

2010/2011

# Access to Information Unit

Public Education Report – April to June 2010

First Quarter 2010/2011



## **User Driven Content**

One of the initiatives the Unit took during the previous year was to be more interactive, and take advantage of the new and exploding online network sites. The Unit's Facebook and YouTube sites continue to pay significant dividends in this regards as it is constantly updated with new pictures, events, status updates and other information and the YouTube video is viewed regularly.

In May, the Unit added Twitter to its social media efforts. Twitter is a 'microblogging' platform which allows users to post short text messages (up to 140 characters in length) and converse with other users via their phones or web browsers. The major advantage of Twitter is that it is free to use with a relatively low impact on resources and has the potential to deliver benefits in support of the Unit's communication objectives. It allows people to "follow" other persons or groups mainly for links to content and to stay abreast with the content distributed by a peer group. Twitter also has a strong 'viral' capacity, with people redistributing significant and interesting links and content.

The first tweet was posted on May 10, 2010 and read: "Follow the Access to Information Unit. It's your Right to Know! Access official Gov't documents using the ATI Act." Subsequent tweets in that quarter updated followers on meeting dates for the Joint Select Committee of Parliament, office closure for public holidays, the appointment of a new principal officer to the Planning Institute of Jamaica and the date of the contribution for the Hon. Min Daryl Vaz to the Sectoral Debate in Parliament.

The Twitter account will be used to:

- Extend the reach of existing messages, online and other wise (e.g. news, speeches, web updates, YouTube videos)
- Provide additional, low-barrier methods for audiences to interact with the Unit
- Monitor online mentions of the Unit
- Provide immediate update and feedback on dates and upcoming developments including expos, sensitization sessions, media mentions, and alert followers to new ATI Principal and Access Officers.
- Promote knowledge of and use and application of the Access to Information Act (2002) among the general public.
- Under the current economic climate, demonstrate an ability to utilize cost effective, low maintenance means of interacting with the public.

## **Public Expositions**



Mrs. Mitzie Moore-Cooke explains what official documents are during the National 4H Expo in Denbigh, Clarendon

The second 4H event was held in the form of the National 4H Parish Achievement Day on April 30. This was held at the Denbigh Showground in Clarendon, where two hundred and thirty-six (236) persons were sensitized.

A second Choices Expo was held in Mandeville, Manchester at the Golf View Hotel. On this leg, three hundred and seventy (370) persons were sensitized of their rights under the Access to Information Act (2002).

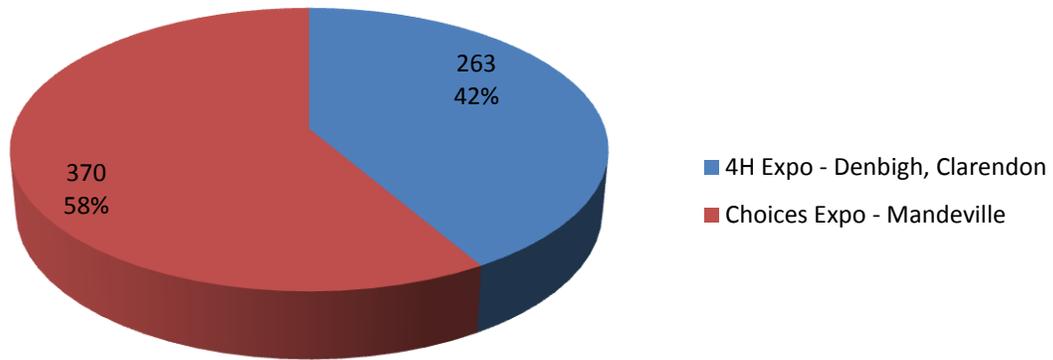


The ATI Booth is abuzz with activity during the National 4H Expo in Denbigh, Clarendon as ATI Administrator Grace Bigby-Love attends to these visitors

### **Total**

For the period, six hundred and six (606) persons were sensitized. All were outside of the Kingston and St. Andrew area and represented members of the general public. As at March 31, 2010, twenty-eight thousand, nine hundred and forty-two (28,942) persons had been sensitized since the inception of the Unit.

## Public Expos for the Quarter



The chart above show the public expos for the quarter April to June 2010