



Ebonie Fifita and 'On the Spot' developed radio shows focusing on the Millennium Development Goals (MDGs). Their objective was to inform the young people of Tonga and the entire community about the MDGs and how these goals specifically relate to the Pacific region and what action can be taken to help achieve them.

Who's involved?

Project leader: Ebonie Fifita

Lead organisation: On the Spot organisation

Other organisations: Kato Signs and Recording Studio; Government Departments ie Environment, Youth, Police, Culture, Tourism, Health, and Education as per invitations related to radio programme themes; All High Schools students of Tonga, University of South Pacific students, members of Tonga National Youth Congress, a wide range of church youth church groups, sports teams, campaigners for youth affairs, Centre for Women and Children; Businesses showing an interest in promoting this project; any individuals or groups involved with the Millennium Development Goals

Timeframe: March - September 2006

Objectives:

- Pilot a weekly radio programme for youth that systematically presents each of the 8 MDG's over a ten week period
- Provide a wide range of youth with the opportunity to share their experiences and air their views to both peers and elders in response to radio presentations on MDG's and current local and international issues
- Demonstrate the importance of establishing permanent youth radio as a communication medium for the youth of Tonga
- To provide support and community interest for MDG projects run by individual youth and youth groups.

Activities:

- Purchase a mini disc digital recorder
- Meet with relevant local organisations to gather resources and research concerning the latest developments in promoting MDG's in Tonga
- Prepare upbeat, informative and challenging radio scripts, discussion, music and On the Spot interviews that address Tongan awareness of and involvement with MDG's
- Create fliers, posters, and press release for radio, TV, and newspaper that promote the show and give the public information on how and when they can tune into On The Spot radio
- Involve the media further by inviting Tonga National Broadcasting Corporation to give local news coverage of selected On The Spot interviews
- Carry out a random questionnaire survey of at least 200 youth prior to and on completion of the 10 week On The Spot series to ascertain interest in and awareness of MDG's

Results:

On the Spot aims to achieve the following in the near future:

- Registering 'On the Spot' as a registered NGO;
- Providing MDG workshops for young people and assisting them in obtaining funding, grants and sponsorship for action projects;
- Organising events for young people to promote local talent, keeping traditional cultural arts alive and developing new art forms;
- Providing a MDG Awareness Road Show to schools of Tonga;
- Networking with other Pacific island youth organizations and participating in international events (i.e. YSF – Youth for a Sustainable Future, Pacific Arts Festivals);

- Establishing a youth centre that provides opportunities for youth to develop and improve their skills in the performing arts, art media, eco-tourism and traditional studies. The overall aim is to raise the standards of these activities in Tonga and as a means of generating income for youth.

Downloads:

[Final report \[PDF\]](#)

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