

Application Form: Liz Hughes Award for Her Farm Radio



This award recognizes radio stations and producers who are dedicated to serving women listeners. Their radio programs address and advance gender equality. They may share the experiences and opinions of women, or address issues of concern to women. Farm Radio International developed this award in memory of board member Liz Hughes.

In rural sub-Saharan Africa, women play an important role in farming, family, and the community. Yet they are more likely to experience extreme poverty, malnutrition, and poor health. They are also likely to have less access to and control over resources, including information. It is essential that radio programs serve the needs and interests of women as well as men. In this way, both women and men can benefit from the information shared, and have the potential to contribute to community development.

[Learn more about gender equality issues in land rights](#) in this backgrounder. [Learn more about how to serve women farmers well](#) in this Broadcaster how-to guide.

The winning broadcast team will receive a certificate and a \$1,000 CAD prize in recognition of their excellent work.

Eligibility:

Any radio station in sub-Saharan Africa may apply for this award. This award is for a radio station / program team and broadcasters / station managers should submit on behalf of the team. Stations may submit more than one application if applying on behalf of different programs.

Note: "Program" refers to the program as a whole, and "episode" refers to individual (weekly or daily) broadcasts of the program. Please do not submit applications for multiple episodes. Use your best episode as the example in the application, but only one episode per program will be accepted.

Applicants are asked to submit a recording of their program with their application so that we may hear the quality. Please select an episode that was broadcast in 2021. We understand that programs are broadcast in many local languages. Please provide a transcript so that we can understand what is being discussed in the episode.

Past winners are invited to be part of the judging panel for this award and so are not eligible for applying for 5 years after their win.

The deadline to apply is October 1, 2021. Submit your application form, program lineup, and recorded episode to radio@farmradio.org with the subject line: **Liz Hughes Award for Her Farm Radio**



Applications will be accepted in English, French, Amharic, Swahili, and Hausa. The episode recording may be in the language of broadcast. Please provide a summary of the episode.

Station Details:

Name of station: _____

Country: _____

City/Region: _____

Name of station manager: _____

Email: _____

Phone number: _____

Approximate reach of the station: _____

Program Details:

Name of program: _____

Focus of program: _____

Duration: _____

Time/Day of broadcast: _____

List all the staff involved in producing and broadcasting the program, including their gender. This may include manager, producer, host, presenter, reporter, technician. If women hold other management positions at your station, please note that as well.

| Name | Role | Gender (M/F) |
|------|------|--------------|
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Please attach examples of a typical program lineup / runsheet as a Word document or a PDF.

Main Application:

1. What is the purpose of the program? Who is your main audience and what are their main characteristics?

2. How do you address gender equality? How do you improve listeners' understanding of gender equality? Please tell us what topics you discuss.

Please tell us about how your program addresses women's rights, the role of women in decision-making, women's access to and control of information, etc.

3. How does this program serve women listeners? How do you ensure that your program promotes the many roles of women?

You may share an anecdote that shows local gender stereotypes and how your program has tried to address these. For example, do you talk about men and women in non-traditional roles? Do you talk about women growing cash crops, women as leaders, or men's contribution to health and nutrition?

4. How do you produce the program to meet these objectives around gender equality?

Please describe how you include women and women's issues in each step of planning and producing your program. For example: How are women included in the planning process? Do you have a woman host? Do you consult women experts? Is a women's organization involved in the planning of the program?

5. Describe how women's and girls' voices are included in the program. Feel free to also include examples of how you engage men in talking about gender equality.

(For example: through vox pops, in-station interviews, Uliza polls, panel discussions, field recordings, etc.)

6. What challenges have you faced while producing this program? How did you overcome these challenges?

If possible, please pick an example that shows your effort to advocate for gender equality. For example, has it been challenging to engage women in the radio program? Has it been challenging to find female experts to interview? Have you had difficulty discussing certain sensitive topics on air?

- 7. How has this program impacted gender equality in your area? Describe any changes in your community since airing the program. If possible, share examples of how gender equality is improving in your region.**

For example, what feedback have you heard from listeners? Have you had any impact at the household or community level? Has there been a change in the roles and responsibilities of women? Have discussions been held?

- 8. You must include an MP3 recording of an episode of your program that was broadcast in 2021.** Please include a transcript or summary of the episode. *We understand that you likely broadcast in a local language. Please include information on the topics discussed, who was interviewed, and the ideas shared. This is all important to our evaluation criteria.*