



Do you ever find yourself searching for information about a specific crop, wanting ideas on how to create a drama for your farming audience, or wondering how to involve women farmers in your program? FRI has many resources that can help you—read this guide to learn more.

# GUIDE TO RESOURCES FOR BROADCASTERS

**FARM RADIO INTERNATIONAL (FRI) AIMS TO SUPPORT ALL AFRICAN BROADCASTERS TO DEVELOP HIGH-QUALITY RADIO PROGRAMMING FOR RURAL COMMUNITIES.**

FRI's resources celebrate and promote radio and small-scale farmers. Our resources are:

- Accessible and available to all broadcasters in sub-Saharan Africa at low or no cost.
- Responsive to the needs of farmers and broadcasters.
- Relevant (appropriate language, formats, and topics).
- Interactive, connecting broadcaster to broadcaster, broadcaster to farmer, and broadcaster to FRI and other organizations.

FRI offers two types of resources to help broadcasters create high-quality radio programs:

1. Information on agriculture and rural development: Content on topics which are relevant to farmers and others in rural communities.
2. Training: Written and online learning opportunities to help broadcasters improve their professional skills and abilities.

## FRI RESOURCES INCLUDE:



### FARM RADIO RESOURCE PACKS (FRRPs)

[scripts.farmradio.fm](https://scripts.farmradio.fm)

FRI has created hundreds of written resources on a variety of agricultural and rural development topics just for you! FRRPs consist of **scripts** or **information documents** that provide broadcasters with either a brief or detailed overview of a subject.

The following are the types of **scripts** and the ways they can be used:

#### INTERVIEWS can:

- Serve as a basis or inspiration for farmer programs on similar topics, including phone-in or text-in programs.
- Be translated and adapted as necessary to suit local conditions, then performed as dramatized interviews.
- Act as a model to help you prepare for interviewing experts and other program guests.

#### DRAMAS can:

- Be read by local actors, or (for very short and simple dramas) by broadcasters themselves.

- Be adapted to suit local conditions, both in terms of crops and farming practices, and cultural issues.

**TWO-HOST PRESENTATIONS** are scripted conversations between two radio hosts. They are a good way to:

- Present two sides of a debate and discuss the benefits and challenges of each perspective.
- Create a simple dramatic situation by, for example, having one host play a comedic role and the other play a more serious role. Such situations can be used to promote simple farming practices, development messages, and other ideas.

The following are types of **information documents** and ways they can be used:

**ISSUE PACKS** contain a wealth of background information on key agricultural topics, providing a detailed introduction for broadcasters wanting to know more about a subject. The information in issue packs (including lists of audio and video resources) can inform any farmer program on the

same topic and suggest topics for phone-in and text-in programs. Broadcasters can contact the resource organizations listed in the Issue pack (or the equivalent organizations in their own country) and interview experts about the most important aspects of the topic.

**BACKGROUNDERS** are brief introductions to farming topics that orient broadcasters to the most important facts, challenges, and solutions, and direct them to further resources. Backgrounders are one-stop shops for broadcasters who are new or relatively new to a topic, and help orient them before they conduct deeper or more local research.



## BROADCASTER HOW-TO DOCUMENTS

[bit.ly/FRR-Pack](http://bit.ly/FRR-Pack)

These documents provide valuable guidance for broadcasters who want to improve their broadcasting skills.



## BARZA WIRE

[wire.farmradio.fm/en](http://wire.farmradio.fm/en)

Barza Wire is a unique weekly news service that shares stories about African farmers. Barza Wire stories focus on topics that are relevant to small-scale farmers. Barza Wire also features events, opportunities, and resources for broadcasters. Subscribe at: [wire.farmradio.fm/en/subscribe](http://wire.farmradio.fm/en/subscribe). Subscribers receive the latest edition in their inbox every Tuesday morning.

Barza Wire contains the following sections:

**FARMER STORIES** Stories that feature African small-scale farmers' experiences. The stories are written so that they can be translated and read directly on air. Broadcasters can also use them to help research a topic for a program.

**RESOURCES** Agricultural, rural development, or training resources relevant to African broadcasters.

**SCRIPT OF THE WEEK** A featured Farm Radio International script, usually related to the theme of one of the week's farmer stories.

**SPOTLIGHTS** Articles on radio broadcasters and their programs, and on FRI activities.

**OPPORTUNITIES** Training opportunities for African broadcasters.



## E-DISCUSSIONS

[discussion-en.farmradio.fm](http://discussion-en.farmradio.fm)

Once a year, FRI offers a facilitated e-discussion on a specific agricultural topic. Past topics have included agricultural value chains, agriculture and nutrition, and agriculture and climate change. FRI's moderated e-discussions are offered in English and French and bring together broadcasters and subject matter specialists from across Africa over a period of three to four weeks.



## ONLINE LEARNING

[farmradiotraining.org](http://farmradiotraining.org)

FRI offers the following online learning opportunities for broadcasters:

**FARMER PROGRAM E-COURSE** This course helps broadcasters develop high-quality radio programs for farmers. E-facilitators support broadcasters throughout the course. Learners are paired with experienced radio mentors from around the world, who provide guidance and feedback on course assignments.

**SCRIPTWRITING COURSES AND COMPETITIONS** FRI's scriptwriting courses and competitions help broadcasters develop scripts on agriculture and rural development topics. E-facilitators support broadcasters throughout the course. Learners are paired with experienced radio mentors from around the world, who provide guidance and feedback on course assignments. Winning scripts are shared with FRI's broadcasting partners.

## VOICE STANDARDS LEARNING MODULE

This module will help broadcasters master the fundamental ingredients for a radio program that farmers will want to listen to! To access the module, go to [farmradiotraining.org](http://farmradiotraining.org) and use the following information:

- username: **frigest**
- password: **1Farmradio**

If you have any questions about the resources, please email [radio@farmradio.org](mailto:radio@farmradio.org)

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