Guideline

Broadcasting Live Radio Programs on Disaster Preparedness and Response through Community Radio Stations

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Guideline for Broadcasting Live Radio Programs on Disaster Preparedness and Response through Community Radio Stations

Shongjog

COMMUNICATION WITH COMMUNITIES IN BANGLADESH
Guideline for Broadcasting Call in Radio Programs on Disaster Preparedness and Response through Community Radio Stations

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Bangladesh is one of the most disaster-prone countries of the world. Each year disasters like cyclone, flood, drought, river erosion and recently added landslides cause huge damages to people’s lives and resources. The impact of climate-change also increases the scope of natural disasters and its negative impact. People of Bangladesh address these disasters proficiently with the help of government and non-government organizations along with the participation of community people. International assistance also contributed to their efforts but most important thing is that people themselves have learnt to face the challenges of these disasters bravely. Experiences show that if they get the proper and correct information in time they are able to face these disasters successfully.

Information is recognized as a human aid during disaster. Mass media, especially community radio usually play a vital role to provide information to the community people. As community radio broadcast problems and prospects of local people, its demand is increasing repeatedly. Apart from general responsibilities (e.g. provide information, give entertainment, and mobilize public opinion), it also has an additional responsibility to perform community people’s relevant concerns. As it stays close to the community people, community radio could broadcast demand-based programs rather than other media. It has the ability to broadcast its programs especially during disaster period when other media or mobile network fails to communicate. For this, community radio can play a vital role in humanitarian aid through providing information and important messages to the people while facing disaster period. Apart from news for the victims of the disasters, community radio could also play a vital role in saving lives and resources through providing information about “DOs and DONTs” through live/phone-in programs. Following the same process community radio has been playing an important role through providing information on pre-during-post disaster management issues.

BBC Media Action plans to develop an effective guideline on providing relevant messages to the people through community radio under the platform named Multi-stakeholders Platform on Communication with Community (later known as “SHONGJOG”) established in 2013. Led by the Department of Disaster Management (DDM), the platform was established with coordination of concerned GO
institutions, UN bodies, Bangladesh Red Crescent Society, International Federation of Red Cross and other national and international organizations. The platform has taken initiatives to develop the guideline in line with UK-based Disaster Emergency Preparedness Program (DEPP). The objective of this guideline is to provide necessary information and messages for the people through undertaking and broadcasting effective programs in all the 17 community radio maintaining proper quality.

After a series of processes, the guideline has been published. It is expected that, this guideline will expose the necessity of sensible information provided during disaster. As well as it will also encourage GOs and NGOs to conduct live/phone-in programs. All the community radios will understand the importance of providing effective and timely information during disasters using this guideline. As a result, they will be able to produce life-saving programs. Because the objective of the live/phone-in program is to reduce loss of lives and resources through providing necessary information during disaster. Besides, this guideline will also be helpful for different GOs and NGOs working on health, education, agriculture issues along with disaster management, who are interested to conduct live/phone-in programs.

A non-government organization “SoMaSHTe” has developed this guideline through different levels of meetings, discussions, suggestions and recommendations came from DDM, members of SHONGJOG, concerned authorities of community radio and listeners as well. I am grateful to BDRCS and IFRC for publishing this guideline on behalf of SHONGJOG. Thanks to BBC Media Action and DEPP for their financial and technical support. Also thanks to all the organizations and representatives who provided their useful opinions and suggestions.

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- নৌকা মালিকদের অবহিতকরণ নির্দেশিকা, জীবন ও জীবিকা কর্মসূচী সেব দি চিলড্রেন ইউ এস এ ও ঘূর্ণিঝড় প্রশ্নীতি কর্মসূচী, বাংলাদেশ রেড ক্রিসেন্ট সোসাইটি
- আশ্রয়কেন্দ্র বায়ব্যাপন কমিটি প্রশিক্ষণ হ্যাডআউট, জীবন ও জীবিকা কর্মসূচী, সেভ দি চিলড্রেন ইউ এস এ ও ইউএসএইড-বাংলাদেশ, নভেম্বর ২০০৮
- ঘূর্ণিঝড় জীবনের প্রশ্নীতি পরিকল্পনা: বাংলাদেশ, দুর্যৌগ্য বায়ব্যাপন অধিদর্শ, দুর্যৌগ্য বায়ব্যাপনা ও জীবন মন্ত্রণালয়, মার্চ ২০১৬
Chapter 1

Audience-friendly Programme

This chapter provides the concepts on why and how the objective of a programme is set. A written statement of objective can help to keep a programme on track, objective can be unwritten too. Any radio crew can produce and run a programme by knowing the objective.

VOICE standard, a widely used approach for programme production and evaluation also discussed in this chapter. Furthermore, some general rules, features of a live show and research and planning for producing audience-friendly programme are also included in this chapter.

It is better to keep these objectives in written form though many may not do so. An aimless radio programme is like a ship without a rudder. A programme without an objective bound to lose steam easily and does not sustain for long as it fails to create any appeal to listeners. Such programme is waste of both opportunity and resources.

Setting the objective of the programme

Every programme has an objective. Objectives of a disaster-related programme can be as follows-

- To inform the listeners of a specific issue so that they can take necessary preparation to face the disaster
- Building communities’ confidence on institutional programmes and statements
- Educating the disaster affected and at-risk people to face disaster related problem

Community Radio Programme Guideline 7
To save women, children and marginalised people from disaster

To help the affected people to raise their voices through broadcasting features on their life struggles

To broadcast news on the cooperation of national and international agencies.

**Method for setting objectives**

Programme objectives have two main elements—

- Preparing a summary objective considering the demand of target audience
- Determining the major tasks to achieve the objective. The summary objective should be short so that the concerned crews of the programme can remember and implement it easily. This can be projected through VOICE, a standard set for audience-led radio shows.

A summary programme objective of an imaginary disaster related programme based on VOICE standard is presented here

xxx (name of the program)”—is the first programme which provides timely information to disaster affected people, and to their family members. The objective of the programme is to save lives and properties of people and to protect them from disaster related sufferings. The programme which is broadcasted live, provides actionable, need-based and timely information to listeners and to provide opportunity to the disaster affected people to narrate their problems.

**Effective live programme on disaster**

VOICE standard is a popular process to evaluate and to prepare a programme as it is prepared through consultations with experienced broadcast personalities. Basically, the daily activities of rural people are focused in these programmes. If live programmes can be prepared on the basis of VOICE, that will be effective and will be of high quality.

**Explaining the VOICE standard**

**V-(Value)**- The program values listeners from small and marginal group, both male and female. Disaster affected people are presented in these programmes with special honour because they are fighting for their survival in an adverse situation. These struggles save both themselves and others. This programme gives special attention to these people and help them fighting disasters.
O- (Opportunity)- The programme provides disaster affected people with the opportunity to speak and be heard on all matters. Moreover, listeners get the scope to hear their problems, and solutions for them. This encourages the affected people to narrate their problems so that those can be resolved.

I- (Information) The programme provide disaster-prone people with the information they need it. It provides timely, specific and practical information to the people who are facing disasters. An important aspect of the programme is to present the information in a simple and clear manner so that the target listeners can use that.

C- (Consistent and convenient) The program is consistent and convenient. A sequence is being maintained in presenting the programme. Besides, problems of the affected people are also kept in mind. This should be at least a weekly programme, and should be broadcast at a time when both male and female listeners can take part in the programme.

E- (Entertaining) The programme should be entertaining and memorable. It is made on the basis of the demand of the large-scale listeners so that it can attract them from beginning to the end. Complicated issues are presented in the programme in a simple manner so that listeners can remember it.

Nature of effective programme

- Radio must be entertaining, enjoyable and compelling. It must make the audience want to listen. Audience cannot be attracted if entertainment is not there, so radio programmes have to be interesting. If you do not enjoy preparing the programme, the listeners will also not budge.

- Timely completion is important: To finish a task in time is important for mass media. If a programme cannot be broadcast due to delay, it is meaningless how good and artistic the making of the programme is.

- Shorter is better: If a programme appears too long, it becomes monotonous and listeners may lose interest. So the programme should be of minimum length so that its appeal to the listeners remains till the end. Sometimes, all portions of an article seem to be important but here is the charisma of the editing. Cut the fat and keep the solid meat only, so that the listeners’ interest will remain till the end.

- Listeners will not bother whether any portion is scrapped from the programme as they do not know the content of the entire programme beforehand.
Necessary elements of a good live programme

- **Selection of a timely subject**
  Selection of a timely subject: The subject should be selected based on time and area. A station should not broadcast a programme on disaster preparedness in a locality which has already been hit by a disaster. For such a locality, subject should be how to address the miseries during the post-disaster period.

- **Participation of concerned experts:**
  Radio artists are not experts on all issues so that experts on related subjects should be invited to provide authentic and credible information to the listeners. More than one expert can join the programme. A list of the local experts should be kept by the programme managers.

- **Emphasize on the requirement of the women and marginal people**
  Since the women, children and marginal people are most vulnerable to any kind of disaster, their requirement should be given priority.

- **Prepare a listener friendly structure**
  The structure of the programme should be made considering the choices of the listeners, and for this maintaining regular contacts with the listeners, and to get their feedback are very important. Listeners of community radio can be allowed to come to the stations to give their opinion and comments which would consolidate the bond between the station and the listeners. Besides, their opinion can be sought through letters, phone calls, SMS, feedback-box and listeners’ club.

- **Use of proper, local language**
  If necessary community radio may use local language for their programme which will make the communication more effective. However for general radio, using standard dialect is suggested. The meaning of a term varies region to region. For example, In the southern region, many use the Bengali word ‘Bonya’ to mean ‘storm’ but ‘Bonya’ actually means flood.

- **Providing correct and quality information and entertainment**
  If there is minimum confusion over any information that should not be used for broadcast. Always accurate and timely information should be presented. If any information is not available then programme presenter may assure the listeners to provide the information later. Remember during the disaster period a wrong information can cause serious harm. But if a programme is based on only information that can be monotonous to the listeners. So there should be variation in the programme design. Suitable folk song, parody can be incorporated. Sometimes, interesting information turns into entertainment. The presentation style also plays a key role here but vulgarity must be avoided in the name of providing entertainment.
Quality presentation

- Presentation is crucial to a successful programme. Different aspects including voice, speaking in a simple and natural way, delivery pattern and use of language should be proper. Presenter should have a proper idea about the subject.

Use of jargon and acronym

- Jargons can be replaced with the term which is more distinct and communicative. Instead of DDM, use Department of Disaster Management.

Programme length should be listener friendly

- The length of a programme should be determined on the basis of the requirement of local listeners. During disaster, timing and length are very important. Carefully select what type of information is needed and when that should be broadcast.

Ambience sound

- Creating an environment through presenting the sound of the natural surroundings to enable the listeners to visualize the actual situation is very important. The sound of wind during storm, onrush of water during flood or the hue and cry of the crowd during relief distribution, can help the listeners to have a proper idea about the situation of the spot. It is called ambience sound. For example, during a live programme, if the sound of a helicopter is presented and simultaneously on the next moment the broadcaster informs that it was the sound of the helicopter that has just landed with relief materials, the listeners will get a vivid idea of the spot.

Involving listeners

- Most of the time listeners find the human stories heart-rendering where the affected people present their own stories. The most important thing in radio programme is engaging story telling. If you can narrate an event of your life to your friends in a clear, and engaging manner, you are capable to present a story. This is applicable for news, feature, drama and live programmes. If interesting story can be picked then radio programme become much easier.

Research and planning for listener-friendly live programme

Research is very important for making a quality programme. But the practice of research by our media outlets for programme production and improvisation is quite rare. Formal research is always necessary. For a good programme, informal research can be undertaken in nominal scale and it does not require huge arrangement or a large amount money. A good planning resulted from a good research.

Why research and how it should be conducted
**Determining listeners’ information need**
It is very important to ascertain what type of programme attracts the listeners. And it cannot be realized without getting the opinion of the target listeners. Understanding the level of the information need of the listeners is also necessary.

**Identifying listeners’ problems**
Before starting a programme especially disaster-related one, it is very important to understand what type of information is required by the listeners and how do they want to have it. If information cannot be provided as per the demand of the listeners, they may not like the programme.

**Meeting grass-roots demand**
The demand of the target listeners should be given priority, and for these, content should not be imposed from the station, rather it should be designed on the basis of the feedback from the grass-roots.

**Credible source of information**
Primary research should be conducted to find out the credible sources of information. Especially for disaster-related programmes, having credible sources of information is important as it helps to provide proper information instantly through contacting the sources.

Generally, there are two types of research—primary and secondary.

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**The following methods are used to collect information for primary research**

**Questionnaire**
Listeners’ opinion can be collected through preparing some general queries based on the programme objectives.

**Focus Group Discussion (FGD)**
Focus Group Discussion is an effective method to know listeners’ demand and this can be conducted through listeners’ club.

**Observation**
Radio artists and volunteers often talk to the listeners during field visits and they can assess the likings and dislikings of listeners from their observation of the listeners’ comments.

**Listeners’ group**
An assessment of the acceptability of the programme can be made through interaction with the listeners group through question papers and group discussion and it does not bear any cost.
Information is collected for secondary research from secondary sources including:

- Related books
- Internet
- Publications
- Research paper etc.

In addition, observation is also a popular method for research. A good plan resulted from a good research which means:

Research can help for collecting necessary information and interviews, to determine whether the focus of the programme is appropriate or not.

By using the table given below in group discussions one can determine the demand of the listeners. A listener-friendly programme on disaster can be made on the basis of the listeners’ information need.

**Following issues should be discussed to understand the main types of disasters of the region –**

A. Disaster calendar (type of disasters in different month of the year).
B. How the livelihood and households are affected by these disasters (main livelihoods should be identified. The impact on the women and children should also be discussed.)
C. Information on recent disasters
D. If there was any, how did it affect the livelihood and lives of people

### QK-1

<table>
<thead>
<tr>
<th>Sl. no</th>
<th>(List of major disasters)</th>
<th>Rank on priority basis</th>
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### QK-2

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<tr>
<th></th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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<tbody>
<tr>
<td>Type of disaster</td>
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<tr>
<td>How does it affect livelihood and localities (Damage of houses, water sources, latrine, crops etc.)</td>
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<tr>
<td>How does disaster affect on behavior and lifestyle? (For example, where do the affected people take shelter, how do they collect drinking water, how do they maintain hand-wash)</td>
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<tr>
<td>Who are most vulnerable  (Farmers, fishermen, pregnant mothers)</td>
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<td>---------------------------------------------------------------</td>
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<tr>
<td>What is the level of expertise  (If you find that they know a lot then discussed them about their disaster preparedness and response).</td>
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</tr>
<tr>
<td>1. Preparedness is good (They have expertise and they practice it during disaster)</td>
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<tr>
<td>2. They have expertise but they do not practice it</td>
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<tr>
<td>3. They know a little and required more knowledge</td>
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<tr>
<td>4. I have no expertise and they do not feel to take any preparation</td>
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<tr>
<td>Information need (Flood-resistance house construction, basic and primary preparedness, cultivating high-yielding crops, proper health care)</td>
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</table>

**2. What is the information-demand at this moment?**

(It should be explained as information is also assistance which helps for disaster preparedness and response)

a. Discussion should be held on the demand of different gender and group (So that disabled and religious minority can be included). For example, women and children have some unique issues. For women—how do they take care of them during periods, how the pregnant women get necessary health care support during disasters and how the children get proper nutrition and other types of essential health services? For farmers—how do they resume their cultivation and from where do they get inputs etc.?

b. **Understanding the present behavior (As per table 1 and 2)**

- What types of problems are being faced by the locals during disaster-free period (It can be regarding health, security, livelihood and education)
- Perception of the local people about their knowledge on these issues
- Whether they are engaged in any risky, unsafe and unhygienic practices at present

Community Radio Programme Guideline 14
The Concept of Lifeline Programme

This chapter discusses the concept of lifeline programme, the difference between conventional and lifeline programmes, information needs of affected communities during and post disaster periods, and gathering and communicating disaster related messages.

The objective of the lifeline radio programme is to provide necessary information to the affected people for the protection of their lives and properties and to reduce their sufferings. Mass media can protect people’s sufferings by giving lifeline information during disaster. People feel helpless during disaster. The behaviour of people changes during disaster. For example, they become speechless, vacant expression; attempt to commit suicide, crying, lose trust on people, lose their confidence and feel helpless etc. The lifeline programme stands beside the affected people by giving necessary information and courage for what to do in such a situation.

Traditional programme Vs lifeline programme

There are some differences between the subject matter and outlook of the traditional news collection and reporting, and lifeline programme. In a lifeline programme, the information would instantly help the affected people. Instead of giving information on what has happened, it is more important to provide information on what is necessary for the affected people and how the service can be obtained. The contents can be about safety, food, water, shelter,
health, hygiene, trauma, etc. The main guidelines for the responsible journalism will remain the same. The content has to be constructed and presented by giving more importance on accuracy of information, impartiality, relevance, editorial honesty, etc.

The persons who are not affected by disaster may get the information dull or unimportant. But the affected people or people in the risk of diseases or people in malnutrition, or people in life risk will get such information very important.

Example : Practical Lifeline Information
Difference between traditional news and lifeline information
News: “Mismanagement in relief distribution — are the relief being distributed properly ---? are there sufficient relief as needed---?” On the above news, there is not specific information for the disaster affected people so that the information can be used for how assistance can be obtained.

Lifeline Information: “If you want to get relief, you need card/voucher, you can register your name to such places — the voucher/card is not allowed to buy or sell or do business with it — the relief materials will include --- etc.”

From the above lifeline information, the affected population can get the direction where, how and how much relief material the affected people will get and they will be able to take decision accordingly. The above information would also help resist corruption.
Demand of information for the affected people

What kind of information is needed for the affected population during disaster depends on the type and magnitude of the disaster. The best way is to get information from the listeners and ask those people or staff of the institutions engaged in the field level for relief activities to know about what kind of information is necessary at this moment. What kind of information is needed for the affected population during disaster depends on the type and magnitude of the disaster. The best way is to get information from the listeners and ask those people or staff of the institutions engaged in the field level for relief activities to know about what kind of information is necessary at this moment.

Post-disaster period

This time generally the situation remains out of control to a great extent. We don’t see any readiness of relief distribution in an organised way. This time the affected people can only say about the surroundings what they see. But the mass media can assist people by telling about the nature and gruesomeness of the disaster and telling the best way how to get rid of it. The disaster affected people can get to know at this time:

• What has happened?
• Why?
• Where?
• Type and scale of disaster?
• How to protect me and my family?
• How safe is the present place where I am staying?
• What type of assistance is available now and where it can be found?
• How long the crisis will prevail?
• Where can I get additional information?
• What can I do for the children affected by the trauma?
After some days of the disaster

The disaster affected population become organised after recovering from the primary problems and when some specific aid and assistance start to continue. The relief materials from the government and the non-government organisations might have been reached. The relief materials from the international aid agencies would take some time to start its activities within one or two weeks.

In this context the major questions of the listeners would be –

- What food/beverage/shelter are being distributed and how I will get it?
- How will I be registered to get the relief of the aid agencies?
- What kind of medical treatment is being given and where I will go to get it?
- What type of aid agencies is working here? How to recognise them? How does their logo look like and what kind of assistances they are providing?
- What kind of health risk is there? And How to protect us?
- How will we remove the garbage?
- What kind of security risk is there? How we can reduce this risk?
- One of my family members is missing. What will I do?
- Which media/advantages for communication are active now?
- Which roads are open now?
- Is it safe now to return home?

After several weeks or months of disaster

The construction of schools and houses, rehabilitation of the injured, employment and livelihood have to bring forward as part of long term issues for reconstruction and rehabilitation. The information for example what is the rehabilitation process for the disaster affected people and what kind of assistance is available for them can be disseminated.

Accountability is an important matter. It is important to look into the matter how much the government and the non-government readiness programme is meeting the people’ demands, whether the grants and donations are being spent properly. Post-disaster reports can be made on these issues.
Wrong information can cause death to people

After the cyclone Sidr in 2007, a rumour was spread in Barguna district and eight people were killed in a stampede. Tsunami will hit the area, everything will go under water – such a rumour was spread just after the Sidr. The incident of killing happened when the awe-stricken people started running to and fro. Later correct information was disseminated through the megaphone and the panic was removed. The correct information could have been disseminated if there were a community radio.

Community radio played a vital role during the cyclone Mahasen in 2013. The power supply was cut off before the cyclone hit. As a result, people who were about to face the cyclone were severed from all kind of communications. After a special arrangement of generator, the community radio then started broadcasting disaster related programmes including signals. It can certainly be said that the lives of many people were saved. Because eight people were killed as they were out of the radio signal.

Source: Lokobetar, Barguna
During Relief Work
Keep an eye on the relief activities and establish regular communication with the people who are involved in relief distribution. It is necessary to establish a liaison with international and local agencies and the government institutions as soon as possible to identify necessary information for the listeners on what is happening.
Ideally, aid agencies and local authority would agree to provide main information to people. A communication on behalf of the radio has to be established with them to collect information and to assess its accuracy and dependency.
Unfortunately many confusing information is spread during disaster. People are always eager to know what kind of relief or aid is pouring in or how to get it? An array of unreal information on the basis of speculation is spread for the lack of correct information.
In such a situation, it is necessary to find out the person who is engaged in relief activities and coordination. The person has to be assured that if necessary information is supplied for people it would help assist the relief activities. Very often the mass media is given disaster related information but they have to tell that the information that is necessary for the lifeline programme would help them to protect their lives. Necessary information can be obtained from the persons who are involved in the relief activities in the field level.

Collection and dissemination of information relating to disaster
Some primary information on disaster can be collected beforehand. Such information can play vital role in making radio programme and at the same time if this information is broadcast it would play important role for taking prior preparation and combating disaster. Every year disaster takes place in the risky areas. As a result when disaster started and when it ended, how much areas were inundated in the flood, how long the area was inundated, what was the velocity of storm, how long did it continue, what was the damages, how the non-government organisations assisted – if the information is disseminated it would be useful for disaster management planning.

Plan formulation relating to disaster management
Which disaster frequently occurs in this region. If we don’t know the information about the dreadfulness of disaster, scale of loss, position of the affected people, health service institutions and probable aid organisations, we cannot formulate plan for disaster management.
Pre-disaster preparation

It would be convenient for making pre-disaster preparation if information is found beforehand like - when does the disaster take place, how long does it continue, what kind of damage may occur, what is the capacity of the people in the area, amount of local resources, etc.

Rescue operation in disaster

The rescue operation becomes easier and people can be taken to a safe place if certain information is known. The information are what kind of loss may occur during disaster, dreadfulness of disaster, capacity and number of Union Parishad, School, Hospital, Clinic, etc, number of young volunteers, positive behaviour of the Red Crescent, number of boats and vans and information about its owners.

Post-disaster relief and rehabilitation

For conducting post-disaster relief work, certain things are necessary like affluent people of the area, list of government and non-government institutions and those persons who extended support in the previous disaster. The rehabilitation work becomes easier if we know that how much assistance came from the rich people and organisations and how does the Union Parishad help, etc. If the information of losses and damages is given to these aid organisations, Union Parishad and Upazila Nirbhahi Officer (UNO), the relief and rehabilitation work can be done in a proper way.

Information relating to disaster can be collected in different ways. The following list is the most important -

- Aged people – men and women – of the community
- Radio, television and newspaper
- Government and non-government organisation that work on disaster
- Newspaper that covers story on disaster
- Union Parishad
- Upazila Parishad
- Government offices which work on disaster management
- Red Crescent office
- All clubs and service providing organisations that worked on disaster
- Hospital and health centre
- Affected people
How to disseminate messages

Tell the message again and again

Main message or information need to disseminate again and again, especially at the beginning of the disaster. To remember, when people are in a panic, they cannot remember anything at the time.

Speak easy to understand language

To speak in an easy and clear way so that everybody can understand it. To remember, this time different confusing information is spread. So you would give correct information to remove their confusion and it would help for the next course of action. Both standard and local languages can be used in this regard.

Provide information on what to do

Very often emergency service receiver wait for a long time for getting assistance. If correct information is given to them, it would reduce their sufferings. They can get relief if they get the correct information.

• Encourage people so that they can inform the correct information to their community members including their families.
• Provide address, phone number etc. to people so that they can get further information.
• Not to confuse the disaster affected people with wrong information. It would intensify their sufferings. It is necessary to encourage them at this time and to give correct information.
• To consider the women, children, the aged and the disabled persons separately while providing information. Special information should be given for them for the next course of action because they need to face different kinds of challenges in disaster. General information is not sufficient for them.
• Give emphasis on the source of information while disseminating information. A confusing situation is created during disaster and different rumours spread. So cross-checking is necessary while giving information. While giving information, the source should also be mentioned to remove any confusion.
• To ensure the identity and acceptability of the source and the persons who is giving interview. Any question should not be asked to the person who does not have any idea or experience.
• It is necessary to build up collective ideas so that the affected people don’t feel loneliness and isolation. Such ideas can reduce their sufferings.
• It is necessary to give hopes. Resolute and sympathetic voice with encouraging speeches on the radio encourages people.
Characteristics of message for effective communication

Simple
Clear
Concise
Complete

Message for effective Conversation

Community Radio Programme Guideline 23
This chapter discusses the practical areas of live radio shows, scripting, use of microphone, presentation, storytelling and building audience of the shows.

A responsive live show can be produced by following the guidance discussed in this chapter.

Things to follow to produce a call-in programme

Select the main topic and take preparation accordingly

Preparation has to be taken beforehand about the topic or subject of the programme. Preparation has to be taken on the relevant matters after forming the script of the programme that is what would be the content of the programme. The guests at the programme should also be informed of the subject matter beforehand. The technical matters should also be made clear among the team members. To remember, there is little scope to correct the mistakes in a live programme.
It is necessary to make some common messages on primary information and awareness of the programme beforehand. Those matters have to be broadcast as per the script between the programmes. The best practice is that the regular listeners of radio or some members of listeners’ club should be informed about the programme beforehand and to motivate them to ask some important questions during the programme so that people can get to know necessary information relating to the subject.

The prior preparation of the moderator and guests can be taken before so that proper answers can be given. This process cannot be possible during the disaster period though it can be done easily before and after the disaster. To remember, a listener may not confine his/her questions to specific subject matter only. Prior preparation can be taken about what kind of probable questions may be asked. But wrong answer should not be given at any circumstances. If the answer is not known immediately, it should admit and assurance should be given that this matter would be discussed in the next programme. Or information can be given where the answer of the questions can be found.

Prepare script for the programme

Once the topic is selected, a script for the programme needs to be prepared in accordance with programme sequence. General rules for scripting need to be followed and script should match the objective of the programme. After finalizing the script, the presenter should read it out off-air, this will help the presenter to read the script easily during the show.

Start the programme

Start the show by welcoming the audience. Then introduce the guest to the audience and invite the audience to make phone calls. The phone number should be said slowly twice so that audience can memorize or write it. The introductory segment should be short which will help to draw audience attention.

Accept the listener’s call with due respect after getting the name and identity

The listener who will call at first should be received cordially. Ask for name, profession/identity and then request the listener to make questions. To get to know easily – ‘Please tell me your name’ ‘What is your profession or where do you work?’ If the listener gives the answers to these questions beforehand and then start asking question, give him/her thanks for making the call. If the question is not understandable, then tell the listener to ask the question again. If necessary, assist the listener. ‘What/which matter do you want to know?’ or ‘What solution of the problem do you want to ask?’ If necessary, ask the question in the regional language.

Don’t be irritated if irrelevant questions are asked or if the questions are not understood then request the person to make the question in the proper way

Irrelevant questions may come. For it, don’t be bothered. If you know the
answer of the irrelevant question, tell it in brief. Or tell the listener with cordiality that today a separate subject is being discussed, we would discuss on it in another programme in future. It has been told that if the questions are not understood, ask to make the question in a proper way.

**To answer the question fluently**

Give information and answer the question in an easy way. If it is necessary to use technical term or jargon, tell it with full explanation so that all listeners can understand it easily. Use easy and frequently used words so that the matter can be expressed fluently. The guest who would be at the programme should also be told about these matters before starting the programme. You can help the guest as well during the programme.

**The radio volume of the listeners should be muted if the programme is broadcast outside the station**

The listeners should be requested to decrease their radio volume before making any phone call.

**Duration of Call-in Programme**

The length of the programme depends on the radio station how long it wants to run the programme. But generally the length of the live programme is 40 minutes to one hour. But during disaster this length can be fixed depending on the situation. At least three programmes should be broadcast in a month and it should be at the same time every day. The live programme can be broadcast again the next day at any time so that those who could not listen to the programme can get another chance to listen.

**Broadcast schedule**

The schedule of the broadcast of programme may be different depending on radio station and the area. But generally this time can be in the afternoon and before the evening or after the evening. A listener survey can be conducted in this regard. During the disaster period the live programme should be run whenever it is necessary.

The better time for women listeners is after the noon when they get leisure time after cooking. If the programme is broadcast two days in a week, the programme can be broadcast at least one day at the proper time convenient for women listeners.

**Organization of a live radio show**

1. Assess audience needs through formal or informal research and determine
2. Develop script in line with the topic
3. Select relevant expert and orient the guest about the programme, a list of possible queries may be provided to him so he can get preparation.
As per script, prepare field report or drama to initiate the conversation. Prepare a set of key messages to transmit them at several points of the show.

5. Publicize the show airtime among audience through different channels including listeners’ club.

6. Air the show by following the script, invite the audience to ask their questions over phone, tell them the phone number.

7. Accept audience call and request the guest to answer the queries in short. If it is felt that the caller may not understand any element of the answer, ask the guest to clarify it with example.

8. End the programme by announcing the quiz winner name and inviting the audience to listen to the next show.

Programme popular

The listeners will not listen to the programme if they don’t know about it. It is important to inform the listeners about its significance, time and the frequency of the programme. It can be informed in two ways. Firstly promo can be broadcast amid a programme and secondly it can be broadcast outside the programme. The advertisement can be carried out in different ways. It can be done by the distribution of the posters and leaflets or it can be done by singing songs and music or staging drama at the places where there is the gatherings of people like haats (market places) or tea stalls, etc. The advertisement can be carried out effectively through the schools, colleges and listeners’ clubs. Megaphones can also be used for this purpose. To remember, if the listeners don’t listen to the programme, it will not bring any result even if the programme is necessary and good.

All advertisement components including leaflets and posters should carry the name of the programme, its broadcasting time and re-run time, frequency, phone number to directly take part in the programme, etc. so that listeners can remember about the subject of the programme and take part in it.

General Rules for Writing Script

It is necessary to remember many things while writing a good radio script. These are –

- At first remember that it is being written for listening. It should remember how the listeners feel the speech of the presenter. A newspaper reader can read and see the newspaper again and again. But a radio listener can listen to the radio programme or news once when it is broadcast. So if a word of a programme or a report is not understood while listening to it, the whole meaning of the speech can be changed.
So the script should be written in such a way so that listeners can easily understand the matter. The listenability of the electronic media has to be considered like the printing media has the readability.

- The sentence has to be correct and proper, clear and distinct, specific and easy.

- The better script would be brief and moderate but it would have necessary information. The news bulletin of the radio get little time. Considering this matter, the script has to be made on the information available.

- It is better to write the script the way we talk. It is better to avoid formal and metaphorical language. Use correct Bangla for national media. But regional languages can be used for community radio because the programme of the community radio is confined to the population of a specific area.

- It is better not to repeat the same word used in the script. It will remove monotony and bring variety in language and sounds better. It can also help reduce the additional words.

The specific pronouns should be used while broadcasting news bulletin or programme. The indiscriminate use of the pronoun ‘he’ ‘she’, ‘they’ etc. should be avoided because a listener can start listening to in the middle of the news or programme. So this listener demands the name of the person. The rank of the person can also be stated. However, the rank of the person is used before the name of the person. For example, prime minister Sheikh Hasina said ---. However, the name of the person can be said once, then the pronoun or the rank can be used to bring variety in the news.

It is necessary to avoid long word and sentence. The tongue-twisting word or word hard to pronounce should be avoided. It is better to split the long sentence and to avoid the words which are difficult to pronounce. It can help presenter to read the news easily and removes the apprehension of hard to pronounce. It also helps the listener to easily understand.

- A sentence should not have more than 17 words. It puts pressure on the eyes if the sentence is a combination of maximum 25 words. Now-a-days a sentence with 17 words is considered ideal. It is suggested to use 13-14 words in a sentence for radio script.

- Avoid the long name of the person in the broadcast copy and the popular name of the person by which he/she is known to others should be used. It would help reduce the number of words in the script and sound better.

- The foreign names and words should be avoided if it is not much necessary because such names and words are difficult to pronounce. If it is necessary to use such names, ask the concerned person for its pronunciation.

- The age, religion, marital status of a person should be avoided in the script if not necessary. Such information is personal. To remember, the privacy of person should be maintained.
- The present tense should be used in the script to maintain the immediacy.
- Use the descriptive words as far as possible. For example, wearing red clothes overhead and holding banners and festoons in hands, the workers brought out a procession.
- The script should be written keeping in mind about the rhyme of the speech.
- To remember, make the description convenient for the listeners once again so that listeners can remember.
- After writing the script it is better to read the script loudly before voice recording. One should understand how the script sounds to ears. If it is not worthy of listening, the listeners would also not like it. If necessary, the script can be changed.
- There is no alternative to practice for writing better script. Repeated practice helps detect the mistakes and at the same time it helps write a script quickly and easily.

Ask yourself before writing a script on any subject
- Why am I writing this?
- Why do I think the listener would listen to it? Or:
- Why they will listen to it on radio?
You can get the means of writing attractive scripts if you get the answers of the above questions.

**Presentation**

- Keep the voice and style of speaking normal
- Speak in a friendly, easy and natural way
- Not to speak in a sharp or deep voice (it may sound unclear)
- Present the speech with confident so that the voice does not have any uncertainty or hesitation
- Speak in an easy and normal way, not to speak with force or in a trembling voice. It expresses cordiality
- Use of language : use easy language, if necessary use regional language

**Use of microphone**

- Microphone is very important for radio because words are used to reach to the listeners
- If the recording is done in the field level, put your finger in one ear to understand whether the microphone functions. It’s a strategy.
- The use of microphone depends on its type: But the general rule for using all kinds of microphone is-
  - Hold the microphone a bit far away from the guest/speaker
  - Hold the microphone under the mouth, it will prevent popping sound
  - Speak in an easy, fluent and normal way in the microphone
**Story telling**

A single character is presented in a story. This character goes through different ups and downs and finally overcome it. It is the main thing from the story ranging from African Ballad to Shakespeare. The same thing is done in the story of a good radio programme. The only thing is to make the character enjoyable as it goes through different ups and downs. The listeners can easily trace the main character and feel that they are also facing the same problems like the character.

In most of the cases the stories about the people are given a heart-touching colour for the listeners.

The well-presentation of a story is very important for radio. If any person can narrate his life story before his/her friends in a beautiful, understandable and clear way, the person is capable of telling a story. It is applicable for teaching programme, news presentation and drama.

A story has four important elements for radio.

**Element 1** : Central character (protagonist) – most of the stories have a compassionate character and listeners are attracted to it. This character may have faults, but the listeners feel a kind of positive feelings for this character. There can be other characters in the story but they are side players.

**Element 2** : Any challenge or problems: the central character faces a problem. The population of the community also face the same problem. For example, the central character has fallen into disaster. He/she is helpless. There can be a description how the aid agencies or volunteers help the character to get rid of the problem.

**Element 3** : Climax (how the problem will be faced) – it is the mainstay of the story. Here the main character and other characters work to face the problems/challenges. It contains elaborate description.

**Element 4** : Resolution (conclusion) – How the problem has been addressed and what impact did it have on the central character and what happened?

**How These Elements Together Make the Story Dramatic**

- Present the important information of the central character so that the listeners find it attractive
- Identify the problems of the central character in such a way so that these things can become understandable to the listeners
- Describe elaborately the problems of the central character and the steps taken to resolve it
- Tell how the problems have been addressed in the life of the central character and its impact on them

Good story connects between speaker and listeners. Listeners are very important in story telling. If the listeners do not listen to the story or do not understand, what is the use of the story then?

Good story has a beginning, a middle and an end. It has rationality and proper structure. It is like a short story. The listeners have to be attracted, the characters have to be developed, there will be a climax, and then a resolution.
Interview is about conversation between two or more persons known as interviewer and interviewee. Success of interview depends on conduction of the interview and techniques of asking questions. The base of the interview in a call-in radio programme is conversation in a question-answer style. The presenter talks to his/her guest on a specific topic, at the same time presenter talks to the listeners. The presenter employs the techniques of interview during such conversation for which s/he needs to well-skilled in interviewing. Different aspects of an interview are discussed below:
An interview will have –

- Clear focus
- A true story/problems or success story of a real man who has faced the disaster
- Direct interaction with answer and question
- Proper voice based on subject

Interview:
When you are a presenter or interviewer

A good interviewer/presenter will have-

- To know about the story of subject matter and to take preparation accordingly
- To keep the interview under his control
- To be firm and confident in speaking instead of being attacking
- To be careful in using language
- To remember, the interviewee will give information, not to please others

An interview must have a structure

- Introduction of interview/story, identity of the interviewee and to make the first question
- To provide all necessary information with example between the interview and to wrap-up the interview with the last question and to give future directions
- The listeners at the end of the interview will feel that they have listened to a story
- The listeners will be able to tell the story again or remember it

Fundamental steps
Before starting the interview—

- To be sure of the focus of the interview
- If the focus is not clear why the interview is being taken, the interview will undoubtedly turn into a failure

Opening question is important—

- Think of the first question before starting the interview and it should be clear
- It must be clear and specific
- It encourages the interviewee to answer in a direct way

Opening question

- Make the nature of the interview
- To kindle the interviewee
- To draw the listeners in the story

Question

The interviewee acts as a representative of the listeners. Who, What, When, Where, Why and How – these 5W and 1H questions help to get clear and specific answer

Example.

- What happened after it? Or what happened then?
- Why do you think so?
• How did you face it?
• What impact was it on you?
• What do you want?

**Why? Most powerful question**

• Many prefer to start question with "Why"?
• The question word ‘Why’ creates motivation to carry on the story
• But before starting question with ‘Why’ there should have a plan how the story will end.

• ‘What’ and ‘How’ question word is always a better for starting.
• These questions kindle the interviewee and listeners and it creates the space for asking the question with ‘Why’.
• After setting up the space, What the interviewee did or what happened, the ‘Why’ question can be asked to end the story.

### Making questions

There is answer in question or closed question is asked.

• Your age is 40, aren’t you? The answer of this question is either ‘yes’ or ‘no’. Rather the question can be ‘what is your age?’

• This project is playing a role in facing disaster in your area? Rather ask the question – What role is playing the project in your area?

• Not to ask many questions at a time.
## Format of the Programme

This chapter presents format of call-in show on disaster, sample script and storyboard for short drama. Programme crews can customize these samples to produce live show for their radio stations.

### Sample format of the call-in radio programme during disaster

<table>
<thead>
<tr>
<th>Topic</th>
<th>During/length</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ID/Signature Tune</td>
<td>10 Sec</td>
<td></td>
</tr>
<tr>
<td>Welcome and introductory speech</td>
<td>20 Sec</td>
<td>Tell the phone number</td>
</tr>
<tr>
<td>Tell the subject matter and the contents of the programme</td>
<td>20 Sec</td>
<td></td>
</tr>
<tr>
<td>Introduce/welcome the experts of the programme</td>
<td>10 Sec</td>
<td>Tell the phone number again</td>
</tr>
<tr>
<td>Start discussion after requesting for call</td>
<td>2 Minute</td>
<td>Make the checklist beforehand. Tell the guest about the questions beforehand. The programme can be started with a field report on the subject</td>
</tr>
<tr>
<td>Receive the phone call of the listeners and answer</td>
<td>20 Min</td>
<td>The during differs on the phone call</td>
</tr>
<tr>
<td>Starting discussion with the guest again till the next phone</td>
<td>2 Min</td>
<td></td>
</tr>
<tr>
<td>Activity</td>
<td>Time</td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td>Broadcast PSA on disaster (pre-recorded) give important phone number for communication</td>
<td>30 Sec</td>
<td></td>
</tr>
<tr>
<td>Tell the question of the quiz (if any/tell the answer of the quiz which was asked before and to announce the winner’s name)</td>
<td>30 Sec</td>
<td></td>
</tr>
<tr>
<td>Folk song/broadcast subject based drama the winner’s name)</td>
<td>4 Min</td>
<td></td>
</tr>
<tr>
<td>Announcement for the next programme and urge to listen the next programme/broadcast PSA on disaster</td>
<td>1 Min</td>
<td></td>
</tr>
<tr>
<td>Tell some of the focal points of the discussion and finish the programme after thanking the guests</td>
<td>1 Min 10 Sec</td>
<td></td>
</tr>
<tr>
<td>Program ID / Signature Tune</td>
<td>10 Sec</td>
<td></td>
</tr>
<tr>
<td>Note: remember the policy of the community radio. Lengthen the programme duration if necessary</td>
<td>Total 33 Min</td>
<td></td>
</tr>
</tbody>
</table>
This chapter presents some code of conduct set in the Community Radio Installation, Broadcast and Operation Policy which are obligatory for a station to abide by. In addition, other ethical aspects including code of conduct during interaction with.

Ethics and Code of Conduct

Some instructions were set in the Community Radio Installation, Broadcast and Operation Policy 2008 (Ministry of Information; March 12, 2008) which are related to code of conduct and a station and its crews have obligation to follow these codes. These are as follows:

- The community to be served by the Community Radio Station should be well specified and defined.
- The program contents should cover educational, social, gender, economic, environmental and cultural fields be relevant to the needs of that particular community. It should not go beyond the community’s cultural and historical heritage. Any kind of political, sectarian or doctrinal program shall be prohibited.
- Preference should be given to rural communities during the pilot phase. The focus must be for communities deprived of the reach of mainstream media outlets.
- The Permission Holder shall ensure that nothing is included in the programme broadcasts which:
  - Offends decency, criticizes other countries or endangers the friendly relations of Bangladesh with other countries.
  - Openly or in veiled manner attacks any religion, community or ethnic group or in any way created animosity between communities or groups of people or tries to promote sectarian views which may lead to communal discontent or disharmony.
  - Contains anything obscene, defamatory or false information against person (s), groups or institutions or is partisan in nature.
- Is likely to encourage or incite violence or contains anything against maintenance of law and order or which promotes anti-national feelings/attitudes.
- Contains anything amounting to contempt of court or anything affecting the integrity of the Nation;
- Contains aspersions against the dignity of the State and, Government.
- Criticizes, maligns or slanders any individual in person or any group or segment of society in the country;
- Encourages superstition or blind belief;
- Degrades women;
- Degrades children.
- Degrades human in disabilities.
- Encourages or supports the use of drugs including alcohol, narcotics and tobacco;
- Stereotypes, incites, vilifies or perpetuates hatred against anyone or any group or attempts to demean any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion, age or physical or mental disability.
- Tries to exploit religious sentiments or susceptibilities.
- Undermines religious views and beliefs of those belonging to any particular religion or religious denomination.

- The basic objective of operating the community radio is to serve the target community and the people to meet their causes by involving them in the programs broadcast from the station.
- Active and inclusive participation of the target community members is to be ensured in the operation and management of the station. It would be taken as a key indicator of success particularly in case of their involvement in content creation.
- Regarding station management and programming, the licensee will promote equity and social justice with special priority to the marginalized communities in terms of their race, caste, religion, physical disability and gender.
- The licensee will ensure capacity building for and within the community through formal and/or informal training as required.
- The program contents of the community radio broadcast service will focus on agriculture, both adult and children education, gender, primary health, environment, social welfare, current market prices, demand for agro products, rural and community development, baby care, maternity health care, family planning (radio bulletin), income generation etc. The programming should reflect the special interests of the community to be served.
Besides the general matters mentioned above, there are certain things to remember separately and to maintain it on the issue of children and women.

**Ethics or code of conduct for the children**

Though the general policy has roughly fulfilled the proper behaviour towards children of all ages, classes, religion and races but special attentions should be given to some aspects for the children.

- To remember special rights, special needs and special risk of children
- To protect physical and mental welfare of the children and to ensure their prestige and rights

**Major considerable matters:**

- Impact of news media on children
- Filming and presentation of children in news; their security and prestige
- Space and participation of children in news and their rights to expression of opinion
- Precast presentation of children in news and resist misuse
- Protection of children from harmful news elements and uphold the rights of children

**Do’s and don’ts in the presentation of report/programme**

<table>
<thead>
<tr>
<th>Do’s</th>
<th>Don’ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>To always present objectivity and real condition of children in report/programme</td>
<td>To push children towards more adverse situation</td>
</tr>
<tr>
<td>To hide real name, identity, if children.</td>
<td>To provide negative description or to classify</td>
</tr>
<tr>
<td>- Become victim of sexual exploitation</td>
<td>To give money to children or children’s family if there is no real and visible interest</td>
</tr>
<tr>
<td>- Become infected with HIV/AIDS</td>
<td></td>
</tr>
<tr>
<td>- Become accused of or convict of any offence</td>
<td></td>
</tr>
<tr>
<td>To hide children’s real name and identity, if there is any risk, in the circumstances of being refugee, shelter seeker or internal displacement</td>
<td></td>
</tr>
<tr>
<td>To talk with other children or elders or both sides to confirm children’s statement</td>
<td></td>
</tr>
<tr>
<td>To cross-check the acceptability of the institution if the institution provides any statement about the children</td>
<td></td>
</tr>
</tbody>
</table>
During interview

<table>
<thead>
<tr>
<th>Do’s</th>
<th>Don’ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>To inform the child or its guardian before interview</td>
<td>• To publish a report, despite changing or hiding the identity, so that the child or its family face any kind of risk</td>
</tr>
<tr>
<td>• To inform the purpose and use of the interview</td>
<td>• To cause injury to any child during asking questions</td>
</tr>
<tr>
<td>• To take permission from the child and its guardian for the interview</td>
<td>• To ask any question or make any attitude or comment which is insensitive and against the cultural belief and values of the child</td>
</tr>
<tr>
<td>• The language of seeking permission for the interview should be understandable for the children and written permission should be taken in this case</td>
<td>• To discriminate men-women, race, religion, colour, clan, education, physical capacity, etc in the selection of child interviewee</td>
</tr>
<tr>
<td>• Not to pressurize the children for seeking permission for the interview and to inform them where the report/programme will be published/broadcast</td>
<td>• To ensure that the children would not fall into any kind of trouble or adverse situation</td>
</tr>
<tr>
<td>• To pay attention where and how the children are giving the interview so that the interviewee don’t feel any sort of uneasiness or pressure</td>
<td>• To publish the identity of victim child or woman</td>
</tr>
<tr>
<td>• To ensure that the children would not fall into any kind of trouble or adverse situation</td>
<td>• Not to use indecent, unpleasant or derogatory term or sentence</td>
</tr>
</tbody>
</table>

Ethics or code of conduct for the Women

<table>
<thead>
<tr>
<th>Follow</th>
<th>Avoid</th>
</tr>
</thead>
<tbody>
<tr>
<td>• To give importance to gender violence including family violence regarding report/programme. To especially remember the matters relating to disaster related report or programme</td>
<td>• Not to publish the identity of victim child or woman</td>
</tr>
<tr>
<td>• To take additional caution while using ‘terms’ and ‘sentence’ in the making of report/programme on gender sensitivity so that women are not downgraded in the society</td>
<td>• Not to use indecent, unpleasant or derogatory term or sentence</td>
</tr>
<tr>
<td>• To avoid elaborate description relating to ‘rape’ story and to be careful of using term and sentence. For example, taking off Sari, making half naked, full-night rape, losing virginity, losing all things of women’s life, surrendering body without finding any way, physical relations, etc. To write ‘victim of rape’ instead of ‘raped’</td>
<td>• To avoid elaborate description relating to ‘rape’ story and to be careful of using term and sentence. For example, taking off Sari, making half naked, full-night rape, losing virginity, losing all things of women’s life, surrendering body without finding any way, physical relations, etc. To write ‘victim of rape’ instead of ‘raped’</td>
</tr>
<tr>
<td>• To present women’s dignified, successful, strong and positive image instead of presenting women’s weak image in report/programme for the greater interest of the society</td>
<td></td>
</tr>
<tr>
<td>• To publish follow-up report relating to women repression and to continue it until the trial of the offenders is completed</td>
<td></td>
</tr>
<tr>
<td>• Not to use any words that would only mean women or men relating to their ranks while presenting any information. Use police officer instead of policeman, tax inspector instead of taxman, journalist instead of newsman, staffing instead of manning, chairperson instead of chairman, firefighter instead of fireman, letter carrier instead of mailman, business executive instead of businessman, etc.</td>
<td></td>
</tr>
<tr>
<td>• To present women’s and children’s participation, expression of opinion, decision making in mass media and to reflect their positive aspects</td>
<td></td>
</tr>
<tr>
<td>• To adopt additional caution while making reports relating to woman or men or only women and to collect correct information and to cross-check the information before publishing or broadcasting</td>
<td></td>
</tr>
<tr>
<td>• To make arrangement for broadcasting programmes in order to stop violence against women and the reflection of derogatory, negative and traditional opinion about women</td>
<td></td>
</tr>
<tr>
<td>• To include the gender issue in the broadcast policy of all mass media and/or to make separate gender policy for each media house</td>
<td></td>
</tr>
<tr>
<td>• To avoid imbalanced presentation and cliché image of women in mass media</td>
<td></td>
</tr>
<tr>
<td>• Not to declare ‘death’ or ‘unnatural death’ as ‘suicide’ without having any specific information or source. Because research findings revealed that some mass media had published news of ‘women’s mysterious death’ as ‘suicide’ without any source. But in many instances it was a murder case.</td>
<td></td>
</tr>
<tr>
<td>• Not to publish/broadcast any sensational, vulgar and indecent report though such report has people’s appeal and it is against the public interest.</td>
<td></td>
</tr>
<tr>
<td>• Not to take any interview of children or women in a distressed situation. If necessary, information can be taken from others or communicate them later. Not to ask any embarrassing questions.</td>
<td></td>
</tr>
<tr>
<td>• To avoid any advertisement and report on any subject, thought, language and ideology which can engrain the traditional outlook, behaviours and ideas and which act as an obstacle on the path of achieving women’s equal rights, equality and free of discrimination.</td>
<td></td>
</tr>
</tbody>
</table>
Monitoring and Evaluating the Radio Programme

It is imperative to assess the quality of programmes broadcast on the community radios relating to disaster issues and to evaluate the programmes whether these are fulfilling the desired demands of the targeted population. We can evaluate and monitor the programmes after using the form below and the V-O-I-C-E that has been discussed before.

Radio stations or other parties involved in call-in programming can carry out evaluation at any point of time after commencing of the programme. The evaluation can be done half yearly or annually. Radio stations can the evaluation by itself, however, to have more objective results, this is recommended to engage an independent individual or entity to conduct the evaluation.
### V – Evaluation of the listeners

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Evaluation (bold and underline)</th>
<th>Opinion /Suggestion</th>
</tr>
</thead>
<tbody>
<tr>
<td>The radio programmes present the real condition of the disaster-prone or disaster affected women-men, children and the disabled</td>
<td>N/A Fully Partial Not at all</td>
<td></td>
</tr>
<tr>
<td>The programmes are broadcast in the local language of the community</td>
<td>N/A Fully Partial Not at all</td>
<td></td>
</tr>
<tr>
<td>The presenter expresses honourable attitude and solidarity towards the listeners</td>
<td>N/A Fully Partial Not at all</td>
<td></td>
</tr>
<tr>
<td>Problems/subjects of presenters</td>
<td>N/A Fully Partial Not at all</td>
<td></td>
</tr>
<tr>
<td>Presenter ask elaborately to the disaster affected persons during interview of that the person can answer elaborately</td>
<td>N/A Fully Partial Not at all</td>
<td></td>
</tr>
<tr>
<td>Women, men and children are presented in balanced way in the programmes</td>
<td>N/A Fully Partial Not at all</td>
<td></td>
</tr>
</tbody>
</table>

### V- Total result of the evaluation of the listeners

<table>
<thead>
<tr>
<th>Good</th>
<th>Moderate</th>
<th>Poor</th>
</tr>
</thead>
</table>

Community Radio Programme Guideline 42
### O- Opportunity for the marginalized listeners to talk and to listen to them

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Evaluation (bold and underline)</th>
<th>Opinion/Suggestion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women and men listeners present and discuss on serious problems</td>
<td>N/A</td>
<td>Fully, Partial, Not at all</td>
</tr>
<tr>
<td>Presenters assist them so that they can express their speeches clearly and confidently</td>
<td>N/A</td>
<td>Fully, Partial, Not at all</td>
</tr>
<tr>
<td>Listeners directly asks questions to the experts or presenters take questions from the listeners for the experts</td>
<td>N/A</td>
<td>Fully, Partial, Not at all</td>
</tr>
<tr>
<td>Officers are held responsible for listeners’ allegations/concerns</td>
<td>N/A</td>
<td>Fully, Partial, Not at all</td>
</tr>
<tr>
<td>Listeners are given opportunity for reaction on the programme</td>
<td>N/A</td>
<td>Fully, Partial, Not at all</td>
</tr>
</tbody>
</table>

### O- Total result of the opportunity for the marginalized listeners to talk

<table>
<thead>
<tr>
<th></th>
<th>Good</th>
<th>Moderate</th>
<th>Poor</th>
</tr>
</thead>
</table>

### I – Information is effective and time-befitting

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Evaluation (bold and underline)</th>
<th>Opinion/Suggestion</th>
</tr>
</thead>
<tbody>
<tr>
<td>The given information on disaster-prone or disaster affected women, men, children and the disabled is necessary</td>
<td>N/A</td>
<td>Fully, Partial, Not at all</td>
</tr>
<tr>
<td>The given information fulfil the demand of the marginalized and affected listeners</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Speech of women and men listeners are broadcast on important issues</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>Listeners that have proper knowledge and experience get place in the programme as experts</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>Information is true, logical, balanced and coordinated</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>Interviews are taken not only the sufferers but also the experts when necessary</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>Experts are assisted so that they can communicate clearly</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>Experts present effective information which the listeners want to know and it is necessary for them</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>Right information is given in right time before, after and during the disaster</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>Important and main problems are discussed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical matters are explained in easy and clear language</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**I- total result of effective and time-befitting information**

<table>
<thead>
<tr>
<th>Good</th>
<th>Moderate</th>
<th>Poor</th>
</tr>
</thead>
</table>

Community Radio Programme Guideline 44
**C – Benefit and continuation**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Evaluation (bold and underline)</th>
<th>Opinion / Suggestion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programme is broadcast in such a time when listeners both women and men can listen</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>Presenter tell the listeners what will be there in the next episode</td>
<td></td>
<td>Partial</td>
</tr>
<tr>
<td>Station provides opportunity for the listeners to listen the episode of the listeners</td>
<td></td>
<td>Not at all</td>
</tr>
<tr>
<td>Stations tell the listeners about which station’s programme they are listening to</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**C - Total result of benefit and continuity**

| Good | Moderate | Poor |

**E- Entertainment and remembering**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Evaluation (bold and underline)</th>
<th>Opinion / Suggestion</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is a signature tune before starting the programme to make aware of the listeners</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>Listeners feel interested in after listening to the intro of the episode</td>
<td></td>
<td>Partial</td>
</tr>
<tr>
<td>Attractive presentation and sensitive to listeners</td>
<td></td>
<td>Not at all</td>
</tr>
<tr>
<td>Continuity among all the elements of the programme</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presenter ask questions between a long interview and present the summery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consistent humor is found in the programme</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>Local and persistent music is put in the programme to attract the listeners</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>No technical errors are found in the programme which can confuse the listeners</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>The story is presented in such a way that becomes visible before the listeners</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>Presenter presents the important aspects in brief at the end</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>Listeners get ideas about what is happening in the programme and where is the story taking turn</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>Memory games (like quiz, poem) are in the programme so that listeners can remember the major things</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>The programme retains the curiosity of the listeners till the end of it</td>
<td>N/A</td>
<td>Fully</td>
</tr>
<tr>
<td>There are dramatic elements (suspension, plot, expectation) which retain the listeners</td>
<td>N/A</td>
<td>Fully</td>
</tr>
</tbody>
</table>

**E- Total Result of Entertainment and remembering**

<table>
<thead>
<tr>
<th>Good</th>
<th>Moderate</th>
<th>Poor</th>
</tr>
</thead>
</table>

**Total result on the basis of V, O, I, C and E**

<table>
<thead>
<tr>
<th>Good</th>
<th>Moderate</th>
<th>Poor</th>
</tr>
</thead>
</table>
### Easy Way to Monitor and Evaluate the Programme in a Short Period of Time

The following is a way to evaluate the programme in a short period of time. After airing an episode or in a month or two, this tool can be used to measure the programme impact, and the findings can be used to improve the programme.

Members of the listeners club/volunteers can use pictures to get to know listeners’ reaction – their liking and disliking. Asking the following questions, reactions can be taken by showing three pictures – happy face, sad face and average face. Note can be taken for additional remarks/opinions.

<table>
<thead>
<tr>
<th>How do you like this episode (mention the name of the disaster)</th>
<th>Count the happy, sad, average hand</th>
<th>Why? (Write the opinion of the members)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happy</td>
<td></td>
<td>(For example, the information was important, expert guest answered questions, etc.)</td>
</tr>
<tr>
<td>Sad</td>
<td></td>
<td>(What they said I could not understand, language was difficult, the guest was not relevant, information was not available as per our demand, etc)</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>Not so pleasurable; I am not sure whether the information will be helpful; It was necessary for all but not for me; it could be better if there were more discussions on specific subject)</td>
</tr>
</tbody>
</table>

### Any suggestion for the next programme?

**SMS and Call Number:**

When any programme is running on the radio station will give phone number to the listeners to get the feedback of the programme. Listeners will be requested to give their feedback/opinions through SMS or over phone call.
To know about the broadcasting area of radio and listener’s habit to listen to radio

1. What is the source of knowing the information of the community?
2. Do you listen to radio? (hand count)
3. Have you listened to any radio programme relating to disaster? (hand count)
4. Do the community people listen to the radio programme?
5. How do you listen to the radio programme – radio set or mobile set? (hand count)
6. Are you interested to listen to broadcast information and message relating to disaster? (hand count)
7. If six programmes are broadcast, what programme will you suggest to broadcast? (July-Dec) (Remember the demand of information from the previous given calendar)

<table>
<thead>
<tr>
<th>Month</th>
<th>Subject/theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td></td>
</tr>
</tbody>
</table>

Feedback methodology

1. How do you want to give your feedback (about the programme) after listening to radio programme on disaster issues?
   A. SMS
   B. Phone call
   C. Feedback box
   D. Community meeting
   E. By post
   F. Social media
   G. Any other way (mention) : ---

2. Where will it be convenient for you to set up the feedback box if you like the box? (At community radio station, tea stall, school) (Remember: preferences may differ among women and men)
The Guideline for Broadcasting Live Radio Programs on Disaster Preparedness and Response through Community Radio Stations is published in August 2017 by the Bangladesh Red Crescent Society (BDRCS) and International Federation of Red Cross and Red Crescent Societies (IFRC) under the initiative of SHONGJOG and with support from Communication with Disaster Affected

Bangladesh Red Crescent Society

International Federation of Red Cross and Red Crescent Societies