



FARMERS VOICE RADIO

Identifying the resources you need to implement a Farmers' Voice Radio project

This guide will give an overview of the key resources and inputs required for Farmers' Voice Radio projects, which will help you build an appropriate and realistic budget. A budget template is attached separately in an Excel document, that you may wish to use and adapt for your project.

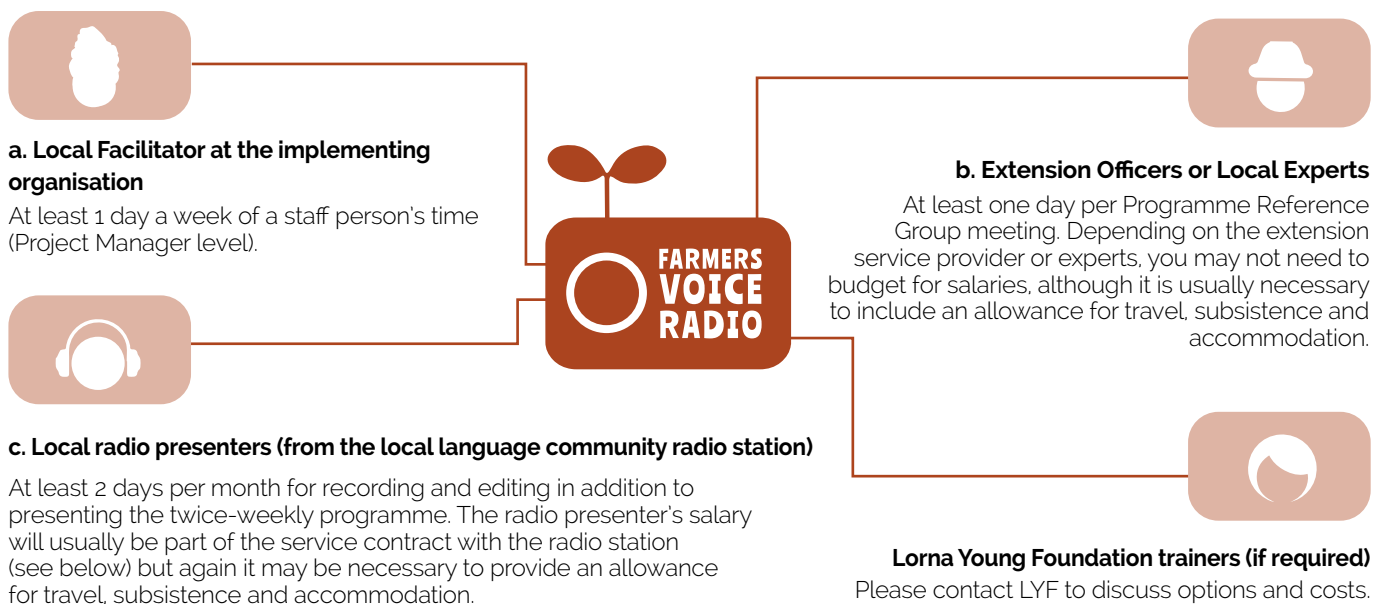
01 Timeline

When planning a Farmers' Voice Radio programme series, it is helpful to think about the timeline. Some radio programme series are for 6 months, some are for a year, and some continue indefinitely. When LYF works with local partners to set up and deliver a Farmers' Voice radio programme series, we often plan for a timeline of 18 months, with a 3-month lead in time for planning and training, 12 months radio broadcasting and 3 months at the end for evaluation and planning for next steps. However, this timeline can be adjusted to suit your needs and resources.



02 Personnel

Farmers' Voice Radio is implemented by the project team described in the resource, [Identifying the Main Actors and their Roles](#). Based on the experience of previous Farmers' Voice Radio projects, you will need to secure and budget for these people's time as follows:



03 Other Inputs

The key activities involved in delivering a Farmers' Voice Radio project are as follows:

a

Formative Research

This activity will require the Local Facilitator (and perhaps the Extension Officers) to visit the target communities to meet with community leaders and farmers. The costs to consider are transport, food and accommodation (if required).

b

Training and Planning Workshop

The workshop is often hosted by the lead local organisation and may include a visit to the focus communities. Participants are the local partner, extension officers, radio presenters, farmer representatives (who may become Programme Reference Group members) and one or two other key stakeholders. The costs to consider are room hire, catering and stationery for 2-3 days. In addition, travel, subsistence and accommodation may be required for the participants (to the lead organisation and to the focus communities). If you would like LYF support, travel, subsistence and accommodation will be required for the LYF team member.

c

Equipment

- If focus communities and members of the Programme Reference Groups do not have access to radios, we recommend providing at least one wind-up and/or solar-powered radio set per community. These should be available locally. Recordable MP3 radios (such as [Lifeplayer Radios](#)) can be helpful, and cost approximately 60GBP plus shipping.
- Depending on the radio station resources, you may need to budget for voice recorders for the radio presenters and signal boosters for remote communities.

d

Monitoring and Evaluation

These activities may be defined by your own monitoring and evaluation strategy or the conditions of your funding. Click here for more information about [Establishing a Baseline](#) and [Monitoring, Evaluation and Learning](#). Below are some of the potential costs:

- If you choose to do a baseline survey, or qualitative research, this requires staff time. You may choose to use enumerators. Travel, subsistence and accommodation may be required.
- Mid-term review- interviews with target audience to check the programmes are meeting the needs of the audience. The costs to consider are transport, food and accommodation (if required). You could also hold a review meeting with the participants who were at the initial workshop (costs would be the same as a 1 day workshop).
- If you work with an international group of stakeholders, you may want to translations of the radio programmes. If so, this will need to be budgeted for. Sometimes the radio stations can provide this service.
- If you choose to do an endline survey or evaluation activities, this will need to be costed.

e

Service Agreement with the Community Radio Station

This should include as a minimum:

- airtime costs (generally 2 x 15-minute slots per week per language)
- allocation of dedicated radio presenters (ideally one woman and one man) for recording in the communities and production/editing (at least two days per month)
- broadcast times (based on the most appropriate times for your target audience)
- production support
- access to recording and editing equipment
- provision of MP3 programme recordings

- management of listener feedback system (if relevant – see below)
- jingles and promotion

In our experience the total cost (production and airtime) per 15-minute radio programme is between 30-90GBP. The radio station costs are often negotiable. Once the radio station understands the value of the radio programmes for their audience based on their mission and values and they see that the radio programmes are popular and are increasing their listenership, this can influence the cost.

f

Programme Reference Group Meetings

In some cases Programme Reference Group members receive a small incentive for their participation, such as a stipend, lunch or phone credit. It will be necessary to budget for the travel, subsistence and accommodation costs for the project team (Local Facilitator, Extension Officers and Radio Presenters) for Programme Reference Group meetings.

g

Communal Listening Sessions

If you decide to run Communal Listening Sessions in target communities, it may be necessary to purchase wind-up and/or solar powered radio sets for the Radio Champions who will be facilitating these sessions (see point c). Radio Champions may also require basic mobile handsets and phone credit to be able to feed back the comments and questions from the group. It will be necessary to budget for the travel, subsistence and accommodation costs for the Local Facilitator to visit and train the Radio Champions at the start of the project.

h

Local Advisor and Stakeholder Engagement

- Local Advisor and Stakeholder meetings – if you intend to have physical meetings (quarterly or bi-annually) the costs to consider are room hire, catering and stationery, as well as travel, subsistence and accommodation for the stakeholders and/or project team. Stakeholders can also be engaged virtually by conference call, phone or email.
- Stakeholder interviews – funds to cover costs of technical experts travelling to Programme Reference Group meetings and/or radio presenters travelling to them to record supplementary interviews for the radio programmes.

i

Additional optional costs

- Online platform for managing listener feedback (SMS and telephone calls). Please contact LYF to discuss options and costs.
- Radios for incentive prizes for participation and interaction in the radio programme (costing between £10-£20 each).
- Production of podcasts
- Farmers' Voice Radio Learning event to present results of Farmers' Voice Radio project to interested stakeholders, requiring room hire, catering and travel for key project team.

