Theme: Gender and Youth

Key Message: Women are the backbone of family farming

Treatment: Public Service Announcement

Total Running Time: 30 seconds

Intended Audience: General Public

Writer/Researcher: Juvy Leonarda N. Gopela

Voice Narrator: Louise Villanueva

Objective: At the end of the radio plug, the general public should be able to state the importance of women in family farming.

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| 1 | **BIZ:** | **BACKGROUND MSC UP AND UNDER** |
| 2 | **VO:** | WOMEN ARE THE BACKBONE OF FAMILY FARMING. YET, THEY RECEIVE ONLY A FRACTION |
| 3 |  | OF LAND, CREDIT, INPUTS, AND TRAINING AND INFORMATION. |
| 4 |  | WOMEN WILL PRODUCE AS MUCH AS MEN IF THEY HAVE EQUAL ACCESS |
| 5 |  | TO RESOURCES AND SERVICES. |
| 6 |  | BRIDGING THIS GENDER GAP WOULD BOOST FOOD AND NUTRITION SECURITY. |
| 7 | **BIZ** | **BACKGROUND MSC UP AND UNDER** |
| 8 |  | EMPOWERING WOMEN FARMERS LEAD TO INCREASED PRODUCTIVITY, |
| 9 |  | REDUCED HUNGER AND MALNUTRITION, AND IMPROVED RURAL LIVELIHOOD. |
| 10 | **BIZ:** | **BACKGROUND MSC UP AND UNDER** |
| 11 |  | EMPOWER WOMEN FARMERS TOWARDS A MORE RESILIENT FAMILY FARMING! |
| 12 | **BIZ:** | **BACKGROUND MSC UP , UNDER AND OUT** |
| 13 |  | THIS PUBLIC SERVE ANNOUNCEMENT IS BROUGHT TO YOU BY UNITED NATIONS DECADE |
| 14 |  | OF FAMILY FARMING, COMDEV ASIA, AND AMARC ASIA PACIFIC. |
| 15 |  |  |

**END**