

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.



Voicing Dealers