

Exercise 1: Developing an Audience-Specific Communication Strategy

Climate change scenarios for Seychelles

SCENARIO 3

Seychelles has been suffering from heavy rains leading to flooding around many people's residences. Because most households do not have gutters or drainage, the water is flowing off their properties onto surrounding properties and causing flooding and erosion and increasing the risk of landslides. The Division of Risk and Disaster Management (DRDM) has asked for the Town and Country Planning Act to be amended to require all houses to install gutters and drains. People are complaining to their district administrators (DAs) that this will cost too much and the burden on them is unfair.



Source: Seychelles Government, Seychelles Damage, Loss and Needs Assessment 2013 Floods

The DA's have asked for a meeting with DRDM to bring their complaints forward. You work for an independent media house and have to cover this issue for the public. How will you approach this task and what will you include in your story? (Please consider your goal(s), message, approach, choice of media, timing, interviewees, and your storyline.)