**Special Audience Programs**

Programmes directed towards a well defined group of listeners are termed as 'Special Audience Programs. The programme structure of these special audience programmes may be more or less the same but the choice of subjects varies according to the needs of the specific target group. - - youth, senior citizens industrial woikers and the armed forces

Need

Interests and communication needs of the people in different walks of life or stages of development vary. They have their own needs, which have to be catered to by various programmes. The programmes for general audience are broadcast with a view to catering to the mass of people. The topics dealt within these programmes are largely of general interest covering a wide range of subjects including literature, science, finance and economics, politics and public administration, current issues, sp01is etc. However, the communication needs of certain audience groups are not fully met through those for the general audiences.

Specific information of interest to special targets such as youth, women, children, can be given more elaborately in greater detail only through the programmes earmarked for them. The listeners develop a kind of intimacy with the programmes broadcast specially for them as their special queries and problems are addressed. These programmes facilitate two-way interaction between the programme presenter and the listener and facilitate larger participation of the specific audience. These programmes are generally compered and presented by a member belonging to the target group.

For a programme of this nature, the target audience for which you are going to broadcast the programme e.g. women, children, youth, etc. has to be decided. The communication needs of these groups seem to be alike, but a lot of care has to be taken while planning these programmes. Knowledge of such a group's socio-economic background, level of understanding likes/dislikes etc. helps in designing programmes for them. For example, in a programme for rural women, we cannot talk about the expensive and fashionable clothes of the elite. Similarly, the interests of a working woman are different from that of a homemaker.·A programme for youth needs to cater to their likes/dislikes and the general problems being faced by them.

**Women**

The general policy of the broadcasting media regarding programmes relating to women has bee.n that the issues concerning them including gender equity and their empowerment must permeate the programmes meant for the general audience. Women are featured in discussion-panels along with men so that the discussions reflect a wide spectrum of views. But such participation has been few and far between and the broadcasts are made often at timings not convenient to women. Recognising this, broadcasting organisations provide separate slots for women in which they arrange programmes exclusively for women at a time when they are free from their daily routine.

The programmes cater to the specific areas of interest to women. A homemaker has limited time at her disposal after attending to household chores. Programmes meant for them aim to provide information and entertainment to women at home. Earlier these programmes had a narrow focus, highlighting topics like cookery, embroidery, sewing and household hints, handling of children and their problems at home. Now, the focus has shifted to more serious issues such as reproductive health of women, importance

of nutrition, education of children, problems of working women, their legal rights and gender equality. However, these efforts need to be stepped up by placing greater stress on making the woman aware of her status in society. There is a need to highlight' the positive role she can play in decision making in and outside home and the. contributions of women in various fields and nation building.

These programme can also be used to create an awareness among women of the special facilities and schemes carried out by various agencies for their empowerment. The changing social values, the importance of girl child and her education, utilisation of spare time by proper time management for women needs to be highlighted. There is a growing recognition that women must have access to the radio-microphone for voic.ing their views on subjects that concern not only them as women but the entire society. Role models who could be ordinary women but have been able to make some changes to improve the quality of their own life as well as those around them should be brought to the mike to share their experiences with others. The Deccan Development Society (DDS) has done a pioneering work in thi area by bringing mike to rural women to articulate their needs, hopes and c\_oncems

ISsues relating to gender equality should form an integral part of programming; so that both men and women are made aware of these issues. However in order to.reach out to working women, homemakers and rural women, separate time slots are also required.

To-encourage listening and listener's participation in programmes, listening clubs can be forined. The members can be involved in planning, presentation and production of these programm s. Field visits have to be made as often as possible so that the voice of the women in rui:al and semi-urban areas is captured for broadcast.

Children

Children constitute an important segment of the country's population. They account for

41% of the total population, and demand larger attention of the media. Their problems

are wide and varied. Statistics reveal that 5\_3% of young children suffer from malnutrition; above 17.5 million are working children; 33% of children in the age-group of 6-14 years are out of school. This is the situation in spite of India being a signatory o the UN Convention on the Rights of the Child. The rights of the child include legal, survival and development rights. Article 12 of the convention states "state parties shall ensure to the child who is capable of forming his or her own views the right to express those views freely in all matters affecting the child

Farm and Home Unit

Farm & Home section of the Directorate General of All India Radio guides, monitors and supervises the programming activities for rural listeners specially designed to cater to the day to day seasonal needs of the farming community in Hindi and different regional languages/dialects from more than 188 Radio stations across the country.

The Farm & Home cell at the headquarters issues instructions to stations from time to time for specific programme content generation and publicity campaigns based on inputs from various ministries and departments.The programmes planned and scheduled at the stations are tracked,expenses in respect of centrally monitored scheme Kisanvani scrutinised and guidelines issued to the stations concerned.

The Action Taken Reports on the advisories received from the stations are processed at the Directorate and forwarded to the concerned ministries.In view of the fast changing requirements of the farm sector,the Farm & Home Cell also evolves training modules and workshops for its programmers in collaboration with the Ministry of Agriculture.

Farm and Home programmes are broadcast by all stations of AIR. Programmes are designed based on the local day to day needs of the farming community incorporating latest information and technology for best agricultural output. These programmes create awareness about the ways & means to improve the agricultural productivity and quality of the country’s farming community. The programmes are broadcast daily in the morning, noon and evening with average duration of 60 to 100 Minutes per day for Rural Women,Children & Youth. The Farm & Home units of AIR broadcast composite programmes including equal segments of rural development scheme and hard-core agriculture programmes like animal husbandry, fisheries, dryland and wasteland agriculture and also on segments dwelling on employment schemes, loan and training facilities, sanitation, health hygiene and nutrition etc.

Workshops

AIR has expanded its Agriculture Broadcasts with the launch of an exclusive project on Mass Media support to Agriculture Extension entitled ‘Kisanvani’ from Feb. 2004, in collaboration with the Department of Agriculture & Cooperation, Ministry Of Agriculture, to keep local farmers informed about the daily market rates weather reports and day to day information in their respective areas at micro level. Presently Kisanvani is being broadcast and relayed from identified 96 AIR stations across the country.

In the current fiscal(2011-2012) Directorate General: All India Radio has also conducted six Appraisal and Refresher workshops for its Kisanvani programme producers in collaboration with Department of Agriculture and Cooperation, Ministry of Agriculture. The workshops were successfully conducetd at Guwahati, Chennai, Ahmedabad, Bhubneshwar, Palampur, and Patna to improve upon the programme quality and content.

[**List of AIR Stations Broadcasting Kisanvani programme**](http://prasarbharati.gov.in/AIR/airdoc/list.pdf)

Radio Kisan Diwas

AII India Radio observes 15th February as Radio Kisan Diwas over all its stations by mounting special programmes on the occasion. Farmers, who are benefited by the information disseminated through agricultural programmes on AIR, share their experiences with other fellow farmers in their regional language/dialect.

Environment

In view of its importance, wildlife and forest conservation is treated by AIR as a challenge and emphasis is given on development activities as well as social rituals . All India Radio projects the success of governmental initiatives, which take place in forestry, wildlife conservation and ecological balance. World day to combat desertification is also observed by AIR stations every year to create awareness about land degradation and desertification.

All the AIR stations are giving wide publicity to the legal factors concerning environment and forestry. These programmes are monitored regularly by the Directorate, through monthly statements sent by AIR stations.

Health & Family Welfare

Health & family welfare programmes are regular broadcasts of All India Radio. All regional and Local Radio Stations produce and broadcast these programmes in their respective regional languages.Subjects covered in these programmes are based on the raise in marriage age delay the first child, space between two children, terminal methods, maternal care, child survival, promotion of inter-spouse communication/male responsibility, neutralizing male preference syndrome, medical terminal of pregnancy, management of reproductive tract infections (RTIs) and sexually transmitted infections (STIs), Pre-Natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act- 1994, AIDS,drug abuse, breast feeding, child right, girl child, adverse child sex ratio and to alter the Negative mindsets leading to abortion of Girl Child foetus, Pre- Conception & Pre- Natal Diagnostic Techniques act and the penalties contained therein to create public opinion against violation of its provisions, disability, T.B., leprosy and reproductive child health etc.

Health campaigns on immunisation,Polio,blood Thalesimia eye donation are publicised widely in these programmes.Regular programmes are mounted against Drug abuse, tobacco consumption, illicit trafficking, AIDS etc. and to create awareness about the Rehabilitation and facilities being provided to the leprosy affected persons/ families and campaigns based on articles 8,9,21,27 &30 of the UNCRPD to raise social awareness on the issues of persons with diasabilities .

All National International Days on Health and Family Welfare issues are observed by all AIR stations by mounting special informative programmes.

Children Programmes

Children programmes are broadcast from all Regional and Local Radio Stations of AIR on weekly basis in their respective regional languages. These programmes are designated for age group 5-7 years and 8-14 years. Special programmes for rural children are also broadcast from AIR stations. Plays, short stories, features, choral singing, interviews, stories from epics etc are part of these broadcasts. Children’s Day is celebrated on November 14th as Baal Diwas with special children activities, stage shows and invited audience programmes.

Programmes are planned keeping in mind the following action points:

1. Protection of Rights of children  
2. Care and Support to disabled Children and child labour, children under difficult circumstances.  
3. Equal status of girls.  
4. Universal access to basic education to children and more attention to girls education.  
5. Providing safe and supportive environment to children.  
6. Improvement in the economic condition of family and self-reliant society.  
7. National and International cooperation for better future of the child.  
8. Safe drinking water facility and sanitary means of excreta disposal.

Women Programmes

Women programme of All India Radio covers subjects related to socio- economic development of women, health & family welfare, Food and nutrition,scientific home management, women entrepreneurship, education including adult education, women empowerment, gender issues etc. Special programmes focusing on the status and importance of the girl child are broadcast throughout the year to create social awareness to welcome the girl child’s birth .These programmes also aim at creating social awareness about the rights and privileges of women through the propagation of legal literacy.Different traditional folk forms are used to communicate with the rural women audience

Problems Confronting Women, viz:

* Atrocities on women
* Trafficking of women
* Female foeticide and infanticide
* Obscene portrayal of women
* Education & Employment opportunities
* Security for women
* Maternity benefits, creche etc. for working women
* Equal wage for equal work
* Ban child labour
* Gender discrimination are some of the issues discussed in the programme.

International Women’s Day is observed with special programmes by all AIR stations.

Swasth Bharat

he Ministry of Health & Family Welfare, Government of India has signed a MOU with Prasar Bharati for broadcast of a half an hour Health Magazine programme for five days a week over 29 stations of All India Radio. The programme has been launched on 7th of April, 2012 on the occasion of World Health Day. The main aim of the campaign is to inform and educate the listeners on health issues through the terrestrial reach of Prasar Bharati. A workshop was held in Delhi on 6th March, 2012 to brief the producers regarding the content and format of the programme. The workshop was inaugurated by the Hon’ble Health Minister Shri Ghulam Nabi Azad. The Ministry has prepared a list of the experts available in each state, who will participate in these programmes over various issues involved with the health of the people.