

5-day course for Antenna Foundation Nepal, May 2009

“Participative Marketing for Local Radio” course, modified to include emphasis on topics of interest to AFN and participants (to be understood)

Day 1: Morning - introduction to trainer, AFN and participants, and overview of the course inc. participant feedback and how we will do things, then talk about marketing, how people perceive it and the concept of participative marketing

Exercise: Each participant to define purpose and goals of their station (brief supplied)

Day 1: Afternoon – your station, its goals and situation/opportunities

Discussion: Each participant to explain his/her station from exercise completed above.

Situation analysis including local population and its main concerns, specific station capabilities, sources of community information, major weaknesses, regulations, technology available

Exercise + discussion: Complete a simple situation overview for your station (individual, template provided, then work through an example or two participants have created)

Identifying key issues and what they mean

Day 2: Morning – Understanding your audiences and listeners, key concepts, common findings and research methods

Discuss: Who can answer questions about their audience? Ask questions of participants.

Research methods (data sources) available, AFN surveys, inquiries, listener feedback and how to choose method to suit your needs

Exercise + discuss: Write a short survey to give to people in the local community (purpose and template provided)

Day 2: Afternoon – Marketing objectives and program strategy, including the type of station and its position relative to others, building listeners and becoming the voice of the community

Exercise + discussion: Define your station's program strategy, then present to the group (2 minutes)

Day 3: Morning – Generating publicity and good word of mouth, how you can

Exercise + discussion: Write a release/story for the local community newspaper or noticeboard about your station (group exercise then pass to other groups for review)

Day 3: Afternoon – advertising and promotion (sponsorship), how to identify, interest and persuade organisations to sponsor the station and specific programs, including formats for messages.

+ selling agst others/coml radio

Exercise + discussion: Working in groups, select one organisation/company that you think would be interested in sponsoring your station and develop a short case that you will use to approach them (template provided)

Securing support (money and in-kind/time) from listeners, reviewing the possibilities

Exercise + discussion: Working in groups, identify the best way to attract support for your radio project from your listeners.

Day 4: Morning – getting money from grants including Government

Exercise + discussion: prepare a short funding submission (working in groups, based on template and funding requirement provided)

Selling programs and airtime, what can you sell and how to go about doing it.

Exercise + discussion: think of one program (series) you produce or may produce that you could sell (or trade) with other stations, and what community groups could use your station and facilities to (say) produce a program in return for a fee or other support.

Day 4: Afternoon – Marketing to staff & volunteers, getting everyone to market the station and using conflict to improve things

Exercise + discussion: How can you improve communication within your station? Think of three ways and write them down.

Extending your station, listener value and its programs by using other media

Exercise + discuss: Working in groups, identify media possibilities that can support your station and its listeners.

Day 5: Morning – Organising the marketing effort, developing (and selling) a marketing plan, implementing marketing activities and managing marketing performance

Exercise + discussion: A sample quick marketing plan for a community radio station (group discussion)

Day 5: Afternoon – Discussion on implementation and management issues and how you can overcome them including models that can be used.

Discussion: Sharing marketing experience and working together.