



July 2012 – CIDA/PIONEER Projects – Uganda – Radio Talk Show format

# UGANDA- Radio talk show format

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Radio talk shows were produced as part of the “*Keep good health! Enjoy life!*” campaign, developed by Malaria Consortium for the CIDA-ICCM and PIONEER-Comic Relief projects, in 2012.

10 Radio Talk Shows around ICCM/VHT services and Malaria management & prevention were broadcasted in partnership with four local radio stations between June 26<sup>th</sup> and 30<sup>th</sup> 2012.

## **Radio programming outline:**

- Signature Tune: is the 30 second tune with base line “Keep good health, enjoy life”
- Radio spots, also known as jingles are of 1.00 minute duration on VHTs, RDTs, use of nets, etc..
- Talk show: is the interactive radio program that involves panelists, presenter and listeners

### ***One or two days before the talk show***

Promos should be aired by the radio station at least one or two days before the program thrice a day [this is given as bonus or free] along with the signature tune if possible so that people are aware about the program and can tune in.

### ***Day of the talk show***

Preparations before the talk show

- Meet with all the panelists to brief them on how the show will be done, how the discussions needs to be short and to the point



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- Use the “All about VHTs’ and “Your guide to child’s health” FAQ sheets as reference to answer questions attached here
- Give all the members adequate time to discuss and agree on how will handle what topics, so the discussion seems seamless
- If possible, have a dry run before the actual discussion starts

### ***Format of the talk show - Presenter/radio station to ensure this***

- Open the show with “Keep good health..enjoy life jingle”
- Provide a short introduction of the day’s topic
- Follow up with a panel discussion between experts
- Key in “Keep good health..enjoy life jingle” in the middle
- Phone-in allowing listeners to ask specific questions, so panelists can answer
- A wrap-up or summary by the Radio presenter before closing and announce subject for the next talk show
- Wrap up the program with “Keep good health..enjoy life jingle” at end of the programme

### ***To be done by Malaria Consortium during the talk show:***

- Make a note of questions that come in during call-ins and answers given if they are different from those in the FAQ sheet and send it to me for documentation

### ***After the talk show***

- Obtain a copy of the recording. Retain a copy and send one to me for documentation
- Log sheet containing day, date, time, members present to be signed as proof of broadcast and given to MC for monitoring