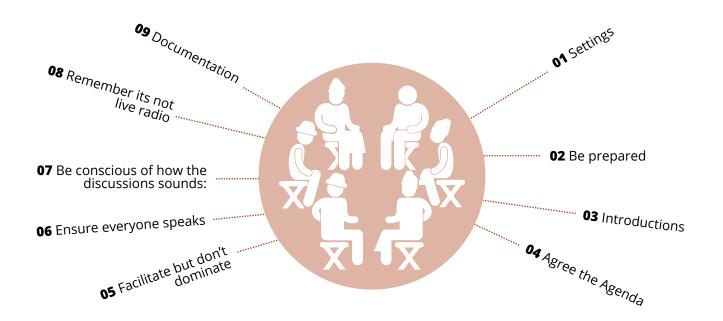


FARMERS VOICE RADIO

Guide to running Programme Reference Group meetings



01

Setting: Select a location that is sheltered/away from background noise and where there will be minimal disturbance from other people. Try to ensure that Programme Reference Group members and facilitators are seated comfortably in a circle so that they can all see each other. There should be space for the radio presenters to move around with their recording devices to ensure that all voices are picked up.



Be prepared: Make sure you have all the required materials to hand, including the radio programme content plan and relevant information sheets.

03

Introductions: In the first meeting you may wish to record separately a jingle and introductions to all Programme Reference Group members that can be played at the start of each radio programme (time permitting).

If external advisors or stakeholders are present, make sure they are introduced and thanked for their contributions.

04

Agree the agenda: before you start, make sure everyone understands what is going to be discussed and has the opportunity to propose changes and additions. The following is a suggested standing agenda:

A.
Review last
month's radio
programmes
(content, radio
signal, topics,
quality) plus
any feedback
received from
listeners - if
time permits,
recordings
could be played
to the group

B. Share any changes in knowledge, attitudes and practices arising from the radio programmes, either by Programme Reference Group members themselves or within the wider community

C. Discuss any relevant issues relating to the programme theme, context or weather that have emerged since the last meeting

Confirm the topics to be discussed in this month's recordings from the radio programme content plan, review together the relevant information sheets and invite input from the stakeholders you have invited. You may also wish to have a 'dry run', noting the key messages to be included in the programme recordings

Discuss the chosen topics recording sufficient content for 4-6 15-minute radio programmes (depending on the frequency of meetings). Make sure that there is an equal mix of female and male farmers voices on the recordings. Whilst it is important that the key technical messages are presented by the stakeholders, they should not dominate the recording.

Review and agree the topics for the next meeting

05

Facilitate but don't dominate:

The main voices that should be heard on radio are the farmers. Ask open questions such as, "tell us about your experience with X", "explain how you deal with Y" or "how does Z affect your crops/livestock" to try to draw out more information from the Programme Reference Group members.

06

Ensure everyone speaks:

Bring in quieter members of the group and (politely) close down more dominant members. Having a balance of voices (male/female, old/young, different villages, livelihoods, wealth groups, religions etc.) is vital in reaching all community members.



Be conscious of how the discussions sounds:

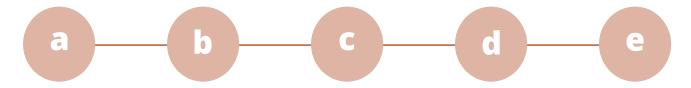
Effective radio entertains, informs and educates. Try to keep the discussion conversational and free-flowing and always have the listener in mind. Keep language simple and create pictures with words, without lengthy monologues and repetition. All advice should be appropriate for the farmers listening to these programmes and empowering!

80

Remember it's not live radio: don't worry about misspeaking, coughing, going off-topic etc. The radio station will edit out all unnecessary content and unwanted background noise.

09

Documentation: you may wish to adapt and use these templates (a-c), available to download here, to capture discussions, learning and changes arising from the Programme Reference Group meetings.'



Programme Reference Group report template Individual evaluation interviews with 2-3 Programme Reference Group members Reflective diaries from each Programme Reference Group member English transcripts of that month's radio programmes

Record of listener feedback received by callers or SMS

