SEAFDEC NEWSLETTER

The SEAFDEC Newsletter is a common platform for SEAFDEC Secretariat and all Departments to share information on the activities undertaken by SEAFDEC and Departments to target audience, which includes fisheries-related agencies of the Member Countries, network libraries (Member and Non-Member Countries), relevant regional/international organizations, and public in order to enhance the visibility of SEAFDEC.

Structure:

16-page Newsletter, comprising:
- **Front page (incl. inside pages) & Back page**: highlighted news
- **Departmental programs (P4-7)**: activities under departmental programs, and other activities of Departments
- **Special Report (P8-9)**: Articles that publicize up-to-date issues/initiatives promoted by SEAFDEC (not event-based articles)
- **Regional Programs (P10-13)**: activities under regional programs (FCG/ASSP projects) and participation of SEAFDEC in non-SEAFDEC events
- **Future Events (P14)**

Format/copies/distribution:

- **Hardcopy**: 1,600 copies produced (approx. 1,200 sent out, and 400 for distribution at relevant events)
- **Softcopy**: accessible through [www.seafdec.org](http://www.seafdec.org)

Production mechanism:

<table>
<thead>
<tr>
<th>Timing</th>
<th>Activities</th>
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<tr>
<td>During the quarter</td>
<td>Preparation of inputs (compiled by IOs of respective Departments and Secretariat)</td>
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<td>By 1st week after the quarter</td>
<td>Submission of articles to Secretariat (Secretariat also check with list of events to ensure that important news are submitted)</td>
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<td>2 weeks, after receiving last inputs from Departments</td>
<td>Edit, layout and circulation of draft to concerned people (Senior Sec staff, SDCs, IOs, etc.) &amp; Accommodating comments and circulation of final draft</td>
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<tr>
<td>1-2 weeks</td>
<td>Publishing process</td>
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<tr>
<td>By 1.5 month after end of the quarter</td>
<td>Dissemination to Departments and recipients in mailing list</td>
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Improving SEAFDEC Newsletter:

Following are areas that could be considered for future improvement of the Newsletter:

**SEAFDEC Events**: In addition to general facts (e.g. what, where when, why, how), sufficient information should be provided on important results/recommendations from the events, and application/benefits to fisheries development of the region. Lengthy/unnecessary information should be avoided.
Participation of SEAFDEC staff to non-SEAFDEC events: Articles should elaborate clear linkages with SEAFDEC (why SEAFDEC needs to participate in such events?), key message delivered by SEAFDEC, possible benefits to SEAFDEC, etc. Avoid lengthy report on the organizations of such events.

Special report (centerfold): should not be news of particular event(s), but updated information on issues/initiatives undertaken by SEAFDEC Departments, e.g., indicating what has been done (or planned), results (or expected results) and benefits to the region.

Concerns of editors: to improve Newsletter
- Avoid using 1st and 2nd pronoun, e.g., I, We, You in articles
- Transform quotes into statements (if possible)
- Observe the timeline of activities
- Similar nature of activities of Departments organized more than twice to be reflected in one article only
- Donors or supporters of activities should be reflected in articles

Others: TO BE SUGGESTED BY THE MEETING.