

TOKY  
RASOLOARIMANANA

# PORTFOLIO

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COMPLEX STORIES. REAL AUDIENCES. CONTENT BUILT TO REACH PEOPLE, NOT FILL CHANNELS.





**42**

countries covered in  
Africa & Pacific

**230**

human interest stories  
published

**4,000**

press articles published

**60+**

knowledge products - East Africa,  
Indian Ocean, Pacific

# Human interest stories & country voices

## Context

Across 42 countries in the Pacific & Africa, the work was always to find the people behind the programme and put them at the centre.

## The challenge

Rich programme data and institutional results → invisible people behind them.

## My role

- Identified and developed human interest stories across fishing communities, coastal livelihoods, women in fisheries, and public health contexts
- Connected individual voices to regional and global programme narratives
- Worked directly with communities, scientists, and field teams across Africa and the Pacific

## Outputs

- 230 human interest stories published
- Country Voices series – Pacific Island nations
- Human interest content for UNICEF, African Union, Indian Ocean fisherfolk, Pacific communities

## Impact

- Stories used in donor reporting, regional advocacy, and international policy forums
- Gave voice to communities rarely represented in regional and global discussions



# Campaigns

## Context

Campaigns designed to shift understanding – among policymakers, communities, youth, and donors – across the Pacific and Indian Ocean.

## The challenge

Complex regional priorities across 20+ countries → fragmented narratives, inconsistent reach.

## My role

- Designed and led 35 communications and advocacy campaigns at regional level
- Developed campaign concepts, narrative frameworks, and audience segmentation strategies
- Aligned campaign objectives with programme priorities and donor accountability

## Outputs

- "Guardians of the Pacific" – regional identity and advocacy campaign
- "Teen Tuna Tok" – youth video series (~300,000 views)
- Climate Intelligence System (C.I.S.) for Pacific Tuna
- 35 campaigns organised and implemented at regional level

## Impact

- Reached Senior managers, government members, and youth
- Positioned regional priorities at COP 15 Paris and Regional conferences
- Built sustained engagement around complex science and governance issues



# Social media

## Context

Strategic social media management for a regional intergovernmental organisations balancing political sensitivity, scientific accuracy, and genuine audience engagement.

## The challenge

Technically dense, politically sensitive content → disengaged or unreached audiences.

## My role

- Managed editorial social media content
- Built audience engagement
- Produced content across formats

## Outputs

- Pacific Top Stories of 2023
- Faces of the Pacific series
- Event coverage – Pacific Heads of Fisheries, WCPFC 20

## Impact

- Create and maintain audience engagement and conversation across development issues
- Stories shared across regional media, government channels, and international partner networks



Focus on collaboration between local communities, government agencies, and other groups in the community.

Community rules makes sure that community rules and plans are followed by everyone.



What do you do?



# Field stories

## Context

From FAD deployments in Samoa to joint IUU patrols in the Indian Ocean to Blastfishing in Tanzania or the livelihood of Maasai communities in East Africa.

## The challenge

Operational realities in remote and sensitive environments → stories never told, evidence never seen.

## My role

- Embedded with field teams across ocean, land, and emergency environments
- Produced field video, photography, and editorial content
- Managed sensitive information in operationally complex and politically sensitive contexts



## Outputs

- Field content deployed in donor reporting, regional advocacy, and international media
- Operational storytelling used to secure continued programme investment
- Human narratives anchoring campaign and policy arguments at global level



## Impact

- Field stories used in international forums, donor reporting, and public advocacy
- Brought operational and community realities into policy conversations that rarely include them



# Science communications

## Context

Stock assessments, climate projections, tagging data, harvest strategy modelling – knowledge that should drive decisions but too often does not, because the translation is missing.

## The challenge

Complex scientific outputs → not reaching the people whose decisions depend on them.

## My role

- Worked with ~100 scientists across the Pacific and Indian Ocean
- Translated technical outputs into policy briefs, blog series, video, and digital storytelling
- Connected scientific findings to real-world implications for governance, climate policy, and livelihoods

## Outputs

- Tuna tagging blog series (~250,000 views; BBC World News coverage)
- Climate and fisheries policy briefs – distributed to Pacific government ministers
- Educational video series on Harvest Strategies – used in ~100 regional workshops

## Impact

- Scientific outputs reached policymakers and public audiences
- BBC World News coverage – Pacific fisheries science in a global media context
- Top 3 globally – Stop IUU Fishing Award, IMCS Network 2016



# MEDIA ENGAGEMENT

COVERAGE



TRAINING



PARTNERSHIP




MEDIA GUIDE



**BBC coverage on the tuna tagging programme**




**Indian Ocean Media training on fisheries**



**No room for complacency in Pacific tuna management - SPC**  
12:16 pm on 16 December 2019

There is no room for complacency in the way the region's tuna stocks are managed, says the director of the Pacific Community's Oceanic Fisheries Programme.

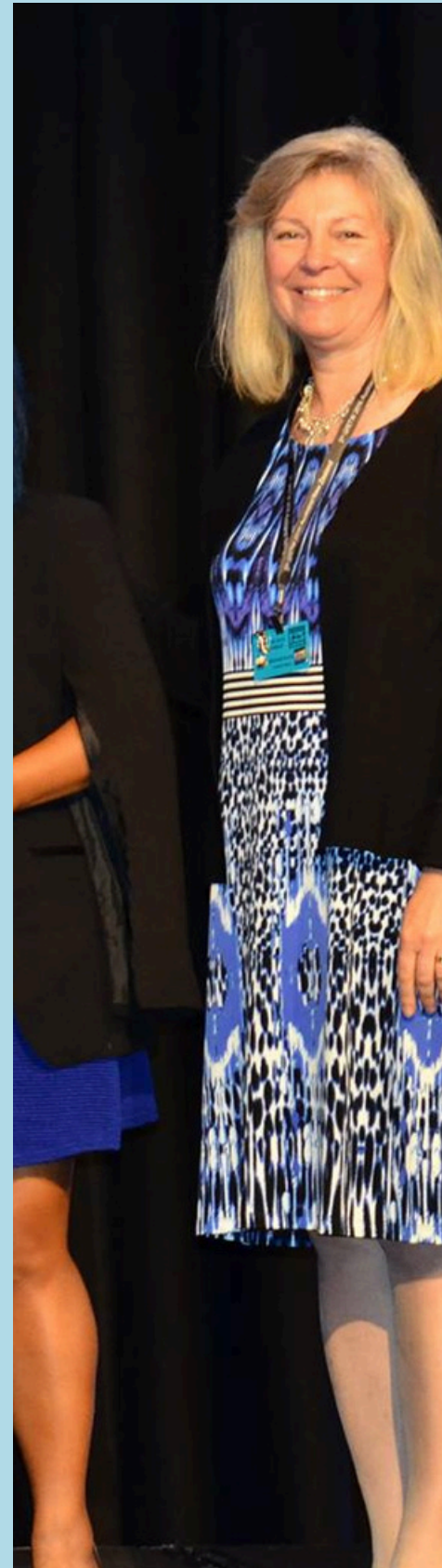


Majuro is the world's busiest tuna transshipment port. Photo: Giff Johnson

Graham Pilling said stocks of all four main tuna species - Albacore, Bigeye, Skipjack and Yellowfin - were being managed and maintained above agreed sustainable levels. However, Dr Pilling said they were planning for the inevitable impacts of climate change, which included tuna migration patterns moving further east and south. That could be beyond the EEZ's of member nations, which risked their food security and incomes.

# award.

2 out of the best stories on  
Sustainable Fishing (IMCS 2016)



# Connect with me



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