



## **Master Class in Communicating Research to Stakeholders** **27 November – 3 December 2011**



University Academic Service Centre, Chiang Mai University, Thailand

**Supported by:**  
**The Crawford Fund**  
**ACIAR**  
**CSIRO**  
**Chiang Mai University**  
**The International Livestock Research Institute**  
**The International Rice Research Institute**  
**The WorldFish Centre**

**RATIONALE:**

There is 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. For example, the recent review of the Australian aid program supports the need to improve public engagement in both Australia and in developing countries stating “Australian taxpayers have a right to see exactly how and where overseas aid money is being spent just as citizens in poor countries do.”

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 developing country research institutions to communicate their work to stakeholders.

**TRAINING OBJECTIVES:**

The course aimed to provide a diverse range of communication skills to senior scientific/research/ project staff, with some connection to Australian development assistance projects or supported institutions, to boost the capability of agricultural research institutions across Asia 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 practise presentation skills, explaining their work to each other*

**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. The program overview is at annexure 2. Participants also completed a post-course survey on the final day (annexure 3) and will be contacted three months after the course for reporting on their application of communication plans.

The training was carried out over six days (with a half Sunday and a half Saturday) 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 draft communication plan, a press release ready for distribution, a fact sheet on a research topic, a list of media contacts for their country 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 Comm into Science" 41p booklet
- a list of contacts for trainers and participants
- a contact list of key media in their country

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



*Dr Chiranjeevi carries out her TV interview*

### **COURSE TRAINERS, FACILITATORS 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 with the stakeholder panel representing an NGO which interacts with agricultural scientists. Eric Craswell, Director of Training and Master Classes provided administrative support and attended the Master Class.

Facilitators were:

- Jenni Metcalfe and Toss Gascoigne, both highly regarded and experienced professional science media trainers, and (in Jenni's absence due to a family emergency) Tom Dixon from Econnect Communications and Meg Heaslop from Biotext Science Information Consultants;



*Toss Gascoigne and Jenni Metcalfe explain the 7 step process to the development of a communication plan*

Journalists were:

- Australian Rowan Reid, a media consultant based in Bangkok who formerly held senior positions in Australia with ABC Rural Radio and Rural Press publications;
- Thailand journalists Piyaporn Wongruang from The Bangkok Post and Scidev.net, the international development and science website; Mrs P Kanniker of the Matichon newspaper and Asia Calling Radio; a young radio reporter from Radio Thailand, Ms Thanawan.

*Journalists Piyaporn Wongruang and P Kanniker, with Toss Gascoigne, in a panel discussion with participants on how the media works and how to best work with the media.*



Other assistance was provided by:

- Mandy Gyles, Media Officer from ACIAR who assisted with the radio interview training, with the stakeholder session representing a donor/funding body and as photographer, and
- Eric Craswell from the Crawford Fund who assisted with the stakeholder session representing the view of a large partner research organisation and review panel member.

## **PARTICIPANTS:**

In consultation with the facilitators, it was agreed that a maximum of 20 participants should be included in the Master Class to enable an interactive and hands-on format, with the ability for one-on-one assistance where needed. With an expectation that the response to the training opportunity would be very positive, a strategy was employed that involved initial targeted approaches for nomination of participants through ACIAR's Research Program Managers and selected international centres active in Asia.



*Mandy Gyles, ACIAR explains radio interview techniques with participants*

They were approached to nominate senior agricultural researchers/scientists in developing country research institutions which do not employ trained communication staff, and who have or could take on the responsibility to facilitate improved communication on behalf of their organisation to stakeholders and to the media.

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 at least three to five 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
- Be able to bring with them a laptop on which to work on materials as necessary.

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.

A list of participants can be found at Annexure 4. It indicates a group that provided a good coverage of countries (India, Thailand, Sri Lanka, Nepal, Philippines, Cambodia, Indonesia, Vietnam, Pakistan, Bangladesh) and disciplines. Some participants were involved in ACIAR, CSIRO or CGIAR Centre projects (IRRI, ILRI, WorldFish) and others were from NARS.



*Australian journalist Rowan Reid (left) is quizzed by Toss Gascoigne and participants on his experiences of working as both a print and radio journalist*

## **FUNDING**

Based on an initial budget and an expectation of part-funding by the Crawford Fund, a targeted outreach for support was made by Eric Craswell with ACIAR RPMs and by Cathy Reade with ACIAR's communication team and a range of international centres. This resulted in support in the form of a general payment of \$5000 from ACIAR's communication program; provision of a one off amount of \$2000 per participant towards airfares, accommodation and training from IRRI (6 participants), WorldFish (2 participants), CSIRO and ILRI (one participant each); an agreed reduced payment without airfares from an ACIAR project (\$2500 for 2 participants) and in-kind support from Chiang-Mai University through the assistance of staff-member and participant Ben Rerkasem.

In addition, an outside contribution was made towards the cost of two facilitators' airfares, when special arrangements were made to have them carry out a communication course and other work on the way to the Master Class. This may provide an additional source of funding for future Master Classes.

Contributions from sources outside the Crawford Fund totalled \$30,357 with a contribution by the Crawford Fund of approximately \$20,000 – the strong support from ACIAR and the Centres to this Master Class reduced the need to utilise the core Master Class budget of the Crawford Fund enabling more effective use of these funds for other activities. In addition, it would seem that with subsequent classes there is a good chance that more of the fixed costs could be recouped through a higher charge targeting institutions which can afford to support their nominees and additional contributing organisations.

#### **Budget sources AUS\$**

IRRI Participants	12,000.00
World Fish Participants	4,000.00
CSIRO Participant	2,000.00
ILRI Participant	2,000.00
IRRI Airfares Refund	2,300.00
Landcare airfares refund	557.00
ACIAR Communications	5,000.00
Pakistan	2,500.00

A significant saving to the Master Class was made through the facilitators and the Australian journalist kindly providing their time without charge. Targeting journalists in-country was another strategy employed to make savings on airfares.

#### **LESSONS LEARNED AND SUGGESTIONS MADE**

##### **Related to Participants:**

1. The importance of the participants' ability to speak very good English was noted.
2. The size of the class should not be increased beyond 20 participants in order to enable group discussion, interaction and personal assistance.
3. The need for the participants to have their travel and visa requirements confirmed well before the Master Class (minimum 2 weeks) to minimise the likelihood of last minute issues.
4. For longer term impact (yet to be determined with the current group), the importance of selecting participants who have the agreement of superiors and/or the ability to put the communication plan into action and who are interested in passing on knowledge.



*Certificates were presented by Amelia Henty, First Secretary of the Australian Embassy in Bangkok*

**Related to Venue:**

5. The involvement of someone in-country proved very useful, to assist with suggestions of reasonably priced and styled venue and accommodation, as well as for local knowledge during the class.
6. The co-location of the accommodation and class venue to enable maximum use of time available and reduced travel costs and related complications.
7. It was useful to have no internet access in the teaching room so participants are not waylaid with email and other work.

**Related to Funding/Budget/Admin:**

8. Arrangement for prepayment of agreed larger reimbursements prior to or following the event, rather than in cash at the event, worked well, leaving only smaller reimbursements and the per diem at the event.
9. More efficient lump sum administration of sundry travel and visa costs are needed to obviate costly bank transfers of small amounts to participant's accounts overseas.
10. For most institutions who have an appreciation of the cost of such training, the \$2000 cost was considered very reasonable and could be increased for future classes.
11. The facilitators' agreement to work without payment is not expected to continue but a reduced payment could be negotiated for further classes.
12. Provision of assistance to the facilitators for other training opportunities with supporters for the Master Class, in return for contributions towards the facilitators' airfares to the Master Class could be investigated.
13. The use of Survey Monkey for online responses from participants is very efficient way of gathering information.

**Related to Program:**

14. The setting of overnight tasks (particularly finalising written materials) so less time is used for this during class.
15. Preference was noted for less time to be taken on the communication plan to enable additional time on interview practising.
16. The social evening on the final night was much appreciated.
17. The use of the Master Class as an occasion for the involvement of personnel from ACIAR and/or the local Australian Embassy and for the provision of a Crawford Fund medal to an in-country scientist, provided an additional highlight to the closing ceremony and an opportunity for media outreach.
18. The selection of both Australian and in-country journalists provided a good mix of perspectives and also offered the opportunity for the development of relationships between the participants and working media.



*Dr Eric Craswell presents Professor Benjavan Rerkasem with her Crawford Fund medal*

## **PARTICIPANTS' SURVEY RESULTS AND COMMENTS**

The participants' survey results are attached as annexure 5. Over half said they would be passing on what they had learned through the use of printed and electronic versions of the training materials. The average overall rating for the Master Class was 6.4 out of 7. One of a range of comments is as follows:

*"I am very happy to belong to the pioneer batch of this training. I learned a lot from the 6 days. Never a dull moment; all topics covered were interesting. Opened a new horizon in us researchers. It made us aware and equipped us with skills to do more than just publishing research reports. Communicating research and how to do it well is very important. And that is what we learned from this training, I would like to sincerely thank Crawford Fund, The World fish and other sponsors of this training for giving us this training. I would like to assure you that training will go a long way. To all my classmates, Eric, Cathy, Mandy, Toss, Jenni, Tom & Megan, we have created a lot of memories to keep forever. Thank you all!!! :)"*

## **THREE MONTH EVALUATIONS**

Participants were contacted in March for short reports on their efforts to action the communication plans developed at the Master Class. Snapshots on some of the participants' activities completed since returning from the training follow:

**Ben Rerkasem** from Chiang Mai University reported that she has since developed a graduate course on Communication in Agricultural Science which will be compulsory for all students in the agronomy program, has received funding to implement a communication plan for disseminating results from a key project and will include media releases, field days and farm notes, and has developed a series of "farm notes" to explain their work for farmers and field agronomists.

**Alice Ferrar and Grace Bacaltos** from WorldFish Centre (WFC) in Philippines, got together and developed and held their own three day training course on Communicating Research Results to Stakeholders with 19 participants selected by WFC. Alice went on to do a one hour interview on Radyo ng Bayan on the training that they conducted and also her latest research project on mangroves, mentioning also the Crawford Fund training in Chiang Mai.

Separately Alice has completed most of the activities in her action plan from the communication plan produced at the Master Class, finishing a case story book, and her drafted manual caught the attention of the government agency, Bureau of Fisheries and Aquatic Resources who now want to collaborate with her on the manual. Her factsheet and report were given to media at a national mangrove conference.

**Krishna Singh** from the Indian Council of Agricultural Research has appeared in three TV interviews on Indian National Television, has provided input for several newspaper reports in the local Hindustan Times, as well as a major report in a leading business newspaper of India, and delivered lectures on organic farming.

**Manawar Kazmi** from the ACIAR ASLP Linkages program in Pakistan has actioned his separate plans for media, industry and policy makers. In relation to media, he has held meetings with electronic and press media and success stories were developed and passed on, he refined a list of reporters and stays in touch with them, issued a special newspaper supplement and provided stories/background fact sheet for that.



**Jiban Biswas** from the Bangladesh Rice Research Institute has issued two press releases, had nine stories on Bangladesh Radio on BRRI work and 12 stories in Bangla in the National Influential Daily national newspaper.

**Bhaba Tripathi** from IRRI in Nepal has provided information to relevant key research and government bodies, which are including information in their rice technology dissemination and up-scaling efforts. He has also discussed and shared the knowledge from the Master Class with other scientists and they have made eight leaflets, charts and short communications and two posters in Nepali language for disseminating rice technologies to the farmers of Nepal, and to different government and non-government organisations.

**Vinay Singh** from the Farm Science Centre/Central Rice Research Institute in India has published an extension book, had 12 newspaper stories printed, and used his presentation skills in delivering 40 lectures on crop production to farmers and in-service personnel and also for a lecture at a national level seminar at Allahabad.

**Ida Luh Gede Nurcahyaningih** from the Centre for Forest Biotechnology and Tree Improvement in Indonesia reports she presented her communication plan to the Indonesian Forestry Society in December in Bogor.

**Tuyen Dinh Van** from the National Institute Of Animal Science, Hanoi has presented a video clip summarising results of his project to the local and central authorities in Vietnam. The feedback was positive and he has now prepared a proposal for expanding the breeding program.

Annexure 1 – Precourse Survey (uploaded to Survey Monkey)

## **Crawford Fund communication workshop 27 November-3 December**

We would like your input to develop the program for this workshop so it best suits your needs. Could you please complete this survey by within a week of receiving the link to it. If you have any questions, please contact Jenni Metcalfe ([jenni@econnect.com.au](mailto:jenni@econnect.com.au))

### **A. Your details**

- a. Honorific (Professor/Dr/Ms/Mrs/ Mr)
- b. First Name
- c. Surname
- d. Organisation
- e. Position
- f. Area of research

### **B. Your communication experience**

Please rate from very low (1) to very high (5) how experienced you are at:

- a. Giving live presentations to a scientific audience
- b. Giving live presentations to a general audience
- c. Using visual aids
- d. Writing articles for a non-scientific audience
- e. Liaising with stakeholders (industry, government, farmers, etc)
- f. Giving media interviews
- g. Organising public events (e.g. talks, conferences, field days)
- h. Writing media releases
- i. Promoting stories to the media
- j. Researching target audiences (e.g. through surveys, focus groups, etc)
- k. Writing e-newsletters
- l. Developing communication strategies
- m. Using social media (twitter, Facebook)

### **C. What you'd most like to get out of the workshop**

Please rank from 1 (most important) to 12 (least important) what you'd most like to get out of the workshop:

1. Develop a communication plan for a research project / program / organisation
2. Improve my skills and confidence at giving presentations to various audiences
3. Gain experience in doing media interviews with journalists
4. Understand how the media works and how to make the best use of them
5. Improve my skills at writing for a general audience through: [Please insert the formats e-newsletters, media releases and popular articles
6. Learn how to better understand the audiences I want to communicate with
7. Design clear messages for communicating with various audiences
8. Know how to plan and run a successful public event
9. Learn how to use social media effectively
10. Developing skills in answering difficult questions
11. Learning how and when to contact journalists
12. Other: (please describe): \_\_\_\_\_

### **D. Your communication**

1. How much of your time (% of job) do you estimate is spent on communication?
2. What communication role/s do you currently have within your organisation or project?

3. What communication products do you or your organisation already produce (e.g. newsletter, fact sheet, etc.)?
4. Does your organisation have a website and do you contribute to it?
5. 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.
6. What research project/ program /organisation would you like to develop a communication plan for? Please describe the objectives of this research project/program / organisation.
7. When your communication plan is implemented, what would be the signs to you that it was successful? What would be different? (e.g. high quality media coverage in local newspapers)
8. Who do you think your project / program /organisation should be communicating with?
9. Which is the most important group or individual of those you listed in answer to the previous question?
10. Which is the most difficult group or individual to communicate with of those listed in answer to question 7?
11. What are the 3 top messages you'd like to get across to the group or individual you listed as your most important target?
12. Does your organisation have a list of journalists to whom you send press releases? Would you be prepared to share the list with other participants?

### **E. Course requirements**

The following are course requirements for participants.

Do you:

1. Speak sufficient English to undertake the course (including participating in interview and writing exercises) in English

Y/N

Please explain your answer

2. Have the support of your institution to attend

Y/N

Please explain your answer

3. Have at least three to five recent successful research results/stories that you can use during the workshop

Y/N

Please explain your answer – list story topics identified

4. Have the ability to share with others the results of your efforts three months after the training?

Y/N

Please explain answer

5. Have access to a laptop that you can bring to the workshop for use with various exercises?

Y/N

Please explain answer

**Annexure 2: Master Class Participants** (associated with ACIAR\*)

Dr Della Grace Galope-Bacaltos, Director External Affairs, Sthn Phil Agribusiness, Marien & Aquatic School of Tech **The Philippines**, [gbacaltos@yahoo.com](mailto:gbacaltos@yahoo.com)

Dr Alice Joan Ferrer, Vice Chancellor Planning and development, University of the Philippines, **The Philippines** [aj\\_ferrer2005@yahoo.com](mailto:aj_ferrer2005@yahoo.com)

Dr Ida Nurtjahjaningsih, Researcher, Ministry of Forestry, **Indonesia**, [iluh\\_nc@yahoo.com](mailto:iluh_nc@yahoo.com)

\*Dr Cong Phan Thi, Senior Researcher, Institute of Agricultural Sciences for Southern **Vietnam**, [phanthicong@gmail.com](mailto:phanthicong@gmail.com); [congphanthi@hcm.vnn.vn](mailto:congphanthi@hcm.vnn.vn)

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\*Dr Tuyen Dinh, Deputy Head, National Institute of Animal Science, **Vietnam**, [vantuyen1973@gmail.com](mailto:vantuyen1973@gmail.com)

Mr Quang Hai Tran, Researcher, Center for Plant Resources MARD, **Vietnam**, [duongmayq@yahoo.com](mailto:duongmayq@yahoo.com)

Dr Vang Seng, Deputy Director of Agriculture, CARDI, **Cambodia**, [vseng@cardi.org.kh](mailto:vseng@cardi.org.kh) (didn't attend)

Professor Benjavan Rerkasem, Faculty of Agriculture Chiangmai University, **Thailand**  
[benjavan@chiangmai.ac.th](mailto:benjavan@chiangmai.ac.th) [benrerkasem@gmail.com](mailto:benrerkasem@gmail.com)

Dr Supot Kasem, Dept of Plant Pathology Kasetsart University, **Thailand**, [agrsupot@ku.ac.th](mailto:agrsupot@ku.ac.th)

Bhapa Tripathi, Senior Associate Scientist and IRRI Rep to **Nepal**: IRRI-Nepal Country Office, NARC Building Nepal, [b.tripathi@irri.org](mailto:b.tripathi@irri.org)

\*Mr Munawar Raza Kazmi, Program Officer ACIAR ASLP Linkages program **Pakistan**  
[munawarkazmi@gmail.com](mailto:munawarkazmi@gmail.com)

Dr Yasmin Tahira, Scientific Officer, Pakistan Agricultural Research Council, **Pakistan**  
[tahirayasmin@hotmail.com](mailto:tahirayasmin@hotmail.com) (didn't attend)

Dr Alamgir Hossain, Head, BRRI regional Station, Bangladesh Rice Research Institute, **Bangladesh**  
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Dr Sanjida Parveen Ritu, Senior Agricultural Engineer, Bangladesh Rice Research Institute, **Bangladesh**  
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Mr Sarath Chandra Wanigasuriya, Deputy Director of Agriculture, Dept of Agriculture. **Sri Lanka**  
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Dr Vinay Kumar Singh, Senior Scientist, Farm Science Centre/ Central Rice Research Institute  
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Annexure 3: Program Overview

## **Crawford Fund Master Class Communicating Research to Stakeholders 27 November – 3 December 2011**

### **Sunday, 27 November 2-5pm**

Introductions

Overview of workshop program and notes

Workshop objectives, including what participants said in survey

Official welcome

Payment of Travelling Allowance

(Tea break at 3.30pm)

### **Monday, 28 November 9-5pm**

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

12.30 - Lunch

1.30pm – Panel discussion with stakeholder representatives

2.45-5pm – Communication planning workshop part B: steps 4-6

5pm – Free time

(Tea breaks at 10.30am and 3.30pm)

### **Tuesday, 29 November 9-5pm**

9-12.30pm – Communication planning workshop part C: Action plan and message design

**Outcome: Communication Plan completed for your designated project /organisation**

12.30 – Lunch

1.30-5pm – Writing workshop part A: media releases and messages

**Outcome: Media Release written and ready for distribution**

5pm – Free time

(Tea breaks at 10.30am and 3.30pm)

### **Wednesday, 30 November 9-5pm**

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

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

12.30 – Lunch

1.30-5pm – Media skills workshop part B: radio and shaping messages

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

5pm – Free time

(Tea breaks at 10.30am and 3.30pm)

### **Thursday, 1 December 9-5pm**

9-12.30pm – Writing workshop part B: clear writing, writing for the reader, web writing

**Outcome: Understanding of how to write clearly for the reader, draft text written for the web**

12.30 – Lunch

1.30-5pm – Writing workshop part C: writing newsletters and fact sheets

**Outcome: Draft newsletter and fact sheet completed**

5pm – Free time (but prepare a 3-min talk for the next day)

(Tea breaks at 10.30am and 3.30pm)

**Friday, 2 December 9-5pm**

9-12.30pm – Presentation Skills part A: audience, content, structure; 3 min talk

**Outcome: 3 min talk delivered with feedback, understanding of how to structure a talk**

12.30 – Lunch

1.30-5pm – Presentation Skills part B: style, visuals and questions

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

5pm – Free time

(Tea breaks at 10.30am and 3.30pm)

**Evening:** Closing dinner including transfer from hotel at 6.45pm – assemble at 6.40pm.

**Saturday, 3 December 9-11am**

Recap on key points

Actions after this workshop, including next steps to improve your institution's communication

Workshop evaluation and reminder about 3 month evaluation

Presentation of Master Class certificates with representatives of UCM or Australian Government

**11am – Departures for airport**

Annexure 4 – EVALUATION FORM

**Crawford Fund Master Class in Communicating Research to Stakeholders  
Chiang Mai, Thailand. 27<sup>th</sup> November – 3<sup>rd</sup> December 2011**

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**On a scale of 1 to 7 please rate (circle) your response:**

**Q1 I increased my capacity to communicate research with stakeholders**

1	2	3	4	5	6	7
Disagree					Very Strongly Agree	

**Q2 Overall assessment of the course**

1	2	3	4	5	6	7
No use or relevance					Highly useful and relevant	

**Q3 Course content, information and ideas presented**

1	2	3	4	5	6	7
No use or relevance					Useful and relevant	

**Q4 The presentation/facilitation style of the consultants was**

1	2	3	4	5	6	7
Not helpful Disenabling			Very helpful Enabling			

**Q5 The mix of information, presentation, discussion and activity was**

1	2	3	4	5	6	7
Not balanced					Well balanced	

**Q6 The likely usefulness of the workshop notes in the future**

1	2	3	4	5	6	7
Not useful					Very useful	

**Q7 Recommendation of this course to others at a similar level**

1	2	3	4	5	6	7
Not recommended					Recommended	

**Q8 The practical/administrative arrangements were organised**

1	2	3	4	5	6	7
Not Well					Very Well	

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

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

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

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

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**Q13** Any other comments?

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**Would you be happy to have your name attributed to any of the comments you have made in reporting on the response to the Master Class and in materials provided to future participants? If yes, please write your name and organisation below.**

**Name (including title):** \_\_\_\_\_ **Position:** \_\_\_\_\_

**Organisation:** \_\_\_\_\_

**Country:** \_\_\_\_\_

**THANK YOU**



Annexure 5 – Post-course evaluation:

## Crawford Fund Master Class Communicating Research to Stakeholders Chiang Mai, Thailand

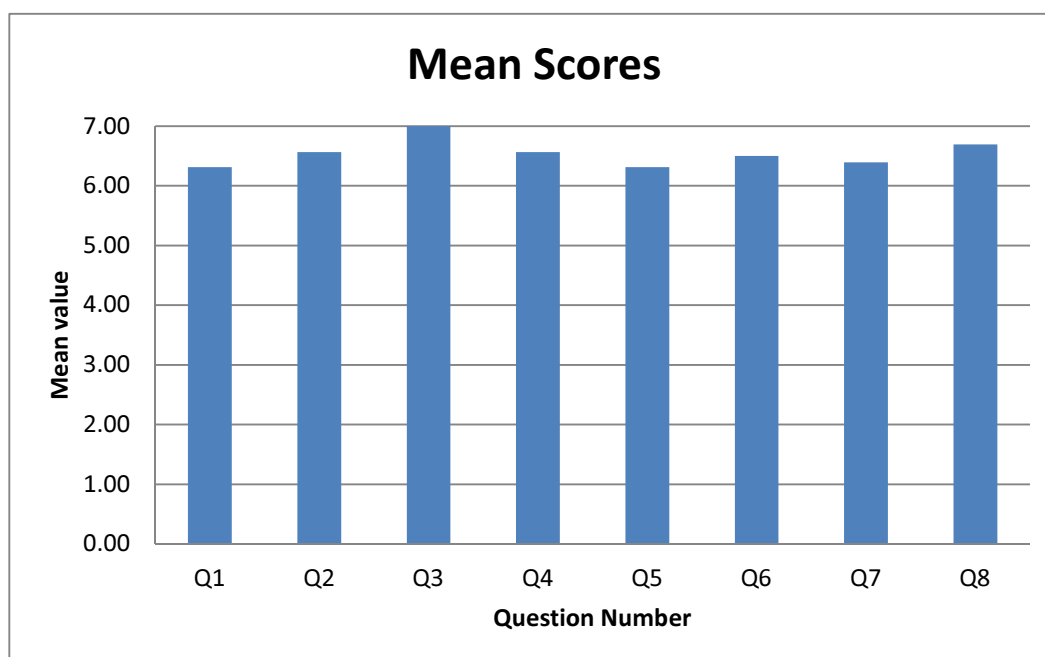
Date: 27<sup>th</sup> Nov – 3<sup>rd</sup> Dec 2011

No of evaluation sheets: 18

### Average scores for Q1-Q6:

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)	6.31
Q2:	Overall assessment of the course (1= No use or relevance, 7 = Highly useful and relevant)	6.56
Q3:	Course content, information and ideas presented (1= No use or relevance, 7 = Highly useful and relevant)	7.00
Q4:	The presentation/facilitation style of the consultants was (1= not helpful, disenabling, 7 = very helpful, enabling)	6.56
Q5:	The mix of information, presentation, discussion and activity was (1= not balanced, 7 = balanced)	6.31
Q6:	The likely usefulness of the workshop notes in the future (1= not useful, 7 = useful)	6.50
Q7:	Recommendation of this course to others at a similar level (1= not recommended, 7 = recommended)	6.63
Q8:	The practical/administrative arrangements were organized (1= not well, 7 = well)	6.69



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

Response	Participant	Occupation	Country
Publication, not only on scientific journals but also on media release i.e. TV, newspaper, radio etc.	Dr. Ida Luh Gede Nurtjahjaningsih	Researcher, Center for Forest Biotechnology & Improvement	Indonesia
All material provided, the way presented, I especially liked the fact sheet and media release	Munawar Raza Kazmi	Program officer, ACIAR	Pakistan
Talking science to the media	Dr. Jiban Krisna Biswas	Chief Scientific Officer and Head, Bangladesh Rice Research Institute.	Bangladesh
Interactive way workshop was conducted, preparing fact sheets	Dr. Benjavan Rerkasem	Professor, Faculty of Agriculture, Chiang Mai University	Thailand
(1) Presentation skills, communicating to a variety of stakeholders. (2) The handouts and study material distributed are going to be useful for us in future. (3)The consultants, Toss, Jenni, Tom and Meg - all were wonderful.	Dr. Krishna M. Singh	Head, Social Sciences, Indian Council of Agricultural Research	India
Diversity of exercises...! Toss as an instructor...! Workshop taught me about communication skills to deal with different partners having different interests.	Dr. Manzoor Hussain Dar	Senior Associate Scientist, IRRI	India
The exercises and the learnings/ lessons derived when you see your flaws displayed on DVD	Dr. Della Grace Bacaltos	Director for External Affairs, Marine & Aquatic School of Technology	The Philippines
TV interview recorded and how TV online and newspapers work	Sarath Chandra Wanigasuriya	Deputy Director of Agriculture, Department of Agriculture	Sri Lanka
I liked the exercises a lot - the factsheet, media release, communication plan, presentation skills. The videos were great; feedback is immediate. Having to meet real media practitioner and being interviewed and learn from them was very good learning experience.	Dr. Alice Joan Ferrer	Professor, University of the Philippines	The Philippines
Communication plan, media release written, presenting to audience (3-min talk )	Dr. Sugot Kasem	Researcher, Dept. of Plant Pathology, Kasetsart University	Thailand
Useful and practical exercises	Dr. Nguyen Anh Pong	Director, Southern Center of Agriculture Policy & Strategy	Vietnam
The method to develop an effective communication plan	Tuyen Dinh	Deputy Head, National institute of Animal science	Vietnam
Preparation fact sheet, media release, policy brief. TV interview all are very useful	Dr. Md Alamgir Hossain	Principal Plant Breeder, Bangladesh Rice Research institute	Bangladesh
"Preparing communication plan" was the most useful chapter, which will help us to prepare our plan. Over all chapters, management of workshop in time was very good. Give time to all participants for talks was good.	Dr Vinay Kumar Singh	Programme Coordinator, Farm Science Centre/ Central Rice Research Institute	India
The documents from Econnect are very good for our future operation	Dr. Cong Phan Thi	Senior researcher, Institute of Agriculture Sciences for Southern Vietnam	Vietnam
Make me feel more confident before the audience, useful soft skill/introduce information, Content	Quang Hai Tran	Researcher, Center for Plant Resources, MARD	Vietnam
All the topics discussed are new for me, like the TV talk, journalists, preparing fact sheet etc. so it's been great learning	Tallapragada Chiranjeevi	Chief Economist, Livelihoods and Natural Resource Management Institute	India
The resource persons provided both theoretical and practical on how to communicate, present and face the audience and how to prepare articles for farmer, local government and policy levels	Dr Bhaba P. Tripathi	Senior Scientist and IRRI Rep. to Nepal	Nepal

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

Response	Participant	Occupation	Country
Nothing useless, not various topic of research is preferred	Dr. Ida Luh Gede Nurtjahjaningsih	Researcher, Center for Forest Biotechnology & Improvement	Indonesia
Nothing	Munawar Raza Kazmi	Program officer, ACIAR	Pakistan
Nothing I found least useful	Dr. Jiban Krisna Biswas	Chief Scientific Officer and Head, Bangladesh Rice Research Institute.	Bangladesh
I am not particularly interested in how to do interviews	Dr. Benjavan Rerkasem	Professor, Faculty of Agriculture, Chiang Mai University	Thailand
Nothing, everything was quite useful	Dr. Krishna M. Singh	Head, Social Sciences, Indian Council of Agricultural Research	India
Time for certain exercises was limited which gave less time for few participants to practice more	Dr. Manzoor Hussain Dar	Senior Associate Scientist, IRRI	India
Repetitious process of introducing topics such as communication planning	Dr. Della Grace Bacaltos	Director for External Affairs, Marine & Aquatic School of Technology	The Philippines
How to write clearly for the reader	Sarath Chandra Wanigasuriya	Deputy Director of Agriculture, Department of Agriculture	Sri Lanka
Everything was useful	Dr. Alice Joan Ferrer	Professor, University of the Philippines	The Philippines
No (all of this workshop are useful for me)	Dr. Sugot Kasem	Researcher, Dept. of Plant Pathology, Kasetsart University	Thailand
Some part has few time to do	Dr. Nguyen Anh Pong	Director, Southern Center of Agriculture Policy & Strategy	Vietnam
Working with radio broadcaster	Tuyen Dinh	Deputy Head, National institute of Animal science	Vietnam
Graphic design and presentation	Dr. Md Alamgir Hossain	Principal Plant Breeder, Bangladesh Rice Research institute	Bangladesh
Nothing	Dr Vinay Kumar Singh	Programme Coordinator, Farm Science Centre/ Central Rice Research Institute	India
The presentation of the consultant was too fast and not clear make things more difficult to digest	Dr. Cong Phan Thi	Senior researcher, Institute of Agriculture Sciences for Southern Vietnam	Vietnam
Policy brief	Quang Hai Tran	Researcher, Center for Plant Resources, MARD	Vietnam
Dialogue with journalists (Q&A) could be shortened and the time could have been used for more practice with them.	Tallapragada Chiranjeevi	Chief Economist, Livelihoods and Natural Resource Management Institute	India
All the things were organised very nicely. I did not like least.	Dr Bhaba P. Tripathi	Senior Scientist and IRRI Rep. to Nepal	Nepal

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

Response	Participant	Occupation	Country
Yes, it depends on the needs	Dr. Ida Luh Gede Nurtjahjaningsih	Researcher, Center for Forest Biotechnology & Improvement	Indonesia
How to become good listener - it is very important but not much time was given. For presentation skills we need to have more time and every participant must get a chance in front of all	Munawar Raza Kazmi	Program officer, ACIAR	Pakistan

Time allocation time is limited	Dr. Jiban Krisna Biswas	Chief Scientific Officer and Head, Bangladesh Rice Research Institute.	Bangladesh
No	Dr. Benjavan Rerkasem	Professor, Faculty of Agriculture, Chiang Mai University	Thailand
No, Perfect blend of different topics	Dr. Krishna M. Singh	Head, Social Sciences, Indian Council of Agricultural Research	India
Topic is catchy! Yeah, I would like to extend it maybe for a couple more days	Dr. Manzoor Hussain Dar	Senior Associate Scientist, IRRI	India
Less time for communication plan to give time for techniques/steps to make Blog or other social media	Dr. Della Grace Bacaltos	Director for External Affairs, Marine & Aquatic School of Technology	The Philippines
None	Sarath Chandra Wanigasuriya	Deputy Director of Agriculture, Department of Agriculture	Sri Lanka
just more examples of factsheets and media release - good ones and bad ones; to let the class spot the good ones from the bad ones	Dr. Alice Joan Ferrer	Professor, University of the Philippines	The Philippines
website presentations	Dr. Sugot Kasem	Researcher, Dept. of Plant Pathology, Kasetsart University	Thailand
Should have sometime of field work	Dr. Nguyen Anh Pong	Director, Southern Center of Agriculture Policy & Strategy	Vietnam
Should have a section on writing newsletter	Tuyen Dinh	Deputy Head, National institute of Animal science	Vietnam
TV interview and media release, allocated time needs to increase	Dr. Md Alamgir Hossain	Principal Plant Breeder, Bangladesh Rice Research institute	Bangladesh
Writing research paper should also be included	Dr Vinay Kumar Singh	Programme Coordinator, Farm Science Centre/ Central Rice Research Institute	India
Talk more about the information needed to put on a website	Dr. Cong Phan Thi	Senior researcher, Institute of Agriculture Sciences for Southern Vietnam	Vietnam
OK	Quang Hai Tran	Researcher, Center for Plant Resources, MARD	Vietnam
More role plays, a cycle of activity-feedback- improvisation could be built for an activity like TV interview	Tallapragada Chiranjeevi	Chief Economist, Livelihoods and Natural Resource Management Institute	India
Topics and allocation of time is ok	Dr Bhaba P. Tripathi	Senior Scientist and IRRI Rep. to Nepal	Nepal

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

<b>Response</b>	<b>Participant</b>	<b>Occupation</b>	<b>Country</b>
Progress of the action list	Dr. Ida Luh Gede Nurtjahjaningsih	Researcher, Center for Forest Biotechnology & Improvement	Indonesia
Press/media release, TV interviews, stake holder meetings. Conduct similar training in Pakistan	Munawar Raza Kazmi	Program officer, ACIAR	Pakistan
Policy brief - in the form of popular article/sub editorials in our newspaper	Dr. Jiban Krisna Biswas	Chief Scientific Officer and Head, Bangladesh Rice Research Institute.	Bangladesh
Writing fact sheets on outputs of research at the lab - IN THAI	Dr. Benjavan Rerkasem	Professor, Faculty of Agriculture, Chiang Mai University	Thailand
Media release about the work I am doing, a policy brief, a fact sheet and a TV interview	Dr. Krishna M. Singh	Head, Social Sciences, Indian Council of Agricultural Research	India

Response	Participant	Occupation	Country
Improvement in the making of factsheets, short stories / video clips in terms of appropriate content and using simple words. Improvement in addressing different audience & time management and more impact	Dr. Manzoor Hussain Dar	Senior Associate Scientist, IRRI	India
The finalisation and institutionalisation of my communication plan	Dr. Della Grace Bacaltos	Director for External Affairs, Marine & Aquatic School of Technology	The Philippines
I would like to organize a media briefing for my institute	Sarath Chandra Wanigasuriya	Deputy Director of Agriculture, Department of Agriculture	Sri Lanka
1) More presentation of my research results to stakeholders. 2) media release once the research report comes out. 3) factsheet finalised, produced and distributed. 4) working on case story book and manual on conducting inventory of and evaluation of disused fishponds	Dr. Alice Joan Ferrer	Professor, University of the Philippines	The Philippines
In three month, I have to contact to my colleague for built up research plant/objectives/Activity plan/target planner/ Transferring Technology plan	Dr. Sugot Kasem	Researcher, Dept. of Plant Pathology, Kasetsart University	Thailand
My international Conference presentation, training for colleagues in monthly internal training	Dr. Nguyen Anh Pong	Director, Southern Center of Agriculture Policy & Strategy	Vietnam
Progress of the communication plan that I have prepared during the workshop	Tuyen Dinh	Deputy Head, National institute of Animal science	Vietnam
Preparation media release, Presentation in the seminar and preparation of fact sheets	Dr. Md Alamgir Hossain	Principal Plant Breeder, Bangladesh Rice Research institute	Bangladesh
I will be able to communicate messages to the farmers, other researchers and media personnel in better manner with more effectivity and efficiently	Dr Vinay Kumar Singh	Programme Coordinator, Farm Science Centre/ Central Rice Research Institute	India
Workshop to farmers	Dr. Cong Phan Thi	Senior researcher, Institute of Agriculture Sciences for Southern Vietnam	Vietnam
The results of action plant in demonstrating mutant rice.	Quang Hai Tran	Researcher, Center for Plant Resources, MARD	Vietnam
Prepare a communication plan for one of my projects	Tallapragada Chiranjeevi	Chief Economist, Livelihoods and Natural Resource Management Institute	India
Fact sheet of drought tolerant varieties developed, Policy briefing will be organised, media people (FM, radio, TV and news) will be contacted and technologies will be disseminated to larger farmers and areas	Dr Bhaba P. Tripathi	Senior Scientist and IRRI Rep. to Nepal	Nepal

### Q13. Any other comments?

Response	Participant	Occupation	Country
Degree of communication skill of participants is important	Dr. Ida Luh Gede Nurtjahjaningsih	Researcher, Center for Forest Biotechnology & Improvement	Indonesia
The duration was little short, so some of the things were rushed especially presentation skills. A few topics like writing something in plain English, interacting with audience - can be included	Munawar Raza Kazmi	Program officer, ACIAR	Pakistan
"Communicating science" is quite new to me. Anyway I am doing this informally but formal training is excellent for me. Now I could talk to the journalist with utmost confidence.	Dr. Jiban Krisna Biswas	Chief Scientific Officer and Head, Bangladesh Rice Research Institute.	Bangladesh

*CRAWFORD FUND MASTER CLASS IN COMMUNICATING RESEARCH TO STAKEHOLDERS, 2011*

Response	Participant	Occupation	Country
For vegans, Thai food is a nightmarish experience. Particularly for Indians... :)	Dr. Krishna M. Singh	Head, Social Sciences, Indian Council of Agricultural Research	India
I would like to take this opportunity to thank Crawford Fund and ACAIR & Econnect Communication for taking this initiative to help scientists improve their communication skills which makes a difference.	Dr. Manzoor Hussain Dar	Senior Associate Scientist, IRRI	India
Overall the training was great! It motivates me to include "communication for science" in my career path. Thank you to Crawford Fund and World fish Center!	Dr. Della Grace Bacaltos	Director for External Affairs, Marine & Aquatic School of Technology	The Philippines
I am very happy to belong to the pioneer batch of this training. I learned a lot from the 6 days. Never a dull moment; all topics covered were interesting. Opened a new horizon in us researchers. It made us aware and equipped us with skills to do more than just publishing research reports. Communicating research and how to do it well is very important. And that is what we learned from this training, I would like to sincerely thank Crawford Fund, The World fish and other sponsors of this training for giving us this training. I would like to assure you that training will go a long way. To all my classmates, Eric, Cathy, Mandy, Toss, Jenni, Tom & Megan, we have created a lot of memories to keep forever. Thank you all!!! :)	Dr. Alice Joan Ferrer	Professor, University of the Philippines	The Philippines
Some time we need an example documents for mark clearing in practice	Dr. Sugot Kasem	Researcher, Dept. of Plant Pathology, Kasetsart University	Thailand
It's very good having course!	Dr. Nguyen Anh Pong	Director, Southern Center of Agriculture Policy & Strategy	Vietnam
The workshop is a bit too intensive, should have a day off for participants to digest the information	Tuyen Dinh	Deputy Head, National institute of Animal science	Vietnam
Should include Scientific journal article writing. Should include more about web page management like up load, download and design it simple way. There should be a field trip!	Dr. Md Alamgir Hossain	Principal Plant Breeder, Bangladesh Rice Research institute	Bangladesh
There should be a meeting (ex trainers meet) for at least one day to share ideas or to know or to get more clarification	Dr Vinay Kumar Singh	Programme Coordinator, Farm Science Centre/ Central Rice Research Institute	India
The contents need to include more topics such as: research highlights, abstracts etc. publication needed for institutional communication	Dr. Cong Phan Thi	Senior researcher, Institute of Agriculture Sciences for Southern Vietnam	Vietnam
Excellent	Quang Hai Tran	Researcher, Center for Plant Resources, MARD	Vietnam
Vegetarian food was a problem. When doing the program for Indians, maybe food could be outsourced from an Indian joint	Tallapragada Chiranjeevi	Chief Economist, Livelihoods and Natural Resource Management Institute	India
I request the Crawford Fund to organise such training to Nepal, particularly for the National Level Agricultural Scientists and Extension Officers, which I request the Crawford Fund to organise such training to Nepal, particularly for the National Level Agricultural Scientists and Extension Officers, which will update their knowledge on communication for effective communication	Dr Bhaba P. Tripathi	Senior Scientist and IRRI Rep. to Nepal	Nepal