

CAPACITY BUILDING WORKSHOP

An Exercise in Radio production for RSVPSP Project

“Science for Women”

at

Mahaveer Jain College, Palace Road, Bangalore.

Organised by

Commonwealth Education Media Centre
for Asia

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CAPACITY BYUILDING WORKSHOP

A Capacity Building Workshop for the 'Science for Women' project sanctioned to VOICES by RSVSP, DST, Govt. of India was held at Mahaveer Jain College, Bangalore from 26th to 28th October, 2007. The workshop with the following aims was organized by CEMCA.

AIMS :

1. To identify from among the students and from the communities served by the Community Radio.

- Potential Programme producers
- Script Writers
- Field reporters
- Anchors
- Technical hands for production
- Promoters of Community Radio

2. Provide training for the participants of Workshop on

- Essentials of Programme Production
- Understanding the Radio Formats
- Formats of Radio presentation
- Art of Spoken Word
- Art of interviewing
- Anchoring programmes
- Handling phone-in/phone-out/SMS based programmes
- Presenting Radio programmes
- Studio recording
- Outdoor recording through flash recorders
- Editing the recorded materials
- Mixing

3. Introduce the participants to the essential concepts of

- Need assessment
- Content planning
- Scheduling programmes
- Repeat broadcasts
- Radio Counseling
- Seeking, analyzing and understanding feedback
- Critical appreciation of programmes
- Preserving programmes for future use

SCHEDULE FOR THE WORKSHOP

26-10-2007

Pre-lunch session

- Scope and purpose of the workshop
- Main Stream Radio and Community Radio
- ‘Capacity’ Required for programme production
- Understanding Radio formats
- Essentials of Script Writing
- Interactive programmes (Phone in, Phone-out, SMS based)

Post-lunch session

- Conducting field interviews
- Outdoor recordings
- Interacting with Community members
- Formation of groups and identifying ‘topics’ for programmes production
- Visit to Studio/Recording facilities.

27-10-2007

Pre-lunch Session: Group Exercise

- Detailed discussin of the topic identified for programmes, finalization of script after interacting with experts, working out the arrangements for field recordings.
- Group-wise presentation of the scope and other details of the identified programme.

Post Lunch session:

- Field visit to ‘Mathikere’ on the outskirts of Bangalore for interacting with the Community Experts for out door recording.

28-10-2007

Pre-lunch session

- Studio recording, editing, mixing and production of programmes.

Post lunch session:

- Listening session - Critical appreciation of the programmes – Analysis of learning experience

4. BASE LINE SURVEY

Much earlier to the Scheduled Workshop CEMCA had undertaken an elaborate exercise in the ‘Mathikere’ area of Bangalore, served by Radio Active FM, the Campus Community Radio of Jain College to generate the baseline data that come handy while deciding the content for the programmes to be produced by the participants of the Workshop. Even though the full fledged report of the Survey sponsored by CEMCA was not ready at the time of the Workshop, the processed data was very useful for the purpose. The following information related to the members of Community in Mathikere area was available to the participants of the Workshop on the very first day i.e. 26-10-2007.

- Socio-Economic details of the members of the community
- Education, employment and health conditions
- Availability of Civic amenities

- Information needs of the community related to the following areas.
 - Health, personal bygiene and nutrition
 - Special requirements of women and children
 - Prevention of common diseases
 - Traditional health practices
 - Energy requirements and other Natural resources
 - Common Social problems.

The above information was discussed in details at the individual 'group' level at the time of working out the details of the programmes to be produced by the group. The content of the programme was decided on the basis of this 'Feed forward' data available with the group.

Report on the Sessions.

The capacity building workshop for students and community members was inaugurated by Dr. R. Sreedhar, Director, CEMCA, New Delhi on the morning of 26-10-20007. There were a total of 30 students from the Post Graduate Course in Communication from Jain College, 6 members from the Community and 2 members from VOICES. These participants had no previous experience in Radio production except for one person from VOICES. In addition to the above, the following also participated in the workshop.

- i. Dr. H.R. Krishnamurthy, Dy. Director General, All India Radio.
- ii. Prof. Madhavan, Head, Dept. Of Communicatin, Jain College.
- iii. Sri. Karthik, Lecturer, DOC, Jain College.

Dr. Sreedhar, in his inaugural address outlined the philosophy of the Community Radio and the current Community Radio Scenario in the Country. He highlighted the potential of the Community Radio as an agent of Social

change and how the communities could benefit from them. After a brief interactive session with Dr. Sreedhar, the participants listened to Dr. H.R. Krishnamurthy. He focused his attention on the 'Capacity' that needs to be acquired by those who would like to use the Community Radio. The presentation dealt with Radio formats, interactive programmes, conducting field interviews, outdoor recordings etc. At the end of the first day the participants were divided into six groups. Based on the "Need Assessment" data that was available with each of the group, an appropriate topic was selected for programming by each group.

The second day of the Workshop i.e. 27th October, 2007 started with each of the six groups working out the production details of the programme. Each group was assisted by an experienced person/expert. After thorough discussion, the group worked out the scope and aim of the programme, points to be covered, format to be used, questions to be asked, additional information to be gathered through reference/research, specialists to be interviewed, etc. The basic script was also worked out. The arrangements for field recordings were also finalized. Before the morning session ended each group made a brief presentation about what they proposed to do. This helped them to get a clear idea and get the programme fine tuned wherever required with inputs from experts. After lunch, the entire afternoon session was devoted to field recording at Mathikere. Some students stayed back at the college and attended to studio recording.

The participants had an extremely busy schedule on the morning of 28th at the studios/production units at the Jain College. It was a novel experience for the members of the Community to join with the students and work on Computers to produce the programme. The field based recordings were listened to, processed and edited, appropriate music cuts were selected, script was written and recorded and finally the programmes – 6 in total – were ready to be listened by all.

The final session of the Workshop on 28-10-2007 was devoted to listening to the programmes produced by the participants. The programmes were analyzed and appreciated on the basis of the following points.

- Purpose of the programme
- Content of the programme
- Relevance of the content to Community
- Clarity of ideas
- Quality of Script, interviews and presentation
- Reinforcing the message
- Sound effects, if any
- Technical quality of the programmes.

The participants shared their experiences at the time of interacting with the members of the Community, experts in the field, difficulties experienced at the time of writing the scripts, production , etc. Their questions were answered by the experts a the listening session. The details of the group, along with the programmes produced are provided separately for reference.

The Capacity building Exercise was an unique experience for both the students of Communication Course and the members of the community. The Workshop was instrumental in giving them a glimpse of how exactly a proramme is produced – right from need assessment, content planning to scripting, recording, mixing and broadcast. It also helped them to understand ‘what constitutes a good and relevant programme’ from the community point of view. More than the final product, the different steps involved in the production of the programme seems to have made an impression on the participants. As a post workshop activity it will be necessary for the Jain College, which is running the Radio Active FM Community Radio, to involve the members of Community who attended this Workshop , in ‘their’ programme production activities. This will help both the students and the community members to put in to practice and improve the skills they have acquired during the Capacity Building Workshop at Bangalore.

ANNEXURE - I

List of participants

From Community

1. Smt. Jalajakshi
2. Smt. Nagaratna
3. Smt. Sarojamma
4. Smt. Ganga
5. Smt. Padma
6. Smt. Manorama

Group III

1. Pooja
2. Sulthana
3. Pranalika
4. Preksha
5. Santhoshi
6. Shweta

STUDENTS

Group – I

1. Sanjooli
2. Padma
- Nandini
- Vatsa

Group IV

1. Ramya
2. Hemalatha
3. Shweta
4. Poonam
5. Abhijity
6. Swara

Group – II

1. Pradeep
2. Ramesh
3. Sangeetha
4. Suchitra
5. Suma

Group V

1. Satish
2. Harish
3. Mahima
4. Archana
5. Somashekar

Group VI

From Voices

1. Divya
2. Nagaraj
1. Ramakanth
2. Radhika

3.Naveen

4.Shweta

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ANNEXURE –II

Brief Analysis of the programme produced by different groups

Group I: Active Mahile

Title: Mahile Mattu parisara: (Women and Environment)

Focus: Programmed directed towards women. The causes and consequence of pollution in our immediate surroundings and how to contain the same.

Format: Field based programme with elements of dramatization.

Commendable points:

- Clarity of purpose
- Excellent use of spoken word
- Reinforcement of message
- Promotion of listening habits
- Programme sounds natural except for drama

Scope for improvement:

- Dramatisatin should be natural
- One or two issues to be elaborated at a time instead of dealing with series of issues.

Technical quality: Good.

Group- II

Title: Raktha heenathe, Arogya heenathe (Handling anaemia)

Focus: Causes and consequences of anaemia and how to control the same

Format: A programme based on interviews

Commendable points:

- Good for first production
- Covers the issue well
- Strong spoken word from the Nurse
- Good reinforcement of facts
- A strong message at the end

Scope for improvement:

- Question-Answer very structured, Sounds artificial.
- Needs elaboration at different points.
- Use more spoken work.

Technical Quality: Outside recording good. Studio quality needs improvement.

Group- III : Epidemic

Title: Makkala Arogya (Health care for children)

Focus: Common disease that afflict children during growing years and how to handle them

Format: Almost a straight talk

Commendable point: Nil

Scope for improvement:

- Select one or two diseases and elaborate
- Too much information should not be packed in one programme
- Spoken word to be used
- There must be re-inforcement of salient points at the end.

Technical quality: Good

Group . IV

Title: Mane Maddu (Home remedies)

Focus: The traditional health practices and how to get the best of the same using household food materials – fruits, vegetables, spices, etc.

Format: A programme of interviews with little dramatization.

Focus: Common ailments, cuts, bruises, etc. and how to treat them with household food materials.

Commendable points: A good attempt to produce the programme.

Scope for improvement:

- Too much of background music throughout the programme drowning spoken word.
- Inappropriate music.
- Too much of information.

Technical quality: Not very good.

Group : V.

Title: Arogyave bhagya: Makkala poustikamsha

(Health is wealth: Nutritious food for children)

Focus: Nutrition requirement of children and how to meet the same in homes.

Format: A combination of drama, interviews, A loose knit feature.

Commendable points:

- A very good beginning
- Good use of back ground music
- Highlights the issue and remedies
- good re-inforcement and strong message

Scope for improvement:

- Dramatization to be precise
- Music used must be appropriate
- Interviews must be precise

Technical quality: Very good.

Group VI

One of the groups lead by Mr. Ramakantha produced a programme on nutritional requirement for the entire family. It was not evaluated as there were lot of repetition of information related to nutrition.

Annexure: III

Strategy for field recordings.

The following points should be kept in mind while working out arrangements for field recording.

- Experts in the field should be identified before hand.
- Time of appointment to be fixed
- Purpose of the recording and broad details of the information required to be intimated to experts in the field in advance
- Recording equipment to be checked before going to the field
- Transport arrangements to be worked out in advance.

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