



PARTNERSHIP FOR PROGRESS

REVISED COMMUNICATIONS PROGRAMME

**Proposal from
PRO COMMUNICATIONS LTD.
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Revised Communications Plan for Partnership for Progress

OVERVIEW

Partnership for Progress represents a coalition of stakeholders comprising members of the private sector, trade unions, academia, government, opposition and civil society which has been formed to build trust and to seek consensus on issues of national importance, in order to foster a climate of sustained economic growth.

A Communications Plan has been designed to reflect the views, networking and consensus-building initiatives being undertaken by the group.

The Communications thrust will ensure that the views of all the parties who will be signatories to the Social Contract, are aired and that the public has a full understanding of their objectives and role in nation-building.

Fostering a better understanding of sector interest in the PFP is what the Communication Programme intends to accomplish. Therefore , it will give equal time to the following groups to voice their views : the PSOJ, JCC, JCTU, JEF, JHTA, JAS, JIE, UWI, IMBA, HMA, as well as the government and opposition .



OVERVIEW(Cont'd)

The Communications Programme for PFP will explain, outline and facilitate a new vision and a new hope for Jamaica – a process in which every citizen has a stake.

The Communications Programme for PFP will implement initiatives to convey an understanding to the average person that Partnership For Progress is not an end in itself, but a catalyst in shaping a new Jamaican vision.

As we endeavour to get the people accepting of and acclimatized to the new vision, the first four weeks of the media campaign should have more media and awareness activities, than events, as in the last four weeks.



THE APPROACH

As directed by the Partnership For Progress Committee, the Communications Programme will not present Partnership For Progress as a product, that its signatories are 'selling' or imposing on others.

Instead, the Communications Programme will facilitate debate and discussions on the Partnership For Progress. This will guide the public through the vision and the process of the new governance—Partnership For Progress. This campaign will commence, before the Memorandum of Understanding or Social Contract has been signed.

The challenge and the mandate of the Communications Programme are to keep the people informed and to also sustain their interest and support as part of the Partnership For Progress process. The events, the media liaison and the awareness activities are prongs of the Communication Programme geared at helping it to fulfill its mandate to the people.

The Communications Mechanism must also expose the people to the process of the 'Partnership'. They are to be made aware of the many months of discussions, negotiations, wranglings, agreements and the making of the MOU between the stakeholders.

The Communications Plan is therefore proposing that approximately five of the umbrella groups be made available to the public, every week through the print and electronic media, as well as an online newsletter. Each umbrella group will have a chance to highlight, debate and explain its views.

The communications mechanism should also enlighten the public that the MOU is not the end of the road but the first milestone in the journey. The public should be kept informed on a consistent basis that there is an action plan governing the MOU which has two-year checkpoints, five-year checkpoints, seven-year checkpoints etc.



OBJECTIVES

- To **highlight and explain** the views of stakeholders on the PFP.
- To **facilitate** greater and widespread understanding of what is 'Partnership for Progress' and how it will affect the lives of Jamaicans.
- To **reinforce** the partnership aims among the stakeholders.
- To **secure 'buy-in'** from the public, for the aims of the partnership; through timely roll-out of information and positive activities.
- To **promote** the successful conclusion of the process leading to the MOU.



MAIN ACTIVITIES

1. MEDIA

- Media Interviews
- Television Programmes
- JIS Radio & Television Programmes
- Radio Drama Series
- Website
- Advertising Campaign
- Photo Ops
- Press Releases
- Features
- Testimonials/Endorsements
- Radio Talk Shows

2. AWARENESS ACTIVITIES

- **Seminars/ Workshops**
- Speaking Engagements
- Programme to honour groups which foster partnerships.

3. EVENTS

- Seminars/ Workshops
- MOU Launching Ceremony
- Courtesy Calls (GG, PM, Opposition Leader)
- Periodic Meetings of Partnership
- Photo Ops



EVALUATION

1. Monitoring of press publications and programmes on the electronic media is a vital way of assessing the level of coverage that a particular project or organization receives. It is also an indicator of public perspective of a project/organization. Against this background, PROCOMM could provide media monitoring services for the Partnership for Progress, which would be helpful in assessing how the work of the group is defined in the eyes of the Jamaican people.
2. If the stakeholders in Partnership for Progress need assistance with doing research, PROCOMM would be able to provide the services through links at the University of the West Indies.



SERVICING THE ACCOUNT

1. PROCOMM is proposing that the Partnership For Progress Committee designate one person as the liaison person between the Committee and PROCOMM. PROCOMM is also suggesting that fortnightly meetings be held between itself and the liaison person, for which PROCOMM would generate action notes.
2. Correspondence between the Partnership For Progress Committee liaison person and PROCOMM would be on a regular basis to ensure that there is clarity on all discussions.
3. PROCOMM will ensure that all expenditure on behalf of the Partnership For Progress Committee is approved in writing.

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