



FARMERS VOICE RADIO

Listener Group Terms of Reference

01 The Listener Group

Made up 10-12 farmers representing a cross-section of the target communities, the listener group is at the heart of the Farmers' Voice Radio model. Members meet regularly at set times—usually monthly or six-weekly—facilitated by the lead local partner, extension officers and radio presenters. During the meetings they discuss several key topics, guided by the seasonal calendar and radio programme plan developed in the initial [training and planning workshop](#). These discussions are recorded and edited into 15-minute programmes by the radio presenters and broadcast weekly (repeated once) by the radio station. Listeners are encouraged to call and text at the end of the programme with their comments and questions, which are responded to in subsequent episodes of the programme.

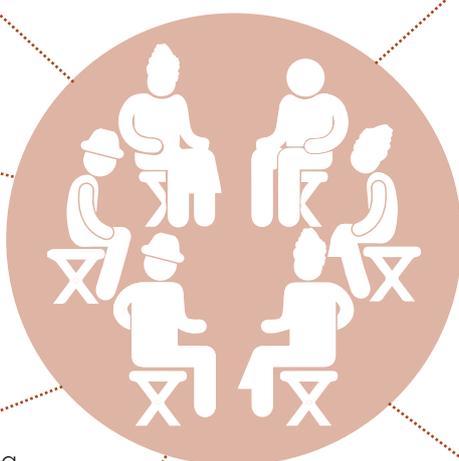
02 Responsibilities of Listener Group Members:

To attend regular meetings at an agreed time and location

To actively participate in these meetings, contributing your own experience and opinions and speaking clearly and concisely for the recordings

To respect other members of the listener group and their opinions during the discussions, allowing everyone to contribute equally and ensuring a balance of voices (female, male, young, old etc.)

To listen to the radio programmes each week and to reflect on the content and quality of the programmes – bringing your thoughts to the next listener group meeting



If you notice there is a problem with the programme transmission, to communicate this as quickly as possible to the project team and radio station via the group leader

To promote the programmes with others in your community, encouraging them to tune in and to provide feedback, questions and suggestions – either through you or by contacting the radio station directly via SMS/voicemail on the number provided

To participate in monitoring activities, including baseline and endline surveys, evaluation interviews and filling in the reflective diary (with assistance from the group leader, if required) to allow the project team to capture learning and changes made as a result of the radio programmes

03 Additional responsibilities of Listener Group leaders:



04 Benefits to Listener Group members:

- Opportunity to receive regular and direct advice from extension officers and other technical experts and sector actors
- Have your voice heard, in your local language, on issues that matter to you and your community and broadcast on local community radio
- Opportunity to contribute to the improved resilience and wellbeing of your community by sharing your own knowledge and experience with a broad radio listenership
- Small token of recognition of your time and contribution, to be agreed with the lead partner