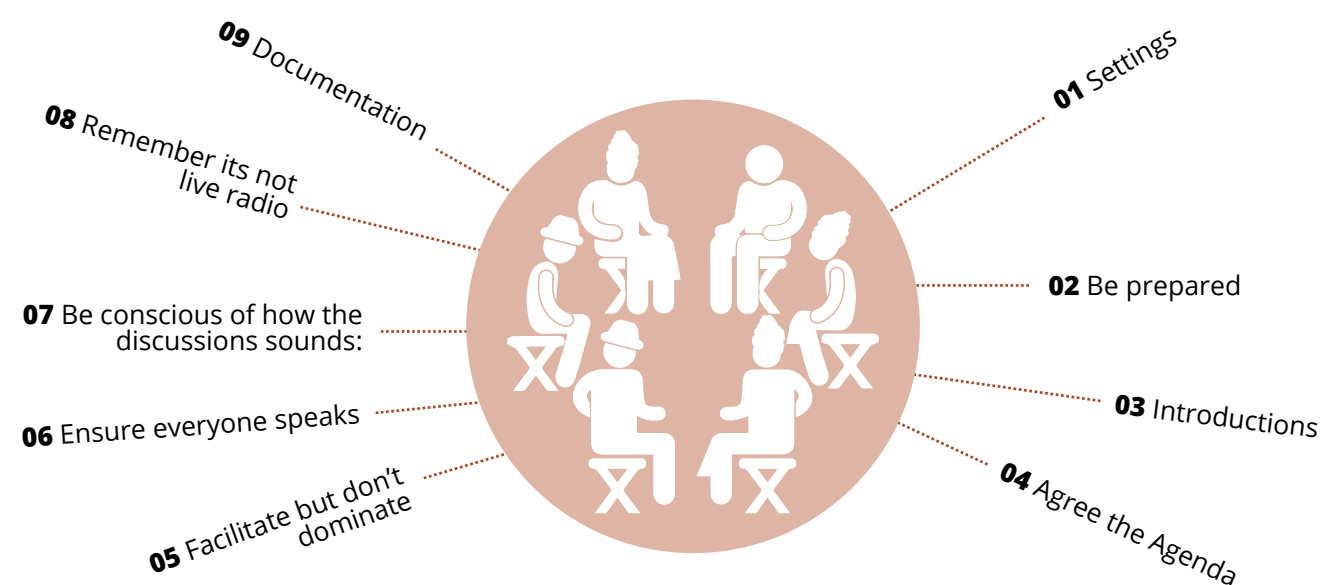




# FARMERS VOICE RADIO

## Guide to running listener group meetings



**01**

**Setting:** Select a location that is sheltered/away from background noise and where there will be minimal disturbance from other people. Try to ensure that listener group members and facilitators are seated comfortably in a circle so that they can all see each other. There should be space for the radio presenters to move around with their recording devices to ensure that all voices are picked up.

**02**

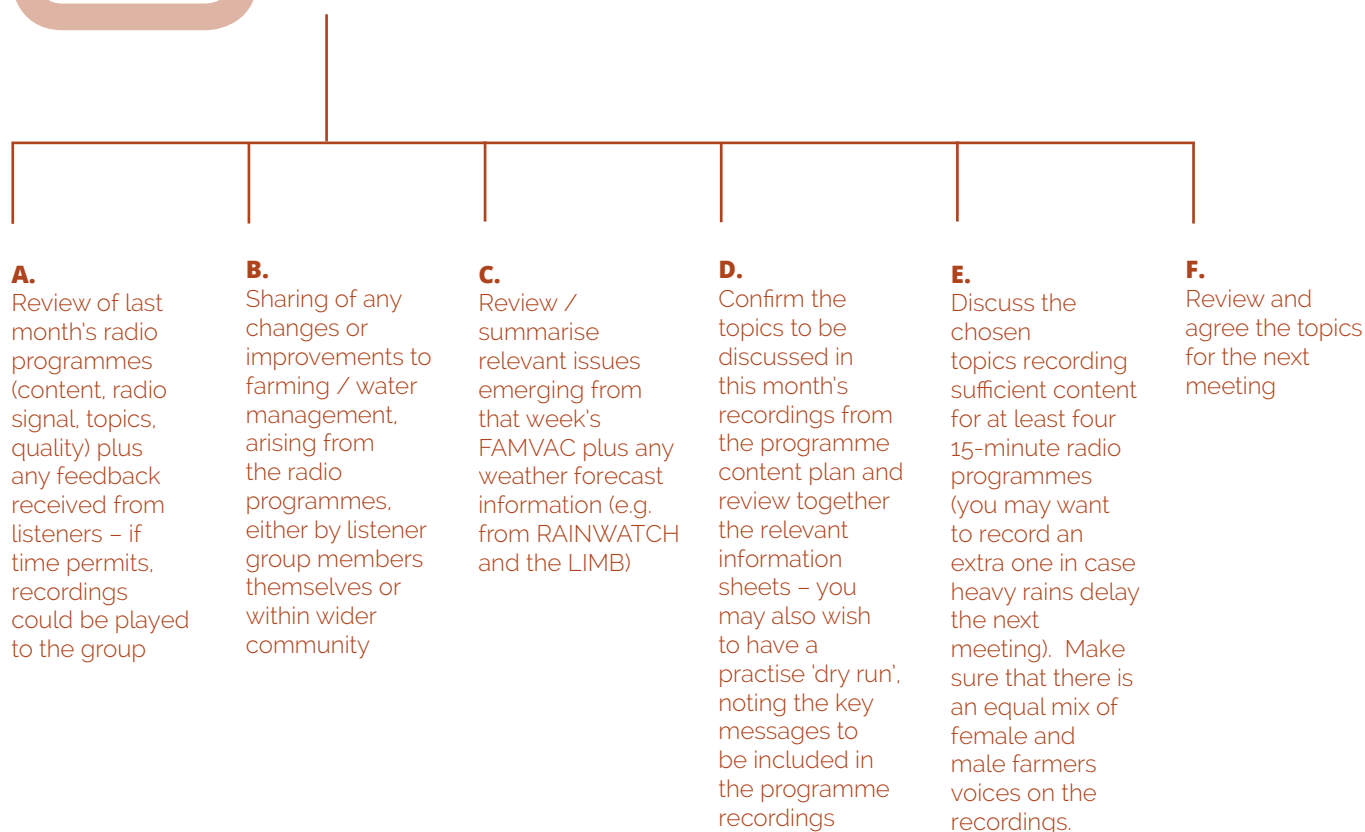
**Be prepared:** Make sure you have all the required materials to hand, including the programme content plan, information sheets, FAMVAC outputs and RAIN-WATCH summary.

03

**Introductions:** In the first meeting you may wish to record separately a jingle and introductions to all listener group members that can be played at the start of each radio programme (time permitting).

04

**Agree the agenda:** before you start, make sure everyone understands what is going to be discussed and has the opportunity to propose changes and additions. The following is a suggested standing agenda:



05

**Facilitate but don't dominate:**

The main voices that should be heard on radio are the farmers'. Ask open questions such as, "tell us about your experience with X", "explain how you deal with Y" or "how does Z affect your crops/livestock" to try to draw out more information from the LG members.

06

**Ensure everyone speaks:**

Bring in quieter members of the group and (politely) close down more dominant members. Having a balance of voices (male/female, old/young, different communities, different livelihoods) is vital in reaching all community

07

**Be conscious of how the discussions sounds:**

Effective radio entertains, informs and educates. Try to keep the discussion conversational and free-flowing and always have the listener in mind. Keep language simple and create pictures with words, without lengthy monologues and repetition. All advice should be appropriate for the farmers listening to these programmes and empowering!

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08

**Remember it's not live radio:** don't worry about misspeaking, coughing, going off-topic etc. The radio station will edit out all unnecessary content and unwanted background noise.

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09

**Documentation:** you may wish to adapt and use these templates (a-c) to capture discussions, learning and changes arising from the listener group meetings.'

a

Listener  
group report  
template

b

Individual evaluation  
interviews with 2-3  
LG members

c

Reflective diaries  
from each LG  
member

d

English transcripts  
of that month's  
radio programmes

e

Record of listener  
feedback received  
by callers or SMS

