

**Farmers’ Voice Radio: Case Study Template**

**Try to gather at least one case study per community for each round of**

**Programme Reference Group meetings**

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| **Community** |  |
| **Date of case study** |  |
| **Interviewer’s name** |  |
| **Subject’s name** |  |
| **Subject’s role in project** | *i.e. Programme Reference Group member, farmer listener, extension officer, radio presenter, other stakeholder* |
| **Brief profile of subject** | *i.e. age, gender, marital status & number of children, any disability, size of smallholding, main livelihood activities (crops, livestock, off-farm), involvement in production of focus crop etc.* |

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| **How do you usually get information and knowledge about issues significant to your cocoa farming and other livelihood activities?** |
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| **What are the good and bad things about these sources of information?** |
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| **What is your experience with the [insert name of programme] radio programmes?** |
| * *What prompted you to tune in?* * *How long have you been listening?* * *How frequently do you listen?* * *Where/how do you listen? (own home, in someone else’s home, communally etc.)* |
| **How have you found the [insert name of programme] radio programmes?** |
| *Please prompt on issues related to:*   * *content (relevance, accuracy, timing, ease of understanding and applicability etc.)* * *quality of recordings* * *skills and knowledge of presenters, extension officers, other stakeholders* * *access (radio reception, timing of broadcast, access to radio)* |
| **What is the best piece of information or knowledge you have gained from the radio programmes and how have you applied this learning? What changes have arisen as a result?** |
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| **What would you change about the radio programmes, if anything?** |
| * *Anything you would like more/less of?* * *Anything you would add?* * *Anything you would do differently?* |
| **What would you say to other groups of farmers considering starting a similar radio programme?** |
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