



**Youth MDG Radio Initiative  
2006 Pilot Project  
FINAL REPORT**

Include in this report are the following:

- Comments and adjustments to the action plan submitted at the start of the project, including analysis of pre and post-project survey
- Budget-comparison of proposed and actual budget
- Outcomes of activities and future plans



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## **ACTION PLAN**

### ***COMMENTS AND ADJUSTMENTS***

#### **On the Spot Planning**

**Contact Salote Sisifa from Tonga Broadcasting Commission to book 10 weeks consecutive prime airtime and finalise rates and final costing. Also present Salote with summary of ON THE SPOT aims and objectives for marketing purposes and to engage her support and interest.**

**ACHIEVED** and timeslot fixed at 10 shows from 7:30pm-8:00pm on FM Aand AM every Wednesday. Prepaid 10 shows (for costs see Budget).

**Complete initial list of youth who have expressed interest in participating in interviews and presentation of their experiences and views on MDG's (It is expected that further youth will be inspired to participate once ON THE SPOT commences). Note potential candidates for recognition and prizes.**

**ACHIEVED** we had no trouble finding youth who wanted to have their say, compose music for the show, share their experiences and voice their thoughts.



**Generate and circulate a diagnostic questionnaire/survey to gather data on what a wide range of youth know about MDG's (200 youth minimum).**

**ACHIEVED PROJECT SURVEY ANALYSIS**

Prior to the MDG show, 100 youth were interviewed to determine priorities for programme content (music, style etc.) and to gather data on MDG awareness to be compared to similar data gathered upon project completion.



- Of those interviewed prior to the show only 3% had ever heard of the MDG's while the post-project survey showed that 68% had heard of **On The Spot** and 58% had gained notable MDG awareness.
- Of these, 43% had heard of the MDG's through the On The Spot radio show, 11% through the On The Spot Saturday faire appearance and the other 5% through friends, newspapers and TV.
- 89% of those interviewed had seen On the Spot van and 75% had seen the On the Spot t-shirts.
- Prior to the show, 20% felt that the most important MDG was the eradication of poverty and 18% felt that global partnership was the least important. These were the highest figures recorded for the hierarchical placing of any one MDG.
- Post project results showed that enthusiasm to participate in action plans addressing ALL the MDGs rose from 3% to 100%!! ... and 30% of these inspired youth would be happy to work as unpaid volunteers while the other 70% would appreciate financial assistance.



**Obtain advice from Soane Gallaher ('EIKI Entertainment) regarding the purchase of a mini disc audio recorder that is compatible with the video and editing equipment we intend to use.**

**NOT ABLE** to source anything reliable, affordable and of good sound quality so 'EIKI suggest we use his centre city studio location for all recording and invite guests and random street speakers to location.

**Compose and record music/rap for On the Spot theme song.**

**CANCELLED** Group decides to make all shows different and create something suitable to the show's theme each time.

## Promotion

**Design, print and distribute (by end of June 24<sup>th</sup>) posters and flyers advertising On the Spot themes and airtime.**

**ACHIEVED see copy attached**



### **EXTRA PROMOTION AND AWARENESS ACTIVITIES**

Idea of painting a vehicle with MDG themes and airtime was implemented successfully (at extra costs as we thought we were saving on recording and editing costs).

The van is known everywhere as the MDG van and managed to attract extra attention by breaking down in public places quite regularly. Children and youth call out ‘On the Spot!’ as we pass and the van continues to be a reminder of MDG goals even though our project is completed.

Sanding, rust removing, fiber glassing and painting of the van took place over 4 days.

With music playing and brushes in hand we attracted the assistance of the artistic ability of passing youth who would stop and help late into the night.

The front of the van has the word ‘IMAGINE’ ... The sides continue with the text ‘A FUTURE WITH... MDGs’ And there are bubbles containing words such as ‘RESPECT, TOLERANCE, RESPONSIBILTY, PEACE, UNITY, EQUALITY, SOLIDARITY...’

The rear of the van says, ‘YOU ARE ON THE SPOT’ and shows air times and radio frequency. While the other side reads ‘2015 ON THE SPOT.’



The idea of setting up an MDG stall at the Saturday morning fair was an inspiration that was very successful and was our real ON THE SPOT contact with the general public. Using banners, chalk board sound system and a range of prizes and t-shirts. We were able to speak to hundreds of people as they passed through the fair. We ran competitions, quiz and asked people to step up to the microphone to express any thoughts or suggestions they had for the success of MDGs in Tonga. Also we were able to replay copies of recorded previous radio shows.

Our biggest fan was the manager of the fair... who answered many of the questions from his own office megaphone and had an excellent knowledge of some of the goals which he freely shared to everyone listening!!



**Locate and purchase bulk t-shirts in various sizes (M, L, XL, 2XL) and screen print with our original On the Spot logo.**

**ACHIEVED**. 100 yellow t-shirts purchased from a local business and blue Banana Studio assisted at discount rate.



**Ask for sponsors from local community to donate competition and achievement prizes**

**ACHIEVED**. Prizes donated by:

BLUE BANANA STUDIO – t-shirt vouchers

RAINFOREST CAFÉ – meal vouchers

MAUI FAKA’OSI – free music CDs of new local youth group

PAC TRADE – stationery sets, plastic & glass drinking cup sets

FRIENDLY ISLAND BOOKSTORE – writing books

FEHOKO ART - pendants

SUE of AIR NZ – traveling packs

TON FON – phone credit

BOC GAS - shoes

BILLFISH BAR AND RESTAURANT - cash

TINA UHI - cash

JOHN T WATCH AND CLOCK REPAIRS – cash



**Arrange press release/interviews: radio, TV, newspapers, Matangi Tonga, Taimi Tonga, Chronicle, A3Z AM and FM**  
**ATTEMPTED** with vague interest from the media but with no following up from them

**Regular and ongoing video and still camera recording of activity and interaction with the community that occurs during preparation and presentation of On the Spot.**  
**ACHIEVED** but video camera and much footage was lost in riot fires.

**Obtain further information on MDGs and obtain consent from UNESCO to use their name and logo on posters and t-shirts and summarising their involvement with Youth Visioning for Island Living and Small Island Voice projects for possible use in interviews and background information.**  
**COMPLETED** Thanks to UNESCO representative Lyndsey Higgs and work done by MDG tool kit team. We were informed not to use UNESCO logo.

**Plan content of each show (script, music, interviews and competitions)**  
**ACHIEVED.** Thanks to materials provide by Lyndsey Higgs, YSF and Taking IT Global toolkits and contributions from knowledgeable individuals in the community.



**Purchase Mini Disc recorder – Dick Smiths Electronics (NZ)**  
**NOT NEEDED**

**Arrange, pre-record and edit interviews from as many sources as possible in relation to views, goals and current local, national and international activity relating to MDGs.**  
**ACHIEVED** only difficulties were coordinating radio time with individuals and studio free time and also a computer virus one week deleted many interviews, some of which we couldn't repeat.



**Research prime areas and times to target for On the Spot youth interviews, i.e. bus stop, city centre, youth events, village sports, etc.**

**ACHIEVED**

**Advertise MDGs amongst local musicians requesting new and original compositions to air as part of the On the Spot radio shows.**

**ACHIEVED**. There was much interest from talented young people to produce music for the show. Music was selected which emphasized weekly MDG themes. Often new songs and raps were composed moments before recording. Unfortunately we did not have enough time or money to record the 'MDG VOLUME 1' CD. This was mainly due to that fact that the recording studio unexpectedly decided to charge for all recording time after agreeing only to charge for recording and editing of interviews. Many local youth artists are eager and inspired to develop music for similar projects in the future. The major concern of all these talented individuals was the lack of opportunity to develop their musical, technical and performance skills.



## Guests

### Guests who contributed to On the Spot were:

FATAI TOKOLAHU – Family Health Ass  
LYNDSEY HIGGS – UNESCO representative  
MAUI & FAINGA FAKA'OSI – young local musicians  
PAULA LOPETI & NISYOLA FIFITA – school children  
SAI 'UTA'ATU – High school prefect and scholarship winner  
MOSIANA TAUFALLELE JONES – Health Worker Australia  
and STEVE JONES – Northern Territory drugs councilor  
SIUA – Local artist  
AKAPEI LATU – Athlete, International Judo competitor  
MINAIRA FIFITA - Youth  
AINO NITT – School girl  
MEKI TUANUKUAFU – Female athlete  
DR NICHOLAS DANIELSON – WHO representative  
KAMILO ALI – MAFFF, Project coordinator of D.S.A.P  
SIONE FAKAOSI – Ministry of Environment. IWP  
LEONIE SMILIE – Regional coordinator UN Projects  
KERRY LEPA – TNYC Youth Volunteer  
GUS MACLAIN – AUS Volunteer, HR analysis for Tongan GOV  
MARTIN NELSON – TNYC YOUTH VOLUNTEER  
BETTY BLAKE – Coordinator Centre for Women and Children  
LOCKDOWN BROTHERS, SAMU and D SHAMA – musicians  
MELE MANU – TWAC Member/CDDAW advocate  
GRACE OOMS – Student musicia  
TOMITILA ALI and MOLISI – Local young musician/composer  
SAVELI OLAVELUA – Tongan Salvation Army. Counselor  
POLOTU FAKAFANUA PAUNGA – Ministry of Women's Affairs  
PILA a.k.a CALIFORNIA – Local community youth persona  
ELAIN HOWARD – TNYC Director  
ANNONYMOUS YOUTH



## On the Spot Team

AND OF COURSE !!! THE REGULAR ON THE SPOT TEAM

EBONIE FIFITA

SIONE 'OFAMO'ONI

YVANE FIFITA

TOMITILA ALI

RUHA FIFITA

ANA KOKO

LEKI OFAMO'ONI

NKOSI TAYLOR

MULI 'AINGA HURREL

AISEA 'OFAMO'ONI

POLO LEONG

WITH ... ASSISTANCE FROM ...

EIKI ENTERTAINMENT SOANE GALLAHER



## ***OUTCOMES AND FUTURE PLANS***

The awareness created by this project is exciting, as is the enthusiastic response from youth keen to be involved in something that matters. This is particularly important at this point in Tonga's history and current time of social challenge.

Having run once a week for only ten weeks with constant interruption from state funerals and inconsistent support from the national radio station, the results are both surprising and inspiring. It is obvious from these results that there is a need for consolidation and extension of this project through further use of the mediums of radio or television.

Our collected data shows that 95% of the youth think there is a need for more youth-focused television and radio programmes.

A significant percentage of the youth surveyed expressed dissatisfaction with the present lack of attention given by the media to programmes with youth content or dedicated to the youth.

Statistics from the surveys carried out showed that only 25% felt that Tongan television was 'good', and only 22% felt that Tongan radio was 'good', the rest believing that there is a definite need for more income generating activities and training programmes, with only 19% believing development in these areas is currently sufficient for the needs of the local youth.

Immediate outcomes also included recognition of the On the Spot team as an entity in its own right. We took part in and were acknowledged for our assistance to World Clean up Day.



We were also invited to use our performance skills to promote Western Unions Aerobic Extravaganza and 3 members were invited to represent On the Spot at a digital camera and video editing training course run by the Tonga National Broadcasting Corporation.

Ebonie has also been approached to organize and run a weekly 2 hour programme for youth in 2007. This is as yet unconfirmed.

As youth working on this project it was a constant challenge to be taken seriously. Our format, style and content were new and experimental to Tongan radio. Even though EIKI Entertainment was very supportive and encouraging of the project, we did not always feel that we had complete ownership and creative control of the final content of each show. We would have liked to have had more opportunity to develop our own production and editing skills.

**In the future we plan to:**

1. Register 'On the Spot' with TANGO as an NGO and with TNYC to be part of our National Youth body.
2. Provide MDG workshops for young people and assist them to obtain funding, grants and sponsorship for action projects.
3. Organise events for young people to promote local talent, keep traditional cultural arts alive and develop new art forms.
4. Provide a MDG Awareness Road Show to schools of Tonga
5. Network with other Pacific island youth organizations and participate in international events (i.e. YSF – Youth for a Sustainable Future, Pacific Arts Festivals).
6. Establish a youth centre that provides opportunity for youth to develop and up skill talents in performing arts, art media, eco-tourism and traditional studies with the view of raising the standard of these activities in Tonga and generating income for youth.

**“We are YOUTH of this COMMUNITY!!!  
COMMUNITY is not a THING!  
COMMUNITY is the PEOPLE ... and PEOPLE  
Think, Move, Change, Subvert, Revert, Denounce and DEVELOP**

**- COMMUNITY IS DYNAMIC -**

**It is our duty as members of this  
Community to work together towards its development by helping  
ALL members of our community find a VOICE and the COURAGE to use it**

**Malo 'aupito for giving us this opportunity.  
- Ebonie and team ON THE SPOT 2006**