



# FARMERS VOICE RADIO

## Farmers' Voice Radio Approach and Ethics

**Farmers' Voice Radio is an empowering and participatory approach to agricultural extension.**

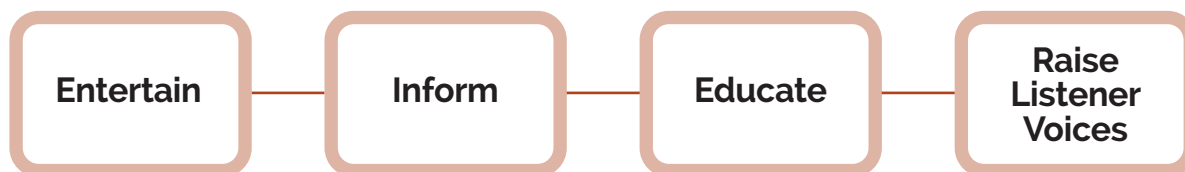
Farmers' Voice Radio is:

- Accessible – community radio that is broadcast straight into the home, field or workplace, in local language
- Inclusive – of women, isolated communities, disabled people, people with low literacy
- Fast, affordable and wide-reaching
- Challenging of attitudes and perceptions
- Encouraging farmers to adopt practices that are realistic and appropriate
- Respectful of farmers' own expertise

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*"The whole community listens and this is changing the way that things are done." Community leader, Ghana*

Farmers' Voice Radio encourages broadcasters to produce radio programmes that farmers want to listen to. Effective radio programmes must:



**Effective radio programming always keeps the listener in mind.** A helpful tool to do this is to sketch out the typical Farmers' Voice Radio listener that you are trying to reach – making sure you include age, gender, location, family status, language, education, wealth and social status, occupation, interests, religion, competing activities etc.



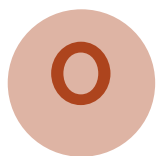
Then keep this listener in mind when planning, producing, broadcasting and monitoring your Farmers' Voice Radio programmes. This will affect:

- How you speak on the radio: which local language you use; the style (conversational, personal, speaking directly to the listener); and the choice of words (painting a picture, keeping it simple, avoiding repetition, jargon, clichés and foreign language)
- How you broadcast – the most appropriate station format and time for the target audience

## Farm Radio International's VOICES standards describe best practice for farm radio programming



values small-scale farmers, both women and men.



opportunity for farmers to speak and be heard on all matters.



information farmers need, when they need it.



consistent and convenient broadcasts.



entertaining and memorable programmes.



supports farmers to choose and implement beneficial practices.

For more information on this framework, visit Farm Radio International's [resource library](#)

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### Ethics of Editing

Editing is a very useful but also dangerous tool, as it can change the meaning of what someone is saying. Editing must ensure:

- the intended meaning hasn't changed
- an equal mix of male and female voices
- the main learning points from the Programme Reference Group are captured in each programme

Try to listen as often as possible to the broadcasts and encourage feedback on the programme from Programme Reference Group members and the wider audience about the programme content. (See [Resource 10 for more information on Listener Feedback Systems](#).)

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### Programming Policy

The radio stations that are involved in Farmers' Voice Radio will most likely have their own rules about what can and cannot be broadcast on the radio, which should comply with journalistic standards. These are established to protect the listeners and the radio station. It is recommended that you consider your own standards for the Farmers' Voice Radio programmes, which might include the following:

1. Will not contribute to hatred, prejudice or discrimination against anyone, ever.
  2. Will respect every member of society and will not discriminate or exclude anyone on the basis of geographical, social or ethnic origin, profession, race, gender, sexual orientation, language, religion, disability or politics.
  3. Will respect facts and encourage honest and fair comment and criticism
  4. Will seek to fairly represent all sides of a debate
  5. Will obtain the consent of all those interviewed and quoted, and will respect people's right to privacy
  6. No swearing or obscenity
  7. No promotion of a good or service for private gain
  8. No preaching (religious or political)
  9. No promotion of one particular group (religious or political)
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### Safeguarding

The Lorna Young Foundation and Farmers' Voice Radio are committed to the wellbeing and safeguarding of all people, especially children and vulnerable adults. Farmers' Voice Radio practitioners may come into contact with children or adults who are vulnerable or being abused. Vulnerability and abuse can also arise as a result of power imbalances, for example between those receiving help from a project and those delivering it.

Please contact us to request a copy of our safeguarding policy for more information. We encourage all partners to develop their own safeguarding policy, appropriate for their work and contexts. You are free to use our policy as a template.