



Creating Radio Dramas for Sustainable Forestry in St Vincent - EVALUATION REPORT



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Facilitated by CANARI and PCI Media Impact
with the generous funding support of the
United Nations Food and Agricultural
Organization
12/13/2011

Background

The Caribbean Natural Resources Institute (CANARI) partnered with PCI Media Impact to build the capacity of government and NGOs in St Vincent and the Grenadines to design and develop radio magazines and mini-radio dramas to create awareness of sustainable forestry management practices.

This project was undertaken in support of the FAO LOA 5 Project which aims to improve policy for and the practice of participatory forest management for developing sustainable forest-based livelihoods in St. Vincent and the Grenadines by implementing a promotional campaign targeted at poor rural communities and the general public. The project had three objectives:



- Strengthen the **capacity** of the local organizations to design and develop radio magazines and mini-radio dramas;
- Build a **community** of supporters ('coalitions') in St Vincent and the Grenadines that engage in activities to promote ongoing sustainable development actions;
- Development of four 15 minute radio magazines with a built-in mini radio drama.

Feedback from Participants

"We were very ambitious in setting our goals and we have done much better than I had thought."

"It is good that by the end of the workshop we have something concrete."

"The workshop was very informative, not only in aspect of participatory forest management but in bringing out the various steps in the development of a radio magazine. It is useful for my work in public relationships. We have been working with St Vincients to change their minds sets, our next steps were to do some radio and TV ads, however this will really think help take our thinking to another level."

"It is useful for the environmental sectors who want to preserve."

"We recognize that there is more need for this type of workshop."





Summary of Outputs and Results

Objective 1: Strengthen the capacity of the local organizations to design and develop radio magazines and mini-radio dramas;	
Output	Results
<p>1. Four day Capacity Building Workshop Hosted in St Vincent and Grenadines</p> <p>The outputs from the workshop included:</p> <ul style="list-style-type: none"> a) Development of Values Grid to articulate key issues, b) Draft Scripts for the radio drama, c) Radio Magazine templates, d) Interviews and vox pops for the radio magazines. 	<p>Media Impact and CANARI facilitated a successful four day workshop from 4th to 7th October 2011. The workshop was attended by 10 individuals representing seven organizations from the Department of Forestry to the Caribbean Youth Environment Network. The workshop focused on building capacity of the capacity of these organizations to design and build radio magazines (radio call-in shows) and a radio mini-drama using a hands-on participatory approach. The workshop was exciting, engaging and a considered by participants as a great success, particularly having tangible outputs at the conclusion of the session. The workshop provided all the necessary pieces to then produce the radio drama and magazines. Participants enthusiastically agreed to name the Radio Magazine “Bush Talk” and the radio drama “Bush Melee”.</p> <p>Refer to the Workshop Report for further details.</p>
Objective 2: Building a community of supporters in St Vincent and the Grenadines that engage in activities to promote ongoing sustainable development actions.	
Initial coalition of ten people across seven organizations engaged	The workshop allowed for strong relationships to be forged between all participants and the facilitators. Media Impact will engage the participants of the workshop in marketing of Bush Talk and Bush Melee as well as engage the participants in ongoing coalition building activities around conservation and climate change.
Objective 3: Set of four 15-minute radio magazines with a built in mini radio drama.	
Bush Talk and Bush Melee Produced.	Post the workshop, the PCI Media Impact worked with Demion McTair, Hairona Progressive Organisation (HPO) and a participant of the workshop narrate the radio magazines. Mr Martin Quashie, Theater Specialist with the St Vincent Department of Culture was recruited to recruit actors and record the radio drama. There was a delay in recording the radio drama as the acting company selected had other projects to complete prior to recording Bush Melee. In December 2011, the four part radio drama “Bush Talk” and radio mini-drama “Bush Melee” were submitted to CANARI for review and approval.
Agreement with radio stations to carry the initial broadcast in St Vincent and Grenadines (and then rebroadcast across other Caribbean countries	The NBC SVG radio station agreed to broadcast Bush Talk starting January 2012. Media Impact will work with CANARI to arrange rebroadcasting of Bush Talk across the Caribbean during the first half of 2012.
Develop Radio Magazine Marketing Package	Bush Talk marketing including press release, smart phone advertising, radio teasers and release via online platforms will be initiated in January 2012 to create hype just prior to Bush Talk going on-air.



Recommendations on Social Media

In addition to traditional avenues of marketing, CANARI might want to consider promotion of Bush Talk through social media. As this is a mini-drama, it would be recommended to promote Bush Talk through established social media sites which already have an engaged community. The following options would be recommended:

1. Create “Bush Talk” page on Media Impact’s website (<http://www.mediaimpact.org>). This webpage can be used to host Bush Talk via Audioboo as well as contain background information to the program. It can be further linked to CANARI and other partners websites.
2. Cross-post the link to the radio drama on various social media sites i.e. PCI Media Impact’s, GLISPA, CANARI and FAO Facebook page
3. Cross-post adapted version of the press release onto practitioner list serves including GLISPA-discuss, SIDS Policy and Practice, Biodiversity Policy and Practice etc.

These efforts should ensure that Bush Talk not only has a high listenership across St Vincent and the Grenadines and the broader Caribbean but also shares the methodology internationally.

Lessons Learnt

Workshop

- Having representation from different organizations stimulated learning between the organizations;
- The scripting of the radio drama is energizing and exciting and participants enjoyed being involved in a workshop that had tangible outputs;
- If more time available, it would be useful to have more ‘in the field’ work i.e. full team vox pops etc. More hands on time doing recordings, rehearsals, and engage the participants in improvised scenes as well as to refine interviews and scripts.

Radio Drama Production and Broadcast

- If more preparation time had been available, it would have been beneficial to have the actors also attend the Workshop and initiate recording whilst the facilitation team was still in country.

Conclusion

The engagement with CANARI and the FAO LOA5 project was extremely rewarding, both in terms of the relationships developed and the production of Bush Talk and Bush Melee. The outputs from this collaboration represent an exciting step forward in the use of Entertainment Education methodology to create awareness and stimulate behavior change around priority issues in the Caribbean. Media Impact will continue to support the re-broadcast and promotion of this exciting initiative.