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OneWorld-UNDP Webinar on Building Capacity of Community Radio Stations to Fight COVID-19

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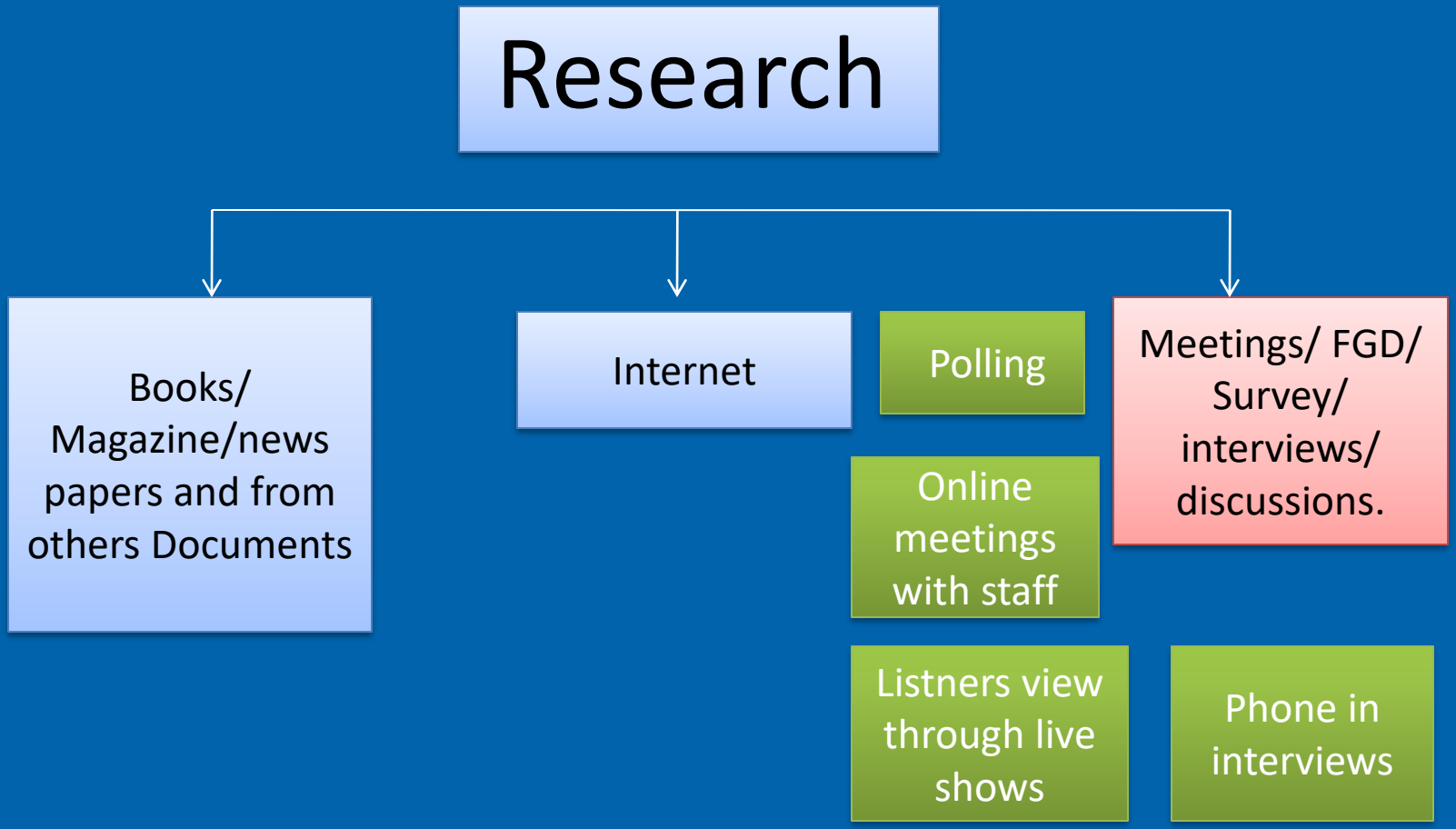
Program design on Covid-19

Aarti Bisht
Community Radio Henvalvani



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Research

- Books/ Magazine/news papers and from others Documents
- Internet
- Polling
- Online meetings with staff
- Listners view through live shows
- Phone in interviews
- Meetings/ FGD/ Survey/ interviews/ discussions.

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Massage Matrix

Program Design

- **Single program / Series Programe**

Program Name ……			Total Number of Episode……
Ep N0.	Episode Name	Key Massage	Program segment

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Program Format

magazine
Drama
Interview
Story
Discussion
Documentary
Radio Feature etc …..

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Target Audience

Gender
Age
Area
Education level

Secondary audience

Language

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Expected Effect/Outcome

Feedback Technique

Telephony
Vox pop
Massage
latter
Feedback form
Narrowcasting
Others activity

Social media

Phone Calls

Telephony Show

Audio massage

Promo

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Thank You