

Five day Training Workshop  
on  
Content Development  
for  
Health Workers of SEWA

Organised and Supported by  
Commonwealth Educational Media Centre for Asia  
12 April – 15 April 2010  
Manipur, Ahmedabad



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**Name of Training** : Report on Radio Workshop

**Place of Training** : Manipur, Ahmedabad

**Date of Training** : 12 - 15 April, 2010

**Lead resource person** : Rukminiben, Commonwealth Education Media Centre for Asia (CEMCA)

**Resource person** : Geethaben, OneWorld South Asia, Delhi

**Participants** : 23 Participants

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*List of Participants*

<b>Sr. No.</b>	<b>Name of Participants</b>	<b>Address of Participants</b>	<b>Age</b>	<b>Education</b>
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2	Parulben M. Rawat	1/11 Gaganvihar, Nava Vadaj, Ahmedabad	23	B.Com
3	Baluben M. Makwana	8 B, Krishna Apartment, Behrampura, Ahmedabad	62	FYBA
4	Umiyaben Sureshbhai	Nithrad	35	7 Pass
5	Savitaben Babubhai Parmar	Dholka Taluka, District: Ahmedabad	36	SSC
6	Savitaben Jeetubhai Parmar	Jakhwada, Viramgam Taluka	36	HSC
7	Varlakshmiben Shankarbhai Kamchetri	Saraspur, Ahmedabad	52	4 Pass
8	Prafulaben Hareishbhai Shanishwara	Asha Society, Isanpur, Ahmedabad	47	12 Pass
9	Ramolaben Sohanbhai Trivedi	D-31 Shivdhara Apartment, Shilaj Road, Ahmedabad	48	B.Com
10	Nirmalaben Dilipkumar Joshi		48	12 Pass
11	Seemaben Tukaram Jadav	13/150 Parishram Apartment, Ambawadi, Ahmedabad	33	SYBA
12	Roshanben Faridkhan Pathan	Dani Limda, Ahmedabad	43	8 Pass
13	Darshanaben Khushalbhai Gohil	Geeta Mandir, Ahmedabad	19	SY B.Com
14	Rutviben Jigneshbhai Mehta		28	SYBA
15	Veenaben Amrutbhai Shrimali	Taluka: Sanand, District: Ahmedabad	32	10 Pass
16	Payalben Bhagyeshkumar Panchal	Bopal, Ahmedabad	21	BA
17	Subhadraben Sadhubhai Patel	Taluka: Daskroi, Ahmedabad	51	5 Pass
18	Savitaben Jeevanbhai Vanand	Taluka: Sanand, District: Ahmedabad	59	5 Pass
19	Sajanben Chandubhai Bariyya	Taluka: Daskroi, District: Ahmedabad	43	8 Pass
20	Madhuben M. Solanki	Ramdevnagar Road, Ahmedabad	53	BA
21	Varshaben Jagdishbhai	Chandkheda, Ahmedabad	38	10 Pass
22	Anitaben Sudhirbhai Patel	Bopal, Ahmedabad	32	12 Pass
23	Manishaben Ranabhai Rathod	Taluka: Sanand, District: Ahmedabad	31	SY B.Com

## **Background and Context**

The Self-Employed Women's Association has come a long way in serving and representing the interests of women since its inception in 1972, particularly through different means of communication.

In keeping with the rich oral traditions and vivid forms of communication of India - storytelling, folk songs, fables and legends, poetry, and more - the SEWA Academy's Communication department launched its youngest subdivision: radio. The print medium requires literacy skills. The electronic medium requires computer skills. And, the video/television medium requires access to a television which is often quite expensive and often unreasonable in rural villages. However, SEWA has observed that many of its members avidly listen to the radio while they work. The combination of low cost and wide reach makes radio an ideal medium of communication in developing countries. SEWA sees the radio as an untapped source of education and communication to even the remotest of villages in India.

In April of 2005, SEWA Academy launched its weekly radio program titled Rudi no Radio (Rudi's Radio), which was aired very Saturday evening from 8:00-8:15 on All India Radio. The success and popularity of this medium motivated SEWA to set up the Community Radio Station (CRS) at Manipur near Ahmedabad on 26<sup>th</sup> November 2009.

### **Day 1: 12 April 2010**

The workshop commenced by lighting of the lamp. All the trainees and trainer introduced themselves. Namratiben initiated the workshop by providing a background and introduction. She spoke about the beginnings of the SEWA CRS. She explained how CEMCA had played an important role in the application process for the CRS. Taking this role further, Rukminiben of CEMCA had conceptualized this collaborative action towards advancing the skills and capacities of the SEWA team, and towards participatory production of high quality thematic content on health for the rural audience.

### **About SEWA Radio**

The weekly radio programme "Rudi nu Radio" started in April 2005, was itself an outcome of SEWA's focus on building women's capacities in multiple domains including multimedia communication. This was a weekly 15-minute program produced and broadcast by employees of SEWA Academy for a rural audience.

In 2009, SEWA launched its own radio station in Manipur village, Sanand Taluka, Ahmedabad, with a vision to use this medium for the development of the outlying villages. This was the 49<sup>th</sup> CRS in the country, and was one of its kinds, especially since it is entirely managed by women who have had no formal

training in mass media. Since then, the radio team, along with SEWA staff and village volunteers, has been regularly producing and broadcasting up to four hours of relevant and popular radio programmes every day.

### **About the Workshop**

Rukminiben was the lead resource person, who is working with Commonwealth Educational Media Centre for Asia (CEMCA). As the anchor for this collaborative initiative with SEWA, Rukmini Vemraju has conceptualized and taken forward the idea of this initiative. With an interest to advancing the capacities of the CRS team to produce interactive and relevant audio programmes in health, 15-20 participants, constituting CRS and the health workers of SEWA were invited. Over 4 days, these participants working in groups would explore different methods and formats of generating and presenting content in interactive formats. The participants would also be introduced to the production of a radio series rather than just single episodes, and devising up methods of making content interactive and participatory. The workshop also included a mentoring aspect where CEMCA would provide some monetary support so that they can produce some structured content, using the workshop skills.

### **Introduction to CEMCA**

CEMCA had supported SEWA through the application process liaising with the government officials at the Ministry of Information and Broadcasting, and the Wireless Promotion Council (WPC) in the Ministry of Communications and Information Technology (MoCIT) in Delhi.

In consonance with the mission of Commonwealth of Learning, CEMCA at New Delhi promotes the meaningful, relevant, and appropriate use of information and communication technologies to serve the educational and training needs of Commonwealth Member States of Asia. CEMCA works on education for students, who are unable to attend college so they can study from home, appear for exams and obtain university degrees. Apart from education, they also provide training and address people's need for acquiring skills to improve their quality of life. This is done by providing training, and multi media content for:

1. Education – school, tertiary and higher education in all sectors through open and distance learning
2. Healthy communities and learning for livelihoods – building capacities and developing skills to improve the health and livelihoods of their communities

## **The Session**

Geetaben, a resource person at the workshop, represented OneWorld South Asia an NGO that leverages information and communication technologies for human rights and sustainable development. She works with the Community and Social Media team there. The organization motivates people- particularly those who do not have a voice - to voice their concerns and their ideas are presented to the masses through the medium of radio. New ways of reaching people by integrating different media – for example radio with computer or mobile SMS etc. are explored.

OneWorld South Asia presents a popular weekly programme *Ek Duniya Ek Awaaz* through All India Radio. They associate with community based organizations; build their capacities in participatory radio production and also facilitate in developing their own programmes on the issues that they deal with on a daily basis. They acquire information from the people and also provide information through their programmes. Today, they will share their knowledge and experience during the training.

OneWorld had also provided a weeks training and exposure visit to the SEWA team just prior to the CRS launch in November 2009.

## **CR BASICS**

### **Radio & Television**

Radio is a medium to broadcast information easily. Television is expensive, requiring expertise and time. At the same time, radio is a medium to transmit information with less expense. There are 105 radio stations in India.

### **Community Radio**

CRS means Community Radio Station. This is radio that has limited reach; it caters to an audience within 10 km around the station. So the radio is meant only for the community within this range.

Radio is a medium of communication. So just as we develop a picture we have to develop a radio programme. A picture should be visually appealing; similarly a radio programme should be appealing. A picture should appeal to the sense of sight – the eyes; while a radio programme should appeal to the sense of hearing – the ears. It needs to be what the audience likes to hear.

A radio programme needs to be entertaining and pleasing to hear. It also needs to provide correct and useful information. Very importantly, the programme developed should facilitate progress of people.

People should feel that the Community Radio Station is their own. They should gain knowledge along with entertainment. The programmes should be made having variety through drama, song, etc.

Question: What kind of programme should we develop?

Answer: The programme should be such that

- the issue is of the community, or related to the community
- having message
- need based information can be obtained
- music should be appropriate
- issue which is unknown and unheard of (raising new issues, creating new knowledge and understanding)
- uses language and diction that is familiar to the audience.

## **PRE-PRODUCTION**

All the members were divided into 4 groups and they were asked to identify any topic related to health, and discuss for 5-7 minutes. And this would be further discussed in the larger group, following which a radio programme would be created on this topic.

There was some discussion on how to select the topic. Namratiben said that a broad topic could be primary health; but a more specific and appropriate topic for a radio programme could be TB; Similarly a specific instance of child health care namely vaccinations could be taken up providing information on the importance of vaccinations, timing of each vaccination etc. So there needs to be some planning about what information will be provided and then the programme will be created.

Geetaben said that when you create radio programmes for change – then you need to know what change you want to see. For example if you are creating radio programmes on health, then you first need to determine what you wish to achieve. What is the current health situation of the village *before* the programmes, and what should be the situation *after* the programmes? If we talk about TB then are there TB patients in that village, do they get medicine, do they receive treatment, etc. The programme then, should be such that it satisfies the audience, fills in the information gaps, facilitates positive action (like informing where to go for treatment, what precautions to take, how to care for the patient at home etc.) and then results in better acceptance and care of TB patients, or reduction of the number of TB patients in the village. Also, the programme should be developed which *includes* the village people, reflects their pre-conceived notions, superstitions, concerns and fears, questions; and provides positive solutions for these.

Namrataben asked to visualize the village that is going to be healthy. The programme should be developed with an objective such that the village becomes TB free. So, the programme should be developed with positive planning and thinking. If there is a village health committee then it is very good. The radio programme then can inform the village people on what steps can be followed to ensure better health and what is the process, etc can be provided in the programme.

The following are the 4 work groups:

<b>Group 1 Narmada Group</b>	<b>Group 2 Ganga Group</b>	<b>Group 3 Sabarmati Group</b>	<b>Group 4 Yamuna Group</b>
Parulben	Manishaben	Anitaben	Rajashreeben
Seemaben	Nirmalaben	Rutviben	Roshanben
Subhadraben	Prafulaben	Madhuben	Varlakshmiben
Savitaben Parmar	Savitaben Vanand	Umiyaben	Sajanben
Baluben	Varshaben	Ramolaben	Darshanaben
Veenaben	Payalben	Savitaben J	

Rukminiben said that the strength which is in the radio medium is not there in any other medium. Since the audience is only listening to the programme, they can be led to imagination. So, an environment is to be created through voice.

<b>Advantages</b>	<b>Disadvantages</b>
Audio – Simple language which is easy to understand	Disadvantage of Radio is the lack of visual impact. On TV, it is easy to show one person visiting hospital, and it can also be easily depicted through the visual medium.
Audience can be led to imagination.	

### **Planning and Scripting for a Radio Programme**

The main focus of the programme should be on the message that is to be conveyed to the audience. Based on whether a programme is slotted for 10 minutes or 10 seconds, a suitable format and effects can be used to convey the message effectively.

## **Exploiting the power of Sound & Silence**

Words (voice modulation), music, sound effects, silence – These are the tools that we can use to increase programme effectiveness. These can be creatively blended into the programme content to capture listeners' attention.

Geetaben showed various programme formats. The programme is developed keeping the following points in mind:

- What is the key message to be conveyed?
- Who is the audience and what are their preferences?
- Length of the programme (time on air)
- Time available to produce the programme
- People / Artistes
- Money
- Arrangements

## **Radio Formats:**

Various programmes were played and the formats illustrated for better understanding. This was accompanied by discussion on possible formats, their uniqueness and applicability to different situations.

- |                            |                        |
|----------------------------|------------------------|
| ▪ Discussion               | ▪ Dialogue / interview |
| ▪ Drama                    | ▪ Song                 |
| ▪ Music                    | ▪ News                 |
| ▪ Talk show                | ▪ Magazine             |
| ▪ Phone in                 | ▪ Jingle               |
| ▪ Bhavai / Rangalo Rangali | ▪ Dairo                |
- 
- The last two, namely Bhavai and Dairo show how local forms of expression can also be used for effective radio programming.
  - Docu-drama means a drama based on a true story. Drama can be used for serious topic. Serious matter can be presented through clue.
  - There is a difference between jingle and a song. Jingle is short and song is long.
  - Vox pops as a medium of gathering people's opinions/ real life experience was also highlighted. This is different from interview, where an expert is invited to share their knowledge and experience.

Format depends upon the topic and content. Some examples were discussed:

- To develop a programme on tuberculosis, any format can be utilized.
- For menstruation: talk with elder sister, bhabhi, friend.
- For pregnancy: talk about elder women, talk about young generation, etc. This could be used in a phone in format.

- Anemia: Could be done in interview format with a doctor - diet to prevent Anemia, how does anemia occur, ways to stop anemia; it could also be done in drama format with characters of children / pregnant women / adolescent girls etc.
- Chikungunya, Swine flu disease – these can be presented through simple, user-friendly talk format highlighting point-wise the symptoms, causes, prevention and cure.
- Child Care. This programme can be justified through Phone in.

### **Leveraging formats**

- Jingle / Spot, Advertisement, Slogan, Song, etc can be thought like in serial, where they conclude with a jingle or spot that highlights – What will come tomorrow, with a presentation of the highlights of the upcoming episode.
- Series of Dialogue with Doctor. Create episodes
- It is also possible to develop same topic in different formats, for different audiences.

In short, before selecting any topic and format do consider the target audience whether everyone listens, etc. keeping in mind the sensitivity, cultural context etc.

### Example highlighting format

A radio programme was developed on Women's Education by Baramati CRS. The series of programme was launched on the Women's day. It was a series of 20 episodes. Each programme was of 5 minutes. In one case a mother was talking about her daughter who was the first girl to clear 12<sup>th</sup> exam; or where the mother had achieved something extraordinary, her introduction was given by the daughter. This format was very effective. Through interpersonal dialogue mothers and daughters talked about progress and their experience.

### **Group Presentations**

Discussion: Develop the format keeping the message in mind. And then write the script. Here we discussed the topic, format, the characters involved, their age, what will be spoken, what will be the music and songs used, what will be the environment?

#### **Narmada group**

Subject: Cheeranjivi Yojana

Format: Story telling – ceremony as background – Drama / Song

- BPL card holder will be eligible for free delivery in private hospital.
- BPL card holder in the ceremony background
- Routine checkup in 3 months, registration, 3 times tetanus injection.

**Ganga group**

Subject: TB

Format: Drama

A daughter-in-law suffering from TB. A child living at SEWA's Anganwadi.  
Primary information on TB.

**Sabarmati group**

Subject: People's Safety

Format: Magazine (Jingle, Song / Drama, Dialogue, Instruction)

When you are developing magazine format, drama is not required.  
Drama itself is live. 4-5 characters. Different voices.

**Yamuna group**

Subject: Janani Suraksha

Format: Song, Drama, Slogan

Song: The song selected should be such that everyone can sing. Not on cooperative.

Geetaben: even as we develop the topic, subject, format and script, there must be some thought on how you gather people's voices and feedback. Voices could include opinions and expression (Vox Pops). Feedback could answer questions like:

1. What new learning did you gather from this?
2. Any further questions that you have regarding this topic?
3. What is your experience?

These will make the programmes inclusive of the audience; and it will help the producers understand the audience and their reactions to the programme.

**Day 2: 13 April 2010**

## **CREATING HEALTH AWARENESS THROUGH RADIO**

### **Dr. Renukaben on Communicating Health Messages**

- Use simple, easy language which is most effective
- Select the subject and proceed step by step
- Some useful pointers for producing programmes on health:
  - o Women are not open to share their pain, so lend a sensitive ear, be observant
  - o Health is wealth
  - o Dangerous diseases: HIV, cancer, BP, diabetes
  - o Eating pattern
  - o Obesity
  - o Thoughts, Mental stress
  - o Today's generation needs rest after job hours
  - o House, Work, Children, Society
  - o Lifestyles, health facilities are not appropriate
  - o Illiteracy in our villages leads to blind beliefs

Rukminiben said:

To ensure that the script is interesting, pay attention to the following:

- From where to get the information, how to get the information, what to include
- Link the different aspects of the discussion
- Always follow the script, develop as per the script
- Include necessary information, music, effect, etc to improve the quality (packaging)

## **BEHAVIOUR CHANGE COMMUNICATION**

Any communication that is designed to influence behaviour is Behaviour Change Communication.

The stages of behaviour change includes telling others, adoption, trial, intention, contemplation, knowledge, awareness, pre-awareness.

### **Stages of Behaviour Change**

#### **1. Pre awareness**

For example: if one person is suffering from diabetes then various steps can be taken to control it. Different knowledge aspects include:

Symptom - One feels more thirsty and hungry

Cause - Sugar doesn't convert in the energy but blends with blood.  
Action to be taken - To avoid intake of sugar; To reduce the intake of potatoes / rice. But a person who has no information about diabetes is unlikely to change behaviour even though they realize that they have a problem.

2. Awareness

After acquiring necessary information the thought process begins.

3. Knowledge

After deciding on a particular thing, the decision wavers.

4. Contemplation

After the knowledge increase the understanding develops.

5. Intention

Intention changes.

6. Trial

Try to implement as per the acquired knowledge.

7. Acceptance

Accept the condition.

8. Telling others

I will share my benefits with others.

This is behaviour change. Understanding of this process and the stages leading towards behaviour change can enable us to make specific programmes helping people to change. The different kinds of programmes that are likely to benefit people at different stages of the Behaviour Change process are listed below:

### **Programme interventions**

- |                  |                     |
|------------------|---------------------|
| 1. Information   | 5. Discuss Benefits |
| 2. Persuasion    | 6. Support          |
| 3. Encouragement | 7. Praise           |
| 4. Negotiation   |                     |

### **Developing Messages for Behaviour Change**

When developing messages, it is important to keep in mind, what makes people change behaviour, what are the stages of behaviour change; and finally the audience profile – where are they located in the process?

## **SEVEN C's OF EFFECTIVE COMMUNICATION**

1. Command attention
2. Clarify the message
3. Cater to the heart and the head
4. Create trust
5. Communicate of benefit
6. Call for action
7. Consistency counts

### **Group wise discussion on proposed topic and messages**

1. Narmada group: Cheeranjivi Yojana
2. Ganga group: Uterus Operation
  - Cancer due to white water
  - Excessive bleeding
  - Damage to uterus
3. Sabarmati group: Janani Suraksha Yojana / Balsakha Yojana
4. Yamuna group: Family Planning
  - Increasing population has direct effect on economic condition
  - Small family happy family
  - More efforts for illiterate
  - Message to stop female foeticide
  - Methods of family planning
  - Sterilization operation of male
  - Information on Y and X chromosomes
  - Blind faith

Select the topic and give step by step information.

### **More about formats**

#### 1. Vox pop:

- The biggest teacher is listening. The most effective weapon are ears.
- Vox pop means voice of people. (Vox = voice; Pop = People)

Vox pop is an effective way of collecting people's voices – These people have no training on radio, so they may be comfortable speaking in their natural style; Also in order to ensure that you get many voices, keep the messages short, clear, simple and easy to understand. When short recordings of people are taken, it is called vox pop.

## 2. Interview:

On the other hand take interview.

Example, on one topic more than one person's interview can be taken i.e. during elections.

- Interviews are conducted with experienced or knowledgeable people i.e., experts
- What people will speak cannot be ascertained.
- The topic should be true.

## 3. Talk Format:

Information is provided. It is not threatening.

## 4. Voice Modulation:

When one person is speaking how do they retain the listener's interest. If they speak in a monotone the listener will switch off very quickly. So voice modulation, changing tone to suit the content is a very important aspect here. Also if two-three persons are speaking, how does the listener recognize who is speaking what - so variation in tones can help the listener to distinguish different people, different content and retain interest in the programme.

## 5. Call for Action:

What action to do. Specific details are required. Also provide Phone no, Email id, Website, Date, venue and any other information that you think is absolutely relevant and useful. Do not include irrelevant information. In this context short but complete message even though repeated several times is unlikely to irritate people. This can also be in the format of a Jingle (small song with announcement)

## 6. Panel Discussion/ Debate:

One to one introduction. Moderator is required. Debate.

## **PARTICIPATORY CONTENT CREATION**

One of the challenges of content creation is related to the participation of the listener community. The idea is to involve the community in a two way content exchange process, where they contribute valuable tacit knowledge in terms of their concerns, needs, what they know and do best, and their opinions on issues that affect their lives.

Rukminiben introduced an exercise that is useful for collecting content from the community in an authentic manner. The participants were divided into two groups constituting women of all ages and profiles. A topic was chosen and one group was asked to speak on behalf of the topic, while the other group was to take a stand opposing the topic.

## **1. Child marriage is a good practice: Yes or No.**

### **A. Child Marriage is not a good practice. Avoid it.**

- Send your girl to anganwadi: educate her
- Educated girls contribute to family income
- Conduct group marriages to save costs
- Early marriage leads to early pregnancy and indifferent health for the girl

### **B. Child Marriage is a good practice. Encourage it.**

- girl marrying at young age is good, when mother is going to labour work the girl is left alone.
- expenses are curtailed when the girl is sent away young. You don't have to educate her etc.
- girl is not educated much and is married at young age is a relief for parents.

So the methodology was demonstrated through this exercise. The observer noted down the points that were raised both for and against the topic. She also noted who said what. At the end of the exercise the team had enough data to produce a radio programme on the topic. They could assign some characters to play the role of older and younger women, health workers etc who would discuss the issue of saving the family honour, of saving costs and of the girls' health. Similarly, the topic can be derived from focus group discussions in a village, through initiating dialogues, creating characterizations and presenting in a powerful drama format.

Method: To meet and discuss and derive information on one topic from the village then prepare a chart. Next, write script based on chart and produce the programme.

## **2. Family Planning**

A. Family Planning should be done by women

B. Family Planning should be done by men

A similar exercise was done with this topic as well. The advantage of this approach is that the programme takes into account both aspects of the issue; so it draws the attention of a larger group of listeners in an unbiased format. At the same time, it gradually takes a stand on the issue, stressing on some aspects and encouraging change in attitude and/ or behaviour.

### **To Do:**

During the Radio Leaders Meeting write positive and negative aspects on any one topic. Developing a programme in this manner will increase its impact.

## **Day 3: 14 April 2010**

### **PROGRAMME PRODUCTION**

Rukminiben said that one programme can be made in 4 days.

- 2 days to think, plan, design
- 1 day to write
- 1 day for recording, packaging

#### Choice of Subject

When you have to develop a programme first decide the subject.

- Symptoms of Malaria
- Reasons of Malaria
- For school children: how Malaria spreads, through talks / story on Malaria.

#### Steps in the production process:

- Understanding the content (formative research)
- Listing local priorities and message development
- Developing a design document
- Script writing
- Production & pilot test
- Community mobilization (pre-publicity listeners club)
- Monitoring and evaluation

#### Points to keep in mind while making the programme:

- Main points
- Sub points to main point
- Source of information - drawing information from varied and trusted content sources
- To make one programme take feedback on the same and then make other programmes
- Share a gist of the next day's programme, like a teaser
- Recap of programme

#### Community Mobilization

- Stickers, posters (local advertising)
- Announcement in the local paper
- Notices at important locations

#### Listener group

- Important for understanding the pulse of the audience
- Can reach the most unreached places and groups of people
- Presence of a facilitator who will introduce the concept of radio as a useful tool to find knowledge and solutions to everyday problems
- Facilitator will gather feedback on whether the programme was well received, liked and understood by the audience. Was it relevant for them?

## **Scripting for Radio: A re-cap**

Know the audience: Who are our listeners? Gather information about the group for whom you are developing the programme.

Write for ear. In video one writes for eyes. Radio is for the ear so concentrate on the spoken words and sounds.

Use imagination. Provide detailed descriptions of images. Describe the environment and the setting in reasonable detail.

Use relevant facts. Gather information on the topic, discuss. Talk like a friend.

Make an interesting title

Be clear about the key message of the topic.

Gather feedback: What will one benefit after listening to this programme / what was understood? Where we able to send across our thoughts

## **Group Presentations (modified programme plan)**

### **Yamuna**

How many men/women underwent sterilization operation after listening to the programme?

Both can undergo this operation

Focus: Both can undergo this operation

### **Sabarmati**

Focus: More people can understand about the Janani Suraksha Yojana – Interview Format.

### **Ganga**

Focus: Difficulties of undergoing family planning operation at young age.

Title: Women's thoughts in women's voice.

### **Narmada**

Proper understanding of the pregnant women's scheme – Drama.

Post production make necessary changes in script.

Two groups in Ahmedabad studio and two groups in Manipur studio for:

- Rehearsal
- Recording
- Editing

**Day 4: 15 April 2010**

## **POST PRODUCTION: LISTENING AND LEARNING**

Listening to programmes, Group wise and feedback on the same was given by Rukminiben. Discussion on what were the necessary changes made from the day before yesterday's feedback and yesterday's theoretical and practical feedback? How did they feel? What did they learn?

### **Group 1: Narmada Cheeranjivi Yojana**

Group feedback: Subhadraben: We had to repeat our lines many times, but the guidance was helpful.

Veenaben: We were worried about characterization but enjoyed the teamwork.

Savitaben: For the first time I listened to my voice on mike.

Parulben: How to bring the necessary effect in the background of ceremony. Confusion in characters.

### Feedback on the programme

What is heard first is called **primacy**. What is heard last is called **recency**. During a learning episode, we remember best that which comes first, second best that which come last, and least that which come just past the middle

In newspaper: We see photo, heading, printing, etc; we also see white space which is very important. White space gives relief to eyes. Similarly, for radio there should be relief for the ear. Easy music, light talks, atmosphere.

Do not have too many characters – ideally a programme should have 2-3 characters, and 1 main character.

Music is utilized to change the environment and to control.

## **Group 2: Ganga Sterilization**

Group feedback: Payalben: We faced difficulty in writing script, deciding the environment, while recording and there was lack of team work but still we tried our best.

Nishaben: First we worked in control room then in recording room. If one has experience then there is no need to write.

Savitaben: We faced difficulty in wearing headphone.

Prafulaben: We didn't know that the noise comes while we change the position of headphone.

Everyone listened to the programme on Sterilization Operation.

### Feedback about the programme

- Message was good. Format was also good but was not according to the subject. Not everybody thought that it was appropriate.
- Rangalo Rangali coming in the beginning is the main message.
- Music was more

Rukminiben:

- This programme was in Magazine Format: it included a Jingle, Bhavai, Announcement and so it had variety and was interesting.
- Rangalo Rangali was a good format. You could try a pilot in one village and see how the format is accepted by the listeners. Also you need to see the kind of content that is already put out through this format. So you cannot use the Dairo (which is mostly used for bhakti sangeet) for this particular topic/ subject.
- Pap test was mentioned out of context. Only include points that are relevant. Be minimalistic.
- We think that someone having experience doesn't require a script. But on the other hand, to ensure that every point has been covered, a script has to be provided.
- Technical aspects need more attention. Maybe there is need for some technical training inputs for those who are new to radio.
- Musical track was over emphasized.

### **Group 3: Sabarmati Janani Suraksha Yojana**

Group feedback: We learnt about selecting the topic, identifying the main issue, and gathering listener's feedback. We used to make mistakes, but we learnt supporting each other as a team.

To get interview of healthcare worker we used to visit her without taking appointment. Instead prior appointment should be taken. To first decide on the topic and then take the interview or proceed for recording.

Madhuben:

After listening to our voice we liked it a lot. Liked the drama format.

Savitaben:

First time I listened to my voice, my voice will come in radio, I am feeling proud.

Rukminiben:

It felt nice after listening to the group. If we make programme with planning then the time is saved and work can be done easily.

#### Feedback on the programme

- General feedback
  - o Title should be spoken first - loud and clear
  - o Speak the title within the first 30 seconds to grab the audience attention
  - o Get variation in voices (modulation)
- Ambient sounds need to be carefully constructed by the editor
  - o Voice of crying child was overlapping on some important message. The sound of horse cart was also distracting.
  - o Minimise ambient sounds only to the extent of establishing the setting and environment. So natural sounds (like coughing) should not be allowed while recording. These need to be added, if necessary, at an appropriate point.
  - o Take the song at the Seemanth. Only a small part of the song is required to establish the mood and setting; it can then peter out (HOLD UNDER) slowly waning away, but must not interfere with the spoken voices.
- Speed Medium / Clarity – as the broadcast is done just once, listener should be able to understand it.
- Don't ask 'how are you' many times. It can though be asked to pregnant woman as it will have a different connotation.

- Effects
  - o Pregnant woman takes time to get onto the weighing machine is not evident in radio. This needs to be expressed in the script itself with the nurse gently guiding her - “Get up, now slowly slowly, take care” it shows the process by itself and the listener *imagines* her slowly getting on to the weighing machine.
- Conclusion
  - o Enumeration of the key messages as 1 2 3 4 5 was not entertaining. Can be done in a more interesting way – “Did you understand the 4-5 points on people’s safety shared by Anganwadi worker? Tell us about it”.

#### **Group 4: Yamuna Family planning**

##### Feedback on the programme

- Setting the context - What to expect from this programme?
- Changed the focus at the end of the programme
- People were speaking really fast
- ramesh bhai – a woman was speaking as a man. Role of male should be by male – convey honesty in the programme. Only then the listener can trust this source of information.
- Key messages: contact details were not clear. Give the telephone number clearly. Confusion should be avoided.
- To attract attention of listeners add a title song.

## **PRODUCING A PROGRAMME SERIES**

### **Design Document**

#### Rationale

- Prepare a Foundation
  - For example, on a theme say health you can have several topics titles
- Health care training
- First Aid
- Common Disease
- Waterborne / Skin disease
- Women related disease
- Adolescence
- Hygiene
- Why to make it? For whom?
- Will people receive necessary information after listening to the programme?
- Write necessary information. Write the messages.

### Audience Identification and profile

- Listeners live in surrounding neighbourhood, having radio
- Listeners related with the topic. Cheeranjivi Yojana – Pregnant women, newly married, etc.

### Overall series measurable objectives

- overall purpose, overall message
- what after programme? Feedback after programme.
- Evaluation of purpose – who, character, personal meeting.
- Ascertain whether the information reached the audience or not?

### Message topic sequence

Episode 1 & 2: Introduction to story and main characters

First episode: introduction of characters, purpose of programme

Always link the programme throughout series of episode.

Episode 3: Anemia, IDA Course and Prevention.

### Episode wise message content

- The topic selection should be derived from listeners.
- Information in each episode
- Programme production format.
- Different format for each topic
- Provide complete information in each episode. If the listener is unable to listen to the next programme, the information provided should be complete.
- Arrangement: When, Who, What

Broad thematic topics and specific titles under them were suggested by groups, who would then proceed to produce a series of programmes with CEMCA collaboration. At least 15 programmes will be produced.

1. Government Schemes (Cheeranjivi Yojana, Janani Suraksha Yojana, Balsakha Yojana, Integrated Child Development Services (ICDS), empowering adolescent girls, BPL, APL)
2. Non-communicable diseases (Diabetes, BP, Heart attack)
3. Women related disease (White discharge / Cancer / uterus related problems / Adolescence / Anemia / Family Planning,
4. Ayurved
5. Insurance

## **CONCLUSION AND FUTURE PLANS**

On behalf of SEWA Academy, Shantaben thanked Rukminiben and Geetaben for sharing their experience with trainees.

The workshop was scheduled from 12 to 16 April 2010. But as Dr. Agrawal was unable to come for the workshop, the workshop ended on 15<sup>th</sup> April 2010. Thus, Radio Workshop Team met on 20<sup>th</sup> April and 27<sup>th</sup> April 2010 and discussed on the decided topic and composed preliminary draft of the script.

Rudi No Radio  
CEMCA – Health Report  
(April to May 2010)

**Progress after Radio Workshop**

**Meetings:-**

Date: 20/04/2010

Topic: For the planning and program design of Health Program

Person: Ramolaben, Madhuben, Seemaben, Roshanben & Nirmalaben --- Radio team and Health Department

Place: Manipur

Date: 27/04/2010

Topic: For the discussing the topics and to prepare script for the Health Program

Person: Shantaben, Baluben, Varshaben, Parulben, Rajashreeben, & from Health department – Ramolaben, Madhuben, Seemaben, Roshanben, Nirmalaben.

Place: SEWA Academy

Date: 07/05/2010

Topic: Discussion for topics of the program of Government Scheme and to discuss about the script.

Person: Baluben, Darshanaben & Nirmalaben from Health Department

Place: Chandanivas

**Recording: -**

- Date: 29/04/2010

Topic: For information on Uterus Operation.

Person: Dr. Renuka and Roshanben – Interview recording

Place: SEWA Academy, ‘Rudino Radio” Recording Studio.

Compilation: Baluben, Parulben, Ramolaben, Seemaben.

- Date: 13/05/2010

Topic: For information on Uterus Operation.

Person: Ramolaben and Seemaben from Health Department

Place: SEWA Academy, ‘Rudino Radio” Recording Studio.

- Date: 22/05/2010

Topic: For information on Breast Cancer and Uterus Cancer.

Person: Dr. Renuka interview recording.

**Place: SEWA Academy, ‘Rudino Radio” Recording Studio.**

**Compilation: Parulben & Payalben**