



Together with Gloria!

A radio drama to enhance *SASA! Together* programming

Together with Gloria!

A radio drama to enhance SASA! *Together* programming

© Raising Voices, 2024

All rights reserved.

Suggested Citation: Raising Voices (2024) *Together with Gloria! A radio drama to enhance SASA! Together programming*, Kampala, Uganda.

Available at: www.raisingvoices.org/resources/together-with-gloria

Together with Gloria! Guide

Lead Writers	Gabriella Pinto, Sophie Namy
Contributing Writers	Josie Gallo, Olive Nabisubi, Yvette Alal, Natsnet Ghebrebrhan
Artist:	Marco Tibasima
Graphic Design:	Ljiljana Pavkov
Copy Editor:	Leah Goldmann

Together with Gloria! Episode Scripts

Available at: www.raisingvoices.org/women/sasa-approach/together-with-gloria

Lead Writers	Mariam Ndagire, Josie Gallo
Contributing Writers	Gabriella Pinto, Sophie Namy, Lori Michau, Natsnet Ghebrebrhan, Olive Nabisubi, Annet Kobusinge, Antony Agaba and Ana Maria Buller



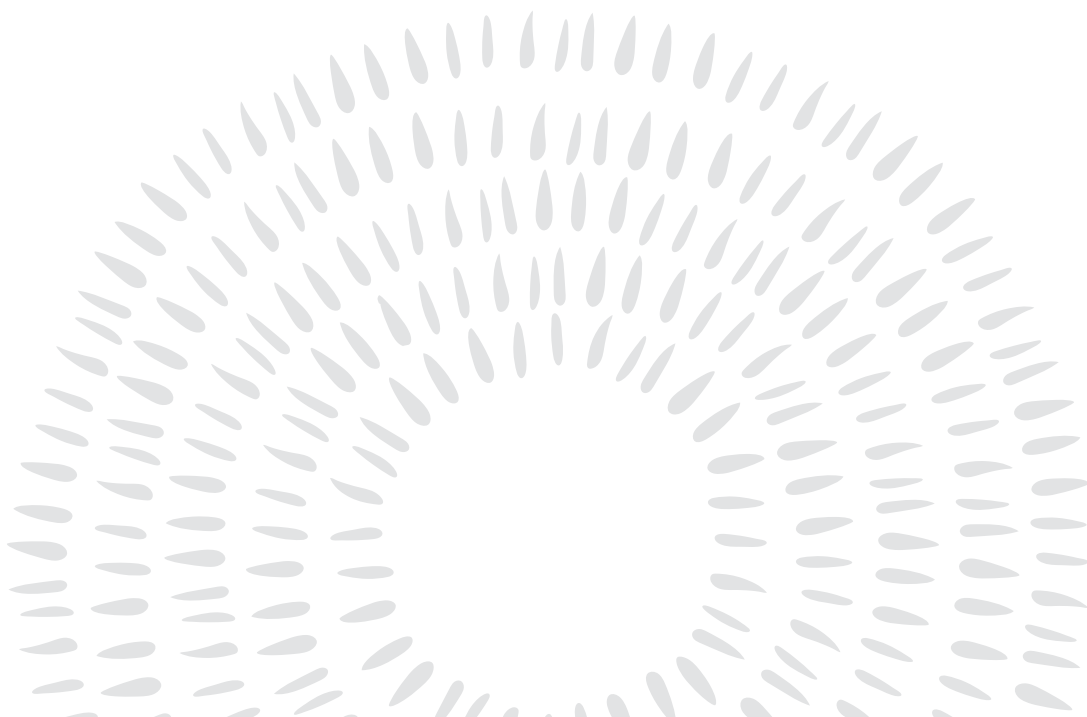
Plot 16 Tufnell Drive, Kamwokya,
PO Box 6770, Kampala, Uganda
Tel: +256 414 532 183 / +256 414 531 186

Email: info@raisingvoices.org

Website: www.raisingvoices.org

Welcome to Together with Gloria!

Preventing violence against women (VAW) is urgent work that requires holistic activism at the personal, family, community and societal levels. *Together with Gloria!* is a radio drama created to engage everyone in the community. It is a supplemental part of *SASA! Together*, designed to enhance reach and program impacts when implemented alongside other Local Activism activities. Together we can create communities where all women are free to live with dignity and safety, supported by healthy relationships.



Acknowledgments

Together with Gloria! was motivated by our belief in the transformative power of media to spark critical reflection and activism. For years, our partners have shared their feedback around the untapped potential of radio content to complement *SASA! Together's* Local Activism strategy—the COVID-19 pandemic heightened this need, given the difficulties of in-person mobilizing at that time.

We knew from experience that the creative process requires time, energy and fruitful collaboration. In 2021, the stars aligned to support this adventure. We would like to celebrate the partnership that led to the creation of *Together with Gloria!*:

- Peripheral Vision International (PVI) for leading the *Together with Gloria!* scripting, casting and production in both Lhukonzo and English;
- London School of Hygiene and Tropical Medicine (LSHTM) for leading the conceptualization and analysis of the pilot research in Kasese, Uganda;
- Uganda Network on Law Ethics and HIV/AIDS (UGANET) for leading the *Together with Gloria!* programming in Kasese and contributing their practice-based knowledge and expertise throughout; and
- Research World International, for leading the in-country research team and data collection efforts.

Many thanks to our funding partners who generously supported the development process and pilot study of *Together with Gloria!*: the Ford Foundation, the Imago Dei Fund, Irish Aid, Sigrid Rausing Trust, and Wellspring Philanthropic Fund.

Finally, we are also deeply grateful to the many people in Kasese, Uganda—our first-ever *Together with Gloria!* audience—who tuned into the show and generously shared their experiences and suggestions. May this radio program enhance the transformative potential of *SASA! Together* to support safer communities around the world, where all women can flourish free from violence.



This Guide provides the information needed to implement *Together with Gloria!*

Part 1 introduces *Together with Gloria!*, describing why we created it and what the radio drama is about.

Part 2 covers the practical considerations involved in producing and broadcasting *Together with Gloria!* for your *SASA! Together* communities.

Part 3 details *Together with Gloria!* activities you can integrate into your Local Activism strategy.





Table of Contents

Part 1: Overview

Introducing *Together with Gloria!* pg 6

Together with Gloria! At a Glancepg 7

*How *Together with Gloria!* can Enhance your SASA! Together Program...*pg 13

Part 2: Getting Started

Fundamental Steps for Implementationpg 15

*Using *Together with Gloria!*.....pg 16*

Timetable and Phasing pg 16

Adaptation Guidance pg 18

Budgeting Guidance pg 20

Production Guidance..... pg 22

Identifying Radio Stations..... pg 25

Learning & Assessmentpg 27

Doing No Harmpg 32



Part 3: *Together with Gloria!* activities

Local Activism with Radio pg 34

Preparing Activists.....pg 35

Radio Discussion Groups.....pg 39

Promoting Listenership in the Community.....pg 43

Annexes: pg 45

Annex 1 : Culturally Specific References for Adaptation.....pg 46

Annex 2 : Training Materials for Community Activistspg 47

Annex 3 : Orientation for Actorspg 65

Annex 4: Key Characters and Plot Synopsispg 66

Annex 5 : *Together with Gloria!* Materialspg 71





Part 1

Overview

Introducing *Together with Gloria!*



Together with Gloria! At a Glance



Together with Gloria! is an exciting radio drama created to spark community-wide change and enhance the transformative impact of *SASA! Together*. By using mass media, *Together with Gloria!* engages listeners in their homes, at their workplaces, and within public locations across their community.

The drama follows Gloria, the main protagonist, as she starts a new talk show on her local radio station to discuss issues connected to violence against women (VAW) and healthy relationships. *Together with Gloria!* is not a stand-alone program; it is a supplemental part of *SASA! Together* and designed to be implemented alongside other Local Activism activities. If you are not implementing *SASA! Together*, we recommend familiarizing yourself with the *SASA! Together* Set-Up Guide (available [here](#)) before continuing.



SASA! Together

SASA! Together is a revision of *SASA!*, an activist approach for preventing violence against women created by Raising Voices in 2008. At the heart of the approach is an effort to inspire communities to transform imbalances of power. *SASA!* means “NOW!” in Kiswahili, emphasizing the urgent need to prevent violence against women and also representing the four phases: Start, Awareness, Support and Action. Throughout this journey, community activists—women and men who live and work in the community—and community leaders facilitate an exploration of power and other *SASA! Together* ideas to build the momentum for change. All parts of *SASA! Together* (including *Together with Gloria!*) are underpinned by four essential elements:

- **Benefits-based activism** that emphasizes the benefits of non-violence rather than a negative emphasis on the consequences of violence.
- **A gender-power analysis** that recognizes men’s power over women as the root cause of VAW and seeks to balance power between women and men in all aspects of life.
- **Four phases of change** to introduce ideas over time to influence what community members know, feel and do about violence.
- **Holistic community engagement** to reach people at different levels (individual and interpersonal, community institutions and society) to build a critical mass for change.

For more detail on the *SASA! Together* approach, visit <https://raisingvoices.org/women/sasa-approach/sasa-together/>





Why Radio?

Around the world, radio is one of the most powerful mass media platforms. Programming through the radio presents a promising opportunity to expand reach—particularly in sparsely populated rural areas or other contexts where it may be difficult for people to gather together. For instance, during public health emergencies, humanitarian crises or times of conflict, it may be deemed unsafe to convene in person. In other contexts, unequal gender norms may restrict women’s ability to move freely in the community or meet in public. *Together with Gloria!* can engage listeners despite these barriers, expanding access to *SASA! Together* ideas. For those who are already participating in *SASA! Together* activities in person, engaging with similar content on the airwaves can help to reinforce and encourage deeper reflection to enhance positive changes in the community.

Why a Drama?

Together with Gloria! is a form of “edutainment,” i.e., an effort to harness a popular entertainment format to communicate important ideas, prompt critical thinking and catalyze social change.

Much edutainment work is grounded in Albert Bandura’s Social Cognitive Theory, which argues that an important pathway to learning is by observing and imitating the behavior of others, particularly behaviors that are expected to be advantageous or socially rewarded.

In the 1970s, Miguel Sabido applied the principles of Bandura’s work in creating a series of Mexican soap operas and, through experience, developed what came to be known as the Sabido methodology. In this approach, three types of characters are represented – positive characters, who model for the audience desired behaviors; negative characters, who model harmful behaviors; and, perhaps most importantly, ‘transitional characters,’ who evolve over the course of the drama to gradually adopt the desired behaviors. Over an extended period time, audience members have the opportunity to develop an empathic connection with all of these characters, as well as to witness how they evolve and the benefits of positive choices and actions. Transitional characters are particularly essential for the audience, to demonstrate that change is possible and inspire audience members to strive to make changes in their own lives and relationships.

The creation of *Together with Gloria!* was strongly informed by the Sabido methodology, as well as other subsequent developments and learning in the field of edutainment. The drama includes several positive characters – including, Gloria, and her aunt and uncle, the Mshindis – who demonstrate a spirit of activism and commitment to helping others. The drama also includes several transitional characters – including Gloria’s boyfriend, Jack, and her father, Tata Gloria – who are gradually able to make positive changes in their lives, with support from those around them. The action over the course the drama is intended to inspire listeners to reflect on positive and negative uses of power, recognize

the benefits of balancing power and deepen their own commitment to fostering healthy, safe relationships in their communities.

For those interested in further reading on edutainment, check out the open access book **Entertainment-Education Behind the Scenes: Case Studies for Theory and Practice**.

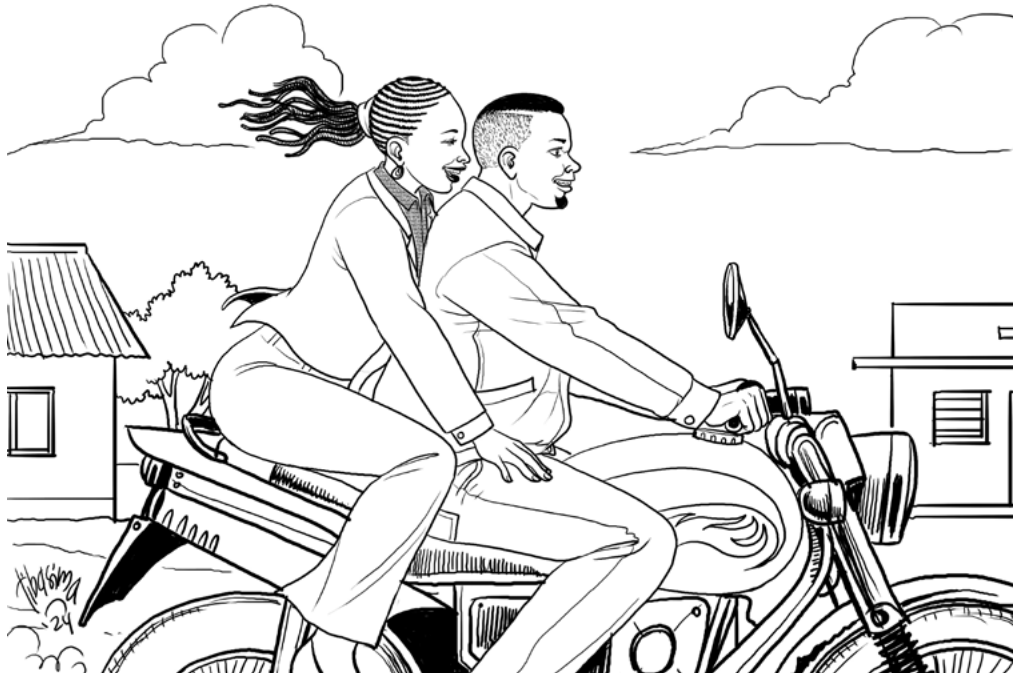


What is *Together with Gloria!* About?

As in your overall *SASA! Together* program, the understanding of power in *Together with Gloria* progresses over time—starting with fostering *power within* (Start phase), encouraging critical thinking of men’s *power over* women (Awareness phase), joining *power with* others to support change (Support phase) and using *power to* take action to prevent violence (Action phase). Over the course of 33 episodes, *Together with Gloria!* weaves together different plot lines to fully unpack power in different aspects of life:

Gloria ‘on air’

This is a ‘show-within-the-show,’ where Gloria launches her own radio talk show and invites guests (including *SASA! Together* community activists, healthcare workers, police officers, religious leaders and more) to share their perspectives and expertise. Gloria’s show also invites callers and letter-writers from the community to ask questions and share how the topics discussed relate to their own lives.

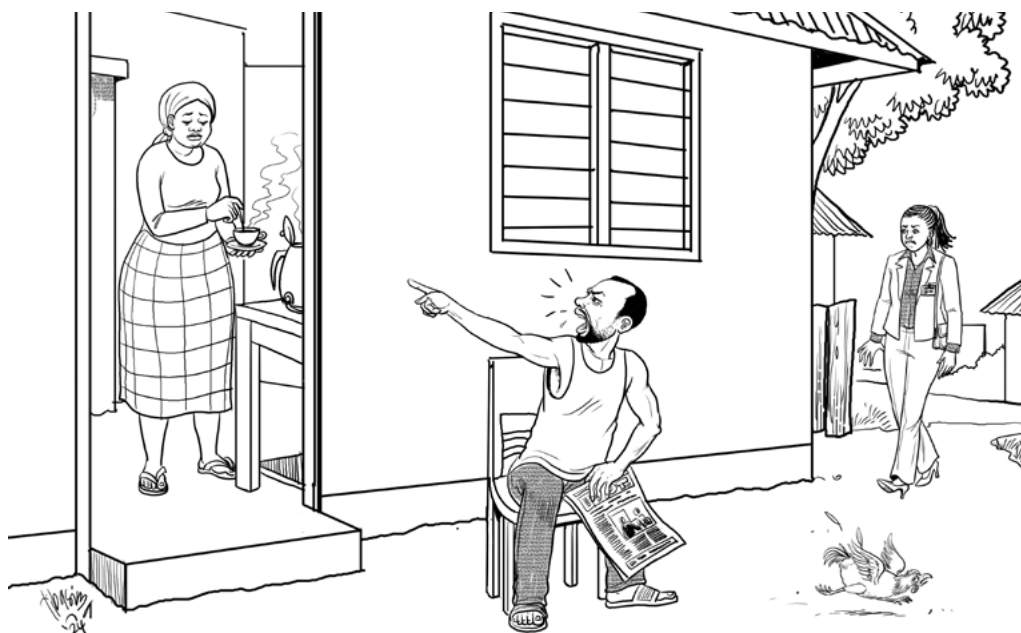


Gloria and Jack

Jack is Gloria’s boyfriend. In this part of the show, we learn about the pressures, aspirations, highs and lows that Gloria and Jack experience. The portrayal of their relationship touches on dynamics common to many intimate relationships around the world, and ultimately emphasizes that we all deserve healthy, peaceful relationships where both partners are valued and respected.

Gloria’s parents

The relationship between Gloria’s parents — Mama and Tata Gloria — is a central part of the drama. We first meet Mama Gloria as she is experiencing emotional violence from her husband, which intensifies and eventually includes physical violence as well. Influenced by Gloria’s show and his brother’s compassionate intervention, Tata Gloria begins to understand why his behavior is abusive and the multiple layers of harm he is causing. From here, he begins his own journey of change.



Gloria's aunt and uncle, the Mshindis

The Mshindis' have a rich relationship history that is marked initially by Mr. Mshindi's use of violence against his wife and followed by a gradual process of positive change, openness and activism. *Together with Gloria!* frequently turns to this couple to demonstrate what is possible and guide other characters in the drama.

At the radio station


The final part of the show features the radio station where Gloria works. This plot line helps connect to the power of institutions to shape beliefs in the community. For example, as a place people turn to journalism and advice, the radio station can influence expectations for intimate partnerships and encourage listeners to speak out against violence. Over the course of *Together with Gloria!*, the radio station becomes a space for Gloria's own activism to gain strength and focus, ultimately improving its internal culture and accountability to the community.

To learn more about *Together with Gloria!* characters and storylines, please see Annex 4 (page 66).

A Collaborative Partnership

Together with Gloria! was developed as a collaboration between Raising Voices, Peripheral Vision International (PVI), Uganda Network on Law Ethics and HIV/AIDS (UGANET), and London School of Hygiene and Tropical Medicine—bringing together expertise in violence prevention, research, radio and practice-based learning from *SASA! Together* communities. All partners contributed to a collaborative process to develop the characters and overall storylines in *Together with Gloria!*, ensuring these were grounded in contextual realities and would be relevant for listeners. From 2022-2023 we implemented a pilot evaluation of the program in Kasese, Uganda. For more on the findings from the pilot evaluation, see page 14.





How Together with Gloria! can Enhance your SASA! Together Program

***Together with Gloria!* was designed to enhance the reach and impact of SASA! Together programming. As such, we do not recommend using *Together with Gloria!* as a stand-alone intervention. The radio program is intended to be used alongside your other Local Activism activities.**

We believe it is important to have SASA! Together community activists facilitating activities in communities for *Together with Gloria!* to be implemented ethically and effectively for two main reasons:

1. *Together with Gloria!* is most effective in creating change when listeners come together in facilitated Radio Discussion Groups (see page 39), led by trained community activists who can support and encourage deeper personal reflection on each episode.
2. The content of *Together with Gloria!* may trigger or prompt women who are experiencing/have experienced intimate partner violence to reach out for support. It is therefore crucial that in-person support be available at community level, with activists and leaders available to listen, offer empathy and help connect survivors to formal services where needed.

When used effectively as part of SASA! Together, *Together with Gloria!* can **strengthen engagement** by creating an additional layer of exposure to SASA! Together ideas. For example, those who first listen to *Together with Gloria!* may become interested and motivated to engage in other SASA! Together activities. Similarly, those who have first engaged in community-based activities may be inspired to listen to *Together with Gloria!* or attend a Radio Discussion Group to deepen conversations around power and relationships.

Together with Gloria! can also **increase impact** and encourage deeper changes in attitudes and behaviors. Following the core principles of edutainment programming (see page 9), as listeners hear and reflect on how the characters in the drama change, they can be inspired to make changes in their own lives, beliefs, and relationships.

Learning From Uganda: Key Findings

The *Together with Gloria!* pilot study in Kasese, Uganda had exciting results. Listeners described the characters in *Together with Gloria!* as relatable and shared that the show prompted reflection on real-life issues. The research also found that tuning into the radio drama was associated with participating in other *SASA! Together* activities, potentially boosting overall engagement in the program. Most importantly, the research affirmed the potential for *Together with Gloria!* to create meaningful change in attitudes and behaviors. Key findings include:

- Listeners of the show were found to be **4 times** more likely than non-listeners to have participated in *SASA! Together* community programming.
- Among both women and men, listening to the show was associated with **attitudes rejecting** intimate partner violence against women.
- Among both women and men, listening to the show was associated with **greater acceptance of bystander intervention** in cases of intimate partner violence against women.
- Among women, listening to the show was associated with **enhanced relationship quality**, assessed in terms of honest communication, making time to talk to your partner, feeling comfortable sharing your thoughts and feelings, etc. (this positive finding was not observed among men).
- Among women, listening to the show was associated with **more equal decision-making** in the home, for example for decisions pertaining to children's schooling, healthcare, and major purchases (this positive finding was not observed among men).

“Having listened, I share with colleagues and we discuss it in relation to what we are going through in our marriages and we advise each other depending on our experiences. Or we can listen together as a family or neighbours and by the end of the drama, we find solutions to help resolve our family problems. This drama in general has helped bring peace in our lives and families.”

~ Community member, Kasese, Uganda



Part 2

Getting Started

Fundamental steps for implementation





Using Together with Gloria!

As you get started with *Together with Gloria!*, there are fundamental steps to help you plan and prepare:

- ➡ Create a **timetable** for *Together with Gloria!* based on your wider *SASA! Together* program.
- ➡ Determine any **adaptation** requirements (e.g., language, cultural changes, etc.)
- ➡ Develop a **budget** and secure / set aside financial resources for implementation.
- ➡ If needed, **produce** *Together with Gloria!* in your local language(s).
- ➡ Identify **radio stations** and negotiate partnerships to broadcast *Together with Gloria!*.
- ➡ Train and **prepare your community activists**.

Further guidance on planning and preparation is provided below.

1. Timetable and Phasing

Together with Gloria! consists of 33 episodes that are each about 15-20 minutes long. If episodes are aired weekly, it will require roughly 7.5 months to complete a full broadcast of *Together with Gloria!*. As discussed below, you may want to repeat the drama with a second broadcast to reach new listeners.

We do not recommend launching *Together with Gloria!* at the outset of your *SASA! Together* programming; rather, we suggest launching *Together with Gloria!* mid-way through the Awareness phase. This timeline may be more conducive to effective implementation for several reasons:

- In the Start phase of *SASA! Together*, community activists are still new to activism, developing their confidence and facilitation skills and moving through their own personal journey of transformation. By the Awareness phase, activists are likely to be more confident in their facilitation skills and to have built stronger relationships in communities, meaning they will be more ready for *Together with Gloria!*.

- Introducing *Together with Gloria!* mid-way through the Awareness phase, the longest of the *SASA! Together* phases, can help add variety to *SASA! Together* activities and keep both activists and communities engaged and interested.
- If you need to translate and re-record the episodes into your local language(s), launching *Together with Gloria!* later in the Awareness phase gives you more time to finalize the adaptation and production process.

Figure 1 illustrates the suggested timing of *Together with Gloria!* in relation to the phases of *SASA! Together*, including the possibility to air the show twice during your program. Note that re-airing is optional, depending on what you are learning about the resonance of the show and your available broadcast.

Figure 1: *Together with Gloria!* timeline



★ Keep in Mind

This Guide is designed just the way it sounds—as a guide! If launching *Together with Gloria!* mid-way through the Awareness phase does not suit your programming or context, you could consider launching earlier (coinciding with the beginning of the Awareness phase) or later (coinciding with the beginning of the Support phase). Of critical consideration is whether you feel confident your community activists are ready for *Together with Gloria!*, with the skills and community relationships needed to promote the drama and facilitate regular Radio Discussion Groups effectively. Once the team is ready and you have the radio drama produced in your language(s), you have freedom and flexibility to decide the best timing to launch *Together with Gloria!*. Don't forget that your Learning & Assessment (L&A) data is a valuable source of information when assessing activists' skills and overall readiness (see *SASA! Together* L&A Guide [here](#) for more details).

2. Adaptation Guidance

We hope that *Together with Gloria!* can enhance *SASA! Together* in many different contexts and settings. As with any *SASA! Together* material, some form of adaptation is likely needed so that the content is appropriately tailored and resonates with community members in a specific cultural setting.

Below we provide guidance on types of adaptation and key considerations for each.

Keep in Mind

When embarking on an adaptation of *Together with Gloria!*, be mindful that the process involves a significant volume of material—the script includes 33 episodes, totaling roughly 250 pages of text! We encourage you to allocate a generous amount of time and financial resources for the adaptation process.

Language Translation:

To date, a fully produced and recorded version of *Together with Gloria!* is available in English and Lhukonzo. If you are translating into another language, here are some tips to ensure quality translation:

- When advertising and recruiting translator(s), identify those who are familiar with local usage of the language—i.e., colloquial idiomatic usage, rather than formal or academic speech. Ideally, the translator(s) will also have a basic understanding of violence against women and concepts of power.
- Check that the translator(s) has a clear definition of key concepts in *SASA! Together* from the outset of the project. For example, the word ‘power’ could be (mis)translated in many different ways — from ‘authority’ to ‘electricity’—substantially changing the intended meaning. If useful consider a brief orientation for translators (see Annex 3 on page 65 for ideas). Please contact Raising Voices (info@raisingvoices.org) for a ‘dictionary’ of key terms that recur in *SASA! Together* materials.
- Budget and time permitting, have another translator (or staff member) back translate materials to check quality and verify the translation fits the intended meaning.



Cultural Changes:

Together with Gloria! was originally developed in Uganda and includes references that are specific to that setting. It is likely that some cultural changes will be needed to ensure the radio drama feels relevant, authentic, and engaging for different audiences. Examples of some of the basic cultural changes that will be needed throughout *Together with Gloria!* include:

- **Names of characters.** Choose new names for the characters that are common in your context. (For a full list of the characters in *Together with Gloria!* see Annex 4 on page 66).
- **Family relations.** Kinship terms—the ways of referring to family members (e.g., father, mother, aunt, uncle, etc.)—will need to be adjusted for your setting. For example, you may change the Ugandan ‘Tata’ to ‘Baba’ or your cultural equivalent when referring to Gloria’s father.
- **Transportation.** Gloria often rides on a motorcycle (referred to as a ‘*boda*’ in Uganda) and addresses the motorcyclist as a ‘*boda rider*.’ Change these references to the most common means of transportation in your context (e.g. okada, tuk-tuk, rickshaw, etc.)
- **Food.** There are some references in the scripts to crops or foods common to Uganda (e.g., maize, cassava, bananas, etc.) Feel free to replace these with references to foods that are more common in your context.
- **Helpline.** At the end of each episode, a message is included to inform listeners about where to seek help if they have been (or are being) affected by violence. Be sure to customize this closing message to include the details of a helpline service in your context that can offer reliable, survivor-centered support. *Be sure to liaise with this service to make them aware they may experience an uptick in call volume.*

Refer to Annex 1 (page 46) for a more detailed episode-by-episode breakdown of culturally specific references that may need to be changed in your context.



More Substantial Adaptations:

You may wish to make additional, more substantive adaptations to *Together with Gloria!*—e.g., changing storylines or integrating new themes or issues. Due to the complexity and length of *Together with Gloria!*, we do not recommend making substantive changes to the scripts without the support of a professional scriptwriter with expertise in violence against women. This is because *Together with Gloria!* represents a large volume of material and involves multiple, interlocking storylines that develop and recur across episodes. Changes to a storyline in one episode may, therefore, have ripple effects in subsequent episodes that can be challenging to track. Additionally, writing new dialogue requires sensitivity and expertise to ensure the content aligns with *SASA! Together* concepts and evolves properly over the phases. It is also critical that the script does not inadvertently reinforce any negative gender stereotypes or norms. Please reach out to Raising Voices (info@raisingvoices.org) for technical advice and support if you are interested in a more substantive adaptation of *Together with Gloria!* beyond translation and the minor cultural changes discussed above.

3. Budgeting Guidance

It is important to carefully think through the costs that will be involved in rolling out *Together with Gloria!* in your communities.

If you plan to translate, adapt, and re-record *Together with Gloria!* in a new language, this will significantly affect your budget. You will need to consider the costs involved in:

- contracting a translator to translate the scripts for all 33 episodes,
- covering staff time (or hiring a consultant) to adapt content across the scripts as needed, and
- hiring a producer / production company to oversee recording of the episodes, including auditioning and casting actors, rehearsing, recording the episodes, and editing the final recordings to a high standard.

We suggest that you invite quotes from multiple translators and production companies, and request work samples as part of your procurement processes to ensure you are selecting partners who can deliver high quality, affordable work (refer to the production guidance below (page 22) for more detail).

Whether you are translating *Together with Gloria!* or using the existing English or Lhukonzo episodes, **additional budget items to consider include:** training for activists, equipment and radio station airtime (as described below).



Training for Activists:

As described in Annex 2 (page 47), we recommend an initial 2-day training for activists to get to know *Together with Gloria!* and build skills on how to facilitate the Radio Discussion Groups. Budget for the costs involved in this training, including venue, transport refunds, accommodation (if needed), refreshments, etc. After this initial training, staff can use their regular *SASA! Together* monthly meetings to assess how Radio Discussion Groups are going and help activists to continue building their skills (see the section on Preparing Activists for more detail, page 35).

Equipment:

Activists may convene Radio Discussion Groups and listen together to episodes of *Together with Gloria!* on the radio at the specific times when it is broadcast. However, activists will likely want the option to play the episodes outside of the radio broadcast schedule, at times that are more convenient for them and their Radio Discussion Group members.

There are different options you can consider depending on your budget and the equipment readily available in your context. We suggest that *Together with Gloria!* MP3 files be loaded onto flash drives that can be given to each activist. If you are working in a context where most activists have smartphones, staff can load the MP3 files to a smartphone and share them via Bluetooth or WhatsApp. Keep in mind that the MP3 files for all 33 episodes can take up a significant amount of space, which activists may find inconvenient if they are using their personal devices.

To play the episodes, it may be necessary to purchase MP3 players or portable speakers that can be used by community activists. Be sure to do some research on the local market and check what equipment is available and affordable, considering that any devices procured should be lightweight, durable and simple to use. If it is cost-prohibitive to purchase an MP3 player for each Activist, you could pool resources by inviting activists who live near each to share a single MP3 player between them. Where possible, activists can also make use of media players and speakers that are already available, for example in restaurants, barber shops, salons, buses, etc.

Keep in Mind

To identify the best solution for sound equipment, consider the available resources, infrastructure and technical expertise in your context. Tailor the approach based on what is most feasible for your organization and convenient for activists.

Radio Station Airtime:

Radio stations will typically charge for their airtime. When researching local stations, do a cost comparison between the stations and see if you can negotiate a consistent fee across broadcasters if you are working with multiple stations. You might also be able to secure some free airtime on smaller community radio stations (which are often eager for new content). Consider whether you will broadcast one or multiple cycles of *Together with Gloria!* to determine the length of your broadcasting agreement with the stations.

4. Production Guidance

Once your scripts are translated and ready, it is time to move into production! The production of any media program involves three key phases: pre-production, production, and post-production. A description of each phase is included below, as well as specific considerations for *Together with Gloria!*.

Pre-Production	<ul style="list-style-type: none">→ Casting→ Rehearsals→ Planning logistics for the recording
Production	<ul style="list-style-type: none">→ Recording
Post-Production	<ul style="list-style-type: none">→ Editing→ Sound design→ Final mix

Keep in Mind

If you plan to use the existing English or Lhukonzo versions of *Together with Gloria!*, you will be able to skip the production step. However, as described in the previous section, most teams will need to do some level of adaptation to ensure appropriate language and cultural alignment.

The first step will be to identify an experienced producer or production company that works in your language(s). Ideally the producer's role will include casting characters, rehearsing the scripts with the actors, directing the recording sessions and editing the episodes to a high-quality standard.



✓ Details that make a Difference

- While certain tasks like translation may be handled in-house by your team, we recommend entrusting the majority of the work to a professional production company for optimal results.
- Secure a producer that has experience producing broadcast quality media, such as radio or television shows, and can demonstrate that their work is of sufficient quality. Ask to see examples of their work, comparing costs and content across a few options before making a selection.
- Confirm that you have sufficient budget for the producer to undertake this work, and that the producer or production company understands their deliverables include 33 ready-to-air episodes with music and sound effects. The production budget should cover the costs of actors' and production crew fees, plus any associated costs such as transport, catering and studio hire.

Pre-Production:

The pre-production phase begins with familiarization with the radio drama. We recommend that the production crew first listen to the English recordings of *Together with Gloria!* to familiarize themselves with the characters and storylines, and to get a sense of the overall production style and tone. The producer also needs to know the profiles of each character in order to cast appropriately. For example, Gloria is a young, passionate woman and therefore should be voiced by someone who sounds energetic and youthful. The cast also includes older characters such as Gloria's parents, aunt and uncle— the actors selected for these roles should have a more mature tone of voice. If possible, ask the producer to share voice samples before selection or request to attend the casting. Depending on your availability and partnership with the producer, you may want to be involved in final approval on casting decisions to ensure the right actors are selected for the right roles.

★ Keep in Mind

For *Together with Gloria!* to make a meaningful difference in your community, there must be an empathetic connection between the characters and the listeners! Good voice acting is essential for facilitating this connection.

Once actors are recruited, it is best to organize a full-day orientation to *Together with Gloria!* and the important themes it addresses (see Annex 3 on page 65). Next, the producer will conduct rehearsals to allow actors to familiarize themselves with the script and their roles. During rehearsals, actors can listen to the English language recordings for guidance. These rehearsals can also be used to identify any potential issues with pacing, delivery or character interactions.

Production:

Production is all about recording the episodes. During these recording sessions, an experienced director will assist the producer to effectively manage the cast and provide clear direction to the actors. This guidance is critical so that the actors can effectively convey the emotions and tone required for each scene. For example, when Gloria's mother is upset in the opening episode, the actor will need to portray the appropriate emotion through her voice in order to be convincing on the radio. The director's role also includes monitoring the recordings through headphones to spot any errors or deviations from the script, identifying necessary lines to re-record.

For quality assurance, the producer is also responsible for using high-quality equipment, including microphones that capture clear and crisp voice recordings, and pop filters and windshields to reduce unwanted noises. It is best for the sessions to be recorded in a quiet and controlled (and ideally, sound-proofed) environment to minimize background noise and echo.

Post-Production:

Once the episodes have been recorded, the post-production process readies the episodes for broadcast. This requires strong attention to detail, omitting any mistakes, pauses, background noises or hesitations in speech, and balancing consistent audio levels between dialogue, sound effects and music. Raising Voices can supply music and sound effects to be used as an 'audio bed' (e.g., sound effects for the episodes). Then, in post-production, the newly recorded dialogue can be added to this audio bed. Be mindful that some languages may be shorter or longer than English, so the editor will need to adjust the placement of music and sound effects accordingly.

Before signing off, we recommend that you review the audio files to check that they are high quality, without any background noise or errors in the narrative.

Keep in Mind

Each of these production stages will benefit from thorough review and approval before moving forward. Just like all your SASA! Together partnerships, this requires open communication and close collaboration.

5. Identifying Radio Stations

It is important to carefully select the radio station(s) you will work with to broadcast *Together with Gloria!*. Spend some time researching different options in your *SASA! Together* communities and then collectively decide with whom to partner. Consider the following:

- **Reach and profile.** Find out which station has the widest reach and largest listenership in your community, checking that this information takes into consideration the language(s) you are using for *Together with Gloria!*. Be mindful of stations that have religious or political affiliations, as this could narrow your audience and/or lead to an association between *Together with Gloria!* and a particular political party or campaign. You may wish to select multiple stations in one region to broaden your reach.
- **Timing.** Find out from the radio station which time slots are available and consider whether this will be a prime time for women and men in your community. For example, reflect on when people are more likely to be listening in your community — in the morning, in the evening or during common working hours?
- **Promotion.** Find out what the station offers in terms of promoting their radio content. For example, you may want to broadcast short ‘spots’ to advertise and promote *Together with Gloria!*, in addition to the 33 episodes.
- **Episode repeats.** In order to capture the widest audience possible, you can negotiate with the radio stations to repeat content. Ideally, each episode will be aired two to three times a week at different times of day, so you can reach a varied audience.
- **Broadcast agreement.** Once you have agreed on the cost of broadcasting, make sure you have a written agreement in place that outlines the fee structure and their contractual obligations in broadcasting the content on the scheduled days and times.

✓ Details that Make a Difference

- Take time to introduce your radio partner(s) to *SASA! Together*. It is important that the radio station(s) know the basic premise of *Together with Gloria!* and understand that the radio drama is designed to spark activism to prevent violence against women. Depending on the budget and time, you can consider a brief orientation for their staff. (See Annex 3 on page 65 for ideas).
- Stay engaged! Once episodes have begun airing, it is helpful to engage with each station and monitor that they are broadcasting as contracted. You may want to do your own spot checks by tuning in at the scheduled days and times to make sure that *Together with Gloria!* is on air.

A Note on Live Call-ins

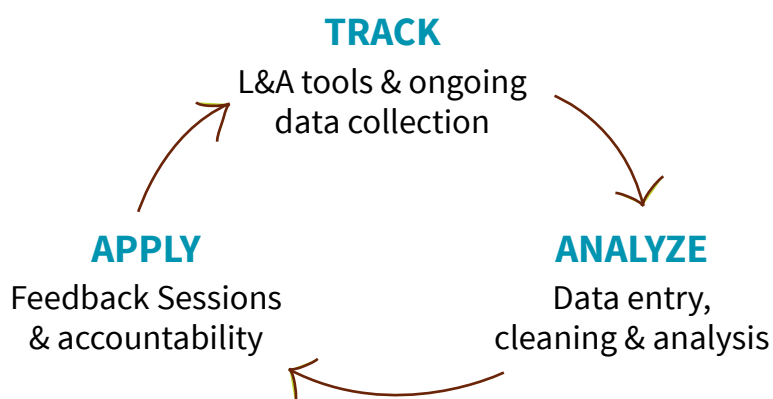
Some radio stations may like to take feedback from listeners and allow callers to share their views live on air. We **do not recommend** this with *Together with Gloria!*, as radio presenters may not be fully equipped to field the sensitive and difficult calls that may come in — including from survivors or perpetrators of violence. Under specific circumstances, you might consider it safe for the radio station to invite live call-ins following the show. This would be appropriate **only if** a highly trained member of your team (or a qualified women’s rights organization) is present in the studio to field the calls and signpost to support services as needed. Without a specialist present, we would recommend that listeners provide feedback on the show through other private channels — e.g. text message, voice mail box, etc.— rather than live on air (see the section on Doing No Harm on page 32).



Learning & Assessment (L&A)



Throughout *SASA! Together*, learning at every step is essential to promote quality programming that is accountable to ourselves and our communities. By committing to the full L&A cycle—Track, Analyze, and Apply—we can quickly identify successes to celebrate and challenges to address. Integrating L&A throughout your *Together with Gloria!* program will help you make informed decisions and explore whether the radio drama is contributing to positive changes related to what community members *know*, how they *feel* and what they *do*. If you haven't done so already, please familiarize yourself with the *SASA! Together* L&A guide (available [here](#)) before reading further.



L&A for *Together with Gloria!*

We recommend that you use the existing *SASA! Together* L&A tools to track, analyze and apply learning from the radio drama. Since we are unable to observe radio listeners who may be tuning in at their homes, we will focus our tracking on the Radio Discussion Groups. Remember that these discussions are facilitated by activists as part of their Local Activism activities, so the tools you will use are:

- **The Activity Plan and Report**, which supports an assessment of *delivery and reach*,
- **The Activity Observation Form**, which supports an assessment of *quality* facilitation and community engagement, and
- **The Community Change Tracker**, which supports an assessment of *outcomes*.

Let's review these three tools and how to get them ready for *Together with Gloria!*

Tool	What does it assess?	Who completes it?	When or how often?	How many?
Activity Plan and Report	Location, number of participants and type of every <i>SASA! Together</i> activity conducted by activists, leaders and allies	Community activists, community leaders, institutional allies and <i>SASA! Together</i> staff	The first part is completed when planning activities, with remaining details added after completing each activity; the Activity Plan and Report is submitted to <i>SASA! Together</i> staff once a month (for activists and leaders) and once a quarter (for allies)	Depends on the intensity of your programming (remember that every <i>SASA! Together</i> activity is recorded on this form)

Using the Activity Plan and Report for *Together with Gloria!*

- Remind activists to include the Radio Discussion Groups in both their Plan for activities to be conducted in the coming month and their Report of Activities delivered.
- Remind activists to include their reflections on the Radio Discussion Groups in the section for Successes, Challenges and Lessons Learned.

Tool	What does it assess?	Who completes it?	When or how often?	How many?
Activity Observation Form	Quality of SASA! <i>Together</i> activities, facilitation skills and community engagement	SASA! <i>Together</i> staff	Each time a staff member observes a SASA! <i>Together</i> activity in the community	20 per month (minimum)

Using the Activity Observation Form for *Together with Gloria!*

- As staff select which activities to observe, be sure to include some Radio Discussion Group activities.
- During your Quarterly Feedback Sessions, review all of your Radio Discussion Group observations together to identify challenges and/or successes specific to *Together with Gloria!*.

Tool	What does it assess?	Who completes it?	When or how often?	How many?
Community Change Tracker	Progress toward SASA! <i>Together's</i> phase-specific outcomes	SASA! <i>Together</i> staff or L&A staff	Select specific activities to track, as determined through systematic sampling (see page 28)	Depends on the size of your program (15 per month minimum)

Using the Community Change Tracker for *Together with Gloria!*

- When sampling activities to track, include Radio Discussion Groups on the list.
- Since *Together with Gloria!* episodes do not have specific phases, we recommend that you use the Community Change Tracker corresponding to your current Local Activism phase. In other words, if you are currently in the Support phase, use the Support phase Community Change Tracker when observing Radio Discussion Group activities.



What about *Assessing Impact?*

Remember that *SASA! Together*'s L&A is not designed as an impact evaluation. Instead, we focus on program learning around program quality and reach, and how the community experiences different activities. The Community Change Tracker, Community Assessment Survey and Focus Group Discussion Guides help explore whether (or not) positive changes are taking place as your program progresses. In particular, the Community Assessment Survey assesses phase-specific outcomes at the community level, so findings consider the cumulative contribution of all your *SASA! Together* activities, including the *Together with Gloria!* broadcasts and Radio Discussion Groups. It is best to collaborate with a research partner if you are interested in conducting an impact evaluation of *SASA! Together* or measuring changes attributable to *Together with Gloria!*.

A Note on Assessing Reach

Section 5 of the Community Assessment Survey includes questions about the respondents' exposure to *SASA! Together*. We suggest additional questions to get a sense of reach and community engagement with *Together for Gloria!*. Keep in mind that this data may not accurately estimate the true reach of *Together with Gloria!* because the Community Assessment Survey selects participants from public places; thus, we do not get a full picture of radio listenership in the home. For example, individuals with limited mobility may tune into *Together with Gloria!*, but may not be able to visit outdoor spaces where the Community Assessment Survey is taking place.

The recommended questions for assessing reach in public places are:

- Have you ever listened to a radio program called *Together with Gloria!* (YES/NO)
- (IF YES) How often have you listened? (ONLY ONCE/A FEW TIMES/MOST EPISODES/DOES NOT APPLY)

Applying is the Key Step!

Collecting, entering and analyzing L&A data is time- and energy-intensive. It is therefore critical that data is put to use, and sufficient attention is given to *applying* what you learn. Through the step of applying, you bring your learning to life to ensure an ethical, high-quality *SASA! Together* program. Your quarterly Feedback Sessions provide a structure to celebrate successes and identify emerging issues to address. For example, applying your learning from *Together with Gloria!* might entail holding a refresher training for activists to strengthen facilitation of the Radio Discussion Groups, crafting talking points to address a common misconception about the show or holding the radio station accountable to their contractual agreements. For more guidance on Applying your L&A findings, see the *SASA! Together L&A Guide* pages 14-16.





Doing No Harm

Working on sensitive issues like VAW and transforming deeply entrenched social norms always carries risk—it is essential that we actively strive to do no harm in the communities where we work. When a program is not sensitive to context and community dynamics, it can lead to backlash, increase the risk of women experiencing violence or push violence that is already occurring underground, making it harder for women to access support. Without the necessary attention and care, programming to address violence can unintentionally cause harm.

In *SASA! Together*, women's safety always comes first. This requires preparation, ongoing L&A and efforts to promote wellbeing across the entire *SASA! Together* team. Please review pages 58 - 60 of the *SASA! Together* Set-Up Guide available [here](#) for more details.

Ensuring an Ethical Approach to *Together with Gloria!*

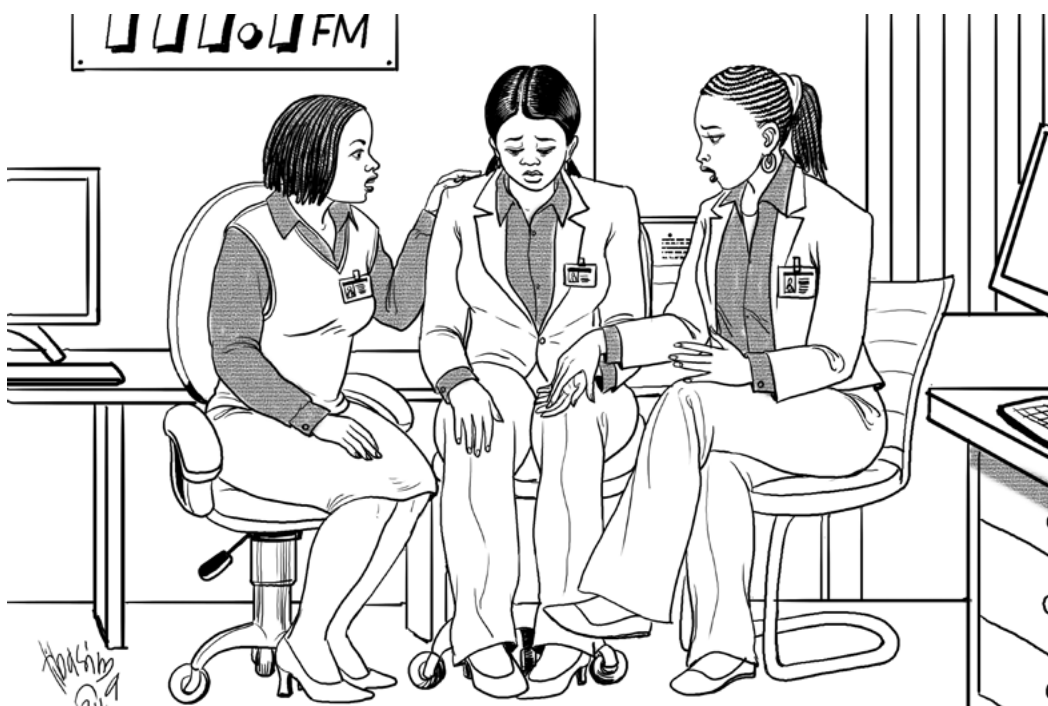
Together with Gloria! maintains the same commitment to safety and sustainability as the rest of *SASA! Together*. Here are some specific considerations for broadcasting episodes and facilitating Radio Discussion Groups:

- As in all Local Activism activities, activists must carry up-to-date referral information for survivors when facilitating Radio Discussion Groups. They must also be comfortable providing basic support to anyone who discloses she is experiencing (or at risk of) violence. See the *SASA! Together* **Set-Up Guide** page 77 for more details.
- Participation in any *SASA! Together* activity is always voluntary. Community members should never be forced or coerced to take part in the Radio Discussion Group activities, and they are always free to leave without penalty. Moreover, during the discussions themselves, each member can freely decide how they prefer to participate (for example, some may prefer to listen and observe, while others may choose to share their ideas). When Radio Discussion Groups are formed from an existing group (e.g., a savings group), it must be clear that participation in the Radio Discussion Group is entirely optional and will not affect their group membership.
- Through intentional training and ongoing support, activists should be equipped to safely and sensitively facilitate Radio Discussion Groups. This includes support to handle conversations on difficult topics (e.g., consent and sexual decision-making) and to manage potential emotions or points of tension that may emerge within the group. As part of their overall role, *SASA! Together* activists should receive training on making referrals and providing basic support to survivors where necessary.

- At the end of each episode of *Together with Gloria!*, it is critical to include the contact details for a helpline and/or locally available support services for any listener experiencing (or at risk of) violence. As part of producing the drama for your SASA! *Together* community, ensure that the information shared is up-to-date and accurate. Also, ensure you have engaged with the providers whose contact information will be shared, so they are aware of the referral and the possibility of a greater volume of calls/visits.

A Note on Depicting Violence

During *Together with Gloria!*, we meet several characters who are experiencing violence in their intimate relationships. There are also episodes where we hear about Hida and Joy—Gloria’s colleagues at the station—experiencing sexual harassment and violence at work. Learning about the difficulties and harmful consequences these women experience is an important way that the drama prompts listeners to connect with the injustice of violence against women. However, in general, the show intentionally does not dramatize acts of violence in process. This is another way we avoid doing harm, as detailed accounts or dramatic enactments of violence may be emotionally harmful to some listeners. This approach is also a more impactful way to motivate change—by keeping the content aspirational and focused on the benefits of healthy, non-violent relationships.





Part 3

Together with Gloria! activities

Local Activism with Radio



Preparing Activists

Community activists will be the key promoters of *Together with Gloria!* in the community, spreading the word about the radio drama and convening and facilitating Radio Discussion Groups. While the core ideas and skills are similar across all Local Activism activities, it is important to set aside dedicated time to introduce *Together with Gloria!* and support activists in understanding their role. Refresher trainings and ongoing mentorship are highly encouraged!

Initial Training

We recommend an initial 2-day training for community activists to introduce *Together with Gloria!*, including its purpose, characters, etc. This will also provide an opportunity to build skills on how to convene and facilitate Radio Discussion Groups, as all activists (where possible) are encouraged to convene at least one group alongside their other Local Activism activities. A suggested outline for this initial 2-day training is provided below. Be sure to add breaks, snacks/meals, and energizer games where needed. Detailed, step-by-step session instructions for the facilitator can be found in **Annex 2** on page 47, unless otherwise indicated in the **Source** column in the table below.

Together with Gloria! Initial Training for Activists - Day 1:

Session	Source	Summary	Time
Welcome and introductions	Choose your own activity!	A fun way to help community activists reconnect and feel comfortable in the space	30 minutes
Why Radio?	Annex 2 pages 49-50	An introduction to the rationale for using radio to enhance SASA! <i>Together</i> programming	45 minutes
Introducing <i>Together with Gloria!</i>	Annex 2 pages 51-55	An interactive introduction to the characters in <i>Together with Gloria!</i>	1 hour
Listening to <i>Together with Gloria!</i> Modeling Facilitation of Radio Discussion Groups	Annex 2 pages 56 - 57; for the Facilitation Guide see page 42	Activists listen together to the recording of episode 1. Staff model facilitation of a Discussion Group, using the Facilitation Guide, with activists acting as community members. Activists reflect on the characteristics of effective facilitation of Radio Discussion Groups.	1 hour 30 minutes
Creating Discussion Groups	Annex 2 pages 58-61	Activists discuss and strategize about how to engage and convene community members to participate in Radio Discussion Groups	1 hour 10 minutes
Playing episodes / Using equipment	Annex 2 page 62	Staff explain how episodes will be distributed and played (e.g., flash drives, MP3 players, etc.) Staff demonstrate use of any equipment and take questions.	20 minutes



Together with Gloria! Initial Training for Activists - Day 2:

Session	Source	Summary-	Time
Welcome and recap	Choose your own activity!	A fun way to recap key points from Day 1	30 minutes
Role-playing Radio Discussion Groups	Annex 2 pages 63-64	Activists listen to the recording of episode 2. Selected activists practice facilitating a discussion using the Facilitation Guide. The group provides constructive feedback to the facilitator.	1 hour 30 minutes
Role-playing Radio Discussion Groups continued	Annex 2 pages 63-64	Activists listen together to the recording of episode 3. Selected activists practice facilitating a discussion, using the Facilitation Guide. The group provides constructive feedback to the facilitator.	1 hour 30 minutes
Supporting Women Experiencing Violence	SASA! Together Support Phase Guide pages 148-154	Activists develop skills for safely and compassionately supporting women, who may disclose their experiences of violence during or following a Radio Discussion Group session.	1 hour 30 minutes
Refresher on referral services	Context-specific, to be developed by the implementing organization	Activists receive a refresher on locally available support services for survivors and how to refer those who need them.	1 hour

Continuing Support

After this initial 2-day training, take advantage of existing bi-monthly meetings to continue strengthening activists' skills and confidence. Use these spaces to:

- Check in on how Radio Discussion Groups are going.
- Troubleshoot any emerging challenges (including with equipment or with convening and facilitating groups).
- Role-play and continue to build skills in facilitation.
- Review with activists what is coming next in future episodes of *Together with Gloria!*.
- Brainstorm additional ways to increase the show's listenership in the community.

Skill-Building on *Sensitive Content*

Episode 12 of *Together with Gloria!* discusses issues related to consent and sexual decision-making, adapting the drama sketch of Patience and David from *SASA! Together*. Because this episode deals with more sensitive topics, you may want to practice this episode with activists before they facilitate discussions in the communities.

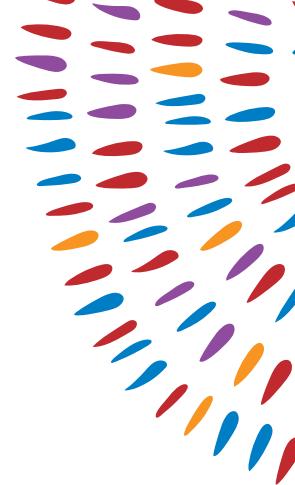
Activists and community members may feel shy or embarrassed about discussing sex and consent — this is natural! Help activists to build their confidence on these topics by collectively brainstorming tips on how to discuss sex and intimacy. Tips for these more sensitive sessions may include:

- Ensure a private space where discussions will not be easily overheard.
- Consider the composition of the group — more homogenous single gender groups with participants of a similar age will likely work better for these more sensitive topics.
- Use contextually specific coded language or euphemisms for sex to make it easier to discuss.
- Remind participants of the benefits of discussing these topics, even though it's difficult, as a key part of healthy relationships.

A Note on Community Leaders and Institutional Allies

While your leaders and allies do not require formal training on *Together with Gloria!* (as they are not expected to facilitate Radio Discussion Groups), they can also play an important role in promoting listenership and engagement. Use the monthly or quarterly check-ins to share information about *Together with Gloria!* — including a basic synopsis of the drama, the time(s) and station(s) when it will be aired and a description of the Radio Discussion Groups that activists are facilitating.

Radio Discussion Groups



Radio Discussion Groups are small groups of community members who come together to listen, discuss, and reflect on *Together with Gloria!*. Similar to the *SASA! Together Deeper Discussion* groups, the aim is for the same members to participate each time so that they can build rapport and trust to explore topics in the radio drama and reflect on how these relate to their own lives. Radio Discussion Groups are facilitated by community activists.

<i>Facilitator</i>	Community Activists (each activist is encouraged to convene one group)
<i>Participants</i>	Groups of women and men — these can be mixed or single gender, depending on context. Ideally these are pre-existing groups (e.g., savings groups, neighbourhood associations, faith-based groups, etc.) where community members are accustomed to meeting regularly and already have positive and trusting relationships.
<i>Group Size</i>	8-12 participants (15 max)
<i>Time needed</i>	50-60 minutes (includes the 20-minute episode of <i>Together with Gloria!</i>)
<i>Materials</i>	Radio and/or flash drives loaded with episodes and a device to play episodes

How Community Activists Create Radio Discussion Groups

- Ideally the Radio Discussion Groups will tap into groups that are already established in the community. Such groups are likely to be more sustainable and easier to mobilize than creating new groups for listening to *Together with Gloria!*. For example, if a community activist is already part of a savings group or a mother's union, she might invite the group to gather for a *Together with*

Gloria! discussion. Radio Discussion Groups often work best when they are composed of individuals who already know one another, have a rapport and regularly come together for other reasons (either formally or informally).

- Groups can meet and listen together at the specific times that *Together with Gloria!* is broadcast on the radio. Alternatively, if more convenient, groups can choose their own meeting times, and activists can carry the episodes with them to play for the group (e.g., on a flash drive pre-loaded with the episodes or an MP3 player). See the section on Equipment (page 21) for more detail and options.
- Similar to the Deeper Discussion Groups, the Radio Discussion Group members will ideally remain the same throughout *Together with Gloria!*, coming together to listen and discuss each episode in chronological order. In this way, participants can build collective trust and develop a connection with Gloria and the other characters. Over time, the group can delve into the radio show and encourage one another to test out new ways of thinking and acting based on their discussions.



Keep in Mind

It is always a personal choice whether community members want to participate in any *SASA! Together* activity, including the Radio Discussion Groups. When inviting members of an existing group to get together for *Together with Gloria!*, some may choose not to join—that is perfectly okay! The most dynamic conversations will come when group members are excited about the radio program and can easily gather to share and deepen their activism on violence against women prevention.

- Activists are encouraged to facilitate Radio Discussion Groups as part of their ongoing Local Activism activities. In training with activists, brainstorm all groups in which they are involved and where a Radio Discussion Group activity might be successful. Discuss and anticipate potential challenges that may arise while facilitating Radio Discussion Groups—e.g., related to expectations around incentives, group dynamics, etc.—and how these might be managed. Generate creative ideas for how you can encourage and sustain participation throughout the length of the *Together with Gloria!* radio drama. See the Training Sessions in Annex 2 of this Guide for further detail.

✓ *Details that Make a Difference*

- Facilitating the Radio Discussion Groups requires similar skills as all *SASA! Together* activities, including preparation, careful listening, asking questions to encourage critical thinking, intentional focusing of the conversation and creation of a safe space.
- Good preparation requires that activists first listen to the *Together with Gloria!* episode and reflect on the Discussion Questions themselves. Ideally, activists can practice a few Radio Discussion Group sessions with each other and receive feedback from peers before starting in the community. Activists can also pair up and co-facilitate, especially for the first discussions as they build confidence.
- Remember that the discussion is meant for the group to deepen their understanding of power and reflect together on how the radio drama relates to their own community. This is not a lecture or teaching space. The facilitator's role is to listen carefully, link contributions back to key ideas and take steps to promote equal participation within the group (e.g., create space for everyone to participate and ensure no one is dominating).
- Invite the group members to set ground rules during the first session, including around respect and confidentiality. In subsequent Radio Discussion Group meetings, the Facilitator can remind the group of these commitments, and ensure they are upheld.
- It may be helpful to invite a few opening comments or general reactions to warm up the group; however, aim to keep this brief so you have sufficient time for the Discussion Questions.
- As with all *SASA! Together* activities, safety for women must always be prioritized. Facilitators must have a referral list and be ready to support women who disclose previous or ongoing violence with safety planning and point them to relevant services. See the section on Doing No Harm, (page 32) for more details.
- Radio Discussion Groups are meant to be fun and engaging! The more that activists are able to connect with Gloria and her story, the more excitement they will be able to generate in their groups.

Take-Home Ideas for Radio Discussion Groups

We encourage you to be flexible and creative in considering when and how you use *Together with Gloria!* to best support your community and overall program. This means that the radio drama may evolve at a slightly different pace than your other *SASA! Together* activities (for more details see the section Timetable and Phasing on page 17). For this reason, we include several options for the closing take-home message. We encourage activists to choose whichever take-home message feels most appropriate — both for the specific episode and the wider *SASA! Together* program.

Radio Discussion Group Facilitation Guide

1. Welcome participants and remind them of the ground rules of the group (including confidentiality and respect for all).
2. Listen to today's episode of *Together with Gloria!*
3. Discuss:

In today's episode...

- a. What examples did you hear of characters using their power positively?
What examples did you hear of characters using their power negatively?
 - b. What examples did you hear of characters showing respect and care for one another? How did this impact their relationships?
 - c. Did you hear any examples of characters trying to create positive changes in their own lives or communities? What helped or encouraged them to create change?
 - d. Did you hear any ideas or inspiration that you could try out in your own life or relationships?
4. Thank participants for their contributions to the discussion. Close by **choosing ONE** of the take-home ideas below that feels most relevant to today's episode discussion and your *SASA! Together* phase.
 - We all have power within us and can choose to use that power positively.
 - Unequal power hurts us all. It is possible to balance power.
 - We can join our power with others and support each other to create positive change.
 - We can all use our power to take action and prevent violence against women.

Promoting Listenership in the Community

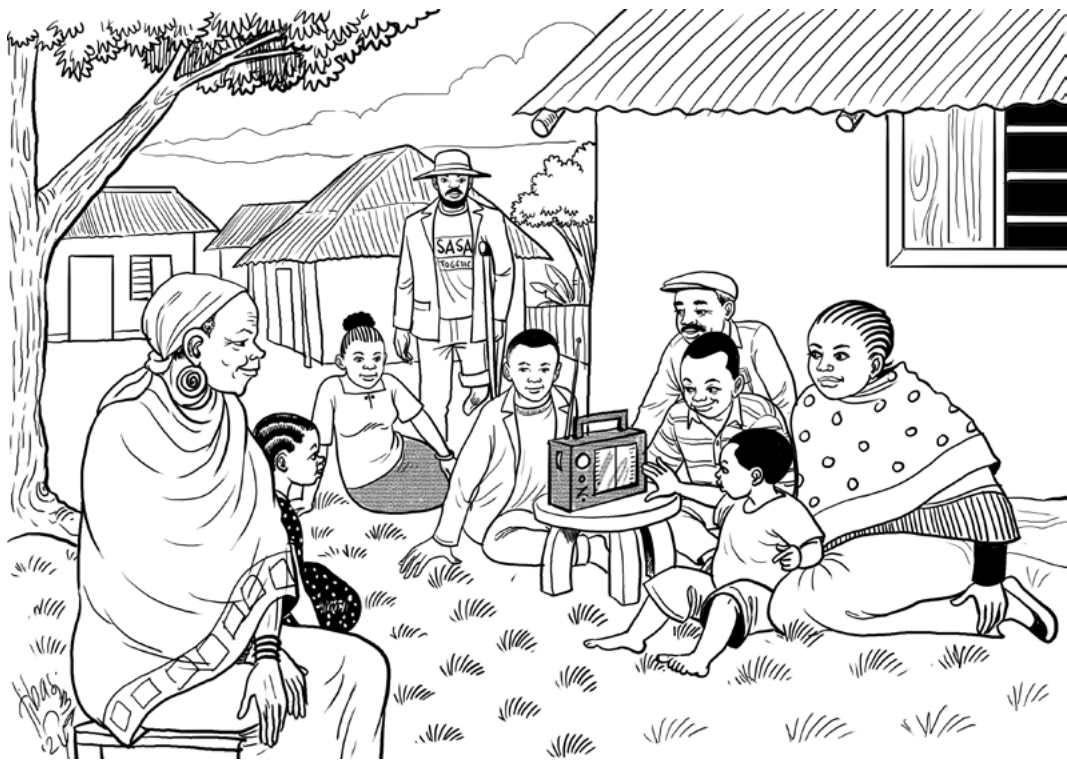
While activists will take the lead in convening Radio Discussion Groups, the entire *SASA! Together* team can help to promote *Together with Gloria!* and encourage listenership in the community. This will also help ensure that all Circles of Influence are engaged, helping to diffuse and reinforce positive ideas about relationships and power.

During team meetings and L&A Feedback Sessions, take some time to reflect on who you are engaging with *Together with Gloria!*. Brainstorm how you can promote a diverse, inclusive and wide listenership. Possible ideas include:

- Community activists, community leaders, and institutional allies can all help to promote *Together with Gloria!*. Encourage them to introduce the drama during regular *SASA! Together* activities and to encourage everyone to tune-in!
- Drama groups can act out some of the scenes from *Together with Gloria!* and encourage audiences to listen to the radio drama to follow the characters' stories.
- Radio Discussion Group members can spread the word across their own social networks. Remind them to reach out to their family, friends and neighbors to encourage others to listen in and join a Radio Discussion Group.
- If you are using speakers in an existing venue (e.g., hair salon/barber shop, restaurant, etc.) to play *Together with Gloria!* episodes, owners and staff of the establishment can also help to encourage their other customers to listen to *Together with Gloria!*.
- When Radio Discussion Groups assemble for the final episode, consider brainstorming follow-up actions individual members can take or making group-level commitments to sustain changes inspired by the show.

By engaging everyone—activists, leaders, allies, drama groups, and community members—you can build enthusiasm around *Together with Gloria!* in your communities. As more and more people start listening to and talking about *Together with Gloria!*, interest will continue to grow and spread. *Together with Gloria!* can support diffusion of *SASA! Together* ideas throughout communities and enhance your organization's efforts to mobilize a critical mass for change in preventing violence against women.

We hope you are excited about *Together with Gloria!* and how it can enhance your *SASA! Together* program! Write to us (info@raisingvoices.org) to access the full suite of *Together with Gloria!* materials, including episode summaries, scripts and MP3 files of all English episodes. Let us know how you are using *Together with Gloria!*—we are eager to hear and to learn from you!





Annexes





Annex 1: Culturally Specific References for Adaptation

The section on Adaptation Guidance (page 18) provides guidance on some of the cultural changes that will typically be required across your *Together with Gloria!* scripts before recording (names, family relationships, modes of transportation, food, etc.). This Annex provides a list of some of the specific references that occur in individual episodes—noted in **bold**—that may need to be adjusted, depending on your context.

Please note that this list is not exhaustive; it is important to read through all episodes of *Together with Gloria!* carefully to identify any additional changes that may be needed for your context.

- Episode 1: In Scene 1, Mama Gloria grinds **ginger** to put in Tata Gloria's tea.
- Episode 2: In Scene 3, Gloria is frightened that a **lion** may be in the forest.
- Episode 4: In Scene 1, Mrs. Mshindi gifts Gloria **bananas** to take home with her. In Scene 2, Mama Gloria is harvesting **cassava**.
- Episode 10: In Scene 1, Caller 4 jokes that the local **chapati maker** promised to give her a free **rolex** (a typical Ugandan snack of an omelette rolled up in a chapatti) if she made it onto Gloria's show.
- Episode 11: In Scenes 1 and 2, Gloria's guest is the **Local Council Leader of Gender and Family Affairs**. In Scene 1, Adam orders Hilda to get him a **rolex**.
- Episode 18: In Scene 1, Gloria references the social media platform, **WhatsApp**. Gloria's guest is a **social worker**.
- Episode 23: In Scene 2, the carpenters talk about playing **ludo** (a Ugandan board game).
- Episode 25: In Scene 2, Gloria references a **Ugandan law relating to sexual harassment**.
- Episode 27: In Scene 1, Gloria's guest is the **Assistant Superintendent of Police, in charge of the Child and Family Protection Desk**. Later in the scene, the police officer provides details of **how and where to report police misconduct**.
- Episode 31: In Scene 1, the motorcyclist references the **boda stage** (location where motorcycle riders gather), where he and other boda riders gather to wait for customers.
- Episode 33: In Scene 1, Mama Gloria offers Gloria **maize** to take to work with her as a snack.

Annex 2: Training Materials for Activists



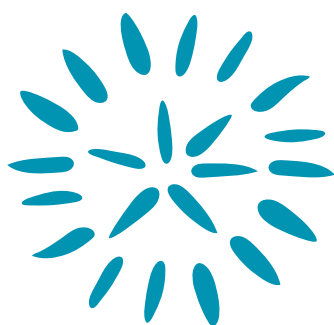
This Annex provides training materials for the initial 2-day training for activists. As described above in the section Preparing Activists (pages 35 - 38), the suggested agenda for the training is as follows:

Day 1:

Session	Source	Summary	Time
Welcome and introductions	Choose your own activity!	A fun way to help community activists reconnect and feel comfortable in the space	30 minutes
Why Radio?	Annex 2 pages 49-50	An introduction to the rationale for using radio to enhance SASA! <i>Together</i> programming	45 minutes
Introducing <i>Together with Gloria!</i>	Annex 2 pages 51-55	An interactive introduction to the characters in <i>Together with Gloria!</i>	1 hour
Listening to <i>Together with Gloria!</i> Modeling Facilitation of Radio Discussion Groups	Annex 2 pages 56 - 57; for the Facilitation Guide see page 42	Activists listen together to the recording of episode 1. Staff model facilitation of a Discussion Group, using the Facilitation Guide, with activists acting as community members. Activists reflect on the characteristics of effective facilitation of Radio Discussion Groups.	1 hour 30 minutes
Creating Discussion Groups	Annex 2 pages 58-61	Activists discuss and strategize about how to engage and convene community members to participate in Radio Discussion Groups	1 hour 10 minutes
Playing episodes / Using equipment	Annex 2 page 62	Staff explain how episodes will be distributed and played (e.g., flash drives, MP3 players, etc.) Staff demonstrate use of any equipment and take questions.	20 minutes

Day 2:

Session	Source	Summary-	Time
Welcome and recap	Choose your own activity!	A fun way to recap key points from Day 1	30 minutes
Role-playing Radio Discussion Groups	Annex 2 pages 63-64	Activists listen to the recording of episode 2. Selected activists practice facilitating a discussion using the Facilitation Guide. The group provides constructive feedback to the facilitator.	1 hour 30 minutes
Role-playing Radio Discussion Groups continued	Annex 2 pages 63-64	Activists listen together to the recording of episode 3. Selected activists practice facilitating a discussion, using the Facilitation Guide. The group provides constructive feedback to the facilitator.	1 hour 30 minutes
Supporting Women Experiencing Violence	<i>SASA! Together</i> Support Phase Guide pages 148-154	Activists develop skills for safely and compassionately supporting women, who may disclose their experiences of violence during or following a Radio Discussion Group session.	1 hour 30 minutes
Refresher on referral services	Context-specific, to be developed by the implementing organization	Activists receive a refresher on locally available support services for survivors and how to refer those who need them.	1 hour



Why Radio?

(TIME: 45 MIN)

Participant Objectives

- Understand why the *SASA! Together* radio drama was created.
- Discuss the advantages of the radio drama in enhancing reach and engagement.

Preparations

- Create flipchart paper #1 with the title “Community Engagement with Radio” and draw a simple radio in the center.
- Create flipchart paper #2 with the title “Expanding our reach to prevent violence against women.” Draw a line down the center and write “Mobilizing new groups” on one side, and “Overcoming challenges” on the other.

Steps

1. Welcome participants and introduce the session.
2. Explain: “*In this session we are going to talk about why we are using radio to strengthen SASA! Together. With radio, a single broadcast can reach thousands of people at the same time! So, by using the radio, we hope to grow the numbers of women and men we are engaging to prevent violence against women in our communities.*”
3. Ask: *What are the different reasons we tune into the radio?*
4. Turn to flipchart paper #1. Record each contribution on the flipchart, using a line to connect each idea to the drawing of the radio in the center of the page.

Possible responses:

- a. To get to know what’s going on in the world (e.g., news programs)
- b. To relax/listen to music
- c. To join a religious service
- d. To learn about people/places/things happening far away
- e. To persuade people (e.g., political campaigns, spot ads)
- f. Etc.

5. Thank participants and recap main points. Emphasize: “As we can see, radios play an important role in our communities. The radio can entertain us, inform us and inspire new ways of thinking. The radio can connect us to people near and far, even when we can’t assemble in person.”
6. Ask: *What groups of people can we reach with the radio, who are not easy to mobilize for in-person activities?*
7. Turn to flipchart paper #2. Record each contribution on the flipchart, under the “Mobilizing new groups” heading. **Possible responses:**
 - a. People who live far from urban centers/towns
 - b. People who have physical disabilities (for whom walking or traveling may be difficult)
 - c. Women whose movements are restricted due to unequal gender norms / expectations
 - d. Women experiencing violence in their intimate relationships who are unable to freely move to public spaces.
 - e. People experiencing mental health problems, who may be afraid or unmotivated to go outside.
 - f. Etc.
8. Ask: *In what situations are in-person gatherings difficult, but in which we can still facilitate activities through the radio?*
9. Record each contribution on the flipchart, under the “Overcoming challenges” heading. **Possible responses:**
 - a. Rural settings where the community lives far away
 - b. Situations where public spaces are not safe due to political unrest, war, and/or other emergencies (flooding, earthquake, etc.)
 - c. During public health emergencies like the COVID-19 pandemic
 - d. In very large communities where there are not enough activists, leaders and allies to reach a critical mass
 - e. In communities where the right to organize is heavily restricted
 - f. Etc.
10. Thank participants and summarize the key points:
 - *As we have discussed, there are many ways that using the radio can strengthen SASA! Together. We can use the radio to mobilize a diverse group of women and men—including those most difficult to reach using in-person activities. This helps make our activism more inclusive!*
 - *Radio can also help us in times of crises like the COVID-19 pandemic, when it is not safe to mobilize in the community.*
 - *Even when we are not in crisis, radio can expand the reach of our activities. With radio, we can touch many more lives with SASA! Together ideas. This way, we can inspire more women and men to connect with their power within to prevent violence!*

Introducing Together with Gloria!



(TIME: 1 HOUR)

Participant Objectives

- Introducing participants to the characters and initial storylines in the *Together with Gloria!* radio drama.

Preparations

- Print and cut up the “Character Cards.”
- Prepare three signs with the following titles:
 1. Gloria’s family
 2. Gloria’s colleagues at the radio station
 3. Other people in Gloria’s life

Tape up these three signs in three different areas of the room.

- Arrange the piles of Character Cards at the 3 stations:
 1. **Gloria’s family.** At this station, you should have cards for Tata Gloria, Mama Gloria, Mr. Mshindi, and Mrs. Mshindi.
 2. **Gloria’s colleagues at the radio station.** At this station, you should have cards for Joy, Ali, Adam, and the Managing Director.
 3. **Other people in Gloria’s life.** At this station, you should have cards for Jack and Margaret.

Note: This exercise requires group members to read from the Character Cards. If you are working with a group with low literacy levels, when dividing the participants into groups, be sure to pair those participants who cannot read with others who can. (For groups where no participants are comfortable reading, staff members can join the groups to read for them). This exercise also requires standing for a period of time. If any participants have a physical disability and/or may be tired from standing, encourage them to bring a chair into the group. They can remain within the group and actively participate from their seat.

Steps

1. Welcome participants to the session and explain:
 - As we saw in the previous session - radio can be valuable for contexts where in-person mobilizing is difficult to engage community members who may not be able to participate in other activities. For this reason, we have created the Together with Gloria! radio program — a SASA! Together activity carried out over the radio.
 - For this session we will focus on getting to know the different characters in Together with Gloria!.
2. Ask: *Why do we use the format of a drama to spark discussion on power and violence against women? Why can it be helpful to see and hear characters act out these issues?* **Possible responses:**
 - a. Listeners can form an emotional connection to the characters and stories.
 - b. An emotional connection helps prompt empathy (when injustices or other challenges emerge)
 - c. Seeing characters overcoming obstacles and bringing about change may also increase our belief that change is possible in our own communities.
3. Explain: *In the next exercise we will get to know the different characters in Together with Gloria!*
4. Explain: *Our main character is Gloria. Let's meet Gloria.*
5. Read out Gloria's Character Card.
6. Explain:
 - Now, we are going to divide into three groups. Each group will go to one of the three stations to learn about the people in Gloria's life at the start of the radio drama and how they feel about her proposed show.
 - While at the station, different members of the group will read out the different cards until you have read out all the cards.
 - You will have ten minutes at each station. When I call 'Change', you will move on to the next station.
 - When we come back together, we will discuss the characters.
7. Ensure there are no questions and start the exercise.
8. Keep time and encourage the groups to move to the next station every ten minutes. When all three groups have visited all three stations, bring everyone back to plenary.

Note: Staff can rotate around during the groupwork to answer questions and support the groups with the exercise.
9. After the exercise, engage the groups in a debrief. Ask:
 - Which character are you most looking forward to listening to in the radio drama? Why?
 - Do you think community members will connect with the characters in the Together with Gloria! radio drama? Why or why not?
 - Are there any other comments or thoughts on the characters?

10. Thank participants for participating in the exercise and the debrief.

11. Summarize key points:

- *In the beginning of the drama, we meet Gloria who is the main character. She is passionate about preventing violence against women and wants to speak out on her radio show.*
- *Gloria stays with her father and mother. At Gloria's home we meet Tata Gloria, and we see his use of emotional violence toward his wife Mama Gloria. We also see how Mama Gloria is fearful of her husband.*
- *At Gloria's work place we meet Ali and Joy who are supportive of Gloria's passion to prevent violence against women. We also meet Gloria's boss, the Managing Director of the radio station, and her colleague, Adam, who doesn't believe in Gloria's ideas and is not supportive.*
- *We also meet Mr. and Mrs. Mshindi, Gloria's Aunt and Uncle, who were once in a violent relationship but with the help of Margaret, the SASA! Together activist — they were able to change. Now they are activists in their own right, inspiring others around them to change for the better.*
- *We also meet Gloria's boyfriend, Jack, who is eager to get married and concerned about Gloria's focus on her career.*
- *The drama is about love, relationships and the power dynamics that exist in intimate partnerships. Over time, we hope to show how change is possible when people use their power within to speak out and break the community silence about violence against women. In this way, the drama can inspire its listeners to also create happier, safer, and healthier relationships in their own lives.*

12. Thank participants for their participation in the session, and close.



CHARACTER CARDS

GLORIA'S FAMILY

Gloria

Gloria is a 22-year-old young woman who lives with her parents. She works at a radio station as a journalist. She is excited about her idea to start a new show to talk about healthy and unhealthy relationships, because Gloria wants to speak out and to make a positive difference in her community.

Mama Gloria

Mama Gloria is Gloria's mother. She is experiencing emotional violence from her husband, Tata Gloria, who often criticizes her and the way she keeps the house. Mama Gloria is supportive of Gloria and her dreams. However she feels trapped in her own relationship, and feels unable to challenge her husband.

Tata Gloria

Tata Gloria is Gloria's father. He shows emotional violence to his wife, Mama Gloria, and does not respect or appreciate her. His carpentry business is struggling, and he takes out his stress on those around him.

Tata Gloria is not supportive of Gloria's radio show as he feels Gloria should instead focus on getting married and having children.

Mr. Mshindi

Mr. Paul Mshindi is Gloria's uncle and brother to Tata Gloria. In the past Mr. Mshindi was controlling and using power negatively over his wife. However, he has now changed for better and has created a healthy partnership with his Mrs. Mshindi. He is very supportive of Gloria's plans for her radio show.

Mrs. Mshindi

Mrs. Carol Mshindi is Gloria's aunt and wife to Mr. Mshindi. She previously was frightened of her husband, but they now have a happy and healthy partnership.

She is kind and supportive to others, including Gloria and Gloria's mother.

GLORIA'S WORKPLACE:



Managing Director

The Managing Director of the radio station is Gloria's boss. He is not supportive of Gloria's idea for a show about relationships, as he thinks that relationships issues should be kept private.

Joy

Joy is Gloria's colleague at the radio station and her best friend. They usually travel together to the radio station and chat about their lives. Joy is supportive of Gloria's talk show and always encourages her friend.

Ali

Ali works with Gloria at the radio station and is the producer of Gloria's talk show. Though sometimes hesitant, he tries to support Gloria and her ideas.

Adam

Adam is a colleague of Gloria's at the radio station. He is not supportive of Gloria's ideas for her new radio show. He believes the radio station's programs should focus on making money instead of discussing relationship issues. Adam is arrogant and rude to other colleagues at the station.

OTHER PEOPLE IN GLORIA'S LIFE



Jack

Jack is Gloria's boyfriend. He is 25 years old and works as an accountant. Jack is eager to get married to Gloria as soon as possible. He is insecure and jealous about Gloria's relationships with her male colleagues at the radio station. He wants Gloria to focus on getting married and starting a family, rather than on her work.

Margaret

Margaret is a *SASA! Together* Activist who helped Mr. Mshindi reflect on his use of power and develop a healthier and more positive relationship with his wife, Mrs. Mshindi. Margaret is very supportive of Gloria and her new radio show. She mentors Gloria on her journey to become an activist.



Listening to Together with Gloria!

(TIME: 1 HOUR AND 30 MINUTES)

Participant Objective

- Participants have the opportunity to listen to an episode of *Together with Gloria!* and experience being part of a Radio Discussion Group
- Participants identify tips for effective facilitation of Radio Discussion Groups

Preparations

- Listen to episode 1 in advance and become familiar with the Radio Discussion Group Facilitation Guide. Be prepared to model facilitation of a Radio Discussion Group.

Steps

1. Introduce the session: *In this session, we are going to have a chance to listen to the first episode of Together with Gloria!. I will be facilitating a discussion about the episode, just as you will do in our practice session tomorrow and when you go back out into communities. For today, let's pretend that I am the Community Activist, and you are all community members attending a Radio Discussion Group.*
2. Model the opening of a Radio Discussion Group. Welcome the members of the group and thank them for coming. Remind the group of the importance of respect and confidentiality, and invite group members to name any other key ground rules for a healthy discussion.
3. Play episode 1 of *Together with Gloria!*.
4. Using the Facilitation Guide (see page 42), facilitate a discussion with activists on episode 1 for roughly 20-30 minutes.
5. Conclude the role-play exercise and thank everyone for participating.
6. Ask: *What did you notice as some of the characteristics of effective facilitation that can help Radio Discussion Groups to work well?*

Possible responses: The facilitator asks questions rather than lecturing; fosters collaboration and respectful debate among participants; inspires critical thinking and personal reflection; values personal experiences; appreciates contributions, creates a safe environment where participants feel free to speak their minds; balances power between participants and the facilitator and among participants, etc.

7. Ask: *What facilitation approaches might make a Discussion Group go poorly?*

Possible responses: The facilitator isn't prepared, lectures/does most of the talking, acts as an expert with the 'right' answers, doesn't respect the ideas and experiences of the group, interrupts participants, fails to manage tension or conflict within the group, doesn't focus the discussion, etc.

8. Ask: *As with any SASA! Together activity, there is always a possibility that tensions or strong emotions arise within the group. What are some examples of this that you have seen from your other SASA! Together activities?*

Possible responses: A participant may become angry or defensive, a participant may become emotional or distressed or appear to shut down, etc.

9. Ask: *If a participant is angry or expressing harmful ideas, what do you remember from our Awareness phase training about the steps and skills for dealing with challenging questions and statements?*

Possible responses: 1) Breathe and consider their underlying motivation, 2) involve others in the group in responding, 3) validate positive responses and contributions, and 4) respond, if needed, using the guidance provided on common challenging statements (*SASA! Together Awareness Phase Guide*, p. 172-178 for more detail).

10. Explain: *These steps can help in responding constructively to any challenging statements and manage tensions in the group.*

11. Ask: *What about if a participant appears sad or distressed by the episode content? How would you handle this situation?*

Possible responses: Show empathy and support for the distressed participant; if they have shared anything personal, thank them for their openness and remind the group of the importance of confidentiality; invite the participant to speak with you privately after the Radio Discussion Group.

12. Summarize:

→ *Facilitating the Radio Discussion Groups requires the same skillful facilitation as all SASA! Together activities, including preparation, careful listening, asking questions to prompt critical thinking, intentional focusing of the conversation, and creation of a safe space.*

13. Thank participants for their engagement and close.



Creating Radio Discussion Groups

(TIME: 1 HOUR 10 MINUTES)

Participant Objective

- Participants learn and strategize about how to engage and convene community members to participate in Radio Discussion Groups.

Preparations

- Have flipchart paper available for groups.

Steps

1. Welcome participants and introduce the session.
2. Explain: *We want to support community members to engage with the Together with Gloria! drama and discuss the story together.*
3. Ask: *Why is it helpful to discuss the story after each episode?*

Possible responses: To foster deeper critical thinking and help listeners apply ideas to their own lives and relationships.

4. Explain:
 - *To help community members discuss and reflect on the stories we will create 'Radio Discussion Groups.' Radio Discussion Groups will come together at the same time each week to listen to Together with Gloria! and discuss the story.*
 - *To create Radio Discussion Groups, we want to tap into groups that already exist in communities.*
5. Ask: *Why do you think it might be helpful to tap into existing groups?*

Possible responses: Because members already know and trust one another and may be more comfortable to share their view, it will be more practical especially since community members have many responsibilities and limited free time, etc.)

6. Ask: *What are some of the existing groups you can think of in your community that could potentially become Radio Discussion Groups?*

Possible responses: Savings groups, football teams, board game groups, women's groups, church groups, colleagues at work, etc.

7. Explain: *Radio Discussion Groups can be women only, men only or mixed gender. You may find that working with women-only or men-only groups allows participants to feel more comfortable and open to share their ideas. This seemed to work best when Together with Gloria! was piloted in Kasese. But you can choose what works best for your community. What is important is that participants are accustomed to meeting regularly - they have something that brings them together and already have positive relationships with one another.*
8. Explain: *Now that we have identified the existing groups that could become Radio Discussion Groups, we will think about how to mobilize and engage these different groups. Remember we are going to engage the same groups for a long time—at least the next 7-8 months while Together with Gloria! is being broadcast.*
9. Ask: *How can we effectively reach out to existing groups and encourage them to listen together to Together with Gloria! and form Radio Discussion Groups?*

Write down participants' responses on a flip chart paper as they are generated.

Possible responses:

- a. Being positive and excited about the *Together with Gloria!* radio drama
 - b. Showing interest in and respect for what the group is already doing
 - c. Accommodating the group's existing routine and schedule for meetings
 - d. Joining the group, if you are not already a member, etc.
10. Explain:
- *We will now break into groups to think more about how we can create and sustain Radio Discussion Groups. We would like you to think about potential challenges you might encounter related to:*
 - ⇒ *Creating the Radio Discussion Groups*
 - ⇒ *Sustaining the Radio Discussion Groups over time.*

For each challenge you identify, try to think of how you might overcome or manage this issue.
 - *Each group will have two flipchart papers — one for Challenges and one for Solutions.*
 - *You will have 15 minutes to discuss together and identify as many challenges and solutions as you can.*
11. Divide participants into groups and give each group two pieces of flip chart paper.
12. Keep time and give the groups a warning when they have 5 minutes remaining. When time is up, call *Stop* and bring participants back to plenary.



13. After the groups are back in plenary, ask each group to share three challenges and solutions.
14. Emphasize the following challenges and build on what the groups have already shared. Be sure to emphasize the following points:
- *Lack of interest or resistance from group members* (in the radio drama and/or in conversations around prevention of VAW). Try to emphasize the benefits of participation (i.e., how listening and discussing may help their own relationships and create happier families). But do not force any member of the group to participate if they do not wish. Remember, participation in the Radio Discussion Group is not compulsory and people are free to remain members of the existing group (e.g. a savings group) without listening to *Together with Gloria!*.
 - *Complaints around length of meetings*. A Radio Discussion Group is longer than most *SASA! Together* activities (first involving listening to the episode for about 20 minutes, then discussing for about 30 minutes). If the Radio Discussion Group immediately follows an existing meeting of the group, it may feel too long for members. Try to agree with the group a time that is convenient for them.
 - *Expectations around incentives*. Due to the length of the Radio Discussion Group, members may expect some kind of refreshment or compensation. As with any *SASA! Together* activity, explain that no compensation is provided and highlight the non-monetary benefits of participating in discussions (see above).
 - *Disclosures within the group*. Disclosures of violence may happen in the Radio Discussion Group — either that a particular man is using violence or that a woman is experiencing violence. Try to avoid this by setting clear ground rules with the group from the outset around confidentiality and offering to talk privately, rather than in a group setting, about any specific issues. If a disclosure does occur within the group setting, remind everyone of the importance of confidentiality and not to repeat what they've heard to others. Follow-up with the specific individual privately after the session and provide support and referral information as needed.
 - *Tensions within the group*. When discussing *Together with Gloria!*, strong opinions and tensions may emerge, particularly around some of the more sensitive topics. Draw on your facilitation skills to maintain a respectful tone and ensure everyone's voice is heard. If certain statements reinforce harmful norms or stereotypes against women, take time to explain how this thinking is harmful or invite another group member to express an opposing view.
 - *Poor attendance*. It may be challenging to maintain good attendance. This is normal—life can get busy! Consider forming a WhatsApp group or using another platform to remind members of the meeting times. Celebrate how the group is connecting and going deeper in their analyses for extra motivation!

15. Thank participants for participating in the role play and summarize key points:

- *All activists that are able will facilitate at least one Radio Discussion Group as part of their ongoing SASA! Together activities.*
- *We encourage activists to rely on their own social networks and to convene Radio Discussion Groups from existing groups they are aware of (who are already regularly meeting and comfortable sharing with one another).*
- *Radio Discussion Groups can be women-only, men-only, or mixed gender, depending on existing groups in your communities and what you think will be most comfortable to community members. However, given the sensitivity of many topics (love, sexual decision-making, violence etc.) single gender groups may be preferable.*
- *It is always a personal choice whether community members want to participate in any SASA! Together activity.*
- *When inviting an existing group to get together for Together with Gloria!, some members may choose not to join—that is perfectly okay!*
- *The most dynamic conversations will emerge when group members are excited about the radio program and can easily gather to share their listening experience.*





Playing Episodes / Using Equipment

(TIME: 20 MINUTES)

Participant Objective

- Participants become familiar with the equipment they will use to play *Together with Gloria!* episodes in communities.

Materials Needed

- Audio equipment that will be used in your communities (radio or flash drives and MP3 players, etc.)

Steps

1. Explain: *Your Radio Discussion Groups might be able to meet at a time that Together with Gloria! is scheduled to play on the radio. [List the times and days of the week that Together with Gloria! will air in your communities.] However, your groups might find it more convenient to meet at a different time, so we want you to have the option to play the episodes yourselves.*
2. Explain the type of equipment will be given to activists (flash drives, MP3 players, etc.). Demonstrate use of equipment .
3. Invite the activists to test out the equipment themselves. Answer any questions that arise.
4. Thank the group and close the activity.

Role-playing Radio Discussion Groups



(TIME: 3 HOURS)

Participant Objective

- Participants have an opportunity to practice facilitating Radio Discussion Groups.

Materials Needed

- Equipment that will be used in your community.

Steps

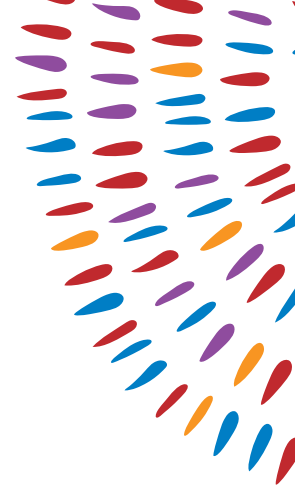
1. Explain: *Yesterday, you had the opportunity to observe me facilitate a Radio Discussion Group. Today you will get the chance to practice facilitating!*
2. Hand out the 1-page Radio Discussion Group Facilitation Guide (page 42).
3. Explain: *Each Radio Discussion Group will follow a similar format:*
 - a. Welcome participants to the group.
 - b. Briefly introduce the radio program and remind participants of the last discussion and the ground rules for the group (including confidentiality and respect) .
 - c. Listen to this week's episode of *Together with Gloria!*
Note: You can listen to the episodes 'live' on the radio at the time they are broadcast, or you can listen to the episodes on a mobile phone or MP3 player at a time that is convenient for your group.
 - d. Facilitate a conversation using the Discussion Questions. The questions are the same for all episodes of *Together with Gloria!*.
 - e. Wrap up the discussion by summarizing a key take-home idea. There are four different options for take-home ideas. You can choose which take-home idea feels most appropriate for you based on the content of the episode you listened to and your current *SASA! Together* phase.
 - f. Thank participants for their time and remind them of the time and date of the next session.

4. Check if participants have any questions about the format of the Radio Discussion Group.
5. Invite an Activist to practice facilitating a Radio Discussion Group on episode 2 of *Together with Gloria!* following the steps above. Encourage the other activists to pretend to be community members attending the Radio Discussion Group and engage in a way that would be typical in their communities.
6. After the Activist has concluded the discussion, invite participants to give their feedback on the facilitation. Remind the group to make sure feedback is constructive and supportive.
7. Take a break.
8. Repeat the practice by inviting a different activist to facilitate a Radio Discussion Group on episode 3 of *Together with Gloria!*
9. Again, after the activist has concluded the discussion, invite other participants to give constructive feedback.
10. Congratulate the two activists who practiced facilitation for being brave and being the first to try something new! Invite any questions or reflections from other activists about how to facilitate Radio Discussion Groups.
11. Check how confident activists are now feeling about starting and facilitating Radio Discussion Groups in their communities. Ask activists to ‘vote with their feet.’ Label one side of the room as ‘very confident’ and the other side of the room as ‘not confident.’

Note: In case anyone has physical disabilities, this activity can also be done seated, and asking activists to raise their hand to vote.

Activists should stand anywhere in between, based on how confident they feel right now. Ask some of those who are feeling less confident what worries or reservations they still have, and discuss these together as a group. Invite activists who are feeling less confident to pair up with those who are feeling more confident as they launch *Together with Gloria!* in their communities.
12. Thank everyone for participating and conclude the session.


Annex 3: Orientation for Actors



If you are working with actors to record *Together with Gloria!* in a new language, it is strongly recommended to build in time for actors to be grounded in *SASA! Together* and the objectives of the radio drama before they start rehearsals and record the dialogue. Having this foundational understanding of the intentions of *Together with Gloria!* can help to enrich and guide actors' performances.

The following is a suggested outline for a 1-day orientation for actors, drawing on existing training materials from *SASA! Together* and training materials for activists within this Guide (Annex 2). Be sure to include breaks, snacks/meals, and energizer games where needed. If you do not have a full day available, prioritize the starred sessions for your orientation.

Session	Source	Summary-	Time
Welcome and introductions	Choose your own activity!	A fun way to help actors get to know one another and feel comfortable in the space	30 minutes
Overview of <i>SASA!* Together</i> (for activists)	<i>SASA! Together Set-Up Guide</i> pages 106-108	A brief presentation to provide actors with a grounding on the basics of the <i>SASA! Together</i> approach	1 hour
Experiencing a Power Imbalance*	<i>SASA! Together Awareness Phase Guide</i> page 140-143	An interactive exercise to help actors understand men's <i>power over</i> women and the benefits of balancing power, a key concept at the heart of <i>SASA! Together</i>	1 hour
Introducing <i>Together with Gloria!*</i>	<i>Together with Gloria! Guide Annex 2</i> page 51.	An interactive introduction to the characters in <i>Together with Gloria!</i>	1 hour
Read-through and discuss episode 1	<i>Together with Gloria! Guide</i> page 42 for Facilitation Guide. Find the Episode Scripts here	Actors have the opportunity to read-through the script for episode 1, and then to discuss the episode, using the Facilitation Guide	1.5 hours



Annex 4: Key Characters and Plot Synopsis

KEY CHARACTERS

GLORIA'S FAMILY

Gloria

Gloria is a 22-year-old young woman who lives with her parents. She is passionate about her work at a radio station as a radio presenter. Gloria is the creator of a popular radio program that discusses healthy and unhealthy relationships. Gloria is also an activist who is committed to making a positive difference in her community.

Mama Gloria

Mama Gloria is Gloria's mother. She experiences emotional and physical violence from her husband, Tata Gloria. Early in the drama, she is resigned to her life in a fear-filled, unhappy and unsafe marriage. Mama Gloria is inspired by Gloria, and over the course of *Together with Gloria!*, with support, she comes to the realization that she is worthy of love and respect. Her marriage begins to transform.

Tata Gloria

Tata Gloria is Gloria's father. He considers himself to be the unchallenged head of the household and often behaves in a disrespectful way towards both Mama Gloria and his daughter. His carpentry business is struggling, and he takes out his stress on those around him. Over time, Tata Gloria is influenced by Gloria and other activists who support him to understand how he is hurting his family.

Mr. Paul Mshindi

Mr. Paul Mshindi is Gloria's uncle and brother to Tata Gloria. In the past, Mr. Mshindi was controlling and using power negatively over his wife. Now he has changed for the better and his marriage is flourishing.

Mrs. Carol Mshindi

Mrs. Carol Mshindi is Gloria's aunt and wife to Mr. Mshindi. Previously she was frightened of her husband, but they now have a happy and healthy partnership. She is kind and supportive to others, including Gloria and Gloria's mother.

GLORIA'S WORKPLACE

Joy

Joy is Gloria's colleague at the radio station and her best friend. They usually travel together to the radio station and chat about their lives. Joy is supportive of Gloria's talk show and always encourages her friend. Later in the drama we learn about Joy's own experiences of sexual violence at work, and Joy, Gloria and other colleagues join forces to make a change.

Hilda

Hilda is another colleague at the station. When we first meet her, she is shy and timid. Gradually we understand she is experiencing sexual violence from one of her male colleagues, who is also threatening her to keep quiet. With Gloria's kindness and compassion, Hilda is able to share her experiences and participate in bringing positive change to the station.

Ali

Ali works with Gloria at the radio station and is the producer of Gloria's talk show. Though initially hesitant, he understands the value of Gloria's show and becomes a trusted ally.

Adam

Adam is Gloria's colleague at the radio station. From the start, he opposes Gloria's radio show and tries to make things difficult for her. Adam believes the radio station's programs should focus on making money. He is arrogant and rude to other colleagues at the station, and has been sexually harassing several female colleagues with no accountability—that is, until Gloria, Joy and Hilda speak out!

Managing Director

The Managing Director of the radio station is Gloria's boss. Initially, he is not supportive of Gloria's idea for a show about relationships, as he thinks that relationships issues should be kept private. Eventually, he comes to see the value of what Gloria is doing with her show and at the radio station. The Managing Director undergoes his own change journey, realizing the responsibility he holds to ensure a safe workplace for all his employees.

OTHER PEOPLE IN GLORIA'S LIFE

Jack

Jack is Gloria's boyfriend. He is 25 years old and works as an accountant. Jack is eager to get married to Gloria as soon as possible. He is insecure and jealous about Gloria's relationships with her male colleagues at the radio station. He wants Gloria to focus on getting married and starting a family, rather than on her work. Over the course of the drama their relationship goes through many ups and downs, with Jack eventually understanding the importance (and joy!) of balancing power and creating a loving and mutually respectful relationship with Gloria.



Margaret

Margaret is a *SASA! Together* Activist who helped Mr. Mshindi reflect on his use of power and develop a healthier and more positive relationship with his wife, Mrs. Mshindi. Margaret is very supportive of Gloria and her new radio show, and helps Gloria throughout her journey to become an activist.

Anthony

Anthony is a friend of Jack's and a *SASA! Together* Activist. When Gloria and Jack's relationship is being put to the test, Anthony helps his friend reflect on how his jealous and controlling behaviors are affecting Gloria. This is the start of an important change journey for Jack — and a positive shift in his intimate relationship!

PLOT SYNOPSIS



GLORIA 'ON AIR'

We first meet Gloria as she has a flash of inspiration for her new show at the radio station—she wants to discuss healthy and unhealthy relationships on the air! Initially, Gloria faces strong resistance from colleagues and especially her Managing Director, who believes relationship issues should be kept private. With encouragement from her friend Joy and the *SASA! Together* Activist Margaret, Gloria does not give up, and eventually she is given the green light for the show. Her Aunt and Uncle, the Mshindis, are her very first guests!

Over time, Gloria's radio show starts to grow in popularity, with more people in her community listening and phoning into the show to share their experiences and ideas. Slowly, Gloria gains confidence and starts to find her own voice as an activist. Her guests are always lively and willing to delve into sensitive and personal discussions on air. Some of Gloria's guests and callers include couples who have made positive changes in their relationship, *SASA! Together* community activists, and two religious leaders (an imam and a priest), among many others!

Toward the end of the drama, Gloria's show has become the most popular on the station! She is excited that her voice is reaching such a wide audience and inspiring change in her community. Her final guest is her very own Managing Director, where they engage in an earnest conversation on how he is trying to live up to his responsibility to prevent violence against women both inside and outside the station.

GLORIA AND JACK

The show starts off when Gloria and Jack are first falling in love. Each morning Jack takes Gloria to work on his motorcycle. But early on there are signs of trouble. Jack is jealous of Gloria's relationships at work and feels insecure. And Gloria confides in her uncle that she feels uncomfortable with Jack's building pressure to get married.

One day, Jack sees Gloria hug her colleague, Ali. He refuses to believe Gloria is not romantically interested in Ali and becomes increasingly jealous and insecure. Jack increasingly pressures Gloria to get married, even though she says she is not ready. In one episode, Jack even goes behind her back and talks to her father about marriage without her consent. Gloria feels angry and hurt, and leaves home to stay with her aunt and uncle, the Mshindis. She refuses to talk to Jack.

Things begin to change once Jack talks to his old friend, Anthony, a *SASA! Together* Activist. Anthony helps Jack to see things from Gloria's perspective, and how trying to pressure her into marriage was a negative use of power. Jack apologizes to Gloria and resolves to be a better and more supportive partner. Initially, Gloria is hesitant to trust Jack again, but gradually their relationship starts to improve.

By the end of the drama, Jack is more supportive and encouraging of Gloria's activism. One day, he surprises Gloria by calling in to her radio show to tell her how proud he is of her work! Gloria is reminded of why she first fell in love with him and starts to imagine a happy and joyful future with Jack.

GLORIA'S PARENTS

Mama and Tata Gloria have an unhappy marriage. As the drama gets underway, Tata Gloria is constantly criticizing his wife and does not appreciate her efforts. He uses emotional violence against her, finding any excuse to yell at her. Mama Gloria confides in her sister-in-law that she is living in a constant state of fear, and her husband's actions have eroded her sense of self-worth.

Tata Gloria's brother, Mr Mshindi, tries to talk to him about his behavior and encourages him to try to use his power in a more positive way. Simultaneously, Mrs Mshindi tries to support Mama Gloria and let her know that the violence is not her fault. Despite these efforts, Tata Gloria continues to use emotional and physical violence at home.

One day Tata Gloria hits his wife, and after noticing the bruising, the Mshindis step up their efforts to support Mama and Tata Gloria. For instance, Mr. Mshindi brings Tata Gloria to a men's group where he hears stories of other men who have changed for the better. Tata Gloria learns about how men can balance power and foster mutually respectful and happy relationships with their partners. Inspired by this possibility, he makes a commitment to no longer use violence against his wife. It takes time and patience, but things are moving in the right direction. Mama Gloria is overjoyed to see the changes in her husband and experience his love for her.

GLORIA'S AUNT AND UNCLE, THE MSHINDIS

The Mshindis are very loving and supportive of Gloria. They are also very open about their own journey as a couple. Previously Mr. Mshindi was not a kind husband; he used his power negatively over his wife, yelling and scolding her, and created an environment of fear in the household. With support from Margaret the *SASA! Together* activist, Mr. Mshindi was able to change.

Early in the drama, we learn that Mr. Mshindi is having financial trouble and has fallen behind on the rent for his store. He has not shared this with his wife, because as the man of the house he feels pressure to handle the situation on his own, even as the stress takes its toll. Eventually he does open up to his wife, and she helps find a solution by taking out a loan from her savings group. Together they recognize the importance of working as a team and making joint decisions.

With the loan Mrs. Mshindi took from her savings group, the Mshindis' business is back on track. They plan a celebration together where Mr. Mshindi prepares a special meal. But they worry whether they are financially secure enough to have another child and decide to use contraception until they can afford to expand their family. The Mshindis see that it is better when they talk and make decisions together about all aspects of their lives.

AT THE RADIO STATION

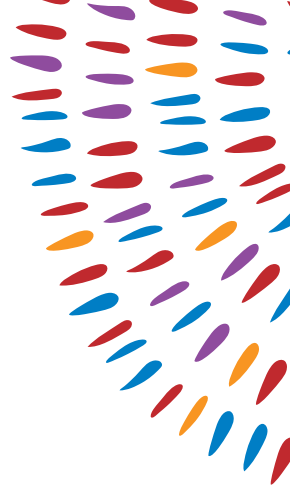
At the start of the drama, Gloria's radio station is not a good environment. For instance, Adam, another presenter, makes harmful comments on air saying men have a right to use violence. Gloria and Joy are upset by this, recognizing that Adam's style of reporting can cause harm in the community. Surprised, they realize that the radio station has no policy or guidelines about how presenters speak about violence against women. With the help of their colleagues, they decide to create guidelines themselves and eventually convince the Managing Director of the station to consider their proposal.

Later in the drama we realize that Adam has been sexually harassing his colleagues at the station, including Joy and Hilda, the receptionist. Gloria gives emotional support to Joy and Hilda, letting them know that what happened was not acceptable. They try to report his behavior together, but are not taken seriously. Though discouraged, they are not deterred. Gloria and her colleagues persevere and agree to go to the Managing Director about what is happening. While initially skeptical, the Director himself walks in on Adam harassing Hilda.

At this point, the Managing Director has had enough—he fires Adam from the station for his sexual harassment and abuse of female colleagues. He also acknowledges he has fallen short in his responsibilities, and he commits himself to being a better leader and making changes at the station to create a safe and supportive workplace—and to hold male colleagues like Adam accountable for their actions.



Annex 5: Together with Gloria! Materials



We have developed a suite of materials to support your *Together with Gloria!* programming. Please visit www.raisingvoices.org/women/sasa-approach/together-with-gloria or reach out to us (info@raisingvoices.org) for full access to the following:

1. *Together with Gloria!* Guide (this booklet!) (PDF)
2. English language recordings (MP3 files)*
3. English language scripts for all 33 episodes (PDF)*
4. Summaries of each episode (PDF)
5. English language scripts for ‘spots’ or short advertisements to promote the drama x 4 (PDF)
6. ‘Sound Bed’ with all music and sound effects over which you can layer actors’ voices, if producing *Together with Gloria!* in a new language (MP3 files)

*Lhukonzo versions of the scripts and MP3 files available upon request



raisingvoices.org