



AICCRA

Accelerating Impacts of CGIAR
Climate Research for Africa



**Media Training Workshop on
Climate Smart Livestock Feed and
Forage Innovations**

**Communicating livestock
feed and forage innovations**

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Why is the limited media coverage on livestock-related issues in the country?



- Mass media/ Radio is considered as the most effective means to reach rural communities and to create awareness about new or existing technologies & practices.
- Mostly, agricultural and livestock development programs in developing countries largely succeed depending on the extent to which the media/Radio are engaged/used



- Despite having Africa's largest livestock population, Ethiopia has not realized the full benefits from the sector.
- Among the challenges includes the availability of the feed itself and also the low quality associated with feed and forage management.
- Under the Africa RISING projects , integrated feed and forage development showed promising results in improving Ethiopia's livestock feed system.
- However , many farmers have limited awareness on these feed and forage innovations
- That is why we need to promote the livestock feed and forage innovations and make farmers aware of the benefits through Radio



- A media assessment was conducted in three regions (Amhara / Debre Birhan, Oromia / Bale and SNNPR / Hosaena) to understand the context and also identify regional media house in the project implementation areas.
- As a result , in Debre Birhan Fana FM 94.0, in Bale OBN FM 96.5 and in SNNP radio and TV agency, Hosaena FM 95.3 were identified
- Then a partnership agreement was signed between the media and ILRI
- This training is part of this agreement to capacitate media professionals so that they produce and broadcast radio programs focusing on feed and forage innovations .



Tips to content development

□ Steps to content development

• Issue identification

✓ In this context issue means a change required in behavior and attitude changes intended in understanding and practicing livestock feed and forage innovations.

• When we pick an issue we ask the question, **Why this is an issue?**

• Example

Issue: Cultivated forage / Fodder beet

• Why this is an Issue?

✓ Low level of farmers awareness on Fodder beet.



Content development cont...

Group work: Issue identification

Tips to produce better Radio programs cont..

❑ Listening Groups

- listening groups will be established in the project implementation areas
- Group of people, men and women to come and meet together and have a discussion on the radio programs broadcasted.
- Why we establish Listening Groups
 - ✓ Why people listen and don't listen
 - ✓ Adjust programming
 - ✓ Understand complaints
 - ✓ Ensure participation
 - ✓ It demonstrates that you value your audience
- Feedbacks will be collected by the radio stations
- Which will help to assess the impact of the broadcasted radio programs.

Thank you

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