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**The communication strategic Plan of ICD Units within the
RADCON Project**

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The communication strategic Plan of ICD Units within the RADCON Project:

Purpose and Rationale:

The purpose of this strategy is to illustrate the series of actions, approaches, and techniques, will be followed in sequence to running effective communication activities through ICD units within the RADCON project, in order to address and to solve rural people problem in the fifty selected poor villages, to encourage them to benefit from RADCON network, to share their information and knowledge, and to provide feedback for the improvement and the development of RADCON systems and contents.

Different communication methods (such as meetings, group discussions), techniques (such as PRCA), and media (Audio, visual such as radio and TV programs, tapes, simple printed material such as posters,) will be utilized in communication to identify problems, and priorities, needed information, and to ensure the full participation and involvement of the whole community in the development process and the communication activities.

Communication activities, approaches and techniques:

1-prepare to start work:

- Investigate the targeted communities of RADCON project; to assess their information needs, and their information sources (three studies were conducted).

- Analyze the findings of the carried studies to identify the focal problems and the needed information in the fifty poor villages, consequently the RADCON systems or modules were identified.

- Select the communication sites in the fifty poor villages (ICD units at village levels were selected, equipped with computers, and provided with internet services to be the centers, in which rural people can contact the RADCON network.

- Select the communication groups at governorate levels (From Research Stations, Agricultural Directorates, and Agric. Ext. Centers according to certain criteria (CG will apply at village level all relevant participatory communication approaches and techniques acquired through training to stimulate rural communities to participate effectively with RADCON activities, also they will participate in holding meetings, leading group discussions , receive peoples' feedback, as well as train the focal point persons on the participatory communication approaches and the other training they will received-TOT)

-Select the focal point persons according to set of criteria providing them with basic training on computer, and trained them on the communication participatory approaches to take the responsibility of facilitating reaching rural people at grass roots to their needed information from the RADCON network, getting peoples' feedback and lunch it to the system

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2- Carry out communication activities at grassroots within the frame of RADCON aim and objectives:

-Hold meetings, seminars, workshops with different categories of rural people, as well as women in the targeted areas to introduce the RADCON project, its aim and objectives, create awareness about its benefits and how people can get it .Findings will be received about the actual situations (ICD staff in each governorate, national consultants will take part to encourage men, women, and youth to participate and involve in discussions and provide their viewpoints and needs which will be considered)

-Analysis the present situations and the current contexts in the fifty poor villages relevant to RADCON systems topics, assess the focal problems, and the problems can be solved through communication and providing information to develop RADCON systems (National consultants. communication groups, and focal point persons will carry jointly these tasks).

-Encourage rural people including women and youth to contact the ICD centers to get their needed information from RADCON stakeholders, exchange their experiences on the network, providing successful stories, and inherited cultural industries, handcrafts or dishes.... etc. (Focal point persons will establish constant relations with leader, voluntary and pioneer persons, visits, meetings, discussions by focal point persons, and communication groups, will be carried in a regular basis. National consultants will attend parts of these meetings.).

-Conduct listening and viewing groups to introduce TV or Radio programs on topics taken from RADCO systems, conduct discussions and having feedback on the introduced issues, suggestion taken for adjustment purposes

-Inform rural people.

3-Utilize different communication methods to disseminate RADCON information and Knowledge:

The aim is:

-To support and facilitate reaching RADCON contents to a big number of people in and outside the selected villages in a very short time.

-To introduce integrated and paralleled RADCON development messages by using mixture of multimedia the matter will cause

quick, wide and deep effects and accelerate the positive changes in the targeted communities.

- To facilitate the exchange of farmers' local experiences among people in different communities.

- To empower the poor people in rural communities, and make their voice and Requirements to be considered.

- To mobilize all the communities' efforts and recourses toward realizing specific development aims

- To create project's self fund chances in the future by announcing through media for specific information & services through RADCON for the interested, capable farmers and investors.

The action:

Establish linkages with willing media Agencies partners

Identify media agencies partners:

- select media agencies partners depending on some criteria as; willing of these media agencies to cooperate and to work with RADCON, the availability and acceptability of these media to people in the targeted areas, and the fund available to cover the needed costs.

- Investigate rural people opinions on the potential media in each area before selecting and using these media. (Meetings and group discussions could be suitable/ participatory approaches have to be applied with main support of communication groups)

- The expansion of using media will be in a gradual basis according to the needs, and the gained results in the first stage.

- Within these criteria the following media were selected and contacted:

- Middle-Delta Radio Station. (MDRS)**

- **TV local station-channel (6).**

- **DSCC**

Production orientation:

- Select topics and contents to serve the needs of the targeted groups in the different areas of the project (50 villages), as will as to serve the requirements of RADCON stakeholders, and the requirements of the development process. RADCON developed contents (after the completion) will orient the production of the media taking in consideration peoples' opinions.

- In some emergent cases there may be certain production required immediately (as ex. short campaigns in specific subject) to serve

certain objective. Advices from the concerned experts and the related original resources (from RADCON stakeholders) will be taken to direct the production and then pass the compressed production file to RADCON systems as news or text for recommended practices or actions, or in a form of audio or video files loading up to the system.

- Encourage People in each area to participate in selecting the needed topics from those in the RADCON systems and the forms they preferred, another selection for more general subject to meet the needs of the majority of rural people can be done also (ICD groups and staff in the ICD units will take the responsibilities /participatory approaches will be applied)

- consider in the selection of appropriate media peoples' characteristics, their circumstances, and the whole socio-economic context (As ex .printed materials could not be used with the illiterate people).

Production process, approaches, equipments, and tools:

- The production of TV programs for channel (6) will be through the DSCC center in Dekirnis which act as a coordinator to RADCON system .The equipments such as cameras and other facilities will be provided through the DSCC(video unit). The work will be done by the technicians of the center in close cooperation with the TV producer, the national consultant, and some related experts who will invite to give advice on the scientific materials, or provide comments on the selected subjects (if it is required).

- The TV production after finishing will be concentrated in a minute audio (MB3) or video (MB4) file. It will upload to DADCON system through the responsible person for RADCON system in the DSCC centre.

- For radio programs all the needed facilities even transportations will be provided through the two Radio stations (MDRS) & (GCB), radio producer will responsible for all the technical operations and provided all the work facilities..

- The information materials will be mainly taken from the RADCON systems, some of these information needed to be reinsured or approved from the original resources this will be the responsibility of the national consultant.(ICD groups may offer assistants).

- The obligations and responsibilities of each part (TV, Radio, DSCC, and the project) will be clarified in a written LOA or MOU between the project and each one before starting the work.

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- There are arrangements must be done before starting the recordation or taking the shoot (such as the selection of the interviewed persons, locations, contact them, informing the dates and the roles, previous to this the preparation of the needed official letters and having the approval (.The national consultants will be the responsible, assistances from ICD groups must be / The head of core unit will facilitate to have the official letters for getting the approval).

- The printed information materials have to be very simple depended mainly on the illustrated drawing or photos with very limited words to suit the illiterate rural people posters, and simple demonstrated pamphlets may be suited.

- The selection, and the treatment of the information content, as well as the form of it (News, dramas, interviews, successful local stories, ballads or local folks or audio, visual, printed materials etc.) have to be according to the local people needs, and their acceptance (ICD national consultants with ICD units staff will apply the participatory approaches to identify the appropriate ones)

Mechanisms of disseminating information through the partner media:

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Mechanisms of information flow within RADCON and ICD units

