

FINAL PROJECT ACTIVITY REPORT



(June 28, 2020 - August 30, 2020)

SUBMITTED BY

**Puntland TV & Radio
Garowe, Puntland Somalia**

INTRODUCTION

Puntland TV & Radio and Caritas Somalia signed a Memorandum of Understanding (MoU) dated on June 28, 2020; Puntland TV & Radio as the project partner and Caritas Somalia as project lead organization with purpose of promoting population awareness in adopting resilient COVID-19 infection response for prevention and also promoting the communication skills of journalists engaged with the population against COVID-19 in Puntland, Somalia

Puntland TV & Radio has completed the activities as outlined in the MoU and below is the summary of the achievements of each activity covering from June 28, 2020 until August 30, 2020.

PROJECT ACTIVITIES

As detailed in the MoU, Puntland TV & Radio was required to carry out the following activities:-

- a) Broadcast media products for promotion of population awareness against COVID-19 via TV and Radio
- b) Ensure effective of communication by providing education and professional training on communication crisis management for PLTV journalists

The implementation process and the achievements of each of above activity are detailed below.

Translation and Broadcasting of The Media Products for Promotion of Population Awareness Rising Against COVID-19 Through The TV & Radio

The media products sent to us by Mr. Marco Lombardi and his team in Italy and intended for public awareness rising against COVID-19 were translated into Somali language in careful manner, the local language spoken by Somali people. The materials were videos, audio and texts intended for public awareness on COVID-19 prevention measures and crisis communication management for the journalists.

The translated media products were broadcasted through Puntland TV that reaches locally and globally through the satellite and Shortwave Radio with its transmission reaching as far as Finland and also 8 FM radios located in key urban towns in Puntland, Somalia. The translated media products were broadcasted 16 times in every 24 hours; mainly before and after news hours from July 3, 2020 until August 30, 2020 to reach thousands of audiences in Puntland, Somalia.

The translated media products aired through the Puntland TV & Radio and its social media platforms have reached approximately 1 million Somali people living in the country's urban and rural areas and promoted their understanding and awareness in adoption of resilient COVID-19 pandemic prevention measures and expected to improve their daily health life aspects.

With increasing Internet users in Somalia, the translated media products were also uploaded to the Puntland TV's Youtube and social media pages and other online platforms for the benefit of online users and are now available at the following links:-

- YouTube: <https://bit.ly/3jyV0k1>
- Facebook: <https://bit.ly/2OV8Lez>

Training for Puntland TV & Radio Journalists on Communication Crisis Management

On July 25, 2020, in one full day training that was held at Puntland TV's Headquarters in Garowe was provided for 25 journalists from Puntland TV & Radio and other local media outlets. The training was held in face-to-face with strict health safety measures of practicing good hygiene, keeping a physical distance between participants and wearing face masks and gloves adopted as per the local COVID-19 compliance arrangements to fight the spread of the pandemic.

These journalists were trained on communication crisis management by using the materials that were sent by Mr. Marco Lombardi and Ms. Laura Silvia and the training was delivered by a media expert with competence and experience who have been involved in media capacity building and media literacy work for more than fifteen years and have trained hundreds of journalists and citizen media makers in Somalia.

The methodology used in the training was built on principles of adult learning approach. In order to achieve the agreed objectives within the given time-frame a highly participatory approach was designed, encouraged and used during the training. The following materials were used during the training:-

- a) **Communication Crisis Management:** The materials that was developed by Marco Lombardi covering things to do to respond rapidly and effectively in a crisis to manage perceptions in media.
- b) **Tips for Journalists during COVID-19:** Recommendations and instructions developed by Laura Silvia and intended to be used by the journalists to protect their safety and safety of others and avoid getting infected during the pandemic.
- c) Some useful materials that was not used in the training but distributed to the training participants as printed handouts.



The opening remarks of Training for Puntland TV & Radio Journalists on Communication Crisis Management held in Garowe, Puntland Somalia on July 15, 2020.



All participants of the Training for Journalists in group photo in Garowe, Puntland Somalia on July 15, 2020.

The participants of the training learned and acquired the communication crisis management skills which is a useful in a context of crisis and in particular, these skills will help these journalists to carry out their duties safely and communicate as early as possible with most reliable information during the COVID-19 crisis. The training materials were translated into Somali language and were uploaded to the Youtube and social media platforms for the benefit of other local journalists in Somalia which have already reached 120 viewers who are either journalists or media organizations personnel. The translated materials are now available at the following links:-

- Facebook: <https://bit.ly/31sYe1>
- Training news: <https://bit.ly/2OUU7UJ>

CONCLUSION

Puntland TV & Radio completed the activities as planned in the MoU between Puntland TV & Radio and Caritas Somalia and successfully achieved the purpose of the partnership by reaching 1 million Somali population with awareness of adopting resilient COVID-19 prevention measures and 25 journalists who have acquired communication crisis management training which is a useful for them to carry out their duties safely during the pandemic. The journalists who have learned the communication crisis management skills appreciated Caritas Somalia, Universita Cattolica and the team that was prepared the training materials for this useful training and requested similar trainings in the future.

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