



FARMERS VOICE RADIO

Developing topic briefing sheets for your radio programme

The Farmers' Voice Radio programme content plan, developed through a series of participatory activities described in a separate guidance note , is an important document that steers the selection of the topics to be discussed at each monthly recording session. It also helps with identifying organisations and individuals who can assist with preparing key messages and answering farmers' questions.

Briefing sheets are developed for each topic in the content plan in order to guide the Programme Reference Group (PRG) discussions and any post-production of the audio recordings, keeping content in line with the agreed programme objectives. As much as possible, both male and female subject matter experts should be invited to advise on the briefing sheets and/or to take a speaking role in the content. This ensures that a balance of voices and perspectives is heard.

Developing briefing sheets:

Ideally, PRG members themselves will select the 4-5 topics from the programme content plan to be discussed at each monthly recording session. Once the topics have been agreed, the project team is responsible for preparing a briefing sheet for each. The following guidance is based on learning by FVR practitioners involved in several different programmes.

They recommend that briefing sheet content should:

- Be concise, containing sufficient material for a single 15-minute programme episode.
- Highlight the key messages that you would like listeners to go away with.
- Be factual, based on evidence not opinion.
- Be simple and avoid the use of jargon or complicated technical terms (especially as it may need to be translated into a local language or dialect).
- Be relevant and appropriate to the target audience (for example, farmers should be able to implement recommended practices with resources that are readily available locally).
- Consider gender and inclusion: are men and women affected by the issue in the same way, or are there differences? Are men and women likely to interpret and apply the information differently? Are there any gender-related barriers to applying the knowledge and practices that are being recommended? Are older men and women, people with disabilities, religious and ethnic minorities affected differently etc.?
- Signpost relevant local services and information sources where listeners can access further support if needed.

A [briefing sheet template](#) is available to download alongside a pack of sample briefing sheets for different topics related to gender-sensitive, climate-smart agriculture.¹

Using briefing sheets

It should be emphasised that briefing sheets are for guidance only; they are not intended to be read out aloud on the programme. We therefore recommend that these are not shared with PRG members in full before the recording, as this may result in the episode sounding scripted rather than a naturally flowing discussion. Instead, the sheets should be used by facilitators to prepare prompting questions before the meeting and as a reference tool during the meeting to ensure that all key content is covered. However, it is also important to remember that the main focus of the programme should be on the PRG members' voices and experiences, therefore it may help them to receive just these prompting questions in advance to give them time for reflection.

¹ Sample briefing sheets are taken from the project, Enabling Adoption of Climate Smart Agriculture by Women Tea Smallholders in Western Kenya, supported by the UK government's flagship Work and Opportunities for Women (WOW) Programme and implemented in partnership with Twinings, the National Organisation of Peer Educators (NOPE), Sireet Outgrowers Empowerment and Producer company and Sasini Tea. This project also supported the creation of this guidance note.