**COMMUNITY WOMEN
BROADCASTERS
MASTER TRAINER WORKSHOP**

Organized by

Commonwealth Educational Media
Centre for Asia

6 – 9 March, 2013

Venue: Barbet Tourist Resort

Sohna, Haryana

Introduction

As part of CEMCA's continued support to community radio in India, under the current three-year plan (TYP) 2012-2015, CEMCA has undertaken an initiative to enable community women to engage more effectively and meaningfully with community radio and expand their learning opportunities. The activity is focused on identifying community women with leadership potential who were involved with community radio in some capacity and build upon their media literacy and leadership skills at a master trainer workshop in a Community Women Broadcasters' Train –the Trainer (CBW TOT) mode. As this objective also resonated with the goals of another project of CEMCA, on "Enabling Media Access for community's Self Expression'' supported by Ford Foundation. CBW TOT was launched as a combined initiative that would enable the community women to become good broadcasters as well as trainers, who in turn could train other women in the community, leading to an increase in participation in community radio. Under the cascade model, post training CEMCA supported each of the participating CRS to conduct a local level training with the help of the community women master trainers. Two TOTs were planned with a group of community radios stations in the Northern India, and the second training in Southern India.

The residential workshop for northern region as held was held from 6-9th March, 2013 at Barbet Resort, Sohna, Haryana, a resort near Delhi.

Workshop Objectives

The main purpose of the workshop was to nurture a core team of women as broadcasters and trainers by equipping them with skills to plan, design and organize training at local level for other community women to engage with their community radio. Specifically, the objectives were build capacities of the community women to:

- develop interpersonal and group communication skills
- understand basics of communication especially behavior change communication
- engage with different aspects of CR station management in non-programmatic areas
- develop programme content in a systematic to aid learning
- train a group of community women locally, so as to increase their engagement with the CRS
- plan, organize and conduct a training programme
- plan outreach and community mobilization activities

Methodology

Selection of CRS

Community radio stations were selected keeping two aspects in mind- commonality of language and their track record of community engagement , based on the baseline information available from different sources like the C R Compendium and CEMCA's previous engagement with them. With the exception of one CRS, all others were NGO based. The six stations selected for the training were as under:

1. Alfaz-e-Mewat, Haryana
2. Radio Mewat, Haryana
3. Radio Dhadkan, Madhya Pradesh
4. City Montessori School, Lucknow, Uttar Pradesh
5. Voice of Azamgarh, Uttar Pradesh
6. Tashi Delek, Himachal Pradesh

Selection of participants

Three participants were invited form each CRS- a station representative (preferably female) and two community women, who were already engaged with the CRS at some level, in order to ensure that the women were familiar with the CR station. In a cascade model, the success of the training depends to a large extent on the ability of the master trainers to motivate and train others hence community women participants were selected with care, on the basis of their profile provided by the CRS. Two aspects were given importance in this regard- prior engagement of the

women in CR and their commitment to continue working with the CRS. Profile details were sought on a proforma provided by CEMCA prior to the workshop.

Training Method

The workshop followed a learn-by-doing strategy. All the sessions were interactive, interspersed with activities, group work, discussions and presentations. Every thematic session had a demonstration, a role-play, a game and or a group work. Thus every major learning point was underscored both with an example and an exercise where participants got an opportunity to put into practice what was discussed in the sessions.

For most of the community women, this was their first exposure of travelling outside their community to participate in a formal training. Most of them only spoke their native language, and had also not interacted with members of other CR communities.   Language of training was thus of great importance. As Hindi was the commonly understood language , the training was conducted in Hindi and presentations in English were translated.

Sessions Report

Day I (March 6, 2013)

Mapping Expectations & Introductory Session

In the first session participants were asked to fill a pre workshop form, where they indicated the ways in which they had participated in their CRS and also listed some areas where they felt that they could make a contribution in future.

Activity: Filling up pre workshop expectation forms and introducing each other

This exercise was very useful in order to map the expectations of each participant from the workshop and it gave an opportunity to understand their engagement with their respective CRS. This was followed by a brief introduction of the Master Trainer Workshop by Ms.Rukmini Vemraju, , where objectives of the workshop were discussed.

An ice breaking activity was introduced, in order to motivate the participants to know more about each other. The participants were divided into pairs and were asked to talk to each other for a few minutes and then introduce their partners. This activity helped in participants mingling

with each other and forging new friendships, especially for the shy ones who rarely spoke with people they did not know.

Behaviour Change Communication

The first thematic session was on basics of communication and different aspects behavior change communication. The session began by asking a question in Hindi to one of the participants "did you have your food?" the participant answered "yes". However, when the same was asked in another language, Tamil, the participant could not reply due to lack of knowledge of Tamil. Again, when a physical gesture accompanied the Tamil question, the participant was able to understand to some extent and also respond. The importance of shared context, meaning, non-verbal aspects of communication were explained. As participants had varying levels education and work experience, it was important to explain all concepts by giving simple and appropriate examples to underscore main aspects and relate these to radio programmes like:

➤ While making programmes for a community radio, one should always be mindful of the local cultural context, language and dialect of the community.
➤ Programmes should take into account three aspects of communication: shared language, shared context and shared symbols and meaning.

The key to good behaviour change communication was explained by borrowing a concept from Health Communication Project of John's Hopkins University , Baltimore (USA) who identify seven c's of good communication as:

Seven C's of Communication

1. Command Attention
2. Clarify the message
3. Cater to the Heart and the Head
4. Create Trust
5. Communicate a benefit
6. Call to Action
7. Consistency Counts

This was followed by a discussion on steps in behaviour change communication from the classic model that identifies these as: Awareness, Knowledge, Contemplation, Intention, Trail, Adoption and Telling Others. The corresponding approach to content by choosing the right appeal at each stage were also elaborated as Information, Persuasion, Encouragement, Negotiation, Discussing benefits, Providing support, and Offering praise.

Programme Development Tools

The next session dealt with several content development techniques to forge a greater understanding of the theme and tuning in to listener needs and abilities like -- choosing a presentation format, arriving at duration of the programme and the timing of the radio programmes. The concept of developing a message matrix was introduced based on the following key questions:

- Identifying a problem/issue (Why is it seen as a problem and by whom?)

- What are people currently doing? (negative behaviour)

- What are the results/consequences? (negative consequences)

- What could/should they do? (positive behaviour)

- What will be the effect/benefits of that? (positive consequences advocated by the program

Formats

This topic generated a great deal of interest among the participants as most of them had not explored many formats beyond interview and drama. Questions addressed during the discussion were:

- What are the different formats? (drama, feature, radio magazine, role play, discussion, docu-drama, theme songs set to popular folk song tunes etc)
- What role does content play in determining a format (how to choose a format)
- What other factors need to be kept in mind while choosing a format (skills of producers, financial resources, time available, audience appeal/appropriateness etc)
- What formats help engage listeners better and help them learn?

Group Activity: Participants were then divided into four groups. They discussed about the possible themes that must be covered in their CR and out of that discussion, they chose a topic and developed a content based on five questions of message matrix.

Day 2 (March 7, 2013)

The second day started with the recap of the previous day by participants. The four groups presented their work using the idea of message matrix. Detailed discussion followed. *(Details of Group Work, Annexure II)*

The group activity was followed by a discussion of understanding issues related to planning 'On Air' (broadcast) and 'Off Air ' (non-broadcast) programme production activities in a CR Station. Here, participants were asked to list down the non-programming activities and in the discussions that ensued many activities like getting feedback from listeners, plans to engage new partners, technical issues, publicity outreach activities, community engagement through narrow

casting, sharing and reporting on training workshops were identified as areas where the participants could make a contribution.

This session was followed by a   presentation on enhancing facilitation and presentation skills.

Session on Facilitation & Presentation skills:

The main points discussed were: that as facilitator, one needs to:

➢ Obtain feedback from participants at every stage.

➢ Revisit and recap each important point covered to ensure that all participants have got the gist correctly.

➢ Pose questions/problems that participants can think about and arrive at solutions

➢ Discourage domination or over participation by a few individual participants , and,

➢ Encourage and ensure that every individual is participating and contributing to the discussion

Importance of planning in making programmes effective

The session was tailored to help participants engage more deeply with the content and the discussion covered the following points:

• What/how to plan to make programmes more effective?

• Can your programmes make listeners change their opinions, attitude, behaviour?

- Is the programme preaching a solution or is it being made sensitively, showing empathy?
- When a topic is being thought of, ask the question" why is this seen a problem? Who sees this as a problem? The community? The CRS? Sponsoring agency?
- Are other organisations in the area working on this thematic area?

Post TOT Workshop Activity Planning Session

The thrust of the TOT was to enable the participating CRS to conduct their own workshops at local level to bring more women into their CRS. This session focused on post workshop activity planning. The discussions focused on various aspects of planning the local workshops in terms of pre, during and post workshops activities reporting and documentation. Group activity included preparing the workshop agenda, content and session planning.

Day 3 (March 8, 2013)

The third day, participants visited to CRS Alfaz-e-Mewat , who were also participants of the workshop, to celebrate International Women's Day at an community event organized by the CRS. This was a unique experience for participants as it gave them an opportunity to meet and share the experiences with another community and learn about a different culture, lifestyle, language, music, etc. One community woman from each CRS was invited to share their experiences and address the audience. The women felt honoured and recognized and this became one of the high points of the workshop, enjoyed by all.

Post the field visit, participants provided a recap of the activities of second day followed by presentations by each group detailing their workshop planning. Inputs were provided for additions and improvements as required.

Day 4 (March 9, 2013)

As every day, the day began with a recap of the sessions of previous day by the participants. Being the last day of the workshop, the last session was devoted to an interactive discussion on a range of topics related to radio production, management and operations. Discussions covered topics like : Elements of radio programme- spoken word, music and effects, connecting with the audiences, proving complete information by anticipating and addressing questions-the importance of covering 5W's and H in a story i.e. . What, When, Who, Where , Why and How.

The last session of the workshop was feedback where participants reflected on four questions.

- What did they like the most about the workshop?
- What did they not like or found difficult about the workshop?
- How would they plan their own workshops (taking cues from what they liked/disliked)
- What inputs/resources could they mobilize to implement their plans?

The workshop ended on a positive note with distribution of certificates of appreciation and feedback from the participants. Post workshop forms were distributed and participants responded to the same questions answers in the pre workshop questionnaire.

At the end, the pre workshop and post workshop forms were put on display for the participants. They saw and observed the changes in their thoughts from the beginning till the end of the workshop. *(Evaluation of Pre &Post Workshop Questionnaire, Annexure 3)*

Feedback and Suggestions from Participants

- As the participants belonged to CRS from different places, they appreciated the environment of the workshop as it made them feel like a family.
- They learnt to identify the problem in the community and to plan a programme based on message matrix.
- The workshop sessions were interactive, engaging, very simple and clear. This helped to enhance active participation of all participants.
- To make the presentations simpler and in Hindi, so that participants could use these in their community.
- A training module could be developed and circulated among the participants.
- Inclusion of audio programmes/recording for radio formats, graphical representation for 7C's and other sessions.

- To form a discussion forum for the north and south CRS, where ideas can be shared and exchanged post the community level workshop.

ANNEXURE 1

List of Participants

S.NO	NAME OF PARTICIPANT	CRS	PHONE	EMAIL
**TOT WORKSHOP FOR COMMUNITY WOMEN BROADCASTERS** **6-9th March, 2013, Barbet Resort, Sohna**
1	Soma Ghosh	CMS Radio	9452597608	soma1741@yahoo.com
2	Malti Rawat	CMS Radio	9919486650	rksingh34@rediffmail.com
3	Nadini Balmiki	CMS Radio	7879606236	rksingh34@rediffmail.com
4	Seema Bharti Srivastava	Voice of Azamgarh	9899211624	sriv.seema@gmail.com
5	Rahat Bano	Voice of Azamgarh	786788433	info@voiceofazamgarh.com
6	Nidhi Gupta	Voice of Azamgarh	9812913299	info@voiceofazamgarh.com
7	Vandana	Tashi Delek	9796400987	phuntsok@tcv.org.in, manager@tashidelekfm.com, ktsewang@gmail.com
8	Radha	Tashi Delek	9418437746	phuntsok@tcv.org.in, manager@tashidelekfm.com, ktsewang@gmail.com
9	Shahid Hussain	Radio Mewat	9991604813	radiomewat90.4@gmail.com
10	Nisha Malik	Radio Mewat	9812913299	radiomewat90.4@gmail.com
11	Sunita Mishra	Radio Mewat	9991758616	radiomewat90.4@gmail.com
12	Arti M Grover	Alfaz e Mewat	9971695935	arti.manchanda@irrad.org
13	Kunti Gupta	Alfaz e Mewat	9813841421	arti.manchanda@irrad.org
14	Savita Verma	Alfaz e Mewat	9728403631	arti.manchanda@irrad.org
15	Baby Raja	Radio Dhadkan	9425743959	sambhavshivpuri@gmail.com
16	Renu Ojha	Radio Dhadkan	9993884836	sambhavshivpuri@gmail.com
17	Mamata	Radio Dhadkan	9630697024	sambhavshivpuri@gmail.com
22	Rukmini Vemraju	CEMCA	9910054984	rvemraju@col.org
23	Jayalakshmi Chittoor	CEMCA	9811309160	jchittoor@gmail.com
24	Poonam Shrivastava	CEMCA	8826132988	poonamshrivastava17@gmail.com
25	Vineeta Khatri	CEMCA	9971507505	vineeta.khatri.88@gmail.com

Group Work

Group I Radio Panchi

Team: Arti M. Grover, Nisha Malik, Mamta Gupta, Radha
Topic: Issues of Pregnant Women
Message Matrix:

❖ Challenges: Lack of awareness, myths and traditional practices that are harmful
- Girls are a burden (social pressure and preference for boys)
- Lack of nutrition (maternal mortality)
- Lack of empowerment and confidence
- Weak child (infant mortality)
  People do not know that ASHA worker is there to support pregnant women through their pregnancy
- Gap between two pregnancies are short and it leads to loss of health of the women
- ANM's role in awareness and vaccination requirement during pregnancy and importance of birthing in hospital, iron supplementation due to anemia
❖ Positive Impact
• Good health
• Good Food Nutrition
• Reduction in maternal mortality
• Reduction in weak children's birthing

Group II Radio Himalaya

Team: Vandana, Seema Srivastava, Shoma Ghosh, Varsha Verma
Topic: Women's Empowerment
Message Matrix:

❖ Issues:
- Needs of women
- Lack of money for fulfilling needs
- Inability to educate children
- Patriarchal society (unequal status), negative social norms
- Woman is not considered a person but as a commodity
- Discrimination between boys and girls, and often denied access to education (for girls)
- Lack of awareness on women's empowerment issues

❖ IMPACT:
- Victim of domestic violence
- Suicides
- Forced to be divorces
- Multiple marriages by spouses
- Economic empowerment
- Awareness
- Social support through organizing (SHG)
- Raise voice to articulate their views in society
- Empowerment – Vaqt hamara hai, a series of 5 episodes has been planned by us

Suggestion: Need to narrow the topic and rework for economic empowerment

Group III Radio Mausam

Team: Rahat Bano, Renu Ojha, Shahid Hussain, Malti Rawat
Topic: Registration of Births
Message Matrix:

❖ Issues:
- Births at home
❖ Negative behaviour
- Difficulty in getting admissions (due to lack of birth records)
- Finding Age is difficult without this
- ANM is absent
- Social and cultural barriers (many children)
❖ Positive behavior & Benefits
- Important for identity
- Useful for jobs
- Registrar of Births, deaths, caste certificate etc. are critical

Suggestions: Need to broaden the discussion and include more points.

Group IV Radio Gulab

Team: Kunti Gupta, Nidhi Gupta, Sunita Mishra, Nandini Balmiki, Baby Raja
Topic: Migration
Message Matrix:

❖ Issues:
- Periodic migration to urban areas (this is a broad topic)
- Why? Exploitation, bonded labour, lack of adequate wages to workers, different wages for women, women's exploitation
- What are the consequences to migration?
- What should they do to avoid migration? What are their alternative employment/ earning opportunity?
- How will it change the face of their future?
❖ Negative consequence
- Addiction, drinking, gambling, put their houses on mortgage
- Domestic violence due to addiction
❖ Impacts: Children of migrant labour cannot get education, lack of money for health care, elderly are neglected,
❖ Positive: Educating children of migrant labour, SHG (savings and credit group), address the issue of local employment opportunity, saving money, NGOs who educate children of migrant workers, addressing the issue of drinking/gambling
❖ Suggestion: Need to narrow down the topic as it is at the theme level, also there is confusion about whom are we addressing those who are already part of the migrant labour or those who are thinking of migrating?

ANNEXURE 3
COMMUNITY WOMEN BROADCASTERS
MASTER TRAINER WORKSHOP
Evaluation (Pre &Post Workshop Questionnaire)

No	Name	CRS Name	Before Workshop	After Workshop
1	Shahid Hussian	Radio Mewat	1.Editing, anchoring & coordination 2.Station Manager, Production	1.Editing, anchoring & coordination 2.Want to continue as station manager production head& trainer
2	Nisha	Radio Mewat	1.Anchoring,editing,recording, participation in women's and Panchayati Raj programme	1.Anchoring,editing,recording, live broad cast and the part of program "Gali Gali Sim Sim" 2. Want to associate more women with the station, more programmes for children and awareness for education specially for girls
3	Sunita	Radio Mewat	1. Live Phone-In programme	1. Live Phone-In programme, 2. Want to motivate maximum women to the CRS and want to see some changes in society through the CRS
4	Renu	Radio Dhadkan	1. Arrange meeting of Community women, raise issues and help programming team in sourcing folk music for programme.	1.Get more volunteer for the CRS, training program, narrowcasting , have more program based on local problems and provide a better platform for women. 2. Organize meetings , identify new issues for programme and take part in the programming. 3. Organize a training program like this workshop, have more issue based programme and have feedback

5	Mamta	Radio Dhadkan	1.Community Engagement, involvement in vaccination programme, programme on girls health and hygiene, 2 Motivate people to listen to CR and create awareness regarding cleanliness	1. Community engagement, vaccination programme, program on girl's health and hygiene and content management. 2. More issue based program which will be focus communities problems, have street plays and 3. Organize community women meetings for better participation and listenership.
6	Baby Raja	Radio Dhadkan	1. Station Manager, anchor, script writer and editor.	1. Station Manager, anchor, script writer and editor. Report writer. 2. Conduct training program for women broadcasters and Issue identification
7	Arti M Grover	Alfaz-e-Mewat	1. Establishment & licensing Process, radio production and broadcasting and strategy formation and management of CRS 2. Make programmes, management and station operation, facilitating station establishment and initiating the CRS.	1. Make programmes, management and station operation, facilitating station establishment and initiating the CRS. 2. Using the new community learning programme method & issue matrix approaches to make creative Radio Program, aim to bring about behavior change communication, make the station sustainable by enabling community participation.
8	Savita	Alfaz-e-Mewat	1.Worked as a volunteer, recently joined CRS 2. Content Management, editing. Acquiring more knowledge on CRS.	1.Work as a volunteer, editing and mixing 2. Content Management, editing, and script writing and willing to help in training program.
9	Kunti	Alfaz-e-Mewat	1. Live broadcast, Participation in events and program planning. 2. Awareness program, RTI	1. Live awareness program, live phone-in program. Be an expert for the programme 2.Training program, program for

			based program and some problem solving program for women.	women and programming
10	Radha	Tashi Delak	1.Anchoring,editing and Programming	1. Script writer, programme management and represent our organization better in the programme. 2.Editing, more listener group and want to be manage the station.
11	Vandna	Tashi Delak	1.Anchoring, programming 2.Editing.	1. Script writer, programming 2.Improve Script writing and editing 3.Engage more women
12	Nidhi	V.O.A	1.Programing,recording and talk to callers 2.Anchoring,editing and drama	1.Programing,Recording and talk ingto callers 2.Make better programmes 3.Help in training
13	Seema Bharti	V.O.A	1.Community Engagement, program me production, managerial Work 2. Organize road shows, more programs with common people and search more talent, increase the hours of broadcasting.	1.Programming,management,day today work 2. More listeners for CRS, increase the hours of transmission 3. Focus on more programmes on behavior change communication
14	Rahat Bano	V.O.A	1.Anchoring,script writing and assistance 2.Education,agriculture and for Children's	1.Anchoring,script writing and assistance 2.Education,agriculture,girls education and for Children's 3.Make better programmes and training
15	Soma Ghosh	CMS	1.Phone in program, community engagement ,editing, mixing 2.Health,agriculture,women empowerment	1.Phone in program, community engagement ,editing, mixing and village visit 2.Health,women issues and Child development 3.Engage more community

				women and training
16	Malti Rawat	CMS	1. Anchoring, script writing and live transmission. 2.Community engagement, programming and hands on Computer	1. Anchoring, script writing and Live transmission. 2.Mixing,capsule making and other works for Radio 3.Engage more community women and training
17	Nandini	CMS	1. Anchoring, script writing live transmission, cookery and story based program 2. Field visit, community engagement and hands on computer.	1. Anchoring, script writing Live transmission, cookery and story based program, Knowledge of new editing Software's. 2.Make our own program, learn programming and want to be a good RJ 3.Engage more community women and training

ANNEXURE 4

Agenda for Community Women Broadcasters Master Trainer Workshop
Barbet Resort, Sohna, Haryana, 6-9 March 2013

DAY – I (6.03.2013)		
10:00 – 10:30	Introductory Session	Introduction of Participants Pre Workshop Questionnaire
10:30 – 11:45	Outlining the Objectives	Facilitated by CCFC Team
11:45 – 12:00	**TEA BREAK**	
12:00 – 13:00	7 C's of Behavior Change Communication and Message Matrix	Presentation by Rukmini Vemraju
13:00 – 14:00	**LUNCH**	
14:00 – 14:10	Focusing on Content – Themes and Formats – An overview	Presentation by Rukmini Vemraju
14:10 – 16:00	Understanding and focusing on Themes	Interactive Session and Group activities
16:00 – 16:30	**TEA BREAK**	
16:30 – 18:30	Understanding and focusing on Formats	Interactive Session and Group activities with 4 work groups
DAY – II (7.03.2013)		
10:00 – 10:40	Recap of Day I	Presentation by Participants
10:40 – 11:30	Understanding Non Programme Activities In a CRS	Interactive Session within 4 work groups
11:30 – 12:00	**TEA BREAK**	
12:00 – 13:00	Open House Discussions	Presentation by Participants Q&A
13:00 – 14:00	**LUNCH**	
14:00 – 14:30	Enhancing Facilitation and Presentation Skills	Presentation by Jayalakshmi Chittoor
14:30 – 15:00	Q&A	
15:00 – 15:30	Improving your planning	Presentation by Vineeta Khatri and Poonam

	capability	Shrivastava
15;30 – 16:00	Q&A	
16:00 – 16:30	**TEA BREAK**	
16:30 – 17:00	Post Workshop Activity Planning and Reporting Template	Presentation by Rukmini Vemraju
17:00 – 17:30	Q&A	
17:30 – 18:30	Session on Planning the TOT & Preparation of Agenda	Interactive Session within 4 work groups

DAY – III (8.03.2013)		
10:00 – 13:30	Field Visit to Alfaz e Mewat	All participants to participate in event at CRS
13:30 – 14:30	**LUNCH**	
14;30 – 14:45	Recap of Day II	Presentation by 2 members of the CRS
14:45 – 15:30	Planning the TOT	Interactive Workshop Session with 7 Groups (one group representing one station)
15:30 – 16:00	**TEA BREAK**	
16:00 – 18:00	Overview of Training Tools	Presentation by Rukmini Vemraju
16:30 – 18:00	Workshop Activity	Each group (one group representing one station) to work out their detailed plan
DAY – IV (9.03.2013)		
10:00 – 11:30	Recap of Day III Learning	Presentation by 2 members of the CRS
11:30 – 12:00	Consolidated Work Plan	Presentation by 7 Groups (one group representing one station)
12:00 – 12:15	**TEA BREAK**	
12:00 – 12:30	Feedback	Participants to fill out the post-workshop form
12:30 – 13:00	Importance of Feedback	Interactive Session with discussions
13:00 – 14:00	**LUNCH**	
14:00 – 14:30	Group Photo and Closing Remarks	Ms.Rukmini Vemraju
14:30 – 15:30	Reimbursements & Departures	