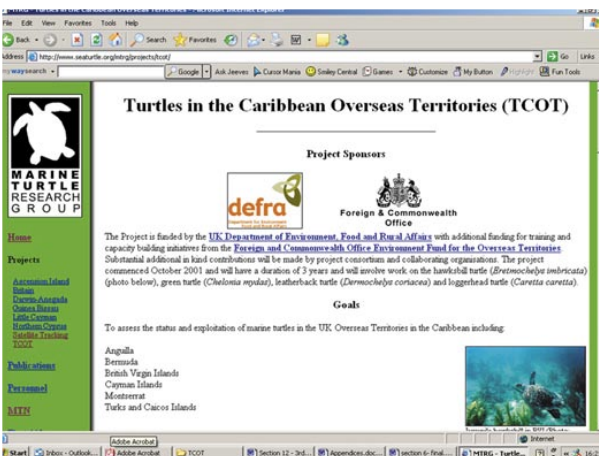




TCOT Publicity: Getting the Message Across





This document is part of a larger publication and should be cited as:

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The full report is hosted in PDF format at the Project website: <http://www.seaturtle.org/mtrg/projects/tcot/finalreport/>



This project was implemented by the Marine Turtle Research Group (University of Exeter in Cornwall, UK), the Marine Conservation Society (UK), and Duke University (USA) in association with the Cayman Islands Department of Environment, Cayman Turtle Farm, and University of Cardiff (UK). This initial consortium was expanded to include a large number of organisations across the Overseas Territories.

12. TCOT Publicity: Getting the Message Across

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The TCOT staff have maximised publicity of the project, having issued press releases at key moments in the project's progress, engaged broadcast and print media during field trips and expended significant effort in addressing conferences and other international fora. In addition, the TCOT website has publicised the project on the Internet and a number of informational documents have addressed an array of audiences.

12.1. TCOT Website

<<http://www.seaturtle.org/mtrg/projects/tcot/>>

The website was created in the early stages of TCOT and presents an outline of the project, as well as including some of the TCOT outputs.

The site was designed and is hosted courtesy of SEATURTLE.ORG and displays the logos of Defra, FCO and the institutions represented by the coordinating team. Project partners are listed and links to partner websites are maintained where appropriate. It has been visited extensively, with over 17,250 visitors by July 2004. TCOT outputs posted on the site to date include:

- TCOT Bibliography (>2,200 downloads)
- TCOT Genetics Sampling Sheet (>1,200 downloads)
- TCOT Tourism Leaflet (>800 downloads)
- TCOT Press Releases (>1000 downloads)
- TCOT Workshop Report (>300 downloads)
- TCOT Advice Notes (>500 downloads)

To facilitate partner input, the final report was hosted on the website in draft format and to maximise dissemination it will be published there in its entirety.

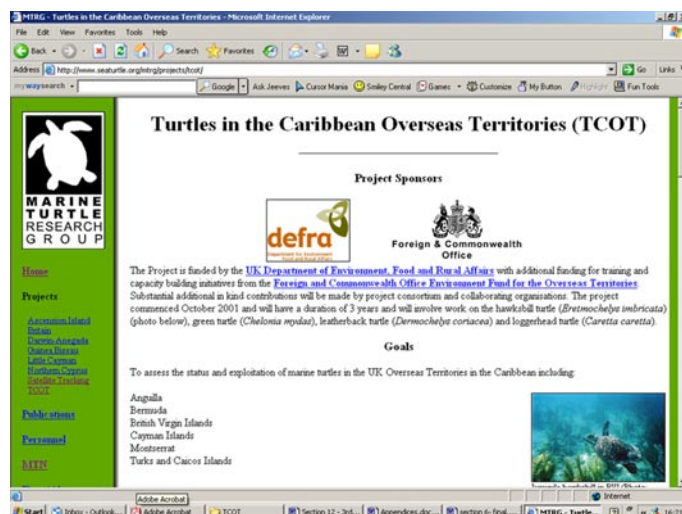


Photo 12.1. TCOT website.

12.2. TCOT Leaflet 'Marine Turtles and Tourism'

As described in section 11, one of the first TCOT outputs was production of 10,000 information leaflets designed to inform tourists visiting the Overseas Territories about the turtles they may encounter there (appendix 11.4). These were funded by MCS with support of Cheltenham and Gloucester plc.

12.3. Printed Reports

TCOT staff have produced sequential reports throughout the duration of the project. These are outlined in table 12.1 below.

Date	Document	Audience
May 2002	Briefing report	CITES Hawksbill Range States Dialogue Meeting
October 2002	TCOT briefing leaflet (Appendix 12.1)	Distributed by UK delegation, CITES CoP12
April 2003	Notes from the TCOT Regional Training Workshop: Marine Turtle Research And Monitoring (Appendix 11.1)	Project partners and public
February 2004	Interim TCOT report: Marine Turtle Utilisation in the Caribbean OT's (content superseded by this report).	Defra & Steering Group
August 2004	Final TCOT report (1 st Draft)	Defra, Steering Group, Peer Review Panel & Project Partners.
October 2004	Final TCOT report	Public

Table 12.1. Reports produced during TCOT.

12.4. Press Releases

The following TCOT press releases were issued at key events in the project's progress:

TCOT launch - 'UK to Investigate Marine Turtle Exploitation in the Overseas Territories', released 14.11.01. (**Appendix 12.2**).

TCOT Workshop - 'Research into Endangered Caribbean Turtles Gets Boost from UK Support', released 22.11.02. (**Appendix 12.3**).

FCO supports TCOT attendance of Bermuda course - 'Conservation Officers From The UK's Caribbean Overseas Territories Learn How To Save Endangered Turtles', released 15.08.03. (**Appendix 12.4**).

A final press release will be issued with the launch of the final TCOT report and by then TCOT press releases will have generated in excess of 50 responses in international, national and local print and broadcast media. The summary below lists all recorded media coverage regarding TCOT up to July 2004.



Photo 12.2. TCOT launch press coverage.

12.5. Summary of TCOT Media Coverage until July 2004

12.5.1. International Coverage

Nov 2001	Article on <i>Navalweb.com</i>
Nov 2001	Article in <i>IWMC World Conservation Trust Newsletter</i>
Feb 2002	Article in <i>UKOTCF Forum News 21</i>
Aug 2002	Interviews re. the TCOT workshop on <i>BBC Radio Caribbean</i>
Oct 2002	Announcement in the <i>Marine Turtle Newsletter</i>
Feb 2004	Article in <i>UKOTCF Forum News 24</i>

12.5.2. Coverage in the Overseas Territories

Anguilla

March 2002	Interview on <i>Radio Anguilla</i>
	Interview on <i>Heart Radio</i>
March 2003	Interview on <i>Radio Anguilla</i>
Aug 2003	Interview on <i>Radio Anguilla</i>
May 2004	Article in <i>The Anguillan</i>

Bermuda

Winter 2002	Article in <i>Critter Talk</i> Vol 25 Number 4
Aug 2003	Article in the <i>Royal Gazette</i>
Aug 2003	Article in the <i>Bermuda Sun</i>
April 2004	Article in <i>Critter Talk</i> Vol 27 Number 2

BVI

May 2003	Article in <i>The BVI Beacon</i>
	Article in the <i>Standpoint</i>
Aug 2003	Article in <i>The BVI Beacon</i>

Cayman

Aug 2002	Article on <i>Caymannetnews.com</i>
	2 articles in the <i>Caymanian Compass</i>
	2 radio interviews
	1 TV interview
Aug 2003	Article on <i>Caypolitics.com</i>
Aug 2003	Article in <i>Caymanian Compass</i>
Jan 2004	Article in in-flight magazine <i>Destination Cayman 2004</i>

Montserrat

Nov 2001	Article in the <i>Montserrat Reporter</i> ,
Jun 2002	3 radio features
	2 newspaper articles
Aug 2003	1 newspaper interview in the <i>Montserrat Reporter</i> .
Sept 2003	3 interviews on <i>Montserrat Radio JZB</i>
	1 interview on <i>Family Radio</i>

TCI

Nov 2001	Article in <i>The Turks and Caicos Free Press</i>
July 2002	Picture story feature in <i>Times of the Islands</i>
Apr 2002	1 local radio interview
Aug 2003	1 article in the <i>Turks & Caicos Free Press</i>
Sept 2003	1 local radio interview
	1 article in the <i>Turks & Caicos Free Press</i>



Photo 12.3. TCOT training workshop press coverage.

12.5.3. Coverage in the UK

Nov 2001	Article in the <i>South Wales Evening Post</i>
Nov 2001	Article in the <i>Western Mail</i>
Dec 2001	Article in <i>Country Living</i>
Jan 2002	Article in <i>Biodiversity News</i>
Mar 2002	Article in <i>Diving Trade</i>
April 2002	Article in <i>Talk Turtle</i> and on the <i>Adopt-a-Turtle renewal poster</i>
Aug 2002	Article in the <i>Wrexham Evening Leader</i>
Oct 2002	Photo-feature article in MCS magazine <i>Marine Conservation</i>
Dec 2002	Article on <i>icWales.co.uk</i>
July 2003	Article in <i>Testudo</i>
Sept 2003	Interview for <i>Nature</i> programme, BBC Radio 4.

12.6. Scientific Papers

The MTRG has supported, reviewed and facilitated the publication of various scientific papers authored by TCOT project partners (see section 11).

12.7. TCOT Presentations

The TCOT staff have made every effort to present the TCOT project to a wide audience at various formal and informal fora in the UK, the Overseas Territories and at international meetings.

12.7.1. International Scientific Meetings

Apr 2002	Poster at International Sea Turtle Symposium, Miami (PR)
Mar 2003	Oral at the UKOTCF Conference, Bermuda (BG)
Mar 2003	Poster at the UKOTCF Conference Bermuda (BG)
Mar 2003	Oral International Sea Turtle Symposium, Kuala Lumpur (SR)
Mar 2003	Poster at International Sea Turtle Symposium, Kuala Lumpur (PR)
Feb 2004	Poster at International Sea Turtle Symposium, Costa Rica (JB)
Feb 2004	Poster at International Sea Turtle Symposium, Costa Rica (CB)
Feb 2004	Poster at International Sea Turtle Symposium, Costa Rica (LS)
Feb 2004	Oral at International Sea Turtle Symposium, Costa Rica (JS)
Feb 2004	Oral at International Sea Turtle Symposium, Costa Rica (JG)
May 2004	Oral at Annual Meeting of Canadian Association of Geographers (JS)

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August 8th - August 29th 2003 Volume 13 Number 25

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FCO support for endangered marine turtles of the Caribbean

Sue Ranger and Jennifer Parker with rehabilitated turtles

"This course is exciting for me because I have learned things I never knew before," said Carlos Rojas, Fisheries Officer with Anguilla's Department of Fisheries and Coastal Resources. "It's good that someone like me can learn some skills, hear from those who have passed them on to the others in the Department. It's good for the staff and it's good for the turtles too!"

Participants from Anguilla, British Virgin Islands, Cayman Islands, Grenada, St. Lucia, St. Vincent and the Grenadines, and the USA arrived in Bermuda last week to kick off the workshop, which is run by BTP Coordinator, Jennifer Gray.

Gray, and CCC research assistants, Don Peare and Anne Meylan, UK Overseas Territory Government departments are partners in the Turtles in the Caribbean Overseas Territories (TCOT) project. TCOT is a UK Government funded project coordinated by the Marine Turtle Research Group and the Marine Conservation Society (MCS). The FCO Environment Fund's support of the Bermuda workshop is a contribution to TCOT's efforts to build turtle conservation and research capacity in the UK Overseas Territories.

Attending the workshop from the Turks and Caicos Islands was Miss Jasmine Parker, Conservation Officer with the Department of Environment and Coastal Resources.

"The workshop is highly interactive and the participants always go home with a huge amount of information, but each year we find we also learn from them. It's a two-way learning process," said Jennifer Gray, BTP Coordinator. "We hope that the workshop inspires the participants to get up to date with conservation and research projects back home and help the struggle to save the Caribbean's endangered turtle populations."

"How to engage Youth in Sports."

Track and Field Clinic underway

Monday August 11, 2003 was a historic day for TC boys and girls.

The hope is that these camps will act as a catalyst by encouraging young TC "Coco Islands" athletes to excel.

12.7.2. Public Meetings in the OT's

Bermuda

- Aug 2002 Presentation at Bermuda Turtle Project In-water course (BG)
- Aug 2003 Presentation at Bermuda Turtle Project In-water course (PR)

BVI

- Jul 2002 Presentation at BVI CFD Summer School

Cayman

- Aug 2002 Presentation at the Public Meeting in Cayman Hilton (BG)
- Aug 2002 Presentation at the Public Meeting in Cayman Hilton (PR)
- Aug 2002 Presentation at the Public Meeting in Cayman Hilton (J Solomon)

Montserrat

- June 2002 6 presentations in RSPB/MNT Biodiversity road show (BG)

TCI

- Sept 2003 Public presentation at the National Environmental Centre, Provo (PR)
- Sept 2003 Presentation to Chief Minister and staff (PR)

WEATHER CONDITIONS

Forecast: Sunny, with a few clouds

Temp: 28°C / 82°F

Wind: Light and variable

Sea: High at midday 2.2m

TIMES & TIDES

Low: 06:00, 18:00

High: 12:00, 20:00

Next High: 22:00

Bank of Butterfield

MARKET REPORT

Shareholder Fund: 102.18

UK Government Fund: 105.12

UK Government Fund: 105.12

UK Government Fund: 105.12

Caymanian Compass

21 years of daily publishing

Established 1965 MONDAY 18th AUGUST 2003 20 Pages 50¢

Turtle conservation updated

A two-week Foreign and Commonwealth Office funded workshop in Bermuda that concluded on Friday offered turtle conservation officers in British Overseas Territories enhanced knowledge on how to save endangered turtles.

Representing Cayman at the workshop was the Department of Environment's Research Officer Joni Solomon, a Caymanian.

The workshop is coordinated by the Bermuda Turtle Project (BTP), a joint research initiative of the Bermuda Aquarium (BAMZ) and the Caribbean Conservation Corporation (CCC), a joint venture between the UK charity Marine Conservation Society (MCS) and the Bermuda Marine Conservation Society (BMCS). The FCO Environment Fund's support of the Bermuda workshop is a contribution to TCOT's efforts to build turtle conservation and research capacity in the UK Overseas Territories, the release underlines.

"The workshop is highly interactive and the participants always go home with a huge amount of information, but each year we find we also learn from them. It's a two-way learning process," said Jennifer Gray, BTP Coordinator. "We hope that the workshop inspires the participants to get up to date with conservation and research projects back home and help the struggle to save the Caribbean's endangered turtle populations."

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UK Overseas Territory Government departments are partners in the TCOT project. TCOT is a UK Government funded project coordinated by the Marine Turtle Research Group and the Marine Conservation Society (MCS). The FCO Environment Fund's support of the Bermuda workshop is a contribution to TCOT's efforts to build turtle conservation and research capacity in the UK Overseas Territories, the release underlines.

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Boundary report due end of month

By Carol Winkler

The Electoral Boundary Commission is "aiming" to submit its report to the Governor by the end of August. The report will set out the recommendations for dividing the Cayman Islands into 17 electoral constituencies.

Commission Chairman Carl Dundas revealed the target date on Thursday night during what was to have been a public meeting at the William Allen McLaughlin Civic Centre.

In fact, MIA Arden McLean was the sole questioner - and, apart from a reporter, the sole member of the public until 8.15pm, when he was joined by another district resident.

Mr. McLean's questions prompted discussion of topics not previously reported, including constituency names, a possible decrease in voter numbers, what would prompt another Boundary Commission, and even a reference to possible mandatory registration of voters.

Report debate, Mr. McLean Continued on page 2

Photo 12.4. Bermuda training course press coverage.



Photo 12.5. Sue Ranger and Peter Richardson present TCOT at the 23rd International Sea Turtle Symposium, Kuala Lumpur (Photos P. Richardson).





Photo 12.6. Brendan Godley presents TCOT at UKOTCF conference, Bermuda, March 2003.

12.7.3. Oral Presentations at Meetings in the UK and the USA

Oct 2002	British Chelonia Group Northern Symposium, Chester (PR)
Oct 2002	Marine Conservation Society Annual Conference, Edinburgh (PR)

Oct 2002	AGM of the UKOT Conservation Forum, Cambridge (BG)
Nov 2002	Guest lecture, Wildlife Conservation MSc, University of Reading (PR/SR)
Mar 2003	London Dive Show, Excel Centre (PR)
Nov 2003	Guest lecture, Wildlife Conservation MSc, University of Reading (PR)
Mar 2004	Oral at Duke University Marine Lab Advisory Board Meeting (LC)
Apr 2004	Oral at Duke University Board of Visitors Meeting (LC)

12.8. Educational Pack

Educational materials have been produced by the Marine Conservation Society to encourage teachers and educators in the UK to use marine turtles as their subject matter across a range of disciplines. These materials have been distributed to all OT's. Building upon this, as part of an OTEP funded project, the team, in conjunction with local partners, will design educational materials (for school children and adults) to increase awareness and report back some of the findings of recent turtle research in the OTs. We will work with each OT to design OT specific educational resources including local data, images and input from local people.

