

Report:

Farmer Radio in Sub-Saharan Africa: A snapshot
final report of the African Rural Radio Program
Analysis (ARRPA) project



April, 2014



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Acronyms

ACB	Agricultural Communications Branch, Ministry of Agriculture, Malawi
AFRRRI	African Farm Radio Research Initiative
ARRPA	African Rural Radio Program Analysis
BBC	British Broadcasting Corporation
CRTV	Cameroon Radio and Television
CORDAID	Catholic Organisation for Relief & Development Aid (Netherlands)
DFID	Department for International Development (UK)
FGD	Focus Group Discussion
FRI	Farm Radio International
FRW	Farm Radio Weekly
FVR	Farm Voice Radio
ICT	Information and Communication Technology
KBC	Kenya Broadcasting Corporation
SHF	Smallholder farmer
SMS	Short message service
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNICEF	United Nations Children's Fund
USAID	U.S. Agency for International Development
VOA	Voice of America
VOICE	Value, Opportunity, Information, Convenience, Entertainment

Preface

In 2011, Farm Radio International (FRI) launched the African Rural Radio Program Analysis (ARRPA) project. Prior to this study, little was known about the circumstances in which African farm broadcasters operate, and there was little documentation or analysis of the production practices used in farmer radio programs, and on whether farmer programs broadcast by radio stations in sub-Saharan Africa effectively serve listeners' needs.

ARRPA helped fill these knowledge gaps. ARRPA conducted an in-depth investigation of the farmer radio programs of 22 radio stations/organizations in five sub-Saharan African countries (Cameroon, Ghana, Kenya, Malawi and Tanzania). Station researchers conducted multi-day visits to stations and in-depth conversations with radio staff and management. They also visited listening communities to gather listeners' perspectives on local stations' farmer programming. Finally, development communication experts analyzed one episode from each station's main farmer program with reference to FRI's VOICE standards.

ARRPA found that stations offer a variety of services for farmers. All ARRPA stations indicate that farmers are their primary audience, use local languages in their broadcast, and employ a magazine format in their main farmer program. Most broadcast at a time that is convenient for farmers. But there is wide variation among stations in other areas.

Some programs include both men and women farmers in their programs, feature guest experts, offer repeat broadcasts, include dramatic elements and/or music, and feature good quality audio. Others do not include farmers, do not feature guests (or present guests who perform long monologues), do not engage or entertain listeners well, and have poor quality audio.

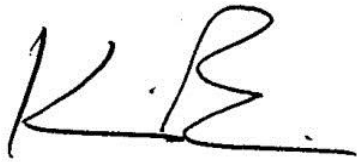
The ARRPA findings reflect the challenges of making good farmer radio in sub-Saharan Africa. About two-thirds of stations have internet access, but connectivity is sometimes slow and/or unreliable. Most have some form of access to transportation for field work, though this access may rely on staff vehicles or rented motorcycles. For almost all stations, equipment is inadequate.

ARRPA considered whether farmer programs are effective. On some measures, stations did well, broadcasting in local languages and at times that are convenient for farmers. But few stations use formats that encourage farmer discussion such as phone-in or text-in segments. Not enough use local music or provide farmers with opportunities to discuss important matters. Few stations provide engaging introductions or offer previews of upcoming programs.

While there was some correlation between a station's level of resources and the degree to which the station met VOICE standards, stations with all levels of produced both effective and ineffective programs.

Based on ARRPA findings, a number of recommendations were crafted to improve FRI's services to African radio stations in the areas of training and other support services. Recommendations were also advanced to improve farmer programming.

ARRPA showed that farmer programming in sub-Saharan Africa faces some challenges, both in terms of its level of resources, but more fundamentally in terms of how it incorporates listeners into its programming and its ability to engage and entertain its audience. It shows that some broadcasters have made major steps to connect with farmers, while others clearly need help to reach their potential. With the right support, all stations can provide farmers with entertaining, informative and effective programs.



Kevin Perkins

Executive Director



Doug Ward

Chair of the Board of Directors

I. Introduction

Ideally, international development efforts are driven by the needs and circumstances of the organizations and the people they intend to serve. Yet, once international development organizations have established a set of customized services and competencies, the projects they design and deliver tend to be driven more by what the organization knows how to do rather than the current needs and realities of the people they serve. The expression “If all you have is a hammer, everything looks like a nail” neatly captures this quandary.

Farm Radio International (FRI) is no exception. Over the three-plus decades that FRI has been operating, it has developed expertise in generating written content in the form of radio scripts and other resources that it shares with radio stations in order to help them provide more effective radio programs to listening farmers. In order to ensure that our services are relevant and responsive to the everyday reality of partner radio broadcasters – rather than simply continuing to provide “tried and true” but inadequately examined services – FRI decided to launch a research project to deepen our understanding of the state of farm radio programming in sub-Saharan Africa. The African Rural Radio Program Analysis (ARRPA) was the result of this decision – and this report summarizes our findings. .

Prior to ARRPA, little was known about farmer radio programming in Africa and the circumstances in which broadcasters operate. There was little documentation or analysis of the production practices used in farmer radio programs in Africa, and little knowledge of whether these programs served listeners’ needs.

As far as we know, this type of study has not been conducted before. It is hoped that rural broadcasters and Farm Radio International will be able to use the information and analysis from this project to improve their/our services, and that institutions and organizations that wish to work with rural radio stations in sub-Saharan Africa will use ARRPA’s findings as the basis for fruitful collaborations.

What is ARRPA?

The African Rural Radio Program Analysis (ARRPA) project was designed by a team of FRI directors, staff, and consultants to fill the knowledge gaps mentioned above.

ARRPA set out to meet two main research objectives:

- to gather and analyze information about the current state of agricultural and rural radio programming in sub-Saharan Africa, share best practices, identify areas for improvement, and recommend practical ways for radio stations to achieve improvements; and

- to examine FRI's services and contributions to agricultural and rural radio programming in light of the ARRPA findings, and to recommend improvements to FRI's services.

The ARRPA team created an assortment of research tools in order to gather a variety of information. To view the research tools, see Appendix III.

To achieve its research goals, ARRPA:

- reviewed the main farmer radio program regularly produced and broadcast by 22 radio stations/organizations in Cameroon, Ghana, Kenya, Malawi and Tanzania in mid-2011;
- analyzed that program with reference to the VOICE standards for farmer programming (see Appendix III, Resource Tool 4, and the last resource tool in Appendix III);
- identified internal resources used to create farmer programs, as well as external resources including but not limited to FRI resources;
- documented the procedures, activities and resources used by program producers, presenters and contributors to create and broadcast the stations' main farmer programs;
- received feedback from farmer-listeners about the program;
- identified good practices and areas for improvement;
- shared lessons learned with stations participating in ARRPA and with the wider community of FRI partners;
- identified areas for improvement in FRI services in light of the analyses of farmer programming and listener feedback; and
- documented the ARRPA process for future use.

Prior to recruiting stations to participate in this study, we identified the benefits that would accrue to the stations in exchange for their participation. These include the following:

- the chance to participate in a detailed review of its main farmer program;
- a chance to better understand the condition and needs of its farmer/listeners, and to plan program improvements;
- a chance to learn how to improve programs, reach a greater audience, and be of greater service to farmers;
- the opportunity to be part of a unique and useful survey of farmer radio programming, with recognition in publications;
- the opportunity to learn good practices with reference to the VOICE standards;
- the possibility of in-station training and other FRI support services in future;
- participation in a national FRI workshop to share the results and discuss the findings of ARRPA;

- participation in the formulation of recommendations, verification of researchers' results, and a review of the country report¹; and
- a small gift in the form of equipment.

The advantages to FRI included:

- the chance to reflect on and improve FRI's services and introduce new services;
- the opportunity to acquire a greater understanding of farm radio programming and broadcaster practice in Africa;
- an increase in the number of stations with which FRI shares its resources; and
- a better understanding and appreciation of the conditions and challenges under which African rural broadcasters operate, and how to address these in FRI's services.

For a description of ARRPA's methodology, please see Appendix I. For information on participating stations/organizations, please see Appendix II. Appendix III contains the full complement of ARRPA research tools.

Assumptions and limitations of the ARRPA study

The radio stations that participated in the ARRPA study were chosen by using a non-probability sampling procedure based on:

- (i) purposive sampling – i.e., the research team identified radio stations that met a specific set of criteria and represented a mixture of stations in terms of governance and resources;
- (ii) self-selection – i.e., after receiving the invitation, stations were free to participate, or not, in the study.

Using a non-probability sampling procedure means that stations were not randomly selected from the wider population of interest – i.e., the group of radio stations that met the selection criteria in the five ARRPA countries. It also means that it is not possible to make statistical inferences (generalizations) from the 22 radio stations/organizations studied to the wider population of radio stations by using probability theory to either estimate a margin of error or communicate a level of confidence in the results.

The main purpose of the ARRPA study was not, however, to make statistical inferences about the quantitative variables measured in the study but, instead, to investigate the intricacies of farmer radio programming and the relationships between stations' characteristics and the quality of farmer radio programs.

1. Country stakeholder workshops were held after field research was completed, and country reports were available for discussion at each of the country workshops.

Thus, the ARRPA study is based on qualitative research methodologies and aims to provide a richer and contextualized understanding of the processes involved in preparing and broadcasting rural radio programs in a subset of 22 stations/organizations. The preliminary and exploratory nature of ARRPA should also be emphasized – no such study has, to our knowledge, been conducted before. The ARRPA findings therefore point to directions for more extensive research.

The extent to which the findings generated by ARRPA apply to other radio stations that meet the selection criteria depends on the representativeness of our sample. With non-probability sampling, this determination can only be based on the judgement of research team members and their ability to assess the risks of bias (e.g., from self-selection of stations, differences between researchers). Such an assessment needs to be conducted with caution. Since ARRPA was designed and executed by a team of Farm Radio International staff, board members and contracted researchers with extensive experience in rural radio programming in sub-Saharan Africa, we believe the findings and recommendations presented here are relevant to other radio stations with similar characteristics.

II. What is a farmer radio program?

This section of the report describes and analyzes information collected on the radio stations/organizations and their main farmer program before station researchers conducted field research in stations and listening communities.

Information was gathered on a variety of subjects, including but not limited to:

- the stations and/or radio organizations that participated in the ARPPA project;
- their main farmer program, including the name of the program, its duration and scheduling, its purpose/objective, and whether the stations conducted research to determine audience needs and preferences;
- the target audience; and
- the program formats used.

Description of main farmer program

Mission statements/program objectives: There were several common themes, phrases or words in stations' mission statements and program objectives. In descending order of frequency, these were: *informing, agriculture, community development, entertaining, and educating.*

The majority of program objectives emphasize informing and educating farmers. Many focus on sharing information about new or modern techniques to help farmers improve yield. In a few cases, the program objective suggests that farmers' attitudes need to be changed in order to embrace modern technology. For example, one mission statement reads: *"Inform farmers on farming techniques for them to acquire modern farming methods and abandon primitive techniques."*

Other program objectives are oriented towards promoting food security and using expert advice to educate farmers. One program objective focuses on informing farmers about climate change.

Some program objectives emphasize giving voice to farmers by enabling them to raise and discuss their concerns and draw public attention to farmers' difficulties. Two programs have the stated objective of addressing farmers' needs in their area.

Program longevity: Main farmer programs have been running from a few months up to forty-six years. The majority have been running for five years or less.

Radio stations and organizations

The 22 stations/organizations studied for ARRPA (see Table 1 below) include a mix of: community radio stations; public stations, (including local, regional and national government-supported stations); private stations, and religious stations. The largest number (10) is community radio stations, along with three religious, four public, and three private stations. There is one production house (Story Workshop, Malawi), and one station which is considered a government-supported radio project (ACB, Malawi).

Table 1 ARRPA radio stations/organizations that took part in study

Name	Location	Type	Transmitter power (in watts)	Signal range (in km)	Broadcast languages	Daily broadcast hours	Duration, frequency of main farmer program	Duration, frequency of second farmer program
TANZANIA								
Uzima	Dodoma	Religious	1000	100	Swahili, English	18	30 minutes 2/wk	30 minutes 2/wk
Jamii Kilosa	Kilosa district, Morogoro region	Community	600	100	Swahili		60 minutes daily	? daily
Huruma	Tanga	Religious	1000	100	Swahili, English	18	30 minutes 2/wk	
Boma Hai	Hai district	Public		150	Swahili	17	30 minutes 1/wk	180 1/wk
MALAWI								
Nkhotakota	Nkhotakota district	Community	1000	100	Chichewa, English	12	30 minutes 2/wk	30 minutes 1/wk
Zodiak	Lilongwe	Private			Chichewa, English	12	30 minutes 2/wk	30 minutes 1/wk
Dzimwe	Mangochi	Community	250	200	Chewa, Yao, Tumbuka and English	17	30 minutes 4/wk	30 minutes 2/wk
Agricultural Communication Branch (Malawi)		Government			Chichewa		20 minutes 2/wk	30 minutes 1/wk
Story	Blantyre	Production			Chichewa		30 minutes	

Name	Location	Type	Transmitter power (in watts)	Signal range (in km)	Broadcast languages	Daily broadcast hours	Duration, frequency of main farmer program	Duration, frequency of second farmer program
Workshop		n house run by NGO					1/wk	
KENYA								
Sauti	Kisumu	Community	1000	75	English, Luo and Swahili	16	30 minutes 2/wk	
Amani	Nakuru	Religious	250	60	Swahili	19	60 minutes 1/wk	
Radio Mang'elete	Mtito Andei	Community		50	Kikamba	16	15 minutes 2/day	
Kenya Broadcasting Company	Nairobi	Public			English, Swahili, and Kikuyu	24	10 minutes 1/wk	
GHANA								
Rite FM	Adenta Flats, Eastern Region	Private	1000	80	English, Twi and Krobo	24	60 minutes 1/wk	60 minutes 1/wk
Garden City	Kumasi	Public	5000	80	English and Twi	24	60 minutes 1/wk	
Radio Peace	Winneba	Community	1000	70	Mfantse, Effutu, Awutu and English	14	60 minutes 2/wk	
Radio Ada	Big Ada, Dangme East	Community	1000	100	Dangme	17	30 minutes 2/wk	
CAMEROON								
Yemba	Dschang, West Region	Community	100	200	English, French and Yemba	18	60 minutes 1/wk	
Medumba Bangangté	Bangangté, West Region	Community	1000	100	French, English and Medumba	16	60 minutes 2/wk	60 minutes 2/wk
Baré Bakem	Bare, Littoral	Private	1000	60	French, Pidgin	6.2	30 minutes 3/wk	30 minutes 2/wk

Name	Location	Type	Transmitter power (in watts)	Signal range (in km)	Broadcast languages	Daily broadcast hours	Duration, frequency of main farmer program	Duration, frequency of second farmer program
	Region				English and local languages (not specified)			
CTV Littoral	Douala	Public	10000	180	English, French, Bassa, Yabassa, Douala, Batanga and Pidgin English	18	30 minutes 2/wk	
Lebialem	Menji, Southwest Region	Community	500	50	English, Pidgin English, Nweh, Mundani, Bechatti, Mouckbin and Besali	17	30 minutes 4/wk	5 minutes daily

Power and range:

The power of community radio station transmitters ranges from 250 to 1000 watts, with an estimated range of 50 to 80 km, with some saying they reach up to 200 km.² Public station transmitters are 10,000 watts, with a range of 80-180 km. Private stations have 1000 watt transmitters, with a range of 60-80 km. Transmission wattage for religious stations is 250-1000 watts, with a range of 60-100 km.

Hours of programming:

Nineteen stations indicated the number of broadcast hours per day, with 6.2 hours the lowest and 24 hours (three stations) the highest. Most stations (13) broadcast between 14-19 hours per day, with two stations on the air for 12 hours per day.

Duration of farm radio programming:

Twelve stations/organizations broadcast main farmer programs of 30 minutes duration, and seven stations have 60-minute programs. The three remaining stations/organizations have significantly shorter programs, ranging from 10-20 minutes in length.

Frequency and timing of programs:

Table 2 Frequency and timing of programs

Broadcast frequency and timing	Number of stations
Broadcast twice or more weekly on both weekends and weekdays	8
Weekdays only	8
Weekdays only, two weekdays	2
Weekends (Friday) only	3
Daily	1
Broadcast twice weekly (with no other details given)	2
Evening broadcast	11
Morning broadcast	5
Early afternoon broadcast	3
Late afternoon broadcast	3

The table above shows the frequency and timing of weekly broadcasts.

Repeats:

The majority of stations (15) offer repeat broadcasts of their main farmer programs, while seven broadcast only once a week. Of those with multiple weekly broadcasts, eleven broadcast their main farmer program twice weekly, three broadcast it 3-4 times per week, and one offers its farmer program on a daily basis.

² The higher numbers are very likely overestimates.

Timing and frequency of second farmer program:

Ten stations broadcast two different farmer programs each week, and one station broadcasts six farmer programs per week. Of the eleven stations with more than one farmer program, five broadcast their second program once per week, four broadcast it twice per week, and two stations every day.

Broadcast languages:

The mean number of broadcast languages is 2.6, and the median is 2, though both measures vary greatly by country. If only one broadcast language is used by the station, it is always a national or local language, never English or French.

Funding:

Several programs do not receive any specific funding, while others receive funding from sources such as: national Ministries of Agriculture or Communication, UNESCO, agricultural input companies, Farmer Voice Radio, Farm Radio International through AFRRI, and local government.

Target audience:

We asked the station managers to indicate the intended audience for their farmer programs. Of the 22 managers that answered this question:

- ten stations indicated simply that their program targets farmers or rural farmers;
- five specified that their audience is small-scale farmers;
- five responded that their programs target farmers as well as one or more other audience sectors, including animal breeders, extension workers, fishermen, fish farmers, produce sellers and market workers; and
- two programs indicated that their audience is farmers and specified that this includes, in one case, youth, and in another case, women, men and youth.

Program formats:

We also asked station managers to describe the format of their farm program. All but one of the 22 stations/organizations responded. Eleven of these mentioned that they use a magazine format. Eight described their program as incorporating a mix of formats, including interviews, narratives, testimonies, panel discussions, phone-ins, dramas, studio discussions, field trips, and live talk show. Since a mix of formats is essentially the same thing as a magazine format, we can conclude that 19 stations produce a magazine-type farmer program which incorporates elements in a variety of formats. Of the two other responding stations, one indicated that their program format was “normal,” while another indicated that they produce a “pre-recorded interactive” program.

III. How does the station and its farmer programming serve (or not) its farmer audience?

This section is a compilation of information gathered during ARRPA field research through farmer focus group discussions and conversations with radio staff. It summarizes:

- what farmers like about the stations' main farmer program;
- what farmers wish was different about the program;
- other aspects of production and programming, and
- how stations think they best serve farmers.

What farmers like about programs

Receiving information/knowledge

When asked why they listened to farm radio programs, all farmers indicated that they wanted information and knowledge from experts and other farmers, to help them to improve their skills and adopt new and improved practices.

Hearing other farmers

Some farmers said they also listened to radio programs to hear other farmers' voices and to learn what other farmers are doing. Many indicated that they like hearing farmers being interviewed on air. Some said they believed it was most effective to learn from fellow farmers and colleagues, stating that farmers are the most appropriate source for sharing their experiences and practical lessons, as listeners can relate to them on a similar level.

The accessibility of radio

Radio was frequently cited by farmers as a source of information on farming. Farmers appreciate that radio programs offer a means of gaining information without relying on television or newspapers. Farmers noted that radios can be listened to both inside and outside the home, and that one radio set can reach many people.

Program content

When asked what they liked about the content of farmer programs, the majority of participants said they liked programming which offers advice and information on improved farm techniques and practices. Most participants appreciate programs which present a variety of topics geared to farmers, including innovations and alternatives to traditional methods, and new information on harvesting, planting, and applying chemicals. Farmers noted that, after listening to these programs, they can discuss the content with colleagues, family, and friends for further learning.

Including farmers (and experts) in farm programs

As previously discussed, the majority of farmers appreciate hearing farmers' voices on air. Some focus group participants liked hearing farmers' voices in dialogue formats, such as in interviews. Others enjoy on-location field interviews best. They preferred this format and stated that, by visiting farmers in their fields, it shows respect for farmers.

Focus group participants from one station said that hearing from other farmers motivates them to do more. Participants from other stations admired farmers who spoke on air, and found the inclusion of farmers' voices encouraging. Although farmers like hearing from other farmers, many stated that they also like to hear from local experts in their areas who can offer additional insight and clarification.

Program hosts and local music

Focus group participants have generally positive feelings about program hosts. Farmers described the host as respectful to farmers, "friendly," "sounding nice," "polite," knowledgeable, having a good voice, and presenting information clearly and in a way that was easy to follow and understand.

Almost all participants stated that they liked hearing local music during the program.

What they wish were different about the program

Farmer participation in programs

Many farmers in focus groups stated that they would like to see increased farmer participation further in programs. Participants from one station recommended increased channels of communication between farmers and the station. Since only a few farmers indicated that their station offered opportunities for farmers to phone-in or text-in during programs, the potential for on-air farmer feedback is limited. Participants from several stations suggested on-location radio shows as a way for experts and presenters to engage more closely with the farming community.

The Ghana ARRPA country report states: "... as was communicated by listeners in all the radio stations surveyed, the listeners' feedback mediums provided (by the stations) are very limited during the course of the on air broadcast. At most, the slot never goes beyond ten minutes even though the prime targets always have more issues they want to seek clarification on."

Advice from experts and farmers

While the majority of farmers liked hearing from both experts and farmers, participants in the focus group discussions about one station's farmer programs noted that they can only practice what they can afford and manage, and they may not have access to the resources that would enable them to practice the techniques being promoted. One participant noted that, while the advice of extension officers may not work because of variations between communities, farmers' own solutions are location-specific, as well as simple and inexpensive.

Additional suggestions for improvement

A number of FGD participants suggested that farmer programming should offer more local market information, including price information, and further details on accessing farm inputs such as chemicals. Other suggestions for improving farmer programs included:

- investing more broadcasting time on programs dedicated to farmers,
- improving the program's sound quality;
- offering call-in sessions;
- rotating interviews between farmers and experts;
- offering more repeat broadcasts;
- covering locally-relevant topics;
- including more music and featuring local music; and
- improving broadcasting times to make them more convenient for farmers.

Farmers in one station's focus group said that the shortness of the program indicated that the show didn't appear to receive the same effort as other programs. Another indicated that farmer participation in the program was limited by the inability of farmers to communicate with the station.

When asked what they did not like about programs, farmer comments included:

- introductions which are too long and laden with advertisements, making listeners lose interest;
- too much emphasis on expert interviews – want to hear more farmers;
- when show is all information and no entertainment, too boring to listen to whole program; and
- when broadcasters use language that is not easy to understand.

Other aspects of production and programming

Audience feedback

Some stations receive feedback through individuals dropping into the station.

Audience surveys: Surveys are another important means of gathering listener feedback. Of the fifteen stations that responded to a question about whether they conduct audience surveys:

- five indicated they have conducted informal surveys;
- two outsourced surveys, one from the independent company Synovate and one from Internews;
- three have conducted surveys in the past, in collaboration with organizations such as UNICEF, a university, and a local AIDS organization; and
- One-third of stations (five) indicated that they have not done audience surveys.

The stations that conducted their own informal surveys did so mainly to determine listenership and audience perceptions.

Participation of farmers in programming

Nineteen of 21 responding stations indicated that they encourage farmers to speak about matters of importance to them (two Tanzanian stations answered “never done” and “not yet”), while 20 of 21 responding stations stated that they provide opportunities for farmers to discuss things that are important for them on-air by various mechanisms, including on-air discussions, discussions which are recorded for programs, SMS and call-ins, and through field interviews.

One station uses games/contests and prizes to encourage farmers to participate. These are offered in collaboration with a local company as a means of promoting that company’s farm input products. Another station also organizes on-air SMS games. One station rewards farmers who participate in their farm programs with prizes such as rechargeable lamps, Wellington boots and shirts donated by sponsors. Other stations make music requests available for farmers and their loved ones as a reward and to sustain farmers’ interest in their programs.

Two stations mentioned that farmers feel uncomfortable when asked to discuss a topic at the radio station as individuals. One of these stations indicated that, because of this, they go to the farm for interviews, where the farmers “feel very free.” The issue of farmers not wanting to speak on air arose in the one country meeting, where it was reported that some farmers did not want to speak on the radio for fear of being criticized by other farmers.

Twelve stations indicated that they offer regular or special phone-in programming that provides farmers with an opportunity to raise and discuss issues, though one station indicated that its phone-in programming is monthly and another that phone-ins happen after the farmer program. Five stations indicated an interest in including phone-in segments in the future.

When asked how they discovered which issues are important to farmers, ten stations (of the 18 who responded) mentioned face-to-face contact with farmers, five have phone-in sessions, and one uses FrontlineSMS. Two indicated that they take farmers’ suggestions, but did not provide further details.

All stations use the local language(s) in farmer programs, and nine stations indicated that they integrate local music in their programming.

Daily news, weather and market programming

Eleven stations currently offer a daily local news service, while six stations offer a daily weather service (though three of these indicate that they offer only general weather information, rather than forecasts tailored to farmers.) Eleven stations hope to include a weather service/weather updates in the future.

Seven stations currently include local agricultural market reports in their programming while nine are interested in doing this in the future.

Additional programming for farmers

All stations indicated that they offer additional farmer programming beyond the main farmer program, including news broadcasts, bulletins, weather information, and information on rural life. The majority of stations air these on a daily basis.

Table 3 Additional programming offered by stations or there is interest to offer in the future

Program element	# of stations currently offering	# of stations interesting in offering in future
Daily local news service	11	5
Daily local weather service	6	11
Local agricultural market reports	11	9
Programming on rural livelihoods	13	3
Rural life, education, and environment	17	1
Women's rights, parenting and livelihoods	12	4
In-depth reporting and discussion of serious news stories as they happen	17	N/A
Reporting on natural or man-made disasters as they occur	17	N/A
Programming during times of heightened social friction	16	N/A
Promote specific development activities for farmers	18	N/A
Provide non-broadcasting services to farmers (e.g., provide information to farmers via SMS)	4	N/A
Gather information for farmer programming from other organizations and institutions	10	N/A

Other programming that targets farmers ranges from coverage of government policies on agricultural development (1 station), programming for religious denominations and on culture (3 stations), and programming on marriage and family, youth issues, and children's programming (1 station).

How stations think they serve farmers best

When stations were asked what they thought they did best to serve farmers, the majority said that they provided farmers with agricultural information, including farming practices and market information. A few stations mentioned that they best served farmers by allowing them to voice their needs and giving them the opportunity to discuss issues which were important to them.

IV. How do stations “do” farmer radio programs?

The following section offers a snapshot of how African farm radio programs are currently created, based on research at the 22 ARPPA stations/organizations. It summarizes a range of information related to program preparation and presentation, including:

- which station staff are involved in program planning, research, production, and presentation;
- how program topics are chosen;
- how programs are researched;
- how programs are prepared; and
- what kind of equipment and resources are available and used.

Who is involved in program planning, research, production, presentation

At 15 stations, the producer also hosts the program, and in five cases, the producer and host are different people. In seven stations, two or three persons produced the program. The producers were overwhelmingly male: at 19 stations, an individual man or a group of men produced the program. Women were involved in production at only three stations.

Eighty percent (16/20) program hosts are men, with only four female hosts. Male domination of the airwaves was discussed at the Malawi country workshop, where it was noted that programs are mainly produced by male broadcasters, and that female broadcasters are normally assigned and / or choose frontline aspects of programming (presentation and reporting) that are easily replaceable, and that most other program voices are male farmers and experts. Workshop participants recommended that radio stations and broadcasting houses enact a policy to encourage female broadcasters to produce farm radio programs.

Planning is conducted primarily by program producers, sometimes in conjunction with co-producers, main hosts, management, presenters, and radio extension officers.

Research is mainly conducted by program producers. Some stations also use other members of the production team, including reporters, radio officers and presenters.

Production is mainly by program producers, and some producers receive help from presenters. Pre-recording was mainly done by producers, though three stations in Ghana used studio technicians. A few stations also used presenters or extension officers in the production process.

Presentation is mainly by the host, with assistance from extension workers and producers. A few stations also use studio technicians, news reporters and program managers.

There is quite a lot of variability among stations in terms of which of these tasks require the most time. Generally speaking, program research, followed by program planning and pre-recording, requires the longest time. Writing for the program and program preparation take somewhat less time. Stations devoted 1-10 hours per week for planning, 1-8 hours on research, 0.5 to 7 hours on writing, 0.3-8 hours on pre-broadcast recording, and 3-15 hours on all tasks related to preparing for the main farmer broadcast.

How topics are chosen

Topics are chosen mainly by the program producer and management, with minimal feedback from colleagues and other producers. Two stations indicated that extension staff chose topics. Other ways in which topics are chosen include: news conferences with researchers, feedback from local farmers' on which topics interest them, and consulting with the production team.

Of the 19 stations that responded, eighteen chose program topics in advance, while one uses a format which features field recordings of individuals being interviewed in communities, without deciding in advance on the topic.

When asked about sources for program ideas and research information for programs, the most frequent *national* sources mentioned were extension agents, Ministries of Agriculture and other government programs. Other national sources included farmers, farmers' groups, academic and research institutions, and NGOs. Farm Radio International was the *international* source mentioned most frequently, and other sources included FAO (United Nations Food and Agriculture Organization), CTA (Technical Centre for Agricultural and Rural Cooperation), and WFP (World Food Programme). However, when asked to name their most *important* source for program ideas and research, the most frequent response was farmers (9), followed by extension workers and other government sources (6). Government sources were most frequently named as the second most important source, followed by industry groups (e.g., commodity organizations).

Preparing programs

Stations begin work on programs 2-30 days in advance, with a median time of three days in advance of broadcast, though one station indicated that much of the program was prepared at the last moment.

Nineteen of 21 responding stations produce farmer programs with some scripted elements, such as the show intro, item intros, interview questions, a summary of topics to be discussed, and closing remarks.

Some program producers work primarily alone, while others work with co-producers or in production teams. Some consult with experts and a few with farmers during program planning, and most interview experts and/or farmers for the program.

Eleven stations indicated that they consult the internet when preparing programs (one station said that the presence of ARPPA researcher inspired the producer to start using the internet for research.)

A few stations indicated that they use program plans created by other organizations such as Farmer Voice Radio (FVR) or follow the agricultural calendar. One station sometimes adapts FRI scripts for their programs. At two stations, the topics and program are planned by FVR's Radio Extension Officers and extension agents.

Researching programs

The majority of stations research the main topic in advance, with research conducted by the producer and production team.

The majority of radio stations collaborate on covering the topic. Collaborators include extension workers, farmers, field-based experts, NGOs, and members of the production team. Material is often gathered by meeting with farmers and experts, by interviewing opinion leaders, and via internet and print documents.

Pre-recording programs

Of nineteen responding stations, nearly half (nine) completely pre-record their programs. Six other stations pre-record most or all interviews; two record only farmer interviews or field interviews, producer "inserts" and background music; and one pre-records only the introduction and theme. A number of stations also pre-record and edit other content such as community discussions, dramas and poems.

Equipment and resources

Telephones: All responding stations (18) have access to telephones, either the station's landlines or staff's personal cell phones. The main constraint related to telephones is a lack of funds to purchase airtime. Six stations indicated that staff must use their personal cell phones to buy airtime. One station stated that in some cases farmers will provide airtime if they want producers to visit their farms. Fourteen responding stations had phone-in/phone-out capability, while five indicated only phone-in capability.

Computers/internet: All responding stations (20) have computers. The number of computers per station ranges from 1 to 10. Fourteen radio stations have on-site internet access (although sometimes slow and unstable or dependent on staff-purchased USB modems). The main alternative for stations with limited or no accessibility is nearby cyber cafes.

Resources for editing: Of the 20 stations that responded, all have access to a computer for editing. The majority (19) have an office computer, and one station uses a staff member's personal computer. Of the 13 stations that responded, all have access to editing software, with 12 using it regularly. Editing software was mainly Adobe. Other software used includes Audition, Cool Edit Pro, Magic Audacity, Magic Audio, and Sound Forge.

Office equipment: All stations indicated that they have adequate access to desk, pens, and paper in office spaces which house 4 to 88 people. (One station noted that the staff buy pen and paper with their own funds.) All responding stations but two have open spaces/conference room areas for meetings.

Portable recorders: All stations have access to a portable recorder. A few stations use cassette recorders, while others use Sansa recorders, Marantz or Olympus recorders, or cell phones for recording. Many stations did not specify the type of recorder used.

Transportation: Fourteen stations have access to vehicles (either motorcycles or vans), while five indicated transportation to the field relies to staff's personal vehicles. (It was not possible to tell from the question and responses whether stations owned vehicles or not).

Studio access for pre-recording: Thirteen stations have access to a studio for pre-recording, while seven indicated that they do not. In one case, the station said that the studio "was not yet equipped," and in two cases, the studio was described as "not conducive" or "not conducive for programming."

Sources of information: Information resources were varied, including Farm Radio International scripts and local and national newspapers, and a few radio stations indicated that they did not have any subscriptions. When asked what international sources are used to get ideas and research information for programming, stations cited Farm Radio International most frequently. Other international sources included Deutsche Welle, Protégé QV (NGO in Cameroon), Canal France Internationale, BBC, VOA, Population Services International, UNICEF, and the Agriculture Communications Branch (Malawi).

Adequacy of office facilities: When asked to comment on the general adequacy of office facilities, almost all stations indicated that facilities were inadequate. Common problems include: too few computers; no funds for airtime or transport to field; lack of office space; and inadequacy of recording studio. One station indicated that because they had no transport and no phone, the producer sometimes walked long distances to speak with extension officers. When extension officers are not in their office, the producer turns around and walks back to the station empty-handed.

V. Assessing programming quality

The following section is based largely on an evaluation of one episode of each station's main farmer program, though feedback on program quality offered by farmers in focus groups is also factored into the discussion. This section:

- introduces the VOICE standards as a program evaluation tool;
- presents the major characteristics which differentiate higher-quality from lower-quality programs in the VOICE standards evaluations;
- identifies which aspects of VOICE were the easiest and most difficult for programs to meet;
- examines commonalities between farmer feedback on programs and VOICE standard evaluations; and
- examines whether there is a correlation between program quality and resources available to a station, and between program quality and country and type of station.

VOICE standards as a program evaluation tool

With the help of many farm broadcasters across sub-Saharan Africa, Farm Radio International identified a number of important characteristics that should be reflected in radio programming that serves smallholder farmers. These characteristics are summarized in the acronym "VOICE."

FRI's **VOICE** standards establish benchmarks for farmer programming related to:

- **V** – Valuing farmers;
- **O** – Providing **O**pportunity for farmers' voices to be heard;
- **I** – Broadcasting **I**nformation which is relevant, credible, and timely;
- **C** – Offering **C**onvenient broadcasting services; and
- **E** – Airing engaging and **E**ntertaining radio.

The VOICE Standards are a work in progress; as such, they are regularly revised in light of new learnings. (For more on the VOICE standards, see Research Tool #4 in Appendix III. For the expanded VOICE tool and "scorecard" that was used to evaluate ARRPA radio programs, see the final research tool in Appendix III.)

Table 3 below categorizes the 22 radio programs into higher quality, medium quality and lower quality programs. It offers an overall rating of the program and gives the score as calculated by the VOICE standards scorecard.

Table 4 Evaluation of radio programs against the VOICE standards

OVERALL RATING	STATION AND VOICE EVALUATION SCORE
Highest quality programs – provide an effective service related to MOST or ALL standards and objectives	<ul style="list-style-type: none">• Five stations received this rating, and scored between 80 and 84.
Medium quality programs – provide an effective service related to SOME standards and objectives and will benefit from significant input in some other areas	<ul style="list-style-type: none">• Ten stations received this rating and scored between 58 and 76.
Lowest quality programs – needs MAJOR improvements related to many standards and objectives to provide effective service	<ul style="list-style-type: none">• Seven stations received this rating and scored between 52 and 65.

What differentiates higher-quality from lower-quality programs?

Based on evaluations of the 22 radio programs, the stations which were ranked as providing the highest quality programs typically scored higher on several VOICE standard factors. The following sections identify and discuss the factors that differentiate higher- lower-quality programs.

Including men and women farmers in programs

The VOICE standards maintain that featuring male and female farmers in programming values farmers by providing men and women with an opportunity to openly discuss issues of concern on-air. Further, conducting on-location broadcasts demonstrates respect for farmers by making the effort to visit them in their fields and homes.

All of the highest quality programs featured both male and female. A number of the highest quality programs also offered on-location broadcasts by visiting fields or nearby villages. By contrast, none of the programs judged as being of the lowest quality included any farmers in their program. Many presented an essay or lecture, and "talked to" farmers rather than involving them. Rather than featuring farmers, many of the lower-quality programs highlighted a central authority such as an agricultural stakeholder, specialist, or program host. In addition, many did not consult farmers in the production process.

Featuring guest experts

The strongest programs provided a balance of voices by featuring guest experts who provided additional feedback and perspective, offered clarifications on subject matter, and confirmed the accuracy of information presented in interviews with farmers. As well as extension agents, experts included village chairpersons, agricultural advisors, and experienced farmers. Three of the five programs rated highest quality featured both farmers and expert guests. Only one other ARPPA program presented both a farmer and an expert guest.

Program topics

Though most farmer programs provide many kinds of information in each episode, the majority of the strongest programs deal with only one *complex* issue per episode.

Dramatic elements, host, and introduction/conclusion of program

The VOICE standards speak to the importance of engaging and entertaining the radio audience: no one will listen for long to boring radio, no matter how informative. Engaging hosts are key elements in connecting with the audience. Without such a host, listeners may well tune out. Audience attention can also be captured with an engaging introduction, and, when well-used, music, drama and humour capture and entertain the audience.

The majority of higher quality programs included dramatic elements or music. Three programs included mini-dramas, humour, and/or other dramatic elements. Stronger programs that did not use dramatic elements used local music as a bridge or as a feature to keep listeners engaged in the content. Few of the lower-quality programs used dramatic elements or music.

A small number of stronger programs also used a signature tune, proverb or poem at the beginning of the program to attract their audience.

Audio quality

The stronger programs all provided good quality audio, and had few problems with sound quality.

Guests

Having a single guest speak for a long time can tax listeners' attention, and is not an effective way to engage an audience; listeners can become bored and have difficulty retaining information.

When there was a guest on the majority of lower-quality programs, the guest typically spoke for the entire duration of the program.

Which aspects of VOICE were the easiest and most difficult to meet?

Two aspects of the VOICE standards were easiest for stations to address: using local languages and airing programs at a convenient time.

All stations used the local language(s) in their programming, which ensures that programs are accessible to as wide an audience as possible.

Most stations, both those with higher-quality and those with lower-quality programs, also broadcast their main farmer program at a time that was convenient for farmers.

The aspects of the VOICE standards that were most difficult to meet were as follows:

- using a variety of radio formats such as interviews, phone-ins and quizzes that are attractive to farmers;
- providing farmers with an opportunity to discuss important matters among themselves;
- using humour appropriately and regularly;
- using local music; and
- including an engaging introduction.

Few stations (5) scored moderately or better on “using a variety of formats such as interviews, phone-ins and quizzes that are attractive to farmers.” Three of these were higher-quality programs. Other stations used the same format throughout the program.

Very few stations used formats that encourage farmer discussion, whether the program was categorized as higher or lower-quality. Only two stations featured a phone-in or text-in segment in their broadcast, and only one invited farmers during the program introduction to participate in the program via phone-in and SMS.

The evaluators found that only three stations used humour in their farmer program (two of these were evaluated as higher-quality programs). Less than half (9) featured local music, though many farmers expressed their desire to hear local music in FGDs. Humour and local music engage and entertain audiences. Without sufficient attention to engaging and entertaining an audience, listeners will tune out.

The VOICE standards maintain that effective introductions capture listeners’ attention and prompt them to listen. They are an opportunity to announce the content of the program and maximize the chance that listeners will remain tuned in. A good introduction gives the listener an emotional reason to listen, as well as a rational reason.

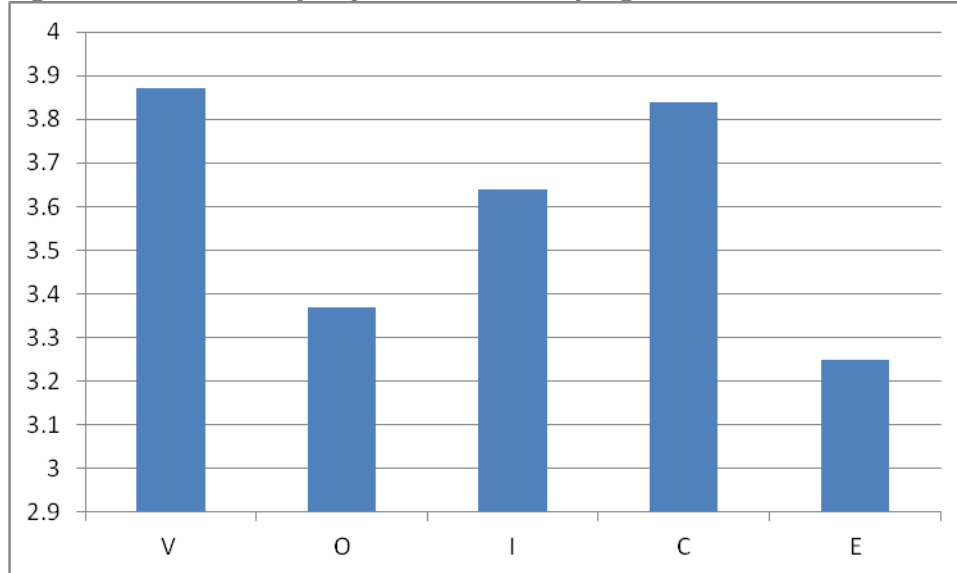
Eight stations used an introduction which met VOICE standards. Some of these used music such as a signature tune, while a few used a popular proverb or poem relevant to the program topic in their introduction.

By beginning with a signature tune, the program may be more immediately recognizable to listeners. Including proverbs or poems may help keep listeners engaged from the onset and emphasize the central focus of the program, which can result in farmers paying closer attention to content.

How did stations perform on the different aspects of VOICE?

Evaluators rated programs on 21 elements in five categories (V.O.I.C.E.), assigning scores of 1-5.

Figure 1. Mean score (1-5) of the 22 radio programs on five VOICE standards



As shown in figure 1, farmer programs generally fared better on Value, Information, and Convenience, and less well on Opportunity and Entertainment. As discussed elsewhere in the report, few stations gave opportunities to farmers to interact with broadcasters and other listeners on-air, and stations generally paid insufficient attention to ensuring that programs engaged listeners and captured their attention.

Figure 2. Mean score (1-5) for VOICE standards by radio programs classified as strong, medium or weak

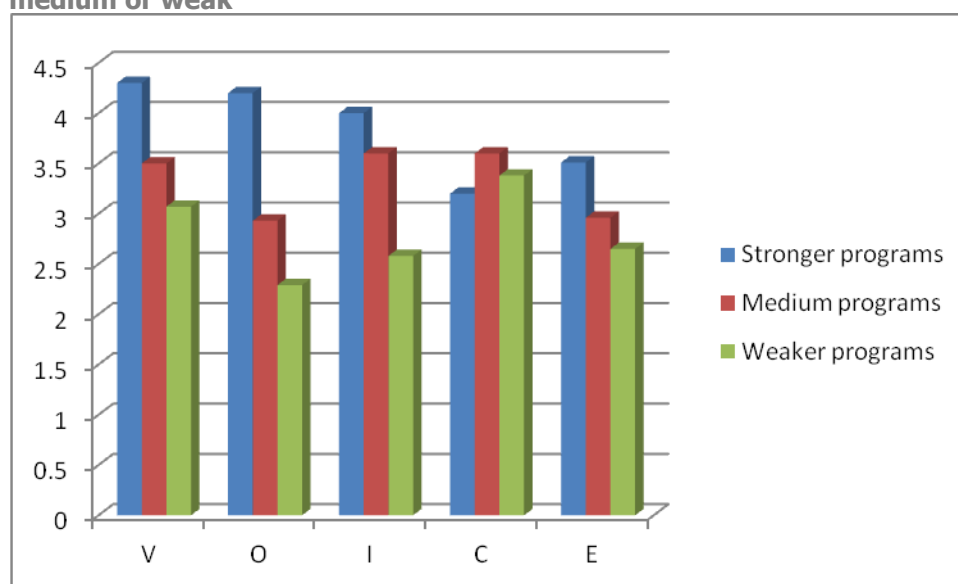


Figure 2 shows a large difference between stronger and weaker programs in some VOICE areas. There was a large gap between stronger and weaker stations on “Opportunity,” and smaller differences for Voice, Information, and Entertainment. But scores on Convenience were similar regardless of program quality. Thus, the strongest difference between stronger and weaker programs is that stronger programs gave farmers an opportunity to be heard. Stronger programs also valued their audience more strongly, were better at providing information, and better at entertaining their audience.

Figure 3. Mean score (0-105) against VOICE standards by different categories of stations.

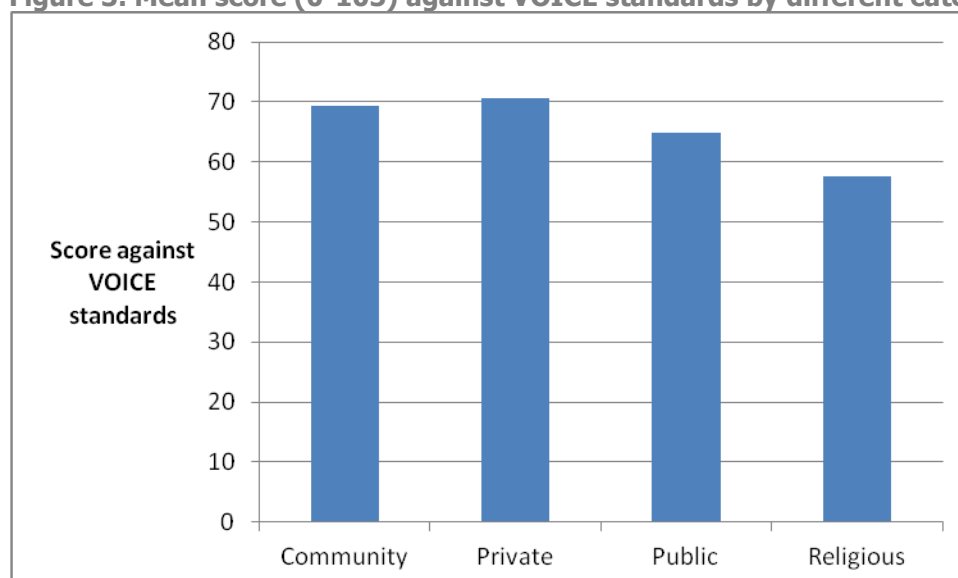


Figure 3 shows that religious stations on average scored somewhat lower against the VOICE standards, as, to a lesser extent, did public stations, while community and private stations scored higher.

Figure 4. Mean scores against VOICE standards (0-105) by country

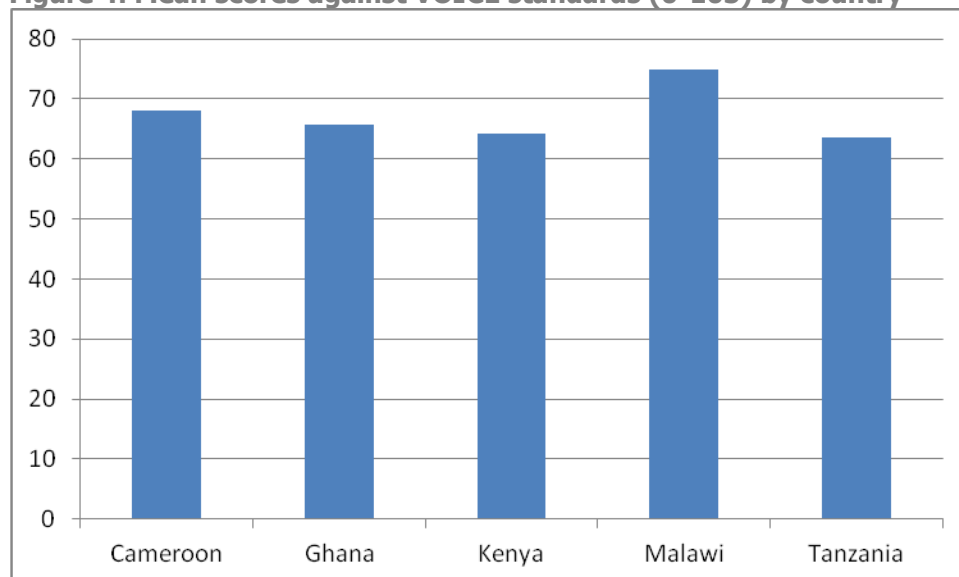


Figure 4 shows ARRPA evaluation scores by country. Scores for Malawi were higher, and for Kenya and Tanzania, somewhat lower.

Commonalities between farmer feedback and feedback from VOICE evaluations

Incorporating farmers' voices in programming

Some of the feedback received in farmer FGDs closely echoed comments made in VOICE standard evaluations. One common indicator of program quality for both farmers and the VOICE standards was the inclusion of farmers in programming. During focus groups, the majority of participants indicated that they liked hearing from farmers because they found this encouraging, and because they learned from farmers' stories and experiences. This is consistent with VOICE evaluations, which scored programs more highly when they included farmers' voices.

Experts

Farmers' remarks in FGDs and the VOICE standard evaluations both underscored the desirability of including experts in programs. Both noted that experts provide valuable clarification on topics being discussed, and help create a well-balanced discussion. Programs that included both a farmer and an expert who provided additional insight on the subject were scored higher against the VOICE standards than programs which solely featured farmers' opinions.

Broadcast times and repeat broadcasts

Another characteristic of farmer programs on which focus group participants and the VOICE evaluations agreed was the choice of broadcast times. Both farmers and the evaluations noted the difficulties when initial or repeat episodes were broadcast at a time that was inconvenient for farmers. Both also agreed that it was problematic when there were no repeat broadcasts. The VOICE standards recommend repeats as a way of maximizing program listenership and farmer participation in programs.

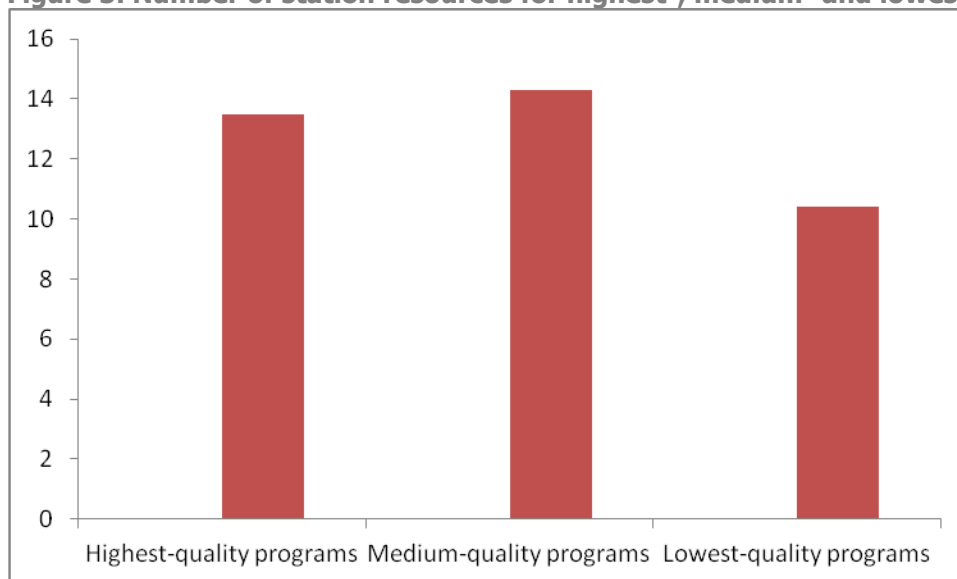
Participatory formats

Only a small number of radio stations were recognized by farmers in focus groups as using phone-in/phone-out systems to encourage farmer involvement in programming, though farmers indicated that they would like to see this feature used more often. The VOICE evaluations also found that only a few stations used formats that encouraged listener participation.

Correlation between level of station resources and program quality

We found some relationship between a station's level of resources (production capacity in the studio and the field, office/broadcasting equipment), and the degree to which the station's program met VOICE standards.

Figure 5. Number of station resources for highest-, medium- and lowest-quality programs.



While there was little difference between stations with the highest level of resources and stations with a medium level of resources, stations with the lowest level had somewhat more difficulty meeting the VOICE standards (see Figure 5). Thus, a certain minimum level of resources may help stations create effective farmer programming, as defined by the VOICE standards. However, stations with all levels of resources – low, moderate and high – produced both effective and ineffective programs.

VI. Best practices and key challenges

Station researchers were asked to identify best practices and key challenges at the 22 ARPPA radio stations/organizations. Best practices are listed below by category, with specific examples gathered during ARPPA research. Key challenges are then reviewed.

Best practices in ...

Program production

- *Experience:* The producer has been broadcasting the program for 20 years.
- *Teamwork:*
 - Teamwork between producers of French-language programs and producers of local language programs helps reduce production costs and keep programs going.
 - Teamwork between two farmer radio program producers guarantees continuity of service to farmers even when one producer is absent.
 - Newsroom staff and district correspondents assist by collecting material from the field and alerting farmer program producers when they are invited to cover agriculture-related events.
- *Encouraging listener participation:* One station encourages farmers/listeners to participate in a largely pre-recorded program by dividing the 30-minute program into two segments – 20 minutes pre-recorded and 10 minutes live interaction between the presenter and an expert. During the live segment, farmers/listeners ask questions, make comments, or raise ideas to which the expert responds.
- *Repetition:* The host repeats messages to reinforce them.
- *Increased farmer programming:* One station has added a second farming program and is planning a third.
- *Marketing information:* One station's farmer program includes marketing information from different districts.
- *Quality control:* Monitors listen to the final programs after editing and recording.
- *Other:* The station uses promos and SMS alerts.

Collaboration

- *Collaboration with extension officers and others:* Extension officers advise producers at monthly meetings on what is hot news.
- Producers and extension workers discuss two topics every interview. If the extension officer becomes very busy, this strategy avoids not having an interview for an episode.
- *Collaboration with production house:* One station does not have their own program, so reaches farmers by broadcasting a program produced by a production house. The station contributes free airtime and the production house covers production costs.

- *Collaboration with market agents:* Unable to afford full-time staff for agricultural programs or transportation costs for field interviews, the station calls agents in local markets on market days. Because the agents' job is to compare prices in local markets and advise farmers, sellers and buyers, they are eager to provide market information on-air, sometimes calling the station on their own air-time.

Encouraging farmer-listener feedback

- *Mechanisms for farmer feedback:* The station has a suggestion box where listeners can make remarks on programs and proposals for improvement; Another station organized groups of listeners who listen critically to its programs and make proposals for improvement; FrontlineSMS is used to gather feedback for other agricultural programs. ZBS features young voices on its program.
- *Contact information:* The station broadcasts its contact information so listeners can provide feedback.
- *Listener surveys:* The station conducts regular listener surveys to measure the impact of their farmer programs, using software called SIMA – SMS Integrated Management Application. This is complemented by FRI's Farmers Fone.
- *Clubs and other organized activities:* Some stations (in Ghana) have created listening and fan clubs to increase program listenership. One station has established a co-operative credit scheme.

Station management practices

- *Station Manager:* The Station Manager does not sit in his office and give orders. He is the main producer of farm radio programs and produces other programs. This sets a good example for other broadcasters.

Organizational practices

- *Contact list:* The producer keeps a list of contacts in the farming community which includes both farmers and extension workers.
- *Regular meetings:* Staff members meet once a week to review programs, share content, correct mistakes and brainstorm on the station's activities. Workers are open to criticism.
- *Rotating supervision:* Permanent staff take turns overseeing studio activities according to a schedule posted in the conference room.
- *Work plans:* Agriculture programs are organized as a project with a specific work plan, timelines and expected deliverables. This makes the production of the farmer program more efficient, economical and effective.

Using sources of content

- *Agricultural institutions:* The producers link with agricultural institutions to get ideas for programming.

- *Meetings with officials:* At public meetings with officials, producers listen carefully to discussions and take note of issues preoccupying farmers. These issues are later tackled in programs.
- *Other farm programs:* Producers listen to farm programs by independent production houses which are aired on other stations.

Using songs/music

- *Message songs:* Songs carry messages related to the theme of the program.
- *Local music:* The program incorporates local music, making the program very entertaining and more engaging.

Storing information

- *Managing archives:*
 - Archives are well-kept and documentation on farming can be consulted by farmers at will.
 - The producer maintains solid archives for the farmer programs. Program recordings, used documents and scripts are carefully packed in the office cupboard for reference.

Conducting field visits

- *Collecting material from the field:*
 - Field productions help listeners “feel” the farm in the program, provide an opportunity to record material, and allow community listeners to express their needs.
 - One co-producer is a full-time catechist who covers 25 mission stations. During field trips, he conducts interviews for his program. Other staff members do the same during field trips. Interviews are stored in a data bank for future use.

Equipment

- *Stand-by generator:* A stand-by generator is available in case of power outages.

Funding

- *Using resources from other programs:* One station has no funding for transport for the farmer program, so uses transport funds from other programs.

Creativity/entertainment

- *Variety of formats:* The station changes program formats and introduction styles to surprise listeners.
- *Humour:* A station uses popular comedians to dramatize issues and entertain listeners.
- *Telling stories:* Producers use a story-based approach to bring messages to listeners, use theatre/drama to complement radio programming, and use proverbs/local wisdom in storytelling.

- *Music/folklore:* Music and folklore that resonate well with the audience are used as signature tunes and during the broadcast. Because they are peculiar to local people and the prime audience, farmers feel appreciated and see themselves as part-owners of the programs.

Skills development

- *Higher education:* The producer is studying for a degree in journalism to enhance his journalistic skills.

Professional behaviour

- *Personal integrity:* A memo was posted on the notice board and addressed to presenters, announcing a ban on playing personal promos.

Multimedia

- *Variety of media:* One station uses multimedia such as video, brochures, and bulletins.
- *Online presence:* The station features agricultural stories for farmers and policymakers online.
- *In the community:* The station uses a multimedia/video show in the community to demonstrate how specific farming practices are carried out.

Key challenges/needs

- *Training:* Broadcasters need training on how to produce radio programs in a professional way, and also in computer proficiency.
- *Staffing issues:*
 - One station needs another producer to assist the main producer.
 - The constant staff turnover towards better paid employment makes continuity a challenge, and affects program quality. As well, management and owners are not investing in staff skills development, which affects the station's ability to recruit and retain quality staff.
- *Collaborating with extension agents:* There should be a connection between extension officers and radio stations.
- *Focusing on farmers:* Broadcasters should focus on farmers when choosing program topics.
- *Equipment:* There are inadequate resources and equipment for efficient farmer radio programming (transportation, computers for editing/ writing, remote recorders, and production rooms which are not conducive to recording.) There is poor access to or unreliable internet service in many stations. Some stations need recorders, editing software and the capacity to operate editing software.
- *Transportation issues:* There is limited access to content providers, experts and field recordings due to transportation challenges and bureaucratic principles.

- *Engaging farmers:* Engagement with farmers/listeners (at Kenyan stations) is not organized, systematic or a visible engagement. They are mainly one-off activities.
- *Financial constraints:* Lack of finances limits stations' potential to improve or embark on innovative and quality programs. Stations are forced to retain the same monotonous formats and programming style in the midst of a very competitive media landscape. Also, paying rent on station buildings consumes much of the station's income.
- *Office space:* Comfortable office space remains a serious challenge. Because of this, some of the staff just hang around the radio station or just show up when they are due to host or present a program.

VII. How stations use FRI's services

The following section presents feedback on FRI's services gathered through interviews with ARRPA stations/organizations.

Specifically, this section considers how stations are currently using scripts and Farm Radio Weekly.

How are stations currently using our resources?

Script packages/Farm Radio Resource Packs

Sixteen stations indicated that they receive script packages from FRI. Of the stations which responded to questions about how they use the scripts, 13 indicated that they use them to get ideas for programming, and 11 that they use them as background research materials. Eight stations translate the scripts and present them on-air, while ten stations reported that they translate, adapt and present the scripts on-air.

It is difficult to tell whether these two last questions were sufficiently differentiated to act as a reliable indicator of whether a script was adapted before it was presented on-air. It appears from the responses that stations have a range of understandings of "adaptation" – from simply changing names and locations to using the scripts as a foundation for local research on a topic. But it appears that, while some stations more substantially adapt scripts, some simply translate the scripts and present them on-air, or change a few details such as names and places.

Five stations responded to a question on how scripts are adapted, offering the following examples of script adaptation:³

- "We look at the relevance of the scripts; if a case study, we look at issues in our community it will suit; if it does, we liaise with the Radio Extension Officers who advise us whether we can present the entire script or adapt part of it."
- "We relate the issue in the script to the local context – highlighting relevant farming technologies being promoted."
- "We adapt the script by highlighting relevant issues in local program, getting farmer / expert interviews on the topics / farming technologies being promoted in the scripts in line with local farming activities. The translated scripts are done in the stations' format."

³ It is possible that we received few details on how scripts are adapted because the concept of "adaptation" was not sufficiently understood or explained to interviewees. There were no responses to the question of how scripts were adapted from Ghana or Tanzania, one from Cameroon, and two each from Malawi and Kenya. Of the 20 ARRPA radio stations (one is a production house and one a government radio project), seven reported that they adapted the scripts. Five of these provided details of adaptation. One of the 20 stations is not a partner and a few are new partners and have never used FRI scripts for any purpose.

Almost all translations are written out beforehand, with only one station reporting that translation is done live on-air.⁴

The research coordinator in Tanzania reported that many Tanzanian broadcasters do not know how to adapt FRI scripts. This may be related to another comment that broadcasters don't speak English (or don't speak it fluently), and would prefer scripts in Swahili.

In addition, one station noted that it cannot mount dramatic productions and needs to transform dramas into other formats.

Farm Radio Weekly

Several questions in the ARPPA survey yielded information on how stations use Farm Radio Weekly.

Stations reported that they use FRW materials on agricultural programs, as pieces to be dramatized, as news items, and on foreign news segments. They also reported a variety of other uses, including:

- helping their audiences learn from other farmers' experiences;
- saving relevant articles as reference for programming;
- using content for broadcast, translating and adapting it to suit the local context;
- participating in relevant upcoming events mentioned in FRW;
- sharing with listeners how farmers are adapting to climate change elsewhere;
- helping improve production skills;
- choosing what is relevant and broadcasting it without changing information; and
- reading through stories, relating them to station programming, then adapting, writing scripts and giving them to the program host.

Some stations appear to use FRW stories more or less as received as news items or on programs other than the main agricultural program. Others rewrite or adapt stories to the station's needs.

One-third of respondents (5) read stories on-air. Most stations find FRW news stories relevant.

Comments about relevancy include:

- the stories help us learn how things happen elsewhere;
- they show us how to develop strategies to fight poverty; and
- they support the station's information needs.

⁴ We do not know how many of the stations simply translated the scripts without adapting them, because the only question that asked them to report whether they translated scripts asked them whether they translated scripts *and* presented them on-air.

All stations indicated that stories from other African countries are relevant to their audience. When asked how they adapt these stories for use, responses included:

- translation;
- mostly use in original format;
- summarize when long;
- summarize relevant topics for local context; and
- make them as local as possible by using local farmers, experts and examples.

The *Notes to broadcasters* section of FRW is mainly used to educate and guide producers and other radio staff. All stations find the *Notes* useful in producing programs, mainly as research materials, but also for program content, for introductions to scripts, and for program ideas.

Stations reported that FRW is useful for creating programming, mostly by providing content, but also as a guide and as a resource for topics and research. When asked how FRW could be more useful, most stations mentioned locally relevant topics they would like FRW to cover. Two stations mentioned the need for more weather information, and two others suggested that information would be more relevant if tied to the agricultural calendar. Other suggestions included:

- involve not only journalists but smallholder farmers in producing scripts and script competitions; and
- focus on farmers' local knowledge rather than modern technology.

VIII. Key findings

Stations offer a variety of services for farmers ...

All ARPPA stations indicated that: farmers are their primary audience; they use local languages in their broadcast; and they employ a magazine format in their main farmer program. Most broadcast at a time that is convenient for farmers.

There is wide variation among stations with regard to the services they offer farmers in addition to their main farmer program. Most offer a daily local news service, some provide a daily weather service, and some report on farm markets. Roughly half feature regular programming on rural livelihoods and on women's rights, parenting and livelihoods.

In most stations, a single individual produces and hosts the farmer program. Most hosts and producers are men. Half of stations pre-record their whole program, while most others offer a live show with pre-recorded segments such as interviews. Some stations also pre-record other content, including community discussions, dramas and poems.

Some stations feature farmers' voices in discussion formats or incorporate listeners' comments received via phone or text message. Others programs adopt "lecture" formats in which a single host or guest "talks at" the audience. Government extension workers are the most common source of information cited in farmer programs, and are often interviewed on-air.

Better quality programs generally include both men and women farmers in their programs, feature guest experts, focus on only one complex topic per episode, include dramatic elements and/or music, and feature good quality audio. Weaker programs do not include farmers, do not feature guests (or have invited guests who perform long monologues), do not do a good job of engaging and entertaining listeners, and have poor quality audio.

Stations largely accord *information* the highest priority in their farmer radio program. When asked what they did best to serve farmers, the majority of stations said they provided farmers with agricultural information. This is consistent with farmers' preferences. When farmers were asked why they listened to farmer radio programs, the majority said they wanted information and knowledge from experts and other farmers.

A few stations believe they best serve farmers by allowing them to voice their needs and giving them the opportunity to discuss issues that are important to them. This is echoed by some farmers' stated preferences. Some say they listen to radio programs mainly to hear the voices of other farmers. They believe the most effective way to learn is to listen to fellow farmers.

Overall, it appears that FRI services – Resource Packs, Farm Radio Weekly, and the *Voices* newsletter (see <http://www.farmradio.org/>) – are well-used and useful to those who receive them. These materials were judged by stations as easy to understand, often relevant to local situations, attractively packaged, and written in clear language. Most stations used them to get program ideas or as background research materials for their own programs, while some stations broadcast FRI’s materials after adapting them to local circumstances or used them more or less as-is. (FRI needs more clarity on the ways in which materials are adapted for local use.)

... under sometimes challenging conditions ...

The ARPPA findings reflect the challenges of making good farmer radio programs in sub-Saharan Africa. About two-thirds of the ARPPA stations have internet access at the station, though connectivity is sometimes slow and/or unreliable. Most have some form of access to transportation for field work, though this access is often less than ideal, for example relying on staff vehicles or rented motorcycles. Almost all stations say that access to equipment is inadequate: there are, for example, too few computers; no funds for cell phone airtime or transport to the field; a lack of office space; and inadequate recording studios.

Stations identified a significant number of key challenges to creating more effective farmer programming. These include: the need for broadcaster training; inadequate equipment; financial constraints which block innovative programming; a lack of professional skills development to help retain staff; stations devoting a large portion of their income to facility rental; and challenges with transportation to the field.

... But are these services effective?

There are two lines of evidence to consider in this inquiry:

- 1) how each station’s main farmer program stacks up against FRI’s VOICE standards; and
- 2) farmers’ stated preferences in community focus groups.

FRI’s **VOICE** standards establish benchmarks for farmer programming related to:

- **V**– Valuing farmers;
- **O** – Providing **O**pportunity for farmers’ voices to be heard;
- **I** – Broadcasting **I**nformation which is relevant, credible, and timely;
- **C** – Offering **C**onvenient broadcasting services; and
- **E** – Airing engaging and **E**ntertaining radio.

For the ARPPA project, FRI developed a scorecard to rate farmer programs against the VOICE standards. Generally speaking, as noted in Section V above, stations found it easier to meet VOICE standards on **Valuing** farmers, providing relevant, credible and timely **Information**, and offering **Convenient**

programming. It was more difficult for stations to meet standards on providing **Opportunities** for farmers' voices to be heard and broadcasting programs that farmers find **Entertaining**.

FRI's broadcaster support and training programs are founded on the presumption that effective farmer programming must go beyond providing good information at convenient times in a manner that values and respects the audience. In order to fulfill radio's full potential to help listeners fully participate in issues that affect them, programming must also provide *opportunities* for farmers' voices to be heard. And without effective measures to engage and *entertain* the audience, listeners will simply tune out.

On some measures, stations did well. As mentioned above, all stations broadcast their farmer programs in local languages and most broadcast at times that are convenient for farmers. As also indicated above, some stations use guest experts appropriately, have good quality audio, offer repeat broadcasts, include dramatic elements or music, and feature women and men farmers.

But few stations use formats that encourage farmer discussion. Only two included a phone-in or text-in segment in their broadcast. Stations often did not use local music (a stated farmer preference) or provide farmers with opportunities to discuss important matters. Few stations provide engaging introductions to their farmer programs or offer previews of upcoming programs.

One of ARRPA's key findings is an apparent mismatch between stations' sense that they have strategies in place to include farmers in programming and many listeners' feelings that they are insufficiently opportunities to participate. Almost all stations indicated that they offer program formats and other mechanisms to include farmers in programming – phone-ins and text-ins, field interviews, and in-studio interviews. Twelve stations said they offer regular or special phone-in programming that provides farmers with an opportunity to raise and discuss issues. Yet when evaluators listened to single episodes of each station's main farmer program, they found that only two stations used SMS in programs, and two used phone-ins. While it is possible that more extensive listening might reveal further opportunities for farmer involvement, farmers who participated in focus groups also indicated that opportunities for voicing their concerns on-air were limited. Many listeners wish that they could participate more frequently in farmer programs, with several suggesting that their station produce on-location broadcasts. Listeners also want more local market information, improved sound quality, more repeat broadcasts, more local music, and want broadcasters to use language that is easier for farmers to understand.

We found some correlation between a station's level of resources (production capacity in the studio and in the field, office/broadcasting equipment), and a station's score against the VOICE standards. While there was no difference between stations with the highest and stations with a more moderate level of resources, stations with the lowest level of resources had somewhat more difficulty meeting the VOICE standards. Thus, there may be a certain minimum level of resources required to air effective farmer programming, as defined by the VOICE standards. However, stations with all levels of resources – low, moderate and high – produced both effective and ineffective programs.

IX. Next steps

For radio stations:

Based on ARPPA findings, Doug Ward and Marvin Hanke wrote a document entitled *75 ways to fix your farmer program*⁵. The document includes *quick fixes*, *middle-sized improvements*, and *the big stuff*. The 75 strategies focus mainly on the production-related shortcomings identified by ARPPA, and include tips for better sound quality, sharing transportation for field trips, doing good research, using metaphors and emotion and avoiding jargon, producing great promos, intros and extros, as well as broader issues such as showing respect for farmers.

The ARPPA country reports also make a number of recommendations for improving farmer programs, including the following:

1. Purchase more modern equipment.
2. Offer the Internet as a free research tool at stations.
3. Take steps to facilitate travel for the field collection of information.
4. Involve farmers, experts and civil society organizations in production.
5. Take steps to ensure teamwork in production rather than a single producer/host.
6. Dramatize information received from resource experts to engage and sustain farmers' interest.
7. Use simpler, non-technical language.
8. Ensure that broadcasters possess the right skills and knowledge to address farmers' needs.
9. Conduct field visits to gather credible information.
10. Bring in not only resource persons, but also farmers to share ideas, opinions, and experiences.
11. Organize "meet the people events," e.g., road shows and information kiosks. These would enable listener groups to engage and identify with presenters and build confidence in the program.
12. Sustainability is a major challenge for many stations that air farmer programs. The following were suggested as possible solutions:
 - Build partnerships with other organizations, institutions and networks to support resource mobilization.
 - Expand the listener scope to attract other stakeholders interested in using the radio for their outreach programs. This would include forming fan clubs to engage in sports, games and other activities, and incorporate incentives.
 - Introduce farmers' program listening and feedback sessions as part of existing self-help groups' usual meetings, and not as its main agenda or reason for its meeting. When listeners/

⁵ Doug Ward is Chair of the FRI Board and was producer, station manager, regional director and vice-president at the Canadian Broadcasting Corporation. Marvin Hanke is Director, Audio Clinic Productions, Blantyre, Malawi. He was a Producer at the Malawi Broadcasting Corporation, and Executive Director of Story Workshop. The document is available at <http://farmradio.wpengine.netdna-cdn.com/wp-content/uploads/75-ways-to-fix-your-farmer-program-Dec-2012.pdf>

farmers treat the program as an agenda item in their usual meetings, they can link it to other community development issues. When they meet only to discuss the program, they view these efforts as externally motivated and therefore demand financial support to cover transport costs and/or lunch.

For Farm Radio International:

Based on what was discovered through ARRPA, a number of recommendations have been advanced to improve FRI's services to its broadcast partners. In addition to the following recommendations, FRI's Program Committee will continue to monitor our services, and to parse the rich vein of ARRPA data for new learnings.

Overarching recommendations

1. Provide training for all African broadcasters who want to improve their farmer programs.

The ARRPA data generally suggest that FRI products and services are effective, well-targeted, and being used. They also show that most farm broadcasters do not use the most effective available broadcasting techniques. This is not just a problem of resources. In fact, some of the best farmer programs were created by stations with modest resources. The problem is that most farm broadcasters have not received the training required to become proficient in the skills needed to produce effective farmer programs. Also, most farm broadcasters do not receive the ongoing support and reinforcement they need to keep those skills current. FRI has developed the training and support methods that can help these broadcasters. With a little tweaking and with major additional funding, FRI should be able to provide online and in-station training, and also provide ongoing support through Barza, FRW, and our Resource Packs, to deal with this fundamental problem in African farm broadcasting. (In providing such support to broadcasters, FRI will carefully consider the category of radio station (public, community, private) in its efforts).

2. Conduct French ARRPA.

The ARRPA data, gathered mainly from stations where the colonial language was English, has provided us with valuable evidence to help radio stations provide more effective programming for farmers, and to help FRI improve its support to those radio stations. Given that approximately half of our broadcasting partners are in Francophone Africa, and that the culture of radio in Francophone Africa is different than that in Anglophone Africa, FRI should conduct an ARRPA in Francophone Africa. This could probably be done with a single researcher, modifying the existing questionnaires, using electronic data gathering, and perhaps gathering additional data we wish we had gathered in the English questionnaires.

Research recommendation

1. **Devise a research initiative to discover in more detail how stations are using and adapting FRRP materials, and our training services.**

ARRPA provided an overview of how stations use FRRP materials, but not an in-depth look. At the same time, it would be useful to consider how broadcasters are using our online and in-station training to determine which resources and training strategies stations find most useful for producing better farmer programs, and which resources and training strategies they find least useful or in need of improvement.

Training recommendations

2. **Find multi-year funding to provide in-station and online training for all African farm broadcasters who want to improve the effectiveness of their farmer programs.**

We have the training systems and the training content. There is far more demand for our in-station and online training than we can supply with current resources.

3. **Establish a system to capture and share practices that serve (and do not serve) farmers well.**

The ARRPA data provided a treasure trove of best practices that we have captured and shared through documents like "75 ways to fix your farmer program." As a learning organization, we should ensure that in all of our projects, and in all of our contacts with radio stations, we gather best practices – and bad practices – and publish them broadly and systematically.

4. **Fine-tune the in-station training modules and trainer trainings to include lessons from ARRPA.**

The ARRPA research found that broadcasters need training on how to produce radio programs in a professional way. FRI's current training modules should be reviewed in light of the ARRPA data and the resulting "75 ways" document and revised as appropriate to reflect the documented needs of farmer programs.

Support recommendations

1. **Partner with one or more organizations to provide useful, agricultural weather forecasting services to radio stations.**

The ARRPA data shows that six stations offer daily weather service while 11 others hope to include weather service in the future. In addition, ARRPA focus groups show that weather forecasts are one of the most important additional services that farmers want from their radio stations.

2. **Revise resource packs.**

Since most ARRPA programs used FRI scripts "to get ideas ... or as background research materials," FRI should revise its Resource Packs to include, in point form, the most important and pertinent research on the topic to help broadcasters create their own items on these issues. In addition, we

should write a broadcaster how-to document on how a broadcaster can use FRI materials (scripts, research, FRW info) to produce items that meet farmer needs.

3. Create more region-specific material for Farm Radio Weekly and the Resource Packs

This request from ARRPA stations has been echoed by many other stations over the years. Now that FRI has additional Africa-based staff, perhaps more of this tailored material can be generated.

4. Translate key resources (Resource Packs, FRW, Barza, training docs) into major languages in countries where people are having trouble reading our information in French and English.

Tanzania is a good example of where this is a problem; we have started translating scripts and FRW into Swahili.

5. Write broadcaster "how-to" guides

In many cases, the ARRPA data and analysis identify broadcaster needs that can be met, at least partially, by writing and publishing "how-to" guides for farm broadcasters. We could also explore using different media to share how-to docs – print, audio, video, etc. Here are a list of potential guides inspired by the ARRPA data and analysis.

- a. **Using different formats for the differing elements in your farmer program.** The formats (treatments) that broadcasters use to present their material can make or break the effectiveness of the material. We should encourage broadcasters to consider using better formats, and to experiment with some unexpected ones.
- b. **How to get farmers' voices on air.**
The ARRPA evidence shows strong support for this from farmers' focus groups. (We have recently written and shared a document that meets this need.)
- c. **How to design a farmer program for your station, and the resources required.**
The ARRPA report provides useful evidence for this, and we have developed and presented an e-course on farmer program design. We can readily adapt this into a document for wider use. The ARRPA data and analysis also shows that high levels of resources do not guarantee an effective program. However, a modest level of resources may help a program meet VOICE standards. Using ARRPA and other data, we should show what minimum resources are required to produce a well-designed, effective farmer program.
- d. **Using experts – selectively and effectively – in your farmer program.**
The ARRPA data shows that farmers want to hear from experts about farming issues. However, caution must be used to ensure that experts understand the situation of small-scale farmers and take that into account in their advice, that they speak plainly and with clarity and that they identify sources for the ideas they promote.

- e. Using appropriate technology to foster listener participation in on-air discussions and to provide feedback about the program and how it can be improved.**

FRI now has extensive experience with simple ICT technologies that can do this.

- f. Using your news department to cover agriculture and farming livelihood issues more effectively.**

The ARRPA data shows that many stations are already providing additional programming suitable for farmers through their newscasts. FRI should strengthen this activity by designing and offering both a broadcaster how-to document and a training module to help rural newsroom staff understand what kind of stories are important for farmers, and how to report on them effectively.

- g. Getting farmer voices to air effectively.**

The ARRPA focus group data confirms that farmers like to hear farmers they view as similar to themselves discussing matters of concern to farmers. (We have recently offered a resource pack document on this.)

- h. Additional kinds of radio programs that can be of service to farmers, and how to produce or acquire them.**

The ARRPA data shows that most rural stations already offer such programming (e.g., about education, environment, women's rights, parenting, livelihoods). FRI should gather useful information about these kinds of programs and then write one or more how-to documents.

- i. How to prepare your station to cover natural disasters.**

Seventeen ARRPA stations already provide this important service. FRI should gather best practices in this area and produce a guide.

- j. Non-broadcasting services that your rural radio station can provide for its farmers.**

A few ARRPA stations already provide some non-broadcast services, especially SMS-based information. FRI should do more research and provide a guide outlining the range of non-broadcast services a station can provide to its farmer-listeners. This might include services that can generate revenues for the station, such as providing internet service for institutions in the community.

k. How to help mobilize farmers adopt improved farming practices.

Eighteen ARRPA stations already provide information to mobilize farmers during development activities. FRI should gather best practices and write a guide to help stations mobilize farmers in ways that keep farmers in control of the mobilization process.

l. How to set up a local farming advisory committee.

While this was not explicitly raised in ARRPA focus groups, the overall weight of focus group evidence points to the need for the radio station to devise systematic methods for finding out how it can serve farmers. There is evidence from the FVR experience which indicates that a local advisory committee can be a useful tool. FRI should examine the FVR experience and write a guide.

m. Producing material that anticipates the requirements of the cropping calendar.

Again, while this was only mentioned parenthetically in the ARRPA data, it could be a useful guide, offering the broadcaster a checklist of topics they should cover in a timely way related to getting ready for the next event in the local cropping calendar.

n. Weekly tasks to produce your weekly farmer program.

The ARRPA data, along with other FRI learnings, provide a good picture of what regular tasks are involved in producing a weekly farmer program. FRI should write a guide outlining this. The guide would also be useful for in-station training.

o. Using a government extension officer effectively in your farmer program.

The ARRPA data indicate that many stations use government extension agents in their programs. FRI should gather best practices and produce a paper on how to maximize the effectiveness of these agents on radio.

p. Writing for your farmer program.

The ARRPA data indicates that many stations write parts of their farmer program, including the program intro, item intros, interview research and questions, and the program extro. FRI already has a lot of material in these areas and could readily produce a useful guide.

q. The role and tasks of your farmer program producer/host.

The ARRPA data show that a single person acts as producer/host for many ARRPA farmer programs. FRI should write a guide on the role and tasks of this position.

r. Using the internet for your program research.

Twelve ARRPA stations use the internet for program research. FRI should prepare a guide to help them use the internet efficiently and effectively.

s. Getting transportation to the villages.

The ARRPA evidence indicates that farmers like to hear other farmers being interviewed on their farms and in their villages. However, the ARRPA data also indicate that farmer program staff often have a hard time getting transportation to rural areas. FRI should gather best practices and write a guide that will help broadcasters maximize their chances of getting out of the studio and into the field. If possible, partner stations which are unable to acquire means of transport should be supported to get cheap and easy-to-maintain means of transport such as motorcycles. This will enable program producers to regularly do field production on the farm and help listeners feel the actuality of the farm in the program.

t. Producing radio materials without a studio.

The ARRPA data indicate that, while thirteen ARRPA stations have access to a studio, other stations either do not have access or the studio is not conducive for recording. FRI should write a guide on how to improvise with equipment and space to produce interviews, mini-dramas, panels, and other farmer program formats without the benefit of an enclosed studio.

u. Selecting the best time to broadcast – and to do a repeat broadcast – of your farmer program.

Some ARRPA stations have asked their farmers when would be the most convenient time to broadcast farmer programs for both women and men farmers. FRI should gather best practices and prepare a guide to help stations consult with farmers to choose the best broadcast times.

v. Simple ways to improve the audio quality of your farmer program.

Audio quality of a number of the submitted episodes was of concern to the evaluators. FRI should write a simple best practices document.

w. Improving information retention on your farmer program.

Repetition was one method mentioned in the Best practices section of this report to increase farmer retention of information. Sometimes it is important to help non-literate farmers remember specific information. Other methods to achieve this can involve, using

a specific sequence of steps, or a specific list of ingredients. There are some effective ways to provide this help, including repetition and the creation of memory aids (mnemonics). FRI has experience in this area and should consolidate it in a guide.

x. Clear definition of the concept of adaptation.

FRI should write a broadcaster document which provides more clarity on what it means to adapt materials for the local context and thus enable partner stations to improve the usage of FRI materials.

Appendix I: Research methodology

An online and a face-to-face training workshop were conducted in order to train station researchers. After the trainings, research was conducted in three stages: preparatory research, in-station research, and in-community research. Once data collection was completed and information entered into spreadsheets and analyzed, researchers wrote station reports and country reports. Country-level findings and preliminary general findings were shared at national workshops.

E-course and face-to-face training

With the aid of a consultant, staff developed an online training course for station researchers, which was conducted from March 7-31, 2011. The training introduced a draft copy of a researchers' manual, presented a group task on conducting effective interviews, and asked each participant to analyze a farm radio program with the VOICE standards.

Members of FRI's ARRPA subcommittee and the ARRPA Country Coordinators participated in the e-course in order to ensure that everyone involved with ARRPA shared a common understanding of the research objectives and activities. A draft of the research manual was uploaded onto the online training site. E-course participants were thus able to read the documents and provide feedback to help revise the manual in preparation for the face-to-face workshop. Participation by the ARRPA subcommittee and Country Coordinators also ensured that a variety of people would be well-positioned to provide assistance to station researchers as required during in-station and in-community research.

After the online training, station researchers attended a week-long workshop in Arusha from April 4-8, 2011. The workshop included four days in a training room and one day at a local radio station. Station researchers participated in activities that helped them:

- gain practice in conducting research interviews in a radio station;
- refine research questionnaires;
- identify good practices and areas for improvement;
- facilitate discussions in farmer focus groups;
- analyze radio programs; and
- begin to plan the station research visits.

The researchers' manual was revised after the workshop and the final version distributed to station researchers in advance of station visits.

Preparatory research

Before the station visits, Country Coordinators established relationships with key ARRPA station staff and introduced the station to the aims of ARRPA. The stations agreed to participate and signed a detailed MOU, outlining the roles and responsibilities of the station and of FRI.

Preparatory research occurred before the station visits. Researchers assembled a profile of the radio station/organization which included general information about the station (broadcast frequency and range, audience size, broadcast languages, information sources for agricultural and development programming, etc.).

These profiles used existing information where the station was an FRI partner. Otherwise, information was collected by sending a partnership questionnaire to the station. In some cases, researchers added to or verified information during station visits. It should be noted that it was not always possible to collect information before the station visit. In some cases, researchers brought the partnership questionnaire to the station and helped staff complete the form.

Researchers were also tasked with obtaining an audio copy of one episode of each station's farmer program before the station visit. The station researchers then transcribed the program and engaged a translator to produce an English copy. Researchers listened to and analyzed the program in general terms, as well as with reference to the VOICE standards and the station's own stated purposes.

When these tasks were completed, the station researchers prepared a report and submitted it to the Country Coordinator and the ARRPA team. The report included an MP3 of the farm program, the English program transcript, and completed research tools related to the main farmer program.

Station visits

The second stage of research was the station visit, which occurred between late April and June, 2011. Researchers spent three to five days at each of the four or five radio stations in their country. While at the station, researchers observed station activities and conducted interviews with key staff. These tasks provided an opportunity to document how the station produces and broadcasts its farmer program(s) and identify the resources involved in production and broadcast.

More specifically, the researchers gathered information on the:

- human resources used to produce the main farmer program (see Research Tool 6ac in Appendix III);
- external editorial resources used in the main farmer program (see Research Tool 6d in Appendix III);
- physical resources used in the main farmer program, for example, office and studio equipment (see Research Tool 6c in Appendix III);

- processes used to produce the main farmer program, for example, planning, preparing and writing (see Research Tool 6d in Appendix III); and
- use of Farm Radio International materials.

While at the station, researchers also helped station staff analyze how their farmer programming serves smallholder farmers.

Community inquiry

The final research stage was conducted in a community within the station's broadcast range. Researchers met with one or more groups of farmer-listeners and facilitated both a focus group discussion and an exercise in which farmers listened to and offered feedback on a clip from the main farmer program. Thus, the community visit gathered feedback on the station's farmer program from its listeners' perspectives. Information collected during community inquiries was compared with data collected during in-station research in order to cross-check results, and to offer a broader perspective on farmer programming.

Post-research

After completing the three research stages, researchers analyzed the information gathered and compiled station and country reports. Station reports included⁶:

- an overview of the radio station and its main farmer program;
- an analysis of the main farmer program;
- observations/comments on program quality;
- information on how the station produces programs, including the human and physical resources used in production;
- information on how FRI materials (scripts, Voices, Farm Radio Weekly) were used;
- staff perspectives on the station's services to farmer-listeners;
- farmer-listeners' opinions of programming;
- a preliminary analysis of responses to the main research questions, including:
 - whether the station is meeting its aims,
 - how well the farmer is being served, and
 - what aspects of programming can be improved;
- best practices;
- areas for improvement;
- preliminary recommendations for enhancing farmer programming; and
- appendices with a transcript of the farmer program.

⁶Note that station reports were completed for the five stations in Malawi only, and only as part of the country report for Cameroon.

Country workshops were held in each of the five countries during June or July, 2011. Up to 25 people attended these workshops, including Country Coordinators, station researchers, FRI staff, radio station managers and producers, and other key people in the country with an interest in farmer radio programming.

Country reports were compiled, summarizing best practices and challenges at each station, noting similarities between stations within a country, and recording other noteworthy information. ARRPA staff shared not only the lessons learned during their in-country research, but also what had been learned in other countries.

Beyond sharing ARRPA findings, the objectives of the country workshops were to validate and enrich ARRPA findings, thank participants for their support, and deepen or consolidate partnerships. The field research component of the ARRPA project officially ended on July 30, 2011.

Process and criteria for station selection

Radio stations in each of the five countries were sent an invitation letter and asked to submit an expression of interest. The invitation letter briefly described ARRPA's goals and activities, and outlined what participating stations should expect from the researcher's visit. It clearly stated that ARRPA was not an evaluation of the station's work, but rather a study of how African farm radio programs are currently produced. Stations were informed that they would receive feedback after the data was analyzed, including station and country reports. They were also informed that they would receive three or four digital Sansa recorders if they chose to participate, in recognition of the significant investment of time associated with their participation in the ARRPA project.

Stations who expressed interest were contacted by a phone call and/or an official letter. Finally, an MOU was sent to participating stations, outlining the roles and responsibilities of the station and of FRI.

Several criteria were used to select participating radio stations. It was critical that participating stations be already producing and broadcasting (for at least one year) a regular program that served the needs of smallholder farmers.

For research purposes, FRI selected a mix of stations in each country, both in terms of governance/ownership/funding (private, public, community, and religious) and in terms of capacity and scale of operations – from well-funded, well-staffed and well-equipped to “shoestring” operations.

In addition, selected stations were expected to:

- be interested and willing partners in the investigation, committed to their work, and open to learning and sharing;

- be willing to provide the information needed before, during and after the period of field research;
- be located in or near communities where the station researcher had good access to the Internet (or at least a mobile telephone network), so s/he could stay in touch with the support group during field work;
- regularly receive FRI's *Voices* and script packages; and
- have at least one broadcaster who subscribed to Farm Radio Weekly.

The MOU committed the stations to:

- making key people (e.g., station manager, farmer program producer, other key program contributors) available for interviews with the station researcher during and following the station visit;
- providing information (including an audio file of their main farmer program) in advance of the station visit;
- providing (as required, and at ARRPA expense) an interpreter to work with the station researcher;
- assist in finding accommodation, meals and other support for the station researcher while in the community; and
- assist (as necessary) in identifying farmer-listener focus groups to be facilitated by the researcher.

To ensure that the station researcher had sufficient time to visit each radio station within the time period allotted for the research, it was necessary to select a set of stations which were reasonably close together geographically. In Kenya, Tanzania and Malawi, Farmer Voice Radio assisted with the selection of radio stations.

Roles of station researchers and Country Coordinators

Station researchers were tasked with gathering the information required to best meet the research objectives. The online training and support, face-to-face workshop, and research manual were all designed to support this task. In Cameroon, Tanzania and Ghana, Country Coordinators supported researchers and coordinated ARRPA work in the country. In Kenya and Malawi, one person was responsible for both coordination and research. In Ghana, Tanzania and Malawi, FRI staff were available in-country to provide support. Additionally, FRI's regional office in Arusha, Tanzania was available to provide guidance and support. The e-course community was also available as an ongoing resource.

Country Coordinators assisted in selecting stations, made initial contacts and subsequent arrangements for research visits, and ensured that a good relationship with the station was established from the outset. Country Coordinators also selected and supported station researchers, handled financial issues, and ensured that reports were produced on time and to the required standard.

The ARPPA sub-committee was available to provide support and direction as needed. As well as producing all materials needed for the trainings and research, sub-committee members facilitated the face-to-face workshop.

Appendix II: Participating radio stations/organizations

Cameroon – CRTV Littoral

CRTV Littoral is the regional public broadcasting station located in the Bonanjo neighbourhood of Douala. The station's mission statement is based on CRTV's mission to accompany the government in its developmental actions. Locally, CRTV Littoral aims to support local culture and languages and explain government actions in the region. The station's target audience is both the city of Douala and the rural population.

Farmer programs account for 26% to 50% of the station's air-time and include the 30-year-old program, Littoral Agro-Pastoral. The station says it hopes to increase farmer programming.

Cameroon – Lebialem

The station was created by the Lebialem Association for Rural Communication, a non-profit organization. Lebialem Community Radio covers the entire Lebialem region and many rural areas in southwest Cameroon. The station's mission is to inform, educate and entertain the population and to cover community development issues and agriculture.

Sixty per cent of programming is for smallholder farmers, including Farmers' Corner, a discussion between farmers and experts, and Market Information System, which shares commodity prices.

Cameroon – Radio Baré Bakem

The station was created in 2005 by the organization ADEFE (Afrique Femme Enfant Développement Education), which promotes the rights of women and youth. The station serves as a communication tool for that purpose. Most of Radio Baré Bakem's audience is farmers and programming targets women and youth farmers.

Farmer programs include Le Monde Agro-Pastorale, a magazine program for crop farmers and livestock keepers, and Autour des Racines et Tubercules (Roots and Tubers), a program that informs farmers about modern farming techniques.

Cameroon – Radio Medumba Bangangté

The station was created in 2000 by a local development organization, Kum Ntsi' Medumba, in an effort to inform rural residents how to improve agricultural practices. Most listeners are farmers or raise livestock, and part of the station's objective is to help its audience get the most they can from the soil and promote activities that generate revenue.

Farmer programs include BOUNA, which provides advice on farm work and agricultural training, and Rendez-vous agro pastoral (Agro-pastoral Time), which is directed towards livestock keepers.

Cameroon – Radio Yemba

The station was created in 2003 by CELI, a committee that studies and promotes the Yemba language. The station serves the general population but its target audience is farmers. Radio Yemba's farmer programs include *Le Réveil du Paysan* (The Rise of the Peasant) which promotes innovative farming practices, and *A Chou N'gong* (The Farmer's Hoe). Radio Yemba works with the Divisional Delegation of the Commerce Department to provide market information and to fight against illegal price hikes.

Ghana – Garden City Radio

Garden City Radio is one of ten regional stations of the state public broadcaster, the Ghana Broadcasting Corporation. The station's mission is to provide efficient, reliable and credible broadcasting on culture, education and entertainment that reflects national progress and aspirations.

Garden City Radio's target audience includes farmers, market women, district assemblies and traditional councils. One of its farmer programs is *Mpenifuakya* (Elder Forum), which focuses on crop and animal production and includes panel discussions, phone-ins and phone-outs and studio interviews.

Ghana – Radio Ada

The station's target audience is smallholder farmers, and programming is presented mostly in Dangme, the local language, to improve accessibility for local listeners. The station's mission is to provide programs that will improve the lives of their farmer-listeners. Radio Ada consults farmers for its programming and topics. The station's farmer programming includes *Wabi nye ngla, wabi nye ngla yi ome* (Men farmers and women farmers, let's hoe!), which supports crop and livestock farming, and Farmer's Programme, a general knowledge farming show.

Ghana – Radio Peace

Radio Peace's mission statement is to assist economically and socially deprived communities in central Ghana, reduce superstition, ignorance and illiteracy, disease, poverty and conflict and to give voice to the voiceless and power to the vulnerable. It encourages its farmer-listeners to form co-operative societies. In 2009 and 2010, Radio Peace won the Ghana Journalist Association Award for Environmental Sustainability.

The farm radio program *Ekuaye Hu Eyimdze* (Best practices in relation to agriculture production), focuses on improving the food security of its farmer-listeners. Its format includes panel discussions, dramas, and on-farm productions.

Ghana – Rite FM

Rite FM's mission is to use radio as a tool for economic empowerment and poverty alleviation by providing listeners, especially farmers, with reliable information for increased productivity and rural development. The station says its programming is 80% based on agriculture, and that 90% of programming is broadcast in the local language.

Its target audience is local farmers. Programs directed towards farmers include *Kuapa Yo* (Good farming practices), an agricultural extension program that educates farmers on good agronomic practices to maximize their yield, and AgroTEK, a show about agricultural mechanization.

Kenya – Kenya Broadcasting Corporation

The Kenya Broadcasting Corporation is the country's national broadcaster. KBC's mission is to provide quality programs and excellence to serve their audience, customers, public and the government. As the station is public, its target audience includes all Kenyans. However, KBC notes that the majority of its listeners are smallholder farmers.

KBC's farmer programs include *Makala Ya Kilimo* (Agriculture Show), a program that informs small-scale farmers of modern technologies that can improve farming techniques and lead to economic and production growth. The show has been on the air since 2009.

Kenya – Radio Amani

The station is run by the Catholic Diocese of Nakuru. Programming is community-based, and education and peace-building are core purposes of the station. The station does not have a mission statement but aims to serve the communities in Nakuru on issues of peace and harmonious co-existence. It dedicates one hour a week to agriculture. The station does not have a program dedicated to farmers, although smallholder farmers are a significant part of the population.

Kenya – Radio Mang'elele

The station mainly focuses on programming to improve the living standard of the community, including agriculture, health and the environment. Radio Mang'elele's mission statement is to facilitate community participation in development and the empowerment of women through information and educational programs. The station targets all people of all ages. Smallholder farmers make up over half of Radio Mang'elele's audience. One of Radio Mang'elele's farmer radio programs is *Uimi* (Agriculture), which motivates and advises farmers on how to improve their farming.

Kenya – Sauti FM

The station's mission is to provide information where lack of information is detrimental to the community's development. Sauti FM aims to help small-scale farmers improve their farming practices and living standards. This is done through education on production and marketing of farm produce and education on nutrition. The station took part in Farmer Voice Radio and now focuses on the gender aspects of agriculture. Sauti FM's farm program is called Understand Farming and is an interview, drama and debate show which has been running for approximately a year and a half.

Malawi – Agriculture Communication Branch

Agriculture Communication Branch is the Malawi Ministry of Agriculture and Food Security's radio project. ACB's mission is to develop and disseminate agricultural messages to farmers through extension workers, print, a mobile unit, and radio programs. This is an extension of the department's mandate to achieve food, nutrition and income security to reduce poverty. The target audience is farmers and the rural poor. ACB's farmer program *Ulimi Walen* has been running for over 46 years. The magazine program features views and interviews from farmers and experts. Another farmer show is *Zokomela Alimi*, which focuses on the farmer's perspective and features music and interviews. These programs are broadcast on Malawi Broadcasting Corporation, MBC Radio One.

Malawi – Dzimwe

Dzimwe Community Radio Station is one of three ARRPA stations with a female Station Manager. The station has a rural audience and aims to serve local business people, the rural poor, and smallholder farmers. The farmer program *Ulimi Womkhazikika* (Sustainable Agriculture) aims to encourage farmers to adopt new technologies which will improve food security. The show has been running for 13 years and was supported through the AFRRI project for three years. Another program, *Liwi La Mumi* (Farmers Voice Radio), provides a voice for local farmers about agricultural production.

Malawi – Nkhotakota

The station aims to serve its local farmer audience by sharing knowledge of modern practices. The target audience is the people of Nkhotakota, including rural areas. The station's farmer program is *Phindu Munlimi* (Productive farming), a short magazine-type program for small-scale farmers. Another program is *Tithute bomi lathu*, which aims to increase awareness of development issues and fair trade.

Malawi – Story Workshop

Story Workshop is a production house run by SWET (Story Workshop Educational Trust), a development media organization that specializes in food security, human rights, environment, health and nutrition, HIV/AIDS, good governance and gender. The organization is funded by UNICEF, USAID, DFID and CORAID.

The production house does not have a mission statement but aims to serve rural people. Story Workshop's programs are broadcast on Malawi Broadcasting Corporation, MBC Radio One.

Story Workshop's farmer program is *Mwana Alirenji*, a magazine program aimed at rural farmers that features lead farmers in the community. The show is currently off the air because of a lack of funding that was previously provided by the EU.

Malawi – Zodiak Broadcasting Station

The station offers national coverage of developmental issues, including agriculture. Its mission is to provide news, entertainment and balanced views without prejudice to ensure equality. The target audience are the rural people of Malawi, who are mainly small-scale farmers. Zodiac Broadcasting Station's farmer program *Tilime Bwanji* is used as a forum for farmers to learn and share new technologies to improve food security. *Chilimnthaka* promotes crop varieties among small-scale farmers and conservation of natural resources.

Tanzania – Boma Hai

Boma Hai's programming covers issues such as education, entertainment and dissemination of information. Boma Hai's vision statement is to ensure high quality information for community development, education, women and children's rights, and the environment. One of its programs is *Twendeni Shambani*, which aims to help farmers adopt better farming practices and features experts. Another is *Siku Mpya*, which focuses on sustainability and food security.

Tanzania – Huruma

Huruma has been operating for three years. Its vision statement is evangelization and providing comfort for the community. Although it primarily served a Christian audience, it has changed its target audience to include everyone in the community, including farmers. *Wakulima Tutambuliwe* (Farmers be recognized) is a magazine format farmer program.

Tanzania – Jamii Kilosa

The station's goals for 2025 are to connect local people and link the rural to the global, access marketing, and social development. It aims to serve the entire community. Jamii Kilosa's farm program is *Ijue halmashauri yako*, which aims to educate farmers.

Tanzania – Uzima

Uzima has been broadcasting for six years and has 10 workers. Uzima's mission statement is to present the good news of Jesus Christ, and to be evangelistic and provide community services to all residents

through local news, views and opinions. It aims to serve the entire public, including small-scale farmers. Farmers' programs include *Kazi Ni Wajibu*, a daily agriculture show, and *Maganikio Bora*, which is received from Radio Habari Maalam.

Appendix III: Research tools

Research Tool 1: Partnership questionnaire



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Broadcasting Partner Participation Agreement

Farm Radio International is a Canadian-based organization that supports broadcasters in Africa to strengthen small-scale farming and rural communities. We work with more than 325 stations and organizations in 39 sub-Saharan African countries.

A Broadcasting Partner is an organization that receives information from Farm Radio International in the form of mailed and/or e-mailed scripts, issue packs, newsletters, and invitations to participate in scriptwriting competitions, training activities, networking events, feedback and program sharing.

Who can be a Broadcasting Partner?

An African organization that uses radio to reach farmers and provide them with communication services, and that signs our Broadcasting Partner Participation Agreement.

What does Farm Radio International offer its Broadcasting Partners?

- *Scripts, issue packs, Voices newsletter – electronically and by post.*
- *Opportunities to participate in workshops, training activities, networking events, electronic discussion groups, scriptwriting competitions, etc.*
- *An individual that belongs to an organization that is a broadcasting partner can be nominated to receive the annual George Atkins Communications Award.*
- *Subscription to Farm Radio Weekly (FRW) <http://weekly.farmradio.org/>.*

Note: Broadcasting Partners may also be engaged to write scripts or articles/stories for Farm Radio Weekly. In most activities beyond the sharing of information, (providing training, for example) an additional contract will be required between the organization and Farm Radio International.

Contact Person's Name _____ (the contact person should be someone in a senior position at the station/organization and who can fulfill the expectations outlined at the end of the document. The contact person is the one individual that will be sent material by post (should you wish to receive script packages by post) and will be responsible for filling out surveys in consultation with others at the station/organization that used the material.)

☐ Male ☐ Female

Contact person's Job Title: _____

Contact's email: _____ Contact's skype: _____

Cell Phone 1: _____ Cell Phone 2: _____

Names and emails of other people at the station who would like to subscribe to Farm Radio Weekly, the electronic newsletter (we will automatically subscribe these people to FRW):

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Please provide a brief description of your station/organization's work:

(We encourage you to enclose/attach newsletters, annual reports, programming schedules, etc.)

Please provide a brief description of why you want to partner with Farm Radio International:

How did you learn about Farm Radio International?

How should we send you Farm Radio International Script Packages? (all our material is made available on our website at www.farmradio.org)

☐ E-mail

☐ Post (regular mail)

☐ Both E-mail and post

What ONE category best describes your organization:

☐ Community radio station

☐ Private or commercial radio station

☐ Public or government-funded radio station

☐ Religious radio

☐ Radio network

☐ Government department with a radio project

☐ Farmers' organization with a radio project/program

- ☐ NGO with a radio project
- ☐ Production house
- ☐ Other: _____

Radio Frequency (e.g.: 99.3 FM): _____ Wattage: _____
 Broadcast range (e.g. 10 kilometres): _____ Hours of Broadcast per day: _____
 Estimated audience of your radio station (total number of listeners): _____
 Broadcast languages (please include all): _____

What percentage of your programming is dedicated to agriculture and/or rural development?

- ☐ 0-25%
- ☐ 26-50%
- ☐ 51-75%
- ☐ 76-100%

What # of hours do you dedicate to agriculture and/or rural development programming each week?
 _____ hours/week

What sources do you use for developing your agriculture and rural development programs? (check all that apply)

- ☐ National (e.g.: Ministry of Agriculture, NGOs) Please specify: _____
- ☐ International (e.g.: Farm Radio International, CTA, IPS, FAO). Please specify: _____

Please describe your agriculture and rural development programming (include the names of the programs, a brief description of each program, its length and when it is broadcast, formats used, intended audience, how many months/years it has been running for, if it is produced by someone at the station or by an external group, and who funds the programme.) Please use as much space as required to answer this question.

Program 1

Name of program:
Brief description of program:
Duration of program:
Intended audience:
Format(s) of program:
When during the week is program aired:
How long (weeks/months/years) has the program been running
Who produces the program
Who funds the program

Program 2

Name of program:
Brief description of program:
Duration of program:
Intended audience:
Format(s) of program:
When during the week is program aired:
How long (weeks/months/years) has the program been running
Who produces the program
Who funds the program

If you have more than 2 programs, please copy the program tables and fill out as required.

Do you have regular access to the Internet? ☐ YES ☐ NO

Where do you access the Internet? (check all that apply)

- ☐ At home
- ☐ At work
- ☐ At an Internet Café
- ☐ Other (please specify): _____

How often do you access e-mail? _____

Please rank the following. "1" is "very low" and "4" is "very high (circle the appropriate number)

How would you assess your radio organization's capacity in:

- Understanding and researching farmers' issues in your broadcast area 1 2 3 4
- Developing and producing agricultural and/or rural development radio programs 1 2 3 4
- Evaluating programs and getting feedback from listeners 1 2 3 4

By signing this Agreement, I agree:

- a) to use the resources offered by Farm Radio International to serve, as appropriate, smallholder farmers and rural communities, and to share these resources within my organization with all who work on agriculture and rural development related broadcasting and/or initiatives
- b) to provide feedback and information to Farm Radio International using follow-up surveys and other evaluation tools. I understand that Farm Radio International expects me to return at least one completed survey per year, and that my participation as a Broadcasting Partner may be suspended if I consistently fail to provide this feedback.
- c) to consider contributing stories, news items, resources, and other information to Farm Radio International for distribution to other broadcasting partners
- d) to use any revenues derived from the use of Farm Radio International resources to enhance the farm radio activities of my organization

- e) to inform Farm Radio International if I leave my present organization, and to inform Farm Radio International of the name and contact information for my replacement.

I further agree and warrant that:

- a) I am committed to the empowerment of smallholder farmers in my country
- b) I have reviewed and am in agreement with Farm Radio International's Statement of Core Values (attached as an integral part of this Agreement)
- c) I am opposed to and in no-way condone the use of radio to promote or spread hate and intolerance of others based on their ethnicity, race, language, gender, religion, political affiliation, disability, or other general characteristic or attribute.

On behalf of [insert name of station/organization] _____, I give Farm Radio International permission to publish information in this application, and any letters, photographs and other information we may from time-to-time provide.

Name

Signature

Date



STATEMENT OF CORE VALUES

EQUITABLE DEVELOPMENT: We encourage social and economic change that is beneficial to small-scale farmers and farming families and that is gender inclusive and respectful of cultural diversity.

COMMUNITY SELF-RELIANCE: We encourage community self-reliance and control of local development. We respect local cultures and the voices and decisions of farmers and their communities.

SHARED KNOWLEDGE: We encourage innovation and shared learning by exchanging knowledge.

USE OF MEDIA: We support the use of radio and its integration with new media technologies to ensure that knowledge is shared with the widest appropriate audience.

PARTNERSHIP: We collaborate with a diverse range of broadcasters and other stakeholders to make our work effective.

INTEGRITY AND SOLIDARITY: We encourage journalistic activity that is characterized by accuracy, fairness and balance. We defend media freedom.

ENVIRONMENTAL SUSTAINABILITY: We support practices, policies and technologies that promote sustainable and equitable development. We promote the conservation of natural resources and biodiversity for the benefit of all.

INTERNATIONAL SOLIDARITY: We favour trade and aid policies that support the efforts of small-scale farmers to create sustainable rural livelihoods.

Research Tool 2: Cover sheet for farmer program episode being evaluated

Name and location of Radio Station:

Name of this program:

Official purpose and description of the program (from station documents):

Broadcast date of this episode:

This regular program is broadcast as follows (day and time):

This program is repeated as follows (day and time):

Length of program:

Language of program:

Producer:

Contributors:

Research Tool 3: Detailed description of episode of main farmer program

Provide information about each element of this episode of the main farmer program.

- Start time of each program element, in minutes
- Description of what goes on in each element

In addition, identify

- good practices which should be shared with other broadcasters
- areas for possible improvement
- questions to pursue during station visit.

Title radio program:

Radio station:

Researcher:

Description

Start time	Program element
Description	
Comments (if appropriate)	

Start time	Program element
Description	
Comments (if appropriate)	

Start time	Program element
Description	

Comments (if appropriate)

Research Tool 4: VOICE analysis and evaluation of episode

(The VOICE Standard “scorecard” on page 97 is based on this research tool)

Before you complete this form:

Review:

- the *resource “VOICE standards for farmer radio”*
- the *station mission statement*
- the *farmer program purpose statement*

Then write brief notes about specific program elements that provide evidence related to each standard,

Then circle the number that best reflects your assessment of how well this episode reflects those characteristics and objectives.

(For example, under E (Entertaining) A score of “5” means you consider that the overall program was *very entertaining* for smallholder farmers.)

V – This program values smallholder farmers, both women and men. It respects them for their hard work producing food for their families and the markets, often in the face of major challenges. It reaches out to them to understand their situation. It broadcasts in their language. It supports them in their farming work and in their other activities to improve rural life. It works to win and maintain the trust of farmers. It commits the resources required to do this job well.

Evidence from episode:

- _____
- _____
- _____

Assessment: (Values farmers) 5 4 3 2 1 0 (Does not value farmers)

O – This program provides smallholder farmers with the opportunity to speak and be heard on all matters of interest to them. It is not centred on telling SHFs what to do. Rather, it encourages smallholder farmers to name their concerns, discuss them, and organize and act on them. It also

ensures that the concerns of farmers are heard by people in positions of responsibility, and it encourages those people to engage in dialogue with the farmers.

Evidence from episode:

- _____
- _____
- _____

Assessment: (Opportunity to speak, be heard) 5 4 3 2 1 0 (No opportunity to speak, be heard)

I – This program provides smallholder farmers with the information they need, clearly, from the best sources, (farmers, experts, etc.) at the time of year when they need it.

Evidence from episode:

- _____
- _____
- _____

Assessment: (Provides useful information) 5 4 3 2 1 0 (Does not provide useful information)

C – This program is broadcast conveniently. It is broadcast on a reliable, regular basis, at least weekly, at a time of day when women and men farmers are available to listen. The program is repeated weekly on another day at another time for the convenience of farmers who could not hear the first broadcast.

Evidence from episode:

- _____
- _____
- _____

Assessment: (convenient for farmers) 5 4 3 2 1 0 (not convenient)

E – This program is entertaining for men and women farmers. Its personalities, formats and features are regularly reviewed to ensure that they are fresh, attractive and enjoyable to listen to.

Evidence from episode:

- _____
- _____
- _____

Assessment: (Is entertaining for men and women farmers) 5 4 3 2 1 0 (Is not entertaining for men and women farmers)

Other factors

1) Station objective: Portrays women and men equitably and fairly

Evidence from this episode:

- _____
- _____
- _____

Assessment: (portrays men and women equitably) 5 4 3 2 1 0 (does not portray equitably)

2) Program objective: Attract younger farmers to the program

Evidence from this episode:

- _____
- _____
- _____

Assessment: (attracts younger farmers) 5 4 3 2 1 0 (does not attract younger farmers)

Research Tool 5: Analyzing a radio item within a program

While you are analyzing the main farmer program with the station staff, please do a more detailed analysis of a specific item within the program. Fill-in the template below to carry this out

Please circle the answer that best reflects your opinion about each statement.

1) The narrator was friendly and caught my interest when she/he introduced the item.

strongly agree	agree	somewhat agree	somewhat disagree	disagree	strongly disagree
----------------	-------	----------------	-------------------	----------	-------------------

2) The story about the person moved me (leave blank if not applicable).

strongly agree	agree	somewhat agree	somewhat disagree	disagree	strongly disagree
----------------	-------	----------------	-------------------	----------	-------------------

3) The item helped me to see what was going on in the person's life (leave blank if not applicable).

strongly agree	agree	somewhat agree	somewhat disagree	disagree	strongly disagree
----------------	-------	----------------	-------------------	----------	-------------------

4) The information presented was clear and helped me understand the issue.

strongly agree	agree	somewhat agree	somewhat disagree	disagree	strongly disagree
----------------	-------	----------------	-------------------	----------	-------------------

5) The item progressed from narrator to interviews in smooth, logical and interesting ways.

strongly agree	agree	somewhat agree	somewhat disagree	disagree	strongly disagree
----------------	-------	----------------	-------------------	----------	-------------------

6) The narrator treated the farmer(s) with dignity.

strongly agree	agree	somewhat agree	somewhat disagree	disagree	strongly disagree
----------------	-------	----------------	-------------------	----------	-------------------

7) The music and sound effects made the item more interesting.

strongly agree	agree	somewhat agree	somewhat disagree	disagree	strongly disagree
----------------	-------	----------------	-------------------	----------	-------------------

8) The technical quality of the item did not distract or irritate me.

strongly agree	agree	somewhat agree	somewhat disagree	disagree	strongly disagree
----------------	-------	----------------	-------------------	----------	-------------------

9) I remember the main message of the item and can tell it to someone else.

strongly agree	agree	somewhat agree	somewhat disagree	disagree	strongly disagree
----------------	-------	----------------	-------------------	----------	-------------------

10) This item makes me want to listen to similar items in the future.

strongly agree	agree	somewhat agree	somewhat disagree	disagree	strongly disagree
----------------	-------	----------------	-------------------	----------	-------------------

Open ended questions: Please describe (you can use bullet points to cover different aspects if needed)

11) What is the main *image* you remember from the piece?

12) What *emotion* did the piece stir in you (if any)?

13) What is the main bit of content that you best remember from the piece? Why?

Research Tool 6a: Human resources questionnaire

Name of station and program:

Planning

What parts of the program are planned in advance?

How is this done?

Who does the planning?

How many hours a week do they spend on planning this program?

Research

What parts of the program are researched in advance?

Who does the research?

What tools do they use for their research?

How many hours a week do they spend on research for this program?

Pre-broadcast writing

What parts of the program are written in advance?

Who does the writing?

What supports do they have for writing?

How many hours a week do they spend on pre-broadcast writing?

Pre-broadcast recording

What parts of the program are recorded in advance?

Who does it?

How many hours a week do they spend on pre-broadcast recording for this program?

Pre-broadcast preparations

Who is the main host of the program?

What prep do they do?

How many hours a week do they spend on preparation for this program? (if additional to the above)

Do you use an extension worker on air?

What prep do they do?

How many hours a week do they spend on preparation for this program?

Do you use other regular presenters?

Who are they?

How many hours a week do they spend on preparation for this program?

Technical

Who operates the equipment for pre-recordings and for the live program?

How many hours a week do they spend on the program?

Other human resources invested in the main farmer program?

What other people contribute their time and talents on a weekly basis to the main farmer program (e.g. news reporters, managers, phone answerers, log keepers, etc.)?

What do they do?

How many hours a week do they spend on all tasks related to this program?

Total hours a week spent on preparing for weekly main farmer program.

Other human resources the station invests in serving farmers (beyond the main farmer program)

Please identify what people in the station, or related to the station, spend time each week serving the interests of farmers. Please give their name, describe what they do, and indicate the number of hour per week spent on serving farmers.

NOTE: Once you have identified what other people make a significant contribution to the main farmer program, (for example, an extension worker, or a new reporter who covers rural issues) please interview each of them. Ask them these questions:

What kind of work do you do in an average week for the main farmer program?

How much time does that take per week?

Research Tool 6b: Physical Resources used in main farmer program

**Note: the original Research Tool 6b has been replaced with Research Tool 6f below.*

Research Tool 6c: Physical Resources used in main farmer program⁷

Please make a list of the physical resources available, following the suggestions below:

Office facilities available to production staff

- ☐ desk, paper, pens, etc. office space for how many people?
- ☐ space to meet with people
- ☐ office telephone and air time
- ☐ telephone answering person or service
- ☐ fax machine
- ☐ printer
- ☐ computer accessibility for program producers (how many computers?)
- ☐ internet accessibility for program producers
- ☐ overall comments on adequacy of office facilities, including specific challenges and assets in the working environment
- ☐ other

Pre/Post broadcast production facilities (please indicate if they use off-site resources for any of this)

- ☐ computer for writing
- ☐ internet for program research
- ☐ subscriptions to information services (please list services used)
- ☐ studio for pre-taping
- ☐ computer for editing
- ☐ editing software (name the kind of software you use)
- ☐ other

Remote production materials

- ☐ remote recording equipment
- ☐ availability of transportation (including petrol price and considerations)
- ☐ mobile phone
- ☐ other

Broadcast production facilities

- ☐ control room or space
- ☐ host booth or space
- ☐ playback capability
- ☐ phone-in / phone-out capability
- ☐ program delay system
- ☐ other

⁷ Note that there is no research tool 6b in this Appendix. Research tool 6f includes minor modifications to tool 6b. Some researchers, however, used 6b.

Other physical facilities

Describe other physical facilities the station has that are available to serve farmers, e.g.

- ☐ reception space

Research Tool 6d: Processes used to make the main farmer program

You will gather this information in two ways:

- 1) Through an interview with the program producer (questions below).
- 2) By *observing* the activities of the various program staff over the course of the week, as they plan, research and assemble and present the program.

In particular, be on the lookout for *good practices* that other stations should know about.

Program processes questionnaire

When do you start work on the weekly farmer program (i.e. how many days ahead of broadcast)?

How do you start planning the program? Check box if applicable and then add additional information as acquired.

- ☐ planning/meeting with others
- ☐ I think it through by myself
- ☐ looking for material on the internet
- ☐ asking an expert farmer (or extension officer, etc.) for important issues
- ☐ follow pre-planned sequences of issues to be handled
- ☐ other (explain)

What steps do you take to gather the material for your program?

Is there any writing/scripting done in the station for your program? Yes ☐ No ☐

If so, what parts of the show are written?

- ☐ show intro
- ☐ item intros
- ☐ interview research
- ☐ interview questions
- ☐ translations of program materials received from outside the station
- ☐ other (explain)

What (if any) pre-recording is done for the program?

Do you regularly use the telephone for program prep? In what ways?

Do you regularly use the internet for program prep? In what ways?

Do you edit pre-recorded material? How?

Other

Program processes observation

Over the course of the week, watch how the program producer and other program staff work both on their own and together to prepare the next program.

How are the station's human resources used?

How are the station's physical resources used?

How are the station's editorial resources used? (other programs, news)

How are outside editorial resources accessed, used and filed?

Again, be on the lookout for good practices that could benefit other stations.

Research Tool 6e: Use of Farm Radio International materials

Does the station receive the script packages? (ask them what the last one they received was)

Are they received by post, by email, from the FRI website?

If the station receives the script package by post, who receives it?

Who opens the script package?

What does that person do after they have opened it?

- ☐ share it with specific people
- ☐ tell people it has arrived
- ☐ file the paper scripts in a specific place (please ask to see that place)
- ☐ other (explain)

Provide examples of the main ways that people in your station use the scripts. Check and explain all that apply:

- ☐ to get ideas for issues to cover
- ☐ to get research material for issues to cover
- ☐ to get actual scripts that are then translated and presented on air
- ☐ to get actual scripts that are translated, then adapted and presented on air
- ☐ if the scripts are adapted, please describe how they are adapted
- ☐ if scripts are translated, are the translations written out, or are the translations done live on air?

I am going to give you a complete script package, complete with the newsletter. Please look at it and give me your comments about it as you go through it page by page. Please comment on:

- ☐ attractiveness
- ☐ layout
- ☐ relevance of issues covered
- ☐ clarity of language and of ideas
- ☐ other comments

Select one script that contains important information for the farmers you serve. Tell me how you might use this information in your program.

When you look at this script package from FRI, do you wish it had more or different features?
Describe.

Are there other information sources that have more useful information than Farm Radio International?
What are the names of those other information sources?

Farm Radio Weekly

Do you subscribe to Farm Radio Weekly? ☐Yes ☐No

If not, would you like to? ☐Yes ☐No

How often do you open the FRW email?

Do you read the whole issue? ☐Yes ☐No

If not, which sections do you read?

Do you read Farm Radio Weekly on the website? ☐Yes ☐No

If yes, how often?

Do you read the whole issue? ☐Yes ☐No

If not, which sections do you read?

How many people in the station read Farm Radio Weekly?

What positions do they hold?

When you have read the Weekly, what do you do with it?

How do you use the Weekly?

Can you give an example?

Can you describe the process of what you do – from when you receive the Weekly until the contents are used (whether in a program or other way).

How relevant are the news stories to your audience?

How relevant are stories from other African countries to your audience?

Do you read the stories on air? ☐Yes ☐No

What sort of editing or work do you do on them before you use them in your programs?

For each issue of the Weekly, how many news stories do you use on average?

How do you use them?

How do you use the Notes to Broadcasters?

How useful is it as a resource for producing programs?

How is Farm Radio Weekly a useful resource for your programming?

How might this resource be made more useful (or relevant) for your programming needs?

What types of stories (e.g. news, features, briefs) would you prefer to see in the Weekly?

What topics would you like Farm Radio Weekly to cover?

Any further comments or suggestions for improvement?

Research Tool 6f: Questionnaire: Program research resources used in main farmer program

(Note: This replaces Research Tool 6b: Outside editorial resources used in main farmer program)

Introduction

Where do the ideas and research come from for the main farmer program? That is what we want you, the station researcher, to find out in the answers to this questionnaire.

Questionnaire (for farmer program producer)

1. First of all, list the full range of sources you use to get ideas and research for your program. Here are some examples to prompt the discussion

- ☐ other station staff (reporters? other producers?)
- ☐ local farmers (who? how contacted, what info?)
- ☐ farmers' organizations (which? how contacted? what info?)
- ☐ other local people and organizations, such as local government, churches, mosques, women's groups, private business people and experts (which orgs? what info?)
- ☐ colleges/universities/research centres (which ones, what info?)
- ☐ government departments (which ones, what info?)
- ☐ other national organizations
- ☐ international organizations

2. From the above, what are the **five most important sources** you use for your program ideas and research?

- ☐ Name of first person, organization, website
- ☐ Name of second person, organization, website
- ☐ Name of third person, organization, website
- ☐ Name of fourth person, organization, website
- ☐ Name of fifth person, organization, website

Answer the following questions about these five people, organizations or websites that are your most important sources for program ideas and research (as listed above)

1) Most important person, organization or website for program ideas and research

- ☐ Name of person or organization or website
- ☐ How do you access them? (face-to-face, telephone, email, website, other)
- ☐ How often do you access them? (daily, weekly, monthly, occasionally)
- ☐ Does their material come to you regularly, (e.g. by mail or internet) or do you have to go to them?

- ☐ What are the best features of this source? (get details)
- ☐ If the source is a website, how would you rate its “user-friendliness”?
- ☐ How would you rate the quality of the research it provides?
- ☐ What are you looking for from this source?
 - ☐ ideas for items for my program
 - ☐ research on items I plan to cover in my program
 - ☐ names of people I might interview for research
 - ☐ names of people I might interview on air
 - ☐ scripts I might translate and use on air
 - ☐ audio material I might use on air

Now continue by asking the same questions as above about the other four sources:

2) Second important person, organization or website for program ideas and research

- ☐ Name of person or organization or website
- ☐ How do you access them? (face-to-face, telephone, email, website, other)
- ☐ How often do you access them? (daily, weekly, monthly, occasionally)
- ☐ Does their material come to you regularly, (e.g. by mail or internet) or do you have to go to them?
- ☐ What are the best features of this source? (get details)
- ☐ If the source is a website, how would you rate its “user-friendliness”?
- ☐ How would you rate the quality of the research it provides?
- ☐ What are you looking for from this source?
 - ☐ ideas for items for my program
 - ☐ research on items I plan to cover in my program
 - ☐ names of people I might interview for research
 - ☐ names of people I might interview on air
 - ☐ scripts I might translate and use on air
 - ☐ audio material I might use on air

3) Third important person, organization or website for program ideas and research

- ☐ Name of person or organization or website
- ☐ How do you access them? (face-to-face, telephone, email, website, other)
- ☐ How often do you access them? (daily, weekly, monthly, occasionally)
- ☐ Does their material come to you regularly, (e.g. by mail or internet) or do you have to go to them?
- ☐ What are the best features of this source? (get details)
- ☐ If the source is a website, how would you rate its “user-friendliness”?
- ☐ How would you rate the quality of the research it provides?
- ☐ What are you looking for from this source?
 - ☐ ideas for items for my program
 - ☐ research on items I plan to cover in my program
 - ☐ names of people I might interview for research

- ☐ names of people I might interview on air
- ☐ scripts I might translate and use on air
- ☐ audio material I might use on air

4) Fourth important person, organization or website for program ideas and research

- ☐ Name of person or organization or website
- ☐ How do you access them? (face-to-face, telephone, email, website, other)
- ☐ How often do you access them? (daily, weekly, monthly, occasionally)
- ☐ Does their material come to you regularly, (e.g. by mail or internet) or do you have to go to them?
- ☐ What are the best features of this source? (get details)
- ☐ If the source is a website, how would you rate its “user-friendliness”?
- ☐ How would you rate the quality of the research it provides?
- ☐ What are you looking for from this source?
 - ☐ ideas for items for my program
 - ☐ research on items I plan to cover in my program
 - ☐ names of people I might interview for research
 - ☐ names of people I might interview on air
 - ☐ scripts I might translate and use on air
 - ☐ audio material I might use on air

5) Fifth important person, organization or website for program ideas and research

- ☐ Name of person or organization or website
- ☐ How do you access them? (face-to-face, telephone, email, website, other)
- ☐ How often do you access them? (daily, weekly, monthly, occasionally)
- ☐ Does their material come to you regularly, (e.g. by mail or internet) or do you have to go to them?
- ☐ What are the best features of this source? (get details)
- ☐ If the source is a website, how would you rate its “user-friendliness”?
- ☐ How would you rate the quality of the research it provides?
- ☐ What are you looking for from this source?
 - ☐ ideas for items for my program
 - ☐ research on items I plan to cover in my program
 - ☐ names of people I might interview for research
 - ☐ names of people I might interview on air
 - ☐ scripts I might translate and use on air
 - ☐ audio material I might use on air

3. Farmers are an important resource for the farmer program. And the farmer program is also an important resource for the farmers. Here are three questions about how farmers appear in your program.

1) Do you encourage farmers to *give their opinions* about matters of importance to them? Give me one or two examples.

2) Do you provide an opportunity for *farmers to discuss together*, on air, issues of importance to them? Give one or two examples.

3) Do you provide an opportunity for *farmers to discuss on air* actions they might take, individually or collectively, to improve their situations?"

Research Tool 7: Station support for smallholder farmers questionnaire

Describe the population that lives within the range of your transmitter (what are the main livelihoods, what's the age range, is it mainly rural/urban/peri-urban, particular issues faced) village/urban:

young/old:

men and women smallholder farmers:

Do you have any audience surveys, either formal or informal, for your station? May I see them please. (Note to researcher: If you are provided with any surveys, please report on their most important findings, especially about audiences to the main farmer program.)

Does your station have an overall mission statement and/or statement of purpose? (type in the statement here)

Who are the people you aim to serve?

Are smallholder farmers a significant part of the population you aim to serve?

What are the main ways you serve smallholder farmers?

- ☐ one weekly program exclusively tailored to their interests (name of program)
- ☐ other daily or weekly programs tailored to their interests (names and description of other programs of interest to smallholder farmers)
- ☐ local news stories about and of interest to smallholder farmers (how often, examples of issues covered)
- ☐ programs produced by other organizations and broadcast on our transmitter (specify in detail)

Roughly speaking, what per cent of your program resources are dedicated to providing services to smallholder farmers?

What other groups do you serve, and roughly speaking, what per cent of your program resources are dedicated to each of them? (Provide per cent just for the top three or four groups)

How do you find out what issues are important to farmers? (pose answer about surveys, meetings, phone-ins, etc.)

What do you think are the most important elements of service to farmers, and how do you provide the following?

- ☐ market information (describe)
- ☐ weather information (describe)
- ☐ *time-sensitive* information related to crops and animals (describe)
- ☐ news and information about farming-related topics such as soil and soil preparation, water and irrigation, nutrients and fertilizer, pest control, tools and technologies, government initiatives, etc. (describe)
- ☐ cultural and entertainment programming such as local music, drama (describe)
- ☐ other (describe)

What do you think you do best in the service of smallholder farmers? (describe)

Farmers are an important resource for your programming. And your programming is also an important resource for the farmers. Here are three questions about how farmers appear in your programs.

1) Do you encourage farmers to *give their opinions* about matters of importance to them? Give me one or two examples.

2) Do you provide an opportunity for *farmers to discuss together*, on air, issues of importance to them? Give one or two examples.

3) Do you provide an opportunity for *farmers to discuss on air actions they might take*, individually or collectively, to improve their situations?

There are many ways that radio stations across Africa serve smallholder farmers. I will name a number of ways. Please say whether you provide this service, have provided it in the past, or are interested in doing so in the future. (provide details)

- ☐ Promos of the main regular SHF program throughout the program schedule, to draw as many listeners as possible to the regular SHF program
☐Past ☐Present ☐Interested for future
- ☐ Regular repetition of the SHF program, on different days and different times, to maximize the number of farmer listeners
☐Past ☐Present ☐Interested for future
- ☐ Daily local news service that deals with matters of interest to SHFs and their families and communities.
☐Past ☐Present ☐Interested for future
- ☐ Daily local weather service tailored to the needs of farmers
☐Past ☐Present ☐Interested for future
- ☐ Daily local and regional agricultural market reports
☐Past ☐Present ☐Interested for future
- ☐ Regular or special phone-in programming providing farmers with an opportunity to raise and discuss issues.
☐Past ☐Present ☐Interested for future
- ☐ Regular programs about rural life (environment, education, etc.)
☐Past ☐Present ☐Interested for future
- ☐ Regular programs in support of women (rights, livelihoods, parenting, etc.)
☐Past ☐Present ☐Interested for future
- ☐ Regular programs about rural livelihoods
☐Past ☐Present ☐Interested for future
- ☐ Other programming? _____

Do you try to include people of different clans, cultures and religions in all of your programs?
Give examples.

In addition, some radio stations provide special program services. Does your station provide any of the following? (provide details)

- In-depth reporting and discussion of serious issues when they happen. Give one or two examples.
- Programming in time of natural or man-made disasters (e.g. drought, infestation, flood, famine, fire). Give one or two examples.
- Programming in time of heightened social friction. Give one or two examples.
- Programming to mobilize farmers for specific development activities. Give one or two examples.
- Remote broadcasts of major events important to farmers (e.g. field days). Give one or two examples.
- Other _____

There are other, non-broadcasting services that some radio stations also provide. Do you provide any of the following? (provide details)

- Voice and/or text message services so farmers can receive automated information about markets and previous broadcasts ☐Yes ☐No (If 'yes', explain when and for what the message service is used)
- Text message (SMS) alerts and/or flashing to remind farmers of farm broadcasts and to allow them to vote on program issues ☐Yes ☐No (If 'yes', explain when and for what types of issues)
- Other

Research Tool 8: Focus group discussion checklist

Checklist of topics to be covered, with example questions to start discussions

Information sources

- Where do you get information on agriculture and farming?
- How useful is radio in comparison to other media?
- How can radio be of service to you as a farmer?

Listening to farm radio programs

- How often do you listen to X farm radio program (researchers can name the specific program produced by the station they are visiting) on average?
 - Where are you?
 - With whom?
- Do you talk about the program with your family or friends?
- Do you listen to the entire program each time?
 - Why/why not?
- Do you have your own radio in the household?
- If not, how do you listen to programs for farmers?
- Does the time of broadcast suit you?
- Do you ever hear repeats?
- Why do you listen to farm radio programs?

Content of farm radio programs

- Tell me some of the topics that this program has covered recently.
- Have these recent programs been relevant to you?
- How/why?
- How useful do you find farm radio programs, in general?
- Do you believe or trust what you hear in farm radio programs?
 - Why/why not?
- Do you hear people like yourself on this program?
- Do you like to hear what experts have to say?
 - Why?
- Do you like to hear what farmers have to say?
 - Why?
- How does it make you feel to hear farmers on the radio?
- Who else would you like to hear (if anyone)?

What rural or agricultural topics would you suggest for future farm radio programs?

What other things are important in your life that the program should deal with? How could it deal with these things?

Format/style of radio programs

Do you find farmer programs interesting and entertaining? Yes/No.

Give examples.

Do you find farmer programs useful and helpful? Yes/No.

Give examples.

What parts of farmer radio programs do you like best? (interviews, information, music, etc.)

What parts of farmer radio programs don't you like?

Why?

Action and involvement

Have you ever tried out a new idea on your farm after hearing about it on radio?

What was it and how did it work?

Have you ever contacted a radio station? Why?

Have you ever had the opportunity to take part in a radio program? How? Tell us about your experience.

Research Tool 9: Farmer listening exercise checklist

Host/narrator

- Do you like the host?
Why? Why not?
- How does the host treat farmers?

Program content

- Did the program hold your interest until the end? If so, how? If not, why not?
- How did the story affect you? Was it moving, inspiring, or sad, for example?
- If information was given, was it presented clearly?
- How has your understanding of the issue or topic changed?
- What was the main message of the clip?
- Could you explain the main message of the clip to someone else?
If not, why not?
- If the clip was about a farming practice, was enough information given?
- Would you need any more information before you would try out the practice?

Technical aspects

- Do you like the music on the program? Why? Why not?

General points

- Does this item relate to you and your needs? Why/why not?
- Would this clip encourage you to listen to similar programs in the future? Why or why not?
- Is this item entertaining? Why/why not?
- How can the station improve this program?

Research Tool 10: Documenting best practices

Definition

A best practice, in ARPPA terms, is any proven activity that improves the *effectiveness, efficiency* or *economy* of farmer program production, and is readily transferable from one station to another.

Process

Be on the lookout for best practices (see examples below) as you do your interviews and as you observe the farmer program being produced. They won't have "best practice" written all over them. Rather, they are things which, upon reflection, you will think "other stations might want to try this".

Once you have spotted something you think might be a best practice, find out all you can about it by interviewing the people who make it work. It does not have to be world-changing. It just needs to meet the conditions of the definition:

- it a proven process,
- it makes the production of the farmer program more efficient, economical or effective, and
- it is readily transferrable to other stations.

Write up the best practice, explaining what it does and why it is a best practice.

Try to identify and document at least one or two best practices at each radio station – and more if you can find them.

And don't jump to the conclusion that everyone already knows how to do that. What is old to some will be brand new to others. Share it!

Include your reports on best practices with your other written reports.

Examples of best practices

Best practices can be large or small, simple or complex. Here are two examples.

Simple best practice: You note there is a white board on the office wall. The general line-up for the farmer program is written on it, with gaps to fill in specific content for the next show. This is a visual way for everyone to know how things are progressing for the next program.

Complex best practice: You are interviewing the farmer program producer, and a news reporter puts his head in the door. The reporter tells the producer that she is going to village "X" to do interviews about a news story. The reporter asks the producer if there is any work she can do for the farmer program while there. The producer gives the reporter the names of two women who are known for growing herbs and selling them at the market; their profit covers the cost of school uniforms for their kids. The producer asks the reporter to record interviews with the two women covering all aspects of herb growing and marketing.

This is a best practice in which the farmer program can be assisted and improved through good relations with the station's News department. The News department has more access to transportation than the farmer program, and as long as the producer keeps a list of what she wants in certain villages, News can help out. For this arrangement to work in the long term, it is important for the farmer program to give something back to News. In this case, you find out that since the farmer program producer makes the most calls to rural areas, she gets the most leads for news stories. She makes sure she gives those leads to the News Department.

The first "best practice" you identify will be the hardest to find, because we don't normally think this way. But once you have spotted one, you will have little trouble spotting others. You just need to keep your eyes and ears open to them.

Other best practice examples:

-Using a low-cost ways to get phone-outs to air. Station X does not have a way to patch a mobile telephone into its console. That does not stop the host, Milly F, from calling out. She dials the number on her cell phone and puts the phone on "conference" and holds it close to the studio mic. When she gets through to her interviewee, she asks questions by speaking into both the mic and the mobile phone. When the interviewee responds, that voice goes from the mobile phone speaker into the studio mic. While this system does not provide the high quality sound we aim for, it is better than nothing, and making phone-outs this way tends to hasten the station to get a proper telephone patch.

-Farmer program calls extension worker weekly when he is in the field for an update about what farmers are concerned about, and discusses this with host. This gives the program as feeling that it is "out there" among the farmers, even if it doesn't have much money for transportation.

- The station shares hospital generator for emergency conditions When the power goes out, often when the weather is bad, the station can still provide crucial information to all farmers because of a contract with the regional hospital.
- The station records listener telephone feedback and later uses best comments on air.
- The station reaches out to diaspora and generates revenue for the station.

Research Tool: Scorecard for rating programs against the VOICE standards (based on Research Tool 4)

Farmer program evaluation:

In 2010 Farm Radio International mounted the African Rural Radio Program Analysis (ARRPA). Researchers visited twenty-two radio stations and production houses across five countries and examined the resources they put into their main farmer program. Later, an episode of each program was evaluated in reference to its stated purpose and in reference to FRI's VOICE standards for farmer programs. Farm Radio International thanks the stations that participated in ARRPA and allowed their programs to be subject to outside scrutiny. This evaluation is done in a spirit of cooperation. It aims both to help the radio station produce the most effective farmer programming possible with the resources available, and to help Farm Radio International understand how best to support farm radio stations in their work.

1) Name & country of radio station or production house

2) Name of farmer program

3) Stated purpose of farmer program

4) Language, day, time and length of farmer program

5) Broadcast date of episode evaluated

6) Brief description of contents of this episode

7) Summary evaluation of this program episode related to the program's purpose and to the VOICE standards

8) VOICE analysis of episode

Rating

0 - Unable to determine

1- Strongly disagree

2 - Disagree

3 - Neither agree nor disagree

4 - Agree

5 - Strongly agree

V – We value smallholder farmers	Bold and underline your rating (ex 0, <u>1</u>, 2)						Comments
The episode appears to be based on an analysis of the situation of its female and male farmers and has used that to inform the program	0	1	2	3	4	5	

The episode is in language or dialect normally used by the farmers	0	1	2	3	4	5	
The host and the program convey an attitude of respect for, and solidarity with, farmers	0	1	2	3	4	5	
Issues are treated with clarity and in a way that is understandable by farmers	0	1	2	3	4	5	
Other?	0	1	2	3	4	5	

Score: /20

O – We provide smallholder farmers with an opportunity to speak and be heard	Bold and underline your rating						Comments
The episode features the voices of farmers to discuss issues that are important to them on air.	0	1	2	3	4	5	
The episode helps farmers express themselves with confidence and clarity on the radio	0	1	2	3	4	5	
The episode provides farmers with an opportunity to discuss important matters among themselves	0	1	2	3	4	5	
The episode encourages people who have the capacity or authority to help resolve farmers concerns to engage in discussion with farmers	0	1	2	3	4	5	
Other?	0	1	2	3	4	5	

Score: /20

I – We provide the most useful information when it is needed	Bold and underline your rating						Comments
The episode appears to know what the most important issues for farmers are and provides information and discussion on those issues.	0	1	2	3	4	5	
The information in the episode appears to be accurate, fair and balanced	0	1	2	3	4	5	
The episode features specialists and helps them communicate in ways that are clear and useful to farmers	0	1	2	3	4	5	

Other?							
--------	--	--	--	--	--	--	--

Score: /15

C – We broadcast to farmers consistently and conveniently	Bold and underline your rating						Comments
The episode appears to be broadcast at times when women and men farmers can conveniently listen to farmer programs	0	1	2	3	4	5	
The episode promotes future farmer programs to ensure all farmers know when to listen	0	1	2	3	4	5	
The episode gives listeners options for hearing the information or program again in the future (e.g. repeat broadcast, SMS messaging, other)	0	1	2	3	4	5	
Other?							

Score: /15

E – We make entertaining farmer programs	Bold and underline your rating						Comments
The episode has an attractive host	0	1	2	3	4	5	
The episode uses a variety of radio formats such as interviews, phone-ins and quizzes that are attractive to farmers	0	1	2	3	4	5	
The episode uses dramatic elements such as suspense, story-telling and mini-dramas	0	1	2	3	4	5	
The episode uses humour appropriately and regularly	0	1	2	3	4	5	
The sound quality of the episode (e.g. audio levels, mic-ing, editing, mixing, fading etc.), is of high quality and is unobtrusive	0	1	2	3	4	5	
The episode includes local music of interest to farmers	0	1	2	3	4	5	
The episode's intro captures the interest of farmers and prompts them to listen	0	1	2	3	4	5	

Other?						
--------	--	--	--	--	--	--

Score: /35

Overall score for Voice standards: /105

9) Program strengths, related to program purpose and VOICE standards, evident in this episode

10) Areas for improvement, related to program purpose and VOICE standards, evident in this episode

11) Level of program resources evident in this episode

- ☐ basic
☒ intermediate
☐ advanced

12) Rating of program related to quality of service to farmers, based on program objectives and VOICE standards, as reflected in this episode

- ☐ provides an effective service related to most or all standards and objectives
☒ provides an effective service related to some standards and objectives and will benefit from significant improvements in some other areas
☐ needs major improvements related to many standards and objectives to provide effective service
☐ other (please explain)