



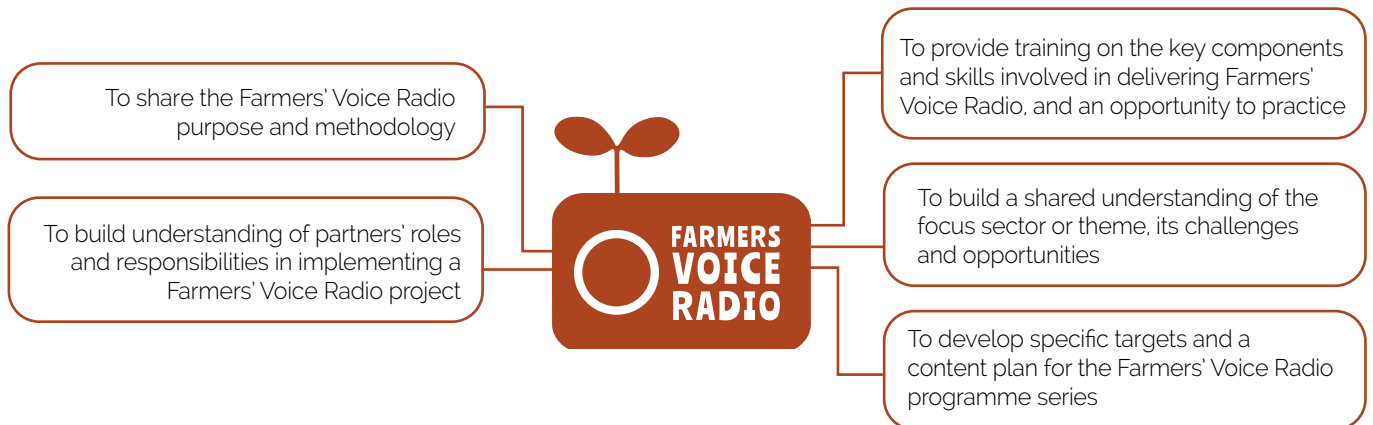
FARMERS VOICE RADIO

Farmers' Voice Radio Training and Planning Workshop

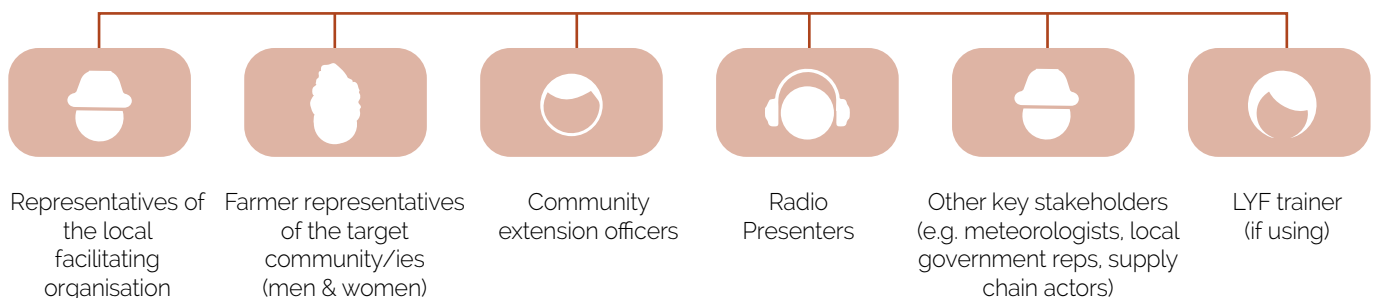
This 2-3-day training and planning workshop is a key event in ensuring that your Farmers' Voice Radio project is set up for success. The workshop should be highly participatory and engaging for all the participants. In the spirit of the Farmers' Voice Radio approach, the training will respect the expertise of the farmers and other specialists in the room, and be as inclusive as possible (avoiding jargon and complicated language, long sessions, overuse of PowerPoint, a lot of text etc).

Here we provide an overview of the purpose and content of the workshop, suggestions for who should be invited and a list of recommended equipment and resources. Support materials are also available to download and adapt, including a PowerPoint slide deck (contact the Farmers' Voice Radio team to request a copy of this) and handouts, a programme planning template and a training certificate.

01 Objectives of the workshop



02 Suggested workshop participants



All participants require basic literacy and the ability to speak and understand the main language used by the facilitators. You should try to achieve a gender balance amongst participants.

03 Sample Agenda

Day 1. Classroom based

- Introductions and ice-breaker exercise (ideally using an audio recorder)
- Overview of Farmers' Voice Radio (history, purpose, approach, case studies, impact)
- Developing Farmers' Voice Radio targets for this project
- Sector/supply chain mapping and stakeholder identification
- Farmers' Voice Radio key components and skills (knowing your listener; establishing and running listener groups; effective facilitation; stakeholder interviews; language use; postproduction and editing; listener interaction; broadcast considerations)

Day 2. Classroom based

- Farmers' Voice Radio programme planning (download our template for a format to record this information)
- Putting it all into practice
- Tracking and measuring success
- Timeline planning/next steps

Day 3. Field based

There are a number of options for this field visit, but its main purpose is to test and validate the targets and plans developed in the preceding two days and for participants to practice their new skills. One option would be to use it as an opportunity to run a pilot listener group meeting. Alternatively, a community briefing could be held, and practice interviews conducted with potential project participants and stakeholders. In our [Uganda project](#), we organised a briefing meeting with community members and ran a participatory exercise to develop a seasonal calendar following the methodology in our resource, [establishing farmer listener groups](#).

04 Equipment & Resources

To run this workshop effectively, you are likely to need:

- **A reliable power supply (and ideally also internet connection)**
- **A data projector and screen**
- **Flipchart paper**
- **Post-it notes**
- **Marker pens**
- **Tack or tape**
- **Printed handouts**
- **Notebooks, pens and document wallets for participants**

