



ANNUAL REPORT 2008-2009

*Supporting broadcasters in Africa
to strengthen small-scale farming
and rural communities*



Governance Report - Doug Ward

In the 2008-2009 fiscal year, the Board of Directors worked hard to hold and refine the vision and values, set the policies, steward the resources, and monitor the results of Farm Radio International. This year the Board:

- monitored implementation of our new risk management policies
- approved recommendations of our scripts program review, and approved management's plan to implement the recommendations
- reviewed plans for the African Farm Radio Research Initiative (AFRRI) research, documentation and publication, and accepted the committee's report
- drafted and approved a policy on partnerships to govern how we relate formally to individuals and groups in Africa
- updated policy statements on the role of the Board and the role of individual directors
- drafted a policy on training (which was approved in June 2009)
- tasked each Board member to contact FRI donors to thank them for their continuing support.

We also asked the Executive Committee to draft a strategic planning process for the Board's consideration in 2009-2010.

Thanks to Gilbert Héroux for his contributions to the Board,

especially related to providing services to our partners in French-speaking Africa; and welcome to new Board member Bernard Pelletier, lecturer and research associate, Department of Natural Resource Sciences, McGill University.

Welcome also to Philip Landon, Director of Programs, as the World University Service of Canada representative at our Board meetings; and thanks to Ravi Gupta, for his exhaustive and supportive work in bringing FRI into the WUSC family from the earliest days.

This was Paul Davidson's last year as Executive Director of World University Service of Canada. Five years ago, Paul and I discussed the future of the Developing Countries Farm Radio Network (as we were then called). Out of that discussion came the creative and effective relationship that now exists between WUSC and Farm Radio International. We extend our heartiest thanks to Paul for his vision and support



Doug Ward
Chair of the Board of Directors



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Report from the Executive Director

- Kevin Perkins

In 2008-2009, we entered the 30th year of Farm Radio International's existence (established in 1979 as Developing Countries Farm Radio Network). As the year closed, I reflected with wonder at the enduring relevance of the founding vision. After all these years, we're still helping smallholder farmers improve their lives by furnishing their trusted and reliable radio broadcasters with relevant and appropriate information.

Through the '90s and into this millennium, new communication technologies have emerged and "the information highway" was built. In this context, one might have been forgiven for thinking that radio's time had passed. With the internet making information available – in text, audio and visual form – to anyone at anytime with a few words typed into a search engine, why wait until Monday afternoon for the weekly farm radio broadcast? Was radio headed for the same dust bin as the phonograph or 8-track cassette player?

Not so! Radio is more relevant than ever. And, it's getting better. In the past, Farm Radio far too often featured lectures from expert to passive listener. Now, with our help – and with the aid of new information technologies – it is beginning to engage listeners in dialogue, discussion, and local farmers' stories. Radio listenership is increasing, even in remote rural areas, and the number and type of radio stations are expanding. And, with training and tools, broadcasters are serving smallscale farmers better than ever. The rapid growth in cell phone ownership means broadcasters can interact with their listeners through phone-in shows, callout and shows (like Canada's own *As It Happens*). Inexpensive MP3 recorders allow broadcasters to capture the voices, perspectives, and stories of farmers and the soundscapes of rural areas.

In 2008-2009 we were able to add new services and make subtle changes to traditional ones to facilitate this new age of farm broadcasting. Farm Radio Weekly was offered for a full year to hundreds of African broadcasters. We made

a number of changes to our script service, including the addition of "Issue Packs" that help broadcasters develop their own scripts and story ideas.

Through the African Farm Radio Research Initiative (AFRRI), we were able to pioneer a new approach to helping farmers learn about, evaluate and try new farming practices – the "participatory radio campaign." Through 25 campaigns, we reached some 39 million small-scale farmers with information about a total of 15 different agricultural improvements – from composting to inter-planting maize with beans. We developed and delivered an exciting new training strategy that built the skills of 75 broadcasters in the "story-based approach" to farm radio programming. And we worked with the Ghana Community Radio Network to develop a training workshop on how broadcasters can better serve the needs of female farmers in Ghana.

Thanks are owed to many for the accomplishments of 2008-2009. The Board of Directors provided vision, oversight and energy. Advisors and volunteers in Africa and Canada offered invaluable expertise and ideas. The staff in Canada and Africa contributed to and managed the changes and expanded programs with skill and dedication. Our hundreds of radio partners, who serve their countries' farmers, contributed script ideas, and shared feedback from their listeners. And, last but not least, our thanks go to the Canadian donors whose steady and generous support has made it possible for millions of African farmers to benefit from the power of radio.

Yours,



Kevin Perkins



Happy 30th! Farm Radio International has always appealed to me because it combines three passions of mine: journalism, broadcasting and giving something back. I'm so glad that George Atkins signed me up as a volunteer supporter when he did. As a journalist, I appreciate the critical importance of Farm Radio International's services for African broadcasters.

Keep up the great work!

- Lloyd Robertson, Chief News Anchor and Senior News Editor, CTV News. Farm Radio International spokesperson and supporter.



PROGRAM HIGHLIGHTS: AFRICA

Scripts and Voices

Producing and distributing radio scripts on topics of specific interest to small-scale farmers has been our “core service” since 1979. For over three years now, it has been my pleasure to contribute to this important service as Farm Radio International’s Managing Editor. During 2008-2009, we continued to engage African broadcasters to write the large majority of the scripts. I work with the writers to identify a topic and story treatment, and then play a coaching and editing role. Final scripts, in English and French, are printed and mailed to more than 300 radio organizations across 39 countries in sub-Saharan Africa, along with *Voices*, our newsletter for rural radio broadcasters. The broadcasters, in turn, share the information and ideas in these scripts with millions of listeners. Each issue of *Voices* provides radio practitioners with valued information about the topics covered in the scripts, together with tips and guides, resources, and partner information.

In 2008-2009, based on the recommendations of a Script Review Committee formed by the Board, we developed a new format called the “Issue Pack” with the goal of providing broadcasters with the information and resources they need to produce their own local programs on specific themes. Working with a group of advisors, I developed four prototype Issue Packs, each with a different theme, level of technical content, and format. To make sure the Issue Packs will meet the needs of broadcasters, I formed a reference group of 10 broadcasters to provide detailed feedback on the new approach. Based on a positive initial reaction, we plan to introduce Issue Packs as a regular feature in 2009-2010.

In 2008-2009, we published and distributed a total of 35 new scripts grouped into three packages – 5 more scripts than we usually produce in a year. The first package focused on “small-scale farmers adapting to climate change,” and featured 15 winning scripts from a scriptwriting competition led by Farm Radio International in collaboration with the Technical Centre for Agricultural and Rural Cooperation (CTA). A second mini-package included five scripts on rice production in West Africa, a result of collaboration with the Africa Rice Center. The third dealt with water and sanitation, and featured five scripts written by AFRI partner stations, based on their research on village solutions to water and sanitation problems.

Our scripts program was the recipient of funding from both The Harbinger Foundation, which funded the water and sanitation scripts, and The McCain Foundation, which funded a series of six scripts on potatoes and other tubers. In addition, an individual donor supported the production of four scripts on the theme of maternal health.

Vijay Cuddeford, Managing Editor

SCRIPT SAMPLE

Program host: Dear farmers, managing runoff water is a big problem for the most vulnerable farmers. Even if we put aside the problem of erosion in the fields, rainwater also damages houses. Mr. Alexandre, isn't that why [your community] began examining ways to manage roof water in Sahera in the south of the country, where a number of widows of the Rwanda genocide live?

Alexandre: (A raised tone of voice) Yes, yes. Widows of the 1994 genocide live in this community. Sahera is built on a steep hill. Runoff water not only threatens farmers' fields but threatens their houses as well... [So] we organized a work camp of more than 100 young people. The young people dug anti-erosion trenches about 800 metres in length, planted pasparum grass and multipurpose trees to retain the soil, and installed gutters on the houses to collect rainwater.

Excerpt from Script # 84.8: Rainfall retention protects soil, by Jean Paul Ntezimana, August 2008

OUR WORK WITH AFRICAN BROADCASTERS

Farm Radio Weekly

As the Editor of Farm Radio Weekly, I spend my weeks preparing news stories about small-scale African farmers and other resources for broadcasters. The broadcasters we serve are never far from our minds. But in February 2009, I had the exceptional opportunity to meet some of these broadcasters in person during a trip to Africa. During these visits, I learned just how valuable Farm Radio Weekly is to our subscribers.

On a Friday afternoon, I walked into the Trans World Radio office in Nairobi, Kenya. Immediately inside the door is a map of the country. Dots on the map indicate the six community radio stations that are part of Trans World Radio-Kenya. Each of these stations receives content produced at the Trans World Radio office in Nairobi. And, as I will soon learn, much of the content comes from Farm Radio International's scripts and Farm Radio Weekly.

I was soon greeted by David Angango, Trans World Radio's Programs Manager. He was eager to tell me how his organization makes use of our materials. Every week, he goes online to download new materials. He downloads the news stories and resources from Farm Radio Weekly, as well as any new script packages.

Trans World Radio has been using Farm Radio International (formerly the Developing Countries Farm Radio Network) materials since 1989. Since then, Mr. Angango has relied on Farm Radio International for ready-to-air scripts that provide practical agricultural information. The power of the internet means he can access scripts faster. The Farm Radio Weekly service means that every week he has new material for Trans World Radio's agricultural programs.

Mr. Angango takes news stories and scripts and reviews them with his staff. Those that are most appropriate are incorporated into magazine-style programs. He explains that, depending on the story or script, the piece may be read directly onto the air, or the information may be adapted into a new format.

The activity in the office that afternoon tells the rest of the story of how Farm Radio International's materials make their way onto the airwaves across Kenya. In the recording studio, broadcasters are training to read scripts on the air. In the editing suite, hours of programming are being pieced together. In an office near Mr. Angango's, CDs of

recorded programs are being stuffed into courier envelopes to be sent to community stations. The entire team is dedicated to producing high-quality radio programming that supports small-scale farmers. Mr. Angango assures me that Farm Radio International is a big part of the reason they can provide this programming.

One of my final questions to Mr. Angango is what suggestions he has for Farm Radio International as we endeavour to serve Trans World Radio and other stations. He continues to wear a broad smile which beams with his enthusiasm for his work. He tells me simply that they could use more – more stories in Farm Radio Weekly and more scripts from Farm Radio International to convey more information to their listeners.

As we continue with our weekly publication, we aim to meet Mr. Angango's request for more content. We also work to engage more African freelance writers to research and write news stories about farmers. We work to prepare practical stories on such complex, developing issues as climate change adaptation, farm land grabbing, and genetically-modified foods. And we work to engage more and more subscribers to take advantage of Farm Radio Weekly – more than 400 from Africa, and growing every week. If you would like to see what Farm Radio Weekly is all about, visit our website, at: <http://weekly.farmradio.org/>.

Heather Miller
Farm Radio Weekly Editor

By the numbers:

- 44 FRWs are published per year
- 400 + African FRW subscribers and counting

In each FRW:

- African Farm News in Review: News stories for and about African small-scale farmers, written in radio style.
- Notes to Broadcasters: Additional information, resources, and ideas on how to use news stories.
- Upcoming Events: Notices of awards, events, and training opportunities for broadcasters.
- Radio Resource Bank: Links to resources on journalism, writing for radio, and broadcasting technology.
- Farm Radio Action: Updates on the activities of Farm Radio International and our partners.
- Script of the Week: A Farm Radio International script.

Gender Equality and Radio Workshop in Ghana

In February 2009, I was delighted to return to Ghana, a country I first visited in 2002 to carry out my MSc research on the role of community radio in a Ghanaian fishing village. That experience convinced me of the importance of radio in development and was the beginning of a strong relationship with the Ghana Community Radio Network (GCRN). One of Farm Radio International's focus areas for the next few years is gender equality and radio. This is an area that GCRN has been interested in pursuing as well and was keen on partnering with us and the Centre for Sustainable Development Initiatives (CENSUDI) to carry out a workshop on gender equality and radio. The workshop was supported by a donation from "Les Soeurs de la Congrégation de Notre-Dame." From February 4 – 10, I was part of the Farm Radio International/GCRN/CENSUDI facilitation team for the Gender Equality and Radio Workshop which took place in Puso Namongo, near Bolgatanga, Ghana.



A focus group discussion with women in Tindonmolgo village.

The workshop was offered to a total of 20 people, including one man and one woman from each of 10 radio stations across Ghana, and 10 CENSUDI staff.

Participants were introduced to the basic concepts of gender and gender equality, and were provided with an overview of gender and development and its links to poverty eradication. Participants also learned about Farm Radio International's story-based approach to producing radio programs.

On the third day of the workshop, participants were split into two groups and visited two communities – Tindonmolgo and Kpagraboug. CENSUDI has been working with both of these communities for several years to ensure that gender equality is part of community development plans.

During their visits, workshop participants interviewed community members individually and in groups, and developed a 10 – minute radio program on a gender-related topic that arose during discussions. Radio participants also reflected on gender issues at their own stations and in their programming, and discussed ways that some of these issues could be addressed. The workshop was deemed a great success by all that attended, and made a strong contribution to the participants' ability to use radio to support gender equality.

Blythe McKay, Development Communication Coordinator

For 30 years, smallholder farmers and their families have benefited from the generosity of Farm Radio International's friends and supporters. First, we want to thank our thousands of individual Canadian donors. Your heartfelt regular gifts provide the core funding that keeps our work going, and keeps it focused. Your continuing support attracts funding from Canadian International Development Agency (CIDA), which matches every dollar you donate, and also attracts funding from Canadian foundations, unions, religious orders and other corporate bodies. This combined Canadian support helps us to draw in international foundations and UN-related organizations, to scale up our work and reach far more farmers. It all starts with our individual Canadian donors and we express our gratitude for your loyalty. We also would like to make a special mention of the following donors:

- The Morrison Foundation
- The S. M. Blair Family Foundation
- The N.A. Taylor Foundation
- The Bill & Melinda Gates Foundation for funding AFRRI through WUSC.
- Les Soeurs de la Congrégation de Notre-Dame
- Oscan Ltd.
- Anne Brunett

Thank You

The African Farm Radio Research Initiative

The African Farm Radio Research Initiative (AFRRI) was launched in April 2007 with the aim of measuring the effectiveness of radio communication in improving agriculture productivity and assisting rural communities to meet their food security objectives. Farm Radio is implementing AFRRI with a grant from the Bill & Melinda Gates Foundation through WUSC.

2008-2009 was year the second year of AFRRI. It featured the launch of two major activities: implementing the action research program; and training and capacity building of radio stations to improve the quality of farm radio programming.

As part of the action research design, participatory radio campaigns were designed, produced and broadcast by 25 radio stations in five countries – Mali, Malawi, Ghana, Uganda and Tanzania. A total of 15 different agricultural improvements were addressed through these campaigns using a number of different program formats, including panel discussions, jingles, spots, phone-in and phone-out programs, interviews and magazine shows. These programs reached a total estimated audience of 39 million in five countries, representing 23 to 66% of the farmers in these nations. Monitoring activities conducted throughout

confirmed that the programs were popular, regularly listened to, and generated interest in and commitment to new farming methods. For example, the demand for inputs such as bean seed (for intercropping with maize), Vetiver grass seed (for soil conservation), and materials to build small enclosures for small animals such as poultry, grew significantly during the campaigns. All communities reached by a campaign on producing “green manure” in Mali started creating compost pits. Many farmers were observed introducing the improvements to their farms. Extension workers reported that farmers reached by the radio programs were requesting more support and advice.

To build the capacity of radio stations to serve farmers with better programs, AFRRI provided new equipment and technical support to participating stations. A six day face-to-face training course on story based programming was designed and delivered in each of the five AFRRI countries. It was led by national tutors (country level communication and radio specialists) and supported by producers from the Canadian Broadcasting Corporation (CBC). A unique four – month distance education program was also created to reinforce the skills learned during the face-to-face course (www.farmradiotraining.org).

30 years! *As one who was present when George Atkins first recognised the need for such a service to assist rural broadcasters in Africa and Asia, I salute him for his vision and tireless travel over many years to achieve a very worthwhile dream. Over the years, he and his colleagues have developed a much-valued resource for countless rural radio professionals, helping to keep practical information and inspiration flowing through radio to those on the ground, who ultimately help feed the nation. Congratulations and good wishes for the future to George and his successors.*

- Michael Pickstock, Founder, WRENmedia, and Former Editor, BBC World Service, "The Farming World"



PROGRAM HIGHLIGHTS: OUR WORK IN CANADA

Farm Radio International Launches 30th year

of helping millions of African farmers over the airwaves

When George Atkins – Canadian farmer, journalist, and farm radio broadcaster with CBC – first visited Africa in the 1970s, he found that Africa’s smallholder farmers weren’t short of good ideas appropriate to their circumstances. However, distance, language and limited literacy often prevented them from sharing these ideas with each other. Radio seemed the natural solution. George also found out that farm radio programs in Africa weren’t meeting this need – instead, they were aimed at large commercial farms and plantations. Typical programs were about machinery, chemicals or expensive fertilizers that were irrelevant to smallholders.

He asked his broadcasting peers: “if you had scripts that talked about issues of importance to subsistence farmers, would you put them on the air?” The answer was an emphatic “yes,” so George returned to Canada and created the Developing Countries Farm Radio Network – now called Farm Radio International. On May 1, 1979, the first script package was sent. This year, 884 radio scripts later, Farm Radio International celebrated its 30th anniversary of successfully reaching farmers through what remains the

cheapest and most reliable medium in the developing world – radio.

George, who turned 92 this year, stepped down from the Farm Radio board only two years ago. While reflecting on the past 30 years and what he is most proud of, he recently stated “at this time, millions of the poorest of the poor farmers of the world are hearing this information to help them increase their food supplies and have better nutrition and health. If that isn’t what’s helping people in developing countries, I don’t know what is. I have to pinch myself when I think of the people who are helped by this service that is available to them by just turning on their radio.”

George wants to thank all of the generous donors for supporting the low-cost but effective approach he started 30 years ago, noting that the world food shortages of the past year have reinforced the importance of supporting smallholder farmers around the world.

George Atkins Communications Award Winner

Farm Radio International is pleased to announce that the 2009 George Atkins Communications Award winner is Gladson Makowa, a producer for the Story Workshop in Malawi. Gladson has produced many excellent scripts and articles for Farm Radio International since 2004. “Manure the Magic Worker,” one of Gladson’s scripts, was one of the winning scripts in the 2008 scriptwriting competition “Farmers Strategies for Adapting to Climate Change”. On top of writing award – winning scripts, Gladson has been a regular contributor to our weekly electronic newsletter, Farm Radio Weekly (FRW). Most recently, Gladson wrote a story for FRW about villagers losing land to a sugarcane plantation in Malawi (<http://weekly.farmradio.org/2009/06/15/1-malawi-villagers-lose-land-to-sugar-plantation-by-gladson-makowa-for-farm-radio-weekly-in-malawi/>). This story was featured in a special FRW series on land grabbing.

Gladson was thrilled to hear the news that he won the award. “The announcement that I have won the George Atkins Award amazed me and made me notice that there are other people who appreciate and note the impact that I make through the programs which I produce. Because of that honour, I felt fulfilled, recognised, and humbled. I knew that what we think to be impossible is possible. We just need to continue doing our work with passion and love for the poor.”

Congratulations again to Gladson!



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Farm Radio International's work has been made possible by the support of thousands of Canadians. Last year, we created the Circle of Producers to pay special tribute to those who have been especially loyal and generous over the years.

The word "Producers" was chosen because it refers both to the farmers who grow crops and raise livestock to feed the planet, and to the radio broadcasters in Canada and Africa, who offer powerful radio shows that meet the information needs of their listeners. Farm Radio International supporters who, over the years, have donated over \$1,000 cumulatively, are also producers – enabling us to create services that help African broadcasters meet the needs of smallholder farmers.

Karen Kaplan • Lloyd Karges • Linda Kerrigan • Marilyn King • Joan Kirkby • Martin Klein • Kurt Klingbeil • Knowles • Elizabeth Knowles • Jacques Konig • Marina Kovrig • Mabel Laine • Joan Lampel • Betty Larkworthy • R. Larsen • Lobo • Robert Longworth • Eleanor Doug Macaulay • Linda MacDonald • Mackenzie • Cortland Mackenzie • Mairs • Frederick Mansbridge • David HelenMartin • Stephanie Mason • Richard Mayberry • G. McCain • A. McCutcheon • Ian McDiarmid • McDonald • John McDonald • Mel McDougall • Margaret McGregor • Graham McLeod • Bill McMechan • Lyle McNichol • Lewis Melville • Charles Middleton • Donald Miller • Mary Miller • J.C. Douglas Helen Morgensen • Peter Morris • Mueller • Linda Murray • Patrick Margaret Norman • Jean O'Grady • Page • G.C. Pearce • John Pearce • Petersen • Isobel Petrie • Doug Pittet • Pond • Nino Porcu • Grant Preston • Purkis • Dave Putt • M. Quigley • Naomi Rankin • Isobel Raven • Reesor • Joanna Reesor-McDowell • Richmond • Teresa Richmond • Lloyd

FINANCIAL STATEMENTS

The 2008-2009 fiscal year witnessed significant growth in revenues and expenses. This growth came from an increase in revenues from individual donors, foundations, and grantmakers as well as an increase in the level of activity for the Gates-funded African Farm Radio Research Initiative (AFRRI). In order to ensure that the latter project does not distort the organization and create dependency, the management and Board are carefully monitoring financial performance and status both with and without AFRRI. This analysis ensures that Farm Radio International is a viable and healthy organization with or without this project.

The financial statements were audited by the firm PriceWaterhouseCoopers

Statement of revenues and expenditures for the year ending March 31, 2009			Statement of net assets as of March 31, 2009		
	2009	2008		2009	2008
Revenues			Assets		
Donations			Current Assets		
<i>Individuals and groups</i>	244,701	229,743	<i>Cash</i>	146,879	421,260
<i>Foundations</i>	38,602	39,900	<i>Receivables</i>	137,022	26,591
<i>African Farm Radio</i>			<i>Advances to host field offices</i>	17,830	52,483
<i>Research Initiative*</i>	1,500,914	855,513	<i>Prepaid and deposits</i>	—	4,902
				301,731	505,236
Canadian International			Investment in BCE Inc. (Class A)	58,785	—
Development Agency	168,869	201,327	Capital assets	3,947	5,606
Project grants	224,296	96,175	Other assets – Gift receivable	20841	25,435
Investment	854	14,895		385,304	536,277
Miscellaneous	5,926	—	Liabilities		
	2,184,162	1,445,116	Current liabilities		
Expenditures			<i>Accounts payable and</i>		
Program expenses	1,773,720	1,119,729	<i>accrued liabilities</i>	241,822	144,534
Administrative expenses	314,613	243,737	Deferred revenue	16,344	275,738
Fundraising	84,696	71,851		258,166	420,272
Total expenses	2,173,029	1,435,317	Net assets	127,138	116,005
Net revenue	11,133	9,799	Net assets consist of:		
			<i>Invested in capital assets</i>	3,947	5,606
			<i>Unrestricted</i>	123,191	110,399

* World University Service of Canada received a grant from the Bill & Melinda Gates Foundation to fund AFRRI. Farm Radio International is implementing AFRRI on WUSC's behalf.

For a copy of the financial statements audited by PriceWaterhouseCoopers, please contact Farm Radio International at 613-761-3650