

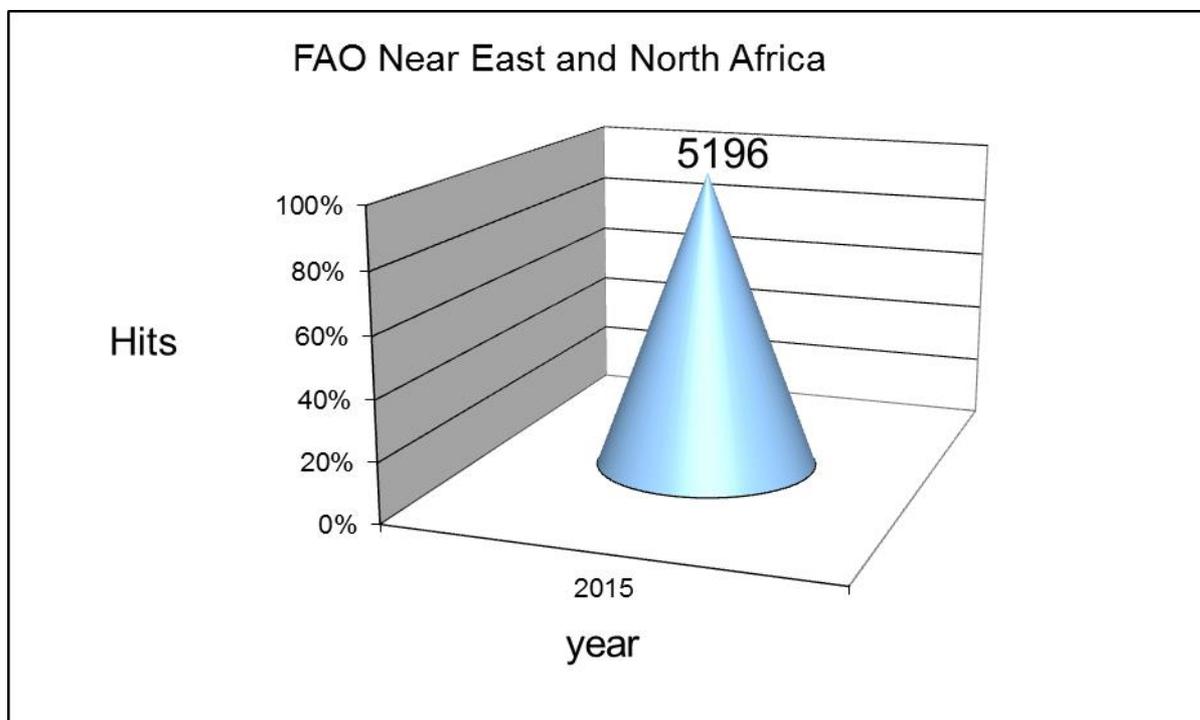


Food and Agriculture Organization
of the United Nations

Let's Communicate... Efficiently

Regional Communication Office
Feb 10 / Regional Consultations

FAO RNE in the media





SOMI RNE 2015:

- Total SOMI contributions: 238
- Total eligible staff in RNE: 43
- Total authors: 39
- Total authors with 2+ contributions: 36
- Total authors with 1 contribution: 3
- Total staff without contributions: 5



Communication Officers in RNE

Country	Status
Lebanon	Consultant
Iran	Consultant
Tunisia (SNE)	Officer
Sudan	Consultant
Saudi Arabia	Consultant
WBGS	Reporting and Communication Consultant
Iraq and Jordan	Part Time Consultant
Yemen	Communication Consultant



On the road...



Boosting the regional communication office

- Dynamic structure from 1 March 2016 :
 - Issam Azouri (Regional communications adviser, focal point towards OCC, Regional coms coordinator for RIs)
 - Mariam Hassanien (Regional Media Relations and Social Media and SOMI Coordinator)
 - Mohammad Moussa (copywriter and content developer)
 - Non-technical translation contracts



Mainstreaming the communication function

- Include a communication component in technical cooperation programs in planning and budget.
- Organize media field trips.
- Support decentralized offices in copywriting and translation.
- Build capacities and media skills of Technical Officers, as well as communication staff.



Role of the Regional Communication Office

- 1) Provide leadership in communication.
 - 2) Regional Focal point with OCC.
 - 3) First Responder to Media requests.
 - 4) Coordinate activities and events.
 - 5) Maintain regional events calendar.
 - 6) Draft and implement editorial calendar.
 - 7) Provide support to SOMI officers.
 - 8) Act as a Regional news agency.
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FAO RNE Media Award

- A.H. Boerma award was won twice in our region
- unique opportunity to boost FAO RNE visibility
- A vehicle to promote FAO RIs
- Open to all journalists in the region
- biannual award
- First round will be announced soon



Newest developments

- Enhance the Regional Communication Office.
- A unique agreement is negotiated with a key TV.
- Benefit from Reuters and Xinhua global agreement.
- Start national and sub-regional media workshops.
- Dedicated playlist on FAO YouTube channel.
- Act as regional publication coordinator on PWS.



Urgent recommendations

- Identify a national coordinator with the reg. com. office
- Abide by new branding guidelines.
- Unify email signature by the end of this month.
- Share upcoming events, at least once a month.
- Recognize the role of the regional communication office.
- Send ONE reminder about SOMI every month.
- Explain to TOs and staff the importance of PWS.
- Designate one brand custodian.
- ... and let's communicate efficiently



Thank you

Contact us

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