

PD-ABI-422
88011

AED

Academy for Educational Development, Inc.
1255 Twenty-Third St., N.W., Washington, DC 20037

TRIP REPORT

SWAZILAND

October 5 - 10 and October 19, 1992

Dr. Edward F. Douglass

NUTRITION COMMUNICATION PROJECT

**Academy for Educational Development
1255 23rd Street, N.W.
Washington, DC 20037**

This activity was supported by the U.S. Agency for International Development, Bureau for Research and Development, Office of Nutrition, through contract number DAN-5113-Z-00-7031-00 (Project 936-5113); and with funding from the Africa Bureau through PIO/T 689-421.95-3-9613014.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
I. INTRODUCTION	3
II. HIGHLIGHTS OF THE CONSULTANCY	6
III. CONCLUSIONS AND RECOMMENDATIONS	9

APPENDICES

APPENDIX A:	List of Contacts
APPENDIX B:	Workshop Participants
APPENDIX C:	Purpose and Objectives of the Workshop
APPENDIX D:	Workshop Program Schedule
APPENDIX E:	Glossary of Terms
APPENDIX F:	Possible Formats
APPENDIX G:	Certificate of Achievement

ABBREVIATIONS

AED	Academy for Educational Development
HEU	Health Education Unit
HPN	Health, Population, and Nutrition
IEC	Information, Education, and Communication
KAP	Knowledge, Attitudes, and Practices (Studies)
MOAC	Ministry of Agriculture and Cooperatives
MOH	Ministry of Health
NCP	Nutrition Communication Project
NNC	National Nutrition Council
SBIS	Swaziland Broadcasting and Information Service
SINAN	Swaziland Infant Nutrition Action Network
SSRU	Social Science Research Unit (Univ. of Swaziland)
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development

EXECUTIVE SUMMARY

Dr. Edward F. Douglass, a communications and radio production specialist, worked in Swaziland from September 23 through October 10, and on October 19, 1992 on behalf of the Academy for Educational Development's Nutrition Communication Project. In Swaziland, the Project is called the Improved Young Child Feeding Project and is more popularly known as the Weaning Project.

Two workshops were held in Swaziland during this period. In the first workshop, Dr. Douglass assisted his AED colleague, Ms Joan Schubert, to prepare for and carry out a Communications Strategy Development workshop which had as its main purpose to develop a Creative Brief and a Communications Strategy for the Weaning Project. This workshop was held from September 28 to October 2, and is described in a separate trip report by Ms Schubert.

In the following week, from October 5 to 9, Dr. Douglass conducted a Basic Radio Production workshop for essentially the same group of participants. This trip report covers the Radio Production workshop. The purpose of this workshop was to provide instruction and supervised practice in the basic skills of planning, recording, and submitting radio program material from Swaziland's four regions for inclusion in the Home Economics Section's two weekly radio programs which are broadcast nationally. The planning of radio program material was based always on the Creative Brief and the Communications Strategy which had been developed in the workshop the previous week.

The participants included the Regional Home Economics Officers from the four regions of Swaziland, five Assistant Home Economics Officers from the four regions, the Information Officer of the Swaziland Save the Children Fund, and the radio producer of the Home Economics Section of the Ministry of Agriculture and Cooperatives.

Upon his return to the United States on October 19, Dr. Douglass worked one day at the AED office in Washington. He briefed NCP staff on the Weaning Project, and made a presentation which included photographs of the participants engaged in training activities and recordings of radio materials developed in the workshop.

Accomplishments

In the Radio Production workshop, Dr. Douglass provided instruction in the maintenance and use of basic radio equipment, and provided instruction, supervised practice, and evaluation of radio news reports, interviews, straight talks, mini-dramas, and songs which promote improved young child feeding practices produced by the participants. In the course of this training, Dr. Douglass discussed with the participants the manner in which program material would be sent to the Home Economics Section radio producer and about the importance of constructive feedback, especially in cases where program material is rejected for broadcast.

Before the end of his visit, Dr. Douglass briefed the Honorable Minister of Agriculture and Cooperatives on the technical assistance provided by AED for the communications component of the Weaning Project, including the two workshops.

Principal Recommendations

The radio producers of the Ministry of Health and the Swaziland Infant Nutrition Action Network should be informed of the Creative Brief and Communication Strategy and encouraged to conduct their communication activities in accord with the Brief and Strategy. The Weaning Project Coordinator should work with the Chairman of the National Nutrition Council to complete the formation of Communication Task Forces at the national and regional levels which will enable all organizations working on infant feeding activities to keep focused on the communications strategy.

The Project Coordinator should see to the broadcast of the radio "spots" which have been produced to support the Project. Ms Zwane, the Weaning Project's radio producer, should prepare a list of all programs, program segments, and spots which support the Weaning Project and which have been broadcast during the last year. The list should be updated monthly and given to the Project Coordinator and the Chairman of the National Nutrition Council (NNC).

To improve operations, the Home Economics Section should develop a mechanism for providing cassette tapes and batteries to the regional producers. The Project Coordinator should also pursue UNICEF funding for the procurement of an editing tape recorder, earphones for the regional producers, and 40 locally-made, battery-powered speakers to be used in small group instruction and the pre-testing of radio program material and have the speakers constructed. The Section's administration should also find suitable office space for Ms. Zwane to carry on radio pre-production work.

To improve her skills, Ms Zwane, with Dr. Douglass' assistance, should continue to identify educational institutions suitable for her long-term training goals and with the assistance of the Chairman of NNC seek funds to support her education.

I. INTRODUCTION

Dr. Edward F. Douglass, a communications and radio production specialist, worked in Swaziland from September 23 through October 10, and on October 19, 1992 on behalf of the Academy for Educational Development's (AED) Nutrition Communication Project (NCP). In Swaziland, the Project is formally called the Improved Young Child Feeding Project and is more popularly known as the Weaning Project.

During the two and a half week period, two closely related workshops were planned and held. In the first, Dr. Douglass assisted his AED colleague, Ms Joan Schubert, to prepare for and carry out a Communications Strategy Development Workshop which had as its main purposes to develop a Creative Brief and a Communications Strategy for the Weaning Project. This workshop began on September 28 and ended on October 2. On October 3, Dr. Douglass assisted Ms Schubert with the preparation of a separate trip report covering this workshop.

Dr. Douglass continued working with essentially the same group of trainees in a Basic Radio Production Workshop from October 5 to 9. The purpose of this workshop was to provide the participants with instruction and supervised practice in the basic skills of planning, recording, and submitting radio program material from Swaziland's four regions for inclusion in the Home Economics Section's two weekly radio programs.

Upon his return to the United States on October 19, Dr. Douglass worked one day at the AED office in Washington. He briefed the NCP staff on the workshop and the Weaning Project, and made a presentation which included photographs of the participants engaged in training activities and recordings of radio material developed in the workshop.

Dr. Douglass has carried out a number of consultancies during the last two years to assist with the development of the communications component of the Project. The focus of particular attention to date has been to develop the radio production skills of the Home Economics Section radio producer, Ms Nenekazi Zwane.

The consultancies of Ms Schubert and Dr. Douglass were coordinated by Mrs. Anita Sampson, Program Specialist in the Health Population and Nutrition Office of the USAID Mission to Swaziland, and by Mrs. Margaret Parlato with assistance from Ms Kim Forsyth of AED in Washington, D.C.

The Scope of Work proposed to the USAID Mission to Swaziland by Ms Juliet Aphane and Ms Nenekazi Zwane of the Home Economics Section of the Ministry of Agriculture and Cooperatives (MOAC) was prepared in consultation with the National Nutrition Council.

Background: The Weaning Project

The Weaning Project began in 1986 as a joint project of USAID and the United Nations Children's Fund (UNICEF). It was developed in response to a 1983 National Nutrition Status Survey which found that nearly one third of all Swazi children were stunted in their growth by their second year of life as a result of under-nourishment.

The Project focuses on the promotion of exclusive breast feeding during the first four to six months of an infant's life, on continued breast feeding through the second year of life, on feeding sufficient (measured) quantities of food and on feeding young children from their own bowls rather than from the family pot, on increasing the frequency of feeding, and on the introduction of weaning foods which have a higher caloric density than the traditional weaning foods. Emphasis is also given to personal and food preparation hygiene in order to reduce the incidence of diarrhea.

At its beginning, the Project commissioned several pieces of research into the knowledge, attitudes, and practices of mothers, grandmothers, and other caretakers of children with respect to the feeding and home sanitation behaviors in a large national sample of Swazi homes. In addition to the baseline study of the extent of growth stunting in the population, the researchers conducted focus group discussions, held household trials and observations, and completed a literature review on the problem of growth stunting in Swaziland and other developing countries. Later, the Social Science Research Unit (SSRU) of the University of Swaziland conducted a detailed knowledge, attitudes, and practices survey. The survey provided detailed quantitative information about what mothers and fathers know and do with respect to the feeding of infants.

This rich research base has guided the development of the Project since its inception and was extremely valuable in the preparation of the Creative Brief and the Communications Strategy in the workshop preceding this one. The research reports contain very specific information which was used by the participants to know what to say to mothers and even how to say it persuasively.

Over the past three or four years, several kinds of well-designed communications activities have been undertaken. For example, radio programs discussing and advocating improved child feeding practices have been broadcast by the Health Education Unit (HEU) of the Ministry of Health (MOH), the Home Economics Section of the Ministry of Agriculture and Cooperatives (MOAC), the Save the Children Fund, and the Swaziland Infant Nutrition Action Network (SINAN). In addition to radio programs, the staff of all of these organizations have been conducting face-to-face counselling and small group instruction with mothers and child caretakers about infant nutrition. In addition, posters, banners, and T-shirts urging better infant feeding have been developed and distributed. Even a sensitization workshop was held for key legislators because of the anticipated need for legislation governing such matters as flexible work schedules for nursing mothers and breast milk substitutes.

The efforts of these organizations have been coordinated by the National Nutrition Council (NNC) whose members are all the governmental and non-governmental partners committed to solving the growth stunting problem in Swaziland. Fortunately, the coordination has resulted in a very high degree of consistency in the messages about improved young child feeding practices.

Rationale for the Workshops

Despite this coordination, the Weaning Project never developed an overall communications strategy or a creative brief. The communications activities of the cooperating organizations have gone on independently of each other. At any given point in time, one organization may be promoting exclusive breast feeding for the first four to sixth months of life while another promotes better home hygiene. The remaining organizations may be attending to other health or home economics topics which are not related to infant feeding practices but for which they are responsible.

Furthermore, there has been no plan or mechanism within the Project to concentrate the highest priority messages on the most vulnerable target audiences during specific periods of time so that communications impact and effectiveness are maximized. The synergism which is known to result from coordinated communications efforts by the partners was not being realized by the Project.

Recognizing the lack of a creative brief and communications strategy, and noting the unrealized potential for the communications impact which results from planned and coordinated communications activity, Dr. Douglass advised the NNC to request technical assistance to develop a Creative Brief and a Communications Strategy.

The Chairman of the NNC and the Home Economics Section recognized the need to form a Communications Task Force as a part of the NNC to serve as the planning and coordinating body with respect to the communications activities of the partner organizations.

And finally, in order to bring more strength to the radio programming component of the Project, Dr. Douglass recommended a Basic Radio Production Training Course for the members of the Communications Task Force and the Regional Home Economics Officers and selected Assistant Home Economics Officers (several of whom would be members of the Communications Task Force at the regional level).

The NNC Chairman, Mr. Magalela Ngwenya, and the Weaning Project Coordinator, Miss Juliet Aphane, approached the United States Agency for International Development's (USAID) Mission to Swaziland about AED/NCP technical assistance for two back-to-back workshops, one to develop a Creative Brief and a Communications Strategy for the Project, and a second workshop to provide basic radio production skills training to regional home economics officers and the radio producers of the members organizations of the NNC.

II. HIGHLIGHTS OF THE CONSULTANCY

The workshop was held at the Co-Operative Development Education Centre (CODEC), a large training facility operated the Ministry of Agriculture and Cooperatives. CODEC proved to be a good training site with well-prepared food and comfortable accommodations for participants who came from a distance. Ms Nenekazi Zwane provided the logistical support to the workshop and her work was appreciated very much by the facilitators and the participants.

As a result of the previous weeks' workshop led by Ms Joan Schubert, a cohesive, spirited group of 11 participants had already been formed. This allowed the workshop to get started quickly and made it easier to conduct. The credit here goes to Joan Schubert. The participants were also an easy group to work with. They were hard-working and clearly interested in the subject matter. They made a sacrifice of being away from their families and their posts for two weeks, except for the intervening weekend.

The participants (see Appendix B) included the Regional Home Economics Officers from the four regions of Swaziland, five Assistant Home Economics Officers from the four regions, the Information Officer of the Swaziland Save the Children Fund, and Ms Zwane, the radio producer of the Home Economics Section of the Ministry of Agriculture and Cooperatives (MOAC).

The purpose and objectives of the workshop were presented and agreed to by the participants. (See Appendix C)

It is important to note that the workshop training exercises were based always on the Creative Brief and the Communications Strategy developed during the workshop preceding this one.

The training schedule for the workshop appears in Appendix D.

Each participant had the use of a simple cassette tape recorder (Sony TCM-818), batteries, AC power cord, cassette tapes, an external microphone (Phillips SBC 490/06), and a cast iron microphone stand with flexible extension and microphone holder. The equipment was provided by UNICEF which has been a partner with USAID in providing funding and technical assistance to the Project. The participants will have the same equipment for their use in their regions.

One of the first activities of the workshop was to teach the vocabulary of radio production. A glossary of terms (See Appendix E) was prepared for the workshop and used as the basis for teaching.

Dr. Douglass felt that the most likely radio formats which would be used by the participants when submitting program material from the field would be news reports, interviews, straight

talks, mini-dramas, and songs about infant nutrition. Thus, the instruction and practical exercises included in the workshop were designed to develop the participants' skills in preparing radio program material in these formats. Each exercise was recorded and critiqued by the group and the facilitator. Some were done in English (for the benefit of Dr. Douglass) and others done in SiSwati. A list of many of the formats appropriate to magazine format programming was presented to the participants. The list appears in Appendix F.

Each of the participants prepared two news items, each in a different format. One item was a straight news report written, read, and recorded by the participant. The second news item was something voiced by a participant as a reporter, followed by an excerpt of a speech or address given by a key person involved in the event. A partner acted the part of the key person. These were recorded as well.

The participants worked in pairs to plan, conduct, and record a four- to five-minute interview on one of the priority topics of the Project as identified in the Creative Brief.

The participants were divided into two groups and given the assignment of composing two songs each on the priority topics. The result was that four songs were composed, performed and recorded at the training site in one afternoon. One of the songs was recorded in the Development Communications studio at the Swaziland Broadcasting and Information Service (SBIS) and is ready for broadcast. The facilitator as well as others who have heard the songs are most impressed with the musical talents of this group of participants.

The group planned and selected four of its members to be actors in a 10-minute radio drama. They critiqued the first performance and agreed on several improvements and corrections to technical content. They then re-recorded it. All of the participants are very pleased with it. It now needs to be recorded in a proper studio.

Finally, the participants discussed and agreed on ways that program material developed in the field would be sent to Ms Zwane. In addition, agreements were reached about the written information describing the recordings as well as the information which should be recorded on the tapes just ahead of the program material. Lastly, the importance of feedback from Ms Zwane to the field producers, particularly when program material had to be rejected for broadcast for some reason, was stressed.

Photos were taken throughout the workshop. In addition, copies of some of the workshop radio program exercises were taken to Washington, as well as a sample of the programs and radio "spots" recently produced and broadcast by Ms Zwane. Dr. Douglass made a presentation to AED staff on October 19. Ms Schubert was also at AED that day and joined in the presentation.

As noted above, two of the participants were radio producers who broadcast programs every week on the SBIS. Their principle training was through the USAID/AED Development Communications course in Swaziland. Following each workshop exercise, they were asked

whether any of the material produced was of acceptable quality for broadcast on their programs. They both indicated that some of it met their quality standards and will be included in their broadcast in the near future.

The Principal Home Economics Officer, Mrs. Christabel Motsa, attended the closing ceremony on behalf of the MOAC. Among the highlights of the closing ceremony was a "live" performance of one of the songs composed by the participants. Mrs. Anita Sampson, Health, Population, and Nutrition Officer of the USAID Mission to Swaziland presented certificates of achievement to the participants and officially closed the workshop. See Appendix G for a sample certificate.

On the last morning of the workshop, Dr. Douglass had the opportunity to brief the Honorable Minister of Agriculture and Cooperatives, Mr. Themba Masuku, about the training assistance AED has been providing to Ms Zwane and to the Home Economics Section, as well as the accomplishments of the two workshops. Mrs. Motsa and Ms Zwane accompanied Dr. Douglass for the debriefing. Dr. Douglass made four recommendations to Minister Masuku: long-term radio production training for Ms Zwane, additional office space in the MOAC building for radio pre-production work, formation of the Communications Task Force at the national and regional levels, and a second radio producer for the Home Economics Section.

III. CONCLUSIONS AND RECOMMENDATIONS

Conclusions

It appears from the reactions of the participants and those who observed the workshop and its outcomes that the workshop was a success. The participants felt that the purpose of the workshop had been accomplished, as well as the specific objectives.

It was clear to the consultant that there is considerable talent for radio production in this group. Within the group, some participants showed particular skills with one radio format more than another. There is nothing wrong in the consultant's view with a field producer utilizing formats with which she is most comfortable. With support and encouragement from the Home Economics Section and its radio producer in particular, it appears quite likely that in the long run a core of regular contributors will develop.

Recommendations Stemming from the Workshop

- It may be wise for Mrs. Motsa, the Principal Home Economics Officer, to inform the Senior Extension Officer of the MOAC that the Regional Home Economics Officers and some of their assistants will be producing radio program material for national broadcast.
- The Home Economics Section needs to plan for the provision of expendable supplies to the regional producers: cassette tapes, batteries, tape recorder cleaning supplies (isopropyl or surgical spirit alcohol and Buds.)
- There is only one item of additional equipment each of the regional producers must have: earphones with which to be able to listen critically to their recordings. The speakers built into the simple cassette recorders are incapable of reproducing the sound of a recording with anything approaching reasonable fidelity. Both Dr. Douglass and Ms Zwane thought that earphones were part of the UNICEF equipment order. A search of the order and the delivery note should be made by Ms Zwane before UNICEF is approached about earphones. They can be purchased locally.
- Invitations to this workshop were extended to all the organizations working with the Weaning Project. Not all were able to attend, however. It is very important that the radio producers of the HEU of the MOH and SINAN be told of the results of these two workshops by the Home Economics Section and that they be encouraged to embrace and participate in the implementation of the Creative Brief and Communications Strategy through the Communications Task Force of which they are members.
- The national and regional Communications Task Forces had not been formally established by the time of the two workshops. Terms of reference for the Task

Forces are suggested in the draft Communications Strategy. These terms need to be reviewed and adopted by the NNC and the members formally appointed in the near future. It is suggested that this work be taken up by the Project Coordinator, Ms Aphane, and the Chairman of the NNC, Mr. Ngwenya.

Recommendations Stemming from the Previous Consultancy

- The Project Coordinator must contact Mr. Mateljak or Mrs. Shomari at UNICEF to confirm that the Project's request in mid-September for funds to purchase an Otari 5050-B-III tape recorder with portable stand has resulted in an order with delivery by the most expeditious method. This tape recorder is a key to Ms Zwane's production efficiency and her ability to produce the Home Economics Section's programs in the "magazine" format.
- Agreement with SBIS for the broadcast of the "spots" which have been produced for the Project needs to be reached and the "spots" need to be aired. An earlier trip report contains specific recommendations. Approximately 12 "spots" have been produced and pre-tested and are ready for broadcast. Mr. Ngwenya has offered to help with this process, but Ms Aphane and Ms Zwane should play lead roles.
- In June of this year, UNICEF agreed to fund the construction of 39 more self-powered speakers based on the prototype (incorporating suggested revisions). A justification document was prepared to support a formal, written request. It is not clear to the consultant whether this request was made to UNICEF but, if not, it should be followed up by the Project Coordinator.
- The Home Economics Section needs to continue its search for suitable office space for Ms Zwane where she can carry on radio pre-production work. Minister Masuku expressed sympathy and understanding of this need during the briefing with him. The Section, however, needs to find suitable space first, and then call on Minister Masuku, if needed, for the space to be assigned to the Home Economics Section.
- Ms Zwane still needs to prepare a list of all programs and program segments broadcast in the last year or so having to do with Weaning Project topics. The list should include the radio "spots" which were broadcast within her programs, as well. The list should be shared with Ms Aphane and have her pass it on to the Chairman of the NNC. (The purpose is to show the extent to which Project priority topics have been already addressed in the two Home Economics Section radio programs.) This reporting should be carried on monthly so the Project Coordinator is aware of progress being made in the implementation of the communication component of the Project.
- Ms Zwane needs to identify and then contact organizations which are likely to have funds to support her long-term training in development communication. The

suitability of the organizations' funding goals to Ms Zwane's training objectives should be examined. A short list of these organizations (the most promising) should be given to the Chairman of the NNC, Mr. Ngwenya, who has agreed to act on Ms Zwane's behalf in securing funding for long-term training. (Dr. Douglass discussed this matter with Mrs. Parlato on October 19 but learned that there is little money left in the NCP budget.) Once funding is secured, Dr. Douglass will assist Ms Zwane to identify suitable educational institutions in the U.S.

- There are a number of smaller tasks which Ms Zwane needs to complete. She should utilize Percy Simelane who has been discovered recently to have an excellent voice for use in radio spots. She should re-produce the introduction to "Sisekhaya" to correct the slight cross-fade problem and also prepare a "cue-out" for use in closing the program with theme music. She should purchase 120 gram paper stock and print a supply of program content index cards in order to be able to keep track of program features which have been produced and broadcast. Finally, she should place orders for a steel stationery storage cupboard to hold the audio/visual equipment; also a Rolodex-type unit to index program resource people (by name and subject area expertise).
- Ms Zwane should complete program content outlines for the Project topic of "Giving Enough Food to Growing Babies." This has to do with measuring food quantities and telling mothers the appropriate quantities for children of different ages, as well as ensuring that the small child gets the food intended for it. These topics are touched on in other content outlines. By creating a program content outline on this topic, it will be given sufficient attention in the radio broadcasts.
- With assistance from Ms Lindiwe Mavuso and utilizing the funds from UNICEF, Ms Zwane should continue to write and produce radio "spots" which support the Project's objectives.

APPENDIX A
LIST OF CONTACTS

MINISTRY OF AGRICULTURE AND COOPERATIVES

Mr. Themba Masuku, The Honorable Minister of Agriculture and Cooperatives,

Mr. Dickson Khumalo, Senior Agricultural Officer

Mr. Magalela Ngwenya, Chief Projects Coordinator; Chairman, NNC

Mrs. Christabel Motsa, Principal Home Economics Officer

Ms Juliet Aphane, Senior Home Economics Officer and Project Coordinator

Ms Nenekazi Zwane, Assistant Home Economics Officer (Communications)

USAID MISSION TO SWAZILAND

Mrs Anita Sampson, Health, Population, and Nutrition Officer

APPENDIX B

NATIONAL NUTRITION COUNCIL

WEANING PROJECT BASIC RADIO PRODUCTION TRAINING WORKSHOP Co-Operative Development Education Centre October 5 - 9, 1992

Workshop Participants

Zodwa Baartjies, Acting Regional Home Economics Officer, Shiselweni
Bongekile Dlamini, Assistant Home Economics Officer, Manzini Region
Francesca Groening, Regional Home Economics Officer, Manzini
Gloria Masuku, Assistant Home Economics Officer, Lubombo Region
Pumla Maziya, Regional Home Economics Officer, Lubombo
Phumzile Mdziniso, Regional Home Economics Officer, Hhohho
Ruth Mkhwanazi, Assistant Home Economics Officer, Shiselweni Region
Philile Shongwe, Information Officer, Save the Children Fund
Busie Simelane, Assistant Home Economics Officer, Hhohho Region
Nikiwe Thwala, Assistant Home Economics Officer, Hhohho Region
Nenekazi Zwane, Assistant Home Economics Officer/Communications, Home Economics
Section, Ministry of Agriculture and Cooperatives

APPENDIX C

NATIONAL NUTRITION COUNCIL

WEANING PROJECT BASIC RADIO PRODUCTION TRAINING WORKSHOP Co-Operative Development Education Centre October 5 - 9, 1992

Purpose and Objectives of the Workshop

PURPOSE

The purpose of this training workshop is to provide the participants with instruction and supervised practice in the basic skills of planning, recording, and submitting programme material from the field for inclusion in the Home Economics Section's two radio programmes, following the guidelines contained in the Weaning Project's Creative Brief and Communications Strategy.

OBJECTIVES

By the end of the course, the participants will be able to:

1. Care for and use a simple cassette recorder and external microphone
2. Plan and prepare news items
3. Plan and conduct interviews
4. Plan, write, and record straight talks
5. Make field recordings of such things as music performances, debates, Vox Pops, poetry readings, etc.
6. Plan, organize, and record mini-dramas for radio
7. Prepare submissions to the Home Economics Section radio programmes following agreed upon guidelines

APPENDIX D

NATIONAL NUTRITION COUNCIL

WEANING PROJECT BASIC RADIO PRODUCTION TRAINING WORKSHOP Co-Operative Development Education Centre October 5 - 9, 1992

Programme Schedule

Monday, October 5

- 11 00 Welcome remarks; introductions
- 11 20 Review of objectives of the workshop
- 11 30 Mastering the special vocabulary of radio production work
- 13 00 LUNCH
- 14 00 Introduction to the tape recorder, its care and use
- 15 00 Field exercise: the recording of natural sounds (Participants will work independently, concluding their practice by 1630.)

Tuesday, October 6

- 08 30 Listening to and identifying the natural sounds recorded the previous afternoon
- 09 30 The "magic" of sound in radio programmes
- 10 30 TEA BREAK
- 10 45 Microphone placement techniques
- 11 45 Submitting news items: the basics
- 13 00 LUNCH
- 14 00 The internal structure of "Sisekhaya" and "Kudliwani"
- 14 30 Practice exercise: writing and recording a "voicer" and a "voicer" with "actuality"
- 15 00 TEA BREAK

- 15 15 Practice exercise continues
- 16 30 Workshop evaluation: How Are We Doing?

Wednesday, October 7

- 08 30 Listen to and critique news items
- 09 30 Developing a good radio interview: the basic rules
- 10 00 Radio interviewing: the planning stage
- 10 30 TEA BREAK
- 10 45 Demonstration: interviewing for radio
- 11 00 Practice exercise: planning and recording radio interviews
- 13 00 LUNCH
- 14 00 Exercise for two groups: Composing and recording a song in support of better infant nutrition (two songs by each group)
- 15 30 TEA BREAK
- 15 45 Continue with song composition
- 16 00 Performance of songs by each group

Thursday, October 8

- 08 30 Listen to and critique recorded interviews
- 09 30 Introduction to the "straight talk" in radio
- 09 45 Practice exercise: planning and writing (outlining) a straight talk
- 10 30 TEA BREAK
- 10 45 Recording and listening to straight talks
- 13 00 LUNCH

14 00 Depart for SBIS: Observation of programme production; familiarization with a production studio

16 30 End of site visit

Friday, October 9

08 30 Group exercise: develop and record a mini-drama for radio broadcast

10 30 TEA BREAK

10 45 Developing rules and procedures for submitting programme material to the Home Economics radio producer (and other producers)

12 00 Closing ceremony

13 00 LUNCH

14 00 Departure of participants

APPENDIX E

NATIONAL NUTRITION COUNCIL

WEANING PROJECT BASIC RADIO PRODUCTION TRAINING WORKSHOP Co-Operative Development Education Centre October 5 - 9, 1992

Glossary of Terms

Actuality An "on-the-spot" recording of sound material; usually used with reference to a part of news or documentary programme.

ALC Automatic Level Control (automatic volume control), automatically adjusts the recording level of the incoming sound

Ambience All of the natural sounds of any environment.

Attack Time The beginning of any sound, whether the sound forms slowly or rapidly.

Audio Pertaining to sound in the range of human hearing

Audio Console A device used to mix sounds, turn them on and off, and adjust the volume of the sounds. Sometimes referred to as a "Board."

Audition To review a piece of programme material before broadcasting it

Auxiliary Input (AUX) On a tape recorder, a high level input jack; sometimes referred to as "line" level.

Bandwidth The range of frequencies allowed to pass through or be recorded or played back through a piece of equipment.

Bass Low frequency sounds (Tuba, bass drum, rumble, etc.)

Bed Programme material (usually music, sound effects, or actualities) used as a "background" for narration or a "spot."

Bridge Sound material used to provide a gradual transition from one programme segment to another, often denoting a change in time, space, or mood.

Capstan In a tape machine, a metal cylinder rotated by a motor which, in conjunction with a rubber pinch roller, moves recording tape through a machine at a precise rate of speed.

Cardioid "Heart-shaped" pickup up pattern of a microphone

Chromium Dioxide A tape oxide formulation providing lower tape hiss than ferric oxide. Found on Type II cassette tape. Also labelled as CrO_2

Clipping A kind of distortion caused by a device receiving a signal too loud for it.

Close Miking Placing a microphone within a few inches of the sound source.

Crossfade A mix of sound in which one element is faded out as another is faded in, so that for a time both elements are heard.

Cut A sudden transition from one sound element to another, done without fading.

Degausser Used to erase audio tape of all previously recorded sound; used to erase magnetism from the record and playback heads of tape recorders.

Distortion Unwanted changes in sound quality caused by inaccurate reproduction of sound.

Dropout Loss of signal when recording on tape, usually caused by flaws in the oxide coating on the tape.

Dub To make a copy of a tape recording.

Edit To remove or rearrange segments of a recorded tape

Electronic Editing Removing or rearranging segments of a tape recording by selectively dubbing segments from one tape machine to another.

Fade The gradual increase or decrease in the volume of any sound.

Feature A short (3 to 5 minute) segment intended for use in a "magazine " format programme.

Feedback The result of an output signal from an audio device being fed back into its own input; produces a "howling" or "squealing" sound.

Flutter A fast and regular variation in the speed of audio tape through a machine.

Frequency Response The degree to which an audio device is capable of reproducing all of the frequencies fed into it without amplifying or attenuating some of the frequencies.

Gain The amount of amplification being provided by an audio device

Head The component of a tape recorder over which the tape passes in order that the tape is erased, recorded onto, or listened to (playback).

Headphones Very small speakers contained in a headset and worn against the ears.

High Frequencies ("highs," "treble") Audio frequencies above about 3,000 Hz.

Input The incoming audio signal.

Intro Short for "introduction"

Jack A socket or receptacle connector which mates with a plug.

Level The volume or intensity of sound or signal.

Line level One of the three signal levels used in audio devices (microphone (low) level, line level, speaker (high) level)

Mic Abbreviation for microphone (pronounced "mike" as in the abbreviation for the name Michael)

Microphone A device capable of transforming the air-pressure waves of sound into changes in electrical currents.

Mix To combine two or more audio signals into one signal

Monitor To listen to

Noise An undesired sound in a broadcast or recording, especially hiss, hum, buzz, and unwanted ambience.

Omnidirectional A microphone pickup pattern that takes in sound equally from all directions.

Output The outgoing signal being sent from one device to another.

Outro The very end of a programme, including final theme music, credits, etc.

Peak The loudest part of a sound sequence

Plosive Referring to the short burst of air from the mouth which is produced when a consonant as "p," "t," or "b" is spoken. The burst of air, when it hits a microphone, produces a "popping" sound.

Presence The quality in a recording of a voice or instrument which gives the impression of the sound source being close to the listener.

Producer The person in charge of putting together a radio programme or parts of a programme

Reverberation A reflected sound which is repeated; commonly called an "echo."

Saturation A "muddying" distortion resulting from recording a signal at too great a volume.

Talent Those people heard "on the air" in a radio programme.

Unidirectional A microphone with a pickup pattern described as cardioid ("heart-shaped" which is designed to respond well to sounds coming from only one specific direction, that is, the direction in which the microphone is pointed.

Voice-Over A voice mixed to the "foreground" over a "background" of music or actualities.

Volume The intensity of a sound or electrical signal.

Windscreen A foam or other kind of covering for a microphone that shields it from the effects of wind noise and popping.

Wow A kind of distortion caused by slow variations in the speed of a tape machine.

Adapted from Randy Thom, An Introduction to the Tools and Techniques of Audio Production, National Federation of Community Broadcasters, 1982.

APPENDIX F

NATIONAL NUTRITION COUNCIL

WEANING PROJECT BASIC RADIO PRODUCTION TRAINING WORKSHOP Co-Operative Development Education Centre October 5 - 9, 1992

Possible Radio Program Formats (for use in "magazine" format radio programs)

News: "voicers," "actualities," news reports

Interviews: single guest, multiple guests

Public Service Announcements ("PSAs")

Mini-dramas (as radio "spots," as radio magazine features)

Answers to questions from listeners

Straight talk features (by the producer; by a man talking to men about breast feeding, nutrition, etc. (traditionally women's business); by a priest, pastor, etc.: application of nutrition information to Christian/Moslem/other religion; by a chief, a traditional healer: application of traditional cultural values to nutrition)

Vox Pops

"Ordinary" (but articulate) person talking about nutrition matters

Inspirational talk by an outstanding teacher/trainer (strong charisma, exceptional ability to explain/persuade)

Specially composed songs related to nutrition matters

Poetry; poetry contests with prizes

Recordings of award or prize ceremonies: Awards, prizes for correct nutrition behaviors

Recordings of quiz programmes, debates

Queen Mother or other influential people's support of Project objectives

22

THE NATIONAL NUTRITION COUNCIL
PROUDLY PRESENTS THIS
CERTIFICATE OF ACHIEVEMENT

TO

Zodwa Baartjies

for actively participating in the Basic Radio Production Training Workshop
in support of the Improved Young Child Feeding Project
sponsored by
the Ministry of Agriculture and Cooperatives and the United States Agency for International Development
October 5 to 9, 1992
at the Co-Operative Development Education Centre
Mbabane, Swaziland

APPENDIX G

Chairman
National Nutrition Council

Facilitator
Academy for Educational Development

23