



Master Class in Communicating Research to Stakeholders

At ILRI Shola Campus,
Addis Ababa, Ethiopia
22-26 April 2013



We would like to thank all those who participated and supported our Master Class including:

The Crawford Fund

Australian Centre for International Agricultural Research

Alliance for a Green Revolution in Africa

Australian International Food Security Centre

Biosciences Eastern and Central Africa-International Livestock Research Institute Hub

CAB International

CIMMYT

International Crops Research Institute for the Semi-Arid Tropics

International Rice Research Institute

World Agroforestry Centre

WorldFish Centre

RATIONALE:

The ongoing interest in this Master Class confirms the appreciation of the rationale behind it - a growing appreciation in agricultural research institutions in developing and developed countries alike of the need to confirm the efficacy of investment in agricultural science by better communicating its impact to a broad range of non-scientific audiences in funding agencies, other interested stakeholders such as farmers and extension agencies and to the general public through the media.

The Master Class in Communicating Research to Stakeholders brought together the Crawford Fund's expertise in both training and public awareness, with colleagues in Australia and the international research community, to boost the capability of senior staff from African research institutions and NGOs to communicate their work to stakeholders.

TRAINING OBJECTIVES:

The course aimed to provide a diverse range of communication skills to senior scientific/research/ project and communication staff, with some connection to Australian development assistance projects or supported institutions, to boost the capability of agricultural research institutions across Africa to communicate their research results and its impact to stakeholders and the general public.

The Master Class provided training, skills and resources to enable the participants to commence or complement their communication efforts when they returned to their institutions to better connect with their key stakeholders. Course topics included:

1. the development of a communication plan to suit target audiences and their needs
2. the writing of fact sheets, as a priority confirmed by survey of participants
3. how to work with journalists and the writing and management of media releases
4. training in presentation skills for a variety of audiences, and
5. media training with working journalists to improve interview techniques.



Participants were interviewed, filmed and practised presentation skills. The vox pops with them provide an additional resource for recording what they consider to be the benefits of the training and will be used on the Fund's YouTube site. Trainees are encouraged to use their own interviews on their websites too.

TRAINING STRUCTURE, PROGRAM, MATERIALS AND OUTPUTS:

The program was informed by a pre-event course content survey to identify the participants' preferences on the skill/tools set they'd like to work on (attached as annexure 1) – it was provided to participants as an online survey and results were collated by Econnect and incorporated the usual Crawford Fund trainee survey which was a more streamlined approach. The program overview is at annexure 2. Participants also completed a post-course survey on

the final day (annexure 3 with responses) and will be contacted three months after the course for reporting on their application of communication plans.

The training was carried out over 5.5 days (with a half Sunday and Friday evening event) and included a mix of information sessions, panel discussions, practical exercises and individual sessions to provide more personal input with trainers and journalists. Prior to the event, participants were required to provide a listing of 2-3 stories around which they were hoping to carry out training.

Participants finished the training with a communication plan, a press release ready for distribution, a fact sheet on a research topic, and recordings of their TV and radio interviews and of their short presentation made to the group including speaking to a table or graph.

Printed and written course materials provided to participants included:

- Participants' biographical details
- "Talking Science with the Media – top tips" brochure
- "Talking Science with the Media" 47p booklet
- "Presenting Science" brochure
- "Presenting Science" 39p booklet
- "Writing for the Reader" 50p booklet
- "Planning Communication into Science" 41p booklet
- a list of contacts for trainers and participants

In addition, Econnect kindly agreed to make materials available in electronic format (correctly credited) for those participants wishing to share materials or provide subsequent training for their institutions and colleagues.

Another addition in Africa was the inclusion of the collection of short grabs or 'vox pops' with organisers, facilitators, participants and others to practise their new skills and also for use in future marketing of the Master Class.



All participants had one on one time with trainers for tailored assistance and to ensure they completed all key documents to a satisfactory standard



COURSE MANAGEMENT, TRAINERS, FACILITATORS, FARMER STAKEHOLDER AND JOURNALISTS

The Master Class was managed by Cathy Reade, Director of Crawford Fund Public Affairs and Communication, who also assisted with some facilitation and individual training exercises.

Eric Craswell, the Fund's Director of Training and Master Classes attended to manage the distribution of payments of per diems and certificates to trainees.

Facilitators were Jenni Metcalfe and Toss Gascoigne, both highly regarded and experienced professional science media trainers.

The farmer stakeholder was Dessalegn Jena from the Eastern Africa Farmers Federation

Journalists were:

- Max Jarrett , former longstanding presenter - BBC World Service's "Network Africa" program
- Elizabeth Equbay, print and radio journalist
- Shimelis Meressa, print and radio journalist
- Mekonnen Teshome , SciDev Net journalist
- Lily Mengesha , Freelance print and online journalist



Journalists with Toss Gascoigne in a panel discussion on how the media works in Africa and how to best work with the media

PARTICIPANTS:

In consultation with the facilitators, it was agreed that a maximum of 20 participants should again be the target number in the Master Class to enable an interactive and hands-on format, with the ability for one-on-one assistance where needed. A strategy was employed that involved initial targeted approaches for nomination of participants through ACIAR's Research Program Managers, the Australian International Food Security Centre, and selected international centres active in Africa. In addition, AGRA, which was known to the Fund, was approached and responded positively to the invitation.

A key difference between this second master class and the first (in Asia) was that in addition to science/research staff, it involved communication staff, groups from single organisations and projects and NGO (development) representatives.

Nominating institutions were required to complete a nomination form, and successful nominees were then provided with a precourse survey (to inform the development of the program), a later form to complete administration arrangements and a post-course evaluation.

Participants were expected to:

- Speak sufficient English to undertake the course including interview and writing exercises
- Have the support of their institution to attend and then introduce an improved or new communication effort on completion of the course
- Have examples of recent successful research results/stories from their institution to use in workshops
- Share with other participants the results of their efforts three months after the training
- Bring a laptop on which to work on materials as necessary.

None of the above requirements seemed to be a problem for any prospective participants. The class filled quickly and would have been over-subscribed, which augurs well for the targeted strategy for future classes of the same size.

Attendance was arranged for 20 confirmed participants, two of whom were unable to attend due to last minute visa problems. One was replaced by another staff member who happened to be at ILRI and available to undertake the training, leaving a group of 19.

The bios of those expected to attend is at Annexure 4 and a list of participants that were at the closing ceremony can be found at Annexure 5. It indicates a group that provided a good coverage of countries (Zambia, Kenya, Tanzania, Ethiopia, Mozambique, Mali, Burundi) and disciplines. Some participants were involved in ACIAR, CSIRO or CGIAR Centre projects (IRRI, ILRI, WorldFish) and others were from NGO's and NARS.

Participants were assisted with the development of a written guide with general information for travel to Addis and a stay at ILRI which was appreciated.

FUNDING

All participants were identified through approaches by the Master Class manager with the aim of the Master Class to be self-funding and this is expected to be achieved (final ILRI statement still outstanding).

The facilitators again assisted with the financial success of the training by charging a much reduced rate of 1/3 their usual day rate and without travel time. They have requested that their payment structure be reconsidered for future training so that their involvement is sustainable.

Targeting journalists in-country was another strategy employed to make savings on airfares.



Group work was very popular and the suggestion has been made of the use of more 'buzz groups' for knowledge sharing

NETWORKING

There were interesting discussions between the research groups and between researchers and communication attendees who had projects in common, finding out for the first time that they were in fact working on similar projects – in this case, one was around mechanisation. It may be useful in the future to look into the opportunity for having the two work together to develop a public event after the Master Class, with materials developed at the Class.

PARTICIPANTS' SURVEY RESULTS AND COMMENTS

The participants' survey results are attached as annexure 3. They were asked to rate the course on a range of issues from a low of 1 to a high of 7. The overall assessment of the course was 6.15 (out of 7) with very positive findings on the range of aspects to the training that were raised.



CLOSING SESSION

Communication around the Master Class with AusAID and Australian diplomatic posts in Africa provides a good opportunity to extend awareness of the Fund's existence and work. The closing session with the Ambassador, the presentation of certificates and group photo is a good end to the formal proceedings and the evening out together in a more casual atmosphere helped to cement what had become a good network.

RECOMMENDATIONS FOR FUTURE MASTER CLASSES:

The following suggestions were developed through consultations with participants, from the participants' survey and through discussions between the facilitators and manager:

- Visas were again an issue. For the next master class, it is suggested that participants be encouraged or required to show proof of visa 2 weeks out from the event.
- Serious consideration of reducing the topics covered in the time available or new structures such as more parallel groups so there's more time for priority areas. For example, communication plans, an obvious priority output for most participants
- More direct involvement by Cathy Reade in facilitating sessions to assist with time constraints through breaking into three rather than two groups for some exercises.
- Refinement of the pre-workshop survey for planning and framing the workshop.
- Reconsider the structure of the training based on the eventual expertise of participants
- Consideration of the use of sub-groups if substantial groups of communicators and scientists with separate training options for each.
- Consideration of splitting the group into smaller parallel sessions, to cover different interests in skills/training needed.
- Use of buzz groups and group discussions to increase interaction, share knowledge and experience.
- Consideration of additional topics for communicators not currently included if there is a sub-group of communicators in the future.
- Reworking some of the language in the comms plan template so it is more easily understood.
- Offering options as the training progresses so there's more flexibility to suit the needs, interests and abilities of the participants
- Getting participant vox pops and making more use of videos
- Allow for more down-time during the very intense training could be achieved by:
 - starting work earlier on Sunday and have a mid-week break of half a day
 - including an excursion, perhaps to a local agricultural research site or to a media outlet.This excursion could then perhaps be the basis for participants to practice writing skills.
- More time for the writing exercises needs.
- Saving some time by having participants bring to the class a drafted 2-4 page fact sheet of key project work they are working on, based on a template provided before the training, with graphs and photos as optional inclusions. This would be used as a basis for drafting media releases.
- Consideration of the inclusion of a session on Twitter and blogs and setting up a class twitter, so participants send tweets through the workshop.

Crawford Fund Master

Crawford Fund Master Class in Communicating with Stakeholders

The Crawford Fund Master Class in Communicating with Stakeholders is being organised by The Crawford Fund and facilitated by Jenni Metcalfe from Econnect Communications and Toss Gascoigne from Gascoigne and Associates.

We would like your input to develop this 5 day Master Class so it best suits your needs.

Please could you complete this survey within a week of receiving the link to it.

If you have any questions regarding the survey, please email Anne Huang at anne@econnect.com.au

If you have any questions regarding the course or administrative details, please email Cathy Reade at cathy.reade@crawfordfund.org

Thank you for your time.

Demographics

1. Your Details

Honorific (Prof/Dr/Ms/Mrs/Mr/Other)	<input type="text"/>
First Name	<input type="text"/>
Surname	<input type="text"/>
Email address	<input type="text"/>
Organisation	<input type="text"/>
Type of organisation	<input type="text"/>
Position	<input type="text"/>

2. What is your gender?

- Female
- Male

3. Short Biography (max 75 words).

Please write a short biography introducing yourself, your position, your main research responsibilities and where you were trained.

Your communication experience

4. How experienced are you at the following? Please rate from very low (1) to very high (5)

	1 (very low)	2	3	4	5 (very high)
Giving live presentations to a scientific audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Giving live presentations to a general audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using visual aids e.g. PowerPoint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing articles for a non-scientific audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liaising with stakeholders (industry, government, farmers etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Giving media interviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organising public events (e.g. talks, conferences, field days)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing media releases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoting stories to the media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Researching target audiences (e.g. through surveys, focus groups, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing e-newsletters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing communication strategies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using social media (twitter, Facebook)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing fact sheets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing webstories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What would you like to get out of this workshop?

5. What you'd most like to get out of the workshop? Please choose your top five issues.

- Develop a communication plan for a research project / program / organisation
- Improve my skills and confidence at giving presentations to various audiences
- Gain experience in doing media interviews with journalists
- Understand how the media works and how to make the best use of them
- Improve my skills at writing for a general audience (e.g.e-newsletters, media releases, fact sheets and webstories)
- Learn how to understand the audiences with whom I want to communicate
- Design clear messages for communicating with various audiences
- Know how to plan and run a successful public event
- Learn how to use social media effectively
- Developing skills in answering difficult questions
- Learning how and when to contact journalists
- Other: (please describe below)

6. If you wanted to improve your writing skills, please indicate what sort of writing you want to get better at: (e.g. newsletter, factsheet, media release, web writing etc.)

Your communication

7. How much of your time (% of job) do you estimate is spent on communication?

- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%
- 100%

8. How much of your time (% of job) do you estimate is spent on your website?

- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%
- 100%

9. How much of your time (% of job) do you estimate is spent on meetings with stakeholders?

- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%
- 100%

10. Does your organisation have a person responsible for communication and media?

- Yes
- No

If yes, please describe their role or indicate if you are a key communications person

11. What communication role(s) do you currently have within your organisation or project?

12. What communication products do you or your organisation already produce?

- Newsletter
- Fact sheets
- Media releases
- Webstories
- Social Media (e.g. blogs, Facebook, Twitter)

Other (please specify)

13. Does your organisation have a website?

- Yes
- No

What is the website address?

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14. Do you contribute to your organisation's website?

- Yes
- No
- N/A

15. What do you think is the biggest communication issue facing your organisation or project? (e.g. trouble getting stories into the media, problems communicating with local farmers). Explain why you think this.

16. For which research project/ program /organisation would you like to develop a communication plan?

17. Please describe the objectives of the research project/program/organisation outlined in Q12

18. When your communication plan is implemented, what would be the signs to you that it was successful? (e.g. high quality media coverage in local newspapers, increase in public engagement)

19. What changes do you hope a new or improved communication plan could bring to your organisation?

20. With whom do you think your project / program /organisation should be communicating?

21. Which is the most important group or individual of those you listed in answer Q20?

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22. Of those listed in answer to Q20, which is the most difficult group or individual to communicate with?

23. What are the 3 top messages you'd like to get across to the group or individual you listed as your most important target in Q21?

1.
2.
3.

24. Does your organisation have a list of journalists to whom you send press releases?

- Yes
- No
- Don't Know

25. Would you be prepared to share your media contact list with other participants?

- Yes
- No
- N/A

26. If you do not have a media contact list, would you like to have a basic "starter" list developed for you?

- Yes
- No

Course Requirements

The following are course requirements for participants.

27. Do you speak sufficient English to undertake the course in English? (including participating in interview and writing exercises)

- Yes
- No

Please explain your answer

28. Do you have the support of your institution to attend this workshop?

- Yes
- No

Please explain your answer

29. Can you bring to the workshop 3 recent research results/stories that you can discuss with journalists?

- Yes
- No

30. Please list the topics of your stories/results:

1.
2.
3.

31. Do you agree to share with other people in your organisation what you learn at the workshop?

- Yes
- No

32. Do you have access to a laptop that you can use at the workshop?

- Yes
- No

33. Do you consent to have your contact details included in a delegate list?

- Yes
- No

Expectations

34. What do you expect to learn in this course?

35. What skills would you like to gain?

36. How will you benefit personally?

37. How will your organisation benefit?

How did you hear about the course?

38. How did you hear about the course?

- My employer nominated me
- I was a participant in a related project supported by another organisation (please name organisation/project in the "Other" field below)
- A colleague recommended that I participate

Other (please specify)

39. Are other employees from your organisation participating in this course with you?

- Yes
- No
- Not sure

40. Do you require a formal invitation letter for the purpose of getting a visa?

- Yes
- No

Thank You

Thank you for filling in this survey.
We are looking forward to seeing you at the workshop!



Crawford Fund Master Class in Communicating with Stakeholders 21 April – 26 April

PROGRAM OVERVIEW

This program is a guide only to the activities of the week. At some points the Master Class will be split into 2 or 3 groups, to allow participants to spend more time on specific issues or skills.

Please note that on Monday and Thursday evenings you will have work to complete or prepare for the following day. Generally you are expected to complete all activities commenced each day, for review and assistance at the end of the day. If this is not possible, we would like you to complete activities overnight for review during breaks the following day so that you get feedback from facilitators on all materials and exercises.

Morning tea, lunch and afternoon tea will be provided throughout the Master Class and will be available at 10.30am, 12.30pm and 3.30pm respectively.

Sunday, 21 April 2-5pm

Introductions

Master Class objectives, including summary of participants' survey responses

Overview of program and distributed notes – expectations of daily completed work

Participants' introductions and explanation of the work they'll be using for exercises in the Master Class

Payment of travelling allowances

4.30pm - Official welcome by Dr Azage Tegegne from ILRI and an Australia Awards Ambassador in Africa

5pm – Welcome and Networking Reception

Monday, 22 April 9am-5pm

9am-12.30pm – Communication planning part A: overview and steps 1-3

12.30pm – Lunch (including payment of remaining travelling allowances)

1.30pm – Panel discussion with stakeholder representatives

2.45-4.45pm – Communication planning part B: steps 4-6

4.45pm – Review of work completed

5pm – Free time

NB: All participants need to have their communication plan completed to the end of step 6 by the morning which may entail some individual work in the evening.

Tuesday, 23 April 9am-5pm

9am-12.30pm – Communication planning part C: step 7

Outcome: Communication Plan completed for your designated project /organisation

12.30pm – Lunch

1.30-4.45pm – Writing part A: messages, media releases, and fact sheets

Outcome: Drafts of documents completed, ready for check by facilitators

4.45pm – Review of work completed

5pm – Free time

NB: All participants need to have their written pieces completed and reviewed which may entail some individual work in the evening and checking by facilitators the next day.

Wednesday, 24 April 9am-5pm

9am-12.30pm – Media skills part A: TV, online media and newspapers

Panel discussion and interviews with working print journalists

Outcome: TV interview recorded and understanding of how TV, online and newspapers work

12.30pm – Lunch

1.30-4.45pm – Media skills part B: radio and shaping messages

Panel discussion and interviews with working radio journalists

Outcome: Radio interview recorded, an understanding of how radio works and how to manage media

4.45pm – Review of work completed

5pm – Free time

Thursday, 25 April 9am-5pm

9am-12.30pm – Writing part A: clear writing, writing for the reader, web writing

Outcome: Understanding of how to write clearly for the reader. Writing for the web

12.30pm – Lunch

1.30-4.45pm – Writing part B: developing newsletters and web content from fact sheets

Outcome: Draft newsletter and fact sheet completed

4.45pm – Review of work completed

5pm – Free time

NB: All participants need to have their written pieces completed and reviewed which may entail some individual work in the evening and checks by facilitators the next day.

Participants are also required to prepare a 3-min talk for the next day

Friday, 26 April 9am-5pm

9am-12.30pm – Presentation Skills part A: audience, content, structure

Outcome: 3-min talk delivered with feedback

12.30pm – Lunch

1.30-3pm – Presentation Skills part B: style, visuals and questions

Outcome: Two other short talks delivered with feedback, graphic designed and presented

3-4.30pm – Recap on key points

Actions after Master Class, including next steps to improve your institution's communication

Master Class evaluation and reminder about 3 month evaluation

4.30pm - Presentation of certificates by Lisa Filipetto, Ambassador of Australia to Ethiopia

5pm – Master Class concludes

6pm – Transfer to closing dinner

9.30pm – Transfer back to ILRI campus



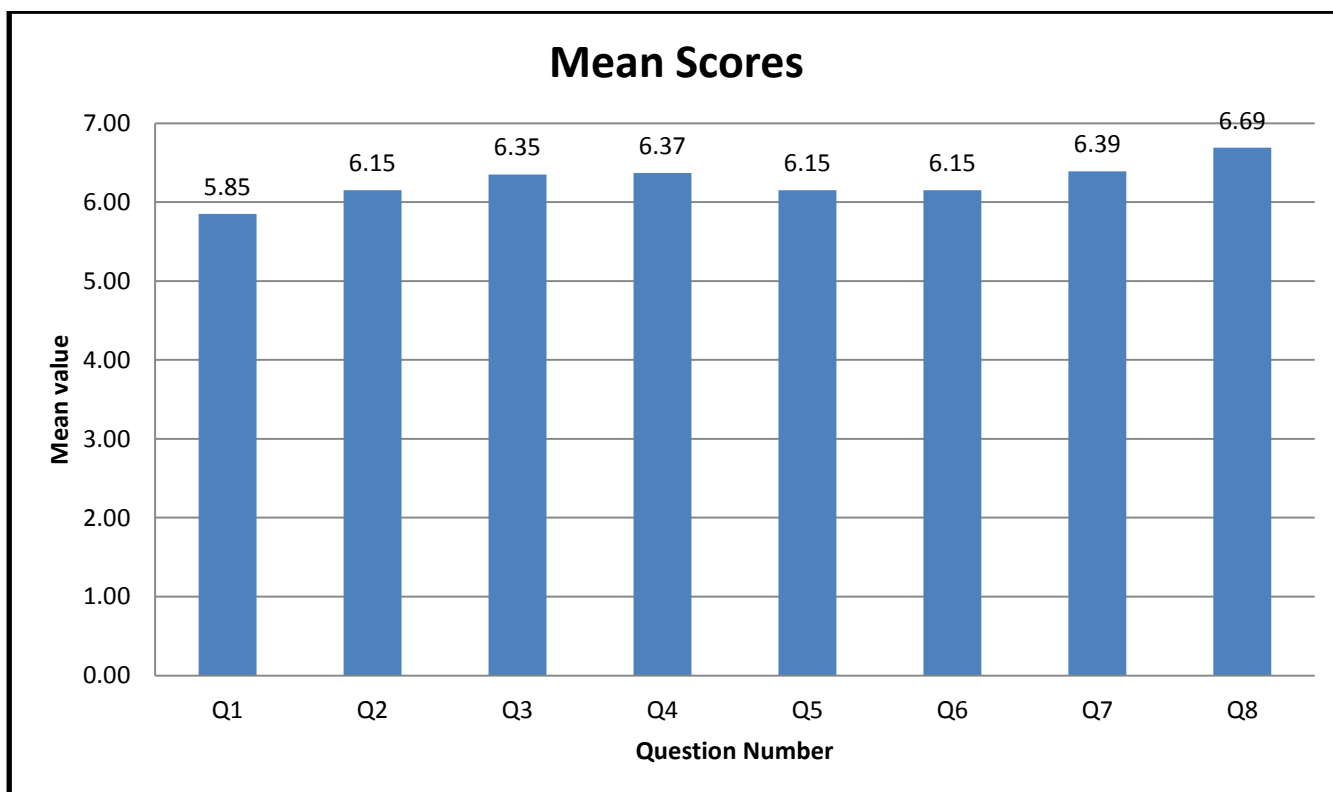
Crawford Fund Master Class Communicating Research to Stakeholders Addis Ababa, Ethiopia

Date: 21 st – 26 th April 2013	No of evaluation sheets: 20
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Average scores for Q1-Q8:

Workshop participants asked to rate the following on a scale of 1-7:

	Question	Average
Q1:	I increased my capacity to communicate research with stakeholders (1= disagree, 7 = agree)	5.85
Q2:	Overall assessment of the course (1= No use or relevance, 7 = Highly useful and relevant)	6.15
Q3:	Course content, information and ideas presented (1= No use or relevance, 7 = Highly useful and relevant)	6.35
Q4:	The presentation/facilitation style of the consultants was (1= not helpful, disenabling, 7 = very helpful, enabling)	6.37
Q5:	The mix of information, presentation, discussion and activity was (1= not balanced, 7 = balanced)	6.15
Q6:	The likely usefulness of the workshop notes in the future (1= not useful, 7 = useful)	6.15
Q7:	Recommendation of this course to others at a similar level (1= not recommended, 7 = recommended)	6.35
Q8:	The practical/administrative arrangements were organized (1= not well, 7 = well)	5.95



Q9. What did you like most or find most useful about the workshop?

Response	Name	Position & Organisation	Country
Communication strategy.	Albert Mulanda	Project Coordinator, Caritas Mongu	Zambia
The course content.	Peter Chilambwe	Communications Officer, WorldFish Lusaka Office	Zambia
There was so much to learn - I felt empowered in all aspects of communication, particularly I got exposed more to media.	Catherine Muthuri	Research Scientist, ICRAF	Kenya
That communication is an art and it has to be learnt and practised - no short cuts.	Professor Gideon Obare	Lecturer, Egerton University	Kenya
Close interaction between facilitators and participants as well as between participants. Show practical exercises and feedback from facilitators. Mix of scientists and communicators.	Mackson Banda	Deputy Director, Department of Ag & Research Services, Ministry of Agriculture	Malawi
All sessions are good, but I like the following 1) media release session; 2) presenting science session; 3) writing science paper.	Menale Kassie	Scientist, CIMMYT	Kenya
I learnt quite a number of things about myself including the fact that I need to be conscious of my facial expression and tone of voice.	Ms Liz Ogutu	Liaison Officer, Australian International Food Security Centre	Kenya
The materials, the practical sessions and the idea of bringing in journalists.	Mulugetta Mekuria	Project Leader, SIMLESA, CIMMYT - Southern Africa Regional Office	Zimbabwe
Presentation writing.			
Presentations and communicative strategy, media			

Response	Name	Position & Organisation	Country
releases.			
Presenting science.	Joseph Bigirimana	IRRI Coordinator, ESA (East and Southern Africa)	Burundi
The detailed explanations coupled with practical work.	Miss Ethel Makila	Communication Officer, BCCA-ILRI Hub	Kenya
Practical, applicable to my work, mix of teaching/presentations/interactive. Media engagement --> practical - extremely useful feedback.	Mary Njoroge	PO - M & E & Knowledge, AGRA	Kenya
Exercises will be used when we get back.	Mr N. Nenguwo	Postharvest Specialist, AURDC - The World Vegetable Centre	Tanzania
Writing skills. Presentation skills. I can carry home information materials.	Ms Grace Omondi	Communications specialist, Africa Soil Health Consortium, CABI	Kenya
Practical sessions.			
Practical approaches.	David Kimani	Program Analyst, AGRA	Kenya
The course was very interactive and interesting. It dealt with real challenges faced in communicating science.	Sylvia Mwichuli	AGRA	Kenya
Tailoring your message to different audience and for different products.	Dr Frédéric Baudron	Scientist, CIMMYT	Ethiopia
The feedback after exercise.			

Q10. What did you like least or find least useful about the workshop?

Response	Name	Position & Organisation	Country
All useful.	Albert Mulanda	Project Coordinator, Caritas Mongu	Zambia
None.	Peter Chilambwe	Communications Officer, WorldFish Lusaka Office	Zambia
None.	Catherine Muthuri	Research Scientist, ICRAF	Kenya
Not having enough time to digest the content.	Professor Gideon Obare	Lecturer, Egerton University	Kenya
Nothing.	Mackson Banda	Deputy Director, Department of Ag & Research Services, Ministry of Agriculture	Malawi
I find all sessions useful. The challenge is the time allocated for each session/topic is small.	Menale Kassie	Scientist, CIMMYT	Kenya
Least useful was discussion on self because I already knew this from another course.	Ms Liz Ogutu	Liaison Officer, Australian International Food Security Centre	Kenya
Everything practiced was useful.			
Yes, we could have been split into 2, communicators and scientists.			
The writing section.	Joseph Bigirimana	IRRI Coordinator, ESA (East and Southern Africa)	Burundi
The intensity throughout the week - while I appreciate the content and the depth covered, I experienced some fatigue midweek.	Miss Ethel Makila	Communication Officer, BCCA-ILRI Hub	Kenya
Content is much, time was limited - hence some things not adequately covered e.g. Newsletter	Mary Njoroge	PO - M & E & Knowledge, AGRA	Kenya
Less use of visual aid, more use of booklets.			
Writing skills aspect somehow didn't sink well.	David Kimani	Program Analyst, AGRA	Kenya

Response	Name	Position & Organisation	Country
There should have been more buzz groups and teamwork at the tables to allow for exchange of experience. The process used of having facilitator talk to use all the time, was a bit monotonous.	Sylvia Mwichuli	AGRA	Kenya
Media releases (better suited to communication people and not scientists like me).	Dr Frédéric Baudron	Scientist, CIMMYT	Ethiopia
Nothing.			

Q11. Is there anything you would change in terms of topics and allocation of time?

Response	Name	Position & Organisation	Country
No.	Albert Mulanda	Project Coordinator, Caritas Mongu	Zambia
More emphasis on action plan.	Peter Chilambwe	Communications Officer, WorldFish Lusaka Office	Zambia
I would change nothing about topics but the time to have everything done was tight.	Catherine Muthuri	Research Scientist, ICRAF	Kenya
The content is too massive to be effectively completed in 6 days. Find a way of extending time or cover less content.	Professor Gideon Obare	Lecturer, Egerton University	Kenya
More time on face to face interactions.	Mackson Banda	Deputy Director, Department of Ag & Research Services, Ministry of Agriculture	Malawi
Would like to see more time on media release and policy brief sessions.	Menale Kassie	Scientist, CIMMYT	Kenya
No.	Ms Liz Ogutu	Liaison Officer, Australian International Food Security Centre	Kenya
Need more time on presentation skills and preparation of media releases.			
This is too intensive for 5.5 days.	Mulugetta Mekuria	Project Leader, SIMLESA, CIMMYT - Southern Africa Regional Office	Zimbabwe
Communication strategy.			
As everyone is not having the same interest, the exercises should be distributed accordingly.	Joseph Bigirimana	IRRI Coordinator, ESA (East and Southern Africa)	Burundi
For the mixed group, perhaps communicators would have more time on practical exercises in policy briefs, fact sheet writing.	Miss Ethel Makila	Communication Officer, BCCA-ILRI Hub	Kenya
Yes part for writing covered on Thursday. Too many items within a short time --> more time is necessary.	Mary Njoroge	PO - M & E & Knowledge, AGRA	Kenya
More time on communication strategy.	Mr N. Nenguwo	Postharvest Specialist, AURDC - The World Vegetable Centre	Tanzania
Not really...	Ms Grace Omondi	Communications specialist, Africa Soil Health Consortium, CABI	Kenya
No.			
More emphasises on writing.	David Kimani	Program Analyst, AGRA	Kenya
Please include a course in speech writing.	Sylvia Mwichuli	AGRA	Kenya
More on presentation.	Dr Frédéric Baudron	Scientist, CIMMYT	Ethiopia
The time is too short.			

Q12. What do you expect to report you have done in terms of communication activities/improvements in your three month evaluation survey?

Response	Name	Position & Organisation	Country
Inform the other staff and authorities back home about the workshop and suggest what we can do.	Albert Mulanda	Project Coordinator, Caritas Mongu	Zambia
Improved communication skills.	Peter Chilambwe	Communications Officer, WorldFish Lusaka Office	Zambia
At least I will have a communication plan for the trees for food security project.	Catherine Muthuri	Research Scientist, ICRAF	Kenya
Media releases.	Professor Gideon Obare	Lecturer, Egerton University	Kenya
Colleagues (scientists) and Head of Department.	Mackson Banda	Deputy Director, Department of Ag & Research Services, Ministry of Agriculture	Malawi
1) Media release; 2) Presentation skill and confidence; 3) Writing science paper.	Menale Kassie	Scientist, CIMMYT	Kenya
Completed and implemented some of the activities in my communication strategy.	Ms Liz Ogutu	Liaison Officer, Australian International Food Security Centre	Kenya
Whether the activities in the communication plan have been undertaken.			
Fact sheet.	Mulugetta Mekuria	Project Leader, SIMLESA, CIMMYT - Southern Africa Regional Office	Zimbabwe
I will report that I improved my skills, and farmers working with us will see the improvement.	Joseph Bigirimana	IRRI Coordinator, ESA (East and Southern Africa)	Burundi
I would like to complete the action plan with my team and have real targeted progress. I would like to have some products - a fact sheet for the project, discussed and for other projects not used during the training.	Miss Ethel Makila	Communication Officer, BCCA-ILRI Hub	Kenya
1) Develop a communication strategy and start implementing and monitoring - give results. 2) More able to engage the media. 3) Better presentations/talks about my work.	Mary Njoroge	PO - M & E & Knowledge, AGRA	Kenya
Completed the communication plan.	Mr N. Nenguwo	Postharvest Specialist, AURDC - The World Vegetable Centre	Tanzania
Updated communication strategy. Better communication with potential partners.	Ms Grace Omondi	Communications specialist, Africa Soil Health Consortium, CABI	Kenya
Communication strategy.	David Kimani	Program Analyst, AGRA	Kenya
1) Brief colleagues on the outcomes of the course. 2) Hold at least one course using the Econnect communication materials with staff/colleagues. 3) Prepare presentations using the five-box structure.	Sylvia Mwichuli	AGRA	Kenya
Communication strategy of FACAS. Using the media (rather than writing for them). Making clearer presentation.	Dr Frédéric Baudron	Scientist, CIMMYT	Ethiopia
Yes but conditional.			

Q13. Any other comments?

Response	Name	Position & Organisation	Country
Include a slot for participants look around particularly for those visiting a country 1st time.	Albert Mulanda	Project Coordinator, Caritas Mongu	Zambia
There is need to incorporate research skills for communicators.	Peter Chilambwe	Communications Officer, WorldFish Lusaka Office	Zambia
I wish the course would take like 2 weeks instead of one so as to cover all the content in depth -- although I know it's not easy to have 2 weeks leave away from work. Is there a follow up course?	Catherine Muthuri	Research Scientist, ICRAF	Kenya
Very useful training. The trainers are very experienced - they allow the learners make mistakes, out of which they are made aware of them and how not to repeat them - very useful.	Professor Gideon Obare	Lecturer, Egerton University	Kenya
None.	Mackson Banda	Deputy Director, Department of Ag & Research Services, Ministry of Agriculture	Malawi
The training need more time.	Menale Kassie	Scientist, CIMMYT	Kenya
Very useful, very well conducted course. I would easily recommend it to others apart from the fact that the price is limiting.	Ms Liz Ogutu	Liaison Officer, Australian International Food Security Centre	Kenya
The course was too intensive, there was no time put aside for shopping.			
The course was really useful. One of those rare ones which I can almost apply everything to my work.	Mary Njoroge	PO - M & E & Knowledge, AGRA	Kenya
Was a very useful course.	Mr N. Nenguwo	Postharvest Specialist, AURDC - The World Vegetable Centre	Tanzania
Thank you for the golden kangaroo! And Got good ideas to use in ASHC write shops.	Ms Grace Omondi	Communications specialist, Africa Soil Health Consortium, CABI	Kenya
Very challenging.			
Good training - follow up necessary for actual application of useful lessons learned.	David Kimani	Program Analyst, AGRA	Kenya
The course was definitely worth attending. The facilitation was superb and the topics very relevant. I will recommend it to my professional colleagues.	Sylvia Mwichuli	AGRA	Kenya
A hit packed as a course.	Dr Frédéric Baudron	Scientist, CIMMYT	Ethiopia
It is more relevant to communication officers than researchers. There are few topics may not be applied directly to my position. But I learnt much for the course.			

CRAWFORD FUND MASTER CLASS IN COMMUNICATING WITH STAKEHOLDERS

AFRICA, APRIL 2013

BIO DETAILS OF ATTENDEES AT 19 APRIL

Title	First Name	Surname	Organisation	Position	Short Biography Provided by Participant
Dr	Fidelis	Myaka	Ministry of Agriculture and Cooperatives	Director of Research and Development	Dr Myaka is the Director of Research and Development in the Ministry of Agriculture of the United Republic of Tanzania. His main responsibility is to manage and coordinate agricultural research done by 16 public research centers spread all over the country. Born in 1955, Dr. Myaka studied B.Sc at the University of Dar es Salaam and PhD in Agronomy/Physiology from Wye College, University of London. Before his appointment as the Director of Research & Development, Dr. Myaka was an active researcher for more than 25 years. Dr. Myaka has published 35 scientific papers in international journal and edited proceedings.
Prof	Gideon	Obare	Egerton University	Associate Professor of Agricultural Economics	I am an Associate Professor of Agricultural Economics in the Dept of Agricultural Economics & Business Management of Egerton University. I lecture in Microeconomics, Institutional Economics and occasionally in Econometrics and Agricultural Policy. I am interested in micro level economics of agriculture. I am currently the Kenya country coordinator of the Adoption Pathways project. I was trained at Nairobi University (BSc), University of Kiel (MSc) and Egerton University (PhD).
Dr	Adefris	Chere Teklewold	Ethiopian Institute of Agricultural Research	Crops Research Director	I am the Crops Research Director of the Ethiopian Institute of Agricultural Research. My responsibilities include planning and managing crop research projects at higher level, and advocate and redesign the directorate. I earned a BSc degree in plant sciences, Alemaya University of Agriculture, Ethiopia in 1989; MSc in genetics and plant breeding, University of Agricultural Science, Bangalore, India in 1998; and PhD in plant breeding from Georg-August University of Gottingen, Germany in 2005.
Dr	Joseph	Bigirimana	International Rice Research Institute (IRRI)	IRRI Coordinator in Burundi	Bigirimana completed his PhD in Plant Pathology, Ghent University (Belgium) in 2000. Till 2007, he was Post Doctoral researcher, first in Ghent University and later in International Centre for Genetic Engineering and Biotechnology (Italy). He joined Burundi University, Faculty of Agriculture, where he became Head of Crop Production Department till 2008 and Dean of the Faculty till 2010. He joined IRRI in 2010. Liaison Scientist, he coordinates IRRI research activities in Burundi
Mr.	Peter	Chilambwe	WorldFish Center	Communication Officer	I have a bachelor Degree in Mass Communication and am a Hubert Humphrey Fellow, University of Maryland and a Research Student at the Uni of Zambia. I have more than 15 years experience as a journalist with a strong bias in health and biodiversity conservation. I am Communication Officer, WorldFish, based in Lusaka. My duties and responsibilities include actively promoting the engagement and coordination of all partners in the various platforms and their smooth harmonization with WorldFish and communicating to the wider community WorldFish research findings.

Mrs	Sylvia	Mwichuli	AGRA	Communications Director	I am a communications practitioner with over 20 years experience working in a range of organizations including the public and NGO sector. At AGRA my role is to communicate the research and program results of the organization to the broader public. I hold a Bachelor of Education degree from Moi University and an MBA from Jomo Kenyatta University of Science and Technology.
Dr	Evelyne	Kiptot	World Agroforestry Centre	Scientist	I am a social scientist at ICRAF, focusing on research in extension and gender issues in agroforestry. I have a PhD from Wageningen University in the Netherlands and a Master's degree from University of Wales in the United Kingdom.
Mr	David	Kimani	AGRA	Program Analyst	I am an economist with over ten years working experience in various organizations, recently in development projects. My main research responsibility is in making use of data for evidence based decision making.
Ms	Diama	Agathe	ICRISAT	Information Officer	I am Agathe Diama, Malien citizen living in Mali. I earned a degree from the faculty of Social Sciences of the University of Bamako in Mali and trained as journalist. I have am working as an Information Officer with ICRISAT in Mali. I am interest in finding ways to better reach smallholders farmers with improve technologies. I expect this Master Class in enhancing the quality of my work.
Prof	Catherine	Muthuri	World Agroforestry Centre (ICRAF)	Research Scientist and Project manager	I am Kenyan, married with three children. I am an associate professor of Environmental Plant Physiology in Botany Department Jomo Kenyatta University of Agriculture and Technology (JKUAT), on secondment to ICRAF where I am a research scientist involved in fundraising, research, administrative support as well as supervising post grad students. My research responsibilities include overseeing agroforestry research projects particularly on water productivity. I am the project manager for the Trees Food for food security project funded by ACIAR. In addition I am the ICRAF contact person for the CGIAR research program on humid tropics in the systems productivity theme. I hold a PhD in plant ecophysiology from JKUAT / Nottingham University UK and an MSc in plant physiology and a BEd science degree in Botany and Zoology.
Dr	Mulugetta	Mekuria	CIMMYT	SIMLESA Project Leader	Dr. Mulugetta Mekuria an Ethiopian national is a Senior Scientist: Agricultural Economist and Regional Representative for CIMMYT Southern Africa Regional Office at Harare Zimbabwe. He earned his PhD in Agricultural Economics from Michigan State University. Before joining CIMMYT, he was Professor and Head of the Department of Agricultural Economics, Faculty of Agriculture ,University of the North,(now University of Limpopo) South Africa. Currently, he is Program Coordinator of the Sustainable Intensification of Maize-Legume Cropping Systems for Food Security in Eastern and Southern Africa (SIMLESA)- a 4yr project led by CIMMYT, funded by ACIAR and implemented in collaboration with national, regional and international partners.

Mr	Ngoni	Nenguwo	AVRDC - The World Vegetable Center	Postharvest Specialist	I have a Masters degree in Postharvest Technology from the UK and I worked in horticultural research in Zimbabwe for 22 years and then moved to international consulting. I worked in Rwanda, Zambia, Bangladesh and Ghana. I am responsible for undertaking research and development activities in postharvest handling and storage for vegetable crops and I am currently based in Arusha, Tanzania.
Mrs	Mary	Njoroge	AGRA (Alliance for a Green Revolution in Africa)	Program Officer, Knowledge and Learning and Monitoring and Evaluation	I am an economist by profession as well as an entrepreneurship expert, trained at the University of Illinois, USA and Nairobi University in Kenya. I am a program officer with AGRA in a unit called FOSCA in charge of knowledge development and M&E. I develop thematic papers, position papers, newsletters, evaluation reports (all research based) to build knowledge and communicate results to farmer organizations and other stakeholders. Trained mainly on the job but also have attended short term training on M&E such as J-Pal poverty Lab, World Bank M&E program etc
Dr	Frédéric	Baudron	CIMMYT	Scientist	Frédéric Baudron works for the International Maize and Wheat Improvement Centre (CIMMYT) in Addis Ababa, Ethiopia. Trained as a tropical agronomist in Montpellier France, he specialized as an animal scientist in Paris and later carried his PhD research on farming system research with Wageningen University, studying the tensions between agricultural production and biodiversity conservation in Northern Zimbabwe. His research interests include farming system analysis, sustainable intensification, and participatory innovation development. Currently, he is engaged in R&D projects related to conservation agriculture, agroforestry, small mechanization, and crop-livestock interaction in the following counties: Ethiopia, Kenya, Tanzania, Rwanda, and Zimbabwe.
Mr	Albert	Mulanda	CARITAS MONGU	Project Coordinator	I work for the Catholic Diocese of Mongu in the Development Department (Caritas Mongu) as a Project Coordinator for the Food Security and Livelihoods Unit. I have been involved in a lot of surveys such as Chronicity, Poverty and Care under late Prof. Pieter H. Streefland of Amsterdam University, Food Security survey for the Consortium of Southern Africa Food Security Emergency (C-SAFE), SMART Food Security survey under Cornell University and PLACE Study on Prevalence of HIV/AIDS in Zambia with North Caroline University. I have received on job training for such studies.
Dr.	Rosemary	Murori	International Rice Research Institute (IRRI)	Collaborative Research Scientist	Plant breeder and molecular biologist with more than 8 years' experience working in Kenya and Tanzania. Currently working with a vision to empower farmers with appropriate rice varieties and farming methods that would increase food production in rice, a major food crop in developing countries. Other than research and training farmers, have been lobbying for support of stakeholders to support this worthy cause. In addition, I mentor students. PhD obtained in Germany, MSc in Kenya.
Ms	Ethel	Makila	BecA-ILRI Hub	Communications Officer	Ethel Makila holds a BA degree in Graphic Design from the University of Nairobi and has acquired diverse experience in the field of development communication, media and education. At the BecA-ILRI Hub, she provides comm support to the research teams and their partners. She is responsible for increasing the awareness of the Hub's activities, facilities and impact, to various African and international stakeholders. A writer and nature lover, she has developed innovative visual communication materials for development issues and continues to contribute to the publicity and fund raising efforts of various non-profits.

Ms	Grace	Omondi	CABI Africa	Communications Specialist	Communication professional, worked as a Deputy TV Production Manager, Senior TV Graphic Designer and as a Media and Communication Consultant. Studied a Joint Master International Communication programme at Hanze University, Groningen, (the Netherlands) and Leeds Metropolitan University (UK); BA Graphic Design at University of Nairobi, Kenya and Film Making at the London Film Academy, UK. At CABI my focus is in communicating integrated soil fertility management to diverse stakeholders.
Ms	Liz	Ogutu	ACIAR- Australian International Food Security Centre	Liaison Officer	Liz Ogutu represents AIFSC across Africa. She identifies, networks and communicates with stakeholders to share experiences (including research priorities, objectives, strategies and operations) and communicates these priorities to the AIFSC Director. She communicates AIFSC's strategy and disseminates program information and intent to stakeholders within the region. Collates stakeholder issues and communicates these issues to the team in AIFSC. She also manages the administration processes in the office. BSc (Hons) Open University; MBA Herriot Watt University, UK
Dr	Mackson	Banda	Ministry of Agriculture and Food Security, Malawi	Deputy Director of Agricultural Research Services	Dr. Mackson Hencie Phillimon-Banda is Deputy Director of Agricultural Research Services responsible for agricultural technology development in the Ministry of Agriculture and Food Security in Malawi. He holds a Bachelor of Science degree in Agricultural Science from the University of Malawi, Bunda College of Agriculture. He obtained a Masters Degree in Plant Breeding from the University College of Wales, Aberystwyth in 1987. Later in 1999 he was admitted to the degree of Doctor of Philosophy in Applied Genetics and Plant Breeding from the University of Birmingham, United Kingdom. Before becoming Deputy Director he worked as plant breeder in various crops including; cotton, sunflower and sorghums. He has released several varieties of cotton, and sunflower for commercial production in Malawi. He has published a number of papers in cotton and sunflower. He is currently a member of Project Steering Committee for SIMLESA.
Dr	Menale	Kassie	CIMMYT	Scientist	Menale Kassie completed a first degree and MSc in agricultural economics from the University of Haramaya (Ethiopia). He was awarded a PhD in Development economics at the University of Norwegian Life Sciences (Norway). Prior to joining CIMMYT, he held a research officer position at the University of Gothenburg (Sweden) and a senior research fellow position at the Environmental Economics Policy forum for Ethiopia. He is leading the Adoption Pathways projects implemented in five African countries and also coordinating the socio-economic components of SIMLESA. Menale's research focuses on adoption and impact of crop and natural resource management technologies on rural household welfare using advanced cross-section-panel econometrics and mathematical programming models.