

A black and white photograph of a man kneeling and playing a stringed instrument, possibly a guqin, with a brush. The man has dark hair and is wearing a light-colored, long-sleeved shirt. He is looking down at the instrument. The instrument is light-colored with dark markings on its surface. The background is a plain, light-colored wall.

MIYUPIMAATISIIUWIN:
PROMOTING HEALTH
AND WELL-BEING
ON CREE RADIO

MORLEY 1994

The French translation of this manual is entitled: *Miyupimaatisiliuwin : la promotion de la santé et du bien-être à la radio crie.*

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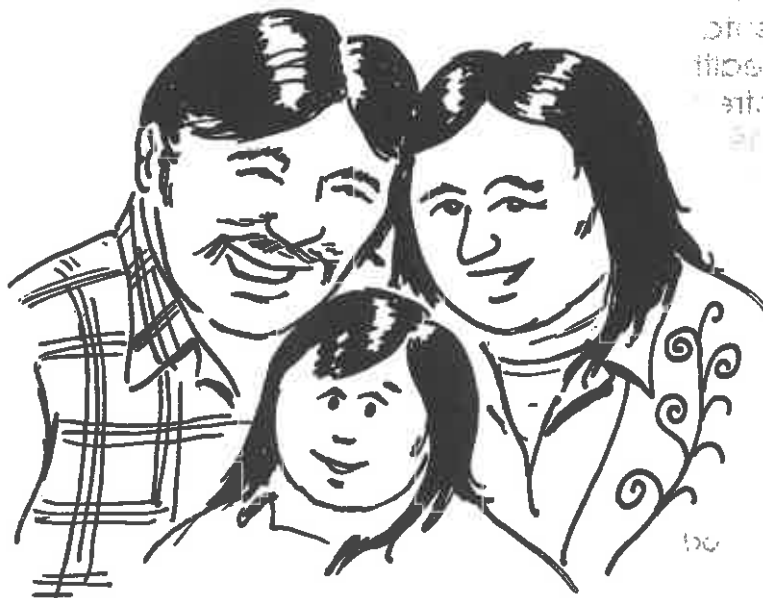
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"Miyupimaatisiuiwin"

"Miyupimaatisiuiwin" in Cree means "being alive well". Someone is said to be Miyupimaatisiuiwin if he or she has enough food, is strong, and has the physical ability to accomplish the task at hand.

One maintains a sense of "being alive well" through eating the right foods, keeping warm, sharing with others and performing the activities needed to accomplish those goals. "Being alive well" is dependent on how one lives and interacts with the surrounding environment and other people.

"Miyupimaatisiuiwin" implies a holistic approach to health and well-being. By including a spiritual component, it goes beyond the World Health Organization definition of health as a state of complete physical, mental and social well-being.





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CHB	Cree Health Board
CHR	Community health representative
LEA	Local environment administrator
NNADAP	National Native Alcohol and Drug Abuse Program
PHO	Public health officer
PSO	Public safety officer
SAT	Student affairs technician

Background

This book is a guide to promoting health and social well-being using existing radio services serving the Cree inland and coastal communities of the James Bay region of northern Quebec.

The idea for this guidebook grew out of a pilot project called "Radio for Better Health" that was undertaken by the Northern Quebec Module, the Cree Health Board and the James Bay Cree Communications Society in the late eighties and early nineties. The project brought together representatives from the different entities involved in Cree health and social services as well as groups and individuals committed to the production of Cree regional and local radio programming.

The purpose of the project was to explore the effectiveness and feasibility of using Cree language radio for health promotion. Cree language radio is very popular in the Cree communities. A survey done in 1989 showed that 95% of Cree homes have a radio. 58% of persons said they had listened to Cree language radio the day before the survey.

In 1990, Cree regional radio service producers (from the James Bay Cree Communications Society, located in Mistissini) began to produce a weekly radio program about health.

Broadcast on Sundays between 2:00 p.m. and 4:00 p.m., "Miyupimaatisliuwin" is simultaneously received in all of the Cree communities.

Depending on who produces each show, the programming is either "scientific" or traditionally Cree in orientation. The "Miyupimaatisliuwin" approach to health involves a convergence of physical, mental, spiritual, emotional and community perspectives, so it is easy to switch back and forth between community and scientific approaches to issues. The majority of programs produced by the James Bay Cree Communications Society deal with Cree traditional attitudes toward health and healing practices. Some attempt to join the two cultural threads.

As well as the Miyupimaatisliuwin programs produced in Mistissini, other communities have added their voices on health issues via the Local Telecommunications Societies where several of the health and social services workers, the Public Health and Safety Officers (PHOs, PSOs) and local environment administrators are often heard on radio. CBC North-Québec's Cree language radio and television services based in Montreal have also broadcast health information and sometimes entire shows on health topics.

The evaluation of the "Radio for Better Health" project pointed out to us that very few of the medical professionals, Community Health Representatives, Public Health Officials, and Cree broadcasters felt totally at ease doing radio work. Non-native health workers tended to feel unskilled in radio production and writing techniques, but more importantly, they were aware and worried that in their programming, they might not adequately reflect attitudes and values to which Cree people could relate. Furthermore, several were unsure about the most effective ways to take information from a modern medical model and translate it into a form which would be sensitive to Cree values and perceptions about health derived from within their own cultural heritage.

Cree radio announcers/producers, on the other hand, did not feel knowledgeable enough about scientific or medical information to be confident that their messages would be accurate when translated into Cree. Also, many words in the English and French medical lexicon do not exist in Cree, and the announcers/producers did not want to randomly make up their own words.

The production of a Cree health lexicon, researched by the Cree Language Department, Council of the Mistissini Band, begins to address some of the issues regarding translation. It is now available and is being circulated around the Cree communities. Although it only contains approximately 150 words, it is a good beginning and has laid the foundation for further work.

Guidebook's Objectives

Our purpose in researching and circulating this guidebook is to share various approaches to radio health promotion useful in the James Bay Cree communities.

We hope that the material collected in this guidebook will be helpful in orienting health and social services professionals and radio broadcasters on how to work together to produce more effective messages that **both reflect** the Cree approach to healthy living and the contributions that medical science has made.

This guidebook is written with three groups in mind:	
1	Cree health and social services workers in the clinics and band councils;
2	non-native health and social services workers;
3	Cree broadcasters.



Section I

Interviews with Health and Social Service Workers in James Bay

One of the most effective and interesting ways to learn a new skill is to hear the stories and experiences of people who are already adept at doing what you want to learn. It's the next best thing to actual observation.

This part consists of a series of interviews, short anecdotes, and tips on how several of the health and social services workers have used radio as a vehicle for getting information across to the Cree public in various communities.

The first interview is with Bella Petawabano, who was the Public Health Officer for the Band Council in Mistissini. Bella has become very experienced at using radio for getting her messages and announcements across to the people in her community. She is also the key person responsible for putting together the Cree health lexicon.





Bella Petawabano

Comments on using the radio for health and social issues

Bella: The community needs motivation to participate in health and social matters. If we just call a meeting, no one will come. One way to get people interested is to get more information out to them. People need to be aware of what's going on. ... People are Interested! It's a matter of finding the mechanism or tools to keep their interest.

I never feel comfortable just sending out material to the radio station. I have to present it myself. I, myself, know in-depth information. As I'm talking, I can beef it up a bit. If people aren't familiar with even the most basic information, then, they're not able to add the sauce to it. . .

Let's take for example, the Quebec mercury study or the TB (tuberculosis)

study. I try to give people background information, why the study is being done so that its purpose will be clear. Then I say what it will involve. It's very basic, but I try to include everything they need to know. I'm always afraid that I'll make it too long and it'll turn people off, that I'll lose people.



I try to be conscious of clear information and I make my messages short and precise. I try to give information that I think people will want to know. Of course, you don't want to give them everything because they might get lost in the details.

People are important to me. I can only work with their input, responsibility, and participation. I want them to feel that they are making a contribution to their own good health.

On the radio, I feel I have to be well-prepared. When the message is written in English, I have to ensure that the concept works in both languages. The Cree people must understand. I try not to do a literal translation. Rather, I try to say something that people will grasp, will understand in Cree.

It's a lot of work. I'm a little unsure, insecure about what information to select for my messages. If I'm given the information that I need and can understand, then I can make it into a message that the people will understand.

It works well if I do my messages with one other person. It's more interesting to hear two voices, two people talking....

Re: AIDS messages.

There's a real difference between the personal and the professional when talking about AIDS. . . I guess we have to talk as professionals when we talk about AIDS. A professional shouldn't feel embarrassed. We should be at ease, as a model, because if we feel shy and afraid to talk about it, then we set the stage for how other people will feel and react.

I use a spiritual approach. I say, for example, that God gave us a body and it's our responsibility to respect it. I try to find a place or level where I feel comfortable and confident to start from. My advice to others when talking about sensitive subjects is to find something commonly respected, a starting point - a tradition, religion, or a value that others wish to attain or respect. Once you find this, start your message from there. You'll feel more comfortable with this method.

Re: confidentiality.

Always be careful in your choice of words; don't mention names of anyone in the community unless you have their permission to do so. For example, if you're talking about an epidemic of STD's (Sexually Transmitted Disease), you can give the number of cases in your community, but watch that you don't give information so that people can see themselves in your statements.

Also be careful when you speak not to create panic or fear in the listeners.

Interview questions are critical. They set the stage for you and for what listeners will hear. You should have them ready before the interview. Choice of issues is very important. Questions guide you and remind you of the issues you want to discuss. Questions should remind you of your audience's interests.

Section I - Interviews

Plan for radio to be a fun thing to listen to. Plan it well. Do it at different times of the year. Have lots of local people take part so that the audience can relate to the materials.

Re: regional radio.

It seems so remote, like sending something up into space, and never coming down. The regional service should look at the locals for activities. They should be monitoring the locals and borrowing some of their programming.

But they need a telephone budget to contact the locals on a weekly basis to find out what they've been doing. They'll get lots of programming ideas from the locals.

The next interview is with Wally Rabbitskin, the Cree Health Board's co-ordinator for drug and alcohol abuse prevention, in Mistissini. Wally has been doing radio work for years now and feels comfortable with it at this point. Here is what he says about his experiences working in the field of health and drug and alcohol abuse.

Wally Rabbitskin

Interview by Lorna Roth

Lorna Tell me about how you got involved in marathon running.

Wally I started running seriously a few years ago, but when I was in high school, I used to run too. But not all the time because I was involved with being a teenager and all that, and I wanted to be with my friends and have a good time and get involved with them. And I used to go out to parties with them. I guess that's one of the things that led to me to start drinking and doing drugs. I used to think about it all the time even in high school and after high school, when I went to college, the same thing happened. I was involved with friends and drinking and all that.

Then, a few years ago I wanted to do something different. So, I started working with the NNADAP program and through the program I learned a lot about substance abuse, drug abuse, and all that and I started doing presentations in school with students, telling them about drugs and alcohol.

Lorna So how did you stop drinking?

Wally How? Mainly because of my own family. I guess I wanted to set a good example for my children. I stopped abusing substances when my daughter was just about three or four years old. That's when I really started to think about it, and I didn't want her to see me the way I was, you know,

Section I - Interviews

drinking on weekends and all that. And also I wanted to be a good father to my other children and a good husband to my wife. And that's what led me to quit drinking, and all that.

And I really wanted to run a marathon so I started training on my own. After a year, I did my first marathon in Montreal in 1989. And after that I went to the Boston Marathon twice, and Miami. Then I went to Ottawa twice, twice to Toronto and twice to Montreal. So far, I've done seven marathons in the past three years.

Now when I do radio messages, I usually talk about my running, or people ask me to do a local radio message concerning my running - how I started it, what you have to do to prepare for a marathon, or about health for runners, and all that.

Lorna Have you ever been on James Bay Cree Communications Society radio doing any of your stories?

Wally Yeah.

Lorna On the "Miyupimaatisiuiwin" program?

Wally Yeah. Usually what they do is they call me up before I go out for a marathon. They want an interview before and after I finish marathons. Sometimes, they want me to call them up and do a live radio from where I'm running or things like that. And also like I said, I do presentations, like this past summer, to a youth program.



With the young students there, I call my presentations Goals and Interests. I try to talk about setting up goals and interests and all that, cause most of the people here, like the young teenagers, they play hockey. Everybody plays hockey here. Even the, well, broomball for the girls. And what I do is encourage them to pursue their goals for their future. You have to train, or practice them, in order to become good at things.

Lorna You do this on the radio too?

Wally Yeah. Radio or in schools, or at local general assemblies. And that's what I tell the teenagers. In order to be successful in life, you have to study or practice at the things you want to achieve.

Lorna Does it work?

Wally I don't know yet. But they seem interested since I started running. Before, people used to run only in the summertime starting in the month of May. That's when people start to think about going on diets, or losing weight, you know, in the springtime. And they go for. . . maybe for two months. But after two months they forget about it. But ever since I started running every day, for the whole year, even in the wintertime, people are starting to go out in the wintertime too. So now they're asking me how they should dress for winter runs and what kind of shoes they should buy, that sort of thing.

I was thinking about starting some sort of running club just to run maybe twice a week or something like that. This is one of the things I want to promote.

Lorna What would be a regional message and what would be a local message for you in your work?

Wally A regional message could be a special event, let's say a Christmas message on regional radio, or a special event that you want lots of people in the different communities to know about, like a regional conference.

Section I - Interviews

Lorna But the health stuff, can't that be regional too? ... Tips on how to stop drinking and stuff like that.

Wally Yeah, well you can do a regional message like, promoting information about drug and alcohol abuse, or what we used to do on regional radio is we'd talk to people about what they need to know about safety - the consequences of drunk driving, or AIDS, or STDs. These things need to be brought out to all the different communities, not just the local communities.

When people start a radio message, they try to be perfect at it. Like sometimes when I do a radio message I just sort of relax, and do it the way I want to do it.

Like if you really try to express or want a perfect message, sometimes you tend to get mixed up with what you're trying to say. But you know, if you just say how you feel, and things like that, then it's going to come out the way you want it. People will understand it more.



Sam Sandy

*Communications officer,
Cree Board of Health and Social Services
of James Bay, Chisasibi*

Should we talk about sensitive topics like (child sexual abuse) on the radio?

After we published the Child Sexual Abuse Bulletin last year, we had requests to talk about this on the radio, and to translate it into Cree.

I declined to do this at that time, because I felt that when people are ready to deal with and try to understand this problem, they will make the ultimate choice to talk about it.

This topic is really sensitive right now. As people re-define and regain their spirituality and therefore, gain more power over their lives, they will speak out on this issue.

Personally, I think we can start to teach about this problem in a way that will create a healing perspective for all victims in Cree society. We need the help of community elders to help us through this phase in our times. It is time to put the past behind us!!

For Cree people, who want to work in radio, I encourage them to develop their own personalities, to be themselves as Cree people, and to learn to develop and use the Cree language.

Do you have words of wisdom for people who wish to do health programs on the radio?

I think we should approach applied Science and Technology Institutions and come up with a training program for Cree people who want to work in the medium of radio.

Section I - Interviews

Such a training program would include developing an on-air personality, effective writing, interviewing, editing, and communications skills, skills with technical equipment, ad-libbing, speaking without a script, presenting different topics.

How do you work with non-Cree health professionals in preparing health broadcasts and putting them on air?

I work with doctors or nurses, from time to time, on health broadcast. There are topics which require professional expertise, which for the most part contains technical medical data and jargon.

I always try to simplify complex medical data by re-thinking and re-translating this data in my mind. I eventually arrive at a way of presenting the topic on radio. I try to find a way which people will find it, easy to understand and to listen to me and the medium and radio ... some time.

I try to encourage health professionals to be comfortable in the studio and to relax in presenting the material. It is not easy, because most people are afraid of the medium, the equipment, and in many ways, hearing themselves on radio.

How do you choose a topic for health broadcasts?

Sometimes people like CHB employees, the radio station personnel, and other health professionals suggest topics to be broadcast.

We try to select topics as they become more important to the health of our Cree people. Some of these topics that deal with Suicide, Alcohol and Drug Abuse, Marital Problems, Child Sex and Abuse Family problems and a great number of youth and well-being issues. The other main issue is re-defining and re-learning our Cree heritage through our Cree Language.

Clara Valverde works with the Northern Quebec Module in the field health promotion. She has travelled extensively throughout the James Bay region (inland and coastal). Clara's worksheets which appear later in this guidebook are a result of her experience of using radio for health promotion and of her training as broadcaster and health worker. Here are some of her comments about the subject.

Clara Valverde

Phone-ins:

Recently, we did a phone-in show on safe sex in which we didn't play the calls over the air, so people phoned in and as I don't recognize their voices because I'm not from the community, people would ask me the kinds of questions they cannot ask anybody else. . . It was like anonymous information on safe sex, and on their sexual habits as it pertains to staying disease-free of STDs and AIDS. This process was very successful. We had 3 or 4 lines ringing all the time, and people asked some very intelligent questions. I would talk about AIDS on the radio. After that, I would put on some music and people would phone in, and I would answer their questions one by one. This was very important for me. I learned a lot of information which has

helped me now to shape the AIDS program. And people were very non-judgemental about themselves when asking me for advice. They were all glad there was somewhere they could go to for advice without being recognized.

I have had CHR's tell me that they do programs that are similar to that. People phone in, then ask them a question which they don't play on the air. Then the CHR says on the air, "Someone has just phoned in with the following question". People don't want to be recognized, so the CHR would say the question and then give the answer. That way the caller is still anonymous.



Other things I do a lot are to send notices to all the local radio stations concerning activities that are coming up. I've also helped to train CHRs and other people who work in AIDS education and health promotion, which is my job, on how to use the radio.

Planning a radio message

My tips are basically for people to sit down and have a very clear plan: what is the topic, what is the age group, what is the actual group within the age group that they are trying to reach, what behaviour or habit are they addressing, how they want to change that and how to

say it in a way that does not turn people off. To go through these questions time and time again is very important in putting a message together.

... People write something in English because they don't write syllabics, and then they take the script and they start reading it on the air in Cree. Of course they're hemming and hawing because they don't always find the words, and it's hard to do any kind of immediate translation on the air. So what I would suggest is to pre-record your message. If you can't do this, then try to write it out in Cree, in phonetics, so that you don't search for words as you are actually speaking. Writing it down is the best idea if you can do it in the time you have.

Is there a difference between inland and coastal methods of doing health promotion on radio? Not that I know of. The difference that I see is that there are radio stations where people have more experience, and others where they have less experience. My feeling is that I would like to see the people who are involved in health and youth issues use the radio more.

Dr. Christina Smeja describes a fairly typical experience of using the radio, a very modern instrument of communications, to convey some very intimate details of traditional Cree women's lives.

Christina Smeja

Adventures in radioland

During the six years I spent working as a doctor in the James Bay territory and during my present work as consultant at the Northern Quebec Module, I have been involved in a few local radio broadcasts about health in Chisasibi and Wemindji. One thing I learned from these experiences is that it is a good idea to have a practice or run-through of a presentation, not only to prepare the material in a written form.

In February 1992, I participated in AIDS awareness week activities in Wemindji. One of these activities was a radio broadcast on "Questions about AIDS", in interview format with Dennis Georgekish, the NNADAP worker, asking me questions in English and Cree. My answers were in English and Irene Mistacheesick, the CHR, translated the answers. The questions were quite short and not too difficult to translate. The three of us could not all get together before

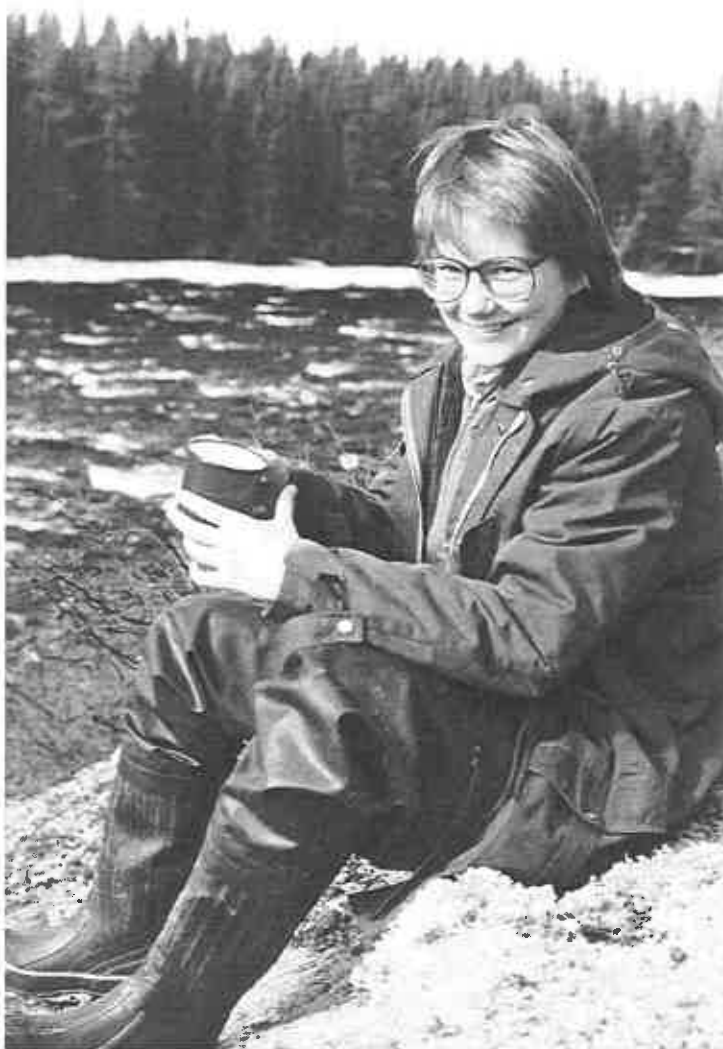
the broadcast, but Dennis prepared his translation of the questions ahead of time. Irene and I decided to go over our materials together to make sure everything was clear.

Some words and expressions were difficult for Irene to translate, so we consulted the interpreter at the clinic, Emily Asquabaneskum, as well as the dental assistant, Clara Visitor. We then asked them to be a mini-audience and attempted the presentation in front of them. We were having to be quite frank and explicit about such terms as "vaginal secretions": all three Cree women really had to think hard to find a Cree expression for that one! There was much laughter as we tried to find some appropriate words or expressions, so much so that the dentist and Clara's husband came to investigate! We promptly shooed them away as we continued our "women's business".

Section I - Interviews

After finding appropriate expressions in Cree, and practicing saying them aloud several times without giggling, we all got over most of the embarrassment and shyness, and felt more confident that we would be

able to give helpful and precise information over the radio. The live broadcast went very well, and the laughter we shared and the help we got from Emily and Clara "behind the scenes" was certainly one of the reasons why things went so smoothly.



Talking about health risks on the radio

Elizabeth Robinson

*M.D., public health specialist and Director
of the Northern Quebec Module*

Different agendas

I want to share some things I've learned over the past few years working with radio, both CBC North-Québec in Montreal and the radio stations based in the Cree communities.

I've realized that people who work in health have different priorities from people who work in radio. Those of us in the health field are mainly interested in using radio as a tool to share information about what people can do to maintain or improve their health. We have our ideas about what the important health issues are and what we think people need to know.

On the other hand, people working in the radio stations (especially in Montreal) often want to broadcast material that is topical. They work under pressure of daily deadlines to produce their shows. The health and social issues which are important for radio workers and the communities may be different from what seems

important to health professionals from outside. It is not always easy to reconcile these different agendas.

However, Cree-language radio staff and health workers are more likely to know what the Cree public will be interested and respond to. By working with and listening to them, non-native health professionals can make their messages more attuned to the audience and thus more effective.

Sometimes, by responding to concerns and interests of people working in radio, we can take advantage of the occasion to include other messages which we, health workers, think are important. For instance, one year, the issue of young people dying of meningitis in southern Quebec was very much in the news, and I received a call from CBC North-Québec to do a program about it for Cree radio. There had been no cases among the Cree and it was not a subject I would have chosen to go on the radio about myself.

However, it provided an opportunity to inform people of the early signs and symptoms they might experience if they were coming down with meningitis. Also, we were able to discuss different types of meningitis, how another type of meningitis had caused handicaps in some Cree kids, and the fact that a new vaccine was available to prevent this disease.

Getting the facts right

Talking about risks to health on the radio can feel like a heavy responsibility. It's not like talking to one patient or to a friend. There are a whole lot of people out there, and they're listening to you. As a health professional, I feel the weight of not saying something that's wrong. Here's an example to explain what I mean.

One time the public health officer in Chisasibi, Violet Bates, asked me to go on Chisasibi radio to talk about rabies. Just before the broadcast, the people at the radio showed me the list of very interesting questions they had prepared. Two of the questions were:

"Would humans get sick if they ate the meat of a rabid animal?"

"What if a caribou had just been bitten by a fox and you didn't know it, and you ate the meat?"

I realized then that I didn't know the answers to those questions. I had two choices: either not answer the questions right away, or be extracautious and say, don't eat the meat, just in case it might be unsafe.

In fact, caribou is low in fat and very nutritious. Because of its low fat content, caribou is better for your health than hamburger or pork chops. So I asked for those questions to be removed until I could check with someone who knew the answer.



I phoned a veterinary doctor and then called back Violet with the answer. He said that animals with rabies really look sick. For that reason, hunters would not usually eat them. But if you did eat meat from a rabid animal, there would be no danger if it was cooked well.

This example brings up two important lessons about interviews:

- ☞ Try to get the list of questions which the radio interviewer is going to ask you, ahead of time, and prepare the answers. If you don't have the answer in time for the broadcast, either ask them to remove that question or get back to the radio workers as soon as possible after with the answer.

Another approach is to sit down with the radio interviewer or the person who will be translating for you, and draw up the questions together.

- ☞ The listener might interpret something quite differently from the way you actually meant it. Sometimes this is difficult to avoid in an interview format because of its spontaneity.

Remember that some members of your audience may not have had much formal schooling. Use simple words; try to avoid technical and medical jargon.

Section II

How to do a Radio Program about Health or Social Issues

Some of the sheets in this section are intended to be used over and over again. Please feel free to photocopy them.

**Clara Valverde,
Northern Quebec Module**





How to do a radio program about health or social issues

In this section, you will find information to help you when you are preparing radio programs about health and social issues.

Part 1	Decide on a health topic or social services	p. 26
Part 2	Decide on a format (type of program)	p. 27
Part 3	Find out more about the topic (research)	p. 28
Part 4	On-air approach and translation	p. 29
Part 5	Information and preparation sheets for each format	p. 31

Part 1

Decide on a Health Topic for a Radio Program

Here are a few ways to choose a health or social services topic:

- ▶ what are the most important health and social issues, that people in your community are preoccupied with?
- ▶ ask various people in the community what health or social services topics interests them. Ask different groups: young workers, youth, elders, hunters, etc;
- ▶ choose a topic related to an activity that is already happening in the community (example: Drug & Alcohol Awareness Week, Nutrition Week);
- ▶ ask the CHR, PHO, NNADAP worker, community worker or nurse for their ideas;
- ▶ look at health pamphlets or magazines. Try to develop a file of clippings file from magazines, newspapers, etc;
- ▶ check the newspapers or magazines (regional, national);
- ▶ note down an important health issue being discussed on radio or television, or on film;
- ▶ look at the Health promotion calendar and suggestions for topics in the next section of the manual.

Once you have identified a subject that might be important to the Cree people, you could then visit the local clinic, talk with health and social services professionals or someone from the Northern Quebec Module about how this issue affects the Cree.

Section II - How to do a radio program

Part 2

Decide on a Format (Type of Radio Program)

There are many types of radio programs to choose from:

A)	Public Service Announcement (PSA) for an Upcoming Event
B)	PSA on a Health or Social Topic
C)	News Story on Health or Social Issues
D)	Interviewing One Person
E)	Group Interview
F)	Radio Drama
G)	Phone-in Show

When trying to decide what kind of format to use, think about how much time you have, what kind of program would best suit your audience and what format makes most sense for the type of information you are giving.

Section II - How to do a radio program

Part 3

Finding Out About the Topic (Research)

Before you start to prepare your radio programs, it might be a good idea to find out more about the health or social topic you have chosen.

Here are some ideas on how to get more information:

- ▶ pick up some pamphlets or magazines from the clinic about this topic and read them;
- ▶ talk to the CHR or community worker;
- ▶ talk to the public health officer, public safety officer or environment administration at the band council;
- ▶ talk to the nurses;
- ▶ talk to anyone else whom you think may know about this topic;
- ▶ phone someone at the Cree Board of Health in Chisasibi or at the Northern Quebec Module in Montreal;
- ▶ check the newspapers or your clippings files.



Part 4

On-air Approach and Translation

An interview is like a conversation; you don't have to write it all down. However, in the case of Public Service Announcements (PSA's), news stories and dramas, you do need to write it down before you go on air.

Unless you know how to read and write syllabics, you will probably want to write out your radio program in English. But even very experienced Cree radio announcers say that it is not easy to orally translate something that is written in English into Cree.



So here are some tips that may help you when reading your script:

- write out your radio program in English as simply as possible;
 - read it out loud to yourself a few times (in Cree);
 - don't try to translate the English into Cree word for word. Often a word in English has to be replaced by an expression in Cree. Sentences in Cree are not in the same order as in English;
 - the important thing is to get the message across. It's not so important to translate every word;
- when you are rehearsing your program and you come to a hard word in Cree, you can write it out in phonetics so you can remember it. For example, when you come to the word "health" you could write it out in Cree phonetics, such as "Miyupimaatisliuwin";
- if you don't know how to say a health word in Cree, you can ask someone in your community (CHR or PHO, an elder, the clinic interpreter or Cree language teacher at the school). If they don't know, you could get in touch with the people at the Cree Language Department of the Council of the Mistissini Band. They have written and are circulating a Cree health lexicon (a list of words about health and social services) which you can get, upon request;
- rehearse what you are going to read many times just before you go on the radio, until it sounds like you are talking, instead of reading. A good way to rehearse is in front of someone else so they can tell you how it sounds.



Section II - How to do a radio program

Part 5

Information and Preparation Sheets for Each Format

These are the formats that are presented in this guide book:

A)	Public Service Announcement (PSA) for an Upcoming Event	p. 32
B)	PSA on a Health or Social Topic	p. 37
C)	News Story on Health or Social Issues	p. 41
D)	Interviewing One Person	p. 47
E)	Group Interview	p. 54
F)	Radio Drama	p. 58
G)	Phone-In Show	p. 64

You can photocopy the preparation sheets and fill them out when you are preparing one of these programs.

Section II - How to do a radio program

A) Public Service Announcement (PSA) for an Upcoming Event

This is a short announcement to give information on either :

- ▶ an upcoming event; for example, announcing a community meeting on suicide
- or
- ▶ a health or social issue - smoking, for example.

A PSA is like a commercial (an ad).

Steps

1	Fill out the preparation sheet
2	Write out the PSA
3	Choose some music, if you intend to use it as background.
4	Practice it several times before you go on the air (and ask around if there are words or expressions you don't know in Cree.)

Preparation sheet... Preparation sheet... Preparation sheet... Preparation sheet...

PSA for an Upcoming Event *

1	What is the event?
2	When and where is the event happening?
3	Who is it for?
4	Why is this event good to attend?
5	Who is organizing it?
6	How can people get more information about this event?

* Photocopy this sheet a few times before using it to prepare your PSA.

Section II - How to do a radio program

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Example of a PSA Preparation Sheet for an Upcoming Event

1	What is the event? <i>A presentation on diabetes.</i>
2	When and where is the event happening? <i>Tuesday, December 10 at 7 p.m. In the school gym.</i>
3	Who is it for? <i>Anyone, but especially for diabetics and their families.</i>
4	Why is this event good to attend? <i>Diabetes is a big problem in the Cree communities and it is important for people to know how to prevent it or how to live more comfortably with diabetes.</i>
5	Who is organizing it? <i>The clinic.</i>
6	How can people get more information about this event? <i>Phone the CHR at the clinic.</i>

Example of a PSA for an Upcoming Event

Write it out and practice it a few times:

On Tuesday, December 10th at 7 p.m. In the school gym, there will be a presentation on diabetes for anyone who is interested and especially for people with diabetes and their families.

Diabetes is a growing problem in our community, so it is important that we know more about this serious disease.

If you want more information, call the CHR at the clinic.

Section II - How to do a radio program

Preparation sheet... Preparation sheet... Preparation sheet... Preparation sheet...

B) PSA on a Health or Social Topic *

1	What is the topic?
2	Why did I choose this topic?
3	What people in the community do I want to reach? Why?
4	What behaviour am I hoping to inspire in these people?
5	How can I say it so they'll be open to these ideas?
6	Where can I get more information on this health topic?

* Photocopy this sheet a few times before using it to prepare your PSA.

Section II - How to do a radio program

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Example of a PSA Preparation Sheet on a Health or Social Topic

1	What is the topic? <i>Junk Food.</i>
2	Why did I choose this topic? <i>Because this is nutrition month and because there seems to be a lot of kids eating junk food in our community.</i>
3	What people in the community do I want to reach? Why? <i>Parents who have young children, because they could start encouraging their kids to have better eating habits.</i>
4	What behaviour am I hoping to inspire in these people? <i>I want parents to encourage their children to eat healthy snacks and less junk food.</i>
5	How can I say it so they'll be open to these ideas? <i>Instead of telling them that they are bad parents because they let their children eat junk food, I shall encourage them to offer their kids healthy snacks (apples, popcorn, etc.)</i>
6	Where can I get more information on this health topic? <i>From pamphlets on nutrition and from the CHR.</i>

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Example of PSA on a Health Topic

Parents, this is nutrition month and a good time to encourage our children to eat healthier snacks.

Kids seem to really like junk food, which has too much sugar and fat and doesn't have the kind of things that children need to grow up healthy.

Let's give children snacks that are healthy but also tasty, like apples, popcorn, and bananas.

We can help our children avoid health problems like diabetes, high blood pressure, and being overweight by teaching them now about healthy snacking habits.

Section II - How to do a radio program

C) News Story on Health or Social Issues

News is a story about something that has happened recently. It may be about an event that happened in the community (like a Health Fair) or it can be about something someone said about health (for example, a new study shows that 50% of Canadian women have been physically abused by a boyfriend or husband).

There are six important questions that must be answered when writing news:

who? what? how? when? where? and why?

So when you want to write news:

1	Answer the six questions on the preparation sheet.
2	Write the story, and
3	Practice reading it several times before you read it on the radio.

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Preparation sheet... Preparation sheet... Preparation sheet... Preparation sheet...

News Story on Health or Social Issues *

1	What? (What happened? What is happening? What are the facts?) (Get first-hand information - don't rely on hearsay)
2	Who? (Who was involved in this event? Who said what?)
3	How? (How did it develop? In what situation?)
4	When? (What day? What time?)
5	Where? (In what place did it happen?)
6	Why? (Why is this story important to the community?)

* Photocopy this sheet a few times before using it to prepare your PSA.

Section II - How to do a radio program

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Example of News Story Preparation Sheet

1	What? (What happened? What is happening? What are the facts?) (Get first-hand information - don't rely on hearsay)
	<i>A health fair was held.</i>
2	Who? (Who was involved in this event? Who said what?)
	<i>The PHO organized it and many people participated: the CHR, the PSO, the clinic, NNADAP, the Trappers' Association, the dental hygienist, etc. Over 1,000 people attended.</i>
3	How? (How did it develop? In what situation?)
	<i>The Band Council decided it would be a good idea to inform the community about health services available to them and about health and social services issues important to the community.</i>
4	When? (What day? What time?)
	<i>Tuesday and Wednesday of last week.</i>
5	Where? (In what place did it happen?)
	<i>At the arena.</i>
6	Why? (Why is this story important to the community?)
	<i>Because it is about an event which involved many community members.</i>

Example of a News Story

Write it out and practice it a few times:

Last week, from Tuesday to Thursday, over one thousand people attended our local Health Fair at the Arena. This event was organized by the PHO after the Band Council decided that community members needed more information on services available in the community and on specific health and social topics.

Fifteen community groups had booths with information on topics like drug and alcohol abuse, dental health, family violence prevention, water safety and diabetes.

The PHO says that she is very happy with the turn out and she hopes to hold another Health Fair next year.

D) Interviewing One Person

There are lots of people in your community who have things to say about health and social issues (CHR, PHO, NNADAP worker, community worker, elder, parents, youth, former drinkers, SATs, nurses and others). You could interview them on the radio.

Here are some things you may want to think about when planning an interview:

1	Learn about the topic of the interview before you do it.
2	You can get information from the person you will be interviewing, from pamphlets or by asking someone else.
3	Ask yourself, <i>"Why would the community be interested in hearing this person on radio?"</i>
4	Plan some questions before the interview, but be open to asking different ones if the person you are interviewing says things you did not think about before.
5	Tell the person you are interviewing ahead of time, what kinds of questions you are going to ask.
6	The best interviews are the ones that are relaxed like an ordinary conversation.
7	So before you start the interview, talk with the person, make him or her feel relaxed and at home. During the interview, ask questions as if you are an interested friend, not as a radio interviewer.

Types of Questions in an Interview

It's good to have both **INFORMATION** and **OPINION** questions in an interview.

Examples of questions to get **INFORMATION** are

"How many people attend the prenatal classes?" or

"What topics do you cover in your prenatal classes?"

Examples of questions to get an **OPINION**, are

"Why do you think it's important for women to take prenatal classes?" or

"Why do you think children eat so much junk food these days?"



There are **CLOSED** questions and **OPEN** questions.

CLOSED questions are those that can only be answered with
"YES" or "NO".

It's not a good idea to have many closed questions in an interview because it could make it very boring. This is an example of a boring interview with closed questions:

"Will you do the dental program this year?"

"Yes"

"Are the parents in favour of this program?"

"Yes"

"Do the teachers help you with this program enough?"

"No"

Section II - How to do a radio program

OPEN questions are those that leave room for the person you are interviewing to talk. Open questions often begin with words such as "HOW", "WHY", "WHAT DO YOU THINK..." Open questions are the best ones for interviews. Here is an example of an interview with open questions:

?	"WHY are you doing the dental program this year?"
✓	"Because the children need to find out more about how to look after their teeth."

?	"HOW can the parents find out more about this program?"
✓	"They can come and see me at the clinic."

?	"IN YOUR OPINION, how could the teachers help you more?"
✓	"They could keep a note of the fluoride tablets they give out and which children receive them."

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Preparation sheet... Preparation sheet... Preparation sheet... Preparation sheet...

Interviewing One Person *

1	Who am I interviewing? (name and what they do)
2	Why would the community be interested in hearing this person on the radio?
3	What information do I need to know before I do the interview and where will I get the information?
4	How will I introduce the person I am interviewing at the beginning of the program?
5	What are some of the questions I could ask during the interview?

* Photocopy this sheet a few times before using it to prepare your PSA.

Section II - How to do a radio program

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Example of Preparation Sheet for Interviewing One Person

1	<p>Who am I interviewing? (name and what they do)</p> <p><i>Susie Trapper, who organizes the weight-loss and exercise group.</i></p>
2	<p>Why would the community be interested in hearing this person on the radio?</p> <p><i>Because they will learn more about the weight-loss program and maybe they'll want to join it.</i></p>
3	<p>What information do I need to know before I do the interview and where will I get the information?</p> <p><i>I need to know more about weight loss. I can get information about this from the CHR and by phoning the nutritionist in Chisasibi.</i></p> <p><i>I need to know about other weight-loss groups in the other James Bay Cree communities. I can get this information by phoning the CHRs in other communities.</i></p>
4	<p>How will I introduce the person I am interviewing at the beginning of the program?</p> <p><i>Susie Trapper, who has organized a weight-loss and exercise group, is here to tell us about this new program in our community.</i></p>
5	<p>What are some of the questions I could ask during the interview?</p> <p><i>Why did you start this program?</i></p> <p><i>What are some of the topics you discuss at your meetings?</i></p> <p><i>What are the activities?</i></p> <p><i>Who is this program for?</i></p> <p><i>How many people are involved in it right now?</i></p>

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E) Group Interview

A GROUP INTERVIEW IS WHEN YOU HAVE A GROUP OF PEOPLE ALL TALKING ABOUT THE SAME TOPIC. It is a very good way to do a radio program about health or social issues. You invite a few people (two to five, for example) who might have something to say about the chosen topic. For example, you could invite three or four elders who know something about traditional medicine, or a few women who could talk about how to feed babies. They don't have to be experts; they will all know something about the topic from personal experience.

To choose the people for your interview, ask around to see who might be interested in the specific health topic and ask each one of them what they have to say about it.

Once you have all the people together in the studio to record the conversation, make them feel relaxed and at home. Tell them they can speak whenever they want to, that they don't have to wait for a question, and that there is no particular order of who speaks when.

When you are ready to record the conversation (or go on the air), you can start the conversation by asking one question to one particular person in the group or to the group in general (example: "And you, Mrs. Jolly, what were some of the remedies and plants you used to cure your family when you were young?")

Re-read the section on the "Interview" to refresh your memory on how to plan an interview and on various types of questions.

Preparation sheet... Preparation sheet... Preparation sheet... Preparation sheet...

Group Interview *

1	What is the topic?
2	Who will I invite and why?
3	What do I need to know more about before I do this program and where will I get the information?
4	How will I introduce each person?
5	What are some of the questions I will ask?
6	How will I end the interview?

* Photocopy this sheet a few times before using it to prepare your PSA.

Section II - How to do a radio program

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Example of a Group Interview Preparation Sheet

1	What is the topic? <i>Traditional medicine.</i>
2	Who will I invite and why? <i>Mary Jolly, because she knows some old remedies; Joseph Gunner, because he still uses plants to cure himself when he's in the bush; Bella Snowshoe, because she is a good talker and she knows something about traditional medicine; John Mianscum, because he used to be very good at curing people.</i>
3	What do I need to know more about before I do this program and where will I get the information? <i>I need to know more about my guests know about traditional medicine. I need to know a little bit about some of the remedies they used and are still using. I'll get this information from these people before the interview.</i>
4	How will I introduce each person? <i>Mary Jolly is a grandmother of 10 who has used many traditional remedies taught to her by her mother. Joseph Gunner is a trapper who uses plants to cure himself when he is in the bush. Bella Snowshoe is a very active member of our community who is not shy to say that she still likes to use the old ways of curing people. John Mianscum has helped others for many years, when they have been sick in the bush.</i>
5	What are some of the questions I will ask? <i>What are some of the traditional remedies you use the most? What health problems do they cure? How do you make these remedies? What are the advantages of these remedies over "white man's medicine"?</i>
6	How will I end the interview? <i>Thank you very much for coming to share your knowledge with us.</i>

Section II - How to do a radio program

F) Radio Drama

A radio drama is a short play or soap opera. It can be a fun way to give your community information about health on the radio.

A drama is made up of:

1	A theme (topic)
2	Characters
3	A story

It should be about something that is relevant and interesting to the community. The characters should be like real people who could be living in your community.

In a radio drama, there should be action, conflict, and humour, so it's not just a boring conversation between the actors and actresses.

Here's how to go about preparing a Radio Drama:

1	Choose a topic and develop the topic (see next page)
2	Find people who are willing to be actors and actresses
3	Think of a story and characters
4	Sit down with the actors and actresses, discuss your ideas about developing the topic and write the script
5	Rehearse it
6	Tape it

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Preparation sheet... Preparation sheet... Preparation sheet... Preparation sheet...

Radio Drama *

1	What is the topic?
2	Who do I want to reach?
3	What behaviour or attitudes am I hoping to inspire a change in?
4	Why is this topic of interest to the community?
5	Who will be the actors? actresses? (write their names)
6	What is the story of this radio drama?
7	Who are the characters in this story?

* Photocopy this sheet a few times before using it to prepare your PSA.

Section II - How to do a radio program

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Example of a Radio Drama Preparation Sheet

1	What is the topic? <i>Teenage relationships.</i>
2	Who do I want to reach? <i>Teenagers.</i>
3	What behaviour or attitudes am I hoping to inspire a change in? <i>I'd get teenagers to think more seriously about responsibility in relationships.</i>
4	Why is this topic of interest to the community? <i>Because there are many teen pregnancies in the community. Because we want teenagers to think more seriously about this topic.</i>
5	Who will be the actors? actresses? (write their names) <div style="display: flex; justify-content: space-around;"><div><i>Annie Joe</i></div><div><i>Mary Bella</i></div><div><i>Lisa Robert</i></div></div>
6	What is the story of this radio drama? <i>It's about two teenagers, a boy and a girl, who really like each other. He wants to have sex with her but she's uncertain. The girl talks it over with her two best friends. She goes to see the CHR to talk about condoms. She's not sure whether she should say yes or no to her boyfriend. He puts pressure on her. She finally tells him that she doesn't feel ready and she asks her boyfriend to respect her decision.</i>
7	Who are the characters in this story? <i>The teenage girl; her two best friends; the teenage boy; his best friend; the CHR.</i>

G) Phone-in Show

A phone-in radio show is a good way for people in the community to hear each other. For those who work or lead the community, it's a great opportunity to know what the community is thinking and feeling.



There are several types of phone-in shows:

① Information:

In this kind of phone-in show a person who has information can give a little talk on the radio (for example, the CHR can talk about diabetes) and then people can phone-in and ask questions. If the subject matter is delicate (as it may be with topics like family violence or sexually transmitted disease) and callers would feel too embarrassed to have others hear their question, you can play music on the air while the caller asks the question and then the speaker can go on the air and say: "a caller just phoned to ask ... (and then you repeat the question)" and then answer the question.

② Opinion:

You can have a phone-in show where people share opinions on a specific issue. For example, you can have people phone in response to a question like "Should smoking be allowed in public places?" or "Do you think children in our community eat too much junk-food?"

③ Contest:

Another way to get people interested in a health topic is to have a contest. One of the dental hygienists, Brigitte Gionet, did a phone-in like that in a Cree community. She asked, on the radio, a question about dental hygiene and the first person who phoned in with the right answer won a prize.

Section III

Tips, Calendar, Sample messages





Tips for health and social broadcasting

Information is understood best when the broadcasters mentally divide the community audiences into smaller groups either by ages or by common interests or experiences: for example; youth, pregnant women, the elderly, hunters, etc. When broadcasters speak to each audience separately, adapting the message to each group and airing it at different times of the day, the messages seem to sink in more effectively. It is important that we don't target everybody at once because then the messages become too wishy-washy.

- ▶ The most interesting formats are testimonials, dramas, short interviews, or public service announcements.
- ▶ Always keep your messages simple with just a few key points.
- ▶ Information should be accurate and complete.
- ▶ Say the same message in a few different ways.
- ▶ Repetition of the message as many times as possible over a given period of time is encouraged.
- ▶ Recommend specific and "do-able" activities or lifestyle changes to the listener.
- ▶ Use a slogan or theme to help the listener remember the information.
- ▶ If you want to give people information, it is often useful to use a health professional as a credible source. But if you want to get people to actually change their behaviour in order to protect themselves (for example: to promote car seat belt use), it's more effective to use ordinary people like the ones you are aiming the message at. A known community person who explains why she or he uses seat belts will have more impact on the listeners.
- ▶ Be sure that the person who speaks the message (whether she or he's an authority figure, a member of the group whom the message is addressed to, or a celebrity person) is considered to be credible and respected in the community. Doctors and nurses should work with highly respected translators to get their messages across in an appropriate Cree way.

- ▶ Present the facts in a straightforward fashion.
- ▶ Use a positive, rather than a negative approach. In other words, rather than say "don't do . . .", start with "if you do . . ., then positive results will occur . . ."
- ▶ Use humour when you can, but be sure it's in good taste. Before you go on the air, test it by asking your family or friends to listen to it and see if they laugh.
- ▶ Be sure your message is relevant to the target audience, and make sure you have decided who your target audience is. (See Clara Valverde's worksheets on this.)
- ▶ Be yourself when talking on the radio. Remember that you are talking to your friends, relatives, and community members. Talk to them with the same warmth as you would if you were talking to them in person.

Health promotion calendar - some suggestions

Month	Theme	Who could be involved
End of August Beginning of September	<ul style="list-style-type: none"> • School bus safety • Gun safety (before goose break) 	<ul style="list-style-type: none"> • PSO and schools • PSO / elder
October	<ul style="list-style-type: none"> • Halloween safety • Fire prevention - check smoke detectors • Flu vaccine 	<ul style="list-style-type: none"> • PSO and schools • PSO • CHR
November	Drug and alcohol abuse week	NNADAP (This might change. NNADAP is letting each community decide its dates - Nov. is not always convenient).
December	Safe driving (skidoo and car)	PSO
January	National non-smoking week, 2 nd week	CHR, PHO
February	AIDS and STD awareness week in Cree communities	CHR, NNADAP, SATs, others
March	National nutrition month (Nutritionist said she might want to do it another month - maybe September)	Nutritionist and CHR
April	<ul style="list-style-type: none"> • National dental health month • Preserving food & drinking water in the camps • Fire safety & ice safety • Ultraviolet radiation & use of sunscreens 	<ul style="list-style-type: none"> • CHR & dental hygienist • LEA, PHO • LEA, PHO (PSO & elder) • Nurse & doctor
June and July	<ul style="list-style-type: none"> • Bicycle safety • Water safety - boating safety • Radio reminder about TB symptoms • Mercury program information • STD's 	<ul style="list-style-type: none"> • PHO, PSO, CHR • PSO, PHO, CHR • CHR (see Cree health board TB prevention program) • CHR • CHR

- Some of these themes could be promoted at any time of the year people choose.
- People from the clinic, the band council, and the radio, who are interested in health promotion, could get together once a year and plan month by month health promotion activities for their communities.

Topics for health and social broadcasting

Traditional medicine

- › Cree bush remedies
- › "Surgery" in the bush - stitching cuts, treatment of broken or displaced bones
- › Care of pregnant women
- › Delivery of babies and complication
- › Care and feeding of infants
- › Traditional approaches to mental illness

Safety/injury prevention in the bush

- › Guns
- › Ice safety
- › Keeping warm
- › Skidoo safety
- › Drowning - how to prevent and what to do
- › Sunscreen
- › Cree Health Board's bush kit
- › First Aid

Safety/injury prevention in the community

- › Seat belts in vehicles
- › Children's safety seats in vehicles
- › Bicycle safety
- › Child proof your home (for toddlers)
- › Rabies - update
- › Dogs and cats - care of
- › Drinking and driving
- › 3- and 4-wheel vehicle safety
- › Smoke detectors
- › Safe firearm storage

Section III - Tips

Heart disease and strokes

- › Signs and symptoms
- › Prevention
- › Smoking - situation among the Cree - how to stop
- › High blood pressure - Is treatment possible without drugs?
- › Cholesterol - what is it?
- › CPR - what is it?
- › Stress management

Fitness

- › Activities around the community
- › Role in preventing heart disease, cancer
- › Easy ways to increase physical activity in daily life

Nutrition

- › Overweight among the Cree, other natives, all Canadians
- › Traditional foods
- › Healthy food for children
- › Junk food
- › Easy to prepare recipes for family meals

Dental health

- › Situation among the Cree
- › Services provided by Cree Health Board dentists
- › Preventing cavities
- › Fluoride - role of

Diabetes

- Prevention
- Looking after yourself if you have diabetes
- Information for family members of diabetics
- Pregnancy - gestational
- What to ask the nurse/physician when going for a check-up

Environmental health

- Mercury
- Drinking water
- Garbage disposal in camps
- Housing and health

Social issues

- Parenting pre-schoolers
- Parenting adolescents
- Communication in the couple
- Talking to your teenager about love, sex, alcohol
- For youth - how to talk with your parents?
- Child sexual abuse
- Family violence
- Alcohol and drug problems
- Sniffing
- Abortion
- Neglect of children
- Residential school syndrome
- Grief reactions
- Rape

Section III - Tips

Sexually transmitted diseases

- Signs and symptoms
- AIDS
- Gonorrhea
- Chlamydia
- How to talk to your partner about sex and STD prevention
- Herpes Simplex 1 (mouth sores)
- Genital warts

Mental health

- Suicide and attempts:
 - signs of Impending - what to do?
 - situation among the Cree
 - prevention
 - what to do after a suicide occurs?
- Mental illnesses
- Cree Health Board services
- Depression
- Self-esteem
- Feelings - what are they? what to do with them?

Other health topics

- Asthma
- Indigestion - the use and misuse of medication
- Infertility
- Tuberculosis
- Immunizations for children and adults
- Cancer
- Arthritis
- First Aid (for burns, cuts, other problems)
- Ear infections in children - how to prevent them?

**Preventive
care**

- Checkups - at different ages
- Prevention for women
- Young and middle-aged adult men need blood pressure checked

**Cree Board of
Health and
Social Services**

- Contact Sam Sandy, information officer in Chisasibi, for information about services and programs
- Interview various health and social services workers: community worker, youth protection, NNADAP, secretaries, drivers, community health worker, co-ordinator, administrator, nurse, doctor, dentist, dental assistant

**Health statistics
and research
on Cree Health**

- Contact Northern Quebec Module
- Consult "The Health of the Eastern James Bay Cree: Annotated Bibliography" published by the Module in 1993

Sample radio messages

Here are some sample radio messages which have actually been broadcast. Before going on air, the presenters wrote these out in English and then they practiced translating them aloud until they were comfortable with their pronunciation and presentation. Sylvie Bériault did hers in English, but all of the Cree speakers/presenters did sight-translations from English.

Interview Format

"A weigh of life" - nutrition month

Violet Bates,
Public Health Officer, Chisasibi
interviewing Sylvie Bériault, nutritionist

This interview between myself, Violet Bates, and the Cree Health Board Nutritionist Sylvie Bériault, is meant to give you the right ingredients to a better understanding of **overweight** and **obesity** and to weight loss.

March is that time of the year for Nutrition Month. All over the country, Nutritionists and other Health Care providers have organized campaigns to help you **spice** up the daily activity of eating.

This year's Nutrition Month focuses on **healthy eating** for a **healthy weight**. Boring, you might think....well think again! It's really just a matter of having the right ingredients.

75-
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Violet *First of all, what is the difference between **overweight** and **obesity**?*

- Sylvie**
- When gaining weight we become **overweight** first, then become **obese** if we keep on gaining weight. But it all boils down to **excess body fat**!
 - A person is **obese** when weighing 20% more than his or her **healthy weight**.
 - For example, if my healthy weight was 150 pounds, and I weighed 180 pounds, I would be **obese**.
 - That's when health problems such as diabetes, heart disease and hypertension are more likely to occur.

Violet *How exactly does **obesity** affect our health?*

- Sylvie**
- Just think what happens when some tools or a bicycle are left outside in the fall and all the snow accumulates on them over the winter: they become rusty and do not work very well afterwards.
 - Well, it's the same thing with our bodies. When the excess fat accumulates all around our vital organs such as our heart and lungs, they, too, become rusty and can't function properly.

Violet *There are a lot of weight-loss diets going around. How can we tell the difference between a **good** diet and a **bad** diet?*

Sylvie It's actually quite simple.

- First we look at how much weight the diet says we **will** lose. If it's over 2 or 3 lbs a week it's what we call a **fad** diet or a **crash** diet. Losing weight too fast can be harmful to our body because we not only lose **fat** but **muscles** too.

Section III - Sample messages

- Second, we make sure the diet includes food from the 4 food groups which are:
 - milk and milk products
 - meat, fish, and poultry
 - fruits, berries, and vegetables
 - bread, bannock, and cereals
- If the diet includes only fruit or pills or milk shakes replacing food, it's a very poor diet. It's like adding gas in your truck without adding oil for the engine. Our body works the same way needing different foods from the 4 different food groups to function properly.
- Just remember that the purpose of a good diet is to gradually help us change the way we eat and that cannot be done overnight or by eliminating nutritious foods from our diets.

Violet *And what about exercise?*

- Sylvie**
- Exercise used to be part of our daily activities such as walking, snow-shoeing, cutting wood and even cooking. Now that we have cars and ski-doo's to transport us and modern appliances that make life easier, we are not spending as much energy as we used to.
 - Exercise is just as important as a diet when losing weight.
 - A good diet helps us reduce the amount of energy we take in and exercising helps us spend more energy.
 - Exercising more can be as simple as walking to work or to the store instead of taking the car. Besides being healthier, spending energy is much cheaper than spending money on gas.

Section III - Sample messages

Violet *What would you say are the healthy and unhealthy eating habits in today's Cree diet?*

- Sylvie**
- Many of the Crees' eating habits are very healthy: game, fish, bannock, berries and beverages made with herbs are very nutritious foods. It's just a matter of getting used to preparing them with less fat and sugar because the unhealthy habits come from eating large amounts of fat and sugar and not enough fruits and vegetables.
 - Fats such as lard, goose fat, fried food and chips are very high in calories. Fat has 2 times more calories than any other food for the same amount and too much can lead to heart disease.
 - Sugar is found in pop, candy, chocolate, pies and cakes. They also have a lot of calories and are not nutritious.
 - On the other hand, fruits and vegetables are very nutritious and have few calories.

Violet *How can we get more information on what we have discussed?*

- Sylvie**
- Besides a series of radio messages which will be broadcasted on CBC noontime radio during March, the CHR and Public Health Officer in each community and myself have prepared a "Weight Awareness Day". Information such as your healthy weight, weight loss, healthy recipes and much more will be available.
 - Everyone is welcome to join us in fun and games with many prizes to be won starting with a nutritious native recipe book. Check for the "Weight Awareness Day" in your community.

Section III - Sample messages

"Public Service Announcement" Format

Dental health and nutrition to be discussed in schools

During the coming school year, children at the elementary level will learn about dental health and nutrition. The community health representative (CHR) of your community will visit students a few times during the year to talk about the importance of improving their nutritional and dental habits. She will use interesting materials such as cardboard, video, and worksheets to explain tooth decay, toothbrushing, flossing, the function of teeth, etc. She will also inform the students about the four food groups, well-balanced meals, snacking, etc. The teacher's role will be to ensure follow-up of the CHR's visit in order to reinforce students' knowledge.

To teach about dental health and nutrition is not only the schools' responsibility. Since the family is the natural environment where good eating and dental habits are first acquired, we are relying on parents' collaboration. Throughout the year, you will hear radio messages on dental health and nutrition. We hope all parents will benefit from this information.

Source: Cree Board of Health and Social Services of James Bay, nutritionist and dental hygienist.

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"Public Service Announcement" Format

The promise

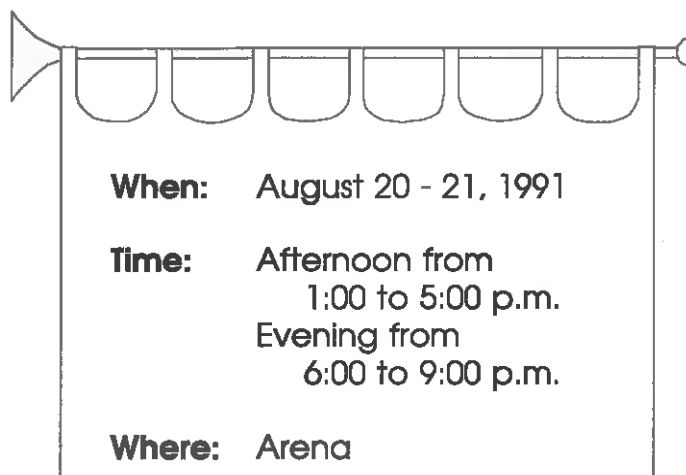
Alcoholism, if not controlled, is a deadly illness. It is the silent thief of hopes and dreams, the destroyer of families and love. It robs its victims of pride and dignity, offering guilt and self-hatred in return.

Hope does exist for the alcoholic. With proper treatment and sobriety, alcoholism can be controlled. The alcoholic is then free to live a rich and rewarding life. Achievement of one's greatest potential is once again possible. . . The Promise can be fulfilled.

Source: Wally Rabbitskin - Mistissini, Council of the Mistissini Band, Radio Announcement

"Public Service Announcement" Format

Health fair



When: August 20 - 21, 1991

Time: Afternoon from
1:00 to 5:00 p.m.
Evening from
6:00 to 9:00 p.m.

Where: Arena

Why a health fair?

The purpose of the health fair is to increase community awareness about different programs, projects and services available locally or on topics that affect the health and social well-being of the community.

This year, we expect to have 25 booths at this year's health fair. Some of them are... (announcer you may read only the booths that have been confirmed - see list).

This is an open invitation to everyone in the community. Come and find out more of what it's all about. Don't be shy to ask questions and participate in some of the activities. Or just come and socialize... perhaps taste some of the traditional food that will be served there!

For more information, contact Bella H. Petawabano, Public Health Co-ordinator, Band Office, or Mary Rabbitskin at the clinic.

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"Public Service Announcement" Format

Tuberculosis

Tuberculosis is a disease that can show up in the lungs, in the bones or in the kidneys or bladder (parts inside the body which make and store urine (pee)). The form we see most often is tuberculosis of the lungs.

Tuberculosis is less common than it used to be in the past years. However, there are still quite a few people who could develop TB because they were living with someone who had TB in the past. These people may have TB germs in their body. These TB germs may be "sleeping" now - not causing any disease. But they could "wake up" and start making the people sick at any time.

Tuberculosis can be treated with pills. You have to take them for a long time - 6 to 9 months. People who are sick with TB may have to stay in the hospital for a few weeks.

Early signs of tuberculosis to watch for are:

- ① A persistent cough of more than 2 to 3 weeks, with or without spit. Spit may be blood stained.
- ② A slight fever, usually in the afternoon.
- ③ A loss of appetite and weight.
- ④ Unusual tiredness
- ⑤ Night sweating.

So, if you, a relative, a friend or a member of your family appears to have one or several of these symptoms, please come to the clinic to talk about it.

If people have these symptoms, and they wait too long, they can spread TB to the babies and children they live with.

Note: The purpose of this message is to inform people of the signs and symptoms of tuberculosis and to encourage them to visit the clinic for a check-up if they have these signs. It is part of the Cree Health Board's TB prevention program. It would be helpful if radio stations or CHR's broadcast this message a few times each summer to remind people of what to watch for.

Section III - Sample messages

Section IV

Audionotes

The technical aspects of radio work are best learned by working with an experienced person.

Here are a few tips which will help your programs sound good.





Problems to Think About Before You Record an Interview

Before you set out to do a recording, anticipate any problems that you can think of. Here is a short checklist:

- ▶ Do you have an extension cord?
... just in case ...
- ▶ Do you have enough tape?
- ▶ Do you have enough back-up
batteries?
- ▶ Is your microphone working?

Before leaving your house or the radio station to tape an interview, plug everything in, record a few sentences and play it back. Be sure to clean your tape heads with a special tape that does this, so that the sound you record is sharp.

Microphones

Without good sound, you don't have a radio program, so it is important to know how to use a microphone.

Sometimes mikes are integrated into the actual tape recorder. These are not nearly as high in quality as is a hand-held mike. When outside of the radio studio, always try to use a hand-held mike to do your interviews.

Tips on using a hand-held mike

Because all hand-held microphones are subject to noise caused by the way we hold and handle them, keep these ideas in mind:

- ▶ If using a hand-held mike, try using a soft cloth around the handle.
- ▶ Take off your rings so that they don't bang on the metal.
- ▶ Don't move the mike in your hand. A good practice is to firmly hold the slack of the mike cord in your hand, so that as you move it from one voice to the other, it doesn't register friction noise onto the tape. In other words, keep the cable going to the mike as short as possible.
- ▶ If you can find a mike stand or improvise one, this will improve the quality of your recording and enable it to be free from vibration. If none are available, put the mike on something to absorb the shock, like a book or scarf. Try to avoid moving it around once it's set up.
- ▶ If you position the microphone carefully, you shouldn't have to move it around too much.
- ▶ The best position is roughly half-way between you and the interviewee. Imagine a line drawn between your chin and that of the person being interviewed. If you hold the mike at this level, about half-way between you and the other person, both voices will be clear and picked up well. If your voice is lower than that of the interviewee, then move the mike a few inches closer to yourself.

- ▶ When interviewing people with loud and forceful voices, it is often helpful point the mike at their neck or chest instead of at their mouth.
- ▶ If the interviewee's voice is lower than yours, move the mike closer to her or him. By the way, this method has the advantage of keeping the microphone out of view of the interviewee, and will help shy people get over their fear of talking on a microphone.
- ▶ Often a shy person will start the interview speaking softly; but once they get involved in the substance of the discussion, they'll forget about the mike and begin to talk louder. Try to keep track of volume changes and adjust the mike when necessary.
- ▶ Sometimes, you'll find yourself in group situations where you will have to change the position of the mike very often. For example, in a large group interview, you

might have to hold the mike at various distances from the speakers, depending on how loudly or softly they are speaking. Generally, people speak more loudly in groups than they do when alone with an interviewer.

- ▶ Another technique that is sometimes useful is to place your interviewees in a semi-circle or a circle and for you to sit in a swivel chair in the middle. Whenever anyone speaks, swivel your body around (remember to keep the mike still in your hand while doing this). That way your body moves, but your hand and the mike stay still.

Radio station mikes generally give the best results 6 inches to 8 inches away. If you have to be further back, then be sure to jack up the recording level. If you are too far away, you'll get a noisier tape with a "hollow" quality to the sound. If you are too close to the person(s) you are interviewing, it will not sound right.

Never let the person(s) being interviewed hold their own microphones

Taping Outside of the Radio Studio

When you arrive at the recording site, it's a good idea to give yourself enough time to look the situation over before you start. If possible, just sit still for a few minutes to become aware of all the sounds in the room.

- Are there lights humming?
- Are there fans blowing?
- Are there babies crying?
- Are there skidoos driving right outside the window?

Do what you can to eliminate the worst types of distracting sounds. Send the kids outside to play. Draw the curtains. Get a chair that doesn't squeak! Try not to tape when furnaces are making noise. Generally, you want the least noise possible to compete with your interview.

However appropriate background noises can be very effective (babies crying when doing an interview about infant care, etc.) in creating atmosphere.

Note: Sounds **will** reflect off "hard" surfaces like picture windows, hardwood or linoleum floors, arborite counters, etc., and produce recordings with an echo-y sound. Lots of soft surfaces like: rugs, sofas and curtains **will** absorb sound and produce recording free from echoes.

In very noisy environments, extra-close miking will help drown out competing sounds; if possible, have your back to the noise source (such as skidoos and all-terrain vehicles).

Most people forget that they are being taped. Try to encourage people not to move around when they speak, as the quality of their voice will change noticeably as they move in and out or from side to side. If there's no choice, a microphone placed well away from the speaker will not be as affected by such motion as one close up, but note that you will end up with a dirtier tape.

Here is a list of problems and their sources. Try to anticipate problems ahead of time to avoid them.

- ❶ Microphone "pop" is caused by holding the mike too close to the speaker and picking up her or his breath.
- ❷ When the microphone is held too close, the speaker's voice will sound too heavy and distorted.
- ❸ When the microphone is held too far away, the speaker's voice will sound too distant, as if it is coming from the other end of a tunnel or cave.
- ❹ If the interviewer's voice is too loud and distorted, it is because the mike was held too close on questions and comments. Try to balance the mike.
- ❺ If you find the interviewee's voice coming and going, it is because the mike has been placed in one location and the speaker tends to be moving back and forth or turning from side to side. In such a situation, follow the person being interviewed with the mike.

The Tape Recorder

All tape recorders should be kept clean and dry, and the tape heads should be cleaned and demagnetized regularly.

If you've borrowed a tape recorder from the health clinic or the radio station, be sure to check the following items before you leave the office:

- ① Batteries. There's usually a test button that reads out on the Volume Unit meter. Always take spare batteries along.
- ② Check to see that the AC cord (the cord that is used to plug it into the wall) is there. Take an extension cord along.
- ③ If the microphone cable won't fit into your machine, be sure to bring an adaptor cable. Check for loose wires or broken plugs before you leave.
- ④ Plug in the recorder, plug in the mike, put in a cassette, record and play your own voice to test that everything works.

- ⑤ Don't use 120 minute long tapes. They are very thin and tend to get stretched or tangled in the machine. C-30 is ideal for short interviews; C-60 is the most common tape used.

On location, set the tape recorder up in a place that is out of the way, but where you can see the controls and the volume unit easily. The floor is usually good if you are seated. If you are standing, get a case with a shoulder strap, so that your hands are free.

The **recording level** is the strength (volume) of the signal that's being taped. If you record at too low a level or too weak a signal, you'll have to turn up the playback volume so loud when listening to it that you will hear a lot of hiss on the tape. Try to record at as strong a signal as possible without overloading the tape and distorting it.

To find the best volume levels for you and your interviewee, just do some small talk with the guest. Technically, what you do is: plug everything in, put the tape in the machine, press the pause button, then press the play and record buttons simultaneously. The machine will then be in record mode, but the tape will not be moving. It is in this state that you can then set the record or volume level manually by listening to yourself and your guest chat. Remember to keep the dial out of the red section of the volume unit. Set the record level so that it peaks (reaches the highest point) at -3 to 0 VU.

Practice setting levels manually before you go to the interview. Always keep an eye on them during the interview to make sure they are not slipping into the red section of the VU. This is a sign of sound distortion.

When you release the pause button, the tape will roll and you will be recording. Don't forget to let the tape roll for six or eight inches at the beginning before asking your first question or making your first comment. This usually takes about 5 seconds. You can set it ahead of time to the right spot if you remember.

A Few Tips on How to Make Your Guests or Interviewees Comfortable with the Idea of Being Recorded

- ✓ The guest should be in as comfortable a position as possible. She or he should be able to talk easily and freely.
- ✓ If possible, don't interview someone from across a desk in their office. It tends to give the person sitting behind the desk more power and authority than you as an interviewer.
- ✓ Try to keep the microphone out of the way. It tends to distract people or make them self-conscious. You'll get a better interview if the equipment is not so obvious.
- ✓ Set your levels during the small talk phase of the pre-interview. Your gear should be ready by the time you actually begin the interview.
- ✓ Be alert to the distance at which your interviewee feels comfortable. Don't place the mike too close to a person's mouth if she or he demonstrates by moving away that she or he feels ill at ease. Placing the mike at a three-foot distance from the person's mouth tends to be the average comfort zone.
- ✓ The ideal seating arrangement is on a couch with you and your interviewee about three feet apart and angled inwards towards each other. The mike is between you, and the tape recorder is on the floor.
- ✓ If you have no couch, then two chairs facing inwards toward each other, three feet apart will do.
- ✓ Always remember to check recording levels and be sure to watch that you have enough tape. There is nothing more embarrassing than realizing that the tape has run out well before the end of the interview.

Using Music

Pre-recorded or studio health promotion pieces can be made very interesting when music is added. There are several appropriate places and times to do this.

It can be done as part of the introduction to a public service announcement or other program format, during a transition from one segment of an interview to another or at the end of the piece. You can also have music in the background and do a voice-over anywhere within the piece.

The following section illustrates how music can be integrated with Public Service Announcements:

Start with instrumental music which begins at a normal listening level.



Fade music down after a few seconds. Don't let music play for too long before the voice-over begins. You don't want it to sound as if your voice is interrupting the music.

Deliver the announcement at a normal voice level, as the music continues "underneath" the announcement as a bed. Be sure that the musical bed is loud enough to be audible, but soft enough not to distract the listener's attention away from the announcement.

At the end of the announcement, fade the music back up to a normal level.

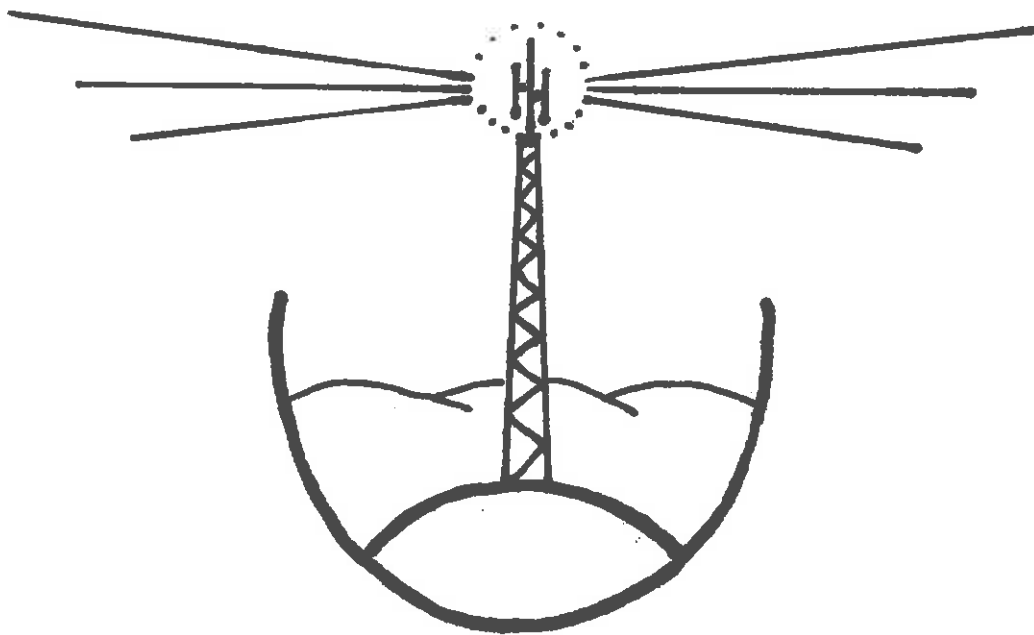
After a few seconds, fade the music down and out.



Section V

Directory of Radio Stations Received in James Bay




There are two regional radio networks which broadcast to all the communities: **CBC North-Québec** based in Montreal and the James Bay Cree Communications Society (**JBCCS**) based in Mistissini. Then there are local FM stations based in each community.







CBC North-Québec - Cree language radio

All James Bay communities receive CBC North-Québec, produced in Montreal. This programming is broadcast in Cree and is on the air (on the FM radio band) for three hours per day. There are two daily programs produced by Cree broadcasters: **Winschgaoug**, broadcast between 7 and 9 a.m., and **Eyou Dipajimoon**, broadcast between noon and 1 p.m. (weekdays only). Cree families in the bush can receive these programs at the same times if they have a short wave radio.

Phone:		(514) 597-4370
Fax:		(514) 597-4501
Mailing address:		P.O. Box 6000 Montreal (Quebec) H3C 3A8



Location of studios:		Maison Radio-Canada 1400 René-Lévesque Boulevard East 17th Floor Montreal (Quebec) H2L 2M2
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Personnel:		Suzanne Aubin, Area Manager ☎ 597-4371 Gaston Cooper, Announcer/producer ☎ 597-4376 Edna Voyageur, Announcer/producer ☎ 597-4368 Arnold Cheechoo, Announcer/producer ☎ 597-4988 Roderick Rabbitskin, Announcer/ producer ☎ 597-4377
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A copy of their schedule, which is updated each fall, can be obtained by contacting CBC North-Québec.

CBC North-Québec - Cree language television




A half hour show, called Maamuitaau, is produced weekly in the fall, winter and spring.

Phone:		(514) 597-4378
Fax:	Nº	(514) 597-4501
Personnel:		Emma Saganash, Writer/broadcaster ☎ 597-4378 Christopher Herodler, Writer/broadcaster ☎ 597-4375 Salomon Awashish, Producer ☎ 597-4217 Diane Icebound, Assistant in training ☎ 597-4372

James Bay Cree Communications Society

The James Bay Cree Communications Society is one of 13 federally-sponsored Native Communication Societies across the north regulated by the Canadian Radio-television and Telecommunications Commission. It is funded by the Canadian Heritage's Northern Native Broadcast Access Program, and was originally formed as an implementation vehicle for the Northern Broadcasting Policy of the Federal Government of March 1983. Its mandate is to produce programming that is regionally-oriented and that would be of interest to people in all of the James Bay Inland and coastal communities.

The actual venue out of which the JBCCS is run is located in Lake Mistissini. Programs are produced in Mistissini but transmitted to all communities via CBC transmitters in Montreal. Time slots are alternated; Cree radio programs from CBC North-Québec in Montreal and Cree programs from JBCCS can never be on air at the same time.

Phone:		(418) 923-3191 (office) (418) 923-2010 (studio)
Fax:	Nº	(418) 923-2088
Mailing address:		James Bay Cree Communications Society Mistissini Lake Bale-du-Poste (Quebec) G0W 1C0
Personnel:		Charlie Loon, Production manager

James Bay Cree Communications Society

Program schedule

Monday to Friday	
10:05 a.m. - 11:00 a.m.	ENOO ETOON Live from Mistissini
3:05 p.m. - 4:00 p.m. (except Wednesday)	ENOO EMOO YAHBEE Live from Mistissini
Wednesday	
3:05 p.m. - 4:00 p.m.	OSTENEECHOO ETOON Live from Mistissini
Saturday	
2:05 p.m. - 4:00 p.m.	OSTENEECHOO NAGAMOON Pre-recorded in Mistissini
Sunday	
1:04 p.m. - 2:00 p.m.	N'DOHEENOO Pre-recorded in Mistissini
2:04 p.m. - 4:00 p.m.	MIYUPIMAATISIIUWIN Pre-recorded in Mistissini

James Bay Cree Communications Society

Program Content

ENOO ETOON ("Cree Way")	
News:	Cree, Native, other as appropriate
Weather:	Territorial
Sports:	Native & general
Music:	Native, country, fiddle
Health issues:	Announcements, short information tapes
Features, chronicles:	Specific Issues

ENOO EMOO YAHBEE ("Cree Radio")	
News:	Native, current affairs
Weather:	Territorial
Music:	Various
Announcements:	Community, job opportunities
Interviews:	General
Live Reports, Special & Live coverage, 'phone-ins' (Planned for the future)	

OSTENEECHOO ETOON ("Youth Way")	
Native youth-oriented issues, news, music, job opportunities.	

OSTENEECHOO NAGAMOON ("Youth Music")

Youth-oriented music, popular
profiles of performers
Concert Reports

N'DOHEENO ("The Hunter")

Weekly news wrap-up (top stories)
Health Information

Music:
Announcements:

Interviews:
Traditional issues:

Native, chants, fiddle, country
Community, pertaining to hunters'
activities
Specific to hunters' activities
Cree culture, land use &
environment, hunting, fishing, and
trapping

MIYUPIMAATISIIUWIN ("Positive Living")

All aspects of "being alive well".
Physical activities
Issues related to health and social
problems
Related announcements & job
opportunities

Interviews:

Social announcements:
Music:

Positive role models, life experience,
testimonials
Births, deaths, marriages
Easy listening, gospel

Clearly, there are many programs which can easily integrate health or social topics either as a major or minor focus.

Section V - Directory

The Local Telecommunications Societies (local FM stations)




The local Telecommunications Societies broadcast only in their communities, providing information and entertainment through public service announcements, interviews, music, and a variety of formats. The number of daily hours that each station is on the air varies. It would be useful to check at each station separately when you arrive in the community.

George Oblin is employed by the James Bay Cree Communications Society to act as co-ordinator of community radio.




He works out of the Cree Regional Authority office in Montreal, at:

Phone:		(514) 861-5837
Mailing address:		1 Place Ville-Marie, Suite 3438 Montreal (Quebec) H3B 3N6




The following lists identify the locale and key people in each of the James Bay local broadcasting undertakings. Individual names may change. Each station has a manager and one or more announcer/producers.

Chisasibi Telecommunications Association		
Address:		P.O. Box 420 Chisasibi (Quebec) J0M 1E0
Phone:		(819) 855-2527 or 855-2619
Fax:		(819) 855-3186 (Band Office)
Personnel:		Station Manager: Raymond Menarick




Mistissini Lake Telecommunications Association (CINI-FM)

Address:		P.O. Box 7 Mistissini (Quebec) G0W 1C0
Phone:		(418) 923-3333
Fax:		(418) 923-2378
Personnel:		Jimmy Iserhoff




Nemaska Telecommunications Association

Address:		Nemaska Emoo Yahbee Nemaska (Quebec) J0Y 3B0
Phone:		(819) 673-2046
Fax:		(819) 673-2542
Personnel:		Station Manager: Reuben Jolly




Wabannutao Telecommunications Association

Address:		Eastmain (Quebec) J0M 1W0
Phone:		(819) 977-0267/0327
Fax:		(819) 977-0281
Personnel:		Supervisor: George W. Gilpin




Waswanipi Communications Society

Address:		Diom Blacksmith Building Waswanipi (Quebec) J0Y 3C0
Phone:		(819) 753-2557
Fax:		(819) 753-2555
Personnel:		Station Manager: David Happyjack




Waskaganish Telecommunications

Address:		Waskaganish (Quebec) J0M 1R0
Phone:		(819) 895-8984 or 895-8985
Fax:		(819) 895-8901
Personnel:		Station Manager: Bridget Salt

Wemindji Telecommunications Association

Address:		Wemindji (Quebec) J0M 1L0
Phone:		(819) 978-0330
Fax:		(819) 978-0258
Personnel:		Station Manager: Jacqueline Blackned

Whapmagoostui Aeyouch Telecommunications Association

Address:		Whapmagoostui (Quebec) J0M 1G0
Phone:		(819) 929-3421
Fax:		(819) 929-3203
Personnel:		Station Manager: Elizabeth Masty

Oujé-Bougoumou

Will have a radio station in the near future. A transmitter and receiving equipment has arrived recently.

Concluding Comments

Health promotion: Radio's contribution

Radio is an effective way to introduce new ideas, reinforce existing attitudes, and stimulate people to choose healthy behaviours if they are already predisposed to do so.

Radio has an important place in health promotion but it can't do the job alone. It is more effective if combined with other kinds of actions.

An example

For instance, if health workers and community members decide that it would be good for people to do more exercise, radio interviews with people who have found ways to fit exercise into their busy lives, would help give ideas about how to be more active. But concrete opportunities for exercise must also be created.

Perhaps a woman in the community has already started a weight loss and exercise group. Health promoters might lobby the band council or health board to provide training and

support to this woman, prizes for group members who lose weight, and day care for women with children who want to join.

Health promotion is the process of enabling people to increase control over, and to improve their health (Ottawa Charter for Health Promotion, 1986). Health promotion has also been defined as "any combination of health education and related organizational, economic and political interventions designed to facilitate behaviour and conditions of living which are conducive to health".

People have opinions about why they are sick and how to improve their health. Both individual patient teaching and media (including radio) health broadcasts are more effective if they are based on peoples' views of their reality. This is why health promotion works best when planned and carried out with community members playing an active role. Health professionals from outside the community can act as facilitators or resource people.

You don't have to be an expert to do effective health promotion. To encourage people to change something unhealthy they are doing, for example, to stop drinking, having a respected community member talk about how he or she stopped can have a more powerful impact than if a doctor just tells people to stop.

On the other hand, if you want to communicate new information that people do not know, you might want to use a health professional. (For example: you might want to ask a doctor to talk about new, non-drug treatments for high blood pressure. A nutritionist could explain the difference between mother's breast milk and the milk for babies that you buy at the store.)

Radio and health personnel can work together to make health promotion more effective than if either of them worked alone. A radio program about the dangers of cigarette smoking could suggest to people to drop by the clinic and pick up a quit kit smoking or materials to help them.

In addition to health workers, many other groups can make a contribution to improving health: band councils, youth and women's groups, the schools, the Trappers' Association and others.

This is by no means the definitive guidebook on using radio for health and social issues. There is still a lot more for all of us to learn and to teach each other.

We hope the manual will contribute to Cree language radio's key role in reinforcing community healing, and wellness in James Bay.

Lorna Roth
Clara Valverde
Elizabeth Robinson
Montreal, Quebec

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