

Radio programme



TYPE OF TOOL: **AUDIOVISUAL**

► See also the **COMMUNICATION ADVICE WORKSHEET**



Goals

- Inform
- Educate
- Fundraising
- Sensitization
- Call to Action



Targets

- General public
- Funders, Donors
- Partners
- Institutions



Steps for Creating

Radio is a very effective medium for reaching the masses in urban areas as well as in rural ones, especially in Africa where radio is the medium most accessed by the populations. It is one of the main communication tools used for advocacy. Sponsoring and/or participating in a radio program is a very effective way to successfully transmit your organization's information and messages to a large audience.

DESIGN

After clearly defining the target audience, the first step is to identify the different radio stations in the target communities, the type of programs broadcast and their audiences. Depending on the Communication Plan developed, a single radio program or a series of programs could be developed, according to a pre-defined schedule. If the subject being presented is something of interest to the radio station and its listeners and therefore is being done as a "Public Service" then the organizations should not be required to pay for the air-time. A good argument must be made to demonstrate that the information being shared is being done so a public service and not just for publicity. Also, another way to share information via radio is for an organization to sponsor a radio program that is related to its activities, in exchange of publicity. If invited to go on a radio program, for example participating in a discussion, debate, or interview, always be well-prepared. Think ahead of time about how to answer questions that might be considered embarrassing or uncomfortable, preparing answers ahead of time. Prior to going on a radio show get familiar with the pro-

gram and its moderator, the show's 'angle,' and the type of questions frequently asked. Come prepared with 2-3 messages that you want to share with the listeners and try to get this in as soon as possible.

PRODUCTION

Radio program lengths vary running anywhere from a few minutes to an hour or more. On the day of the program, it is recommended to arrive at the radio station at least 30 minutes ahead of the scheduled program time to allow for a briefing with the program moderator and to discuss any pertinent angles for the discussion on the topic. During the show's broadcast, the things to keep in mind are: 1) Take time to listen and understand the questions; 2) Ask the facilitator to repeat a question, if necessary; (3) Take time to answer in clear, simple words. Think about the answers to be given from three different levels: As basic factual information; as an argument with a specific point of view; and finally as an example with illustrations. Be mindful of this fact when doing live media broadcasts: there is no room for error!

Key points:

Prepare for the interview; Choose the relevant radio program and one that is moderated by a journalist/presenter who does his/her work professionally. Be sure to ask if there will be other guests on this program. Also, be sure to promote your organization's information and products e.g., Email, Website, Newsletter, Social Media, etc.



Content

Remember the goal is: To share as much information about your organization in the minimal time provided by stating your key messages and doing so as soon as possible in the discussion.

MESSAGE

Strong messages. Be concise and clear. Share your key messages first and then move one to the less important ones.



Distribution (Broadcast)

Choose a "Prime Time," if possible. More radio stations are broadcasting live or rebroadcasting programs over the Internet. Be sure to share this information, including the radio station website link with your stakeholders. Ask for a recording of the program, if available, so that you can use it to capitalize on this experience.



Indicators

- Number of calls received during the radio program
- Feedback following the program
- Number of listeners