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When I was about 10 years old I remember watching this animated program called **Cartoon all stars to the rescue**. I later came to know that it was a joint venture between a few US broadcasters (ABC, NBC, FOX and CBS) financed by (the Ronald McDonalds) a Children's Charity.

It was a little over 30mins long and was about a little boy who was being peer pressured into taking drugs. So what happens is that all these famous cartoon heroes came into to save him from it.

It had all the characters I loved watching as a kid like the Ninja Turtles, Bugs Bunny, Alf ... a whole lot.

As a child I learnt from that video that drugs can be a very "evil" thing and till this day I remember what that short animated feature had to say about the dangers of Drugs and drug addiction.

Now the point of this is, that if done appropriately , media can leave a very lasting impression.

Today media is not limited to just newspapers, radio or television. Media has become almost a living thing that has grown to become less something we watch, listen and read... but instead something that shares our daily lives.

Through the internet and everyday technology like the mobile phone, we have access to information constantly. If you want to get a message across to an individual – you don't have to wait for them to sit down in

front of a television set anymore. You can send it straight to them wherever they maybe.

My phone is constantly getting updates, the internet sites I follow are soaked in banners and side bars that send me a different message every time I visit that page.

Now the question is – how do we make all these marvelous sources of media work for sustainable development?

Well I think it's quite simple – just use all of it.

What is Sustainable development? Why is it important? What are some examples of it in your country? What are some examples of its importance through its success in other countries.

These are just some topics that can be expressed through media.

At the Fiji Broadcasting Corporation we have a huge obligation to the people of Fiji. Being Fiji's national broadcaster we like to ensure that aside from just providing entertainment we are also a solid source of Infotainment.

As people involved in media today we are very lucky... because I strongly believe that everything that can be done in media has already been done. So what that means is that we've got years and years of tried and true formulas that have been tested and have come out on top. So as modern broadcasters all we need do is pick through these ideas and trim them to our need.

And with the various forms of new media at our disposal we have a whole new platform for these tried ideas to expand into.

Things such as face book, twitter, you tube have made it so, that anyone can have an audience at any given time. Viral videos are happening all over the internet, so much so that even big budget movie studios rely on them to get their message across in cheap and effective way. They do this because that's what's relevant right now... it's not about the billboards and news paper adverts... it about cracking into the private spaces of people who just don't have time to sit and watch anything any more... and if they do sit and watch these people have so many choices that you have to make yours worth while... and relevant.

One of the most important things media can do is make things relevant... once you play or post something in the right space... it will tap into someone. Because that's how vast media has become.

So at FBC we are constantly addressing issues similar to Sustainable development.

Being a small Pacific country that's still in development – such topics are very important to us. And at the FBC such topics are very hot topics.

But the trick is – to make it engaging. Because Media that flatly addresses a subject is boring. So you have to make it engaging.

This can be a very tricky thing to do... if you get to laymen you loose the pros... if you get to technical you loose the laymen...

So the means at which you pass on your message needs to be thought out and precise.

Lucky for us we have the whole of cyber space for us to plunder through. A simple search online will give you access to a hundred and one ways the idea you are trying to convey has been given life before.

What kind of format will suit your cause? ... we're gonna come back to this ... let me just share a few other thoughts first.

Let's take a look at the issue of what your project is going to look like. How much creative freedom is too much? It's one thing to make things look amazing, but that one thing loses all meaning if the message behind your project is lost.

I remember reading an article written by an advertising executive from coca cola who was talking about how in the 80s Coke was winning all kinds of awards for its advertising – but sales for coke in those years were at an all time low.

So there is a sort of – fine line between thinking creatively and being relatable to your audience.

When it comes to media ideas.... You often hear about “thinking outside the box” ... but sometimes inside the box is where all the ideas that work are.

Then you have demographics. Who are you making this content for? This area can be very interesting to tackle... because there are so many ways to divide demographics, but for our purpose and keeping with what I started this talk with, let's take a look at age.

There was a time when creating content that was age appropriate was relatively straight forward. But like modern media even this has evolved. For example ... At Fiji Broadcasting amongst our 6 radio stations we have Gold FM and 2Day FM. Gold Fm was originally conceived as a classic station catering to the older, Mature crowd with a line up of 70s and 80s music, while 2Day FM aimed to entertain a young audience playing mostly hip hop and pop rock. But demographic

lines according to age has become so blurred today. Classic rock is a favorite amongst the younger crowd. It's cool to listen to the Doors, well it's always cool to listen to the doors – they're a great band – but the point being if we create something specifically for young adults, some might find the content too immature, while at the other end, making something full of scientific jargon and stats and figures might get too technical for an older crowd.

So here's an interesting approach that I use at FBC.... This is looking at how to come up with ways of formatting an approach... And it might be an interesting risk, but FBC being such a young station in terms of Television, and Fiji's media still being at an early stage of development, we like to take such risks.... And that is ... Create something that "you" would watch or listen too.

Because we are in an age of media that no matter what you create – it will find a vast audience... at the very least it will appeal to the millions of people out there who think like you.

I remember reading a little something Jerry Seinfeld wrote once, that whenever he came up with a new joke – he'd read it to himself a few times – if it was still fun the other times he heard it – then it was worth sharing with someone else.

What this means for media and people who create it, is that we can make our projects a more *personal* thing. Maybe not for everything but certainly when it comes to finding ways to make "Awareness campaigns" more interesting.

... case in point Fiji Broadcastings short doco drama on ozone depletion which we entered into this year's world TV awards... rather than make

something that was a straight forward documentary with facts and figures we made it something the team would actually sit down and watch themselves. And I'm grateful that this approach paid off.

Another work ethic we like to follow is "What you make is more important than *how* you make it"

You don't need a massive budget to create something that sticks.

Now days you don't even need much to make a decent video... there are phones today that shoot better video than the cameras we were using a few years back.

And when it comes to awareness campaigns funding is always an issue. Well it doesn't have to be...

At Fiji Broadcasting we have three shows that are great platforms for awareness. These are talk -back shows that run on radio, which we shoot and record for TV shows that run the following week.

The format involves a host and guests who are from various fields, and the host invites call-ins based on the topic. If the subject were on Sustainable development we would get an expert on the subject and he or she could address some of the topics we mentioned earlier.

What is Sustainable development? Why is it important? And so on...

The radio audience can then phone in questions. So far this has worked very well for us.

And we do this with one host as I mentioned 2 cameras manned by one camera man, one person to key in graphics – and a director in studio

who also does the switching. Sometimes we'll have a sound guy but more often than not it's simply the director checking levels before the show.

So the show is live edited and we top and tail it with an opening title and closing graphics – slap it on TV – and just like that we have a Talk show on TV addressing relevant topics complete with a Q and A.

... and is done in all three major vernaculars in Fiji.

And relating back to what I mentioned earlier about new media, everything thing we do at FBC we make sure it gets online attention. So we have entire news segments on our face book page, and for our shows we make sure we tweet anything that's worth the interest. Because as I said – we know our audience isn't just sitting at home waiting for us to play an advert – they are out and about looking for a real reason to sit in front of their TV or radio.

So how can media help raise awareness for Sustainable development?

The simple answer is – any way you want.

Because with the mass variety of media out there, the possibilities are truly endless... so het out there... and start making it happen.