

LINEA Iterative Radio Drama Development

Msichana wa Kati (The Girl in the Middle)

Media for Development International (MFDI)

Learning Initiative on Norms, Exploitation and Abuse (LINEA)



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Presentation Overview

1. Introduction to MFDI
2. Radio drama development process
 - Formative Research, developing proof of concept
 - Feasibility testing
 - Iterative development of finalized radio drama
3. Msichana wa Kati: Overview of the finalized radio drama
4. Dissemination
5. Group discussion / Q&A

Media for Development (MFDI) Tanzania

MEDIA FOR DEVELOPMENT



INTERNATIONAL

LINEA Project
LEARNING INITIATIVE ON NORMS, EXPLOITATION AND ABUSE



Radio Drama Development Process

Translating the theory and data into stories that get ‘under your skin’



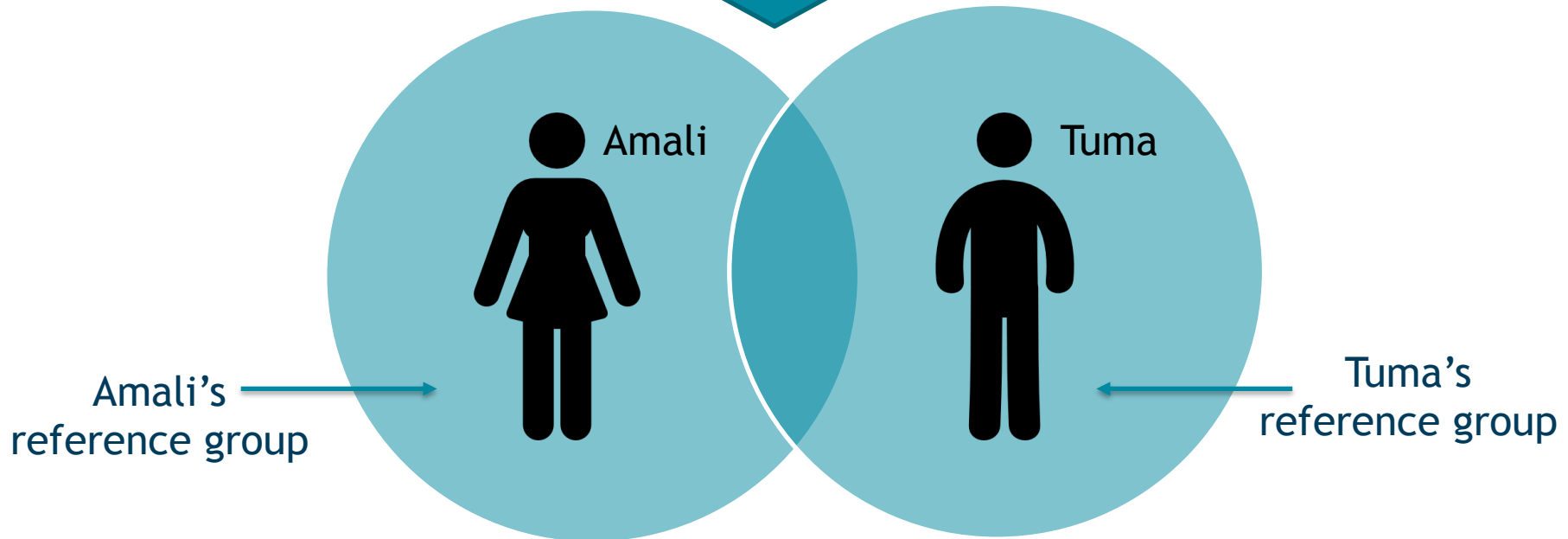
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Stage 1: Formative Research

Institutional, material, social, individual, and global factors
influencing individual's behavior

*(Cislaghi and
Heise 2018)*

and SOCIAL NORMS



Stage 2: Feasibility Study



15 Radio Drama Scenes

Listener discussion groups
(14 girls, 11 men, 12 women)

Three focus groups
(Community leaders)

"It was touching [...] It will make people want to advocate for change."

(Community Leader)

"The story goes in line with the community, and the same thing happens every day so it is real."

(Adolescent girl)

"We'll listen to it, and we'll forget even cooking, so we may burn food!"

(Woman)



Stage 3: Finalising the Radio Drama



Stage 3: Finalising the Radio Drama

Listener Feedback (Characters)

Listeners strongly approved characters' taking "a positive stand" (Mama Prita).

Listeners strongly disapproved of 'bad' characters (Asimu).

Our response

Central characters were shown to be conflicted.

Clearly show pressures exerted on characters (Amali).

Some characters are able to 'redeem' themselves (Tuma).

Stage 3: Finalising the Radio Drama

Listener Feedback (Storylines)

Listeners wanted characters to be 'punished' (e.g., Nyota expelled from school) to act as warning for others.

Strong sense of injustice for certain characters.

Our response

Careful consideration of 'conclusions' for each character (Nyota, Teacher Pindi)

Stage 3: Finalising the Radio Drama

Listener Feedback (Production, casting)

Listeners shared comments on background noises, dialect, casting etc.

Our response

Amended this in subsequent (and previous) episodes.

Msichana wa Kati: The Girl in the Middle



Amali and her family



39-Episode Radio Drama

‘Previously on’ and
‘next on’ spots

Community
resource kit



Tuma at the boda boda
rank



Msichana wa Kati: The Girl in the Middle



Dissemination

- Media interventions aim to influence social norms, and need to be disseminated to intended audiences!
- Interactive broadcast of radio media:
 - Listener groups
 - Call ins
 - Other community activities
- Scale up:
 - National level radio broadcast
 - Multi-media platform to expand and reinforce content



Q&A



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