

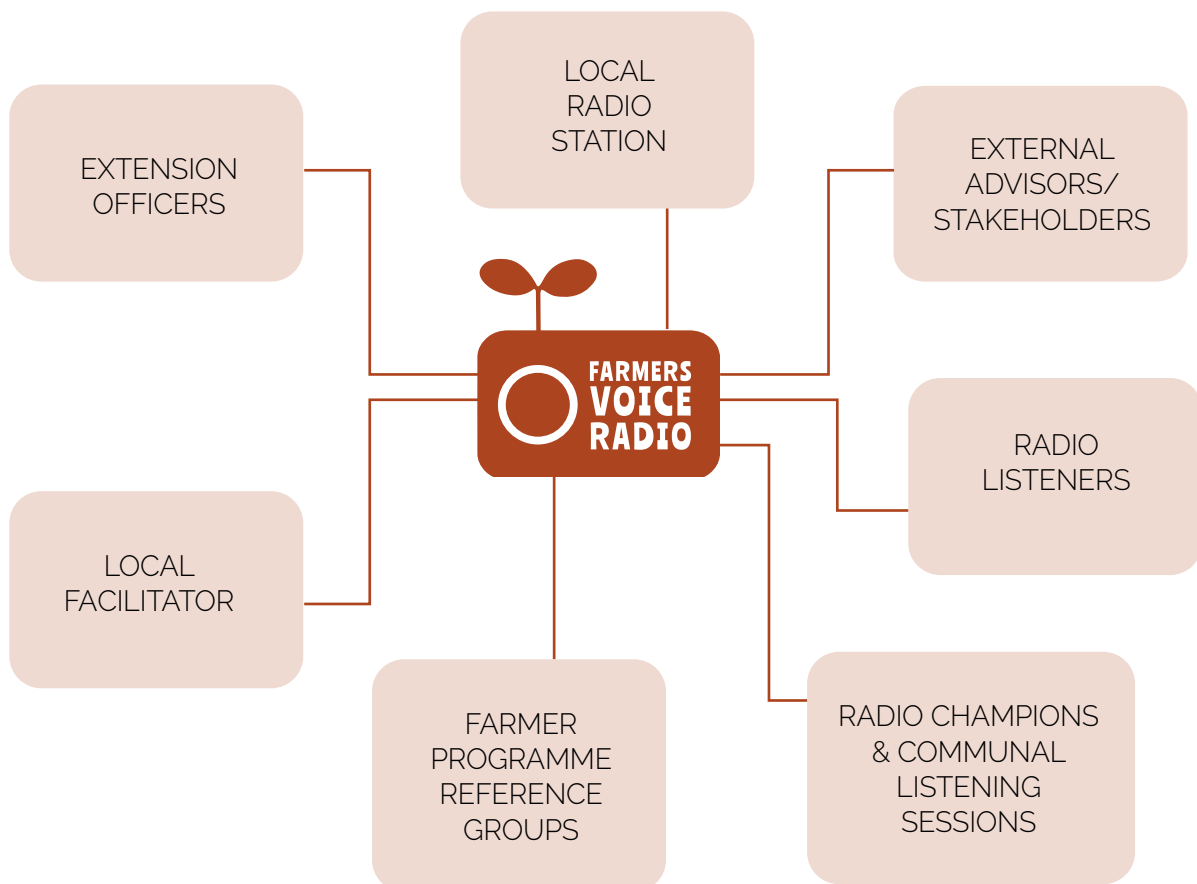


## FARMERS VOICE RADIO

### Identifying the main actors and their roles in the Farmers' Voice Radio project

In the formative research stage, you will have gathered key information about the target communities and identified the main organisations operating in the sector who should be involved in the project, including the main implementing partner (which could be your own organisation).

This guide gives an overview of the main actors required to run a Farmers' Voice Radio project and their respective roles. Later in the Farmers' Voice Radio journey, in resources 8, 9 and 10, you will find detailed guidance on setting up and supporting [Programme Reference Groups](#), [engaging stakeholders](#) and appointing [Radio Champions](#) to run Communal Listening Sessions.



ACTOR	DESCRIPTION	ROLES
The Lorna Young Foundation (optional)	UK based NGO that created the Farmers' Voice Radio model and has extensive experience of designing and delivering Farmers' Voice Radio projects in a variety of different contexts. If required, our staff is on hand to provide a range of support to assist you in implementing your own bespoke project.	<ul style="list-style-type: none"> <li>• Transmit the Farmers' Voice Radio methodology to project partners, either indirectly through online resources or directly through training</li> <li>• Work with partners to plan radio programme content based on the target communities' needs and priorities</li> <li>• Provide remote and face-to-face support and monitoring throughout the project lifetime</li> </ul>
Local Facilitator	Locally based organisation (producer organisation, NGO, CBO, radio station etc.) with good knowledge of and strong links to the target community. Should have the human and technical capacity to manage logistics, the budget, co-ordinate multiple partners and stakeholders and communicate remotely.	<ul style="list-style-type: none"> <li>• Oversee establishment of Programme Reference Groups in target communities</li> <li>• Coordinate and facilitate regular Programme Reference Group meetings</li> <li>• Manage relationships with other actors, which may include contracting the radio station and sourcing expert input</li> <li>• Monitor radio programme quality and content</li> <li>• Implement M&amp;E systems to document changes arising from the programmes</li> </ul>
Extension Officers and Local Experts	Public or private experts (agriculture, veterinary science, fisheries, environment, gender etc.) who provide extension services to the target communities. Other local experts may also be invited to participate, such as meteorologists, education specialists or health care workers.	<ul style="list-style-type: none"> <li>• Participate in regular Programme Reference Group meetings</li> <li>• Provide technical input to Programme Reference Group discussions on agreed topics</li> <li>• Provide translation support if needed</li> <li>• Assist radio station in responding to listener questions</li> </ul>
Local Radio Station(s)	Local language community radio station(s) selected for their popularity and accessibility in the target communities.	<ul style="list-style-type: none"> <li>• Assign 1-2 radio presenters, who speak the local language and ideally have knowledge of rural settings, to attend and record Programme Reference Group meetings</li> <li>• Conduct interviews with other identified stakeholders to provide technical input / different perspectives</li> <li>• Edit recorded content into 15-minute programmes focused on a specific topic</li> <li>• Broadcast programmes weekly, repeated once, at agreed times</li> <li>• Promote the radio programmes on air</li> <li>• Manage the listener feedback system and ensure questions/comments are addressed in future programmes</li> <li>• Provide MP3 files. Some radio stations are also able to provide transcripts and translations of the radio programmes</li> </ul>

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Farmer Programme Reference Groups	Max. 12 farmers (at least 50% female) selected as a cross-section of the target community in terms of age, wealth, status etc. The group is the principle source of radio content and provides continuous feedback on programme quality and impact. One or two members of the group are chosen as group leaders.	<ul style="list-style-type: none"> <li>• Attend and actively participate in regular meetings</li> <li>• Respect opinions of all group members and allow everyone to speak</li> <li>• Listen to the weekly radio programmes and provide feedback on content and quality – inc. reporting any problems</li> <li>• Promote the programmes within the community and encourage participation</li> <li>• Participate in monitoring activities</li> </ul>
External Advisors and Stakeholders	A physical or virtual group of business, government, NGO and research representatives connected to the focus sector or supply chain, invited to bring specific knowledge or a particular perspective to the radio programmes through interviews and /or responses to listener questions.	<ul style="list-style-type: none"> <li>• Listen to the radio programmes or read the programme transcripts and provide feedback on content and quality</li> <li>• Nominate appropriate individuals to be interviewed and/or provide input that will add value to the programmes</li> <li>• If possible, meet quarterly to review reported impact of the radio programmes and propose changes to the programme plan where appropriate</li> <li>• Take issues raised by the programmes into relevant advocacy and research forums or business activities</li> </ul>
Radio Champions	Community members who help to facilitate access to the radio programmes and gather listener feedback through running Communal Listening Sessions.	<ul style="list-style-type: none"> <li>• Act as guardians of radio handsets purchased by the project (purchasing radios is optional)</li> <li>• Organise Communal Listening Sessions in their communities at least once per week</li> <li>• Engage listeners in discussion about the radio programme topics.</li> <li>• Collect feedback and questions from listeners and communicate feedback to the Local Facilitator, so that it can be addressed in subsequent programmes</li> </ul>
Radio Listeners	Wider radio station listenership encouraged to engage with the programmes through SMS and voice calls.	<ul style="list-style-type: none"> <li>• Listen to the weekly radio programmes</li> <li>• Call/message into the studio with questions and comments</li> <li>• Listen out for responses to these questions and comments in subsequent programmes</li> <li>• Adopt and share advice</li> </ul>

