CMFD Message Framework / Criteria
A Checklist

CMFD Productions specialises in communication for social change. A basic foundation for this is creating messages within our productions – serial radio dramas, magazine programmes, and publications – that are relevant, believable, and appropriate to the target audience, and which present a social message for change. Good messaging requires a number of steps to be taken. The following checklist provides a framework for CMFD’s approach to message development.

Consultation/ testing
Consultations with experts and organisations working on a particular issue to identify trends, existing resources and programmes, and key areas for messaging.
Consultations with target community to identify priority issues, barriers to change, and possible messaging approaches.
A formative research document created.
At least two focus groups held to review characters/personalities, stories, scripts, tone, approach, as appropriate.

Message Planning
Messaging matrix created based on research and programme idea. The messaging matrix is a detailed planning tool of key messages and how these will be approached.
Culture, beliefs and local context considered in the way messages are conveyed.
Clear benefits and consequences are demonstrated within the programming.
The message communicates a doable action or change.

Programmes – Drama, magazines, spots, and all productions
Programmes are above all entertaining and produced to high quality, making them competitive to other media programmes produced for the target market.
Characters/personalities are realistic, locally relevant, and reflect the target audience (i.e. youth presenters for youth programmes)
Radio dramas follow the 10 key steps to effective serial radio dramas as outline by Esta de Fossard:
- Create an emotional experience.
- Tell a people story.
- Work within the culture.
- Convey ideas rather than words.
- Show rather than tell.
- Use humor.
- Motivate positive change.
- Create trust.
- Encourage advocacy.
- Be original.

HIV/AIDS
Language, stories, and characters adheres to HIV/AIDS communication standards set out by UNAIDS and other organisations.
Gender

Women and girls play central roles as characters in radio dramas, magazine programmes, and all productions. Characters, personalities, and narrative will be free from gender stereotypes. Male characters wherever possible promote the idea of men as partners. The different impact of the health or human rights issues on men and women is considered.