



Election Support:

Tonga Broadcasting

Commission (TBC)

PARTICIPANT
EVALUATION



International
Development

Australian Broadcasting Corporation



PACMAS trainer, ABC Camera Technician, Peter Draught, works with TBC journalists and camera technician during on the job training. Photo by PACMAS



Background

November 19-28 2014, PACMAS delivered a program of support for the Tonga Broadcasting Commission (TBC). The support had two key objectives; to strengthen the capacity of TBC to effectively cover elections and to strengthen the capacity of TBC to conduct similar training internally. The activity was conducted in the lead up to the national election day, during the election and election results coverage. The support was in the form of a series of formal trainings to prepare for the event and on the job training delivered during the election coverage.

The activity was conducted with 18 participants from various roles within TBC, including technical staff, on air announcers, reporters and producers. Both radio and television staff were involved in the workshop and on the job training. 56% of the participants were female. The workshops and on the job training involved building general skills and knowledge such as interview skills, live reporting, outside broadcasts and camera work. While also focusing on specific elections related skills and knowledge such as editorial guidelines, election rules, reporting on statistics, social media for elections and reporting on the vote count and outcomes.

This report evaluates the key areas of learning achieved by participants based on their feedback and self reported changes in their skill levels after the workshop and on the job training.

Key Learning Based Outcomes

1. Improved technical skills and knowledge relating to coverage of elections
2. Developed communication skills and teamwork
3. Gained knowledge on the importance of preparation and planning

Improved technical skills and knowledge relating to election coverage

Participants reported increasing their capacity in a variety of skills. This improved their ability to cover elections. The skills identified included reporting on statistics, selecting story themes, providing balanced and quality content and live coverage of unfolding events. Participants highlighted that during the workshop they learned to:



"...deliver more accurate and balanced stories to the public."

"...provide live coverage from the polling stations."

*"...count the votes and calculate them all was the most important.
How to do better piece-to-camera and being in the field."*

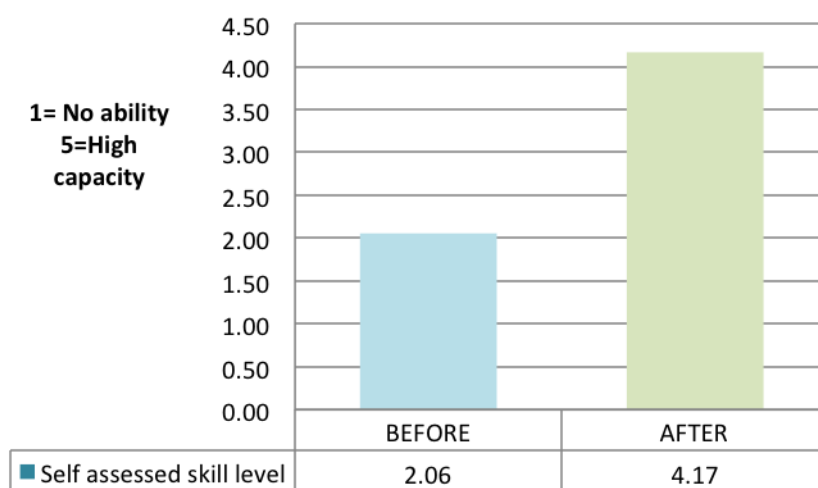
As these quotes show, there was a broad range of skills relating to covering elections that participants gained. However, learning how to understand statistical data related to the election was the skill most improved.

“...I am able to look at statistics and get a story out of them, [do a] comparison of data and figuresm, I can now easily explain the result of election and analyse it.”

TBC REPORTER

Before the training participants reported only having a basic level of capacity to report on elections using statics and required a lot of support. After attending the workshop many participants now feel confident to report using statistics and are able to understand how to create a relevant story based on data.

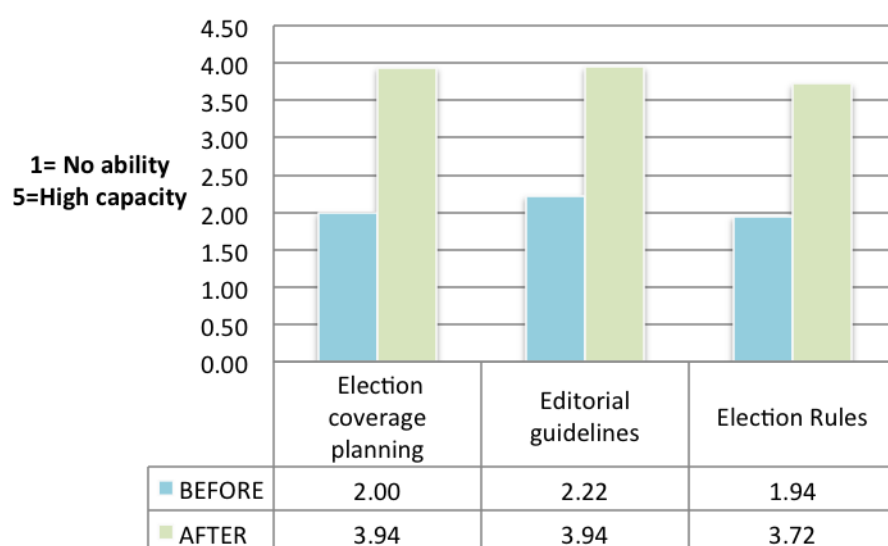
Table 1. Skills assessment: reporting on statistics



Camera technicians improved their technical skills and abilities, as well as their ability to communicate with their team.

As Table 2 below demonstrates on average all participants significantly increased their skills relating to planning for election coverage. As a result of the workshop participants believe that they have the ability to plan for election coverage with minimal support.

Table 2. Skills assessment: Planning election coverage



Developed communication skills and teamwork

Participants gained problem solving skills which could negate limited technical resources. This was the most significant change resulting from the workshop. All participants identified the ability to communicate with other team members effectively a key learning that they would continue to implement after the workshop. Both technical staff and reporters highlighted that being able to communicate better with one another allowed them to produce better quality content in a more effective manner. Participants learnt that the needed to work well as a team in order to produce quality elections coverage. This was apparent through the coverage, with participants commenting that everyone was clear on their role which made it easier to overcome any challenges.



"Before, only a few people were involved in the election coverage. This year everyone was able to participate and act in their role which made the coverage stronger and more efficient."

TBC BROADCASTER

"Most important learning is to delegate responsibilities with trust to those who have the capabilities listen to their views/opinions and work together, the entire team is required for good coverage".

TBC PRODUCER

"Teamwork will continue to be implemented...being supportive of one another".

TBC CAMERA TECHNICIAN



Gained knowledge on the importance of preparation and planning

Many participants identified preparation and planning as key learning from the workshop. This was related to both personal planning and the preparation and care of equipment. Participants identified this as an area that they would continue to implement in their daily work.

“Preparation of yourself and your work tools.”

TBC CAMERA TECHNICIAN

“Understanding the importance of preparation.”

TBC REPORTER

Feedback and Recommendations

Participants gave very positive reviews of both PACMAS trainers. They experienced a large amount of learning during the training and all felt they would be able to implement their learning in the future. This model which combined workshops and on the job training proved successful. Most participants requested more of this type of training to further build their capacity.

Some of the recommendations from participants were as follows:

- Provide more training materials and hand books
- Organisational management to ensure that all participants are available to attend all sessions (rather than coming and going due to outside work commitments)
- Ensure that expectations of new equipment are managed before the training-camera technicians felt that they should have had access to new equipment.



Further information:

<http://www.pacmas.org/>

<http://www.abcinternationaldevelopment.net.au/>

