



**Communicating for a cause
(communication training for CSOs)
28th- 29th July, 2016
Media Lab**



Participants from the CSOs during the Communicating for a cause training





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Background:

Civil society organizations serve a community of constituents, and although we all believe we do good work, the question remains – are we explaining our work adequately? Is our good work understood and reaching people who matter? A common fallacy amongst CSOs is the belief that everyone is our audience and should hear our messages and stories. But should this be so?

The stories we tell of our organizations enable us to connect meaningfully with our members' supporters and the public. Today, there several new channels of communication and many more are coming online. How can we effectively use social media and websites to reach our audience and tell our stories to further our work. How do we define our audience and develop an effective communication plan?

The training on communicating for a cause will enable the Civil Society Organizations (CSOs) to gain insights into new media tools and pick up some essential skills in preparation a communication plan for their respective organization.

Objectives:

- To build the capacity of the CSOs.
- To provide essential skills to the CSOs to develop communication plan for their respective organisations.
- To provide insight to new media tools.

Day 1:

The first day of the training started with introductory session of the participants. The next session was on introduction to communication. The participants were asked to reflect on the resources available at their CSO , their target audience and the message that they want to convey. The resource person then took the participants through the difference between advocacy and lobbying and the participants were made to understand that advocacy is the process of sharing voice to influence others and lobby is the process to influence policymakers to either choose or support a specific issue or a specific policy/programme.

The next session was on range and scope of different communication media & channels. The resource person shared the importance of videos in today's world. How youtube is becoming more and more popular as a search engine and it is in fact the second mostly used search engine after google. The participants were then provided with skills on the best way to use pictures and videos to tell their story. The session also provided the participants with photographic and video making techniques: the main establishing shot, the medium or the detail shot and the close up detail shot.

The session also included the use of cell phones as a tool to gathering and posting media. The participants were divided into groups of their interest and were made to try the techniques taught. Demo of the video pop box was also done. Next the participants



presented their videos and received feedback on how they can improve on their video making skills.

The websites of the CSO's were also explored to give an idea about what a viewer might be interested in and how it could be made more friendly. In line with it, a website called wix.com was introduced which is a free website builder which could be used by the participants to make their own websites. With that the google for non profit was also explained and how it has advantages and advertising benefits for the CSO's.

Minister of health Lyonpo Tandin Wangchuk also paid a surprise visit and showed interest in future collaboration with the CSO's.

Day 2:

The second day of the training started with a recapitulation of the previous day . After that the Resource person talked about ethical concerns when it comes to photojournalism. The session touched on what should be considered while taking pictures of your subject. Next, the participants sat in groups and discussed on a recent issues that disturbed them or was misrepresented. One such case that was discussed was the misinterpretation of the LGBT video on Facebook which made it seem like only LGBT have HIV.

The next session began with the resource person asking the participants to sit in groups and discuss about sensitive issues faced in daily work. The participants then shared about what they discussed in their respective groups. The participants discussed on issues such as suicide, disability, LGBT, HIV etc.

Next, we had an official from Ministry of Health who spoke with the CSO participants. He talked about how communication is very important and also shared how the Ministry of Health has been working to bring forward the 'interpersonal communication training' for the health workers. He asked the CSO's to join hands with the Ministry of health to become health promoters. He concluded by saying, Heart and brain are to function together. Anything that's done from the heart flourishes and he hoped that the participants after gaining new skills from the training will put their heart into it in order to see great results.

The participants then worked in groups to develop communication plan that they could do in the future. The group made presentations on their communication plan and some of the plans that were presented are advocating on white collar jobs to address unemployment, develop a plan for the CSO fair to gather more people and advocate on saying no to open urination and defecation.

The training ended with a post evaluation from the participants.

Follow up after the program:



Post Evaluation:

1. Did the workshop meet your expectations? (What did you expect to accomplish in the workshop and how well were your expectations met?)
 - Yes I really wanted to know ways or the guide line to communicate with the use of social media. I didn't have the idea that sharing a picture or a post for our entertainment would be violating others privacy. I wanted to have a very basic idea about communications and I could get it.
 - Yes, through this workshop I wanted to learn how to improve my communication skills/ to improve the communication of my organization using technology to share our story.
 - It wasn't up to my expectation, but saying so may be my expectations were very high. It definitely helped me with basic communication skills. If I were to rate it on the scale of 1 to 10, I will give it 6.5
 - Yes, I expected it to be more of information and group work; we worked in groups and learned from each other.
 - Since expectations lead to frustration. I didn't expect much, but I did hope to take at least 10% of communication skills from this training but I am taking 60% instead. So I am happy for what I have learnt.
 - I am personally satisfied with this workshop. As the topic goes 'communicating for a cause'. I expected to learn all the communicating tools for an effective advocacy and it was all well covered in the workshop.
 - Partially yes, I expected to learn more about communication skills and technology skills.
 - The workshop was very good and I have gained new techniques to implement in the communication section of my organization.
 - To some extent. Actually it was good, at least I have learnt something and I feel good about it.
 - The communication workshop is a fruitful one but it didn't meet my expectations. I was expecting a comprehensive strategy to communicate with the general public.
 - Yes, this workshop was useful and helpful for us. We expect the training to enable us by enhancing our communication skill by the end of the workshop.
 - On a scale of 10 , I would rate it 7. I expected lots of interactions and communication activities. We did do some activities but if it was well organized.

2. Which new skills did you acquire and which of the technology and multimedia available were particularly useful?



- Learning about the video shots.
 - To handle the camera and how to make the video and give awareness of our organization by using different social media.
 - Making video clips is one of the most useful skills I have acquired.
 - Yeah, I learnt about advocacy and lobbying. Also how picture portrays a story of a subject, about the three types of shots, how actually social media plays a role in reaching the people.
 - New techniques of photography and video making was very good skills to be taken from the workshop for a better contribution to the communication section of my organization. Community tool box was very useful, to extract resources for communication.
 - I learnt that google for non profit is free and will be useful for us.
 - The way a picture should be taken and how a video should be made were some of the useful things/ skills I learnt in this workshop.
 - Community tool box chapter 6. way to take video shots and take still pictures.
 - I have learnt to make video which is very helpful.
 - I learnt about the way of taking/ making video, especially the establishing shot, detail and close up shot. I say facebook, wechat and instagram are the popular and can be useful as a weapon to advocate or tell your story by using the guideline or code of ethics. Cell phones was the best and I am sure that it will be the best technology that will help me to share my story.
 - Photography skills, video making skills, code of ethics. The use of mobile phones and to create a video.
 - I learnt about proper advocacy and lobbying. Our mobile phone apps are very useful for communicating and multimedia especially social media is one important platform to convey your message to target audience.
3. How did your participation in the workshop and sharing a story contribute to your learning process?
- This workshop was like a seed I have planted, I can pick it up from here and learn more by myself. Sharing with my co-worker will also help to convey our message to target audience.
 - I've learnt how other organizations are managing their communication strategies.
 - By participating in the workshop I could learn how to make a brief story and I am happy that I will be able to teach my friends back at my organization to better our shots that enhance our storytelling that would target the right audience.
 - CSO members were able to learn and share their experiences.
 - I need to implement the knowledge I required to reach the audience.
 - It built my confidence to face the crowd.
 - It was group discussion which was interesting and I got to learn from different people/ peers.
 - The workshop has enhanced my communication skills especially through different means of communication.



- Became more confident to share the story through pictures.
 - I gained confidence to share my opinion.
4. What aspects of this workshop benefited you the most? Please be specific.
- Making videos and taking pictures; especially how to use photos to tell stories about our organisation.
 - How to effectively use technology (instagram, youtube, website, facebook, wechat), the use of photographs, the code of ethics and the use of cellphones to communicate.
 - Communication strategies and how to do both with our website.
 - New outlook on webdesign, WIX, and code of ethics.
 - Video making and how to take effective pictures.
 - Aspect of taking photo and producing videos benefited me.
 - Yes, I acquired many new knowledge especially the use of videos and photos to communicate to the audience.
 - Picture story, video making and I believe I can share them with my colleagues as it seemed very useful.
 - The difference between advocacy and lobbying.
 - Picture story and clicking videos.
 - Learning about the importance of communication and how we can improve our communication methods.
 -
5. Please make some comments on the facilitation of the workshop (were the facilitators inclusive, prepared and knowledgeable?)
- The activities were well organized and went according to the time on agenda.
 - Yea, the research person has been well trained and is a professional in conducting this workshop.
 - It didn't meet my expectation.
 - Actually the resource person was well learnt and experienced but expected something on how to communicate as an individual, and also basic communication were not covered well.
 - The facilitator was excellent.
 - I would rate the overall training as 8 on a scale of 10.
 - They were prepared and knowledgeable.
 - The resource person was interesting and kept everyone indulged.
 - Our resource person has a good knowledge on communication skills, but lacks on the technical aspects.
6. Please make comments about the way the workshop was organized (i.e. clarity of presentation, workshop material, number of participants, size of room, etc): Please share any additional comments or suggestions you have:
- The presentation was clear and was well organized. Good number of participants and the size of the room is okay.



- Workshop materials could have been better, and group discussion could have been better, wasn't so interactive.
- It was well organized. I felt it was very informative and effective.
- I would like more practical and group work.
- Everything was well prepared.
- Everything was good except the hall which is little congested for a huge number of participants.
- Presentations were fine and everything was good. The room would have been arranged nicely and properly. Overall the training was good.
- The arrangement of the room could be better.



Annex I : Pictures



The Health Minister drops in on a visit and expresses interest in the workshop. Coming from a Hepatitis Day event, the minister also shares concerns about providing accurate health information especially in communicating health issues.



Annex II : Program

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Communication Training for the CSOs
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BCMD Media Lab

Synopsis:

Civil society organizations serve a community of constituents, and although we all believe we do good work, the question remains – are we explaining our work adequately? Is our good work understood and reaching people who matter? A common fallacy amongst CSOs is the belief that everyone is our audience and should hear our messages and stories. But should this be so?

The stories we tell of our organizations enable us to connect meaningfully with our members’ supporters and the public. Today, there several new channels of communication and many more are coming online. How can we effectively use social media and websites to reach our audience and tell our stories to further our work. How do we define our audience and develop an effective communication plan?

Join us for an introduction to Communicating for a Cause. Gain insights into new media tools and pick up some essential skills in preparation for our final communications plan in part 1 of our workshop. This will be followed by another one day workshop in August to prepare our communication plan for CSOs.

DAY 1		
8:45 AM- 9:00AM	Registration/ Pre - Evaluation	Kesang D. Choden
9:00 AM- 9:15 AM	Welcome/ Introduction of participants (Name and what your organization does)	Kesang D. Choden
9:15 AM- 9:45 AM	Communicating for a cause- Intro	Aum Pek
9:45 AM-10:30 AM	Introduction on Communication - Range and scope of different communication media & channels	Mr.Vairam
10:30 AM-10:45 AM	Tea Break	
10:45 AM- 1:00PM	Photography: The best way to use pictures and videos to tell your story.	Mr. Vairam
1:00PM-2:00PM	Lunch	
2:00PM-3:00 PM	The use of cell phones as a tool for gathering and posting media.	Mr. Vairam
3:00 PM- 3:15 PM	Tea Break	
3:15 PM- 4:45 PM	Using technology to communicate our work, engage volunteers and raise support - Instagram, FB, websites.	Mr. Vairam



DAY 2		
8:45 AM- 9:00 AM	Registration	Kesang D. Choden
9:00 AM- 9:15 AM	Summary of previous' day's main take away.	Mr. Vairam
9:15 AM- 10:30 AM	Ethical Concerns	Mr. Vairam/ Aum Pek
10:30 AM- 10:45 AM	Tea Break	
10:45 AM- 1:00 PM	Communicating "sensitive" and difficult subjects. Review stories.	Mr. Vairam
1:00 PM- 2:00 PM	Lunch	
2:00 PM- 3:30 PM	Breakout groups- Discussion (Who, What and How session) Presentation on the group discussion	Mr. Vairam
3:00 PM- 3:15 PM	Tea Break	
3:15 PM- 4:00 PM	Preparing to design a communication plan	Mr. Vairam
4:00 PM- 4:40PM	Closing discussion and Q&A session	Mr. Vairam/ Kesang
4:40 PM- 4:50 PM	Post Evaluation	Kesang D. Choden



Annex III: List of Participant

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