



THE PANOS INSTITUTE SOUTHERN AFRICA

Content Development and Communication Methodologies:

A manual for Community Radio
and other Communication
Interventions for Development
in Southern Africa



Panos Institute
Southern Africa



Communication for Empowerment

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Foreword

From time to time, the world witnesses the development of country-level and global development policies and programmes across diverse sectors. In the case of Zambia, for instance, these may include policy initiatives such as Vision 2030 (at the local level) and the Millennium Development Goals (MDGs), at the global level, but all of which are aimed at achieving a better life for the people in areas of enhanced democratic governance and reducing the poverty and disease burden, injustice, hunger and illiteracy, among the many other ills the world faces today.

Trends have over time shown that achieving these development milestones requires much more than political will and commitment among the concerned parties. A holistic approach is cardinal. Ordinary citizens, who are the recipients of the goods and services that these policies desire to deliver, should equally play a bigger and more active role in curving the pathways to achieve real and beneficial development for themselves and their communities.

In many years of its communication for development work, Panos Institute Southern Africa (PSAf) has endeavoured to promote an environment and avenues that empower ordinary people, especially the marginalised, to be adequately informed to make appropriate decisions and actively engage each other as well as development support actors in dialogue around development issues affecting them. This is done to ensure that voices of ordinary citizens count in the development processes and the results of these processes effectively respond to their development needs.

In this booklet, PSAf outlines and explains the strategies it has been using in ensuring that the underprivileged citizens are part and parcel of the development processes that concern them, and are provided the opportunity to be the core drivers of such processes. These strategies include the Radio Listening Clubs, Interactive and Direct Response radio programmes, Oral Testimonies, Round Table Discussions, Media Fellowships, Thematic Publications including policy briefs, Vox populi, Research and Survey Reports and Thematic Manuals or Toolkits.

We hope that the booklet will not only make you, the users, appreciate the Panos strategies, but also prompt you to try some of them in your work to achieve your content development and communication goals.



Lilian Kiefer
Executive Director



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For more information and to request for copies, please contact:

Panos Institute Southern Africa

Plot 9028 Buluwe Road, Woodlands

P. O Box 39163, Lusaka, Zambia

Tel: +260-211-263258

Fax: +260-211-261039

Email: general@panos.org.zm

Website: www.panos.org.zm

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Acronyms

AIDS	Acquired Immunodeficiency Syndrome
DBS	Development Broadcasting Services
DRP	Direct Response Radio Programme
DTR	Development Through Radio
HIV	Human Immunodeficiency Virus
IRP	Interactive Radio Programme
MBC	Malawi Broadcasting Corporation
MoU	Memorandum of Understanding
MDGs	Millennium Development Goals
NAIS	National Agricultural Information Services
NGO	Non-Governmental Organisation
OT	Oral Testimony
PSAf	Panos Institute Southern Africa
Q&A	Question and Answer
RTD	Round Table Discussion
RLC	Radio Listening Club



Introduction

This booklet profiles the content development and communication strategies and methodologies the Panos Institute Southern Africa (PSAf) uses in its information for empowerment and development programmes in governance, health, media and environment and natural resources management.

PSAf believes, and it is a fact, that information fosters development. The Southern African region, like most of Africa, faces many socio-economic and political challenges that have hampered meaningful development, especially for the poor and marginalised communities. The ability of the citizens to adequately respond to these challenges is often affected by numerous factors that include little or no access to relevant and useful information as well as knowledge that would otherwise help them make informed decisions on the governance and socio-economic development processes that affect their lives.

Although the information and communication landscape in the region has continued to evolve over the past decades - opening new horizons for people to access information and consolidating its position in shaping development agendas in communities - accessibility to reliable information remains a huge challenge, especially in the rural areas of the respective countries. This is generally ascribed to limited media outreach; low knowledge and capacity base among journalists; limited penetration and usage of information and communication technologies (ICTs); and limited avenues to share information and perspectives on the kind of development they desire for themselves.

In line with its mission and vision of amplifying voices of the poor and marginalised to shape their own development and a Southern Africa community that drives its own development, respectively, PSAf has over the years invested efforts and resources in developing and implementing content development and communication strategies that have ensured that information is not only transformed into a powerful tool, but also effectively used to foster development in the region. These strategies have resulted in enhanced capacity of the media to generate and communicate appropriate content to their audiences; increased opportunities for the rural, marginalised and often poor communities to engage in informed and inclusive dialogue and debate with each other and development support actors (relevant authorities including duty bearers) on socio-economic development in their respective communities; and voices of these underprivileged communities being heard and considered in the development interventions affecting them.

The content development and communication methodologies, which are the subject of this booklet are: the Radio Listening Clubs (RLC), Interactive Radio Programmes (IRP), Oral Testimonies (OT), Documentaries for both radio and television, Publications, Fellowships, Vox pops, Round Table Discussions (RTD), Direct Response Radio Programmes (DRP), Research Reports and Workshops and Seminars.

Goal of the Methodologies

The PSAf content development and communication methodologies are aimed at empowering poor and marginalised communities with information necessary for them to make informed decisions, build their knowledge and broaden their opportunities so as to add their voice to, and influence the socio-economic development process in their favour. In essence, the methodologies accord the communities the power to drive their own development agenda. In the following chapters, each of the 10 methodologies are presented with specific emphasis on their application, processes to be followed and outcomes that they are likely to deliver.

Radio Listening Clubs

Description

A Radio Listening Club (RLC) is a group of 25 to 30 people - marginalized, underprivileged, and/or vulnerable, and mostly rural based - who come together with a common purpose of accessing information and gaining knowledge collectively, sharing ideas and finding local solutions to their problems or invoking external intervention on the socio-economic challenges in their community. Based on a schedule agreed upon with a particular radio station servicing the community, clubs in that geographical area develop content for broadcast and/or listen to tailored radio programmes.

The guiding principle or motto for RLCs is “LISTEN, DISCUSS and ACT”. This implies that the RLC members commit themselves to coming together to listen to radio programmes at scheduled times on a particular day or days. After listening to the programme, they spend time to discuss key issues that formed the core of the programme they have just listened to and examine the relevance and practical use of the information. The clubs are, by design of the concept, expected to act on the information collectively and individually in various ways to better their well-being.

Depending on the nature of the topic, the discussion can either be initiated by a thematic expert or a club. Discussions on complex topics are better initiated by experts so that the clubs can then discuss the topic from an own informed perspective.

Radio Listening Clubs, which are as old as PSAf, can be described as the flagship methodology of the organisation. Although an initiative of the PSAf, RLCs have largely been implemented in partnership with radio stations and like-minded organisations around the region. They have enabled rural communities to interact through discussions and information sharing with colleagues and relevant authorities on pertinent development issues of mutual interest or importance that require appropriate interventions.

The Clubs draw much of their character from the rural communal set-up where people live in village groups and often come together in social gatherings to share ideas and find solutions to communal challenges. With sensitisation, some of these groups have transformed into RLCs. The bedrock of this methodology is the two-way communication or interaction, though delayed, between the initiator of dialogue and the respondent, who from both sides, could be the clubs or a subject matter specialist or duty bearer. The radio stations act as platforms for sustaining such dialogue and ensuring that it achieves its intended purpose. The communication is mostly driven by the clubs as it is built on their development needs.

Whereas some of these clubs are gender exclusive, the majority are inclusive.

Rationale

The driving force behind the creation and utilisation of RLCs is that its members often lack access to information necessary for informed decision-making in their efforts to improve their quality of life. In addition, it is for the reason that people achieve greater successes when they act together.

Therefore, by using radio as the most accessible and affordable mode of accessing information and communication in rural areas, clubs are able to engage each other and with policy makers and experts in inclusive and informed discourse on development matters of common interest as a way of actively participating in and influencing the development processes in their favour.

Objectives

The purpose of RLCs is to:

- a. Increase the level of engagement among and between communities, theme experts and duty bearers;
- b. Increase sharing of information and knowledge between and among the targeted communities in a given local government area and households within a community; and
- c. Amplify the voices of marginalized people and empower them to ably articulate development and livelihood issues affecting them.

Process of forming and managing RLCs

Formation of RLCs is a project that follows a systematic and articulate process consisting of the following steps:

n *Mapping*

Like in any project conception, formation of RLCs also requires stock-taking and survey of the area where clubs are to be established. This involves establishing the major development and livelihood issues in the area and their magnitude; people most affected by those issues; people to be involved in the process particularly at local area level; presence of radio broadcast service; existence of community groups and support organisations; similar initiatives; other organisations that could play an important role in the execution of the project; and all other factors necessary for the successful execution of the RLC project.

This exercise can be carried out through review of literature such as demographics, basic service delivery models and livelihood surveys, and contacts with potential partners on the ground, who can provide additional information vital to the project.

n *Mobilisation*

At this stage, meetings are arranged with the identified stakeholders, who include traditional leaders and already existing groupings in the target community that would form the clubs, to facilitate explanation of the entire methodology with a view to fostering understanding and support. This

ensures that the stakeholders buy into and own the project and, therefore, sustain it beyond the initial phase which inevitably involves external support.

Community leaders at various levels and local support organisations are handy in this process and thus should as much as possible be the first point of call when entering the community with a RLC project proposal.

This stage will also provide additional information through physical interaction with the stakeholders such as affirming radio service and actual resources that would be required by the clubs.

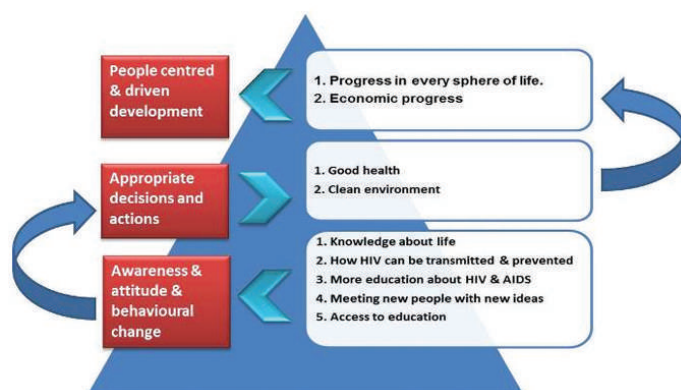
n *Training and further orientation of key players*

The training is conducted over an average period of three (3) days. It is attended by all the key players who include at least two (2) representatives from each club in the target geographical area, the identified Coordinator of clubs, key radio station staff preferably from the local community radio station, among them the programme producer and/or presenter, and subject matter specialists in various fields or sectors.

The training covers the following themes: introduction to the RLC concept; the concept of Development Through Radio (DTR); club leadership; record keeping; club activity sustainability; introduction to issues in the various themes to be covered in the project; handling of listening and recording equipment (voice recorders and radio sets); and practice on content recording and programme listening procedures.

The programming themes are, but not limited to, Governance, Environment and Natural Resources Management, HIV and AIDS, Health, Water and Sanitation, Agriculture, Gender and Poverty Alleviation.

It is advisable for the training to be as participatory as possible so that the perspectives and input of the participants can be integrated in the implementation of the project.



This figure is an example of a DTR model. It represents perspectives of participants at communicating HIV prevention RLC training in Lesotho. It was an output of a group work and plenary participatory session on what development is; how it is affected by HIV; and what should be done to counter it from an information and communication perspective.

n Content Development

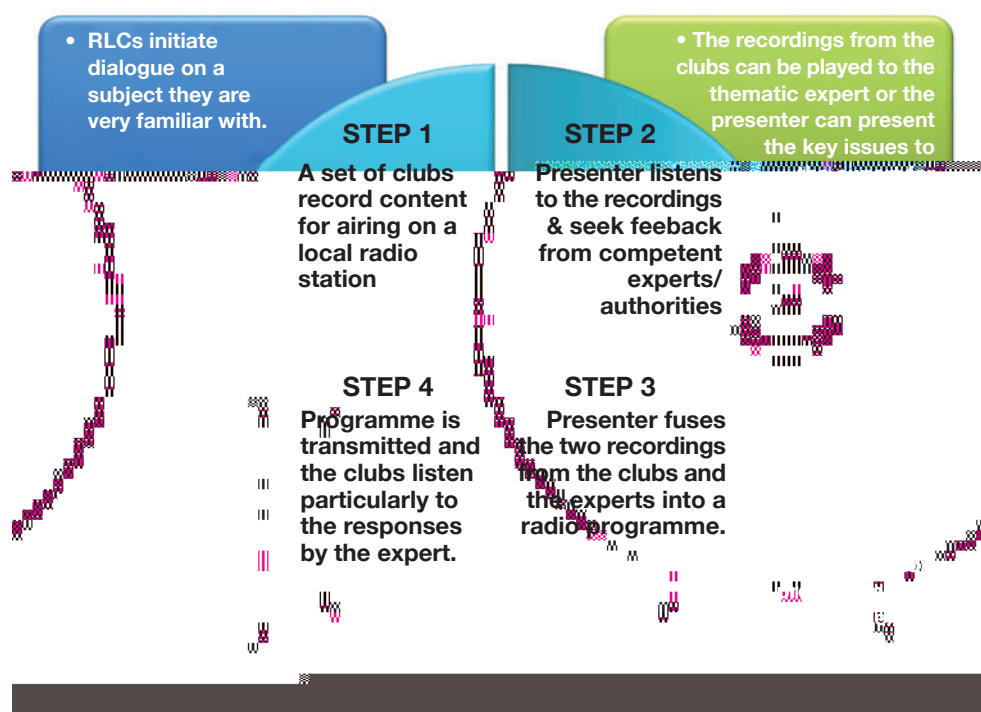
After the training course, the clubs and the subject matter specialists (the theme experts), with the facilitation of the RLC coordinator and the programme producer, begin to record content or programmes for transmission in a cyclical manner or two-way communication mode.

Using the Agenda-Setting method to set thematic discussions in motion, a theme expert appears on radio to give an overview of a theme, which helps clubs to identify issues in their community that relate to the subject of focus. After listening to the thematic expert radio programme, clubs record their perspectives on the topic and the recordings are delivered to the radio station for editing and transmission. The agenda setting actually allows clubs to suggest subjects they wish to address in their recorded discussions. This is very important as such issues directly affect them and rank highly on their development agenda.

In situations where the subject is well known by the community, the clubs have the leeway to initiate the discussion which is then responded to by the relevant authority.

The series of programmes on the subject of discussion last about a month at most, and it is expected that by the end of the discussion solutions or interventions to challenges in the community would have been found or assured.

The bottom line is that clubs, policy makers and other relevant authorities listen to the programmes and are drawn into the discussions when their contributions are essential or required.



One of the Basic RLC Dialogue Models

n *Monitoring*

Monitoring, which is vital in ensuring that the programmes are sustained and achieve their purpose, is done regularly through visits to the radio stations and clubs. It is also conducted through regular communication by any reliable means available especially scheduled reports from the clubs, periodic phone meetings with club leaders, RLC coordinator and the radio stations.

Resources

Resources required to effectively and efficiently run a RLC programme include human resources, accessories and finances.

a. **Human Resources**

The following key personnel are required:

n **Programme/Project officer**

This is the person at the helm of the entire RLC programme/project. S/he manages the entire RLC project from inception, through mobilisation and training to execution, to the end product of content recording and programme transmissions. S/he ensures that all resources required for the RLC programme are available and the programme is running as designed and yielding the desired results. This person is essentially an employee of the PSAf, the implementing organisation.

n **RLC Coordinator**

This person manages and coordinates all the activities undertaken by other players in the project at local level. The Coordinator ensures that members of the RLC consistently meet at the appointed times to discuss issues of concern and record the discussions on voice recorder for onward transmission on the participating radio station.

The Coordinator also ensures that the recorded discussions are delivered to the Programme Producer in good time to seek responses from concerned parties, among them policy makers, local authorities and thematic experts, before the recordings can be edited, and finally aired to the audiences. The clubs themselves have a primary role to play in this process.

The Coordinator is the link between the RLCs and the producer at a community radio station or at the national broadcasting station, as the case may be. The Coordinator is a critical person and is usually chosen among the implementing partner organisations. S/he should be a committed person who is constantly working with the community. In Zambia, for example, PSAf has worked with the National Agricultural Information Services (NAIS), the communication arm of the Ministry of Agriculture as one of its key partners. The department's District Agricultural Information Officers have been the Coordinators in various RLC project sites where the departments also runs a similar programme around Radio Farm Forum groups that are used for media-based agricultural extension service provision purposes. In other countries in the region, PSAf has also partnered with government departments and Non-governmental Organisations (NGOs), including community and national

radio stations, from where Coordinators have been engaged. This partnership approach helps create synergies and sharing of resources and expertise for common purposes.

n **Producer of programmes**

The Producer, who also edits and presents programmes on air, is responsible for the professional production of the recorded materials by RLCs. This person should be a broadcaster or media professional possessing high production and editorial skills.

The main job of the Producer is to listen to the recorded RLC material for quality, invite or solicit reactions from relevant authorities and edit the recordings from RLCs and experts, bureaucrats or NGOs dealing with the issue at hand into finished programmes for transmission.

The Producer also ensures that the programme is aired at the appointed time. An ideal Producer is one who is employed by a radio station and is self-driven and imaginative, has sufficient knowledge of community development issues and is conversant with the culture and language of the project community.

The project requires Producers who are dynamic and devoted to duty. Thus, apart from listening from their running programmes in order to establish the suitability of a potential Producer/Presenter, it is always useful to contact Management of a radio station to help identify a Producer for the project. It is also important to consider someone to assist the chosen Producer in circumstances where the incumbent is unable to perform his duties due to unforeseen and inevitable circumstances.

n **Moderator**

This is a person who presides over recording and listening processes at club level. S/he ensures that listening to programmes and recording of group discussions are done in an orderly and coherent manner.

This person can, in other words, be said to be the host of the recordings as s/he opens, summarises and closes the discussions. S/he also guides on who contributes next during the recording sessions in the small recording groups. S/he is expected to be someone who is always knowledgeable about current development issues in the community and, even better, at national level.

n **Executive committee members of clubs**

Like any other organised human grouping, the RLCs require leaders to manage the affairs of the clubs. These executive committees, as they may be referred to for this purpose, ensure that the conduct and business of RLCs are orderly and sustainable.

The committees come into being through a recognised democratic governance system and remain in office over an agreed timeframe.

A typical executive committee comprises the Chairperson and his/her vice, Secretary and vice, Treasurer and Committee members.

The Chairperson is the overall leader of the club and is assisted by the Vice-Chairperson.

The Secretary keeps the records of all deliberations of the RLC while the Treasurer is responsible for all issues related to the finances and assets of the club.

The committee members play various roles in the committee, including representing the perspectives and interests of the ordinary members. Whenever necessary, and for the sake of efficient management and continuity, they can be assigned to act in other top executive positions.

Among the key qualities of the RLC leaders, as established from participatory RLC training sessions over time, are discipline, tolerance, initiative, commitment, openness and trustworthiness. They also need to have prompt decision making attributes and be able to listen to others. These leadership qualities, however, are usually left to the participants at the RLC training sessions to list as a way of allowing them to determine the kind of leaders they wish to have in their clubs.

n Experts and duty bearers

This team of people plays an important role of either setting the discussions on radio into motion in the sense of aiding understanding of the theme by the clubs or responding to issues raised by the clubs. They are also expected to intervene, directly or indirectly, in offering solutions to the development challenges in communities. They work closely with the programme Producer and RLC Coordinator, and, where possible, physically interact with the clubs.

b. Materials

The materials required to run an effective and efficient RLC project include radio sets for programme listening by clubs; voice recorders for recording at club level and also when getting reactions from theme experts; discussion report books for recording club discussion proceedings and other important operational matters; log books for programme producer to record flow and quality of content and transmissions; motor cycles for the Coordinator's transport (not a must as it can be replaced with bicycles given to the clubs); and other necessary accessories like batteries.

c. Funds

These are provided for all expenses on the RLC project in terms of paying for procurement and purchases, airtime, stipends and other relevant expenses.

Impact

The RLC projects are expected to result in visible changes in areas of infrastructure improvement, basic service delivery, skills and knowledge enhancement and so on.

Another area of impact would be increased engagement between policy makers, theme experts, duty bearers and communities in finding solutions to development challenges grassroots communities often face.

Among the many available means, this impact can be measured through the following:

- Substance of the recorded and transmitted programmes.
- Reports and records from the clubs, programme Producer, RLC Coordinator and the content development officer.
- Testimonies and experiences by the clubs and other stakeholders on the ground.
- Quality of Life indicators e.g. reduction in infant mortality, improved health delivery, etc. This is easier when a baseline study or survey has been conducted at the beginning of a RLC project.
- In-depth interviews with those involved in the project.
- Human Development and Service delivery studies.

Interactive Radio Programmes

Description

An Interactive Radio Programme (IRP) is a live radio programme involving appearance of an authority on radio on a topical and specific development issue. It provides for audience engagement through phone and other communication channels, and has an added advantage of instant two-way engagement between the public and the experts or authorities.

Typically, the programme is 60 minutes long. The first 30 minutes are dedicated to a Question and Answer (Q and A) session between the programme host and the authority, and the rest of the minutes are for interaction of the authority with the audience, guided by the host.

Rationale

The basis for utilising this interactive methodology is that there is often limited interaction between the public and authorities on development and policy issues that affect ordinary citizens. This type of programme, therefore, accords ordinary citizens an opportunity for instant interaction on radio between the two parties with a possibility for conclusive feedback on the issues raised.



One of the PSAf
Interactive Radio
Programmes in
progress

Objectives

An IRP is aimed at:

- increasing participation of the marginalized in the development processes;
- amplifying the voices of those that cannot be heard ordinarily; and
- providing a platform for civic engagement.

Process

The process of implementing a successful IRP involves the following steps:

- Identify the issues to be addressed. These issues can either be picked from interactions with the affected people or from various types of reports including media reports.
- Programme concepts and schedules.
- Identify and engage potential partners, mostly broadcasting houses and subject matter specialists or theme experts, to sell the idea and obtain support for the project.
- Sign MoU with radio station(s). This makes the engagement and working relationship with the station formal.
- Identify a presenter and producer. It is advisable to let the radio station take the lead in identifying and assigning staff it feels will be up to the task.
- Orientate the presenter and producer on the methodology and the thematic issues to be addressed and intentions of the project and programmes.
- Prepare scripts.
- Conduct live recording and broadcasting.
- Submit and review reports and copies of broadcasts from the station

Resources

An IRP requires, among other resources, personnel (project officer, producer and host), funds for all the necessary expenses and equipment for field recording and broadcasting.

Impact:

The expected areas of impact are improved policy responses and public service delivery, and ultimately improved livelihoods for the citizens, particularly the poor and marginalised communities.

Roundtable Discussions and Debates

Description

A Round Table Discussion (RTD) is a forum of stakeholders in a given geographical or thematic area who come together to discuss and find possible solutions to issues affecting the community, a country or thematic area.

These RTDs are attended by community representatives and other relevant stakeholders that include government at local area level who could be sufficient to respond to the challenges raised in the discussions. The proceedings are also recorded on audio and video and are transmitted on a broadcasting station with a wider reach so that issues of discussion are shared with the wider audience of interested parties, and known and attended to by national level authorities.

Rationale

Most often people at grassroots level are not consulted or involved in policy formulation or development processes. In an effort to give ordinary citizens an opportunity to be part of these processes, PSAf promotes round table discussions at local level to make the development challenges they face known to the relevant authorities for necessary interventions.

The RTDs are therefore driven by the need for an opportunity for active community and stakeholder engagement and involvement in finding solutions to local challenges. There is also potential for instant resolution of issues or agreement on course of action to be taken on the pertinent issues requiring further attention or resolution.

Objectives

The objectives of RTDs are:

- To find solutions to identified issues or problems through a multi-stakeholder consultative process.
- To resolve misunderstandings on issues of common interest.

Process of conducting RTDs

The process of organising and running a RTD involves the following steps:

- Identify a prominent problem to be discussed. This process is done in consultation with local stakeholders themselves, especially the marginalised community members. This process leads into the development of a case for the RTD.

- Identify and engage stakeholders, discussants and the moderator.
- Attend to all logistics such as setting dates and times, identifying and acquiring venues, etc.
- Enter into formal agreements with Moderator, discussants and facilitators.
- Send out invitations to stakeholders, either collectives or individuals.
- Prepare materials related to the discussion.
- Hold and record the proceedings of the RTD.
- Monitor the implementation of the resolutions of the RTD.
- Evaluate the outcomes of the RTD.

Resources

An RTD requires the following resources:

- Funds – this resource is required for all expenses to be incurred.
- Human resources – these include the organiser of the RTD, the experts or duty bearers and the facilitator.

Impact

An RTD should lead to home-grown solutions to development challenges facing communities.

Direct Response Radio Programmes

Description

Direct Response Radio Programme (DRP) is a live programme featuring an authority that listens to short pre-recorded clips, mostly questions, from the community and provides responses on the issues raised.

Rationale

Not every potential caller to a live programme has an opportunity to call in or text due to limitation of time and lack of means to do so.

This methodology, therefore, provides an opportunity for the public to voice their concerns, needs and perspectives through pre-recordings in their own settings, and ultimately participate in the discussions on a particular subject.

Objective

The DRP is intended:

- To increase participation of the marginalized in development processes.
- To amplify the voices of those that cannot be heard.
- To provide a platform for civic engagement.

Process

The process of implementing a successful DRP involves the following steps:

- Identify issues to be tackled. This is done in consultation with the affected communities, for they know the issues to be addressed.
- Prepare the programme treatments and schedules.
- Formally engage radio stations, through an elaborate MoU, that will transmit the radio programmes
- Identify the Presenter and Producer. The radio station leads this process, but the implementing organisation should retain the right to make observations and suggestions on the performance of the personnel.
- Orient the Presenter and Producer on the thematic issues to be addressed and the intentions of the programme.
- Identify and engage the expert speakers.
- Prepare scripts.
- Conduct live broadcasting and recording.

- Prepare and submit reports.
- Properly archive copies of the broadcasts from the stations for further use.

Resources

The required resources are human resources to run the project, funds to finance all project costs and acquisition of equipment for content production and programme listening in case of group listening such as in RLCs.

Impact

The expected areas of impact are improved policy responses and public service delivery, as well as improved livelihoods for the poor and marginalised communities.

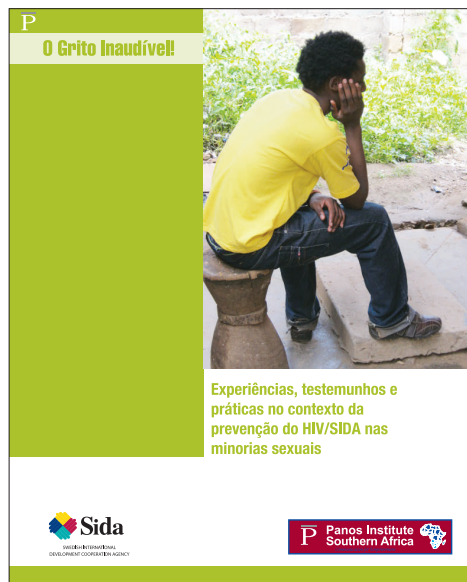
Oral Testimonies

Description

Oral Testimonies (OTs) are electronically recorded or printed accounts of a person's or community's experiences, pleasant or otherwise, that others in similar situations and authorities would learn from or get to know about so that appropriate actions are taken.

This methodology is another means that PSAf uses to promote amplification of issues by the affected to share experiences and evoke action.

OTs have proved a powerful persuasive tool in behavioural change or action invoking communication because they present real life situations. They prompt those who hear, see or read them to identify themselves with and/or get concerned with the subject matter and take proactive decisions and actions.



The following are the objectives of OTs:

- To provide a platform or opportunity to affected people to share experiences with others in similar situations so that they can learn from each other.
- To raise awareness on the subject matter and influence policy and attract appropriate interventions.
- To generate enhanced knowledge of the subject among the general public and inspire empathy.

Rationale

People afflicted by certain problems or challenges such as ailments like HIV and AIDS often lack a platform to share their experiences with people in similar situations or in authority in order to draw appropriate actions. OTs, therefore, offer them that avenue.

OTs also allow for the attachment of a human face to the subject matter. Experiences are better told by those most affected. In addition, the strategy affords the affected an opportunity to drive the process of change in policy and interventions.

Process

Some of the steps to be undertaken in conducting OTs are:

- Identify subject matter and the objectives as well as parameters to be covered by the OT.
- Identify the afflicted and the interviewer. The interviewer should be well mentored in order to conduct a good interview that brings out pertinent issues.
- Identify the approach and ethical considerations.
- Set an appointment to explain the exercise and its importance to the affected people so that there is buy-in and consent is given.
- Prepare equipment to make sure it is functioning properly and every piece of equipment required is available.
- Choose a location and environment that is conducive for the interview.
- Conduct the interview and recording.
- Edit the account into a coherent recording.
- Put together the OT and disseminate it.

Resources

Recording a successful OT requires relevant human resources, funds, equipment such as a voice recorder and other necessary accessories.

Impact

The expectation is always that the OT will lead to:

- Awareness and knowledge on the subject matter by the public.
- Improvement in responses on the subject.
- Improvement in behaviour, attitudes and practices of the people.
- Increased debate or discussion on the subject matter leading to appropriate responses.

Media Fellowships

Description

Fellowships are a special grant facility provided to journalists to produce well-researched in-depth stories on a particular subject. This is tied to a meticulous training and selection process which result in the qualifying journalists being supported.

Media Fellowships are another way PSAf fosters close work relationships with the media in the delivery of its communication for development work. They enhance the capacity of the media to report on matters that are critical to development for the ordinary citizens.

Rationale

Media houses and journalists do not often prioritise development content in their reporting. This is largely due to limited or lack of knowledge on certain thematic subjects and fewer resources to facilitate gathering of information in such subjects. The fellowships, therefore, enable the media to get to know and understand the subject and have the ability to report in a manner that promotes development in communities, particularly those in underprivileged rural areas.



A newspaper feature article from a fellowship in Mozambique

Objectives

The objectives of Media Fellowships are:

- To improve the knowledge and skills of journalists.
- To entrench development reporting in journalists and editorial frameworks of media houses.
- To facilitate coverage and in-depth reporting of development issues.
- To influence policy reforms and service delivery.

Process

The process of granting Fellowships and producing in-depth stories follows the following steps:

- Identify theme – this is usually tied to the thematic area of the project implementing a media fellowship programme.
- Training – Media houses are invited to nominate journalists to attend the training. To ensure the success of the fellowship programme, it is important to have the involvement and consent of the

media houses especially from the editors. This is because journalists, being employees of the media houses, require permission to be involved in the fellowship and have their products approved for publication or broadcast.

- Call for expression of interest – This is done soon after the training. The trained journalists are asked to express their interest to participate in the fellowship by submitting their story ideas for consideration. The limit of funded story ideas is often three. However, the ultimate objective is for the journalists and media houses to sustain reporting on the subject beyond the fellowship grant period.
- Receipt and evaluation of the applications - once received, the applications are evaluated on the suitability and strength of the ideas.
- Selection of successful candidates – this involves shortlisting of successful candidates.
- Offering of grants – Successful candidates are given the grant support based on a contract they sign with PSAf and endorsed by their editors.
- Story writing with a degree of mentorship – With the financial support provided, the recipients of the grants or Fellows embark on putting together well-researched features on the approved story ideas. They are expected to collect information in and on communities most affected by the subject of the report.
- Submission and assessment of stories - Before publishing, the features are submitted to the PSAf editorial team to ensure that facts are correct and the story meets the required standard in terms of conveying the desired message.
- Publication - When the story has been approved by the PSAf editorial team, the feature is then submitted to media house editors for publication or broadcast. The articles are also compiled into a booklet for further dissemination.

Dos and Don'ts for Journalists interested in participating in the Fellowship programme

1. Do not do a news story. PSAf promotes in-depth features.
2. Do not quote big names only. PSAf amplifies marginalised voices.
3. Do not use inaccurate data. PSAf promotes ethical reporting and accuracy is one of them.
4. Do not disclose personal information /images unless consent is attained.
5. Do not use children's faces.
6. Do not start working on a project unless PSAf approves it.
7. Do not get the story published unless PSAf approves it.

Note: PSAf appreciates that journalists work on tight schedules and deadlines. The organisation, therefore, endeavours to provide feedback within a day of receiving your submission to suggest how you can improve it or to give a go ahead to proceed.

Resources

To successfully implement a fellowship project, the following resources are required:

- Funds to finance the entire process and requisites.
- Reporters to be trained and write stories.
- Equipment to use to collect data, process it and produce reports.
- Materials necessary to successfully conduct the research.

Impact

The fellowships help to bring to the fore exceptional issues that affect people, and stimulate debate and, most desirable, appropriate remedial decisions and actions.

Policy Briefs

Description

A policy brief is a result of a policy analysis, which seeks to provide insight into a particular policy of interest and propose ways to make it attainable or more responsive to the aspirations of the ordinary citizenry.

Rationale

Having good policies is one thing, and implementing them properly for the benefit of the public is quite another. Sometimes, policies have failed to adequately respond to people's expectations due to some inherent weaknesses or the manner in which they are implemented. Policy reviews, therefore, are necessary to enhance their efficacy in performing their intended purpose.

Objective

The objectives of the policy brief(s) are:

- To influence policy makers to create favourable and adequate policies.
- To induce inclusive policy debates in order to strengthen existing policies so that they adequately respond to the development needs of citizens.

Process

The following are some of the steps in the development of a policy brief:

- Identify the policy to be reviewed.
- Conduct survey on public awareness on the policy.
- Establish the benefits of the policy to the public.
- Identify key issues around the policies such as inherent gaps.
- Prepare the first draft of the brief.
- Circulate the draft among selected stakeholders for input or validation.
- Incorporate appropriate comments from stakeholders.
- Circulate the second draft to stakeholders for further review and input.
- Prepare final policy report.
- Disseminate the final Report to key stakeholders. The dissemination can be twofold – to individual stakeholders and media and through a dissemination seminar.

Resources

The following are the required resources in the production of a policy brief:

- Funds to finance the entire project.

- Human Resources – this includes persons that will conduct the actual policy review and analysis, and possibly work on the report.
- Equipment – this could involve use of voice recorders to collect views on the policy and the data processing and report writing equipment.

Impact

The expected impact includes:

- Informed public debates on policy.
- Improved policies.
- Enhanced understanding and positive opinion of policies by the public.
- Improved livelihoods of the poor and marginalized.

Vox Populi

Description

Vox populi is a short and punchy recording of selected members of the public on a current topical issue of public interest and importance. The recordings are gathered randomly from the public especially the most affected. They can be separate recordings that are transmitted separately or they can be a compilation.

PSAf uses this methodology to gather public opinion on a subject in order to amplify voices and create debate and dialogue with a view to finding shared solutions or positions.

Rationale

It is sometimes imperative that short recordings of voices from the public become the basis for a discussion by theme experts and a larger population. This way, the discussion and the results will be responsive to the issues raised by the voices.

This methodology also affords the marginalized an opportunity to be heard and given the attention they deserve by the relevant authorities.

Objectives

The vox populi is intended:

- To increase participation of the marginalized in the development processes.
- To amplify the voices of those that cannot be heard.
- To evoke appropriate actions from the relevant authorities.

Process

In producing vox populi the first step is to identify current issues of public interest and importance. The other steps include the following:

- Prepare the scripts and equipment.
- Identify the site for the recordings.
- Gather the voices.
- Edit and broadcast.

It is critical to pay attention to the way the respective authorities respond to the views of the people.

Resources

A successful recording and casting of a vox populi will require the following resources:

- Human resources (producer, interviewer, etc.)
- Funds.
- Transport to enable the production team reach out to the interviewees.
- Equipment – these include the voice or video recording machines.

Impact

The vox populi ultimately leads to improved public service delivery and responses from authorities. They also lead to improved livelihoods.

Research and Survey Reports

Description

A research or survey Report is a document reflecting findings of a scientifically conducted study on a particular subject matter or topic of interest and importance to communities or the country.

PSAf periodically conducts research and surveys in the various thematic areas in order to generate evidence-based information that, among other purposes, inform policy and development interventions, especially for the marginalised and underprivileged rural communities.

Rationale

Research is basically carried out in order to analyse and evaluate an identified existing problem with a view to prescribing solutions to alleviate or end that problem. Interventions need to be informed by evidence-based information.

Objectives

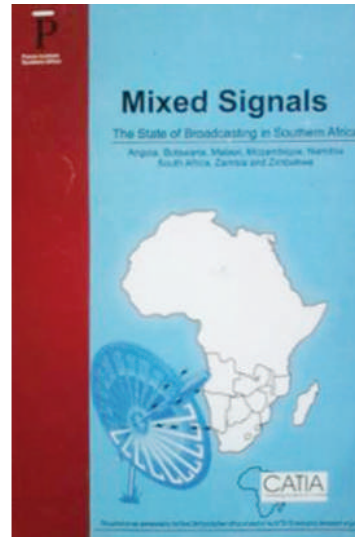
The objectives of a research or survey and the subsequent Report are:

- To promote evidence-based actions that lead to improved livelihoods among the poor and marginalised masses in target communities.
- To influence policy-making and implementation processes meant to promote development among the poor and marginalized communities.

Process

The process of generating Research or Survey Reports includes the following:

- Problem identification.
- Commissioning of the research.
- Data management/processing.
- Report writing.
- Report dissemination.



Survey report
on State of
Broadcasting in
Southern Africa

Resources

A successful research undertaking will draw the following basic resources:

- Funds to finance the entire process and requisites.
- Research personnel to conduct the research.
- Equipment to be used for data collection and processing, and production of Reports.
- Materials necessary to successfully conduct the research.

Impact

Research findings have resulted in policy reforms, behaviour changes, safe practices and improved lives for citizens as a consequence of informed interventions.

Manuals and Toolkits

Description

A manual or a tool kit is a booklet containing learning materials and instructions on how to effectively report on a particular subject matter.

PSAf often produces and distributes manuals or tool kits to media, other information and communication players and media training institutions to aid capacity building and effective reporting for the benefit of citizens.

Rationale

The media plays a very important role in conveying messages to the public on pertinent development issues across thematic areas. In this regard, they need to have a certain

degree of understanding of a particular thematic subject and require guidance on how to ably report on it.

Objective

This methodology is meant to enhance media capacity to generate and publish content that promotes development.

Process

Development of manuals or tool kits is guided by the following steps:

- Conduct training needs assessment to identify the gaps in journalists' capacities.
- Commission the manual development project.
- Develop the manual.
- Circulate the first draft to stakeholders for input.
- Incorporate stakeholder comments as part of validation.
- Circulate second draft.
- Finalise the manual.
- Distribute the manual to the targeted users.



Survey report
on State of
Broadcasting in
Southern Africa

Resources

With regard to resources, manuals or tool kits require the following to produce and disseminate:

- Funds
- Researchers/ Writer (subject matter specialist.)
- Technical specialists in the subject and manual development
- Editor/translator
- Equipment
- Any other necessary materials.

Impact

Manuals or tool kits result in increased content on a given subject matter; enhanced quality reporting on subject matter; increased knowledge of the subject matter by audiences; and improved behaviour, practices and livelihoods.

Contact us

Panos Institute Southern Africa Regional Office

Plot 9028 Buluwe Road
Off Leopards Hill, Woodlands
P.O. Box 39163, Lusaka Zambia
Tel: +260 211 263258 Fax: +260 211 261039
Email: general@panos.org.zm Website: <http://www.panos.org>

South Africa Office

P.O. Box 3286, Parklands, 2121
158 Jan Smuts Avenue, 3rd Floor
Rosebank, 2196
Johannesburg
Email: admin@panos.org.za

Mozambique Office

Rua Castelo Branco, 47 -1st Floor
Malhangalene
Tel/Fax: (+258) 21415549/ 849414984
Mobile: (+258) 823050604/ 848585135
Email: mozambique@panos.org.zm

PSAf is part of a global network of Panos Institutes located in Addis Ababa, Chennai, Dakar, Dhaka, Kampala, Kathmandu, Kingston, London, New Delhi, Paris, Port-au-Prince, Vancouver and Washington

Panos Network Secretariat

Coordinator: Divya Mukand
tel: +91 11 246 15217
fax: +91 11 246 15218
dmukand@yahoo.com

Panos Caribbean

www.panoscaribbean.org

Panos Eastern Africa

www.panoseasternafrica.org.ug

Kampala, Uganda

(regional centre)
tel: +256 414 344231
fax: +256 412 54729
pea@panoseasternafrica.org.ug

Panos Paris

www.panosparis.org
tel: +33 1 40 41 05 50
fax: +33 1 40 41 03 30
panos@panosparis.org

Panos South Asia

www.panossouthasia.org

Kathmandu, Nepal

(regional centre)
tel: +977 1 5521889
fax: +977 1 5544641
psa@panossouthasia.org

Panos West Africa

www.panos-ao.org

Dakar, Senegal

(regional centre)
tel: +221 849 16 666
fax: +221 822 17 61
info@panos-ao.org



Vision: A Southern African community
that drives its own development