



Volunteer Partnerships *for* West Africa

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PERIOD COVERED

BY THIS COMMUNICATION ON ENGAGEMENT (2023 JULY TO MAY 2024)

FROM: 2023 JULY

TO: 2024 MAY

PART I. STATEMENT OF CONTINUED SUPPORT BY THE CHIEF EXECUTIVE OR EQUIVALENT

To our stakeholders:

I am delighted to announce that our organization, thus Volunteer Partnership for West Africa (VPWA) reiterates its full backing to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption practices. The communique above is our statement on Engagement with the United Nations Global Compact. Feedback is cordially welcomed.

Within this Communication of Engagement, we have detailed out and described the activities that VPWA has taken over the period to aid the work of UN Global Compact and its Principles as recommended for organizations like ours.

We also reaffirm our commitment to sharing this information with our partners and stakeholders using our core communication channels. We believe these activities implemented by our organization will go a long way to promote the UN Global Compact and its Principles.

Sincerely yours,

Hayford Siaw

Director, Volunteer Partnership for West Africa, VPWA

PART II: DESCRIPTION OF ACTIONS

Community Radio Initiative: Empowering Future Journalism and Communities

Community Radio Initiative (CRI) is an initiative by Volunteer Partnership for West Africa, with support from the Daakye FM Station- Ghana. The main objective is to provide practical training and skill development for individuals interested in radio broadcasting while the FM station serves as a communication center to educate, share news, and air opportunities for the community. This initiative aims to enhance the professional capabilities of aspiring broadcasters and promote informed and engaged communities. At Volunteer Partnership for West Africa, empowering the individual and community is the main mission we seek to achieve taking into consideration our objective which aligns with the sustainable development goals.

OBJECTIVES AND ACTIONS

Objective 1: Train Interns in Radio Broadcasting To provide comprehensive, hands-on training for interns, ensuring they gain practical experience in various aspects of radio broadcasting.

Activities:

- **Activity 1.1: Develop a Training Curriculum**
 - Design a detailed curriculum covering scriptwriting, voice training, audio editing, live broadcasting, and interview techniques.
 - Partner with media schools and universities to integrate the curriculum into existing media studies programs.
- **Activity 1.2: On-the-Job Training**
 - Establish a mentorship program where experienced radio professionals guide interns.
 - Schedule regular broadcast slots for interns to practice live broadcasting under supervision.
- **Activity 1.3: Evaluation and Feedback**
 - Implement a system for regular performance reviews and feedback sessions.
 - Create a portfolio for each intern to document their progress and achievements.

Objective 2: The FM station serves as a Community Education and Information Hub To provide the community with educational programs, news, and information about local opportunities.

Activities:

- **Activity 2.1: Educational Programs**
 - Broadcast programs on health, finance, technology, and social issues.
 - Partner with local experts and organizations to provide content.
- **Activity 2.2: News Updates**
 - Develop a news team to deliver daily local, national, and international news.
 - Collaborate with local news agencies for accurate and timely reporting.

- **Activity 2.3: Community Announcements**
 - Establish a segment for community bulletins, including public service announcements and event promotions.
 - Encourage community members and organizations to submit announcements.

Objective 3: Broadcast Opportunities and Support Community Engagement To use the radio platform to announce job openings, internships, and other opportunities, fostering community involvement and support.

Activities:

- **Activity 3.1: Opportunity Announcements**
 - Create a dedicated segment for announcing job openings, internships, and volunteer opportunities.
 - Partner with local businesses and NGOs to source opportunities.
- **Activity 3.2: Interactive Community Shows**
 - Organize call-in shows and interactive discussions to engage the community.
 - Feature local business owners, leaders, and community members to discuss relevant topics and opportunities.

Objective 4: Monitor and Evaluate the Impact and Inclusiveness of the Initiative To ensure the effectiveness of the training and community engagement activities, and to make necessary adjustments based on feedback and evaluation.

Activities:

- **Activity 4.1: Intern Performance Monitoring**
 - Conduct quarterly assessments of intern performance and skill development.
 - Gather feedback from mentors and peers to identify areas for improvement.
- **Activity 4.2: Community Feedback**
 - Implement regular surveys and focus groups to gather listener feedback.
 - Analyze feedback to enhance program content and delivery.
- **Activity 4.3: Impact Assessment**
 - Develop metrics to evaluate the reach and impact of educational programs and community announcements.
 - Produce quarterly reports to assess the initiative's progress and make data-driven improvements.

TARGET BENEFICIARIES

1. Interns:

- Gain practical experience and skills in radio broadcasting.
- Enhanced employment opportunities in the media industry.

2. Community Members:

- Access to educational programs and news.
- Opportunities for engagement and support through community announcements and interactive shows.

3. Local Businesses and Organizations:

- Platform to announce opportunities and engage with the community.
- Enhanced visibility and connection with potential employees and volunteers.

PART III: MEASUREMENT OF OUTCOMES

- 1. Enhanced Broadcasting Skills for Interns**
 - Improved technical and creative skills in radio broadcasting for over 100 interns annually.
- 2. Increased Community Engagement and Education**
 - Reach over 20,000 community members with educational programs and news broadcasts.
- 3. Effective Communication of Opportunities**
 - Successfully broadcast over 500 job openings, internships, and community opportunities annually.
- 4. Positive Feedback and Community Impact**
 - Conduct at least 8 stakeholder engagement meetings annually to gather feedback and identify areas for improvement.
 - Report increased community satisfaction and engagement through surveys and focus groups.