Local\* involvement in the creation of “Sayen Nagari”

(\*by local we mean Hausa/Fulani persons with ties to Kebbi and/or Sokoto)

1. Main project partner – ARDA Development, Inc.

ARDA Development Communication Incorporated (ARDA) is a leading, non-profit development communication organization headquartered in Lagos, Nigeria. With over 25 years’ experience, ARDA has effectively communicated social and behavioural change across the 36 States in Nigeria, and in over a dozen languages, driving sustainable development using entertainment-education programs. In northern Nigeria, ARDA over the years have produced EE programs, adopting storytelling in the form of radio dramas, documentaries, and testimonials to engage the target audience. ARDA has also used music produced in local languages, stage plays, short films, comedy skits, illustrations, animations, Public Service Announcement (PSAs), and jingles to advance behavioral change in target communities. These radio programs are some of the longest-running programs in the country. Some of the projects implemented in northern Nigeria are:

* ***Kusaurara/Listen Up! :*** Four seasons of an adolescent reproductive health project with an entertainment-education radio magazine series in Hausa and broadcast in several Northern states. It was implemented in collaboration with The John’s Hopkins University Centre for Communication Programs with funding of Packard Foundation.
* **The Northern Education Plus (NEI Plus): A 5-year USAID-funded** project aimed at providing educational opportunities and improving reading skills for millions of children in Sokoto, Kebbi and Bauchi states. ARDA designed strategic media programs using evidence-based information to create messages and contents shared, across various platforms such as radio, SMS/Text messages and IVR. ARDA created radio drama series, Testimonials, Jingles, PSAs, Songs, Talks and Features to address different issues regarding enrolment, retention, demotivation and poverty and perception of cost. Our programs were created to change behaviour of parents to education of their children, particularly girls.
* **Using the Airwaves for Stabilization in the Lake Chad Basin (UAS-LCB)**: A consultancy project with Mercy Corps that ran for 3 seasons in Borno State, focused on Deradicalization, Rehabilitation and Reintegration (DRR), with elements of reconciliation and transitional justice in the radio programing. The EE radio programs were produced in Kanuri and Hausa languages. 5 radio programs in Hausa and Kanuri were aired each season: Radio Drama and Magazine, My Story: personal life storytelling, Using History and Culture to offer alternative narratives to radical ones in a feature, Talks on how to develop livelihoods, Interviews of community leaders and Panel Discussions.
* **Community Initiatives to Promote Peace (CIPP)**: A 5-year ongoing peace promotion, violence-prevention project in 6 states of the North-West (Kano, Kaduna, Katsina), and the North Central (Plateau, Benue, Kogi). Activities so far includes 7 seasons of radio programs with drama and other pre-recorded segments, and 3 seasons of social media campaigns. ARDA also oversaw the management of the interactive live call-in programs. ARDA is implementing this project as the media partner, with Mercy Corps as the lead partner. The project is funded by USAID.
* **Nigerian Urban Reproductive Health Initiative:** 3 seasons of radio magazine series on Family Health and Family Planning, PSAs, testimonials, and mini video documentaries. This also involved providing overall management of the interactive live call-in programs. NURHI was implemented in partnership with John Hopkins University (JHU), with funding from the Bill and Melinda Gates Foundation, and TJ Mather.

Local team member: Hadiza Babayaro

Hadiza is an experienced advocate on women and girls issues, an adviser on Behavioural Change Communication (BCC) Programming. She is also a facilitator, instructor and professional in community mobilization, with expertise on Voice and Accountability programmes, and specialties in designing programs, and activities with particular interest to capture the “hard to reach” and “hard to convince” (HR & HC) social groups. Of significance, Hadiza has facilitated a number of advocacy, research, and behaviour change communication materials and mobilization programs. These have included the *Ku Saurara!* (KS, Listen Up!) Youth Project in twelve states of Northern Nigeria, Borno Yobe, Gombe Jigawa, Kano, Kaduna, Katsina, Zamfara, Sokoto, Kebbi and Niger state. More specifically, she was a team leader, lead consultant and a team member in various projects. She also was involved in the training of youth in the twelve targeted north east and north west states, as well as facilitation of the formation of youth clubs for out of school and in school youth, including married girls in five northern states. Hadiza possesses a master’s degree in education and international Development [Health Promotion] from the Institute of Education, University of London, UK. Hadiza was a public health instructor in the school of Midwifery Kano, Subsequent trainings and development work has enabled her to develop and coordinate strategic programs. Hadiza is from Kano she speaks Hausa as first language and English as a second language.

1. Radio Show Design Meeting in Abuja, Nigeria (16 participants) – local representation
   1. Abduljalil Aliyu, Community Rep Birnin Kebbi
   2. Hadiza Babayaro, ARDA
   3. Nasir Abbas Babi, Community Rep/producer, Sokoto
   4. Fadila Jumare, Busara
   5. Aisha Ahmed Yabagi, Community Rep, Birnin Kebbi
   6. Nafisa Abubakar Zaki Community Rep, Birnin Kebbi
2. Radio Show Treatment Meeting in Lagos, Nigeria (16 participants) – local representation
   1. Hadiza Babayaro, ARDA
   2. Isah Muhammad, Community Rep/Writer Sokoto
   3. Nasir Abbas Babi, Community Rep/producer, Sokoto
   4. Susan Maje, Community Rep/Writer Birnin Kebbi
   5. Abduljalil Aliyu, Community Rep Birnin Kebbi
   6. Mannura Umar, Writer, Kano.
   7. Fadila Jumaire, Busara
3. Plot pre-testing was carried in Kebbi and Sokoto

The pretests were administered using Focus Group Discussions with respondents comprising of a male group and a female group with age ranging between 20 and 60. The pretest also had individuals respond to the survey questions.

All 3 plots were pretested.

1. Radio show title selection process

The EatSafe radio show title selection process started from the Radio Design Workshop which held in Abuja, Nigeria. Local participants at the workshop came up with different potential titles around the theme of the project, and ARDA created a list of these titles. After the workshop, ARDA created a WhatsApp platform for the local participants where they shared more titles and decided on a shortlist of titles which ARDA shared with Pierce Mill to decide on the preferred title for the radio program. The final radio program title- Sayen Nagari was eventually selected by Pierce Mill from the shortlisted titles.

1. Script writers

Isah Muhammad, Sokoto

Susan Maje, Birnin Kebbi

Mannura Umar, Kano.

Ibrahim Ahmad, Kano

Nasir Abbas Babbi, Sokoto

Binta Ibrahim, kaduna

1. Script reviewers

ARDA worked with the local writers Nasir Abbas Babi, Nafisat Abubakar Zaki and Isah Mohammed to look over some scripts and storylines written by writers outside the northern region. This was done to ensure that the stories were relatable and the contexts of the target states are realistic, and properly expressed in the scripts. Also, with the understanding that Sokoto and Birnin Kebbi have some differences in contexts, ARDA, working with the local writers and other associates resident in Birkin Kebbi, reviewed the scripts to ensured that they worked for both locations.

1. Script translation process into Hausa

ARDA worked with her associate producer resident in Sokoto state- Nasir Abbas Babi assembled a formidable team of translators across Sokoto and Birnin Kebbi to translate the drama and host-chit-chat scripts. ARDA’s in-house Hausa program, Timothy Adepoju and Faiza Umar anchored the translation process. The translated scripts were then shared with our local writers to verify if the Hausa language used in the translation of the scripts was the central Hausa spoken and understood by residents in both states. The writers confirmed that the Hausa used in the translation could be understood by people in both states.

1. Song and Jingle

ARDA scripted the jingles. Translation and production were done in Sokoto using local voiceover artistes and musicians

The theme music was composed and produced by Abubakar Dauda Ishaq also known as Abkzazzau and vocalized by Fatima Lema. Both composers, producer and singer are Sokoto-based. These products were then pretested by the local Radio Monitors around their respective cities.

1. Media buyer

ARDA hired a media company, Jikan Babi Media, a certified Advertising Practitioners Council of Nigeria (APCON) associate based in Sokoto to help negotiate Prime time slots at highly discounted rates to air the radio programs, PSAs, and endorsements of influencers on both Vison FM stations in Birnin Kebbi and Sokoto state respectively. The Media Buyer got the best rates, using his APCON license to secure further discounts as well as the cancellation of the normally charged Displacement Fee on prime time slots. This helped PM to achieve more than 50% savings on discounts achieved from both Vision FM stations.

1. OAPs

The duty presenters in a live studio at the radio stations are known as On-Air Personalities (OAPs). The ones selected on the Sayen Nagari radio programs are popular hosts of already existing radio programs popular among people in Birnin Kebbi and Sokoto state. Following research on food safety carried out by partners on the EatSafe project, it was determined that the OAP popular on Vision FM Birnin Kebbi was Abdullahi Hayatu Lamba, who now is the main OAP on the Sayen Nagari radio program in Birnin Kebbi.

Similarly, ARDA made inquiries when carrying out pretests on the drama plots in Sokoto and Birnin Kebbi to confirm favorite OAPs among radio listeners and in so doing it was establishing that the listed 2 are the some of the most popular OAPs on the 2 Vision FM stations. Upon interviewing them, they showed high interest in anchoring the program.

The supporting/back up OAPs were identified by the radio stations as equally strong hands who have experience anchoring live talk shows and have been recognized for their skills in anchoring entertaining and educative programs.

The main OAPs and the back up OAPs had an onsite training where they were educated on the EatSafe project and its objectives. They were also trained on the format of the Sayen Nagari radio program, and how to use the OAP guide to anchor the program. One important aspect of the training was on gender, religious and ethnic sensitivity, as well as Do No Harm principles that should be upheld as they host the radio programs. Training was conducted by Priscilla Fiberesima, Senior Program Officer and Production and Presentation Team Leader, ARDA, who has been involved in dozens of production and training of presenters on radio and TV .

**Sokoto**

**Lawal Aliyu – main OAP**

Lawal Aliyu is a Development Communication expert*,* News Editor, Current Affairs Presenter and Content Producer. He has a Diploma in Mass Communication and was trained by the BBC Media Action on production and investigative journalism. His media experience spans both radio and TV, and he has produced and presented several radio programs, including Breakthrough Action Nigeria’s popular Tambayoyin Albishirinku and EIE’s Yancin Yan Kasa Radio Program. He currently works with Vision Fm Sokoto State as the Head of Presentation.

**Nafisa Kabiru Ibrahim - substitute**

Nafisa is an experienced radio presenter, producer, and reporter with Vision Fm Sokoto State. She is an indigene of Sokoto State and speaks English and Hausa languages fluently. She has a BSc. in English language from Sokoto State University. For two consecutive years, she received the best presenter award at Vision Fm Sokoto and was adjudged an audience favourite. She has hosted and presented several programs on Vision Fm and is passionate about using her voice for change.

**Birnin Kebbi**

**Abdullahi Hayatu Lamba – main OAP**

**Abdullahi** is a graduate of Kebbi State University of Science and Technology and an indigene of Kebbi State. He is aged 32 and has worked with Vision 92.9 FM Birnin Kebbi since 2017. He is currently a presenter, radio programme producer, editor, and translator with Vision FM in Kebbi State. Due to the excellence, he puts into his work, he has won several awards, including a certificate of merit and excellence in performance award by Vision Listener’s Forum in 2018 and the most outstanding staff at Vision FM 92.9 Birnin Kebbi award by Vision Media Services in 2018.

**Abida Abdullahi Aliyu - substitute**

Abida is a Broadcast Journalist and an indigene of Kebbi State. She began her journalism career with Vision FM in 2021. Due to her innovation and hard work, she became a Duty Continuity Announcer (DCA) and later started to anchor her own programs. She was also assigned a radio program called ‘Burin Zuciya’ (a program that addresses deeply rooted day-to-day matrimonial issues in Hausa land). Abida is a graduate of Waziri Umaru Federal Polytechnic, Birnin Kebbi.

1. Production process
   1. Actors

The voice actors engaged in the production of the Sayen Nagari radio program were sourced from Sokoto though some of the actors had either lived in Birnin Kebbi, or were born and grew up in Birnin Kebbi, or had some relations in the state and understood the Hausa language central to both states. There was an open call for auditions on social media and word of mouth advertisement. Tens of voice actors showed up for the auditions and the right voices and those able to read Hausa scripts were selected for all the roles.

* 1. Producer

The associate producer- Nasir Abbas Babi is from Sokoto and is based in Sokoto. He is experienced at producing radio dramas, jingles, podcasts, and news reports for organizations. He also belongs to a network of actors and musicians who often feature in his own productions. He provided logistics, helped to identify a studio for hire, a sound engineer and a logistics assistant. He provided direction and guidance during rehearsals and recording.

* 1. Recording engineer

The recording engineer was an experienced hand that came with the studio hired for the production. The sound engineer had a good experience in recording radio dramas.

* 1. Recording studio

ARDA used 2 different recording studios in Sokoto for the recordings. The first batch of recordings was done in Jikan Babi studio, a small but equipped studio. The studio, however, was small and we had to make do with it considering the short time we had for production. This prompted a change of studios when it was time to record the second set of Sayen Nagari radio program. The second studio hired was Vision FM Sokoto studio which was really spacious and could accommodate the cast easily.

1. Monitoring

The radio monitors were selected from CVs forwarded to ARDA’s LinkedIn account as well as from people in its network. A shortlist and interviews later, we hired a Radio Monitor for each of the cities. They were then trained along side the OAPs.. This helped the OAPs, and the radio monitors understand what was expected of each of them and to be on the same page. The radio monitors were also trained to understand every segment of the OAP guide, how to report on the radio programs, how to source for guests, how to observe Do No Harm and the need to be gender, ethnic and religion sensitive so they could explain these principles to the guests before they feature on the program. How to troubleshoot and the importance of escalating matters that arise on time for quick solutions were part of their curriculum.

ABDULRAZAQ SULEIMAN – Kebbi - Focused and goal driven individual with over 4 years of experience in community mobilization, expanded program on communication (media rounds), capacity building, integrated health and social and behavior change, risk management and preparedness. He has successfully conducted supportive supervision for over 15 community volunteers (CVs) and 10 Local Government supervisors, as well as plan, implement monthly and quarterly review meeting activities. He has successfully deployed effective and efficient management skills in the coordination of numerous administrative functions, data collation, compilation, and archiving.

BELLO SALAUDDEEN BALA – Sokoto- He is a community development expert with over five (5) years of experience across various sectors, having worked as a volunteer and gradually moving to paid jobs with some NGOs. He has experience in community mobilization and training, particularly in the youth sector, as well as in climate change, entrepreneurship, and media (traditional and social media). Having worked with individuals from diverse backgrounds and professions, he has acquired skills that enable him to work effectively with diverse groups to achieve goals. He possesses excellent communication and leadership skills, having worked as a trainer and instructor during trainings and indoor activities. His interpersonal and teamwork skills have been notably recognized by organizations he has worked with. He is innovative, with a desire to bring new, easier, and positively impactful initiatives to serve all purposes needed.

1. PSAs – Please describe how selection of featured persons was made, who they are, and how their scripts were composed.

The actors who featured in the PSA were selected from the auditions carried out for roles in the radio drama and host chit-chat recordings.. The associate producer assisted in selecting the actors and voice-over artists used to voice the PSAs. The actors were all sourced from Sokoto auditions.

The PSA scripts were conceptualized and developed by writers at ARDA. A total of 3 scripts were developed and shared with Pierce Mill, who then made the final decision on the 2 PSA scripts to be produced for the Sayen Nagari radio program.