

Protocol

Radio call in programme, Komboni Housewives broadcast on the same stations as the radio ads.

The Zambian radio space is reasonably well developed and offered opportunities for leverage. Radio can also be fairly accurately targeted in the intervention areas and is a popular medium for entertainment and spreading information. By working closely with the DJs, the campaign was able to appropriately brand the sponsored shows and use them as discussion forums to deliver new information; to amplify the KH Forums; to clarify the campaign parameters, and to check understanding of the key messages of the campaign.

There were three important processes:

1. The development of a media schedule which covered the sponsored programmes;
2. A monitoring programme with a weekly report, and random recordings to spot check and review the radio programmes, and
3. Regular briefing of the DJs to keep the topics fresh and provide feedback.

All the above were kept relatively fluid so that they can adapt to the needs of the campaign. Briefing was done on a week-to-week basis based on the conversations of the previous week.

Radio advertising: three different kinds (EBF, ORS+Z and HWWS) broadcast on Komboni FM, Radio 4 and Radio 1.

Three radio advertisements were created in the vernacular to cover each of the behaviours. The ads were complimented by a jingle which was laid under the conversations and were played mainly during the Radio Programme. The English version is given in the following pages.

There were two important processes after the creation process:

4. The development of a media schedule to cover the spot advertisements that are to air during the Radio Programmes, and
5. A monitoring programme with a weekly report, and random recordings to spot check and review the radio programmes.

The spot ads work to reinforce branding and messaging in the Radio Programme and so when the radio programme is not flighting, the spot ads also did not flight. The preferred radio stations, chosen for their popularity and reach, were Komboni Radio, Radio 4 and Radio 1. While the areas are served by other radio channels, some of them had reach which went too far out of the intervention area or they were not popular enough and therefore would not deliver the best impact.

Komboni Houswives: EBF

CALL TO ATTENTION: The ring of a bicycle bell. The distant sounds of traffic. A bustling marketplace.

Two KOMBONI HOUSEWIVES share some banter.

FV01: Ah, nxa... Have you heard about that new mother on Chimfwembe Street?

FV02: We buy bread from the same shop, so yes, I see her all the time.

FV01: Well - according to Amake Mwamba, she feeds her poor little baby Maheu and porridge!

FV02: Nxa, nxa, nxa... We should do something. That is *terrible*.

FV01: It's also dangerous. Amake Mumba is a midwife, you know, and according to her, you're supposed to **ONLY** breast-feed your baby. Here she comes now - isn't that true, Amake Mumba?

FV03: Yes, it is - but who told you that that dear girl feeds her baby such things?

FV01: Well... Amake Thembi heard it from Amake Sidney, who heard it from -

FV03 (laughing): No, no, no - let me assure you. I was at Mwansa's house last night, and all those cartons of Maheu were for her husband's football gathering. She *definitely* knows about exclusive breast-feeding.

FV01: Oh! - so when can you introduce us to her?

Amake Given: Other mothers will honour you, because you only breast-feed your child.

KHs: 'Tiku Checkingani.'

END.

DURATION: 60 SECS.

Komboni Houswives: ORS & Zinc

SFX:

Children playing in the background and dogs barking.

FV01: Amake Given, I heard that Amake Michael's little son was kissing you like famous people kiss on TV.

FV02: Oh, yes - that active little boy.

FV01: But his mother also, she is really young - looks fresh out of school! Does she even know how to look after her child, nxa, nxa, nxa...?

FV02: When I went there and got my kisses, I was actually very impressed.

FV01 (scornfully): Really?

FV02: Vazo-ona (indeed). We were talking about her son who was playing on my lap, and she explained that she was quick to give her little boy ORS. That's why her son remains so energetic and alert.

FV01: Oh...

FV02: She even has a 1-litre measuring bottle and keeps sachets of ORS and Zinc in the house.

FV01: What is Zinc?

FV02: Zinc is a tablet used to stop diarrhoea.

FV01: Eeeh, seems I was completely wrong about her... You know what? I'm baking scones on Friday - would you mind bringing her along for tea?

FV02: I will bring them along and you can get your kisses too.

Amake Given: Other mothers will respect you, if you know about zinc and give your child ORS early.

KHs: 'Tiku Checkingani.'

END.

DURATION: 60 SECS.

Komboni Houswives: HWWS

SFX: Teaspoons stir. Conversation gathers.

FV01: Ah, Amake Mwila! There you are... Finally.

SFX: AMAKE MWILA SETTLES ONTO A MPATSA (MAT) WITH A LONG SIGH OF EXHAUSTION.

FV02: Mmm - so how... are you... Amake Given?

A BEAT.

FV02: Aren't you going to shake my hand?

FV01: Nxa, nxa, nxa... Aren't you going to wash your hands?

FV02: I just did! You can even smell the soap on them still! Here - smell...

FV01: Oh, sorry. You did wash your hands.

FV02: Amake Given, 'shoowa'! Even I know that every time you go to the toilet, and always before you eat, you've just got to wash your hands.

Amake Given: Other mothers will shake your hand, as long as you wash them with soap.

KHs: 'Tiku Checkingani.'

END.

DURATION: 30 SECS.