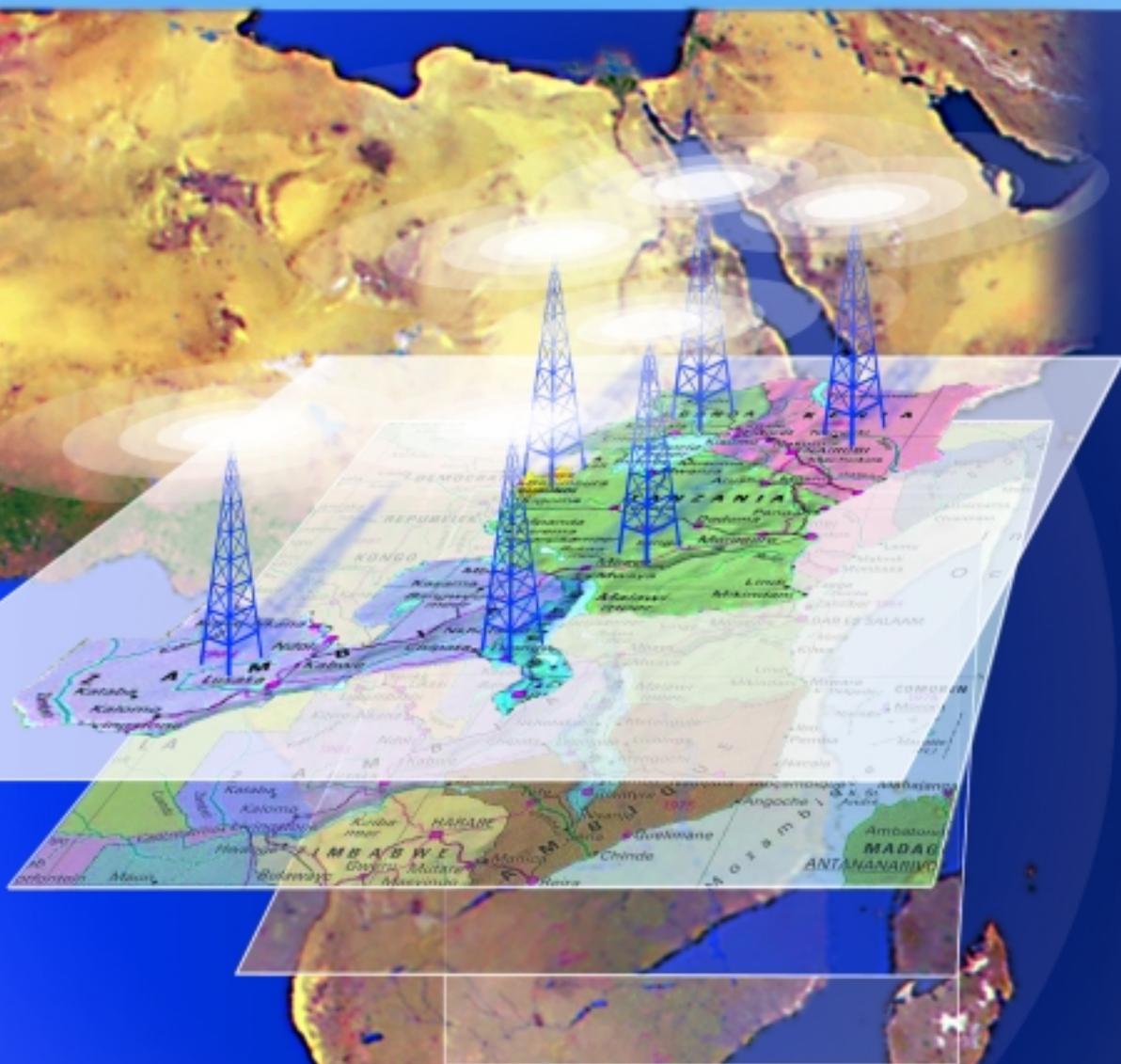
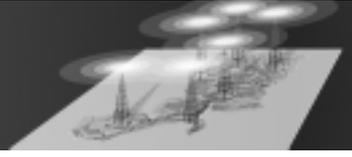


REPORT OF THE SENSITISATION WORKSHOP ON RURAL RADIO FOR POLICY AND DECISION MAKERS IN EAST AND SOUTHERN AFRICA



26 – 29 April, 2005 – Lilongwe, Malawi





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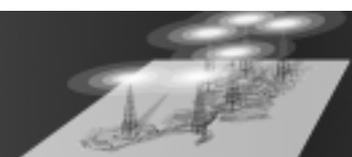
FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS
Rome, 2006

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ACKNOWLEDGEMENTS

The Southern Africa Development Community Centre of Communication for Development (SADC) would like to acknowledge the assistance it received from Technical Centre of Agriculture and Rural Cooperation (CTA) in order to hold this workshop. Over the past years the SADC Centre has received assistance from FAO. We hope this workshop begins the process of justifying this assistance. To the participants who made it to the workshop, we thank you for being there and sharing your ideas with us.

Chris Kamlongera

Director, SADC Centre of Communication for Development

Harare, Zimbabwe.

1. INTRODUCTION

1.1 BACKGROUND

This workshop follows findings of two studies on training needs for rural radio in Africa (1999 and 2000) carried out by CIERRO and SADC CCD. These studies were conducted under the auspices of CTA and FAO, in West, Central, Eastern and Southern Africa. Results of the two studies show that there is a need for training in Rural Radio. This was particularly so in the Eastern and Southern Africa region where no school in Rural Radio exists. Before such training takes place there is however, a need to sensitise policy and decision makers on the status of rural radio and its practitioners in East and Southern Africa.

Following on the recommendation of the Steering Committee on Rural Radio Training in Africa (consisting of CTA, FAO, URTNA/CIERRO and SADC CCD) at its meeting held in Rome on 17 and 18 May, 2004, the Southern Africa Development Community Centre of Communication for Development proposed that an awareness workshop be organized in Malawi during the January/February 2005 period. This report is on this workshop that took place at the Crest Crossroads Hotel in Lilongwe, Malawi from 26th April, 2005.

The workshop was officially opened Mr. Kanyenda, the Director of Agricultural Extension Services in the Malawi Ministry of Agriculture and Irrigation. He welcomed all the participants to Malawi and the workshop. The Honourable Minister of Information and Tourism of Malawi, Dr. Ken Lipenga presided over the closing of the workshop.

1.2 PURPOSE OF THE REPORT

The purpose of this report is to:

- describe the workshop;
- present the outcomes of the workshop;
- draw conclusions from the whole workshop; and
- present a proposed action plan for the future work as suggested by the workshop.

1.3 SCOPE AND LIMITATIONS OF THE REPORT

This report covers deliberations that participants from some selected countries of East and Southern Africa held at the Cresta Crossroads Hotel in Lilongwe. These were Burundi, Kenya, Malawi, Tanzania, Uganda, and Zambia.

Due to distances from Lilongwe to existing newly set up rural radio stations in Malawi, the workshop participants were not able to visit rural radio stations in the country.

In some parts of the annex the report only gives power-point presentations instead of full papers as these were the only ones available.

1.4 OUTLINE OF THE REPORT

- The report has been divided into four parts namely;
- Introduction;
- The workshop;
- Outcomes of the workshop; and
- Annexes.

2. THE WORKSHOP

2.1 AIM OF THE WORKSHOP

- The aim of the workshop was to sensitise decision makers and development partners of the two regions on the role of Rural Radio in Development.

2.2 OBJECTIVES OF THE WORKSHOP

The objectives of the workshop were to:

- Clarify the concept and agree on a common definition of rural radio;
- Analyse the current situation of rural radio in the region;
- Bring out the perspective of rural radio development in the region;
- Share examples of successful usage of rural radio in the region;
- Share experience of rural radio from the world; and
- Identify rural radio training activities to be undertaken in the region.

2.3 PARTICIPANTS

Participants to the workshop were drawn from the following Eastern and Southern African countries:

- Burundi (2)
- Kenya (2)
- Malawi (10)
- Tanzania (2)
- Uganda (2)
- Zambia (1)

Among the participants were some representatives from AMARC-Africa, Food and Agriculture Organisation (FAO), Technical Centre for Agriculture and Rural Cooperation (CTA), Wren Media (UK) and the Southern Africa Development Community Centre of Communication for Development (SADC CCD).

2.4 WORKSHOP THEMES

The workshop was organized around three themes, as shown below. Papers presented during the workshop were grouped according to these themes. These appear at the end of the report as part of the annex.

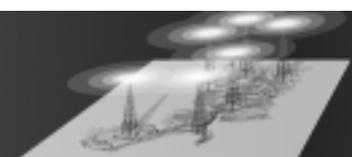
2.4.1 THEME I: UNDERSTANDING RURAL RADIO IN AFRICA

This theme served to kick start the process of understanding what rural radio was all about. This was spear headed by a concept note by Chris Kamlongera, "The Context of rural radio in Eastern and Southern Africa".

Other papers were:

- "CTA Programme" presented by CTA;
- "History of rural radio in Africa" by Jean-Pierre Ilboudo, FAO;
- "Perspectives of Rural Radio in Eastern Africa" by Michael Pickstock, Wren Media, UK;
- "ICT based dialogue: CTA experience in rural radio" by A.K. Triode, CTA, Holland;
- "FAO experience in the field of rural radio" by Jean-Pierre Ilboudo, FAO; and
- "AMARC capacity building programme" by Lettie Longwe, AMARC-Southern Africa.

In his concept paper, "*Context of Rural Radio in Eastern and Southern Africa*" Professor Kamlongera, made a case for rural radio as opposed to the current practice of mushrooming private radios, catering for urban listeners than rural ones, who actually constitute about 70% of the region's population.



Professor Kamlongera posed questions that he suggested be looked at during the workshop. These were:

- ✓ What is rural radio?
- ✓ For whom is rural radio?
- ✓ Who is running rural radio?
- ✓ What does rural radio contain?
- ✓ How is rural radio being run?
- ✓ What is the future of rural radio in Africa?

Mr. Pickstock said the main problem in setting up rural/community radio - contrary to popular belief is not that it is expensive - but it is that normally, policy makers in governments have misplaced priorities. Setting up of these radios is not very expensive. If policy makers were serious, they could allocate funds for rural radio establishment, which in fact costs less than for example, building roads, defence, etc.

Mr. Katowezhi from Zambia highlighted the situation of rural radio in his country, saying the workshop is an opportunity to learn and share. Mr. Linje Manyozo from Malawi suggested two additional questions to those posed by Prof Kamlongera: *what is the role of rural radio in sustainable development? What is the relationship between rural radio and other ICTs?* Ms. Lettie Longwe of AMARC Africa said it is necessary from the onset to have it clear for all the definition of rural radio, which AMARC gives as participatory, community owned, driven and serves the needs of the community.

In his reaction, Mr. Olungi from Uganda mentioned the important role rural radio played in the fight against AIDS in his country. He also said the Uganda government has decided to discontinue licensing urban FM stations and will only license rural radios in the country.

Dr. Jean-Pierre Ilboudo added and emphasized that rural radio is rural based, with rural/local content, owned by the local rural people. The radio informs them, motivates, and transfers knowledge to the rural dwellers – always in a participatory way and using local languages.

Ms. Oumy Khairy Ndiaye of CTA then took the floor to make a presentation on CTA's programme on ICT and rural radio. There were questions and comments from the floor, which were taken up by Ms. Ndiaye and Mr. Traore. Ms. Longwe asked about the *Question and Answer Services*, which the CTA previously had and which provided communication channel between end-users (farmers) and the experts by use of mobile phone. The response from CTA was that the service has since decentralised. Another question was whether CTA provides equipment assistance to rural/community radios. The answer from CTA was "No", but it could assist in identifying donors and institutions willing to assist.

Dr. Ilboudo, the FAO Officer in Charge of the Communication for Development Group, gave a presentation on the *History of rural radio* in Africa. In his paper, Dr Ilboudo stressed the need to understand the nature of rural broadcasting, in order to identify how broadcasts meet the tastes and needs of the citizens that it serves.

Specific reference was made to how rural radio emerged in the 20th century as "radio that was mainly used by governments to disseminate information on agriculture" and later developed, in the 21st century, into "radio that encourages community participation". This gave rise to radio listening clubs as well as introduced and encouraged platforms for debates, where listening, discussing and decision-making were brought together.

He also pointed out that during these developments, there were some constraints identified. These were (a) lack of networks linking extension work and programme hosts; (b) setting up of clubs without identification of specific community needs; and (c)

failure to build on what already existed. Some emerging issues raised by the presentation were the need for capacity building, challenges posed by sustainability of rural radio, allowing communities to set their own communication/ information agenda, using rural radio as a dialogue medium; the need to realise that democratisation of rural radio is synonymous to the development of radio; and the need to change top-down approaches in communication.

Mr. Michael Pickstock, Director of Wren Media in the UK presented a paper on the current perspective of rural radio in Eastern Africa. Mr. Pickstock started off by giving the distinction between rural and Farm broadcasting radio. He said the state of the rural radio programs could be judged not just by the fact of whether farmers listen to them, but whether the senior agricultural officers listen to them at all. Touching on the impact of rural radio, he emphasised that whereas the extension officer can only speak to perhaps 20 people a day, a rural radio broadcaster can speak to thousands of listeners. Mr. Pickstock stressed the need for policy makers to recognise the role that is played by rural radio in development and also that of ensuring that sufficient financial resources are prioritised and allocated to rural radio.

Following on this presentation, participants agreed that it was important for different government ministries (Agriculture, Gender etc..) to work together when using rural radio in order to ensure that there is no information overload and duplication of efforts. They also agreed that it was important to realise that in development there are a good deal of cross cutting issues and that Broadcasters need to find ways of integrating information in order to make radio programmers more comprehensive and meaningful to their audience.

Mr. Traore of CTA made a presentation on, "ICT Based dialogue: CTA experience in rural radio". He highlighted CTA's mandate vis-à-vis the Workshop.

Concerning training infrastructure in Africa Mr. Ilboudo pointed out that FAO and AMARC are renewing their letter of agreement in Rome in June 2005 aimed at building capacity in the field of rural radio and communication for development within the region. On the question of what could be done to mobilise communities to use ICTs in rural communication given the high cost of tariffs, which make it difficult to promote the use of ICTs, a proposal was made that the anticipated Declaration from the workshop, should have a provision on this issue. Participants agreed that rural radio cannot operate in an environment where there are no proper regulatory policies on communication for development.

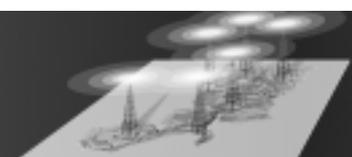
2.4.2 THEME II:

PRACTICE IN RURAL RADIO IN EASTERN AND SOUTHERN AFRICA

Under this theme, there were countries' presentations aimed at giving the current picture of what was happening on the ground in each country represented at the workshop.

Malawi:

The basis of rural radio in Malawi could be said to be the formation of listening clubs that were carried out by extension workers within the Ministry of Agriculture in the past - soon after independence (1964). These did not last for long though. Radio programmes for farmers that are there are produced by the Ministry of Agriculture in Lilongwe and sent to the Malawi Broadcasting Corporation in Blantyre by courier. This has proved to be very expensive for the Ministry. The Malawi presentation stresses the need for formal and accredited training in rural radio in order to further strengthen what the Ministry of Agriculture was doing.



Kenya:

In 1982 the first rural radio in Africa was founded in Kenya at Homa Bay with support from UNESCO but did not operate for a long time, although there was still the need to involve the local community in its development. The Kenya Broadcasting Corporation has several Radio Programmes in local languages, which have quite a good listenership especially during the days when State had monopoly on airwaves. There are private FM radios, which are growing. These are mostly, Community radios owned by religious groups. There is only one rural radio.

Tanzania:

At independence, the existing Tanganyika Broadcasting was renamed Radio Tanzania, and was used by the government as a powerful instrument to mobilize people. Currently, Tanzania has, in addition to 2 government-owned, 19 private radio stations, mostly operating from urban areas.

The Extension section in the Ministry of Agriculture prepares the programmes on agriculture, which are then aired on the national radio. Since the splitting of the ministry into 3 subject areas (livestock, agriculture and cooperatives), programmes on issues such as livestock are done by the responsible respective ministries. There is a programme every Monday in the evening on agricultural issues.

Uganda:

Radio Uganda began broadcasting in 1954. It broadcast in English and Swahili. In 1962 regional local languages were introduced and later there was liberalization of airwaves bringing forth private and community radio. There are a total of 107 registered radio stations in the country. Critical areas still needing attention in terms of content for rural radio are market information, nutrition and health.

Zambia:

The country has a government owned Zambia National Broadcasting Corporation, ZNBC- formerly Zambia Broadcasting Services. The first people to broadcast agricultural programmes were the same personnel from the state-broadcasting corporation. They are still the ones preparing the programmes, though they now collaborate with professionals from the ministry of agriculture. Zambia has no rural radio as such, but has 22 community radio stations spread all over the provinces.

2.4.3 THEME III: CAPACITY BUILDING FOR RURAL RADIO

Under this theme, Dr Jean Pierre Ilboudo made a presentation on what rural radio offers. He said radio is the most diffusive form of communication reaching remotest ends of most countries. He claimed that rural radio can be used in many situations, such as education, conflict resolution and decentralization. He stressed that rural radio goes beyond agriculture, and that it must be based on methodologies of communication for development. He also said that it is always necessary to use rural radio alongside other media when using it.

Mr Linje Manyozo of the University of Malawi presented a paper on pertinent issues affecting the implementation of rural radio. He used a case study of the Dzimwe Women Community Radio station in the District of Mangochi in Malawi to illustrate his case. He summed up the problems experienced by the station as lack of (a) a proper legal framework, (b) a strategy for sustainability and (c) training.

Prof. Kamlongera presented a paper on training needs of trainers in the field of rural radio. The paper was based on a report of a study carried out by CIERRO and the

REPORT OF THE SENSITISATION WORKSHOP ON RURAL RADIO FOR POLICY AND DECISION MAKERS IN EAST AND SOUTHERN AFRICA

SADC CCD (sponsored by CTA) as follow up to another workshop held in Burkina Faso at which it was established there was need for training people in rural radio- particularly from Anglophone Africa. The paper presented findings of this study and highlighted recommendations for setting up training in rural radio in the region. The paper showed that there definitely is need for training in rural radio. This is a need also felt by most operators of radio itself in the region. The paper made specific recommendations relating to training for rural radio in terms of trainers and course content for such training.

Professor Kamlongera, besides presenting his paper, informed the workshop that the SADC Centre for which he is Director, was relocating to Malawi sometime in September 2005. He also informed the workshop that so far the processes of registering the Centre in the country as well as seeking its affiliation to Chancellor College of the University of Malawi were underway.

2.5 GROUP DISCUSSION RESULTS

During the workshop there were two major group discussion sessions after presentation of papers. The discussions were guided by tasks given below.

General Question: What is Rural Radio?

Session 1: Identification of the needs, opportunities and problems of rural radio existing in the participants' countries of origin; and prioritising the needs and problems identified.

Session 2: Drafting a plan of action for addressing the needs of training in Rural radio; and

Identification of issues to be considered for the formulation of the Lilongwe Declaration

2.5.1 THEME IV: DEFINITION OF RURAL RADIO

The workshop agreed to come up with a clear distinction between rural radio and community radio.

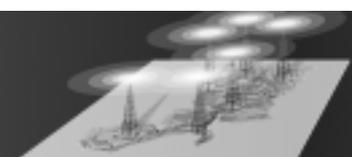
In discussions of community - based radios, there are 2 models:

1. Radio that is meant to facilitate local development issues.
2. Radio that addresses democracy issues.

The first model is the earliest one, which emerged as agricultural/farm radio (in Canada / Australia / Franco-phone Africa). Largely, this model is for education (both formal and informal). The second model emerged (in Africa) in the 1980s-1990s as the continent witnessed the emergence of multiparty democracies. This gave rise to Community radio that is meant to sensitise and build capacity of civil society – helping largely, socially marginalised issues and groups.

Rural Radio largely belongs to the first model - as it relies on indigenous knowledge systems and communication for development methodologies using participatory approaches.

RURAL RADIO	OBSERVATIONS
▪ PLACE	▪ Rural areas/To gather programme materials
▪ ACTORS	▪ Rural population ▪ Multi-sectoral Experts/SMS ▪ Multisectoral frontline workers
▪ CONTENT	▪ Issues affecting rural development ▪ Social, Cultural, Agricultural, Transport/Communication



	etc. to guide/influence planning and implementation and Monitoring
▪ PROCESS	<ul style="list-style-type: none"> ▪ Participation of all actors in an active and meaningful way ▪ Commitment through interaction of all main actors ▪ To ensure ownership and sustainability
▪ CHANNELS	<ul style="list-style-type: none"> ▪ All available Radio Channels/stations ▪ Together with other appropriate ICTs and inter-personal Communication - e.g. extension
▪ LANGUAGE	<ul style="list-style-type: none"> ▪ Languages understood by rural populations

2.5.2 KEY ISSUES IDENTIFIED

The Group identified the following key issues related to development of rural radio in Eastern and Southern Africa:

- a) The need for Policy Makers to accept and endorse the multi-sectoral approach of Rural Radio in national development.
- b) For Rural radio to achieve impact, it requires radio broadcasters that are trained by a dedicated and accredited Rural Radio Training Centre. Such a Centre requires a legal and regulatory framework for its operations.

The prioritized needs

- The need for Policy Makers to accept and endorse the multi-sectoral approach of Rural Radio in national development. The Regional governments and other development partners should appreciate Rural Radio as a strategy to harness Food security, Gender imbalance, Human Rights, Conflict resolution etc.
- Capacity building of trainers of trainers: For Rural radio to achieve impact, radio broadcasters must be trained by a dedicated and accredited Rural Radio Training Centre.
- An enabling legal framework for the development of Rural Radio in Eastern and Southern Africa.

Constraints preventing the development of Rural Radio in the region

- Lack of awareness and empowerment of rural communities in the potentials of rural radio.
- Lack of enabling environment and support from national governments towards the rural radio strategy.
- Language diversity.
- Limited availability broadcast technology.
- Inadequate capacity to use technology and maintain this technology.
- Poverty.
- High staff turn-over/erosion-sector not attractive.
- Limited accessibility to radio sets.
- Inappropriate timing of broadcasts.
- Gender imbalance.
- HIV-AIDS Challenges.
- Differences in training approaches and methodologies.
- Political instability in some countries of the region.

Opportunities

- Existing radio/broadcast programmes that address rural people.
- Existing policy/communication framework.
- Decentralisation processes that are underway in countries of the region.
- Existing trained staff and resources.

2.5.3 TRAINING

Objective

- To develop a strategy for training trainers of rural radio practitioners in Eastern and Southern Africa.

Specific Aims

- To devise a standardized syllabus for this training of trainers;
- To have a training programme that is recognized; and
- To have courses externally monitored and assessed.

Target Group

- Extension worker/rural development workers and Radio journalists / broadcasters.

Kind of Training

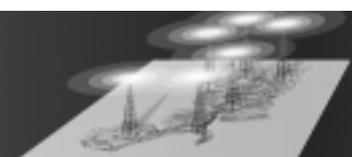
- Training that will strengthen professional ability of the target group;
- Experiential training based on recognized manuals and aids;
- Training that will look at both theory and practice of rural radio; and
- Training of trainers.

Level of Training

- Qualification (degree/diploma) accredited by a recognised institution in Eastern and Southern Africa.

Resources

- Group discussion also considered resources (funds and technical expertise) that would be needed to carry out the training. It was agreed that institutions like C.T.A., F.A.O., U.N.E.S.C.O., should be approached for assistance.
- It was also agreed that specialist Staff with experience in participatory methodologies should be identified.



2.5.4 PLAN OF ACTION

The following plan of action was arrived at during group discussions:

1. Inform and seek support from governments and NGOs in East and Southern Africa for a proposal to set up a training centre for Rural Radio based in Malawi
Write by June 05
Get support by September 05
2. Establish a regional Rural Radio Training Centre in Zomba, Malawi
December 05
3. Source funding for Zomba Centre
Start September 05
4. Establish legal framework for Rural Radio Centre including accreditation
Start by January 06 - completed by September 06
5. SADC CCD to establish expert committee to develop syllabus
Start September 05
6. Develop syllabus and training materials
March 06
7. Identify training personnel to conduct and manage training courses
March 06
8. Establish criteria and procedures for identifying and selecting trainees
March 06
9. Timetable for start of first course
September 06

3. WORKSHOP OUTCOMES

The workshop came up with two outcomes namely; recommendations and a declaration.

3.1 RECOMMENDATIONS OF THE WORKSHOP

A. CONCLUSION AND RECOMMENDATIONS

At the end of the workshop, participants unanimously concluded and recommended that:

- National governments should formulate national communication for development policies that recognize Rural Radio as an important development tool;
- The SADC-CCD should expand its operations and assume the role that is played by CIERRO for the Francophone Africa - to cover the entire Eastern and Southern African region, and facilitate the development of an accredited and accepted Rural Radio curriculum; initiate a formal Rural Radio Training Centre for the region and take a leading role in formulating training programs at the Centre.

The realizations of the aforesaid recommendations require the support of CTA, FAO, UNDP, UNESCO and other development partners.

Recognizing the hospitality and generosity of the host government, the participants registered their appreciation to the Government and the people of Malawi.

B. PLAN OF ACTION

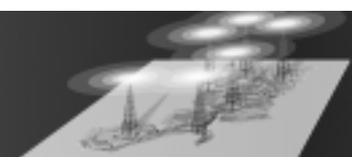
In line with the recommendation calling for training in rural radio, a plan of action to this effect was proposed by the workshop:

- Identification and Establishment of the status of a potential Regional training Centre preferably SADC-CCD;
- Identification of a recognised University for the accreditation of the regional training Centre;
- Inform and seek support from governments and NGOs in Eastern and Southern Africa for proposal to set up training centre for Rural Radio based in Malawi: Write by June 2005. Get support by September 2005;
- Establish a regional Rural Radio training Centre in Zomba, Malawi. By December 2005;
- Source funding for Zomba Centre. Start September 2005;
- Establish legal framework for Rural Radio Centre including accreditation. Start by January 06 - completed by September 2006;
- To establish expert committee to develop syllabus. Start September;
- 2005 - Completed December 2005;
- Develop syllabus and training materials. March 2006;
- Identify training personnel to conduct and manage training courses. March 06;
- Establish criteria and procedures for identifying and selecting trainees. March 06;
- Timetable for start of first course. September 06;
- Identification and accreditation of focal points in the respective member states with clear Terms of Reference;
- Establishment of a mechanism for admission of trainees to the Regional training Centre, and the setting up of Focal points from government ministries, rural radio practitioners, etc.; and
- Establishment of a monitoring and evaluation mechanism for the rural radio training.

3.2 THE LILONGWE DECLARATION

This declaration was duly signed and presented to the Malawi Minister of Information and Tourism by the workshop participants.

We the undersigned Representatives from Eastern and Southern Africa recognise the fact that:



Africa is going through a number of significant changes, politically, economically and socially. These changes have been brought about by a process of democratization and pluralism, a desire for peace and a decentralization of economic and political decision-making. The Continent also faces three critical challenges, poverty, illnesses and food insecurity.

These challenges can only be met by communicating with, and mobilizing the rural majority to own the process of their development.

In this context, Rural Radio can provide the most cost effective response to these challenges. It has already proved its capacity to mobilize rural development in a number of African countries. Its widespread and systematic use in Eastern and Southern Africa would bring undoubted benefits.

And for this to happen, we need:

The unreserved support of policy and decision makers is an essential prerequisite for Rural Radio to have optimum impact. Having a national communication policy and a legal framework would provide an opportunity to utilize Rural Radio to maximum effect. These will require the commitment of national governments to support resource mobilization and capacity building.

The Lilongwe workshop (the first to sensitize Policy and Decision makers on Rural Radio in East and Southern Africa) has recognized that despite several resolutions and commitment, very little progress has been made in Eastern and Southern Africa to implement the recommendations. Consequently, there is room for using Rural Radio to initiate and facilitate rural development.

It is therefore, essential that all those involved in rural development (governments, international partners, NGOs, local groups and associations, the private sector etc) support and encourage the development of Rural Radio in Eastern and Southern Africa. To this effect, the workshop recognized the need for:

1. Policy Makers to accept and endorse the multi-sectoral approach of Rural Radio in national development;
2. Governments and other development partners to appreciate Rural Radio as an essential means for addressing the issues of Food insecurity, Gender imbalance, Human rights, ill health, HIV/AIDS and Conflict resolution, among others;
3. Capacity building through the training of trainers in Rural Radio; and
4. National communication for development policies in which Rural Radio is legally ensured as a rural development tool.

All the governments in Eastern and Southern Africa are invited to consider this Lilongwe declaration as a framework within which to define and implement actions to utilise Rural Radio to advance rural development in these two regions.

Signed on this day at

Cresta Crossroads Hotel, Lilongwe, Malawi.

- Burundi:
- Kenya:
- Malawi:
- Tanzania:
- Uganda:
- Zambia:

3.3 CTA FINAL REMARKS PRESENTED BY MS. OUMY NDIAYE, HEAD OF COMMUNICATION CHANNELS AND SERVICES DEPARTMENT AT CTA

**CTA/FAO/SADC Centre of Communication for Development
Sensitization Workshop for policy and decision makers
of Eastern and Southern Africa on Rural Radio.**
Lilongwe, Malawi
26-29 March 2005

Closing remarks by

Oumy Ndiaye
Manager,
Communication Channels and Services Department, CTA

Honourable Dr Ken Lipenga, Minister of Information and Tourism of Malawi, Professor Christopher Kamlongera, Director, Centre of Communication for Development, Southern Africa Development Community, SADC

Dear participants, ladies and gentlemen,

On behalf of the Director of CTA, I would like to thank the Government of Malawi for accepting to host this Sensitization Workshop for policy and decision makers of Eastern and Southern Africa on Rural Radio.

I would like to mention briefly that CTA is an institution ruled by the Cotonou agreement, signed by the European Union and 79 countries in Africa, the Caribbean and the Pacific.

The mission of the CTA is to:

- Strengthen policy and institutional capacity development;
- **Strengthen information and communication management capacities of ACP agricultural and rural development organizations; and**
- Assist ACP agricultural and rural development organizations in formulating and implementing policies required to build self-reliance in ACP States

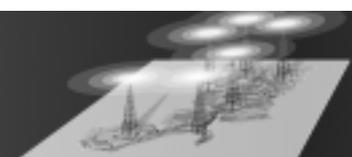
Areas relevant to self-reliance include:

- Poverty reduction;
- Promotion of sustainable food security; and
- Preservation of natural resource base.

In essence, CTA's task is to develop and support the capacity of ACP organizations to manage information and communication

Intended beneficiaries of CTA's programmes are:

- Farmers' organizations/associations;
- Agricultural exporters, Chambers of Commerce, Processors, Distributors;
- Women's, youth & consumer groups & trade unions;
- Training institutions, Agriculture-related researchers & research institutions;
- Extension services, Ministries, Policy makers;
- Local Service Providers, rural broadcasters;
- Regional organizations in ACP countries.



Immediately after the establishment of the Centre 20 years ago, radio has received a particular attention from CTA for obvious reasons which have been widely discussed all along the four days of the workshop.

The technical environment, but more importantly the processes of production of radio programmes addressing the development issues in Africa's rural area have evolved during the two last decades.

In accordance with its mandate, CTA has taken all necessary action to support the evolving needs its partners and beneficiaries in the use of radio as a communication tool supporting the implementation of participatory development programmes in rural areas. The concept of rural radio refers today to a process placing the rural population at the centre of the production of radio programmes. Such radio programmes are primarily a response to the needs of information that they express, as well as a platform allowing exchanges with all development stakeholders.

This approach is progressively substituting the one where by the radio programmes are produced by development agents and broadcasted for consumption by a rural audience. Among these various needs for the development of rural radio, training of trainers emerges as one of the priorities that CTA is in position to support.

However, the training of trainers for rural radio has to be included in the context of the implementation of a strategy of communication for development, with interlinked conditions for success.

The conclusions of the workshop give an overview of the priorities identified by the participants. We believe that these conclusions along with the Lilongwe Declaration will be convincing arguments to get the support of policy and decision makers for a strong and sustainable development of rural radio in Southern and Eastern Africa.

I want to confirm the interest of CTA in facilitating networking and contributing in capacity building in rural radio through the various services that the Centre offers, in the limit of its mandate and resources.

This workshop has been an opportunity to plant seeds which, we hope, will create a new dynamic in the promotion of rural radio in Southern and Eastern Africa.

Collaboration has been an important strategic choice to achieve results in rural radio and CTA is prepared to continue the joint efforts with FAO, AMARC and other institutions sharing the objective of promoting rural radio for development programmes.

We see the Centre of Communication for Development of the Southern Africa Development Community, SADC, as an important asset for Southern and Eastern Africa. The lessons learned from the long experience of CIERRO associated with strong support from the policy and decision makers of the two regions could improve its contribution to the development of rural radio.

I have a message from Dr Jean Pierre Ilboudo who had to leave Lilongwe before the end of the workshop.

FAO is prepared to share its experience in the field of rural radio in Africa and will provide assistance to its member countries on their request. Such requests should be introduced through the FAO Representatives in the different countries.

FAO will continue the partnership with CTA in this domain, particularly in the training of trainers and rural radio producers.

I want to commend the participants; their sustained interest, commitment and good humour have resulted in a very productive workshop.

Thank you very much for your kind attention.

3.4 MINISTER'S SPEECH

SPEECH BY THE MINISTER OF INFORMATION AND TOURISM HONOURABLE DR. KEN LIPENGA M.P. AT THE OPENING OF FIRST SENSITISATION WORKSHOP ON RURAL RADIO FOR POLICY, DECISION MAKERS AND SENIOR RURAL RADIO EXPERTS IN EAST AND SOUTHERN AFRICA

- ◆ **The Principal Secretary, Ministry of Information and Tourism**
- ◆ **The Communication for Development Officer (FAO)**
- ◆ **The Head of Communication Channels and Services Department (CTA)**
- ◆ **The Director of SADC - Centre of Communication for Development**
- ◆ **All Distinguished Guests**
- ◆ **Ladies and Gentlemen**

It gives me great pleasure to preside over the closing ceremony of what I have been told has been a very exciting 4 day workshop on Sensitisation on Rural Radio for Policy, Decision Makers and Experts in Eastern and Southern Africa.

Ladies and Gentlemen, I trust that you have been able to sample Malawi's warm hospitality during your stay here and tasted our nsima and chambo fish. But when you come again as a visitor to Malawi as Michael Pickstock has done, you should try and visit our well stocked national parks and climb our beautiful mountains and commune with the spirits of our ancestors.

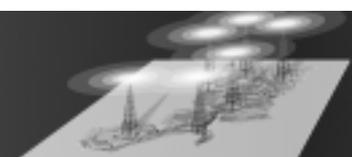
In fact Director of Ceremonies should you decide to climb one of our mountains like Mulanje, you don't have to bring anything for the spirits will provide for your needs and quench your thirst. When you feel hungry, you will find a well laid table laden with fruits and once you have had your fill, the food will disappear. The catch of course is that you must have good spirit to eat food from the gods.

In this case, Director of Ceremonies allow me to salute the United Nations Food and Agriculture Organization (FAO), Technical Centre for Agriculture and Rural Co-operation (CTA) and SADC Centre of Communication for Development (SADC CCD), for choosing Malawi to host this first sensitisation workshop on rural radio. We feel greatly honoured that you did this.

Malawi is not only ripe and ready for rural radio but needs it to spur development and of-course use it to fight hunger, Poverty and HIV/AIDS and to consolidate our nascent democracy.

Ladies and Gentlemen, Government of Malawi has liberalized the broadcasting sector and created a conducive legal framework to enable any interested entrepreneur or local community to set up a radio station without any hindrance.

To date, Malawi Communication Regulatory Authority has issued over 14 Radio licenses. This clearly manifests that now the number of radio stations is dictated by demand rather than legislation. Therefore I wish to call upon organizations and individuals to take advantages of this conducive environment that government has created establishing more radio stations, especially in the rural areas.



Secondly, Malawi's readiness to promote establishment of Rural Radio is evident in Government's desire to take development to rural areas through a decentralization program.

I believe that unless rural communities who engage in subsistence farming, or small scale enterprises and income generating activities as well as those involved in community driven initiatives are given a voice, there can not be any meaningful development nor an end to perpetual food shortages.

I am gratified to learn that one of the objectives of rural radio is to empower rural populations to participate actively in the productions of development oriented programs and to help them use such programs for promotion of development in rural areas where the majority of our people live.

Malawi government wishes to assure you, ladies and gentlemen, that it is willing to support any initiatives that can facilitate free flow of information among people and from people to government. Such efforts should also help our people to produce food. Government however, would like to see more communities in every district helped to establish rural radio stations or rural telecentres and use these facilities to dialogue among themselves, exchange ideas or information and celebrate their reach cultural heritage.

It is in this vein, that Ministry of Information and Tourism welcomes the Lilongwe declaration that has clearly articulated the need to establish a centre dedicated to training in rural radio for producers and trainer of trainers. May I assure the SADC Centre of Communication for Development (SADC CCD) which has been charged with this responsibility, of the Malawi Government's support, to fulfil the assignment?

As I return to my seat, I wish to commend Professor Christopher Kamlongera, Director of SADC CCD, for his tireless effort in organizing the workshop in Malawi. May I also, above all, thank all Participants for your active participation during the last 4 days? I thank Mrs. Oumy Ndiaye, who represents CTA for sponsoring the workshop and FAO-United Nations Food Agriculture Organisation for its commitment towards making rural radio relevant to the needs of local farmers.

I wish you all safe return to your respective countries and remember to support the Lilongwe Declaration.

THANK YOU ALL.

4. ANNEXES

PAPERS PRESENTED

4.1 THE NEED FOR RURAL RADIO IN AFRICA

By Chris Kamlongera, SADC Centre of Communication

4.1.1 INTRODUCTION

Recognizing that the current world food situation poses one of the worst crises facing humankind, FAO has, since the 1960s, recognized the crucial role radio can play in helping to redress this crisis, as well as bring about rural development and poverty reduction. The organization has been associated with attempts at finding ways of maximizing its use and impact. In this, FAO has been working together with CTA, AMARC and UNESCO. The basis of this work has been an understanding of the nature of rural radio itself and, its suitability for food security and sustainable development. One could even say that its definition has come from this work where it has been seen as,

“Radio without boundaries, errant, sent out beyond beaten paths, beyond the studios of national networks from which production teams rarely step outside to inform city people of the goings-on of other city people.” (p.xi A Thousand and one Worlds)

FAO reports that statistics compiled by UNESCO show that;

“Radio is still the most popular, the most economic and the most accessible means of communication for rural population. In Africa, the number of radio sets per head is superior by far to the number of TV sets or telephone lines.”

In 2001, Ilboudo reported that;

“In 1990 it was estimated in Africa that every 1,000 inhabitants there were 12 newspapers, 52 television sets, 14 telephone lines, 5 mobile telephones, 7.5 personal computers and 200 radio receivers.” (Ilboudo, 2001)

The 200 radio receivers-if they had batteries and if they were all in working condition-were receiving programmes from all sorts of sources; national radio, local radio, community radio or proximity radio and satellite radio. Of the 1,000 people who have 200 radios, about 700 live in a rural setting (in spite of the surging urban drift). Radio broadcasting cannot abdicate its responsibility to such a large population. This is a population that is facing the various vagaries of under development, poverty and disease. Its programming must show awareness of this fact.

The number of radio receivers must have gone up even higher as most countries in Africa are liberalizing the airwaves. Governments are welcoming the birth of private radio stations en masse and shifting the burden of broadcasting from government owned services to private hands.

This shift, however, has implications for the future of broadcasting in the developing world. Whereas initially broadcasting in Africa was principally for community development and even propaganda, it is becoming, more and more, for entertainment. The urban setting is back in directing the way broadcasting services are being conducted in the developing world. This is because entertainment is critical to the survival of private broadcasting stations. This is how they attract funding to support their activities.

Another reason for this shift is the rise in urban populations in most countries. These are populations that prefer entertainment to developmental programmes. As this is happening, government owned stations on the other hand, have to compete with private stations over listeners now than they ever did before. This is forcing them to adopt more entertainment programming than otherwise. In general, as Robert Hilliard says,



“...radio has either lost or seriously reduced its original potential as a medium of news, information, education and culture.”

(Farm and Rural Radio: Some beginnings and models)

Is this the way African broadcasting should go? Should African broadcasting abandon rural development and rural poverty? These questions are particularly significant when we are told that ‘radio is the mass medium capable of raising awareness, informing and mobilizing rural populations’ and that around 70% of Africa’s population is rural.

This paper aims to rekindle discussion that has been going on for some time now on rural radio in Africa. Let the following questions, might we suggest, guide this discourse:

- ✓ What is rural radio?
- ✓ For whom is rural radio?
- ✓ Who is running rural radio?
- ✓ What does rural radio contain?
- ✓ How is rural radio being run?
- ✓ What is the future of rural radio in Africa?

4.1.2 THE NATURE OF RURAL RADIO IN AFRICA

Since 1989, studies have been carried out to establish the nature of rural radio in Africa and its role in supporting development on the continent. The first study was carried out by AMARC in conjunction with CIERRO in 1989. The specific aims of this study were:

- ✓ To become acquainted with community-oriented radio in Africa
- ✓ To become acquainted with the role of women in African community-oriented radio
- ✓ To understand the critical factors affecting its development
- ✓ To propose concrete actions to promote its evolution
- ✓ To sensitize African, Canadian, and foreign organizations to the use and potential of radio in Africa
- ✓ To establish and reinforce contacts between AMARC and the African continent, in an effort to strengthen cooperation between them, and to consolidate the community radio movement; and to establish links between Asia, Latin America, and Africa.

The study was confined to 11 countries, namely; Benin, Burkina Faso, Chad, The Congo, Ghana, Kenya, Mali, Senegal, Togo, Zaire (now the DRC) and Zimbabwe. Three factors guided the choice of these countries, viz; historical legacy, geographical distinctions and existing communication models. Evidently, these were mostly Francophone West African countries. Only three countries represented Anglophone Africa i.e., Ghana, Kenya and Zimbabwe from West, East and Southern Africa respectively.

In 1999, CTA and FAO initiated a survey on rural radio covering a wider area and bringing in more of the Anglophone side of the continent. CIERRO and the SADC Centre of Communication for Development carried out the study. The results of this survey were updated in 2002.

The objectives of the survey were:

- To strengthen rural radio in Africa, and
- To identify what qualified human resources in the training and development of methodologies relevant for rural radio training exists in the countries of the survey.

While the meaning of rural radio is usually confined to radio services whose programmes are mostly meant for the rural world, this survey broadened the scope of rural radio was broadened to include urban and peri-urban oriented radio as long as it addresses issues of sustainable development.

The survey covered 18 countries. Nine of which were from Anglophone Africa. In 2002, two more countries were added to the list.

4.1.3 OBJECTIVES OF RURAL RADIO IN AFRICA

The 1989 study identified the emergence of “rural radio” or “educational radio” in Africa and distinguished it from what is commonly known as “community radio”. In doing this it set the tone for understanding the workings of rural radio itself. The study identified (from participating countries) as objectives of rural radio, among several, the following:

- To sensitize “popular masses”;
- To create, using widespread and carefully planned dissemination of information, conditions favouring progressive transformation of society through social and economic development;
- To find the means for an ongoing education and mobilization of the population in close collaboration with the state and political organizations;
- To target farmers;
- To be a channel for all attempts at sensitization, popular interpretation, information contributing to development;
- To help develop a sense of responsibility and will in the agricultural domain;
- To guide farmers in acquiring collective skills, allowing for better and more widespread and economical agricultural production;
- To reinforce the social integration of the rural population;
- To support the structures of the supervising ministry, as well as those of other departments interested in rural development;
- To support popular participation in programming for a better flow of information between local people and the power structures;
- To reflect the interests and concerns of the different groups in the country, and to give priority to local talents and the population’s cultural heritage in a dynamic manner;
- To disseminate important health and agricultural information in an accessible form;
- To keep all members of society well informed, educated and entertained;
- To better enable the rural masses to adapt and integrate into the modern world; to promote a rethinking of rural attitudes towards modernization;
- To sensitize villagers to issues of health and hygiene; to help them modify their behaviour vis-à-vis these problems;
- To find representatives and managers capable of formulating and realizing educational, socio-economic and cultural objectives defined by the official government bodies;
- To coordinate the efforts of the various contributors;
- To establish, based on modes of expression and perceptions specific to the country, a system of communication between the society and radio producers- this to permit feed back from the target audience, and the adaptation of programming to the public’s needs (in accordance with national objectives);
- To facilitate the effective use of national languages in order to affirm cultural identity and promote national development;
- To mobilize the rural population to work towards the country’s development objectives;
- To free some regions of the country from influence of information coming from outside country broadcasts;
- To produce educational and cultural programmes without developing monopoly over such programming, and
- To enable rural populations to participate actively in the production of development-oriented programmes and to help them use such programmes for the promotion of development in rural regions.

These objectives have not really changed over the years. Rural radio broadcasting going on the continent today still espouses the same objectives in one way or another.



4.1.4 ORGANISATION OF RURAL RADIO IN AFRICA

4.1.4.1 LEGAL STATUS

At the time of the 1989 study, rural radio was generally integrated into national broadcasting structures. In some countries, it was linked to national programming while in others it was a sector or department on its own. Over all, it was a state-owned enterprise. Studies carried out more recently, have found the situation to be more or less the same. (1999; 2002)

In spite of being state-owned in one form or another, rural radio could be said to mutate as follows:

- a) Starting as a simple programme like a “listening club” in the vernacular language,
- b) Then, becoming a vernacular languages service,
- c) Growing into a separate department within the national broadcasting system or
- d) Becoming a separate independent department with autonomy in its management.

CTA says that,

“although radio pluralism in Africa was confirmed legally in the early 1990s for most countries, many were slow to utilise this newly emancipated medium. Over the last ten years however, ACP countries have gradually accepted the existence of commercial radio, although they have been less open to local rural radio. Nevertheless the rural radio landscape has expanded tremendously. It has been argued though that a multiplication of rural radio stations does not necessarily lead to better quality information being broadcast. In addition, the experience of many countries is that the stock of radio skills has become increasingly concentrated in commercial capital based radios, to the detriment of local rural radio. The question of relevance and cultural diversity has also been raised with regards to rural radio. In fact, it is argued that the majority of radio stations do not have accurate statistics available to them regarding the nature and composition of their audiences, in terms of demographic figures and listener preferences”.

This situation has been found to be undesirable as,

“there is lack of coordination between similar types of programming organizations and other national radio broadcasting structures, as well as overlaps and duplication in programming. Also as rural radio is not autonomous, it inherits the administrative, financial and structural problems of the bodies that oversee them”. (1989)

Maybe the situation would be different if proper planning for rural radio was in place in most countries, instead of introducing it haphazardly as an after thought.

4.2 PERSONNEL

Personnel for rural radio have tended to come from traditional national broadcasting services or specialist ministries with particular programmes. Most of these have not been specially trained to handle rural radio. They either get in-house, on-the-job training or, they are sent abroad to receive advanced training in some aspect of broadcasting. Studies sponsored by CTA and FAO in 1999 and 2000 show that most personnel working in rural radio are male. This is in spite of the fact that there are more women than men, and that most of the development programmes on the continent are spearheaded by women.

4.3 TRAINING

CTA has been developing skills in rural radio in the ACP countries through special links with presenters, producers and journalists who broadcast rural radio and specialist programmes in the countries. It has a Rural Radio Support Programme whose goals include provision of support to institutional development in rural radio stations. This support includes:

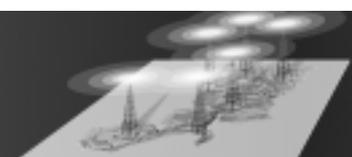
- training of rural radio producers and presenters;
- support to rural radios in accessing information sources on agriculture and rural development (ARD); and
- development of tools and methods for audience needs assessment.

The studies cited above, established that there was need for specialized training in rural radio on the continent. Much as there was expertise and solid experience here and there, it was mostly confined to operations of a station than training per se. Such people lacked a trainer's skills and knowledge of rural radio. They needed training in rural radio, as well as, to be trained as trainers. Meanwhile the continent has only one institution that specializes in training in rural radio. This is CIERRO in Burkina Faso. Its programme is in French. The SADC Centre of Communication for Development is only starting to train in some aspects of rural radio.

The 1999 survey made specific recommendations on training in rural radio. These were:

- a) To make use of training institutions in the investigated countries and encourage them to make rural radio training a major part of their communication training programmes;
- b) To organize, in the SADC Centre of Communication for Development for Anglophone Africa and in the CIERRO for Francophone countries, training courses for trainers in charge of the rural radio module at the level of the institution's training;
- c) To organize training workshops on rural radio station for potential trainers of rural radio stations surveyed in order to prepare them to assume training of other staff in their radio stations or other radio stations;
- d) To endow the trainers with pedagogical tools and equipment;
- e) To encourage and help those responsible for radio stations to create structures that include a training component within their organization;
- f) To urge Directors of radio stations to prepare long term training plans (covering two to three years) in advance;
- g) To encourage the training of female trainers in the radio stations that do not have them;
- h) Training in rural radio should be open to not just radio stations, but also to potential users of rural radio such as non-governmental development organisations and government ministries working in development;
- i) CIERRO expands its outreach more visibly in the Eastern and Southern Africa region through collaboration with the SADC Centre of Communication for Development in Zimbabwe;
- j) Training in rural radio for producers and trainers to be developed at the SADC CCD should lead to recognized qualifications;
- k) To ask SADC CCD to start and sustain some activities in the domain of rural radio in Anglophone Africa;
- l) To ask URTNA to contract SADC CCD to create a training and research programme on rural radio in Africa;
- m) To organize some training sessions on rural radio in SADC CCD and CIERRO for identified trainers; and
- n) To publish a manual on rural radio for trainers.

These recommendations were geared towards mapping the future of Rural Radio in Africa. What is remaining now is to activate them.



5.1 THE NEED FOR RURAL RADIO IN AFRICA



partageons les connaissances au profit des communautés rurales
sharing knowledge, improving rural livelihoods

By Mrs Oumy Khaïry Ndiaye: Manager, Communication Channels and Services Department, CTA
Lilongwe, 26 of April 2005

5.1.1 INTRODUCTION

The presentation intends to provide the participants to this CTA/FAO Sensitization Workshop on Rural Radio with an overview of the main activities carried out by the CTA. It focuses on:

- Basic facts about CTA
- CTA Products and Services.

5.1.2 BASIC FACTS

CTA is an international institution set up 20 years ago under the EU-ACP Lomé Convention, and since 2000, it operates under Cotonou Agreement. The Agreement has been signed by EU states and 79 ACP (Africa, Caribbean and Pacific) countries, grouped in 6 regions.

The headquarters of the CTA are in Wageningen (The Netherlands) and a Liaison office is in Brussels.

Two Branch offices are located in Trinidad and Tobago (Caribbean) and Western Samoa (Pacific).

The Professional staff at HQs totals 42, (28 nationalities, 64% women).

CTA's support to its partners and beneficiaries consists in skills, systems and content development and management.

The Center is currently not in position to support for the provision of infrastructure and equipment.

CTA operates in 79 ACP countries in the

- Caribbean
- East, West, Central and Southern Africa
- South Pacific (Cook Islands, East Timor, Federated State of Micronesia, Fiji, Kiribati, Marshall Islands, Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu).

CTA's thrust is to assist actors operating at local, national and regional levels in producing, acquiring, exchanging, utilising and disseminating information related to agricultural and rural development, and natural resource management.

This implies the provision of assistance (financial and technical) in developing skills, systems and technologies to efficiently develop, manage and communicate information.

CTA supports partners in:

- developing and strengthening networks
- utilising appropriate of communication channels and services including printed and electronic media, face to face interactions and rural radio
- producing printed and electronic publications
- establishing web-based collaborative communication and data management platforms
- organising and running conferences, workshops, cross-visits and seminars
- acquiring skills in ICM/ICT through tailored training
- accessing up-to-date information on specific issues and more...

The partners and beneficiaries of CTA's programs are:

- Educational establishments (school, university or college of agriculture)
- National or international NGOs
- Commercial enterprises
- Co-operatives, producers' associations
- Rural financing institutions
- Government line agencies
- Regional or international organisations
- National or regional policy-making bodies,
- National and regional research institutions
- Rural women's and youth groups

5.1.3 CTA PRODUCTS AND SERVICES

The products and services describe below are available to partner organisations

Print publishing

- *Spore* and *Espero*: 35,000 copies (En, Fr and Pt)
- *ICT Update* (En and Fr)
- Publication and/or co-publication of manuscripts possibly produced by authors nationals of ACP countries (En, Fr, Pt)
- Institutional publications (En, Fr and Pt)
- CTA Annual Reports, proceedings of seminars, working documents, etc.

ICT-based information services

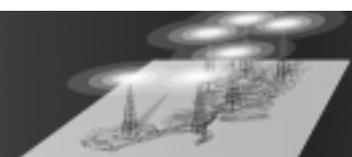
- Rural radio resource packs
- Website development and maintenance
- E-publishing (CTA and stand alone publications)
- Companion CDs to selected publications
- Online publication catalogue
- Online virtual library
- Online versions of CTA newsletters

Distribution of publications

- Publication Distribution Service: Eligible parties receive yearly "mileage" (credit points) they can use to order CTA (co-) publications for free.
- Selective Dissemination of Information: Scientists in ACP regions receive bibliographic profiles according to keywords / areas of interest

Question and Answer Services

- 35 centers providing Q&A services for free. To be included, chart of QAS centers all ACP regions



Provision of financial and technical support to national and regional organisations & networks

- To improve exchange, access to and use of information at local, national, regional and international levels
- To increase and diversify capacities to manage information and communication (including increased the use of electronic networking)
- To improve effectiveness of conventional communication channels
- To ensure more effective integration of conventional and electronic media

The following charts show CTA's current portfolio of national and regional partners.

5.1.4 NATIONAL PARTNERSHIPS:

Areas of intervention	Farmers Assoc.	NGOs	Public sector
IC on food security		●	
IC on rural/local development (agri., health, edu)		●	
IC on ITK & innovation	●	●	
Database on membership / statistics	●		
Market information systems	●		●
Improvement of internal IC system	●		
Awareness programs/database on NRM		●	●
Information / Documentation Centres		●	●

5.1.5 REGIONAL PARTNERSHIPS

Regional Partners	Trade	Policy	Research
CMA-AOC	●		
CAMID	●		
ECAPARA		●	
FANRPAN		●	
IICA		●	
RAPN		●	
Policy Network (Pacific)		●	
SACCAU		●	
CORAF			●
SADC-FANR			●
CARDI			●
IRETA (PACIFIC)			●

Regional Partners	NRM	ICM	Gender
PROPAGE	●		
IUCN-ROSA	●		
CariPestNet	●		
PestNet (Pacific)	●		
LMMA (Pacific)	●		
RAIN		●	
CAIS		●	
CaFANN		●	
PEG (Pacific)			●
FEMNET			●
CANROP			●

Web-based dialogue and information exchange

- Agritrade portal <http://agritrade.cta.int>
- Agricta-Policy http://www.cta.int/agricta_policy
- Science and Technology for Development <http://knowledge.cta.int>
- ICT Update <http://ictupdate.cta.int>
- E-forum debates
- Electronic Resource Center

Face-to-face interactions

- Seminar support programme (SSP) (approx 250 people/year)
- CTA annual seminar 2004 (one per year)
- Co-seminars (about six per year)
- Study visits (two per year)
- Project-related workshops

Information & Communication Management Training

- Human resources development
- Training materials for conventional courses
- Training materials for distance learning
- Support to distance learning programmes

Support ST&I policies and strategies for the development of agriculture

- ACP Informal Working Group on Science, Technology and Innovation
- On-line resource base "Knowledge for Development"
- Regional ACP workshops/meetings
- Studies



5.2. INTEGRATED USE OF INFORMATION AND COMMUNICATION TOOLS: CTA RURAL RADIO PROGRAMME

By A. Koda Traoré: Programme Coordinator, Communication Channels and Services Department, CTA. Lilongwe, 26 of April 2005

5.2.1. Introduction

The processes of liberalisation, democratisation and decentralisation in many African countries have led to rapid changes in society including rural communities. This situation is marked amongst others by an increased number of radio stations in urban and rural areas owned by private sector, farmer organisations and NGOs. Similarly, the Internet revolution has opened new avenues for radio development (better availability and access to equipment) which requires a high degree of adaptability and anticipation to fast moving trends by all actors so as to adopt correct response strategies.

In this context, communication is becoming increasingly of more strategic importance in face of the major changes taking place in African, Caribbean and Pacific (ACP) countries and challenges related to vital issues such as food security and poverty. CTA's current mandate takes these factors into consideration as it widens its interventions from scientific and technical information to information and communication for agricultural development.

This paper focuses on CTA's ICT based programme with special emphasis on rural radio.

5.2.2. Brief overview of ICT in ACP countries

The ICT environment in ACP countries is generally not favourable for a number of reasons among which are:

- limited effectiveness of information and communication systems at national and regional level partly through institutional compartmentalisation, and professional attitudes and training;
- insufficient implementation of formulated information and communication policies owing to poor resources (human, infrastructural and financial) devoted to agricultural information and communication;
- legal and institutional barriers in many countries
- linguistic barriers

In 2003, according to the World Bank (table 1) the numbers of internet users per 1000 persons were from 1 to 132 in Africa, 4 to 124 in the Caribbean and 5 to 42 in the Pacific. Where as the number of radios varied from 35 to 543 in Africa, 55 to 895 for the Caribbean and 12 to 110 for the Pacific.

In the past few decades, the rise in number of radio stations in ACP countries has been even more spectacular than that of print media. Although radio pluralism was confirmed legal in the early 1990s for most countries, many were slow to take advantage of this newly emancipated medium. Over the last ten years however, ACP countries have gradually accepted the existence of commercial radio, although many of them have been less open to local rural radio.

REPORT OF THE SENSITISATION WORKSHOP ON RURAL RADIO FOR POLICY AND DECISION MAKERS IN EAST AND SOUTHERN AFRICA

	Copies of Daily Newsp. per 1000 people	Radios per 1000 people	Television sets per 1000 people	Telephone mainlines per 1000 people	Personal computers per 1000 people	Internet users per 1000 people	ISP access charges (\$ per 30 off-peak hours)	Mobile phones per 1000 people
Africa	<1 - 71	35 - 543	1 - 251	1 - 261	1 - 147	<1 - 132	3 - 183	1 - 539
Mali	1	56	13	4	1	3	70	4
Kenya	10	109	22	10	6	16	66	19
The Caribbean	3 - 155	55 - 895	5 - 442	10 - 481	20 - 175	4 - 124	1 - 58	1 - 323
Haiti	3	55	5	10		4		11
Trinidad & T.	119	532	337	240	69	92	1	197
The Pacific	14 - 45	86 - 1063	12 - 110	12 - 112	7 - 61	5 - 42	17 - 174	2 - 99
PNG	14	86	13	12	57	10	34	2
Fiji	45	639	110	112	61	18	72	99

Table 1 Source: World Bank Indicators, 2003

Despite these obstacles, rural radio is still seen as a potentially highly effective method of information dissemination, as it is the most widely used tool of mass communication in ACP countries. Radio receivers are at least ten times more common than TV sets in developing countries, and radio the only means of information for two thirds of people living in rural Africa. In addition radio is listened to by 80 per cent of people living in developing countries every week, reaching people isolated by language, geography, conflict, illiteracy and poverty (DFID, 2000).

5.2.3. CTA Rural Radio Programme

a) Programme Evolution

Since its inception, CTA has been conscious of the role of radio as an appropriate tool for the development of, and communication with, rural populations in ACP countries. In the 1980s CTA undertook preliminary studies on the subject, culminating in a workshop on scientific and technical information (STI) for agriculture and rural development, held in Montpellier, France in December 1984. The Montpellier seminar set up the basis of CTA programme and defined its programme areas and interventions including rural radio.

Following the recommendations of the seminar, CTA started providing support for the promotion of research and dissemination of STI resources through radio and the press. In addition, CTA has organised a number of training workshops for extension services and rural radio operators. Those workshops were focused on dissemination of practical information to farmers on the basis of their needs and experiences as well as resources from government services, international organisation and NGOs. Other communicators have been brought on board to address topical scientific and technical issues in their respective countries. CTA's interventions in rural radio have been accompanied by the production of written background materials.

In 1989, the leaders of agricultural rural radio services of 18 ACP countries were brought together in a seminar in Ouagadougou to discuss the implementation of the strategies of the preceding seminar. This meeting enabled CTA to better understand the expectations of rural and national radio stations with regard to agricultural and rural information, and to make three priority recommendations:

- train both rural producers and journalists in research and the use of suitable STI;
- provide rural radio stations and Agricultural Information Services (AIS) with specific information, suited to journalists' real needs;
- undertake documentary support work.

From 2000, CTA decided to support community radio initiatives through partnership with regional and national ACP organisations and networks.

b) Rural Radio Resource Packs (RRRP)

The RRRP programme was initiated by CTA to provide up-to-date information on selected topics of particular interest and relevance to ACP radio audiences. The objectives of the RRRP are to strengthen research-extension-farmer linkages, and associated information and communication management, and to improve the dissemination of information for the benefit of farmers by improved adoption of new technologies.

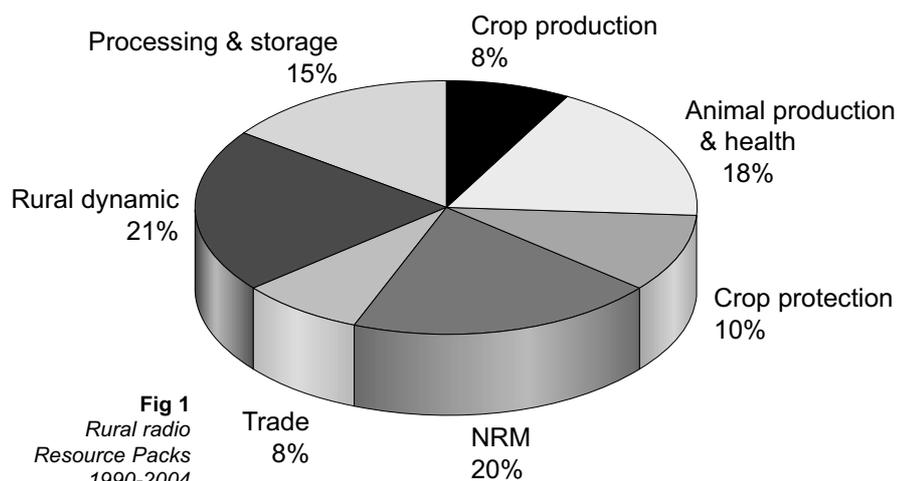


Fig 1
Rural radio
Resource Packs
1990-2004

Each year, four rural radio resource packs are produced, consisting of taped interviews accompanied by a complete transcript. The material is backed up by technical information and printed documentation on the subject of the information pack. The topics of the information packs are selected according to suggestions from programme beneficiaries and priority themes indicated by CTA partners. By the end of 2004, approximately 70 topics were covered in total. In addition, the number of beneficiaries has been increasing. Every year an average of 250 journalist receive the resource packs.

RRRPs enable rural radio broadcasters to:

- directly use the material provided in English/French or to translate it into indigenous languages in the form of radio talk show;
- provide broadcasters in ACP countries with access to interviewees in other countries to whom they might not otherwise have had access, and so foster information exchange among ACP countries, and from expatriate experts with ACP experience to listeners in Africa;
- offer, through the interview transcripts, suggested questions on the same topic that rural broadcasters might want to put to national experts but with a national focus and in an indigenous language.

The audio files and text of some of the resource packs (2000-2005) are available for download on CTA virtual resource centre, Anancy (www.anancy.net).

RRRP has proven to be a highly effective way of strengthening the role of rural radio broadcasting in ACP countries in disseminating agricultural information to traditionally hard-to-reach areas and groups. Since 1995, some of RRRPs major achievements have increasingly included more interviewees (experts) and interviewers from ACP countries (more than 70%) and the involvement of regional partners. The themes covered are more focused mainly on crop and animal production with a substantial move to socio-economic issues (trade and rural dynamic)¹.

¹ Fig.1

c) Training

The focus of CTA's Rural Radio Training during the 1990-1995 periods was very much production skills oriented. The courses were aimed at enhancing the ability and capacities of broadcasters and ACP journalists in their own local programming, by sharpening their skills and stimulating local interaction between professionals. However, this focus is giving progressively emphasis on audience analysis and training of trainers. The training of Trainers in the Field of Rural Radio is one of the recommendations of the 1995 evaluation workshop, held in Ouagadougou. In an attempt to meet this urgent need, CTA and the Food and Agriculture Organisation (FAO) in collaboration with the training Centre of the *Union des Radio diffusions et Télévisions Nationales d'Afrique* (URTNA-CF) in Ouagadougou and the SADC Centre of Communication for Development (SADC-CCD), proposed and initiated a study in 2000. The study examined the status of training in rural radio, demonstrating that so far (with the exception of URTNA-CF) there are no formal training institutions on the continent specialising in rural radio. Just as this is the case, there are not many trainers in this domain of radio work.

There were four main outputs of this survey. Firstly, the needs of trainers in rural radio were identified. Secondly, it was found that national expertise was ready and available to provide training in rural radio programme production and identified techniques to do so. In addition methodologies are now existent and training equipment available for use in training. Finally, a training of trainers programme was developed.

The results of the study showed an urgent need for training in various aspects of rural radio. In most of the countries covered, the study found a need for drafting adequate training plans aimed at giving radio workers a set of basic principles for running a rural radio station. However, the need for this kind of training has been expressed by individuals rather than being suggested by existing training programmes. It was also found that in most radio stations, there were no formal arrangements for training. This lack of arrangements seems to be linked to lack of adequate training equipment, qualified trainers and appropriate infrastructure.

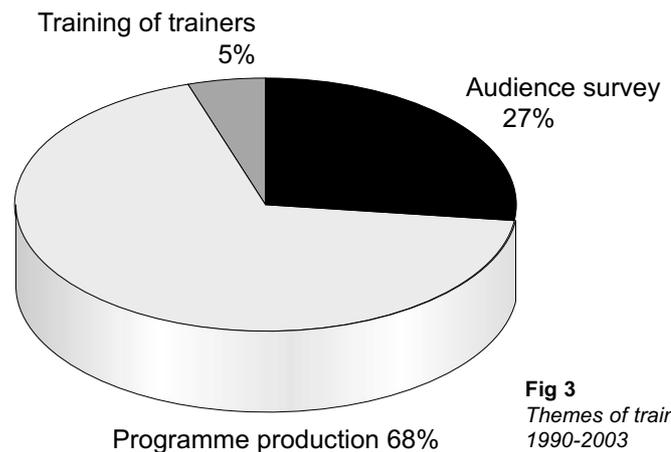
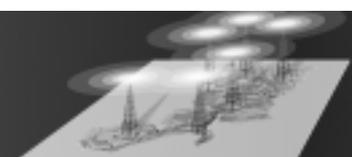


Fig 3
*Themes of training
1990-2003*

d) Partnership programmes

At the regional level, the Centre collaborates with ACP institutions to produce and broadcast community rural radio programmes. CTA and its partners use existing operational radio stations which already have a network of local correspondents with production and recording facilities. The aim of this project is to promote an increased use of modern information technologies in order to generate and broadcast local contents. This is done through:

- Strategic studies and workshops
- Production and broadcasting on major CTA themes
- Promotion during international World Day



At the local level, CTA intervenes directly in support of NGOs and Farmers organisations in the production of their own contents. The objectives of this project are to:

- increase the capacity of ACP public and private organisations working in the agricultural sector:
- acquire, analyse, manage and generate information
- develop their own ICM strategies and systems

Since 2002, this programme has been dealing with more than 30 national organisations which have a rural radio component in their projects. The aim is to improve the use of rural radio as a development tool through:

- local training;
- acquisition of small audio numeric equipment;
- broadcasting;
- documentary support
- building databases

5.2.4. Challenges

The lack of powerful communication means in almost all ACP countries has considerably reduced their capacity to respond to the challenges of development. The following three major areas constitute the challenges to be met by the Centre:

a) Identification of producers' needs

What role is there for producers' organisations and associations in the formulation and production of rural radio programmes? This can only be achieved through a mix of interventions including:

- the establishment of a collaboration protocol between all stakeholders for better involvement of partners;
- the promotion of the use of participatory methodologies such as Priority Information Theme (PIT, CTA) and Rapid Rural Appraisal (RRA, FAO);
- content development based on the needs of farmers and farmers groups. In this context, the farmer's organisation should have the ownership over content as well as the tools to develop relevant information products.
- the use of local competence to produce rural radio resource packs;
- the use of CTA's brokerage role vis a vis its international partners to assist farmer organisations to acquire appropriate communication equipment;

b) Research – action and innovation

CTA should increase its effort to:

- improve the PIT methodology especially in its diagnostic phase. Planning tool such as MARP could be useful;
- implement research-action on how rural radio stations could move from analogical to digital format;
- identify the most appropriate means of improving the performances of rural radios and adapting them to local culture.

c) Capacity building

- organise series of training of trainers workshops for radio professionals and farmers organisations using existing training facilities;
- financial support to radio stations to acquire digital equipment;
- strengthening networks to diversify and integrate alternative means of communication: face-to-face, theatre, poetry, music, newsletters, posters, desktop publishing, cd-rom, computer networks, fax, phone, radio, TV, video, email, websites, etc
- strengthening and promotion of local and national experiences of ICT adoption and applications to the African socio- cultural context

5.2.5. Conclusion

For ACP countries in general and Africa's member states in particular, radio is one of the most effective method of mass communication. As such it plays an essential role within ACP rural communities. Technological advances in rural radio therefore bring with them hope and increased expectations to many independent radio broadcasters and their rural listeners.

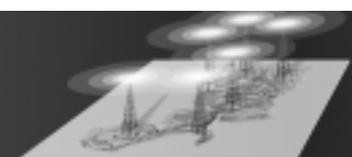
However, the progress seen in some countries is not mirrored in all the others, for a variety of reasons. One of the main challenges is how to keep this important tool which is radio in the hand of the rural communities. A further analysis of the issues surrounding the development and use of radio throughout the ACP regions is required. As a first step, a clear definition should be provided for what is commonly called 'rural radio.' The way that rural radio is used in ACP countries, and the socio-economic, technological and regulatory contexts that currently make up the rural radio landscape should also be sketched out.

Finally, it is important not to over rate the value of radio in the development process and to realise that there is a limit to transmitting demonstrative knowledge through the radio. The highest impact which can be obtained is awareness, understanding of problems, inspiration and motivation to action. Thereafter, other agriculture and rural players must take over to ensure positive results [Sylvia Biraahwa Nakabugu, 2001]

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RURAL RADIO: A COMMUNICATION TOOL FOR RURAL COMMUNITIES



By Dr Jean Pierre Ilboudo, FAO

Rural radio is a vital communication tool for many developing countries. Despite the technological advances in the communication field, radio is still the most pervasive, accessible, affordable, and flexible mass medium available. In rural areas, it is often the only medium that can rapidly disseminate to large and remote audiences, critical information about markets, weather, crops and livestock production, natural resource protection.

- Rural Radio implies a two-way process, which calls for the active participation of the communities in the planning and production activities of the radio broadcasts. It is the expression of the community rather than a channel for the community. It promotes the exchange of views, brings people closer together, stimulates information, and enhances the value of local knowledge.
- A social enquiry tool
- A means for cultural expression and entertainment, for collecting, preserving and enhancing oral and musical heritage.
- A tool for gathering information on social issues that is essential for defining, planning and implementing local development processes
- A channel for interactive communication, dialogue and debate on a wide range of development issues.
- A means for training and transfer of knowledge and technologies (e.g. radio listening groups and print media).
- An information channel on crucial topics for rural livelihoods.
- An agent of social change
- A tool for conflict management and resolution
- An alternative mass medium to overcome the shortcomings of state and commercial broadcasters
- A channel for expressing ideas and opinions
- A tool of democratization

Rural radio is distinctive from urban radio in that it is directed specifically to rural people and their information needs. Rural people's information needs are often ignored by national radio networks and the rural radio approach is an alternative to narrow, city-centred urban radio.

In Africa, radio is one of the most widespread and popular tools of communication. It is, therefore, a very appropriate communication technology to address food security, poverty reduction, environmental protection and a host of other areas of concern to rural populations. Rural radio often goes beyond agricultural issues to address a wide range of related social, educational, health and cultural issues.

REPORT OF THE SENSITISATION WORKSHOP ON RURAL RADIO FOR POLICY AND DECISION MAKERS IN EAST AND SOUTHERN AFRICA

It is excellent for motivating farmers and for drawing their attention to new agricultural production ideas and techniques. It is inexpensive, has wide coverage and is readily available, even to very remote rural populations. Programme production is relatively simple and local stations can easily create their own content.

One of the most significant contributors to the evolution of rural radio was the Radio Forum movement in Canada from the 1940s to the 1960s.

Listening groups gathered around a radio receiver at a given time to listen to a programme on specific agricultural topics. At the end of the programme, the group discussed what they had just heard and sent their comments and questions back to the radio producers.

As a result of these efforts, a methodology of rural radio evolved which saw radio shifting to a more involving and participatory interactive medium.

Today, it is widely recognized that rural radio programmes are most effective when produced with audience participation, in local languages and taking into account cultural traditions.

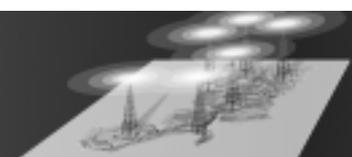
Community participation is a fundamental characteristic of rural radio – live public shows, village debates and participation in the actual management of the radio station are just a few examples.

This approach empowers rural people to participate in the dialogue and decision-making processes essential for them to control their own economic, social and cultural environment and play an active part in development activities.

- The Extension, Education and Communication Service (SDRE) contributes to efforts to resolve problems on food security and poverty alleviation by providing support to agriculture and rural extension, education, communication for development and rural youth. The Service's focus is on strengthening capacity of governments and development organizations, to help rural men, women and youth have the knowledge and skills they need to improve their productivity, incomes and quality of life as well as manage, in sustainable ways the natural resources on which they depend.
- The majority of SDRE's activities are carried out in partnership with FAO technical divisions and a wide range of stakeholders in the public and private sectors, NGOs, farmer organizations and member countries.

Lessons learned

- A rural radio initiative must be based on a communication for development approach, this entails: starting with the audience needs promoting the active participation of local populations and encourage partnerships involve local population in the actual setting up of the radio station.
- The operation of the radio must be supervised by a management committee composed of representatives from various social groupings.



Lessons learned

- The radio must have its own legal framework
- The equipment choice should favour sturdy models and availability of spare parts
- Studies of the electromagnetic field should be carried out to know the signal radius

Lessons learned

- Monitoring and Evaluation of the impact of radio programmes should be based on:
- Mail from listeners

Field visits

Fact sheets - Level I - Listening and comprehension of the programme content

Fact sheets - Level II - Contribution to the listeners' information needs

Fact sheets - Level III - Attitude and socio-economic changes in the community

Qualitative techniques, such as focus groups or in-depth interviews

THE SITUATION OF RURAL RADIO IN KENYA

By Z.M. Magara

Kenya

6.1 BACKGROUND

Background: - In 1982 there started a rural radio but was done away with, although there was still need to involve the communities in development.

- The sixth national development plan (1989 – 1993) aimed at “PARTICIPATION FOR PROGRESS”

This was a tap potential in:

- Government
- Non Governmental organizations
- Private Sector
- The communities

Ministry of Information and Broadcasting was envisaged in the plan to be responsive to:

- Rural Urban migration
- Gather, process, disseminating information to support markets, industrial growth, environmental Management etc.

The plan spelt out key areas that qualified community participation:

- Notably 82% of the population lives in the rural areas.
- Food security is an issue for this population hence information need is a must.
- From sessional papers the community contribution to economic growth and employment was seen to be key.
- The communities were to be empowered to contribute to Foreign Exchange earning.

6.2 INFORMATION

Following development in initiatives require information

- Pricing Systems
- Markets and distribution
- Inputs of production
- Credit facilities
- Agri-business
- Innovation from Research centers
- Extension services provision
- Farm Machinery and Equipment
- Irrigation development
- Address Arid and Semi Arid lands
- Natural Resource Management issue
- Health issues HIV/AIDS that impact on development
- Gender disparities and how they can be alleviated.
- Governance issues

6.3 SOME OF THE RADIO PROGRAMMS DONE BY AIRC

NAME OF CLIENT (ORGANIZATION)	PROJECT MESSAGES	PROGRAMME	DURATION
1. Plan international 1996 to 1998	<ul style="list-style-type: none"> HIV/AIDS 	<ul style="list-style-type: none"> Tembea na Majira/Sikiza Uerevuke 	<ul style="list-style-type: none"> 30 months
2. Farmchem 1996/1997	<ul style="list-style-type: none"> Pests Control 	<ul style="list-style-type: none"> Kimeru programmes 	<ul style="list-style-type: none"> 6 months
3. GTZ 1997/98	<ul style="list-style-type: none"> Farm Planning. Fertilizer use 	<ul style="list-style-type: none"> Tembea na Majira & Sikiza Uerevuke Matumizi bora ya Mbolea 	<ul style="list-style-type: none"> 12 months 3 months
4. International Potato Center (CIP) 1997/98	<ul style="list-style-type: none"> Audience (KAP) Research on Sweet potatoes, cassava, beans and produced Radio Programmes 	<ul style="list-style-type: none"> Tembea na Majira & Sikiza Uerevuke 	<ul style="list-style-type: none"> 12 months
5. UNESCO 1997 to 2003	<ul style="list-style-type: none"> Needs assessment Research in Somalia Training Somali Producers on radio production, 	<ul style="list-style-type: none"> Co-production of Somali radio programmes on peace building initiatives 	<ul style="list-style-type: none"> 6 Years
6. Pan African Rinderpest control (PARC/PACE-Kenya) 19 98 to 2003	<ul style="list-style-type: none"> Radio spots, press release, Pretesting, Audience needs Research Programme Production on Rinderpest Campaign 	<ul style="list-style-type: none"> Maliza Sotoka Afya ya Mifugo wetu 	<ul style="list-style-type: none"> 3 months 6 Months
7. Media Trust 1998 to 2002	<ul style="list-style-type: none"> Production of Radio Soap Opera-On Domestic violence, Good Governance, Health and Farming 	<ul style="list-style-type: none"> Tembea na Majira and Sikiza Uerevuke 	<ul style="list-style-type: none"> 4 years
8. Twiga Chemicals 1999/2000	<ul style="list-style-type: none"> Pest Control in Horticultural crops especially vegetables and Marketing 	<ul style="list-style-type: none"> Mkulima ni Mazao 	<ul style="list-style-type: none"> 6 Months
9. Caltex (K) 2000/01	<ul style="list-style-type: none"> Pest control in vegetables 	<ul style="list-style-type: none"> Mazao bora Shambani 	<ul style="list-style-type: none"> 3 Months
10. Cosmos 2001/02	<ul style="list-style-type: none"> Production of Radio Commercials 	<ul style="list-style-type: none"> Afya ya Mifugo Wetu 	<ul style="list-style-type: none"> 6 weeks
11. CPB(MOA) 99-2002	<ul style="list-style-type: none"> Control of grain storage pests especially (GGB) 	<ul style="list-style-type: none"> Wadudu wa Nafaka 	<ul style="list-style-type: none"> 6 Months
12. INCOSAD/KIMC 98-2004	<ul style="list-style-type: none"> Studio hire and students practicals 	<ul style="list-style-type: none"> Attachments 	<ul style="list-style-type: none"> 5 Years
13. OSHO LTD 2003	<ul style="list-style-type: none"> Production radio Commercials and Translation of Science text. 	<ul style="list-style-type: none"> English to Vernaculars 	<ul style="list-style-type: none"> 4 Months
14. Bayer E.A 2003	<ul style="list-style-type: none"> Translation and production of Commercials. 	<ul style="list-style-type: none"> English to Kiswahili 	<ul style="list-style-type: none"> On/off

6.4 ENVISAGED ENTRY POINT

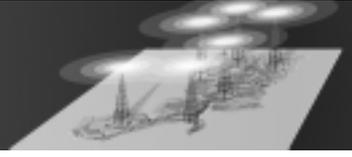
1. There are several development plans, sessional papers.

Strategic papers of the recent.

- Poverty Reduction Strategy Paper (PRSP)
 - Economic Recovery Strategy for employment and wealth creation (ERS)
 - Strategy for Revitalization of Agriculture (SRA) launched in February 2005 by the president
 - The Millennium Development Goals (MDG) objectives are fine tuned to country level and address poverty and hunger, health, education and environmental issues.
2. There are ongoing programmes and projects funded by various development partners, civil society, the Government of Kenya etc.
3. There are issues raised by NEMA (National Environmental Management Authority). Ecological issues, social considerate, Landscape, Land use and sustainability, health and water issues.
4. International and Regional Trade Agreements whose conditions the community must know e.g. EUREP-GAP etc. COMESA etc
5. Research Institute and ministry mandates.
6. Local and International institution in the country that support development.

6.5 JUSTIFICATIONS THAT SUPPORT RURAL RADIO

- 82% of the population live in the rural area
- About 80% of the population depend directly or indirectly on Agriculture
- There is a rich ethnicity with various cultural background
- Kiswahili language that is widely spoken in the country
- The FM Radio stations have shown that the rural population is using radio.
- Research commission by AIRC (Agriculture information Resource Centre) done by Steadman and Associates 1998 showed a Listernership of over 8 million. Most of these were in the rural areas
- KBC - Kenya Broadcasting Corporation has several Radio Programmes in local languages, which have quite good listenership.
- The development Partners engaged in rural development e.g. FAO on food security, GTZ private Sector development SIDA – Extension service provision, etc.
- The government commitment to develop the rural by decentralized disbursement of funds
- Funding the Poverty Reduction Initiatives.
- Increasing unemployment especially among the youths that can be mobilization for development.
- Need for value addition.



6.6 WHAT NEEDS ATTENTION

1. Legal framework to allow setting up Rural Radio stations
2. Capacity Building for training of trainers and resource mobilization
3. Sustainability issues of the rural radios once started
4. How we can start the pilot sites with the people especially where farmer field schools or focal Areas and Commodity Interest Groups.
5. Air time sponsorship on transition
6. Follow up activities are going to be Key

“AGRICULTURAL RADIO PROGRAMMES IN MALAWI”

By Mr. Kanyenda

Director of Agricultural Extension Services
Ministry of Agriculture and Irrigation, Malawi.

7.1 INTRODUCTION

The truth about the radio is that it has the magic of reaching a multitude of people within a short time. This makes sensitization of any new technology and concept easier than any other channel of communication. Agricultural programmes were initiated into help in the information dissemination from the policy makers and researchers to farmers and other stakeholders. The first programme was Farmers Forum which hit the airwaves in the late 1960s. The impact of the radio that time on farming was felt in the early 1970s when there was a sharp rise of farmers growing crops and rearing livestock for food and cash. From that time the number of agricultural programmes started growing and by 1975 the agricultural programmes were more than five namely; Farmers Forum, Modern Farming, Farmers Notebook, Cotton broadcasts and Farmers choice. In the 1990s another 15 minute programme called Titukule Ulimi was introduced and the main focus for this programme was food security for smallholder farmers in the country.

7.2 NEW PROGRAMMES

Considering the fact that all programmes were aimed at helping a farmer to do his farming successfully and profitably, the Ministry of agriculture through the Department of Extension Services initiated a single programme called Ulimi Walero to cover all issues and packaged in a magazine form. Farmers' choice programme has been retained but rescheduled for Saturday in morning as opposed to Thursday when it used to go on air. Ulimi walero programmes are aired Daily from Monday to Friday soon after chichewa news bulletin and this time (13.10) is regarded as peak hour in broadcasting. These programmes are concluded in a weekly programme called Farming this week (Ulimi Msabatayi) where key issues and concepts aired in the week are featured to give chance to those that did not have the chance of listening the broadcasts in the week.

7.3 COMMENTS FROM LISTENERS TO THE NEW PROGRAMMES

Many listeners have openly said that the programmes and indeed the time allocated to them are good. Somebody said that there is no need to check for time but simply listen to the Chichewa news and soon after the news you are automatically tuned into the famous agricultural programme called Farming today (Ulimi walero) programme.

7.4 DEMAND DRIVEN AND PLURALISM IN RADIO EXTENSION

The new concept of Demand driven and Pluralistic approach in Extension is also being practiced in radio broadcasts. Other organizations like Agricultural Research and Extension Trust (ARET), Paprika Association of Malawi, IFDC Aims Project, NASFAM and The Story Workshop are also running their programmes on the national radio indicating that pluralism in Extension is taking root. This is a very good development although at times some programmes done by these other organizations lack technical know how because they use people who only know communication as producers and presenters. But that can be cleared through proper coordination and collaboration among stakeholders and the Ministry of Agriculture. The Ministry of Agriculture through the Department of Extension is currently organizing forums with the NGOs and other partners in Agriculture to strategies the sustainable approaches to profitable Development by the farmers.



7.5 MONITORING AND EVALUATION OF AGRICULTURAL RADIO EXTENSION

The Ministry has the department that is mandated to monitor and evaluate the impact of any agricultural activity. From time to time the ministry organizes the program impact assessment exercises under this set up to check whether the agricultural programmes are serving the purpose or not. While the mandate for monitoring and evaluating the progress of the programmes is with the Monitoring and evaluation Department, the radio section also conducts unofficial monitoring exercises. These are done through the introduction of farmer competitions in the programmes to check if a multitude of people listen to the programmes. The last time when we had a competition involving credits from Malawi Rural Finance Company, the response was great and this is another way of doing unofficial monitoring exercise. In addition to the competitions in the programmes farmers are encouraged to write to the producer for any clarification on anything that was aired and this is another means for getting feedback from the listeners.

7.6 AGRICULTURAL RADIO STAFF AT ACB AND ADDS

The current radio section has 4 Radio officers and 1 Photographer who is at TO grade and the section is being headed by an acting head that is also at TO grade, but the post requires somebody who is at P8 grade. Here efforts are being made to address the issue on the posts. We also have radio officers in all the 8 ADDs who contribute recorded materials to the programmes regularly. The Department is in the process of combining the two sections namely Radio and Photography respectively. This is being initiated because radio and photography issues are similar in many aspects i.e. production, taking interviews, production of jingles and others.

7.7 CHALLENGES IN AGRICULTURAL RADIO BUSINESS

- There are several challenges that need immediate attention if the Radio extension is to succeed in the transfer of information and new technologies to the target groups e.g. Farmers, Staff and Stakeholders. Some of these challenges include the following;
- Studio Equipment. The current equipment that is being used is very old and breaks down regularly and at times the programme recording is delayed because of the condition of the equipment in the studio. There is a need to replace or upgrade it.
- Capacity Building. The Radio Officers have formal agricultural qualifications but informal communication qualifications. The current Team is seen to be performing because they were introduced to radio work by WRENmedia of UK that was contracted by DFID under the Targeted Input Programme in 2001. These officers need to be given relevant training in radio broadcasting. The areas of focus for the training are Programme production, Programme presentation, Studio management and Jingle and Comedy production. WRENmedia helped a lot on interview conduction for all the radio officers.
- Mobility. Radio activities depend more on mobility for interview collection, discussions with other stakeholders on the new technologies and therefore the radio section need to be considered in terms of transport.

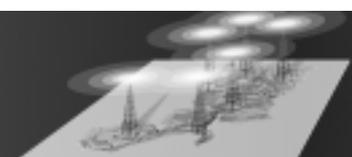
7.8 THE FUTURE OF AGRICULTURAL RADIO

The future for the agricultural programmes is seen to be bright as the current radio personnel is seen to be aggressive in radio activities, creative, enthusiastic and eager to work with minimal supervision. There is also adequate support from the mother radio, MBC in terms of feedback on the quality and continuity of the programmes.

7.9 RADIO STATIONS IN MALAWI

- Malawi Broadcasting Corporation1
- Malawi Broadcasting Corporation 2
- Capital Radio FM
- Radio Maria
- Radio Islam
- MIJ FM
- Radio 101 Power Station
- Nkhotakota Community Radio
- Transworld Radio
- Dzimwe Community Radio (Monkey Bay in Mangochi)
- African Bible College Radio

“RURAL RADIO PERSPECTIVES IN EASTERN AND SOUTHERN AFRICA”



By Michael Pickstock,

Director, WRENmedia,
United Kingdom

8.1 INTRODUCTION

Let's be clear about the distinction between Farm Broadcasting and Rural Radio. Farm broadcasting tends to be a system for experts and other agricultural officers passing technical information to the farmers. In practice, it is largely a 'top-down' process. Rural radio goes beyond farm broadcasting. Rural Radio involves creating the conditions for the rural people—the audience—to participate in the content and production of radio programmes. In Rural Radio farmers can hear other farmers discussing their successes and their problems. Thus listeners can identify with similar people with similar challenges in similar situations. This does not exclude experts and Ministry officers, but it puts them in the context of the rural people at whom the programmes are targeted. As we've heard from Jean Pierre Ilboudo, there are many examples of successful Rural Radio in francophone West Africa, where this change from traditional Farm Broadcasting happened first.

We should ask ourselves why we are here talking about rural radio. Surely there are more important and urgent issues to discuss and decide? You may be familiar with the saying "Money makes the world go round." Well, it doesn't. What makes the world go round is communication. If we communicate poorly, we suffer. Over recent years communication with rural people in Africa has been neglected and Africa has suffered. I have been visiting Africa since 1967, when I was seconded by the BBC to the Government of Lesotho as Broadcasting Advisor. But even before becoming a broadcaster I was an agriculturist so I have seen the continent of Africa through an agriculturist's eyes. I have seen a continent with enormous potential. Only 30 years ago agriculture in most countries was thriving. And farm broadcasting was helping to inform farmers about new techniques. I have no doubts that Africa could feed itself today, given the right support and incentives; and I believe that rural radio could help stimulate rural productivity. So, I propose to ask and address three questions: Where are we now? How did we get here? And, What should be our objective?

8.2 WHERE ARE WE NOW?

There is rural radio in almost every country in East and Southern Africa, but how effective is it? In the same 35 years that agriculture has declined in productivity, the effectiveness of much, though not all, of farm broadcasting has declined also. I'm referring here to the government rural radio, for long the responsibility of Ministries of Agriculture. In the past decade, though, many countries have seen the establishment of independent radio stations, commercial and community stations, as well as religious stations, and some of these have tried to include programmes for rural people. In the government stations I see many good people, who are unable to carry out their professional tasks because many have had little or no good training, and they have insufficient resources. This contrasts with commercial and religious stations, where staff are better trained and often equipped with the latest digital technology.

On the surface, there seems to be plenty of potential for rural radio programmes on these new independent station, but the potential is not being realised. There is another failure too. There is no coordination, not even liaison, between farm broadcasters and the Ministry of Agriculture, so there is no attempt to monitor the timeliness or the technical accuracy of the broadcasts. We have all heard rural radio programmes that

are frankly boring: long, unedited interviews, poorly recorded and with questions that fail to get the answers that listeners want. But I remember visiting Botswana, Lesotho, Kenya, Malawi and Swaziland soon after Independence when the Farm Broadcasting Sections were effective. So, what happened?

8.3 HOW DID WE GET HERE?

At Independence, there were high hopes for farm broadcasting, what we now call Rural Radio. Many agricultural officers had experienced successful farm broadcasting in countries where they had completed their technical education—in Britain, Canada, the United States, Australia and New Zealand. So, farm broadcasting sections or units were formed. Good communicators were selected, they were trained in-country and overseas, and were given equipment and transport for their work. But then, as countries began to experience economic difficulties, resources were cut and policy-makers failed to recognise the important job rural broadcasting had been doing. Recruitment of new farm broadcasters became haphazard, overseas and regional training became a lottery for who should attend, and morale and effectiveness declined. Simultaneously, equipment aged, broke down and was not replaced.

The state of rural radio can be judged not just on whether farmers listen but whether senior agricultural officers and extension staff listen to programmes. I have been saddened that so few extension staff or senior officers listen to the rural radio programmes, on a regular basis. So, what can be done to improve the situation?

8.4 WHAT SHOULD BE OUR OBJECTIVE?

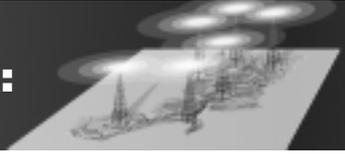
In the past, the main channel of communication with the rural people has been through agricultural extension officers. But now there is not a country in these two regions that has an extension service that is up to strength with staff. Depleted extension services have no hope of reaching the rural families that need advice if they are to increase their productivity. But rural radio can reach them. Whereas one extension officer can speak to perhaps 20 people a day, a rural radio broadcaster can speak to tens of thousands of listeners. There should be a natural synergy between the broadcast message and the message delivered face-to-face.

But people will only listen to rural radio if the programmes are worth listening to. And this is where policy-makers and decision-takers can make or break the broadcasters' best efforts. Briefly, the AIMS of Rural Radio are to be Audible, Intelligible and Meaningful in order to Attract, Inform and Motivate listeners. But many of these AIMS are controlled by policy-makers, who decide on selection, training and budgets for Rural Radio.

8.5 CONCLUSION

Recently, President Olusegun Obasanjo of Nigeria said, "There is no doubt that a viable and sustainable agricultural sector is the backbone of our economic rebirth." He was speaking, about Nigeria. But the same applies throughout Eastern and Southern Africa. However, if we are to see a viable and sustainable agriculture, communication with the rural masses is a priority and an essential prerequisite. The future may offer the promise of television and even the internet as means of communication, but today and tomorrow we must make best possible use of a tried, tested and cost-effective medium—radio, rural radio. Donors are aware of the importance of effective communication in achieving development, but what about the policy makers and decision of Eastern and Southern Africa—are they aware? CTA, FAO and SADC are ready to assist but the motivation must come from you and the countries that you represent.

“RURAL RADIO PERSPECTIVES IN EASTERN AND SOUTHERN AFRICA: CASE STUDY - MALAWI”



By Michael Pickstock,

Director, WREN*media*,
United Kingdom

9.1 1960S & 1970S

Farm Broadcasting (or Rural Radio) in Malawi has passed through peaks and troughs of performance and effectiveness since Independence, and provides an interesting case-history for the region. At Independence, a Farm Broadcasting section was formed within the fore-runner of today's Agricultural Communications Branch in the Ministry of Agriculture, together with Sections for Film and Photography, Print and Puppet Theatre. Staff for the Sections were carefully selected, trained and equipped with appropriate new cameras and recorders. Transport was provided to the Sections and budget-lines provided for consumable items such as film, tape and fuel. This was a time when the government gave high priority to agriculture; President Banda also had the Ministry of Agriculture portfolio and was effectively Minister of Agriculture.

This was a period when there were numerous agricultural projects on-going, including the development of irrigated rice, and the production of maize, groundnuts, tea and tobacco. The Lilongwe Land Development Project addressed the development of land in the area of what was soon to become the new capital—Lilongwe. Radio programmes were popular, many training films were produced, and the Mobile Van units with their Puppet Theatres always drew large crowds. With the Minister of Agriculture/State President so personally interested in agriculture, there was little chance of poor performance by Ministry officers! Dr Banda was reported to have said at or soon after Independence: “Malawi only has its land its lake and its people. We must make the best use of these three resources.” And he ensured that agriculture received the funds necessary to carry out its functions to his expectations.

9.2 1960S & 1970S

During the 1980s all countries suffered from falls in commodity prices, periodic drought. National income could not match the raised cost of increased government spending. And donor funding fluctuated. Early in this period in Malawi, the capital was moved from Blantyre to Lilongwe. But, while the Ministries moved, Malawi Broadcasting Commission and Radio Malawi remained in Blantyre. The close, links between the Farm Broadcasters and MBC were broken, and the Farm Broadcasting Section was now faced with getting their programmes from Lilongwe to Blantyre for transmission. There was no high-quality telephony or radio link and the only option was to send programme tapes by public transport; to save cost, which was charged by the package, programmes were pre-recorded and three or four were sent together.

During this period it was decided that programmes should be lengthened and three programmes were produced each week, each of 45 minutes duration. No one stopped to ask who listens to a 45 minutes programme unless it is music or a sports commentary! So, senior officers and Farm Broadcasters expected something of rural listeners that they themselves would not do. Because output had been reduced to three programmes per week, it wasn't long before the programmes for each week were being pre-recorded a week (or even more) in advance. To fill 45 minutes, interviews were not tightly edited. At this time too, funds for transport to travel into the rural areas became scarce and so the Farm Broadcasters increasingly relied on interviews recorded in Lilongwe (Government officials) and on field visits with the Minister, Permanent Secretary or other senior officer—more Government officials and more long interviews.

Because of the pre-recording, topicality ceased to be important and most programmes broadcast could have been broadcast on any day in any week of a given month. The immediacy of radio was lost.

The best people left the Radio Section or retired. Recruitment of able officers became difficult: who wants to join a Section with such a publicly poor performance? And those that remained struggled to carry out their tasks to their best ability, bearing in mind that towards the end of this period few, if any, had had significant training, their equipment was increasingly unreliable, and there was no opportunity to demonstrate the creative strengths of radio.

9.3 2000-2005

In April 2000, I was asked by DFID-Malawi to conduct an assessment of the performance of The Agricultural Communications Branch and to make recommendations for strengthening its performance. I will just summarise the Radio Section, as that is our subject today:

- The four-man Radio Section was untrained, under-resourced, poorly led and demoralised. They had little or no opportunity to travel, and when the opportunity was offered, the Head of Section always went into the field. The Information Officers in each of the 8 Agricultural Development Divisions (ADDs), who had a responsibility for feeding recorded material to the ACB Radio Section, and largely ceased to do so. They too were largely untrained, and had given up offering material to the ACB because it was so seldom broadcast. Moreover, if it was broadcast, they were never identified as the interviewer and so received no credit or recognition. The programmes were very poor; only one, a farmers' music request programme, appeared to have a significant number of listeners; but since no technical information was conveyed in this programme, it might as well have been produced by MBC as by ACB.

In July 2002, the Ministry of Agriculture and Irrigation requested DFID to fund the strengthening of the ACB Radio Section because it had been recognised that Radio could be used to support the Targeted Inputs Programme for helping drought-affected rural families recover their agronomic viability, but only if the performance of the ACB Radio Section was significantly enhanced. I was asked to carry out another assessment and to make recommendations, which DFID agreed to fund. These were:

Re-equipment with new studio and portable recorders.

- Training of the four ACB full-time radio officers in the use of the new equipment and in creative programme production, including editing tape, writing for radio and presentation at the microphone.
- Training of the eight part-time radio officers in the ADDs in the use of the new portable recorders.
- A sequence of meetings with Director Agricultural Extension, Chief Agricultural Information Officer and all senior staff at all 8 ADDs to present the potential of Rural Radio and how they could help to achieve that potential.

WRENmedia's training and mentoring input on behalf of MoAI and DFID comprised six visits each of two-three weeks by the same two trainers over the period September 2002 through to November 2003. During this period, training in Lilongwe (both formal training and hands-on) was followed by visits to two or more of the ADDs, invariably accompanied by a member of the ACB Radio Section and sometimes also by the Chief Agricultural Information Officer. On these visits the ADD Radio Officers were mentored while conducting interviews in the field.



Achievements

- ACB Radio section has been restructured, the original Head of Radio Section and his Deputy, both of whom had been in post for 10 years, being transferred elsewhere within MoAI in December 2002. Early in 2003, one of the original Radio Section died. During this period the Radio Section has been built to five carefully selected staff, including a woman, with a new Head of Section appointed in January 2003.
- New equipment was supplied (early 2003), installed and staff trained in its use.
- The Head of Radio Section received 4 weeks of training in advanced radio techniques and management in the UK during August 2003.
- Meetings have been held with the then Minister of Agriculture, Deputy Minister, Director Agricultural Extension, Chief Agricultural Information Officer and senior officers in all ADDs to involve them in the decisions required to strengthen Rural Radio in Malawi. Several decisions, including the restructuring of the Radio Section, could not have been achieved without the full support of these senior officers.
- The quality and timeliness of programme output have been improved. The 3 x 45 minutes programmes/week have been replaced by a daily 25 minutes-long programme. The programmes are now more varied, lively and, since they are recorded the day before transmission, are also more topical. Transport to the rural areas remains a problem, but radio staff is being offered seats in vehicles going into the field more frequently than before.
- Offers of programme sponsorship have increased, reflecting that sponsors are happier to be associated with 'quality' programmes and are confident that the programmes are attracting significant audiences.
- Several meetings were held with Controller MBC to discuss changes to programme durations, formats and to get MBC reactions to new-style ACB programmes. Very favourable reactions were offered and also full support for ACB endeavours.
- Meetings were held with the Development Broadcasting Unit within MBC, which produces programmes on a range of topics, including agriculture, to discuss liaison between DBU and ACB Radio Section but these have proved inconclusive.

The Future

It has been shown that Rural Radio can be an important agent for change in Malawi. It was so immediately post-Independence and is especially true with the Extension service depleted in numbers. However, to maintain and improve its performance, ACB Radio Section requires further inputs, and support from the most senior levels of Government. Foremost are:

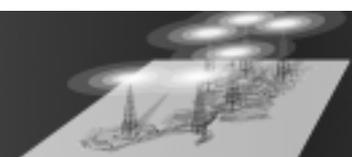
- There is inadequate budget to purchase low-cost consumables: tape, cassettes, splicing tape. In the words of a proverb: There is danger of losing a ship for lack of a half-pennyworth of tar.
- There is no budget for transport, thus prejudicing programme variety and quality.
- The activities and outputs of the different Sections of ACB need to be coordinated to increase the overall impact of ACB.
- Installation of an ISDN telephony line between MBC studios in Lilongwe and Blantyre is long overdue; it would enable same-day broadcasting of programmes produced by ACB.

REPORT OF THE SENSITISATION WORKSHOP ON RURAL RADIO FOR POLICY AND DECISION MAKERS IN EAST AND SOUTHERN AFRICA

- Regular liaison between ACB Radio Section and MBC's Development Broadcasting Unit and MoAI would improve impact of development programme output.
- Refresher training of staff will be required within the immediate future.

A decision will be required regarding conversion of MBC and ACB to digital recording and editing, and this will require training in digital techniques, to which Head of ACB Radio Section had an introduction in UK in August 2003.

CONCEPT AND PRACTICE OF RURAL BROADCASTING IN MALAWI: DZIMWE COMMUNITY RADIO



Linje Manyozo²

10.1 INTRODUCTION

The history of rural radio in Malawi and of course in Southern Africa is the history of Dzimwe Community Radio (DCR). Established in 1998 with funding from UNESCO and technical support from the Malawi Media Women's Association (MAMWA), DCR was initially known as Dzimwe Rural Women's Radio, probably as a way of reflecting MAMWA's organizational objectives of promoting the positive and empowering representation of the Malawian woman. In 2003 however, a community-based committee from Nankumba peninsula (where DCR is located) sought and obtained a court injunction barring the Blantyre-based MAMWA from running DCR. The legal wrangles resulted in an indaba involving Malawi UNESCO, Malawi Communications Regulatory Authority (MACRA) and the community committee in question. Despite MAMWA's concerns with the politicality of the said management committee, the forum resolved that DCR should be handed over to the community. Building on this ownership wrangle, this brief critically outlines the concept and practice of rural radio broadcasting in Malawi, focus being on the process of setting up, managing and programming of Dzimwe Community Radio.

10.2 RURAL BROADCASTING: BEGINNINGS AND MODELS

Known by diverse terms rural broadcasting "varies from total ownership to different degrees of audience involvement in programming and management" especially by the community in which and for whom the station is established (Gumucio, 2001: 16). Community broadcasting is characterised by access, public participation in production, decision-making and collective listenership (Myers, 2000). Ideally a community broadcasting should be non-commercial and free from state control as the station management should be in the hands of those who use and listen to it, thus community radios should be seen as a struggle against the domination of mass media, which marginalizes small interest groups (Rodriguez, 2001; Castello, nd).

The earliest rural radio broadcasting initiatives were Colombia's Sutatenza in 1947 and Bolivia's Las Radios Mineras (miners' radios) in 1949, which were respectively used for community education in agriculture and also for political advocacy on behalf of poor and oppressed communities (Gumucio, 2001: 16). Defining rural radio requires consideration of these two approaches, which are not necessarily independent of each other: Rural radio as a tool for participatory development versus rural radio as a tool for participatory democracy. As a tool for participatory development, Colombia's Radio Sutatenza, though centralized, as a Catholic priest owned it, provided a blueprint for rural education through which broadcasters used radio to systematically promote adult literacy as well as best practices in agriculture and health. On the other hand, Bolivia's Miners' Radio functioned as a tool for participatory development, by providing a forum for participatory democracy through "launching new populist ideas."

In the 1960s, the concept of rural educational broadcasting started in West Africa whereby centrifugal and state-controlled broadcasters provided development-oriented education to largely indigenous language speakers. Such educational initiative largely involved Departments of Agriculture and also the creation of radio listening clubs. Later on with funding from western governments and non governmental organizations (like FAO), seemingly independent stations were opened in Mali, Benin, Burkina Faso, but in practice, they were just satellites of state broadcasters.

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10.3 RURAL BROADCASTING IN MALAWI

Centralised and linear forms of rural broadcasting in Malawi started before the country became a republic in 1966 through mobile agricultural broadcasts and also through radio forums organised by the state broadcaster, Malawi Broadcasting Corporation (MBC) and the then Ministry of Agriculture and Natural Resources. Before and after independence, radio was primarily meant to civilize the Malawian other as well as use it as a propaganda medium. Being an agrarian-based economy, Radio Malawi which later became MBC produced programmes that were geared at educating the rural majority, civilizing them so they would abandon their “heathen” practices and beliefs, and encouraging them to embrace the best practices in agriculture and health. Despite massive need for radical rural development and especially agricultural development reforms, 66% of programming was musical and talk shows, 18% formal education programmes, 11.5% news, 3% promotional and 0.6% for each of agricultural and religious programming (Mackie, 1971: 95).

By the time Malawi became independent, the Ministry of Agriculture faced logistical challenges in form of transportation, communication and small number of trained extension workers, with 400 extension workers for a population of four million. Being run by the Department of Information, the state broadcaster, MBC used to employ block programming format, “which allowed the station to serve a number of audiences with a single program service” with emphasis placed on broadcasting for schools, agricultural broadcasting to listening groups and adult education through radio (Mackie, 1971: 2).

As a result, a farmers’ forum listening group project was introduced in July 1966, which proved to be a cost-effective and effective rural communication strategy in increasing farmers’ knowledge gain and contact between farmers and agricultural service providers. The preliminary and piloting of the MBC farm radio forum involved the Southern and Central Regions, sidelining the Northern Region because of language considerations, poor radio reception in the North, different agricultural practices in the North and that the Southern and Central Regions were the most important agricultural areas (Mackie, 1971: 110). Through hasty preparations, coordinators were selected and “given a one-day briefing sessions on how to conduct forum meetings” (Mackie, 1971: 110; Malawi Mass Communications Project, 1966; Klonglan, 1967). During the same period, guidebooks were prepared and distributed, to help coordinators. After the 20 minute broadcasts, there ensured a discussion facilitated by local coordinators, who also provided technical demonstrations where need arose.

The project initiated interest from more farmers at grassroots level with so that the “number of farmers listening groups steadily increased,” as evidenced by the fact that two months after the first forum broadcasts, more than a hundred groups were meeting every week in schools, government buildings and under trees (Mackie, 1971: 112). Participation in the forum project improved the “morale of some extension workers in remote areas, making them feel connected” to their colleagues and the communication program (Mackie, 1971: 114). This resulted to increased hours of agricultural programming from less than an hour of weekly programming to about four hours per week (Mackie, 1971: 116). New agricultural programmes were developed, like in the case of *Farmers’ Notebook*, itself a series of *Chichewa* and *Chitumbuka* five-minute agricultural advice slots broadcast three times each day (Mackie, 1971: 115). As for *Slogans for progress*, a short development announcement program, which was introduced by the then Director General, Aleke Banda in 1966, the aim was to provide brief and clear agricultural messages.



10.4 THE ROLE OF THE MINISTRY OF AGRICULTURE'S COMMUNICATION UNIT

Influential in MBC's rural educational broadcasting in agriculture was the Ministry of Agriculture's Communication Unit (ACU). Over the years the unit has employed linear rural development communications. Currently, the Unit is involved in communication campaigns like early garden preparation, tobacco, stalk-uprooting, treadle pump credit recovery, rabies, black quarter, cotton stalk-uprooting, foot and mouth disease management and prevention (Mapira, 2005: 1). The Unit therefore is responsible for the Ministry's media programmes, like agricultural mass media campaigns, videography, publishing newsletters, posters, calendars, leaflets, radio programs (like *Bwalo la Alimi* (Farmers' Forum) and *Ulimi wa Lero* (Modern Farming)), developing agricultural messages, producing puppet messages and shows, cinema, role plays, public address communication campaigns through the Mobile Campaign Unit, which itself has been existing for about 45 years.

10.5 DZIMWE COMMUNITY RADIO: BEGINNINGS

Unlike the centralized rural broadcasting initiatives executed under the public service radio, MBC, Dzimwe Community Radio was established in 1998 with the aim of "empowering the rural woman" by giving her a medium and voice "through which she could articulate without fear or repression or favour, issues that concern her" (MAMWA Project Proposal, 1996). Influential in establishing MAMWA and in setting up Dzimwe radio were people like Janet Karim, Stella Mhura-Kaliwo, Patricia Chipungu Thodi as well as Emmanuel Kondowe from Malawi UNESCO. With initial funding from UNESCO, MAMWA launched the station in Nankumba area of Monkey Bay, Mangochi, "which had been chosen" for various reasons, among which were the high illiteracy rates and low economic status of rural women, growing numbers of premarital pregnancies, domestic violence, rising deforestation and environmental degradation, mismanagement of aquatic resources, increasing sexually transmitted diseases including HIV/AIDS. The station can be tuned in on 93.1 FM and footprints around 95km, enabling it to be heard in Balaka, Mangochi, Machinga, Ntcheu and Salima districts in Malawi, as well as Paone and Inchangá districts of Mozambique.

Malawi-UNESCO's project proposal (1996) observes that Lake Malawi National Park was already working in the Monkey Bay Area and had already in the 1980s, been declared a World Heritage Site. It was probably for this reason that Malawi UNESCO (which was working with the National Park on some community-based natural resource management projects) requested that DCR be housed in part of the Lake Malawi National Park building at Monkey Bay. At this time, the National Park had already established about fifteen village-based women's development clubs, which were formed with the aim of engaging in income generating activities (IGA), so as to improve their contemporary low economic status. The major IGAs are vegetable growing, bee keeping, guinea fowl rearing or rabbit keeping. When the National Park agreed to house and work with Dzimwe Radio, the community radio created programmes like ***Chitukuko ku Mangochi, Umoyo wa Thanzi, Tisamale Chilengedwe***, which provided a forum for communities and broadcasters to share experiences and lessons with regards to development activities that were being implemented on the ground.

Around 1997, MACRA offered a broadcasting license to DCR, a license that "was handled by MAMWA." The project proposal for initial funding collaboratively submitted to UNESCO-Paris by Malawi UNESCO with the support of MAMWA indicated that MAMWA was mandated to run the station for two years, whilst training the local community to take over management. By 2003, MAMWA had not yet transferred the management of the

station to the community because it felt that the “community was not yet ready to take over management.” Through court injunctions and then subsequently through protracted negotiations involving MACRA and Malawi UNESCO, the Nankumba peninsula management committee took over the running of the station in 2003.

10.6 DZIMWE COMMUNITY RADIO, LOCAL DEVELOPMENT AND PARTICIPATORY BROADCASTING

Since 1998, DCR has been actively involved in facilitating local development projects and dialogues among the largely illiterate and poor communities of Mangochi district. With the help of PANOS-Zimbabwe, Dzimwe radio and MAMWA collaboratively implemented a women Development Through Radio (DTR) project in villages of Mwenda, Zambo, Nsumbi, Chimphamba I, Kamphande, Chimbe, Nankumba, Mwalembe, Chilombo, Mbwandulu, Sauya, Namaso, Kasankha II and Balamanja. Capacity building for the DTR project was made possible by the dedication of late Jennipher Sibanda.

Today, the Station Manageress, Getrude Katete describes Dzimwe as “wailesi yachitukuko” or development radio, as it focuses on helping “our people lead healthy and productive lives.” Focus has been on the most marginalized development stakeholders like women, the old and disabled - major interest being on women’s rights, safe motherhood, agricultural production, education, nutrition, and income generating activities. Dzimwe community radio is run by a management committee of 10, which reports to the board of trustees (comprising of T/A Nankumba, councilors, village headmen and other local leaders). The management committee oversees DCR’s staff, which is headed by the station manageress. Currently, DCR has a staff of 10, most of whom have not undergone professional training in participatory development journalism.

Since it was established, DCR has enjoyed financial patronage from UNESCO, Danida, Amarc-Africa, and Panos, IAJ (Institute of Advanced Journalism) with regards to equipment, networking and capacity building in participatory communication. In terms of activities, Dzimwe community radio has introduced and managed community-based radio listening clubs (RLC) under the development through radio (DTR) project in which 10 RLCs were given recorders, tapes and batteries, with which to record their dialectical dialogues on local development. Together with Panos-Zimbabwe and MAMWA, Dzimwe community radio mobilized and trained these RLCs. Other similar projects have involved organizing community-based groups in income generating activities, notable ones being guinea fowl rearing, vegetable growing, Malambe juice production and bee keeping.

In terms of participatory broadcasting, DCR engages the community in e-conversations meant to improve the station’s programming. “Please, you people should listen to us because this is our radio,” begins a listener’s letter to Maganizo Anga Pa Dzimwe, “can you please extend broadcasting closing time from nine to twelve midnight?” It is one request repeated in a huge stack of letters in the station’s storeroom.

Today, the station is even more popular, despite the inability of broadcasters to travel extensively and make more programmes with the communities that reflect the realities of Nankumba and Mangochi in general. Together with Getrude and Justice Sumaili, Getrude’s deputy, who is also Wild Life Environment of Malawi (WESM) Coordinator for Monkey Bay, we visit Tiwonere Radio Listening Club of Chimphamba II in TA Nankumba, a club that has about 20 members. For a long time, this club, like many others, has not managed to record their own programmes through which they could share their economic experiences with other villagers. Their radio and cassette recorder has been broken for four months; they have neither tapes nor batteries. Ellen Masina, a member of Tiwonere, who also produces and presents a natural resource



management programme, Tisamale Chilengedwe on Dzimwe, begins to record interviews. The village women demand more programmes and new styles of presentation, whilst mentioning specificities like names of presenters, broadcast times as well as signal tunes. They demand new programmes on agricultural marketing and community news; they express dissatisfaction with “pompous DJs” and the repetition of music and finally, “would you please extend the broadcast times to 12 midnight please?”

About 30 Km from Chimphamba II Village, lies Group Village Headman Mwalembe Village. A burial of a child has just taken place but the Village Headman and the women insist they “want their programme to be recorded.” This is a newly established RLC and the women here use Dzimwe Radio as a rural telephone with which to communicate with their elected representatives and service providers by demanding social services like boreholes, hospitals and markets. Conspiracies and controversies again: Someone in the crowd wants to know if it is possible for “our station” to introduce a programme on family issues because the men in the area are mistreating their wives. The accusations and counter accusations begin. Sellina Kunyada argues their men are so greedy to an extent they take away the money women have generated and use that to get extramarital affairs. The men led by Village Headman Mkundika protest. In fact Mkundika himself believes women feel good when they are beaten and frequently assaulted as it also helps them to become better people. He contends women are too rude and without assaulting them, they would “go astray.” The women and other men take him head on: Who gives a man the right to beat up a woman? What if a woman assaults a man? What if a man kills his wife? The recording of this programme therefore provides a forum for village women to challenge cultural perceptions, values and assumptions.

AMARC considers community radio as “representing” the “democratisation of communications” (Mtimde, Bonin, Maphiri and Nyamaku, 1998: 1). AMARC’s interest is thus framing community radio as an alternative media, in which the communities participate as planners, producers and performers and it is the means of expression of the community, rather than for the community (Bonin, Maphiri and Nyamaku, 1998: 1-2). Community-based broadcasting provides a social lubricant to community interpersonal relationships in that the radio functions like a community’s “janitor-messenger” according to Patricio Diaz (2003), through which the radio provides a forum on which people “share experiences with each other.”

Lucila Vargas (1995 4, 16-17) uses the notions of participatory radio, radio-based development and radio for development to describe indigenous practices of using “development radio” to “create often contradictory ways” of “appropriating, refunctionalizing and using communication resources” at the “grassroots level.” Vargas’s concept of participatory radio is similar to FAO’s concept of community and rural radio which Ricardo Castello (nd) contends, should:

Provide an instrument for responding to the communication needs of a given social group. [...] Overcome the shortcomings of state and commercial broadcasters. [...] Provide the right to access, participation and self-management. Produce timely and relevant information. [...] Provide cultural identity. [...] Voice social and economic demands. [...] Create allegiances and new social relations. [...] Empower communities to participate in dialogue and decision-making that influence their social, economic and cultural environment. [...] Provide a platform for democratic and pluralistic expression of the opinions, needs and aspirations of rural communities. [Provide] a channel for interactive communication, dialogue on a wide range of [cultural, social and educational] issues. [Provide] a means for rapid diffusion of development information in diversity of languages that reaches remote areas.

Like in Chimphamba II Village, the villagers from Mwalembe demand that the broadcast hours be extended to 12 midnight; that the DJs should not speak when they are playing their music; that “our radio” should feature “our local band music”; that religious programmes should be balanced to reflect the diversity of denominations in the area; that Dzimwe should carry local news and events as it “is our only telephone in the village”; that the broadcasters should visit them regularly because “we have many, many stories to tell.” Getrude and Sumaili attempt to outline the financial challenges that prohibit the station from exploring new styles of broadcasting as well as with new community-originated programmes, focus being on transportation.

Dzimwe’s financial challenges are massive: The broken down recording decks, microphones and audio recorders. The music tapes and CDs are too few, making it difficult for broadcasters to offer some variety in their shows. The understaffed station volunteers themselves are struggling for a living, as most of them have to work full time to keep Dzimwe on air, receiving a “meager token of appreciation with which to buy soap.” Patrick Mkumbi, presenter and producer, known as Super-boy to his radio fans, tells me all he wanted was to work as a journalist and even when he knows he is a volunteer, he will do “everything” to remain within the profession, a feeling shared by Loius Jonas, another popular presenter, known as DJ Luje. Together with the management committee of William Perekamoyo, Florence Likishoni, Jean Ntaba, Mrs. Msusa and Richard Likukuta, the station broadcasters have to travel extensively within Mangochi in search of advertisements and other forms of sponsorship. Some small businesses like Sundowns Cosmetic Centre of Mangochi Boma sponsors a music programme, Lakeside Music. Chenyato Shopping Centre sponsors a lunch-hour music and education programme, Nkhomaliro. Currently, the radio is working it out with the Malawi Economic Justice Network (MEJN) and the Malawi Police to introduce new respective educational programmes on domestic financial management as well as community policing.

Looking exhausted, having presented his and Getrude’s programmes (as she was attending a management committee meeting), Jonasi begins to talk about the importance of capacity building. “It is hard to get adverts, especially for people like me who have not been trained in marketing. We need to undergo training in Marketing and Public Relations, to help us successfully sell ourselves; otherwise we will be thrown out of a client’s office.” Like Katete, Jonasi also acknowledges the help in form of training and equipment that has been provided by AMARC.

Meeting the Mwalembe Village Chairman, George Phiri and Village Headman Mkundika who have cycled for over 30km to Dzimwe Radio and are waiting outside the station to participate in an environmental management programme, one would never disagree with two listeners’ beliefs about the Monkey Bay community owning Dzimwe Radio: “Please, help us on this request,” writes Gift Namagowa from Monkey Bay CCAP to Maganizo Anga Pa Dzimwe, “we are having problems tuning to our radio, Dzimwe.” Similarly, Zangaphee James Mulela writes from Alomwe Fun Club of Nkope: “Our broadcasters, I have some suggestions meant to improve our own radio, Dzimwe...”

10.7 DCR AND THE POLITICS OF CONSULTATION

From conception, the establishment of DCR was fraught with consultation problematics, considering that whilst MAMWA and UNESCO were busy developing proposals for the establishment of rural radios, the people of Mangochi knew nothing about the developments that were meant to improve their livelihoods. Malawi UNESCO located its conception of DCR within the 1995 Poverty Alleviation Programme (PAP) with the aim of “arresting rapid degradation of the environment and conserving and fostering



sustainable utilization of natural resources in partnership with all stakeholders” (UNESCO Proposal Document, 1996). MAMWA on the other hand located DCR within the empowerment paradigm, as an attempt to give a rural woman some self-esteem and identity (MAMWA Project Proposal, 1996). The key issues here are partnership, participation and empowerment, practices that can only be achieved with the active and conscious collaboration of beneficiary stakeholders.

Guy Bessette (2004) conceives the practice of participation, which largely involves empowerment of local peoples, an empowerment which itself is a process of engaging communities in building a “conviction and self confidence” and, hence, refuses to see themselves as “permanent victims of any situation.” The second precondition involves engaging communities in “setting up realistic objectives and timeframes” taking into consideration, their limitations of “abilities and resources” (Bessette, 2004: 16). By empowering local people first, participation does not become an “extractive process of information, enlisting or mobilizing community support” for centralized projects conceptualized, planned and controlled outside the local environment. Bessette’s participation as a collective decision-making implies that participation is never abstract as observed by Michael Kaufman (1997: 153):

Participation is defined through specific institutions, processes, and ideological and cultural factors. It is defined through the individuals and groups of individuals involved or not involved in a participatory process. Within any participatory structure, overall forms of social inequality and oppression are usually reflected and maintained. The challenge we face is to develop not only participatory mechanisms of empowerment but also the means to overcome the structural inequalities in social power.

Drawing on Kaufman’s concept of differential participation, the critical examination of DCR establishes that as a rural development project, the mobilization process leading to the radio’s establishment marginalized some community groups, the very people the project was established to empower. MAMWA argues that it executed an audience needs assessment in Nankumba and Makanjira areas of Mangochi but in practice, both MAMWA and Malawi UNESCO managed to hold only a meeting of the District Development Committee of Mangochi involving traditional and social leaders, to whom the “radio project idea was sold.” As a result, the communities on the ground had no idea with regards to what to expect from MAMWA and vice versa. This lack of proper mobilization also resulted in communities suspecting that MAMWA (which was operating and running DCR from Blantyre) “was squandering financial resources which were meant for the community, resulting to increased passivity of rural people in projects related to DCR.” If MAMWA and UNESCO had engaged the communities in the process of participation as a negotiation, all parties would have known what to expect from each other.

10.8 DCR PROGRAMMING AND TRAINING REQUIREMENTS

Chris Kamlongera and Paolo Mefalopulos (2002: 55) argue that within radio for development, there exist three kinds of broadcasting: educational, participatory and documentary/cultural. Similarly, DCR produces documentary and cultural programming like Ticheze, Nyimbo za Makwaya, Reggae by the Lake, Nyimbo za Chisilamu, Ndakatulo ndi Nthano, Zachinyamata—all of which are meant to promote the cultures and identities of villagers from Mangochi. As a participatory radio, DCR produces Ticheze ndi Odwala, Maganizo anga pa Dzimwe through which communities are actively or passively engaged in producing programmes with the station staffers.

DCR as an educational broadcaster produces programmes like Amai Pa Kachere,

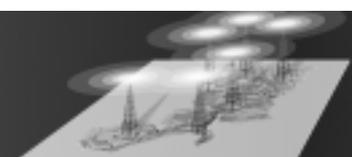
Chitukuko ku Mangochi, Luso Lina, Umoyo wa Thanzi, Usodzi wa Lero, Edzi ndi Ife, Tiusamale Chilengedwe. It is this educational function that requires well thought out research-based programming. Felix Librero (1985: 1) conceptualized a rural educational broadcaster (REB) as the use of radio for “non-formal education purposes primarily to support social change in the rural setting.” REB thus requires staffers that understand their communities with regards to indigenous knowledge systems. At DCR, it is only the Station Manageress who has undergone professional training in broadcasting and development reporting. Sumaili has had an opportunity of working in community development with the Wild Life Society, Monkey Bay. Otherwise, Louis Jonasi, DCR’s presenter and producer who also doubles as the station’s technician, laments the need for further training of the staffers:

We need to be trained in how to make a programme. Here I am talking about research skills, newsgathering techniques and the different styles and approaches for producing a programme. We need to be trained in how to use the equipment and how to service it technically rather than relying on Radio FM 101. It is also important to educate villagers to understand the concept of a development radio because they expect DCR to function like MBC. We also need training to be able to use complicated technical report on science or economic and be able to explain in the language a rural person can understand.

10.9 AFTERTHOUGHTS

In establishing rural radios, Castello (nd) highlights the need for consulting communities, establishing management committees, establishing a legal framework as well as planning for training. As argued hitherto, DCR’s establishment overlooked community consultation and mobilization. Though a management committee is there, its establishment may not have been broad-based as it was meant to get rid of MAMWA, making the latter suspect that it was a political ploy by the ruling party to wrest the radio for campaign purposes. In terms of legal framework, DCR management committee is still drafting its constitution, which should have been the first thing during the mobilization phase.

Many of the logistical, technical and financial “problems Dzimwe faced could have been attributed to MAMWA because that was the only project they had.” Nora Quebral (1988: 80-81) proposes a rural broadcasting media that will stand alone beaming disjointed information to a mass and faceless rural audience. Rural radios would function better if they operate in a network rather than independently. Focus of rural radios should be developmental, which should be determined by both national development goals as well as local needs. Rural radios have to be rural in location and should have rural-based management committees. Despite all challenges, Dzimwe Community Radio is truly a rural development broadcaster.



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11.1 BACKGROUND TO THE TANZANIA MEDIA CONTEXT

The usage of media for development has a long tradition in Tanzania; here as elsewhere the mass media became an important political tool in the building of the independent nation in the 1960's. But because of poverty, and also clearly protectionist politics the media landscape was rather restricted before the 1990's. The first president Julius Nyerere regarded radio the most suitable medium in his attempts to inform, educate and unite the people of the new nation. Besides "traditional" means of communication such as drama and ngoma, Radio Tanzania became his modern tool. Television broadcasting was prohibited on the mainland³ in order to prevent a too stratified society, with small elite of information-rich and a mass of information-poor. Nyerere feared that the expensive mean of communication would favour only the urban population, which would be directly contrary to his development policy.⁴ Furthermore, Nyerere's media policy was designed to oppose the effects of excessive Western influence in broadcasting⁵. In addition to Radio Tanzania only a few official newspapers served the public with the information the state wanted them to have. This constituted the media landscape in Tanzania for 30 years.

11.2 THE 1990'S MEDIA BOOM

In the early 1990's, as a consequence of social, political and economical changes on the African continent, an expansion of the media sector became part of the so-called democratisation process. The 1992 constitution amendment allowed commercial media of all kinds, and a broad variety of media have in a rapid pace changed the Tanzanian landscape during the 1990's and early 21st century. The media boom has led to big changes in the everyday lives of above all the population of urban areas, and particularly Dar es Salaam. The first mainland television station started in 1994, and by the turn of the century there was a handful channels (one of them state run; TVT which started as late

³ On Zanzibar, that had a form of self-governing, a commercial television station was allowed to start as early as 1974. Those mainland inhabitants, living on the coast, that could afford a television set could possibly receive the signals from Zanzibar, and also see satellite television if they got their own dish.

⁴ ng'wanakilala, Nkwabi, 1981, *Mass Communication and Development of Socialism in Tanzania*. Dar es Salaam: Tanzania Publishing House.

⁵ Mytton Graham, 1983, *Mass Communication in Africa*. London: Edward Arnold, and Bourgault, Louise, 1995, *Mass Media in Sub-Saharan Africa*. Bloomington/Indianapolis: Indiana University Press.

as 1999), a wide range of commercial radio stations (besides Radio Tanzania), and an ever-increasing range of newspapers and magazines. In addition to this there are emerging possibilities for computer-mediated communication, connection to the World Wide Web and an increasing extension of mobile telephone networks – to such an extent that Tanzania is claimed to be one of the fastest growing on the African continent in this respect⁶.

The radio has the widest reach in the country, and statistics say that 87.5% of the population were potential radio listeners in 1997 ⁷, and that there were an estimated 400 radio sets per 1000 people throughout the country in 2003 ⁸. Television reached only 19% of the population in 1997 according to statistics from 2000 ⁹, but according to Tanzania Broadcasting Commission's most recent estimation there were about 1 to 1, 4 million TV-sets in Tanzania in 2003, on a population of 33 million ¹⁰. This means that almost 25% of the households have a TV-set. Most of these are of course living in the cities, and most of the stations have until recently only been permitted to broadcast in 25% of the country, which has been likely to be the urban areas where the purchasing power is. However since 2004 this restriction is gone and both radio and television broadcasters can now enjoy nationwide broadcasting via satellite.

11.3 EXPANDING URBAN TELEVISION CULTURE

In the urban areas of contemporary Tanzania many people's lives are saturated by the media. Far from everyone, even in Dar es Salaam, has direct access to the whole ensemble of media and information technologies. But just as radio always has been, TV viewing has become a social activity, and homes with a television set turn into meeting points for relatives, friends and neighbours. There are television sets in public rooms such as bars, youth centres, on buses etc. and even where there is no TV-reception, recorded programmes or pirate copied videos may be screened on a TV-screen for those without access.

Media and their symbolic material of all different kinds make up such an important part of the city landscape both physically and in the urban people's minds that it hardly can pass anyone by unnoticed. A citizen of Dar es Salaam these days, even if she does not read the newspapers, listen to the radio or watch television, could hardly avoid hearing about the latest news about the tsunami catastrophe around Christmas 2004, since 'tsunami' through the local media in almost no time at all became a buzz word indicating death of all kinds (including HIV/AIDS). The latest bongo flavour hits are played in the dala dala also for those people that do not tune in the commercial radio stations at home. Billboards are bombarding out messages about "One nation. One network", "Furahia. Maisha", and "Kama kweli unampenda, utamlinda", "Usione soo. Sema naye. Kuhusu kusubiri, kuwa mwaminifu, au kutumia kondom".

⁶ Simba, D., 2003, *The Use of Internet Cafes by Young People in Dar es Salaam and Tanga. Towards the Development of a Website on Reproductive Health and HIV/AIDS*. Unpublished report Dar es Salaam...

⁷ Temba, Pudenciana, 2000, "Tanzania" in Lynne Muthoni Waneki (ed) *Up In The Air? The state of broadcasting in Eastern Africa. Analysis and trends in five countries*. Panos Southern Africa.

⁸ According to Tanzania Broadcasting Commission in May 2003

⁹ Temba, Pudenciana, 2000, "Tanzania" in Lynne Muthoni Waneki (ed) *Up In The Air? The state of broadcasting in Eastern Africa. Analysis and trends in five countries*. Panos Southern Africa.

¹⁰ Tanzania Broadcasting Commission May 2003, see also ITU



11.4 EXISTING RADIO PRODUCTION AND BROADCASTING STATIONS:

The following are institutions which form part of the following existing radio production and broadcasting:

- Radio Tanzania Dares Salaam (RTD)
- Radio Zanzibar
- Radio Mlimani (IJMC University of Dar es Salaam)
- Parapanda Radio Tanzania (PRT)
- Radio One Stereo
- Radio Clouds FM Stereo
- Radio Tumaini
- Radio Uhuru
- Radio Maria
- Radio Sauti ya Injili
- Radio Ukweli
- Radio Abood Media Co. Ltd
- Radio St. Augustine University of Tanzania (SAUT)
- Radio Free Africa
- Radio 5 Arusha
- Radio Kwizera
- Radio Chemchemi
- Radio Tirat
- Radio Angaza

Radio Tanzania also has sub-stations at: Dodoma, Arusha, Songea, Nachingwea, Mwanza, Kigoma, and Mbeya. These substations broadcast their locally produced programmes for 3 hours daily.

11.5 RURAL RADIO: THE CONTEXT AND CONCEPT

11.5.1 RURAL TANZANIA

The term 'rural Tanzania', refers to an area occupied by rural societies who live in village communities. Most of these villages were formed during the implementation of Tanzania's policy of Ujamaa between the 1960s and the '70s. The policy compelled the rural people, most of whom lived in conventional or traditional villages, homesteads, and clusters of social units or hamlets, to live in socialist organisations in which production and consumption would be communally shared.

Today, although Tanzania has abandoned its Ujamaa ideology, topographically most villages in Tanzania still reflect the Ujamaa spirit of living and working together. These villages are roughly divided into collective dwellings and collective farmland. The houses are normally clustered together in straight lines, 'along the roads, and with the fields outside the nucleated village organised in block farms, each block containing the villagers' individual plots' (Jannik Boesen, 1979: 136). The houses are located at a specific place which, for many villages is towards the centre of the village where most of the social amenities such as schools, places of worship, shops, and health facilities are usually situated.

Today each village has a clearly defined administrative structure that consists of a village council and various committees under the executive leadership of a village chairman and village executive officer. Perhaps one of the significant characteristics of rural Tanzania is that access to mass media like radio, newspapers and television is the privilege of a few. Radios are unaffordable and expensive to operate. So even the few individuals who own radio sets use them sparingly. Television was only introduced to Tanzania in 1994 and only covers the urban areas, where again, only a few own television sets. That means access to television is presently (and for many years to come) out of the question for most rural communities. Newspapers and other print media are distributed in towns and are available to a few of the rural areas, but again the high rate of illiteracy among the rural population makes the information contained in the print media inaccessible to most.

11.6 WHAT IS RURAL RADIO?

Rural radio is a radio:

- That rural people have the ownership
- That rural people have voice on the programme production
- That targets rural audiences listenership
- Which deals with rural content
- That is located in the rural area
- Which uses local resources
- That links the rural communities to other communities

In short it is of, for, and by the rural people.

Within the Tanzanian context rural radio refers to the radio programmes that target rural listenership and have rural content.

11.7 RURAL RADIO AT WORK (MINISTRY OF AGRICULTURE'S EXPERIENCE)

The ministry of Agriculture and Food Security in Tanzania has been running rural based radio programmes since before independence. The main task of producing these programmes lies in the Farmers Education and Publicity Unit (FEPU) of the ministry.

The history of FEPU dates back to 1955 when the "Ukulima wa Kisasa" magazine was first published in the Lake (Victoria) zone. The paper was specifically for educating and developing agricultural interest to young farmers. As the paper became more popular, it was taken up by the Department of Agriculture, and moved from the lake zone to Dar es Salaam. From mid 1960s to 1970s the paper played a key role not only in educating farmers but also in the national literacy campaign of the rural community as it was the only paper which penetrated the rural areas.

With popularity and technological development in mass media the Farmers Education activities expanded to include Radio programmes (1965), Leaflets and booklets production (1975), Films /Cinema (1970) and Video/TV programmes production (1991). The production of Video/TV programmes and Desk Top Publishing (DTP) techniques were started by the National Agricultural Extension Project under the World Bank Credit Loan between 1989 – 2001.



The Ministry of Agriculture and Food Security (MAFS) started broadcasting agricultural radio programmes in mid 1960s and went up to date. The programmes have been changing with time in terms of numbers, titles, contents and methods of presentation. Between 1980s and 1990s FEPU had five programmes a week aired through Radio Tanzania Dar es Salaam. The programmes were:

- Mkulima wa Kisasa - Mazao - Modern Farmer - Crops
- Mkulima wa Kisasa - Mifugo - Modern Farmer - Livestock
- Chakula Bora - Nutritious Food
- Haba na Haba - Small Scale Agricultural Projects
- Shambani Juma Hili - Week Farm Magazine

In 2000, the livestock and Agricultural sectors were separated and placed in two different ministries - Ministry of Water and Livestock Development & Ministry of Agriculture and Food Security. Based on this separation, the first two programmes have also been separated based on the two sectors. The other programmes have been phased out. Hence the two ministries, has each one programme aired per week.

11.8 THE ANALYSIS OF RURAL RADIO

The following analysis is based on needs assessment report in the Extension communication by the Ministry of Agriculture and Food Security.

11.9 RADIO OWNERSHIP

In the study area, more than half of farmers interviewed reported to have radio sets irrespective of their sex. The data shows 62.0 percent and 79.0 percent of all farmers in the Eastern and Northern zones respectively owned radio sets. However, more male than female farmers were reported to have radio sets in both zones. The Table further shows that Eastern zone has a high percentage of female farmers, (43.0 percent who have no radio sets as compared to female farmers, (38.0 percent) from the Northern zone.

11.10 LISTENERSHIP

Having no radio set does not deny one from listening to radio programmes because one can listen to radio programmes from neighbours, friends or relatives who have radio sets. These sources were found to increase the proportion of people who could listen to programmes broadcast. Radio as opposed to magazines was also found to be common even among the illiterate populace. Generally, the survey indicated that most farmers listened to radio programmes. The programmes included news bulletins, flash news, sports, drama, religion, death announcements and agricultural programmes in that order of importance.

Further analysis of the information shows that although the majority of farmers seemed to be aware of the agricultural radio programmes which were produced by the MAFS and broadcast through Radio Tanzania Dar es Salaam (RTD), only few were reported to be listening to the programmes. Main reasons for not listening were that most of the programmes were being broadcast during odd hours and that some of the programmes were not good and or useful. Nevertheless, most of the farmers did not exactly know when the programmes were broadcast. The time of broadcasting the MAFS programmes were on each Monday 6:15-6.30pm, Tuesday 3:15-3.30pm; Wednesday 6:15-6-30pm and Friday 6:15-6.45pm. In terms of sex categories, it was

found that more males than females listened to the agricultural programmes. Some of the women involved in the assessment lamented on their tight work-schedule that they were not able to listen to the programmes. However, they thought that the programmes were educative.

Other reasons for not listening to radio programmes were mainly those related to unavailability/affordability of dry cells and breakdown of radio sets. Furthermore, listenership is affected by poor reception of radio Tanzania in some areas, and existence of commercial radios whose focus is not on rural development.

Therefore, in order to make many farmers listen to the programmes there is a need to change the time of broadcasting as well as making the programmes more appealing and realistic to the farmers. The introduction of cell-less radio sets in the rural areas will further enhance listenership as it will reduce the cost of buying batteries.

11.11 CONCLUSION

From the definition aforementioned, we basically do not have rural radio in Tanzania. What we have are radio programmes focusing on rural issues and communities. Furthermore, accessibility/ affordability of radio sets, poor reception, inappropriate time of broadcasting, poor participation of rural communities in the production of content deprives the real meaning of rural radio.

THE ROLE OF ICTs IN PROVISION OF AGRICULTURAL INFORMATION AND KNOWLEDGE TO FARMERS UNDER UGANDA'S NATIONAL AGRICULTURAL ADVISORY SERVICES (NAADS)

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12.1 SUMMARY

Agriculture is the most significant sector in Uganda's economy, which has grown at the rate of 5.2% per annum over the last five years. The country's agriculture is largely subsistence with an estimated 70% of its three to four million farmers growing



predominantly subsistence food crops. Women form about 80% of the Uganda's agricultural labour force, and the country's agriculture continues to be characterised by low production. Major concerns in the agricultural sector include: low GDP per capita (USD 300); sustainability; rural poverty; growth in the sector has been only by land expansion; low use of productivity enhancing technologies and inputs; less land/farm worker and slow growth (1% per annum). The case study examines the country's agricultural extension system in light of major policy changes aimed at addressing concerns in the sector. These policy changes have culminated in major reforms in the sector in general and the extension system specifically. The establishment of the¹¹ National Agricultural Advisory Services (NAADS) as the framework for agricultural extension or advisory service delivery is as a result of these reforms. The NAADS aims at steadily decreasing the percentage of subsistence farmers from the current 82% to 40% within 25 years, and at the same time increasing commercial farmers from the current less than 5% to at least 20%. The NAADS mission of increasing farmers' access to

information, knowledge and technology for the realisation of the agriculture sector objectives aims at causing increased efficiency and effectiveness in delivery of agricultural advisory (extension) services. The case study examines the roles that information and communication technologies (ICTs) can play in attaining the NAADS

¹¹ Presented to the "ICTs – transforming agricultural extension?" CTA's ICT Observatory for ACP agricultural and rural development Workshop, Wageningen 23 – 25 September 2003 and at the Sensitisation Workshop on Rural Radio for Policy and Decision makers from East and Southern Africa, Lilongwe, Malawi, 26-29 April 2005.

goal. ICTs that are being used as information and communication tools include: radio; print; email and Internet; telephone and telefax; traditional media and face-to-face communication. The extent of use and potential of these various media are examined in light of the different stakeholders, target audience and messages. The case study undertakes A SWOT analysis of these ICTs as tools for agricultural advisory service (extension) delivery under the current economic environment. Important experiences and lessons learnt in their use are presented. Key lessons learnt include: correct targeting of the ICTs to specific users; the need for investment in capacity development in order to exploit the different tools; relevance of agricultural information integration of different ICTs for optimal benefit, and networking. Finally, the case study presents specific recommendations on policy actions required to ensure that the full potential of these ICTs in agricultural advisory service provision are attained. The recommendations include policy actions that reduce costs of ICT tools; incentives for greater private sector participation in the development of the ICTs' use; and the education policy to introduce an early start to capacity development in ICTs usage.

12.2 BACKGROUND

12.2.1 COUNTRY DATA

Uganda is a land-locked country with a surface area estimated at 241,039 sq km, of which 18% consists of inland water and permanent wetlands. More than 75% of the country is suitable for agricultural production with rainfall regimes influencing cropping choices. Being a landlocked country presents Uganda with many challenges: transportation and communication links are very expensive.

Uganda's population has grown rapidly during the past half century, doubling every 25 years. The annual growth rate has, however, been declining to the current level of 2.5%. The current population of the country is 24.7 million (2002 census) with 87% of the population living in rural areas. Over 47% of the population are less than 15% old, while 3.4% are above 65% giving a dependency burden ratio of 103%.

Poverty, especially rural poverty is pervasive throughout the country. Uganda, however, is the few sub-Saharan African countries where poverty has declined in real terms of income. The population living below the poverty line decreased from 56% in 1992/93 to 35% in 1999/2000. The annual per capita income is USD 3000 (1999/2000) compared to USD 500 – 550 in much of Sub-Saharan Africa.

12.3 OVERVIEW OF THE AGRICULTURAL SECTOR

Agriculture is the most significant sector in Uganda's economy, which has grown at the rate of 5.2% per annum over the last five years. The value output from agriculture accounts for 42% of the country's GDP, with food crop production accounting for 65% of the agricultural GDP. The sector is also responsible for 70% of the country's exports. The basis of the country's agriculture is the subsistence farmers. An estimated 70% of the three to four million farmers grow predominantly subsistence food crops, with only an occasional surplus for sale. Women form about 80% of the country's agricultural labour force. Uganda's agriculture continues to be characterised by low production.



12.4 AGRICULTURAL POLICY ENVIRONMENT

The major concerns in agricultural sector are:

- Low GDP per capita (USD 300)
- Sustainability (dependence on donor assistance)
- Rural poverty (rural incomes down by a third)
- Agricultural growth has been only by land expansion
- Low productivity
- Less land/farm worker
- Slow growth (1% per annum)

The agricultural policy environment is subsumed within the overall government policy of decentralisation, privatisation and liberalisation. The Government's main thrust in support of the agricultural sector is through the Plan for Modernisation of Agriculture (PMA), a planning framework under the Poverty Eradication Action Plan (PEAP) initiated in 1997. The PMA represents a substantial shift in both the process and content of the country's agriculture. Under the PMA, the salient policy concerns are: structural transformation aimed at institutional reforms and capacity; participation of the poor; and sustainable economic growth must be attained. The PMA envisions "a profitable, competitive, dynamic and sustainable agricultural and agro-industrial sector, with its mission to "transform subsistence agriculture to commercial agriculture in order to eradicate poverty, ensure food security, create gainful employment and manage the resource base sustainably.

12.5 THE AGRICULTURAL EXTENSION SYSTEM

12.5.1 HISTORICAL OVERVIEW AND MAJOR POLICY CHANGES

Agricultural extension introduced in Uganda by the colonial government in the late 1800s has gone through numerous changes over the years in approach, strategy and objectives. According to a review of country's extension system (Semana, 1999), notable approaches have been:

- 1898 – 1956: extension by compulsion. Extension was characterised by emphasis on the distribution of planting materials of major cash crops for export with attendant messages being how to grow these crops. Implementation was by chiefs, a few expatriate field officers, and local instructors. A major method used was enforcement of bye-laws requiring farmers to strictly follow specified agricultural practices such as soil conservation and have enough food reserves.
- 1956 – 1963: extension through progressive farmers. The strategy was that identifying early adopters and concentrating on these progressive farmers, giving them technical advice, and supporting them in form of inputs and credit would cast them as models that the rest of the farmers would follow. Emphasis was still on cash crops, mainly for export.
- 1964 – 1971: the extension service became more professional through training and use of appropriate extension methods. The role of the extension worker became more educational, in addition to teaching farmers what to do, they explained the why and how. Courses to provide practical and communication skills, coupled with in-service training, were introduced in the curriculum of the agricultural colleges. A professional farmer cadre was to be established. Farmers were encouraged to

organise themselves to meet more of their own needs thus creating more ownership and a community spirit. Emphasis was on projects such as the Extension Saturation Project, Young Farmers of Uganda, Mechanisation and credit. Emphasis was on cash crops.

- 1971 – 1980: the dormant phase. This period was characterised by disruption of the economy. Service delivery was greatly reduced, as did the effectiveness of the extension staff as the latter concentrated on selling agricultural materials, tools and equipment to the detriment of their educational role. Decline resulted from lack of resources, poor supervision and deterioration of staff morale.
- 1981 – 1991: the revival phase. Recovery or rehabilitation projects such as Agricultural Development Project, Agricultural Rehabilitation Project, and South-western Agricultural Project were implemented in several districts in the country (MAAIF, 1998). This was revival of the education role with strong focus on training, better linkages with research, farmers and other institutions such as NGOs. Training and Visit (T&V) was a major extension approach. Effectiveness was, however, undermined by organisation issues brought about by parallel extension services in different agricultural sector ministries and services being based on commodities and/or projects.
- 1991 – 1998. Policy reforms. Several reforms including: liberalisation and privatisation, which attracted a multiplicity of extension service providers such as NGOs, private sector companies and farmers associations such as Uganda National Farmers Association (UNFA); decentralisation of services to the lower levels of government (districts) in line with the decentralisation policy of government; and unification of agriculture sector ministries resulting in the unified and modified T&V system of management.

Given the above, agricultural extension in Uganda has historically been unfocused, reached few farmers, and its messages and approaches not effective. Financing and delivery mechanisms were not efficient, accountable or sustainable. Planning has been inherently exogenous and non-participatory. The extension system was heavily centralised and characterised by bureaucracy and manned by civil servants with low responsiveness to farmers' needs, and a victim of diminished budgetary support.

Major policy reforms: the National situation

Since 1987, the Government of Uganda, with support from its development partners, has implemented macro-economic and development reforms, resulting in considerable improvement in its economy. In spite of the positive advances, Uganda's population remains poor, with gross national income (GNI) averaging USD 300 and 35% of the population living below poverty line. Most rural people, who are largely subsistence farmers have not benefited from the economic growth and remain largely outside the monetary economy. In 1997, the Government began to implement its Poverty Eradication Action Plan (PEAP), a planning framework designed to address poverty.

Reform measures

The challenges of rural transformation and poverty eradication are therefore highly dependent on the progress in the agricultural sector. Past growth in the sector has been dependent on the liberalisation of agricultural marketing and subsequent expansion in farm area. The benefits from the above have all been exhausted, and the country has therefore to look at other to other sources of growth for the agricultural sectors if rural development has to be sustained.



The Plan for Modernisation of Agriculture (PMA) is an important component of the government's over-arching PEAP, and a framework designed to move agriculture away from predominantly subsistence to commercial. The Plan aims to address the key factors undermining agricultural productivity, such as: poor husbandry, low use of inputs, poor access to technical advice and credit, transport, communications and marketing infrastructures, and land tenure.

The National Agricultural Advisory Services (NAADS) is one of the seven priority areas in the PMA. In the development context, the NAADS, by addressing the concerns in agricultural extension delivery, aims at steadily decreasing the percentage of subsistence farmers from the current 82% to 40% within 25 years, and at the same time increasing commercial farmers from the current less than 5% to at least 20%. The concerns in the extension system that NAADS is addressing include:

- Poor and ineffective farmer participation
- Non-responsiveness of approaches and supply driven
- Poor research – extension – farmer linkages
- Inefficient and ineffective delivery systems
- Attitudes of both advisors and farmers

The nature of the Reform

The aim of NAADS is to develop a demand-driven, client-oriented, and farmer led agricultural advisory service delivery system, in particular targeting the poor and women. The programme is grounded in the Government's overarching policies of agricultural modernisation, decentralisation, privatisation and increased participation of farmers in decision-making. The nation-wide reform process is to cause a range of changes, which have four basic elements:

Transformation of farmers' roles and create ownership. Empowering subsistence farmers to gain access to and control over agricultural advisory services, marketing information and technological development and make contributions towards service delivery;

Reform of the role and approach of agricultural advisory service providers. Shifting from public to private delivery of advisory services within the first 5-year phase, and developing private sector capacity and professional capability to provide demanded agricultural services;

Separation of the financing of agricultural advisory services from its provision. Creating options for financing and delivery of appropriate advisory services for different farmer types, gradually reducing the share of public financing of farmer advisory costs, and using public finance to contract privately delivered advisory services; and

Deepening Decentralisation. This is the devolution of powers and functions and services to the lowest level of government.

12.6 CURRENT INSTITUTIONAL SET-UP AND KEY INDICATORS

Institutional arrangements

Farmers' institutions, consisting of farmers' groups, and farmers' fora at all levels of government, are the core institutions in the NAADS Programme (Anon. 2000). Primary responsibility at the grassroots is vested in farmers' groups, and that are the clients of the advisory services and avenues for farmer empowerment. The groups are electively represented in Farmers' Fora at sub-county, district and national levels. The Fora are the major points of leverage between farmers and government institutions. The Ministry

of Agriculture, Animal Industry and Fisheries (MAAIF) has overall national responsibility for the programme. The NAADS Board of Directors, an autonomous body supported by a Secretariat, is constituted under the MAAIF and charged with coordination and the role of advising and providing guidance on programme policy and strategy. At sub-county and district levels, the Local Councils and Administrations have oversight responsibility of the programme.

12.7 KEY ACTORS IN AGRICULTURAL EXTENSION

Service provision

In order to increase relevance, efficiency and effectiveness, service delivery is predominantly through contracts to private sector individuals, small groups of service providers, professional companies, autonomous agencies, including commodity-based farmers' associations. Civil society Non-governmental organisations (CBOs and NGOs) have a strong role in programme activities, mainly providing institutional capacity development and monitoring, through partnerships and letters of agreement. Award of contracts by Farmers Fora is based on the expressed plans and needs of the farmers, and is through competitive processes. Through their institutions, farmers are involved in the award of the contracts, and monitoring and evaluation of performance.

The types and form of advisory services provided are determined by the prioritised needs of farmers. Experience has shown that these are more likely to be commodity and less system based. The type of training of the current service providers tends to reinforce the kind of services provided.

The NAADS programme has primarily responsibility for developing not only the farmers' capacity to demand for advisory services, but also that of the private sector to be able to effectively to respond to farmers needs. This includes supporting the transformation of the current public sector service providers to private sector. At this phase of the programme implementation only an initial start has been made. The NAADS is developing strategies for scaling up promising innovations in advisory service delivery. The target is to support networking among service providers in order to help address common needs of service providers by exploiting synergies, increasing access to information, and improving resource utilisation for the good of the country. At this time of implementation, we are not there yet.

Funding

The Phase I of NAADS programme cost is estimated at US\$ 108 million over seven years. Funding for the programme comes from the Central Government, District and Sub-county local governments as well contributions from development partners and farmers. The funds are pooled into a common "basket" a novel funding arrangement, from which they are directly allocated by the Ministry of Finance (MFPED) to districts and thereafter, to sub-counties. The high share of NAADS funding directly to sub-county governments (77%) reflects a deliberate government policy for programme implementation at lower level, in line with Government's decentralisation policy.

12.8 USE OF ICTS IN PROVISION INFORMATION AND KNOWLEDGE

The Participatory Poverty Assessment report (2000) indicates that 44% of the communities cited ignorance and lack of information as the fourth most important cause of poverty in Uganda leading to low productivity among a host of causes. Lack of information on availability of markets, prices and modern agriculture practices are cited. In light of the key role information plays in development, the Uganda Government views



ICTs as a key pillar and is pursuing a policy to optimise utilisation of this resource in social and economic development. Strategies to modernise agriculture, to address low productivity and reduce poverty should put provision of information at the centre.

The National Agricultural and Advisory Services (NAADS) Programme provides the framework for provision of advisory services¹ in the country. The programme is being implemented through five components, with the overall mission of realising “Increased farmer access to information, knowledge and technology through effective, efficient, sustainable and decentralised extension with increasing private sector involvement in line with government policy.” To be able to achieve this strategy, the NAADS has developed for itself an Information and Communication Strategy (Anon., 2003), that is to guide the development of its communication methods and media. The strategy is based on six pillars:

- Making NAADS known and increasingly relevant, through the use of stories showing real life experiences, and strategic targeting of audiences and messages;
- Having an active listening function through radio and phones to ensure that stakeholders have the opportunity to ask questions, understand procedures, and take ownership over the programme;
- Ensuring NAADS has points of presence and champions at the sub-county, parish and village levels, where farmers, especially women and the youth can learn about the programme and find meaningful opportunities to work with it;
- Training service providers and farmer organisations in how to access agricultural information and how to translate into formats and media that can be used for training and learning with farmers;
- Integrating the Agricultural Market Information System as part of this strategy with emphasis on targeting of information to specific audiences; and
- Incorporating the strategy into the internal NAADS information management and learning efforts.

Although only a few of these pillars are directly applicable to provision of advisory services, they are all necessary to enable NAADS to both manage its external environment, as well as keep its stakeholders informed.

The NAADS Programme introduces far-reaching reforms in the delivery of advisory services to farmers, and subsequently demands significant changes in the various roles and responsibilities of actors including significant changes in funding arrangements, roles and relationships with donors, management of staff in a learning organisation, organisation of stakeholder institutions, etc.

The NAADS Programme has also a number of other high level stakeholders to whom information on the NAADS implementation processes; progress and challenges are of interest. The programme uses a range and mix of ICTs in order to communicate, inform and share information with the various programme audiences.

¹ Agricultural advisory services include all areas relevant to agricultural production and marketing including but not limited to extension, research, input supply, marketing, trade and industry, credit.

12.9 NAADS AUDIENCES

Farmers are at the Centre of NAADS Advisory and technology services provision. Through a process of constraints analysis, farmers identify their advisory services and/or technology needs constraints. Farmers' constraints may be grouped into two sets, namely: Information and knowledge-related constraints, and secondly, technology-related constraints. Once farmers' needs have been established, private service providers are hired to provide the relevant services.

Farmers are the primary target audience for NAADS agricultural information, knowledge and technology messages. Farmers may need differentiated information types ranging from information on produce markets, inputs, prices, access to credit, to agricultural knowledge and technology information. Recent assessments by NAADS across the 21 districts implementing the NAADS programme indicate some pointers to information types that farmers need in order to improve their agricultural productivity and market orientation.

NAADS key stakeholders also include the policy makers, development partners, and private sector operators, civil society organisations, media, research institutions, NAADS Board and staff and district local Governments. Policymakers may be differentiated further to include Members of Parliament, technical and senior staff from line ministries of Agriculture, Animal Industry and Fisheries, Ministry of Finance, planning and Economic Development, and Ministry of Local Government. There other key semi-autonomous bodies such as NARO, UBOS, UNCST, UCC, and PMA that also constitutes a major stakeholder group for the NAADS programme. Some are sources of agricultural knowledge and information and technologies while others generate policy-related information used by NAADS to serve its audiences.

12.10 CHANNELS AND MEDIA (ICTS)

Because of the varied nature of NAADS audiences and types and formats of information and knowledge messages to be communicated, NAADS has employed a range and mix of information communication technologies (ICTs) a number of which are described below:

• RADIO

Although assessments in Uganda show that women and men have different preferences for communication channels, general media preference across stakeholders emphasise radio followed by other farmers as major source of agricultural information and knowledge.

From the Government-owned Radio Uganda being the only radio in the country by 1995, there are now 107 licensed fm radios spread across various towns and trading centres in the country (UCC, July 2003). Most fm radios have scored high in popularity and listenership because of their special interest and focus in broadcasting to local audiences in local languages. Access to radio is extensive compared to any other ICT with 4 in 10 persons living in the rural areas possessing a radio, a big increase from 1 in 10 according to the World Bank Development Report, 1996.

NAADS has employed radio as one of the key channels for communicating NAADS messages. Based on annual assessments by an Independent Media Communications Company in Uganda (Steadmans Marketing and Media Research Group), NAADS has identified 15 fm radios to work across the country. The radios were chosen on the basis of regional distribution popularity, listenership by the NAADS target audience, cost, use of local language and capacity to run an agricultural educational programme. The 15 radios represent about 85% of total listenership in the country while the rest of the fm radios (92) share under 15% audience.

Box 1: Standard Series Programmes

1. What NAADS does and what it does not do
2. What is a farmer's group under the NAADS?
3. A guide on enterprise selection
4. How can NGOs/CBOs participate in the NAADS?
5. Who is a service provider?
6. How to do farming as a business
7. How to run a small scale producer's group

The 15 fm radios run a three types of NAADS information messages; first there is a standard 30-minute NAADS radio series whose original script is prepared by one of the more established fm radio based in Kampala (Central Broadcasting Service-CBS) with experience in syndicated rural radio programmes production. The original radio script is prepared in English and is then sent to other 14 fm radios for translation and adaptation into respective local languages and local issues. Some of the topics that have been prepared for the standard series are shown in Box 1. Normally, three sets of programmes are prepared and sent to the districts three weeks in advance.



Apart from the weekly standard series, the contracted fm radios also run an interactive 30-minute call-in programme every third week. The call-in programme is mainly intended to provide audience with an opportunity to ask pertinent issues regarding programme implementation as well as give feedback on the standard series programmes that run weekly.

In order to make the programme more interesting to listen to, however, the target audiences, the call-in and standard series programmes are sandwiched between news about current market prices of key agricultural commodities within the coverage area and trends across the neighbouring, national and regional markets.

The NAADS call-in programmes are very popular because radio stations already offered write-in and phone-ins that allow people to voice their concerns, questions and ideas in political, social and health issues and they shows allow listeners to hear concerns from other people that they may identify with (the ekimeeza). Those without access to a phone

can write in (with the help of literate members of the family or village). Radio phone-ins have also been made easy by the recent growth and expansion of the mobile telephone coverage across the country.

By having a regular programme where questions can be raised, people are beginning to have a sense about what NAADS is all about, how it evolves, what problems it faces and how they are being addressed. NAADS is currently exploring with telecommunications companies operating in the country possibilities of having a toll-free number for farmers to call-in without cost hindrance. As this practice becomes further engrained it may lay the foundation for other options in the future such as a call-in centre. Recent studies show that a question and answer (Q&A) service responds to farmers' questions was ranked very beneficial by 53.7% of the farmers but they indicated that this was mainly achieved through face-to-face modes, e.g. fellow farmers or extension agents.

With a regular synthesis of questions received by radio call-in programmes, NAADS will be able to update the list of Frequently Asked Questions (FAQs) and modify the content of its communication materials (posters, web-resources) at a national level, plus it can address district-specific issues through district-specific media (FM radio, a network of champions). The value of FAQs is that they save time in that a significant number of questions will fall into this category and staff can dedicate attention to the lesser number of questions that merit individual attention; for this reason the FAQs

have an important role to play in the website. NAADS' experience with FAQs suggests the need for direct responses to questions on the basis of specific themes in order to avoid the tendency for the question list to become out of date.

The third types of messages passed by NAADS through the radio broadcasts are the one-minute spot messages and announcements. The spot messages often carry anecdotes and quotes from influential persons, farmers and other NAADS stakeholders, and are meant to raise awareness, remind or state a simple fact about the NAADS Programme to the audiences. As far as advisory service delivery is concerned, radio may be more suitable for dissemination of information on markets, sources of inputs and access to credit, and less so for technical production information.

- **RADIO AND MARKET INFORMATION**

NAADS has contracted IITA's Foodnet to implement an Agricultural Market Information System (AMIS) that aims to enable farmers to acquire knowledge and subsequently make informed decisions about what and how to market their produce. The project is currently being piloted in the first 6 districts to implement the NAADS Programme. Market prices are being collected in 4 major markets in each of the 6 pilot districts. Information collected is analysed and packaged for broadcasting in 7 fm radios in the project area in form of 2-minute marketing price news every Tuesday and Thursday with a 15-minute weekly analysis on Saturdays. The same information is also published in local newspapers and through community meetings. The 15-minute Saturday analysis is an educational radio programme aimed at helping farmers understand and use market price information more effectively.

The NAADS AMIS concept is based on the assumption that the availability of reliable market information is a means of assisting farmers to (a) reduce the risks associated with marketing; (b) empower their ability to bargain for fairer prices and (c) to decide where to sell their produce. In addition to the provision of market information, farmers' capacity to utilise such information is developed through face-to-face training or radio.

- **PRINT**

NAADS produces a number of print materials targeting different audiences. For instance, the Secretariat produces quarterly and annual reports on Progress of Programme Implementation. Special 2-4 policy briefings targeting Members of Parliament, cabinet ministers and members of the NAADS Board are frequently produced to update them on specific policy actions and/or achievements realised by the Secretariat.

Targeted messages and information briefings are often reproduced in national English dailies such as the New Vision and Monitor with the aim to reach the urban educated elites, donors, technocrats and politicians. There are 7 major newspapers in Uganda two of which are in English and 4 in local languages (Bukedde, Orumuri, Ngoma, Etop and Rupiny) but the English dailies have the widest, cross-country readership estimated at about 100,000.

The Secretariat also produces a quarterly newsletter, the NAADS News; mainly aimed at community NAADS messages particularly farmers' stories to various stakeholder audiences. The NAADS News is an 8-page short newsletter that also highlights past and upcoming events within the programme, concise summaries of programme reviews, consultancy studies and any other relevant information that may be of interest to readers such as vacancy availability, etc. Full Reports are normally



published for technical audiences such as donors, researchers, funding organisations and technocrats in line ministries.

Several brochures on varied topics (What is NAADS? How can farmers participate in NAADS? Who is a Service Provider? Etc) have also been produced for distributed to various audiences as simple sensitisation materials. Often, brochures are given out during seminars, press briefings, etc in order to reinforce messages passed through other media.

- **EMAIL AND INTERNET**

Although the internet in Uganda had a late start, with the first networking connections being established in the mid-1990S, the new regulatory environment has favoured the rapid growth of internet connectivity. NAADS Secretariat staff has email and internet access on a relatively high speed internet connection on 24-hour basis through a local area network linked to the web. Internet access is through a local internet service provider (ISP).

The Secretariat has also developed a public website (<http://www.naads.or.ug>). Although in an early process of evolution, the NAADS website is planned to become a major agricultural information portal for Uganda in addition to supporting NAADS policy communication. In the near future, however, the website will contribute mainly to helping NAADS communicate its policy messages to decision makers in government and donor agencies, and to urban professionals. The website has a feedback page that allows readers to ask questions and give feedback on the programme; this is an example of active listening for the electronic medium.

In the next five years, the website could become a tool for distributing agricultural technology materials for those service providers (info-mediaries) who learn to access the Internet through public Internet sites. We plan to have a stripped down version for faster downloads and wider use.

NAADS is also exploring other opportunities emerging from the fast growing internet access expansion in the country; One such opportunity that offered by Uganda Communications Commission (UCC), where the Uganda Home Pages was recently contracted to design 26 district web portals on behalf of UCC and partner districts. This constitutes an opportunity whereby NAADS can ensure wider distribution and availability of agricultural content. As privately run district telecentres begin to operate under the auspices of the Rural Communication Development Fund (RCDF) of the Uganda Communications Commission (UCC), NAADS sees an opportunity of sensitising the operators to the NAADS challenges and engaging them in training, orientation and sensitisation workshops for NAADS stakeholders on a commercial basis.

NAADS is also in touch with existing telecentres in Uganda and currently discussing possible common interests in terms of putting service providers in touch with information sources. Although these telecentres showed a lot of potential: personnel having the capacity to participate in delivery of agricultural information; and have the necessary equipment and facilities that are critical in delivery of information, their utilisation has been below expectation. The high costs of their operation and poor publicity have limited their use. The one achievement from the established telecentres though is that they have demystified computers. The advent of the RCDF of the UCC should see the telecentres playing a greater role in provision of agricultural advisory services.

As connectivity infrastructure rolls out across the country, there is a great future for NAADS to increase availability and access to agricultural knowledge and information particularly in support of info-mediaries/interpreters who work closely with farmers. Capacity of farmers to access web-based information directly is still limited and may take a few more decades considering the current literacy rates among most rural farmers in Uganda. New ICTs could therefore help overcome the barriers of non-availability of well-packaged information in support of farmers advisory and technology needs that has been a major constraint for past traditional government extension workers.

• **TELEPHONES AND FAXES**

Over the last five years, Uganda's telephone density, driven mainly by mobile telephony, has risen by over 300%, from 0.26 lines per 100 persons in 1996 to 1.1.3 telephones per 100 persons in 2000, and 2.0 in 2001 when both fixed and cellular lines are taken into account (MFPED, 2003). There has also been rapid expansion of GSM coverage to rural areas where the demands for telephone services have been found to be higher than expected. Competition among the three mobile services providers (MTN, CelTel & Mango) has brought prices down from US\$3/minute in 1995 to the current US\$ 0.04/minute for fixed line and US\$0.06/minute for mobiles.

The Secretariat has taken advantage of this and uses mobile phones to communicate particularly urgent messages, inquiries and/or short messages that do not require faxing or formal letters. Faxes are also sent as follow up for official communications and/or instructions from the Secretariat or from field offices to the Secretariat. Of increasing importance is the use of SMS messaging among mobile users in the country.

Already, farmers in some of NAADS districts are using mobile phones to access daily market prices provided by IITA/Foodnet (<http://www.foodnet.cgiar.org>). A farmer types the name of the crop on his/her mobile phone and sends it to 197, information on the latest market prices appears in form of text message within a matter of seconds. Although most farmers do not own mobile phones at the moment, NAADS coordinators ensure that information reaches farmers through radio and market information boards.

A similar service has also been evaluated in the fisheries sub-sector under the Wireless Market Information Service (WMIS) project, to test the cost effectiveness of demand driven market





information delivered through the cellular phone Short Messaging Service (SMS). Using the SMS channel designated to SMS (198), users could send price inquiries via SMS using standard keywords and receive real-time fish price information (Anon. 2002). This was shown to be effective but needed constraints such as: poor network infrastructures at fish landing sites; inconsistencies in market behaviour and limited participation of other mobile phone service providers.

• **TRADITIONAL MEDIA (DRAMA, SONGS)**

Uganda's diverse cultures are very rich in traditional media use and their power in delivering awareness-raising as well as educational messages to rural folks is unrivalled. The use of village group drama, songs and dances, puppet plays and stories mixed with cultural rhythms and beat, helped Uganda turn around the wild HIV/AIDS scourge that ravaged the country in the late 1980s and early 1990s. Traditional media has also been used for family planning campaigns, democratisation, elections and civic campaigns.

NAADS implementing districts use drama and songs to pass on key messages about the programme to rural audiences. Traditional media messages have been reinforced and made accessible to larger audiences through the community fm radios broadcasting in local languages to immediate communities. NAADS has supported various village drama artists to propagate NAADS messages through offering limited financial support, studio recordings and non-monetary incentives such as t-shirts, troupe costumes, etc. The partnership with traditional media is emerging as a very important strength for the NAADS programme that offers unlimited opportunities for overcoming the illiteracy problems and the challenges of transforming peoples' attitudes and relations among various actors involved in the implementation of the NAADS programme. Traditional media can conveniently be integrated with ICTs by video-taping such drama groups and disseminating the message through village 'cinemas'.

• **FACE TO FACE COMMUNICATION**

The discussion the media approaches to information sharing in the NAADS Programme would be incomplete without the mention of the use of face-to-face approaches. Unlike most parts of the developed world where probably other ICTs/media have overtaken person to person as a key medium for information sharing and knowledge transfer, interpersonal communications remains a very important and effective channel for interaction and knowledge transfer.

NAADS uses the face-to-face method for various audiences including high-level stakeholders such the policymakers, members of Parliament, donors and farmers. NAADS spends significant amount of resources on face-to-face sensitisation meetings in all new and old sub counties implementing the Programme. Face to face communication is also the major way the private services providers hired to provide advisory services to farmers use to deliver their advice.

As in the case of traditional media, face-to-face communication can easily be integrated into ICTs be enabling service providers to source information and knowledge through the telecentres and repackaging this appropriately for the face-to-face communication.

12.11 THE POTENTIAL OF ICTS, WHAT IS REQUIRED TO EXPLOIT IT?

As a new concept and approach to advisory service delivery, some of the main concerns of the NAADS programme have included: awareness creation among all stakeholders; farmer education on their new roles; and increasing farmer access to information, knowledge and technologies to increase productivity and profitability. As its stakeholders especially farmers, start to make demands on the NAADS, top of the list of farmers' concerns is to access information connected with improving their enterprise productivity. The challenge to the budding private sector advisory service providers is to effectively meet this farmers' demand, and especially in the time that they want it

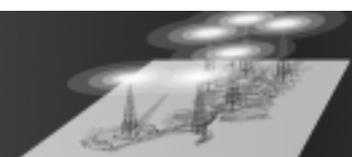
The first conscious attempts to utilise ICTs to provide service providers and farmers with the information they need was in the concept of telecentres. Personnel manning these tele centers have the capacity to participate in the delivery of agricultural information, and the centres have the required equipment and facilities that are critical for the delivery of such information. It is, however, necessary that these personnel perform data collection, data processing, information retrieval, repackaging of information, identification of delivery options, and delivering this information. This capacity is lacking and training would be required. In addition, use of telecentre staff to disseminate agricultural information has not been shown to be spontaneous as these personnel might harbour a lot of unwarranted monetary expectations from users of these facilities. At this infancy stage, this may discourage potential users.



The concept of telecentres has, however, not caught on as expected for a number of reasons: the costs of setting up and running telecentres have proved to be prohibitive, and the few that are in place have not operated fully. Related to this, distances to a telecentre; limited publicity; cost of information; inadequate capacity for information retrieval; and techno phobia have all hindered their full use. On the positive side, telecentres provide the opportunity to demystify computers. NAADS plans to exploit the advent of the RCDF of the UCC to ensure that relevant capacity development of both telecentre personnel as well as private sector service providers is provided; and the costs are reduced so that telecentres can play a greater role in provision of agricultural advisory services.

The proliferation of FM radios and the expanding mobile phone connectivity in the country offer the opportunity for not only advisory service providers, but also farmers to link to sources of information and knowledge. There is easy access to FM radios as they are easily affordable, and information is easily packaged and made available to farmers through this medium. Radio therefore can provide a very important medium for delivery of information.

The mobile phone connectivity provides the opportunity for linkage to telecentres for all types of agricultural information including information on markets, input prices as well as weather. This information must, however, be packaged in user-friendly formats. Cost of access is going to be an important consideration for farmers.



Currently, technical difficulties with electronic access must be overcome, these include: too technical information; retrieval process not well understood; and language in which information is available (usually English) may be a barrier. In its component for private sector institution development, NAADS is establishing partnership with private sector institutions being established, such as the District Agricultural Training and Information Centres (DATICS) and Uganda Communication Commission, to develop service provider capacity as information seekers.

E-mail and Internet access is to be the focus of NAADS capacity development. These ICTs have the potential for service providers to maximise their role as information seekers. They will need capacity to be able to both obtain and package information that farmers require to improve the productivity of their enterprises.

Issues that must be addressed in all ICTs in use for provision of agricultural advisory service concern: skills development; timeliness of information; cost; and mechanisms for feed-back. ICTs must be seen as providing the tools and means to access specific information types. Issues of capacity development and where necessary, governance are important.

12.12 CONCLUSIONS

12.12.1 LESSONS LEARNT

- The emergence of new ICTs is an opportunity that holds the future to faster improvement in information exchange and access in the advisory services provision. In the case of Uganda, however, access and use of new ICTs will for the near future be restricted to info-mediaries (intermediary organisations, private sector operators, extension workers, NGOs/CBOs) largely due to the low levels of literacy among rural folks. NAADS will need to target and work with 'information interpreters'/information brokers, particularly the private services providers by investing in empowering SPs to acquire participatory communication and limited media skills and skills to become active information seekers. These will include skills in retrieval, repackaging and delivery.
- The programme also recognises the importance of sequencing/phasing in the use of various ICTs; while the FM radio is of very high importance at the moment, the programme recognises the fact that the current interactive call-in radio programme may eventually lead to the use of the call-centre manned by trained operators. Email and internet connectivity and access will expand in tandem to the FM radio.
- As the world moves into electronic information management, NAADS recognises the importance of electronic information management and access, particularly the availability and access to simple information materials needed by farmers. Tangible benefits from the information received can act as a very powerful catalyst for sustainability of demand for information.
- Provision of information to farming communities may not be enough. Beneficiaries of information should be able to put it into practice, but unavailability of credit could be a missing link. Integrated packaging of technical information with information on access to credit may be more effective.
- One challenge that programmes like NAADS face is how to make research technologies relevant to farmers. The demand side (through NAADS) and the supply side of agricultural information and technologies (NARS) must work closely to make content of the information relevant. This justifies both cost and sustainability of demand.

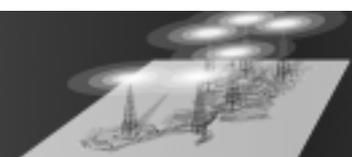
- The use of a range and mix of media, particularly radio linked to the internet is slowly emerging as a popular and powerful tool for real-time information exchange. There is need for programmes like NAADS to keep abreast in exploring emerging opportunities for information sharing including for instance, the use of the mobile phone for accessing market prices.
- Networking among information providers (sources) and service providers (users) to share experiences and lesson learning in ICTs use is important to allow the development of the full potential of ICTs as tools.

12.13 POLICY RECOMMENDATIONS

With the major policy shift in agricultural advisory service delivery from public to private sector but mainly public funding, Uganda has to make specific policy decisions to support an increasing role for ICTs in agricultural information provision.

- The experience with telecentres has shown that the cost of establishing these facilities is crucial. A deliberate policy to make computers and related hardware affordable is needed to ensure that usage of ICTs as tools for provision of agricultural information delivery grows. This is especially so given the low level of commercialisation of agriculture in the country;
- Tax incentives are needed to support establishment of information intermediary firms and agencies;
- Initiatives by education institutions to introduce computer and other ICTs tools training in their programmes are commendable. An appropriate policy to support this in all training institution is clearly desirable.

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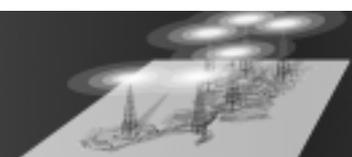
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**REPORT OF THE SENSITISATION WORKSHOP ON RURAL RADIO
FOR POLICY AND DECISION MAKERS IN EAST AND SOUTHERN AFRICA**

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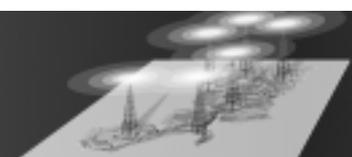
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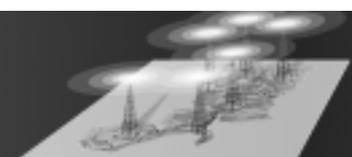
WORKSHOP TIME TABLE

SENSITISATION WORKSHOP ON RURAL RADIO FOR POLICY, DECISION-MAKERS IN EASTERN AND SOUTHERN AFRICA

Time Schedule

DAY 1

UNDERSTANDING RURAL RADIO PRACTICES	TIME	MODERATOR
24. Plan international 1996 to 1998		Mr. Jones Kaumba, SADC CCD
Opening Session <ul style="list-style-type: none"> • Registration • Official Opening by Mr. Kanyenda • Remarks (Prof. Chris Kamlongera) • Introduction of participants 	09:00-10:00	
TEA BREAK	10:00-10:30	
Amendment to Time Schedule	10:30-10:45	
<ul style="list-style-type: none"> • Presentation of objectives and outcomes • Context of rural radio in Eastern and Southern, Africa, Prof. - C. Kamlongera, SADC-CCD 	10:45-12:00	
Presentation of CT A programme	12:00-13:00	
LUNCH BREAK	13:00-14:30	
History of rural radio in Africa - Dr. Jean-Pierre Ilboudo	14:30-15:30	
Perspectives of rural radio in Eastern Africa - Mr. Michael Pickstock, Wren Media	15:30-16:10	
TEA BREAK	16:10-16:30	
ICT based dialogue: CTA experience in rural radio Mr. A. K. Traore, CTA and Discussions	16:30-17:15	
Reception	18:00-19:00	



DAY 2

UNDERSTANDING RURAL RADIO PRACTICES	TIME	MODERATOR
25. THEME I Continued: PRACTICES IN RURAL RADIO		Ms. Lettie Longwe
Summary of Day 1	09:00-09:15	
FAO experience in the field of rural radio - Dr. Jean Pierre Ilboudo	09:15-09:45	
AMARC Africa capacity building strategies for Community Radio in Africa - Ms. Lettie Longwe	09:45-10:15	
Discussions	10:15-10:45	
Country presentations: <ul style="list-style-type: none"> • Burundi • Kenya • Malawi 	10:45-11:45	
TEA BREAK	11:45-12:00	
<ul style="list-style-type: none"> • Country presentations (Cont'd) • Tanzania • Uganda • Zambia 	12:00-13:00	
<ul style="list-style-type: none"> • Discussions 	13:00-13:30	
LUNCH BREAK	13:30-14:30	
What rural radio offers: Dr. Jean-Pierre Ilboudo	14:30-15:00	
Training needs in the field of rural radio	15:00-15:30	
Prof. C. Kamlongera		
TEA BREAK	15:30-16:00	
General discussion on training of trainers and other	16:00-17:00	

DAY 3

UNDERSTANDING RURAL RADIO PRACTICES	TIME	MODERATOR
26. CAPACITY BUILDING FOR RURAL RADIO IN THE REGION		Mr. W. Samute Malawi.
Summary of Day 2	09:00-09:15	
Terms of Reference for the Working Groups	09:15-09:45	
Group Work	09:45-12:00	
Working Group Presentations	14:00-15:30	
LUNCH BREAK	13:00-14:00	
Visit ACB Rural Radio Section	10:30-10:45	
TEA BREAK	15:30-16:00	
Working Groups Continues	16:00-17:00	

**REPORT OF THE SENSITISATION WORKSHOP ON RURAL RADIO
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DAY 4

UNDERSTANDING RURAL RADIO PRACTICES	TIME	MODERATOR
27. THEME III: CAPACITY BUILDING FOR RURAL RADIO IN THE REGION (Continued)		Mr. Zakayo Magara
Working Groups - continued	09:00-10:00	
TEA BREAK	10:30-10:30	
Reports from the Working Groups	10:00-10:30	
Recommendations / Conclusions	11 :30-12:30	
Official Closing Ceremony Word of thanks to the Government of Malawi, <ul style="list-style-type: none"> • CT A / FAO closing remarks • Final communiqué / recommendations and conclusions • The Lilongwe Declaration • losing speech by the Minister of Information and Tourism 	16:00-17:00	