



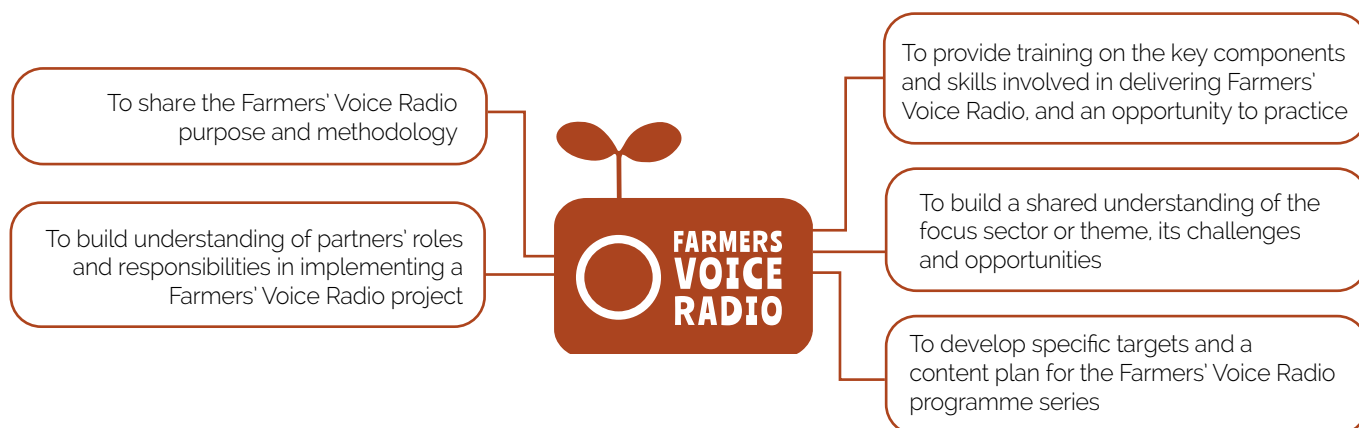
## FARMERS VOICE RADIO

### Farmers' Voice Radio Training and Planning Workshop

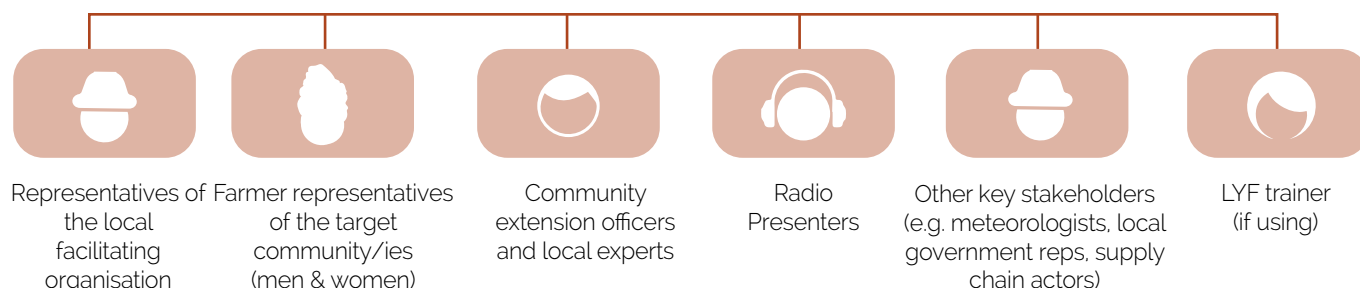
This 2-3-day training and planning workshop is a key event in ensuring that your Farmers' Voice Radio project is set up for success. The workshop should be highly participatory and engaging for all the participants. In the spirit of the Farmers' Voice Radio approach, the training will respect the expertise 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 handouts, a programme planning template and a training certificate. Examples of detailed Facilitator Notes and a PowerPoint slide deck are also available and you can contact the Farmers' Voice Radio team to request a copy of these.

#### 01 Objectives of the workshop



#### 02 Suggested workshop participants



All participants should be able to speak and understand the language used by the facilitators. If some participants are not able to read or write, you will need to adapt the activities, or ask members of the group to be scribes. It is important that these participants do not feel excluded from the sessions, and it may mean handouts and slides are not appropriate. 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)
- Understanding the challenges to be addressed by the radio programme and developing Farmers' Voice Radio targets
- Sector/supply chain mapping and stakeholder identification
- Farmers' Voice Radio key components and skills (knowing your listener; establishing and running Programme Reference 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 Programme Reference 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 Programme Reference Groups](#). The field visit could also be used to brief Radio Champions who will facilitate Communal Listening Sessions.

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## 04 Equipment & Resources

If you are able to run the workshop in a conference hall or classroom then you will probably find the following resources useful:

- **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**

However, we recognise that in some contexts a classroom or conference hall may be inaccessible or inappropriate for participants. In this case we would encourage you to get in touch with the Farmers' Voice Radio team to discuss how the training can be delivered in a low-tech environment.

