

Final Technical Report

PROJECT TITLE

Raising Public Awareness for Fisheries Management: Saint Lucia

Project ref. N° CU/PE1/BZ/11/005

Region: Country: Saint Lucia

Date: May 30, 2011

A project implemented by:



Right Angle Imaging Inc.

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AFRICA



CARIBBEAN



PACIFIC



"Strengthening Fisheries Management in ACP Countries"

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"Strengthening Fisheries Management in ACP Countries"

PROJECT SUMMARY

The Department of Fisheries sought to develop and produce a project viz “Development and airing of television and radio clips to promote awareness of critical aspects relevant to fisheries conservation and sustainable use.”

Through a competitive bid process, Right Angle Imaging, The Department selected Right Angle Imaging / Allbiz to provide services in respect of the mentioned scope of works. Specifically, and towards fulfilment of the specific media education products, the Consultant will be required to:

1. Review documents treating with Fisheries Legislation and Policy
2. Using these resources, coordinate and conduct a consultative workshop with the Department of Fisheries and other relevant stakeholders,
3. Design and produce the media tools
4. Negotiate with private and state owned media on behalf of the Client for suitable arrangements to air the products
5. Prepare a final technical report.

The specific outputs of the consultancy were to be:

- Client meetings and orientation on the requirements of the consultancy
- Workshop coordination and hosting
- Three (3) produced television clips
- Six (6) produced radio clips.
- Final technical report.

Delivery Status

All outputs have been completed to the client’s satisfaction and have been packaged and delivered as per the requirements laid out in the Terms of Reference (Annex 2).



IMPLEMENTATION REPORT

The table Matrix below discusses the implementation flow of the consultancy.

SPECIFIC OUTPUT	IMPLEMENTATION	COMMENTS, ISSUES & CHALLENGES	STATUS
Client meetings and orientation	<p>RAI/Allbiz met with the Technical Team of the Fisheries Department for an inception meeting on April 21st.</p> <p>The Clients expectations and early ideas regarding the Key Messages of the campaign were discussed in great detail and timeless set in respect of delivery.</p>	<p>The consensual position arrived at within this meeting was that the timing of the St. Lucia Jazz Festival impacted on the start date of works and consequently the delivery as per contract.</p>	Completed
Review documents treating with Fisheries Legislation and Policy	<p>The Client delivered to RAI/Allbiz, data and documents to inform the essential elements of information to be communicated in the development of the scripts. Information received by the Consultant were:</p> <ol style="list-style-type: none"> 1. Fisheries Legislation 2. Licensing Requirements 3. Safety At Sea Issues & Required Safety Equipment 4. Issues in respect of Coral conservation 5. Issues in respect of lobster fishery 6. Information in respect of the potential of Aquaculture especially as it relates to Agricultural Diversification 	<p>No Issues/ challenges worthy of note.</p>	Completed
Material awareness	<p>In considering the schedules and competing</p>	<p>A Technical review team from the Fisheries Unit was placed</p>	Completed



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<p>design</p>	<p>priorities of the Technical team and the tight timelines for implementation, it was determined that rather than a workshop, RAI/Allbiz would submit information via email to the full team, which would convene its own internal review meetings to discuss and review the proposed Key Messages and Scripts and forward feedback through one assigned Client contact.</p>	<p>at the disposal of the consultant. The team comprised:</p> <ul style="list-style-type: none"> • Sarah N. George, Chief Fisheries Officer • Seon Duncan Ferrari, Fisheries Extension Officer • Sarita Williams-Peter, Fisheries Biologist II • Thomas Nelson, Fisheries Biologist • Allena Joseph, Fisheries Biologist • Petronila Polius, Fisheries Assistant • Southern Office Fisheries team <p>A steady flow of communication was maintained with this team throughout the design and production phase, with the client providing clear and timely feedback which is attached as an annex.</p>	
<p>Story board, footage, and media plan</p>	<p>In dialogue with the Client, it was established that TVCs should treat with the following issues, for which the Consultant generated storyboards for discussion and client input:</p> <ul style="list-style-type: none"> • Survivor’s story (testimonial format) • Lobster Fishery Open Season, Do’s & don’ts (animation format) • Lobster Fishery closed season -Dates, public responsibility, penalties (Instruction format) 	<p>Three storyboards were finalized. However due to a mis-communication, the wrong concept was produced for TV and had to be re-produced when the error was discovered. This impacted the agreed delivery timeline.</p> <p>Moreover, due to the length of one of the TVCs (based on information requested in it), it has been decided that this TVC can be edited into two separate messages – one for the open season and one for the closed season.</p> <p>This decision notwithstanding, the Client is in possession of the full-length TVC. The consultants are currently re-editing it to give the Client two messages and a bonus Kweyol re-voicing on at least one.</p>	<p>Completed</p>
<p>Design and produce the media tools. Three (3) television</p>	<p>In close collaboration and with extensive input by the Fisheries Oversight Team of Experts, scripts and concepts were generated and talent sourced. It</p>	<p>Based on the Client’s requirements regarding the information to be conveyed per Radio and TVC message, most of the messages exceeded the 30 and 45 second limit.</p>	<p>Completed</p>



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<p>clips and Six (6) radio clips.</p>	<p>was determined through dialogue with the Client that a mix of tactics which include <u>drama, animation celebrity endorsement and interactive dialogue</u> would be best to generate interest from the listening public and facilitate understanding and compliance. Moreover that rather than strict English and Creole, some of the messages can strike a balance with a strong colloquial tone, that would aid the understanding of both demographics. These scripts are captured in the appendices with annotation viz concept, duration and positioning.</p>	<p>A misunderstanding regarding the client's preferred script for one of animated Lobster Fishery TVCs, resulted in the TVC animation having to be scrapped and reproduced.</p> <p>These situations have financial implications and limits funds now available for a more extensive paid media campaign.</p>	
<p>Airing and Media Plan report; Negotiate with private and state owned media on behalf of the Client for suitable arrangements to air the products</p>	<p>The following has been negotiated with Media in respect of the broadcast of the produced tools:</p> <ol style="list-style-type: none"> 1. Government Information Service (TV) – <u>Optimal/unlimited airing</u> of 3 TVC x 60 i.e. (1) Safety At Sea, A Survivor's Story; (2) Lobster Fishery/ Instructional; (3) Lobster Fishery Conservation 2. Government Information Service (Radio) – <u>Optimal/unlimited airing of 6 Radio messages</u> i.e. Opportunities in Aquaculture 45 secs; (2) Licensing (3) Dynamiting 52 secs (4) Coral Counts 45 secs (5) Fish On Ice is Nice/ English 45 secs (6) Fish On Ice is Nice/ Kwéyòl 45 secs 3. <u>Daher Broadcasting Service (DBS)</u>. Rotated airing of 3 TVCs x 60 i.e. (1) Safety At Sea, A Survivor's Story; (2) Lobster Fishery/ Instructional; (3) Lobster Fishery Conservation 4. <u>Radio St. Lucia</u>. Rotated airing of 6 radio spots as per (1) Opportunities in Aquaculture 45 sec; (2) Licensing 30 secs (3) Dynamiting 45 secs (4) Coral Counts 45 secs (5) Fish On Ice is 	<p>No Issues/ challenges worthy of note.</p> <p>The tight delivery timeline did not leave time to report on the Media Plan more extensively.</p> <p>The objective however is place Kwéyòl messages within early morning and evening Kwéyòl radio slots to reach fishers and fisher families. Other messages which target the consuming public will be rotated during prime time and B time slots so as to reach shifting audiences.</p>	<p>Completed</p>





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	Nice/ English 45 secs (6) Fish On Ice is Nice/ Kwéyòl 45 secs		
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RECOMMENDATIONS

Media Relations

The Consultant has proposed to the Client that the hosting of a Media Conference to launch the Public Education Campaign would be ideal to grab public attention early and heighten the campaign's profile. Moreover, the information on the potential of and opportunities in Aquaculture is extremely newsworthy. Launching the campaign within such a forum will give the Client an opportunity to frame the right messages in respect of Aquaculture and to spike Media interest in respect of future earned media on the issue.

Within this forum, the Client can speak to processes, Roles and Responsibilities, Farmer support and advisory services by the Fisheries department and future milestones of the Aquaculture initiative.

The Press launch would also accord the Client the opportunity to speak to the issue of Coral Conservation in the context of international conventions and protocols.

RAI/Allbiz is available to support the Client thus.



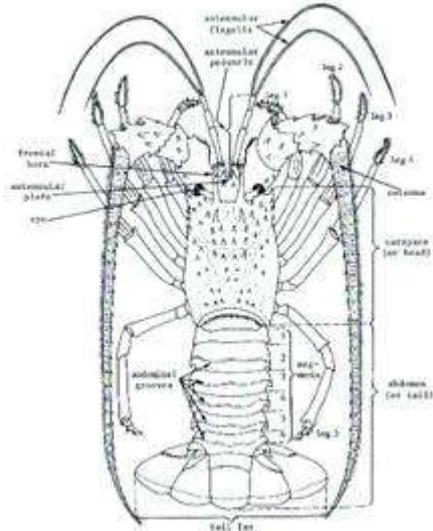
ANNEXES

Client Email Feedback samples

From: Sarita Williams-Peter [mailto:sarita.peter@maff.egov.lc]
Subject: Lobster PSA

Hello Barbara.

We spoke yesterday and I indicated that you did not use the revised PSA to create this PSA. The revised one was sent on Tue 5/24/2011 7:46 AM. Hopefully we can make up the time. I have attached the revised PSA we sent and included some more revisions based on the TV clip we saw. I also spoke to TED. We need to address that the image is of a rock lobster not a spiny lobster, there needs to be more sound effects for different moods and actions to create more interest and the lobster carrying eggs needs to be realistic.



This is the Caribbean spiny lobster it does not have claws and is not bright red like the ROCK LOBSTER, which is not present in Saint Lucia's waters.



Spiny Lobster carrying eggs:



A google search for images should help in the animation.

Regards,
Sarita

**Sarita Williams-Peter, BSc. MMM.
Fisheries Biologist II**

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From: Sarita Williams-Peter [mailto:sarita.peter@maff.egov.lc]

Subject: RE: PSAs

Barbara:

Seon indicated that there is a animated PSA for lobsters. May I get the script and who is the cartoonist working on this script? I think it would be useful if we could meet with him as we could communicate directly our comments etc. Friday Morning at 9:00 is fine. Also could you send the script for that component as well.

Thanks.

**Sarita Williams-Peter, BSc. MMM.
Fisheries Biologist II**

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From: Seon Ferrari [mailto:seon.ferrari@maff.egov.lc]

A pleasant day to you.

FYA see attachments

Lobster TVC: background appears too dark
Person selling or purchasing lobsters [sequence; selling before purchasing]
Remove 'or imprisonment'
Background music too loud?
In open lobster fishery season vs [In lobster open fishery season]
So when the lobster fishery is open

0.23 seconds: Open Season August 2nd to February 28th
Words cover lobster carrying eggs [egg part]
For more clarification re lobster TVC call Mrs. Peter; 468-4139

Safety at Sea TVC
Bailer [spelling]
Waterproof vs water-proof
Oars and a main sail [refer to Fisheries REGs]
DAY and NIGHT SIGNAL FLARES [written and said]
To survive if lost at sea





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Ministry logo to be used

For more clarification call Seon 468-4144/584-3845

Best regards,

Seon Duncan Ferrari

Fisheries Extension Officer

Department of Fisheries [deptfish@maff.egov.lc]

Ministry of Agriculture, Lands, Forestry and Fisheries

Saint Lucia

Office (1-758) 468-4143, 4135

Cell 584-3845, 717-5935

Fax: 452-3853

seondferrari@hotmail.com

-

From: Sarah George [mailto:sarah.george@maff.egov.lc]

Subject: RE: TVCs

Barbara,

Since the rest of the team are meeting tomorrow morning to get you their input, please anticipate some additional feedback tomorrow morning. Your comments on the logo are noted, and maybe we can use the Ministry logo or the GOSL one that is available in a higher quality format. Will advise as part of the feedback tomorrow.

Sarah N. George

Chief Fisheries Officer

Department of Fisheries

Ministry of Agriculture, Lands, Forestry and Fisheries

Point Seraphine

Castries

Saint Lucia

Tel: (758) 468 4135/43,

Fax: (758) 452 3853

-

From: Barbara Jacobs Small [mailto:barbara@rightangleimaging.com]

Subject: RE: TVCs

Hi Sarah,

I take your comments and we will work to make the necessary changes. Regarding the logo – it behoves Fisheries to make the investment in commissioning the recreation of their logo and to keep it for purposes of branding.





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I find typically clients have a perception that once someone is outputting creative on their behalf, they will recreate their artwork. But that is billable time. Its graphic application, and to recreate it is a cost to the supplier, if you catch my drift. My advice is to ensure your brand is professionally captured and represented everytime by having in and sharing it with service providers who produce your tools.

Barbara Jacobs Small
Managing Director

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Corporate Communications, Marketing Solutions



Right Angle Imaging Inc.

From: Sarah George [mailto:sarah.george@maff.egov.lc]

Subject: RE: TVCs

The safety one- generally good, but I notice the voice becomes faint at one point and then rebounds. I do not like using the DOF Logo at the end of either of them unless it can be regenerated in adequate quality graphically (the quality is poor and the lettering is inadequate- particularly noticeable when this large). I think both the tel number and the email should be on the last image (even if the email is not read out verbally). I notice bailer is misspelt and there is need to check all spelling to ensure it is correct. Also, would prefer some packets of crackers/crix in the image of non perishables as these would normally be part of the selection of items rather than only canned goods.

Also in terms of the lobster one the image at the start and end is NOT a spiny lobster (it is an American rock lobster) and should be replaced with an image of a spiny lobster. There is also not mention of the 9.5 cm carapace length (not 9.5cm length – I had pointed this out in an earlier edit of the text). Also the end when it refers to anyone who sells, buys etc a lobster that is speared or hooked can be fined- it needs to be clear that anyone who possesses, buys or sells a lobster that is undersized, has eggs, is speared or hooked or is moulting can be fined (this is not clear the way the wording is). I assume this is the instructional one for lobsters?

Can others please give their input on this as well.





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Sarah N. George

Chief Fisheries Officer

Department of Fisheries

Ministry of Agriculture, Lands, Forestry and Fisheries

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All Client Approved Scripts

1) RADIO SCRIPTS FOR ACP FISH PROJECT

Dynamiting/ Sustainable Fishing – 45 sec

2) **Setting:** Domestic /rural family - **Talent:** Child, mother father

SCRIPT

SFX: cutlery sounds

Child: Uh-ma, (mother) that fish really good. Teacher say fish is good for us, so I tell the class good thing my father is a fisherman so we can have plenty fish to eat.

SFX: Parents Chuckle loudly

Father: Eh bien, alé lécòle, djwen edikasyon! Seems Teacher is doing her job too.

Child: But Ah-pa, last week we had to talk in class about what our parents do. When I reach on how we does set the dynamite to explode under the water, so we can get alot of fish in one bang, Teacher herself explode.

Father: Ki sa teacher konnet about La pèsh?

Mother : Jason why Teacher explode when you say about de dynamite

Child: Uh-Ma, I was well ashamed. It seems is not only the fish that dying from the explosion, the coral reefs where they living dying too. More we dynamite, more we killing the marine environment, so fish will become less and less, because we killing the environment they need to make more. The class laugh at me. They say when Ah-Pa finish destroy the coral and kill all the fish they will send food for us.

Mother: Shall (Charles), ou Konnet mèyè. Say gens Fisheries dja di zot doboot zafè dynamite sa la, pis yon say jour sa la, paky ni pwéson encore. Ou konnet mèyè.

VOICE TAG (can be bi-lingual): *To be able to fish is to be able to feed your family, make a living and ensure Saint Lucia's food security. Dynamiting destroys the very livelihood you depend on. Fish today in a way that allows you and others to fish tomorrow; Speak with the fisheries officer or your cooperative about better fishing methods.* For more information and guidance please call the Fisheries Department at 468-4143



Setting: Public thoroughfare - **Talent:** Vessel owner and Fisher

SCRIPT

SFX: Ambient street sounds

1st male: Yo Bossman, pull up pull up

SFX: Vehicle stops, engine idling

1st male: Bossman, I say you forget me dere. I waiting, de fish waiting, and my pocket dry

2nd Male: Sa ki wivè cell ou Cap, not now I trying to find you. I get the new engine, boat ready everything fix up

1st male: You get de Fishing License a'ready?

2nd Male: Now is business we doing, eh. I have some restaurants on board to supply already, It looking good, looking good

1st male: Yeah, yeah, Bossley, but you apply for de Fishing Vessel License a'ready?

1st male: Yes Mr. Mike, but it look like you eh set up de license ting yet. After what had happen to me with Martinique Police, I not carrying shame or blame for nobody. I take care of my registration as a Fisherman already. I have de crew a'ready and they register a'ready. I do my part. So if you want me to run your boat, just shout me when your boathave papers.

VOICE TAG: *A Fishing Vessel License is necessary if you intend to fish commercially or for sport. Fishing without a local fishing license can cost a fine of 5,000. To get a license, you will need to show proof of ownership, have the required safety equipment such as lifejackets, compass, bailers, signal flares and other supplies. Forms are available from the Department of Fisheries Office. For more information and guidance please call the Fisheries Department at 468-4143*



Type: Factoid - **Talent:** Expert / Joanna Salton

SCRIPT

I am Joanna Salton, an Interior Designer and host of TV show Design style.

Designers and homemakers use Coral to decorate. Craft people make jewellery out of Coral and people generally just collect coral.

But think of this, - the sands on our beaches are actually formed from coral rubble. Sandy beaches protect our coastline and give us beautiful places to enjoy. Many people think it is ok to use coral rubble, sea fans or other coral pieces to make souvenirs and jewellery. I say we should **find new inspiration** for our art because that dead or alive, coral forms an essential part of a balanced natural eco-system.

So keep coral in its place. Leave it on the reef or on the beach so it can continue to provide us with the beaches we all enjoy

VOICE TAG: *All Coral is protected under the laws of Saint Lucia. Resist the urge to collect, buy or sell Coral or products made from Coral. It's a matter of law. And if found in violation, you will be liable to a fine of \$5000. Please Conserve. Play your part in protecting this vital resource and the ecosystems it supports. Ask for guidance or general information from the Fisheries Department. Simply Call 468-4143.*



AQUACULTURE PSA (45 SECS)

Aquaculture PSA (45 secs)

There is money in Aquaculture. That is the harvesting of freshwater fish like Shrimp, Tilapia and Seamos.

Aquaculture has the potential to bring higher yearly return per acre than more common forms of agriculture. Farmers can easily diversify, and put to better use, land that is not suitable for farming, and Aquaculture requires very little labour; one adult can manage 2-3 acres of pond. Even a young person can easily care for a 1/4 acre pond.

Fish and shrimp are high protein foods. Aquaculture allows these to be easily produced in small or larger ponds and harvested for home consumption or to sell to restaurants or the St Lucia Fish Marketing Corporation.

Call the Department of Fisheries at 468 4143 to find out more about fish, shrimp or seamos farming or visit us at our Castries or Vieux Fort offices.

FISH ON ICE/ICED FISH

With fish on ice, the quality is nice

The sooner fish is iced after being caught the better the quality for the consumer

Ice does not improve fish quality, ice maintains quality, ice slows down spoilage

If you put ice on, or freeze spoilt or bad fish, ice will not make it better fish

When fish is on ice the melt water must be allowed to drain off

Clean ice must be used to prevent contamination of the fish

If done well some fish can remain on ice for 5 days and maintain good quality freshness

Use ice on fishing boats and when selling fish - your customers will be happy

Here's your ABC of iced fish

Apply ice on fish as soon as possible after catching fish to maintain freshness

Be sure to allow melt water from ice to drain from fish to prevent contamination

Customers/consumers will buy good quality fish on ice. And remember, the fisheries dept welcomes your queries and requests for information and guidance. Call us at 468-4143





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FISH ON ICE [kweyol]

THE SOONER FISH IS ICED AFTER BEING CAUGHT THE BETTER THE **QUALITY** FOR THE CONSUMER

ICE DOES NOT IMPROVE FISH QUALITY, ICE MAINTAINS QUALITY, ICE SLOWS DOWN SPOILAGE

IF YOU PUT ICE OR FREEZE SPOILT OR BAD FISH, ICE WILL NOT MAKE IT BETTER FISH

*WHEN FISH IS ON ICE THE **MELT WATER** MUST BE ALLOWED TO DRAIN OFF [dlo ki ka fonn?]

When fish is on ice make sure that as the ice melts [fonn] the water drains off [kon laglas ka fonn, dlo-a ni pou koule soti]

CLEAN ICE MUST BE USED TO PREVENT CONTAMINATION OF THE FISH
USE ICE ON FISHING BOATS AND WHEN SELLING FISH - YOUR CUSTOMERS WILL BE HAPPY

POU PLI ENFORMASYON, KWIYE DEPATMAN PECH 468-4143



TELEVISION SCRIPTS

Script Option 2: Animated TVC.

Visual	Audio
<p>Two fishers on a fishing boat. FISHER 2 emptying a fish pot with spiny lobsters onto the boat and FISHER 1 shuffling through catch.</p>	<p>FISHER 1: Ah "CAP" good catch today man!</p>
<p>A look of fear on the faces of the spiny lobsters</p>	<p>Sound of activity, hushed whispers, lobsters jumping around</p>
	<p>FISHER 2 says: "Ley we check dem lobsters to make sure they all legal cause we don wanna get in trouble wit de police"</p>
<p>Fisher 1 picks up an undersized lobster and holds it in his hand and uses lobster ruler to measure its carapace length.</p>  <p>Fisher disappointed. He finds the lobster to be undersized [less than 9.5 cm carapace.</p> <p>On screen it shows LESS THAN 9.5cm</p> <p>He throws lobster back into the water</p> <p>Undersized Lobster turns away happy, happy to grow bigger and help produce more lobsters.</p>	<p>FISHER 1: "Dat one too small "CAP".</p> <p>FISHER 2 says to lobster : It's not your time yet.</p> <p>Lobster: "Ahh good! I got more time to Play myself"</p>
<p>Large Voluptuous female lobster walking among the crowd of lobsters.</p> <p>Fisher 2: Grabs female lobster and turns her over. He sees bright orange eggs under her tail [see photo]</p> <p>Lobster protectively curls tail.</p> <p>Fisher 2 throws her back into the water.</p>	<p>FISHER 2: "You look fine, but, you're carrying eggs"</p> <p>Lobster in a thankful voice: "Thanks, my babies can now grow up to increase the lobster population."</p>



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<p>A lobster Runs up to the fisher to ask question about his status.</p> <p>Fisher 2 grabs him and the lobster's shell falls off.</p> <p>Fisher 2 throws him overboard.</p>	<p>Lobster asks Fisher 2: "Boss! What about me?"</p> <p>Fisher 2: Oh boy your shell is soft. . I go have to wait until your shell gets hard again.</p> <p>Lobster: "Phew!"</p>
<p>Fisher 2 , shuffles through his catch double-checking. Placing aside lobsters. Taking one last scan over those he has approved. Nods to himself, personal satisfaction that he has a suitable catch.</p>	<p>Fisher 2: "Ah all legal!" None undersized, None carrying eggs and none with a soft shell.</p> <p>Fisher 1: Well we're good to go "CAP"</p>
<p>Foreground - Boat disappears into the distance heading towards land; fisherman faces forward, stance resolute.</p> <p>Background – bobbing heads of lobsters left behind, looking on, longingly.</p>	<p>Narrator: Smart fishermen invest in their future. Smart fishermen leave undersized lobsters and those carrying eggs so there will continue to be a supply for years to come.</p>
<p>Lobster fishery is OPEN From the 2nd of August to the 28th of February.</p>	<p>So if you want plenty lobster, now and in the future, do not catch, have in your possession, sell or buy any lobster that is:</p> <ul style="list-style-type: none"> • undersized. • carrying eggs or with eggs scraped • moulting[or changing its shell]
<p>ACP Fish, GOSL & EU agency logo</p>	<p>And when the lobster fishery is closed, don't catch or buy lobsters.</p> <p>Also do not spear or hook any lobsters.</p> <p>You can be fined \$5000 for breaking any of these laws.</p>



SAFETY AT SEA TVC

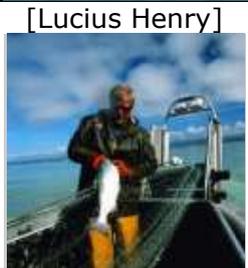
Graphics/Video		Voice-over
 <p>Series of rescue scenes For this scene we will need a marine police rescue vessel from which Lucius will be picked up [filming location to be determined in conjunction with marine police</p>		<p>Lucius Henry has lived to tell his story. Lost at sea for 16 days without safety equipment on board; Dehydrated, hungry and hope Until his rescue hundreds of miles out at sea [Henry should give more details about his ordeal; days without water and food, fear of not seeing his family again, failed attempts to be rescued etc.]</p>
		<p>With no safety equipment on board, Fishing becomes a high risk profession</p>
		<p>But a simple piece of equipment can save lives</p>
		<ul style="list-style-type: none"> • A hand-held compass to gauge direction
		<ul style="list-style-type: none"> • a bailer for removing water
		<ul style="list-style-type: none"> • oars or one main sail
		<ul style="list-style-type: none"> • A battery operated water-proof light

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	<ul style="list-style-type: none"> • a small glass mirror for reflection
	<ul style="list-style-type: none"> • Flares for night and daylight
	<ul style="list-style-type: none"> • Life jackets
	<ul style="list-style-type: none"> • and a radar reflector
	<p>if lost at sea:</p>
	<ul style="list-style-type: none"> • some gallons of fresh drinking water • Non perishable rations <p>On board can save your life.</p>
<p>Lucius Henry</p> 	<p>I am lucky to be alive today [could be said in Patois]</p>



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		<p>VO We can't afford to lose any more lives at sea.</p>
<p>[Lucius Henry]</p>		<p>[Lucius Henry] Don't take a chance with your life [in Kweyol], as I did.</p>
		<p>VO Every piece of safety equipment can save your life. Equip yourself. Never go to sea without safety equipment.</p>
<p>Prepare Yourself Call the Department of Fisheries At 468-4143</p>		<p>For more information on safety equipment call the Fisheries Department or your fishermen's co-operative</p>





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LOBSTER [Instructional TVC]

This is an important notice for persons purchasing or selling lobsters. From the 1st of March to the 1st of August every –year the lobster fishery period is closed. This means that during this time lobsters should not be caught, sold or bought. there should be NO sale or purchase of lobsters.

Anyone found catching, selling or buying lobsters during the closed lobster fishery period will be in violation of the Fisheries Legislation ACT and may be subject to face a fine of up to \$5000. or imprisonment!

Even when the lobster fishery is open: No lobster which has a carapace measuring less than 9.5 centimetres should be bought or sold. These are undersized lobsters and are protected all year round.

At all times Lobsters carrying eggs are protected. DO NOT remove the eggs. DO NOT catch, buy or sell lobsters carrying eggs, with eggs scraped or lobsters that are moulting or changing their shell.

Anyone found capturing, selling or purchasing Lobsters that are speared or hooked hooked may also be subject to a fine.

There are penalties for violating these laws. The laws are put in place to ensure a fruitful supply of lobsters for generations to come. protecting lobsters. Ignorance of the law is no excuse..Get informed and act responsibly, as your actions affect the lobster resource, yourself and others..

For more information and guidance please call the Fisheries Department at 468-4143



TERMS OF REFERENCE

Annex 2

**ACP Fish II – Strengthening fisheries management in ACP states
9 ACP RPR 128 accounting no. RPR/006/07 – EDF IX
RFU Caribbean Office: Belize
Project A.2a - Terms of Reference**

Assignment name	Develop and air television and radio clips to promote awareness of critical aspects relevant to fisheries conservation and sustainable use (max budget €10,000)
Available budget	€10,000
Workplan activity	Activity Number 1.2, Project Number A.2,
Supervisor (administrative)	RFU Manager and Co-ordination Unit
Technical Supervisor	RFU Manager and St. Lucia Department of Fisheries representatives
Background to the assignment	<p>The marine space around St. Lucia, like many other Caribbean nations, is utilized extensively in order to provide a livelihood for the coastal communities and a vital source of protein. With the reduction in the banana industry and the increasing focus on tourism, the marine resources have been put under increasing pressure. Recognizing the need for measures to protect marine resources, the Government of St. Lucia implemented appropriate policies and management measures to protect and properly manage the marine and fisheries resources. However it has been increasingly observed that persons are not familiar with or adhering to many of the implemented policies and legal measures.</p> <p>Part of the mandate of the Department of Fisheries staff is to sensitize industry stakeholders (hotel and restaurant staff, dive and sports fishing operators, fishermen, marine management authorities) and the general public through community talks, school lectures, field trips, news articles/supplements, radio and television interviews, radio and television PSA's, radio quizzes, production of flyers, brochures, video documentaries, etc. on all aspects of the fisheries legislation and resource management. This is aimed at improving compliance to fisheries regulations and increasing awareness of specific species.</p> <p>Due to limited finance, public awareness programs tend to be ad-hoc and there is a need to generate awareness tools that can be used over the long term by the Government Information Service and on local television and radio stations.</p>
Issues to be addressed	The intervention will address the lack of knowledge of fishers and other stakeholders of the need to manage fisheries resources and fisheries rules and regulations.
Activities of the consultant	<p>Activities to be undertaken are:</p> <ol style="list-style-type: none"> 1. Briefing with ACP Fish II and the St. Lucia Department of Fisheries (DoF) 2. Consult with the Technical Team (formed by the DoF) during the life of this project.



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	<p>The Technical Team is directly responsible for coordination and technical input to this project. The cost of this technical Team meeting will not be covered by this project or the ACP Fish II Programme.</p> <ol style="list-style-type: none"> 3. Review relevant awareness material and documents (fisheries legislation and policy) 4. Convene an awareness material design workshop with stakeholders to gain technical input in the design of the television and radio clips; 5. Develop Storyboard and Media Plan for agreement and additional inputs by the Technical team; 6. Access available footage on fisheries, film new footage, interview stakeholders, and draft narrative (if require) or as suggested by the Technical Team 7. Produce 3 television and 6 radio clips based on subject matter and language (English and French Patois), as agreed on by the DOF 8. Technical Team will review TV and radio clips and provide comments before the final version is produced; 9. Assist in launching and airing of awareness materials on the Government Information System, local TV and radio as agreed in the Media Plan; 10. Prepare Media Plan Report (including expected viewing figures, coverage achieved in the airings etc) 11. Prepare final report based on outline below and handover completed clips to the DOF on completion.
Expected outputs	<p>The output of the action will be:</p> <ol style="list-style-type: none"> 1. Meetings reports of briefing and orientation 2. Brief report of Stakeholder consultation and input (workshop) 3. Media Plan and storyboard. 4. Produce three (3) television clips and facilitate their broadcasting 5. Produce six (6) radio clips and facilitate their airing 6. Prepare final report (including Media Report with details of audience/readers figures etc) 7. Submit to the St. Lucia Department of Fisheries media device containing all clips and outputs
Format of each report	<p><u>Format:</u> MS Word Style Pages numbered</p> <p><u>Structure:</u> Title pages in model format Table of contents, List of annexes, List of Tables, List of Figures, List of photographs Abbreviations and acronyms Executive Summary (1 to 2 pages), in English and French Main report (up to 20 pages) Conclusions and recommendations (each recommendation must be preceded by a conclusion) linked to the main report</p> <p><u>Annexes</u> Annex 1 Terms of reference Annex 2 Programme and people met (including contacts) Annex 3 Itinerary Annex 4 Materials</p>
Report to be reviewed by	<p>The St. Lucia Department of Fisheries and the RFU Manager will provide comments on the draft and final awareness material and reports for onward submission for final approval by the CU in Brussels before payment is made.</p>
Duration	<p>The activity will be completed in March and April 2011 with additional airings/broadcasts</p>



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	beyond this period as agreed.
Start date	March 2011
Completion dates for reports and fee payment schedule	Work Plan will be agreed with the Administrative Supervisor on signing of the contract. A 40% advance maybe requested by the Consultants on signing of the contract. The balance of the Global Price contract will be paid on approval of the Final Report and outputs.
Experience and qualification of the consultant	The consultant selected for this task will have qualifications in Communication/Public Relations. Experience with fishing or related activities in the Caribbean or Caribbean culture in general will be a distinct advantage. The selected consultant should be able to demonstrate a successful history of consultancy engagements in a field related to this Terms of Reference.
Location and travel	Based in St. Lucia. Travel within country maybe required.

