

# Children & Media

## *Taking the Community Radio concept to Children & Communities*

### A Report

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**Workshop dates:** Mumbai (June 8-10, 2016), Patna (June 13 -15, 2016)

**Resource Persons:** Pooja Murada, Arti Manchanda, Mufti Riyaz, Rubina Andrews, Imran Majid.

**Initiative Partners:** Save the Children & CEMCA

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Patna, June 2016. Children and Mothers discussing what issues they need to take up while making a community radio programme. The community radio capacity building workshop was attended by 33 participants.

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Save the Children and CEMCA came together to introduce the community radio concept and build capacities of children & communities in Mumbai and Patna. The initiative is a introduced Community Radio as a communication support mechanism to enhance community mobilization & BCC for Save the Children's Urban Resilience Programme in Patna and Mumbai.

The initiative supported three day capacity building workshops on community radio for children and mothers in Mumbai and Patna.

- It introduced participants to key issues related to disaster risk reduction and preparedness relevant to their lives and

- Initiated hands on training for producing radio programmes
- The Mumbai workshop was attended by 30 participants, whereas the Patna workshop had 33 participants. The participants were from social mobilization groups like Children's Groups, Mother's Groups and Child Protection Committees created by Save the Children in their intervention areas.



Mumbai, 8th June. Mufti Riyaz from Save the Children discussing issues related to the term "disaster"

Day one of the three days training started with introduction and ice breaker games. Save The Children's DRR team then gave an introduction about DRR, urban resilience and disaster to the trainees. Types of disasters were discussed and videos were shown to give trainees a clear picture about DRR and resilience. Trainees were engaged in group activities and discussions during which

they came up with points as to how they can prevent and be prepared for a disaster.

This led to a discussion about the importance of communication and the various mediums of communications during a disaster. The trainees listed various mediums of communication and the experts discussed the practicality and usage of each medium in details through which the importance of radio was brought to light. The trainees were also given examples of how children can use it to voice their opinion and bring a change in their community through this medium.



Figure 1 : Patna , June 2016. Imran Majid from Save the Children discussing issues related to the term "disaster"

By the end of the day the trainees were prepared and were looking forward to the next two days of training about community radio and radio program production.

The second and the third day of the three day training on 'Children and Media' were dedicated to learning about radio especially community radio as a participatory tool to share concerns and issues of communities living in urban slums in cities.

Following is a brief of the training methodology and activities done with the participant groups constituting mothers and children from slums, and local NGO partners of Save the Children to drive home the message of how and why to use radio as a medium.

Day one of the training began with introduction of participants and orientation about the various information channels available to them and the types of content through those channels. A comparison was drawn between content presented to us by commercial channels Vs. a participatory content through a media channel from within the community. An analyses and effectiveness of both types of content were discussed. Various content types were categorized viz; entertainment, information, education and news through discussion with participants.



Figure 2. Mumbai, June 2016. Community Radio specialist, Ms Pooja Murada demonstrating to children the steps they need to take to make a good radio programme.

The third session of the day was an introduction to radio where participants

listened to some statements and moved in agreement or disagreement of that statement. The purpose was to show the different opinions on the same statements

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Session four was an introduction to participatory radio formats where the trainees were first familiarized on the popular formats of programs (Drama, Interview, Storytelling, voxpop, magazine, phone-in, panel discussion, news bulletin, features based on facts). Trainees were then divided into groups and given a local news item to read. Based on the reading and discussion, they chose one format and presented it in front of others.



Patna, June 2016. Children participating in a group exercise during the community radio workshop.



Session five used fun filled games to touch upon program ethics including trust, confidentiality, permission, use of appropriate language, and being non-political and secular in our approach. These take aways from the activity was extrapolated to the community and explained how these function in our community.



Session six laid the context to issue identification. The trainees were shown still photographs related to the stages of disaster, people around us and were asked to share the context of the picture, the people in it, what would have happened, where these people belong to etc. As an analysis of this activity, the trainers explained how we judge everything we see around us so easily, which unknowingly creeps into our programs and messages. As a practice, we must watch out for these things and try to probe deep into the issues, talk to people and include their voices.



The second and the last day of training began with reflections from the first day. Further the trainees were asked to share the issues they face in their communities. This long list of issues was then clubbed into themes/categories such as water and sanitation, governance, health, education, and so on.

Patna, June 2016. Children participating in the community radio workshop

The trainees were then asked to weigh the main issues and sub issues on three basic criteria:

- Is the issue tangible?
- Can behaviour change be a solution to the issue/problem?
- Are there other people/stakeholders who can help you to address these?

If the answer to all three of the above is yes, it makes for an issue that can be highlighted in a program.

The trainees were engaged in a game on participation and how together as a group we all can achieve the desired result. The following session was based on group work where each group chose one issue and tried to identify sub issues under it. They also discussed what kind of actions are currently being done in



Patna, June 2016. Children participating in an exercise and playing a game during the community radio workshop.

the community related to that issue and the outcome of that action. Further they brainstormed on what can be done differently, set goals and target for a positive impact on the community.

Before the group work, the trainers shared tips for writing for radio and things to be kept in mind while scripting.

Few tips explained were:

1. Write as you speak. Be conversational.
2. Don't generalize. Be concrete, Give examples.
3. Provide a bold beginning. Rule of 3-30-3 (3 sec, 30 sec, 3 min)
4. Make a strong ending. Call to action or food for thought.
5. Use simple words, ideas, and sentences.
6. Repetition is the essence of radio.
7. Your ideas are your message.
8. Do not present too many ideas in one program.
9. Be personal and informal. Use 'I', 'You', 'Your'. Talk to a friend.



Patna, June 2016. Community radio specialist, Ms. Arti Manchanda discussing the art of writing a good radio script

10. Avoid technical terms, if important to use, explain them.
11. Avoid too many numbers.
12. Be timely. Choose topics that are relevant to the needs of our audiences.
13. Proximity of events attracts listeners.
14. Be clear in your message.



Patna, June 2016. Children performing and recording a section of the radio programme

Post this, the groups worked on their respective topics. The trainers recorded one of the groups to playback their voices and give everyone a flavour of radio and how basic editing such as adding music and removing unwanted noise and gaps can enhance the recording.

The groups came back and presented using various formats including drama, panel discussions, songs, and magazine.

The training closed with a wrap up and feedback from the group. The trainers in consultation with Save the Children identified children who can take the lead to make programs and the local resource centers including partner NGO offices can facilitate the process.



Patna, June 2016. Children take a lesson in script writing to make a radio programme.

### **Recommendations:**

The group at both the locations were committed and enthusiastic; many participants have been associated with the children and mothers' group and have a fair idea of the work being done with them on disaster preparedness. The group now has basic understanding of communication for a cause and presenting it on a media/ community radio.

We feel there is great strength in the children groups to make short dramas on issues around them to sensitize others on the topics. Given a consistent push and little help, they can produce well scripted dramas.

Since there is no community radio channel available in close proximity, we suggest narrowcasting of programs made to initiate and promote community dialogue on those issues for solutions to emerge.

After some experience and hand holding, the programs produced by the groups will be of a quality that can be aired through AIR by taking up a slot.

We will be happy to extend any further training requirement and help in scripting and packaging the programs and use our community radio to air few programs which are suitable for our area.



Patna, June 2016. A group photograph of participants at the Community Radio workshop.