

Research Article

Planning and broadcasting of programmes on health and environment and listing of suggestions of the listeners for improvement of the programmes @KCRS

■ GOURI YELVATTIMATH AND D. A. NITHYASHREE

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SUMMARY : Krishi community radio station, at University of Agriculture Sciences Dharwad, caters to the need based programmes of its target area. In this target area, the knowledge of the women about health and environment is very low. The people also lack knowledge about preserving good environment for future generation and about their good health which are the essence of the day. Hence, an experimental study was conducted with the objective to know planning and broadcast of programmes on health and environment and listing of suggestions of the listeners for improvement of the programmes @KCRS. The sample size was with 120 respondents who were selected from Yettinaguda and Narendra villages of Dharwad taluka. The episodes were broadcasted from 13-03-2012 to 22-03-2012. Each episode was broadcasted twice, once in the evening and once the next day morning for the benefit of the respondents. The specialists in various fields were used as resource persons for different topics. After the study the result indicates the programmes broadcast by Krishi community radio station under special programme on health and environment which was specially recorded and broadcast for the experimental research purpose. The duration of each programme was of 15 – 30 minutes. All the topics were related to the health and environment which are helpful to the rural community. Around 76 per cent of respondents suggested stopping repeating the programmes as they feel boring to listen to the same programmes many times. 70.83 per cent said to increase the network coverage so that they could listen to KCRS if they go more than 15 km away from Dharwad. Most of respondents said to add film songs in between the programmes so that it brings interest among the listeners. Thus, the result it shows that radio has played a vital role in giving the knowledge and it is also confirmed that radio helps in gaining knowledge.

KEY WORDS:

Community radio, KCRS, Sample size, Episode

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Author for correspondence :

GOURI

YELVATTIMATH

Department of
Extension and
Communication
Management, College of
Rural Home Science,
University of
Agricultural Sciences,
DHARWAD (KARNATAKA)
INDIA

Email: y.gouri6@gmail.com

See end of the article for
authors' affiliations