

**MY ISLAND – MY COMMUNITY CARIBBEAN
PROGRESS UPDATE - MARCH 2011**

Dear Partners, Coalition Members and Production Team,

We are pleased to share with you the first monthly update on My Island My Community. This update covers:

- **Progress Update** from Alleyne Regis
- **My Trip to St Lucia!** from Jessica Robbins
- **Details on the launch 'Callaloo'** 10 May 2011
- **Coalitions Update**
- **News Coverage**
- **Next Steps**

We would appreciate any feedback or suggestions you have on improvements.

Thanks for your valuable support in getting this far.

Progress Update from Alleyne Regis, Caribbean Regional Manager

As we in the Caribbean continue to face real change both in climate variations and the constant social and economic pressures facing our people, Media Impact is pleased to highlight progress made on the My Island – My Community.

In this time of continuous challenges we look forward to working even more closely with all our partners to ensure we build a project that will serve the region and the globe.

I am pleased to announce that the St Lucia creative team has been working hard at moving forward the development of the radio drama series titled "**Callaloo**". You should have already received the scripts for the first set of episodes. We have also been testing the production ability of Antigua and Tobago as they become part of the first ever virtual radio drama – taped on 3 islands, but creating one powerful radio series.



St Lucia Coalition Meeting

Thanks to the hard work of our writing team, production teams, and of course all contributing parties. We are able to finally schedule the launch of this series for **10 May 2011**.

The ability to identify a launch date speaks volumes about all of the work that has gone into getting to this point. With the proposed two new episodes per week schedule, we aim to reach persons on eleven countries starting the month of May, and continue for at least two years.

We are starting to focus on building a team in Jamaica to tweak the scripts of "Callaloo" to Jamaican Patois and add a Jamaican flair for re-broadcasting. We expect that we will soon be able to announce the launch of the Jamaican radio series, taking our coverage to 12 countries.

As we move forward, one of our major focuses will be to help build the coalitions outside of St Lucia. The formation of these coalitions will ensure that we at Media Impact and my island partners can support the development of the national campaigns



Director Milton Branford Jr and Technician Chris Satney working hard during the auditions.

My Trip to St Lucia! *from Jessica Robbins, Islands Communication Manager*

I have just recently returned from a fantastic trip to meet Alleyne and Della and the many dedicated individuals and organizations that are the heart of the program. Some highlights have included:

- Meeting with Keith Nichols, OECS. The support of the OECS has been instrumental to the program.
- Dr Kentry Pierre, Folk Research Centre, who has been generous to provide space for our regional office as well as supported fundraising efforts.
- Meeting of the St Lucia coalition at which we also welcomed the newest member - the Caribbean Youth Environment Network (CYEN).
- Attending the third round of auditions and meeting the Production Team led by Milton Bradford Jr (Artistic Director) and Chris Satney (Technician)
- Meeting with the Writing Team led by Maria Grech alongside Andrew Antoine, Villard Tobiere and Kendel Hippolyte.
- Meeting with potential financial partner.

I have been really amazed by the passion and creativity of all individuals involved with the program! Thanks for making the time to meet with me and to Della and Alleyne for being such fantastic hosts.

Preparing to Launch – Callaloo – 10 May 2011

- The script writers and production team are working hard to prepare for the launch of the regional radio drama Callaloo in all twelve participating countries.
- The name Callaloo is a Creole stew that is eaten across the region and symbolizes the different cultures and influences across the region. This name was selected during the May 2010 workshop.
- Alleyne and Della will be continuing to speak with coalitions over the coming weeks to confirm the radio station partners in each country.
- Promotion materials for Callaloo are in design phase.
- The launch of will coincide with Media Impact’s 25th anniversary event in New York. The anniversary event will centre on a one day Entertainment Education program and in the evening a Caribbean themed fiesta to launch the regional radio drama.



Alleyne meets with our wonderful writers Villiard, Maria and Andrew.

Coalitions Update

Once the radio drama is on air, the Media Impact team will focus on reaching out to the coalitions to start planning the community action campaigns. Media Impact is working to build resources including guides and online tools to support the coalitions. We will work with each of the coalitions to develop the work plans for the community action campaigns. Once this work plan is completed we will be able to release the coalition grants.

Please note that the coalition community action campaigns will launch after the radio drama. This is so that ‘publicly’ the radio drama is seen as ‘entertainment’ not message driven programming.

Coverage of My Island My Community

- PANOS Feature on My Island My Community <http://www.panos.org.uk/?lid=33798>
- USFWS featured My Island My Community in their report to Congress as well as their website <http://www.fws.gov/>.
- My Island My Community feature story shared via the IUCN member's newsletter – thank you Lindsey Wahlstrom, Media Impact Communications Officer, for putting this together.
- Judy Watts, Clinton Schools, shared the attached video post card on Hurricane Tomas which hit St Lucia in October 2010. The impacts of the Hurricane are still being felt here in St Lucia due to the extensive damage caused. <http://www.youtube.com/watch?v=68jgBOiRoLw>.



New St Lucia Coalition members from Caribbean Youth Environment Network (CYEN).

Other Items

- **COLLABORATIVE AGREEMENT WITH USFWS:** Media Impact now has a collaborative agreement with USFWS. We would also like to sincerely thank Ethan Taylor, USFWS, for his dedicated support to the program over the past year and congratulate him on his new post.
- **COALITION LIST SERVE:** we have set up an email list serve (myisland@googlegroups.com) for the national coalition members. This has been set up to more easily share news and updates as well as to encourage the sharing of information between the coalitions. If you are a coalition member and have not received an invitation or would like to suggest other members to be included, please contact me. This is a moderated list serve meaning that messages will be approved before being sent out to the group.

Next Steps

- Confirming broadcast partners across participating countries in preparation for the launch
- Recording and testing episodes to prepare for distribution to radio stations
- Design of promotion materials that will be printed and disseminated to countries
- The M&E Working Group will meet in the next fortnight to review the baseline survey. Members of this group will be emailed separately.

Thank you on behalf of the Media Impact team for your support!

