



## FARMERS VOICE RADIO

### Monitoring, Evaluation and Learning in Farmers' Voice Radio Projects

Engaging and gathering feedback from beneficiaries and other stakeholders is at the heart of the Farmers' Voice Radio methodology and also central to its monitoring, evaluation and learning (MEL) approach.

In all Farmers' Voice Radio projects, partners work together to design an appropriate MEL system that tracks progress against agreed milestones in the agreed project results framework, as well as capturing unexpected results, either positive or negative. These MEL systems generally involve the below elements, which focus on measuring changes in the knowledge, attitudes and practices of listeners:

- See [baseline resource](#) for more information and sample tools.
- Working with the local radio station partner to estimate programme listenership in the target communities;
- Programme Reference Group meeting reports from the project facilitator summarising the Programme Reference Group discussions and feedback from the members on the previous month's broadcasts;
- Use of 'reflective diaries' in Programme Reference Group meetings to record changes in knowledge, attitudes and practices and document learning shared between participants;
- Monthly analysis by the project facilitator and members of the stakeholder platform of radio programme transcripts to monitor the content and information quality;
- Mechanisms that encourage contributions and feedback from the wider target group via SMS/WhatsApp, voice calls etc (see [resource on engaging listeners](#) for more information and examples). It may be possible to collect other monitoring data when listeners ring in to leave their feedback, such as answers to a poll question, the gender of listeners or the geographic spread of listenership,
- Collection of case studies and photos of model farmers, identified through Programme Reference Groups and Communal Listening Sessions;
- An end-of-project evaluation involving focus group discussions with the Programme Reference Groups on their experience of participatory radio, and a small survey of farmers across the wider target area to understand the Farmers' Voice Radio programmes' influence beyond the Programme Reference Groups.

The matrix on the following page summarises the different tools that can be used to gather and record information on activities, outputs and outcomes in order to track project progress, continually improve programme quality and listener experience, and where relevant, report to donors. Templates for each of these tools are available to download and adapt.

| TOOL NAME                                       | PURPOSE   | COMPLETED BY   | FREQUENCY   |
|---|---|--|---|
| <b>Programme Reference Group meeting report</b> | <p>To capture main discussion points from each Programme Reference Group meeting. Used to inform planning to ensure that:</p> <ul style="list-style-type: none"> <li>• Feedback on programme quality, signal etc. is addressed by the radio station</li> <li>• Comments, questions and suggestions for additional programme content are incorporated into future episodes</li> <li>• Changes in knowledge, attitudes and practice amongst listeners are acknowledged</li> </ul> | Project facilitator  | After every Programme Reference Group meeting                       |
| <b>Case study template</b>                      | <p>To gather more detailed information on individual farmers' experience with Farmers' Voice Radio, and any significant change stories. Can be useful to identify 'model farmers' who can tell their stories on the radio. It may be possible to collect other</p>  | Any member of the project team   | Ideally 1-2 case studies at every Programme Reference Group meeting |
| <b>Reflective diary</b>                         | <p>For Programme Reference Group members to reflect on and share their own experience of being part of a Programme Reference Group and hearing their voices on the radio.</p>   | Programme Reference Group members (may require assistance if not literate)                       | As often as they find useful  |
| <b>Transcription guidelines</b>                 | <p>To provide guidance on translating and transcribing radio programmes to allow the content to be understood and reviewed by project stakeholders.</p>   | Radio station or another identified translator / transcriber                                     | Ideally weekly as the programmes are aired                          |
| <b>Record of listener feedback</b>              | <p>To record feedback received by the wider radio listenership via text message/WhatsApp/voice call. Used to inform planning for future Programme Reference Group meetings and radio programme episodes, and reviewed in stakeholder meetings.</p>  | Radio station, web-based listener feedback system or another identified translator / transcriber | Ideally weekly as the programmes are aired                          |

