

# Identification of appropriate regional radio stations and building partnerships in Amhara (Debre Birhan), Oromia (Bale) and SNNP (Hadiya) regions

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## Media assessment report

Accelerating Impact of CGIAR Climate Research for Africa (AICCRA)

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### **About AICCRA reports**

Titles in this series aim to disseminate interim climate change, agriculture, and food security research and practices and stimulate feedback from the scientific community.

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# Acronyms

AICCRA	Accelerating the Impact of CGIAR Climate Research for Africa
AMICO	Amhara Media Corporation
CCAFS	Climate Change, Agriculture, and Food Security
CSA	Climate-Smart Agriculture
FBC	Fana Broadcasting Corporate
ILRI	International Livestock Research Institute
OBN	Oromia Broadcast Network
PSA	Public Service Announcement
RFP	Regional Focal Person
SNNP	Southern Nations Nationalities and People

## Background

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The International Livestock Research Institute (ILRI) works for better lives through livestock in developing countries. ILRI is co-hosted by Kenya and Ethiopia, has 14 offices across Asia and Africa. ILRI is a CGIAR research center, a global research partnership for a food-secure future. CGIAR science is dedicated to reducing poverty, enhancing food and nutrition security, and improving natural resources and ecosystem services. Its research is carried out by 15 CGIAR centers in close collaboration with hundreds of partners, including national and regional research institutes, civil society organizations, academia, development organizations and the private sector.

AICCRA is a three years (2021-2023) project that operates in six African countries including Ethiopia. The project is supported by a grant from the International Development Association (IDA) of the World Bank and will enhance research and capacity-building activities by CGIAR and its partners. AICCRA in Ethiopia aims to strengthen the capacity of targeted national partners and stakeholders of CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS) East Africa to access and implement at scale validated climate-smart agriculture technologies, climate information services, and climate-informed digital ag-advisories to build the resilience of agri-food systems. The value chains considered for AICCRA project in Ethiopia include beans, wheat, small ruminant and livestock feed and forage options. The AICCRA project in Ethiopia has eight research activities. Livestock feed and forage options value chain contributes to four of the eight activities, which include capacity building to support implementation of climate-smart agriculture (CSA) technology packages; identification of climate- and gender and social inclusion-smartness of CSA packages; prioritization and awareness increase of best-bet CSA options and approaches for key value chains; and integration of climate-smart options and tailored CSI advisory systems for specific value chains.

Africa RISING is a USAID funded program that operates in six African counties (Mali, Ghana, Tanzania, Malawi, Zambia and Ethiopia). The program aims to contribute to Feed the Future goals of reducing hunger, poverty and under-nutrition by delivering high quality research outputs that are relevant to these goals. Through action research and development partnerships, Africa RISING is creating opportunities for smallholder farm households to move out of hunger and poverty through sustainably intensified farming systems that improve food, nutrition, and income security—particularly for women and children—and conserve or enhance the natural resource base. In Ethiopia, the main aim of the project is to identify and validate solutions to the problems experienced by smallholder crop–livestock farmers. Some problems arise from the difficulties facing farmers in managing natural resources and achieving efficiencies from managing crops, trees, water and livestock together. These efficiencies are often influenced by other factors such as access to inputs and reliability of markets. To address this complexity, Africa RISING takes an integrated approach to strengthen farming systems. It conducts participatory research that identifies technologies and management practices that work for farmers and take account of contextual issues like markets for inputs and outputs, community and other institutions and policy environments that influence farm households. The project in Ethiopia facilitates wider scaling of validated crop-Livestock-NRM technologies to reach and benefit more smallholder farmers.

In line with this, ILRI contracted a consultant to undertake media and communications related activities including media assessment, training of radio journalists on livestock feed and forage technologies. As part of this, the consultant traveled and made an assessment to identify appropriate regional Radio stations and building partnerships in Amhara, Oromia, and SNNP regional states. In-depth interviews were conducted with regional Radio stations personnel and ILRI / Africa RISING field coordinators to establish partnerships, produce and broadcast Radio programs / PSA (public service announcements) on livestock feed and forage technologies and related issues.

## Objective

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Farming is complex and can be more complicated when managed by smallholder farmers who must optimize among competing needs while constrained by resources. Despite resource, time, and labor limitations, farmers do not apply CSA technologies in isolation; instead, they try to integrate based on the information they have. It is thus essential to support them on which combinations of practices can both suit their conditions and provide them with the utmost positive response. Bundling is, therefore, about the integration of options that can enhance farm outcomes through optimization, enhancing complementarity, and managing tradeoffs when integrating a diverse suite of practices to the maximum benefit of smallholder farmers. In an environment where smallholders'

productivity has to be improved significantly under climate change, land degradation, fragmented plots, bundling best-fit CSA and CIS is instrumental.

## **Methodology**

The consultant employed qualitative methods including desk reviews and in-depth interviews.

## **Desk reviews**

Various documents, online and publications, on livestock feed and forage technologies were reviewed including articles, training manuals, and project briefs.

## **Key Informant Interviews**

In-depth interviews were also conducted with purposively selected key and representative stakeholders in Addis Ababa, Amhara (Debre Birhan), Oromia (Adama, Shashemenie, Assela and Bale) and SNNP (Hosaena).

## **Field visits**

Field visits were also conducted in Debre Birhan, Adama, Shashemene and Hosaena for better understanding of the ground context.

## **Discussion points**

Each of the discussion with the key informants commenced with a detail explanation by the consultant on the objective of the task followed by general briefing on each media institutions, broadcast area coverage, estimated number of listeners, broadcast language and time, interest and availability of air time to broadcast Radio programs on livestock feed and forage technologies, air time and production cost were also covered during the discussion.

## **Debre Birhan Fana FM 94.0**

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Debre Birhan Fana FM 94.0 is a branch of Fana Broadcast Corporate (FBC) and one of the prominent sources of information for residents in North Shewa and the surrounding areas. The Radio station is located in Debre Birhan town and broadcasts in Amharic.

According to Mr. Solomon Ayele, Manager, Debre Birhan Fana FM 94.0, based on feedback the station receives regularly from its listeners, the station is among the top tuned stations and has wide area coverage. The station broadcast area coverage includes 26 woredas of North Shewa, some parts of East Gojam, South Wollo, South Gondar, Oromia special Zone in Oromia Region, North Shewa, East Shewa, West and East Harergie, Arsi Zone, Afar Region and also Shenlie Zone in Somali Region.

Debre Birhan Fana FM 94.0 broadcasts more than 7 hours per day (10:30 AM to 12:00 PM / morning, 1:00 PM to 5:00 PM / afternoon and 8:00 PM to 12:00 AM / evening) in Amharic language and covers about 100 to 165 km radius. According to Mr. Solomon, people living in this radius are estimated to be about 12 million. The Radio station is the most trusted Radio station in North Shewa and the surrounding areas, where the majority listener is believed to be farmers, He added.

Currently, no weekly radio programs are available in Debre Birhan Fana FM 94.0 dedicated to cover the livestock issues such as feed and forage. Sometimes, they produce and broadcast Radio programs on agriculture mainly focusing on crop related issues. However, they have shown great interest to work with ILRI / AICCRA-Africa RISING. On the how, it was mentioned that ILRI/AICCRA-Africa RISING could buy airtime from the station. It was noted that the airtime and production cost vary depending on the airtime duration and transmission time. For instance, to produce and broadcast a 20-minute weekly radio program for six months, the station requests USD 1717, exchange rate USD 1= Birr 51. While broadcasting a one-minute public service announcement (PSA) at a time the station requests USD 11.27, exchange rate USD 1= Birr 51. This cost covers airtime, production cost, admin cost, and VAT.

As a way forward, the manager indicated to check airtime availability in the evenings which will be convenient time for farmers to listen Radio programs. They also agreed to give copies of the Radio programs after being transmitted.

Mr. Solomon also flagged the limited awareness and knowledge Journalists have on livestock feed and forage technologies. To narrow the gap, he indicated the station's readiness to train its journalist on livestock feed and forage technologies in collaboration with ILRI / AICCRA-Africa RISING.

### **Debre Birhan FM 91.4**

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Debre Birhan FM 91.4 is a branch of Amhara Media Corporation (AMICO) and one of the sources of information for the people living in North Shewa, South Wollo, East Gojam, Parts of South Gondar, North Shewa of Oromia Region, East and West Harerige, Diredawa, some parts of Afar region, and the surrounding areas. The Radio station is situated in Debre Birhan city. Like Debre Birhan Fana FM 94.0, Amharic is the transmission language. The station also has 80-meter-long transmitter placed in a mountainous area called Tarma Ber, which helps the station to be listened without any problem in many parts of Amhara, Oromia and Afar Region.

According to Yohans Nigus, Editor in chief of the radio station, the station broadcasts 9 hours per day ( 8:30 AM to 12:00 PM / morning, 2:00 PM to 6:00 PM / afternoon and 7:30 PM to 9:00 PM evening) in Amharic language. He noted that, there has never been a listenership assessment so difficult to tell the number of listeners but good feedback from the listeners from various places.

The station editor in chief also added that Debre Birhan FM 91.4 has weekly radio program called Finote Shewa, which covers economic and social issues. Sometimes, under this program, they cover programs focusing on Livestock health related issues. In collaboration with Weredas (districts), they also produce and broadcast Radio programs focusing on agriculture, mainly on crops.

The importance of training journalists was flagged during the discussion. It was indicated that the station is ready to collaborate with ILRI/AICCRA-Africa RISING in terms of assessing the gaps and provide training for its journalist in livestock feed and forage technologies which ultimately will build the confidence as they produce and broadcast the radio programs.

About airtime and production cost, the station requests birr USD 7.84, exchange rate USD 1= Birr 51 per minute, which comes to a total of birr USD 4,078.43, exchange rate USD 1= Birr 51, for a 20-minute weekly radio program for six months. To broadcast a one-minute public service announcement (PSA) at a time, the station requests USD 8.82, exchange rate USD 1= Birr 51. The station will avail airtime in the evening and give copies of broadcasted radio programs and feedbacks collected from listeners.

### **Shashemene Fana FM 103.4**

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Shashemene Fana FM 103.4, based in Shashemene, is a branch of Fana Broadcast Corporate (FBC) and one of the sources of information for residents in Oromia, Sidama and SNNP Regional states. It broadcasts in three languages, Afan Oromo, Amharic and Sidama languages.

According to Husein Abeti, Manager, Shashemene Fana FM 103.1, the station currently broadcasts from Monday through Friday for eight hours per day with the time allocation of 9:30 AM to 12:30 PM / morning, 1:30 PM to 3:00 PM / afternoon and 7:00 PM to 7:30 PM evening. They also have coverage on Saturday and Sunday but with no fixed transmission time slot because they link Shashemene Fana FM 103.1 with the main station in Addis Ababa.

The Media house reaches the majority of the Oromia, Sidama and SNNP Regions, including all parts of South Sidama Region, many parts of SNNPR, all parts of Hadiya zone, Tiyo woreda and Assela area of West Arsi, Ziway area, and parts of Bale area. The numbers of listeners are estimated to be about 12 million.

The station has agricultural radio programs focusing only on crops but does not have permanent programs on livestock, feed and forage. There is a high interest to work on livestock feed and forage technologies. Currently, there is no airtime in the evening to allocate for partner; but they agreed to look for other options including repurposing their own Radio programs. The station is open for collaboration with ILRI / AICCRA-Africa RISING to provide training for journalists on livestock feed and forage technologies, which will help journalists to produce and broadcast programs based on knowledge.

With regard to airtime and production cost, It was noted that the airtime and production cost vary depending on the airtime duration and transmission time. The station requests birr USD 0.88, exchange rate USD 1= Birr 51 per minute for airtime cost, production cost USD 1.18, exchange rate USD 1= Birr 51per minute, admin cost birr USD



12.75, exchange rate USD 1= Birr 51 per program, program input cost USD 4.90, exchange rate USD 1= Birr 51 per program plus 15% VAT. For the one-minute public services announcement transmission at a time, they will charge USD 8.08, exchange rate USD 1= Birr 51.

### **Hosaena FM 95.3**

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Hosaena FM 95.3 a branch of SNNPR Radio and Television Agency situated in Hosaena town. It is one of the information sources for residents in Hadya Zone and surrounding areas.

According to Endalcachew Yohanis, Deputy Station Manager and program Head, Hosaena FM 95.3, the station broadcast coverage includes Hadiya, Silte, Halaba, Kembata, Tembaro, Arsi Negele, Arbaminich and Jimma. Hadiya, Halaba, Silte, Kembata and Tembaro are the five languages used by the station. Recently, the station also started test transmission in Amharic language, for 3 hours per week (Tuesday, Thursday and Sunday starting from 5:00 PM to 6:00 PM).

Hosaena FM 95.3 broadcasts 6 hours a day and 42 hours a week from Monday through Friday (Morning 9:00 AM to 1:00 PM, 12pm to 8:00 PM Evening, Saturday and Sunday 7:00 AM to 11:00 AM) with a language disaggregation on 13:30 hours Hadiya, 10 hours Silte, 5 hours Halaba, and the remaining for Tembaro and Kembata. No study has been conducted to estimate the number of listeners.

Endalcachew indicated the possibility of buying airtime in any of the language preferred or two or more language at a time. The station agreed to train journalists on livestock feed and forage technologies in collaboration with ILRI /AICCRA-Africa RISING. Such trainings, he noted, will help to increase the level of awareness of the journalists and boost confidence as they prepare and broadcast programs focusing on livestock feed and forage technologies.

Regarding airtime and production cost, the station will request a total of birr USD 1,184, and USD 1,281.73, exchange rate USD 1= Birr 51, to produce and broadcast a 20 minute weekly Radio programs for six month in Hadiya and Kembata languages respectively. The cost includes airtime, production, transport, per diem and other related costs. The deputy manager suggested if partners cover per diem and transport cost for journalists to make the working arrangement more effective.

### **Bale FM 96.5**

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Bale FM 96.5 is a branch of Oromia Broadcast Network (OBN) situated in Bale Robe. The Radio station is the only operational FM radio stations in Bale, Oromia region and prominent source of information for residents in Bale and the surrounding areas. The broadcast language of the station is only Afan Oromo. The station broadcasts 6 hours per day (3:00 AM to 6:00 PM morning and 3:00 PM to 6:00 PM afternoon). It doesn't have direct transmission in the evening rather links it with OBN main station in Adama to transmit its program.

According to Umer Kurke, Manager Bale FM 96.5, the station area coverage includes West Harerge, Guji, Bale /Arsi, Robe and surrounding areas. The numbers of listeners are estimated to be two million. The station showed interest to produce and broadcast feed and forage related radio programs in partnership with ILRI /AICCRA- Africa RISING. The manager also indicated that Bale FM 96.5 has live stream on Facebook, which helps farmers to listen the Radio program on their mobile phone.

In relation to airtime and production cost, for a 20-minute radio program for 26 month the station will have to request birr USD 4588.23, exchange rate USD 1= Birr 51. For Public Service Announcements (PSA), it will charge birr USD 39.22, exchange rate USD 1= Birr 51 for one minute PSA. If agreed to buy airtime with Bale FM 96.5, all the contractual agreement will be with OBN main office in Adama.

### **Assela Fana FM 90.0**

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Assela Fana FM 90.0 is also a branch of Fana Broadcast Corporate (FBC) based in Assela. It is one of the sources of information in Assela and surrounding areas. According to the stations Ashenafi, focal person Assela Fana FM 90.0, the stations cover Addis Ababa, Arsi, East Shewa, Oromia special Zone, North Shewa, Silte Zone, Gurage Zone and Hadiya Zone. The station broadcasts two languages, Amharic and Afana Oromo for seven hours per

day. 9:00 AM to 12:00 PM / morning and 1:00 PM to 5: PM / afternoon. It was also noted that the airtime and production cost vary depending on the airtime duration and transmission time. They request birr USD 2,935.88, exchange rate USD 1= Birr 51 for a 20-minute radio program for six months. The cost includes airtime, production and other costs including VAT.

## **Conclusions**

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Based on the assessments and the interviews made, below are the conclusions:

- Information collected from interviewee shows that Debre Birhan Fana FM 94.0 has more listeners than Debre Birhan FM 91.4. The production and airtime cost of Debre Birhan Fana FM 94.0 is almost half comparing with Debre Birhan FM 91.4 and reasonably fair. As stated above, Amharic is the only broadcast language of Debre Birhan Fana FM 94.0, which could be a limitation to access Afan Oromo speakers residing in Amhara and Oromia Regions.
- In Oromia / Bale, Bale FM 96.5 is the only Radio station in the areas. Shashemenie and Asela Fana FMs are not clearly tuned in Bale area. The national Radio / Ethiopian Radio is listened in Bale but it does not focus on local issues. Even though the airtime and production cost of Bale FM 96.5 is a bit expensive comparing with other media institution there is no other choice in Bale area. No transmission during the evening in Bale FM 96.5 which could be a limitation to access farmers in the evening.
- Hosaena FM 95.3 is a radio station which covers four Zones of Hadiya and transmits in five different languages, which is an opportunity to engage farmers in their own languages. The airtime and production cost is also fair. If resource is available, it is also possible to buy air times in three languages, Hadiya, Halaba and Silte.
- Shashemene Fana FM 103.1 has a wide area coverage transmitted in three languages (Afan Oromo, Amharic and Sidama). The Amharic language is tuned in most part of SNNPR, including Hadya Zone. However, they don't have local languages like Hosaena FM 95.3.
- Radio Ethiopia / FM 97.1 is also tuned in all parts of the country, including Debire Birhan, Hosaena and Bale but the programs are not focusing on local issues like the local FM radio stations. Some FM Radios broadcasted from Addis Ababa are also tuned in the regions, but their issues are focusing on Addis Ababa and broader national agendas.
- Journalists' awareness and knowledge is very limited on livestock feed and forage technologies which is confirmed through the interviews. However, all of the stations are interested to collaborate in filling the gaps.

## Recommendations

Based on the points listed above and outcome of the discussion, the following media houses are recommended for engagement in the different regions of focus:

Region	Selected Media House	Selected Media House
	First choice	Second choice
Amhara	Debre Birhan Fana FM 94.0	Debre Birhan FM 91.4
Oromia	Bale OBN FM 96.5	
SNNPR	Hosaena FM 95.3	Shashemene Fana FM 103.1

- Debre Birhan Fana FM 94.0 and Hosaena FM 95.3 are best suited to partner with ILRI / Africa RISING.
- Bale OBN FM 96.5 is the only local Radio station in Bale, Oromia region and will be appropriate to partner with ILRI / Africa RISING.
- If resource is available, it is also good to partner with Shashemene Fana FM 103.1 as it covers many parts of Oromia and SNNPR. The Amharic language transmitted on Shashemene Fana FM 103.1 is tuned by the people living in SNNPR.
- If the resource is available, it is also good to work on additional languages on Hosaena FM 95.3 other than Hadiya language

## Possible challenges

In the discussion, though a lot of opportunities presented, there were also challenges anticipated which would be helpful to considered. These included but not limited to:

- Availability of airtime in the evening, a convenient time for farmers.
- There may be lack of issues/topics on livestock feed and forage technologies that would cover the whole six month or more. A suggestion was made if other Africa RISING topics are also considered.
- Lack of coordination between the media and regional agriculture offices / experts.
- Proper Media monitoring on broadcasted radio programs.

## Way forward

- Agree and select media houses to partner with.
- Develop and sign media agreement with the selected media houses. The consultant will review the content of the MOU and notify ILRI / Africa RISING if there are any pertinent issues that challenge the implementation of the task
- Once the agreement is reviewed and approved by two parties, ILRI/AICCRA- Africa RISING will transfer the agreed amount of money (airtime, production and other costs) directly to regional media houses.
- Organize training for journalists / program producers, regional agricultural experts and local coordinators. The time, place and agenda and other details of the training will be mutually agreed.
- At least two listening group will be established by ILRI/AICCRA-Africa RISING local coordinators / regional partners to monitor and evaluate the programs broadcast through the Radio, which will help to assess the impact of the broadcasted radio programs.

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## List of people contacted

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2	Ms. Asabech , Marketing officer, Fana Broadcast Corporate AA	0985344138
3	Mr. Husein Abeti, Manager, Shashemene Fana FM 103.1	0911079077
4	Mr. Yohanis Nigus, Deputy Editor in chief , Amhara Media Corporation (AMICO) Debre Birhan FM 91.4	0985206841
5	Mr. Akalu Marketing Expert, Amhara Media Corporation (AMICO) Debre Birhan FM 91.4	0946734029
6	Mr. Silesh Haile, Manager, SNNP Radio and TV Agency Hosaena FM 95.3	0910068825
7	Mr. Endalcachew Yohanis, Deputy Manager and program Head, SNNP Radio and TV Agency Hosaena FM 95.3	0913989802
8	Ms. Zinash Philipos, Marketing Expert, SNNP Radio and TV Agency Hosaena FM 95.3	0916719155
9	Mr. Umer Kurke, Manager OBN Bale	0916992659
10	Mr. Garuma Deksisa, OBN, Adama	0913461309
11	Mr. Ashenafi, Asela Fana FM	0913930174
12	Mr. Mohamed Reshid, Journalist, Ethiopian Press Agency. Bale	0902874339
13	Temesgen Alene ILRI / Africa Rising site coordinator in Debre Birhan, Amhara Region	0920512116
14	Mr. Workneh Dubale, ILRI / Africa Rising site coordinator in Hadiya, Hosaena	0933163420
15	Mr. Addisu Asfaw, ILRI / Africa Rising site coordinator in Bale	0911751098



**AICCRA**  
Accelerating the Impact of CGIAR  
Climate Research for Africa



### **About AICCRA**

Accelerating Impacts of CGIAR Climate Research for Africa

(AICCRA) is a project that helps deliver a climate-smart

African future driven by science and innovation in agriculture.

It is led by the Alliance of Bioversity International and CIAT

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Discover more at [www.aiccra.cgiar.org](http://www.aiccra.cgiar.org)

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