (SUPA)

