



# AFRICAN RURAL RADIO PROGRAM ANALYSIS (ARRPA) FINAL REPORT

PREPARED BY THE STAFF OF FARM RADIO INTERNATIONAL SEPTEMBER 2016

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## EXECUTIVE SUMMARY

Radio is widely acknowledged as the best medium for delivering farming information to smallholder farmers in sub-Saharan Africa, even as newer technologies are increasingly developed and adopted. In fact, rural radio has experienced a renaissance of late, both with respect to the widespread acknowledgement of its unrivaled potential for disseminating information and supporting positive change, and also in terms of the growing interest in radio on the part of donors and international NGOs.

But, prior to Farm Radio International's (FRI) first African Rural Radio Program Analysis (ARRPA) study in 2011, little was known about the circumstances in which African farm broadcasters operate. As far as we know, this type of study had not been conducted before. There was little documentation or analysis of the production practices used in farmer radio programs, nor of whether the farmer programs broadcast by radio stations in sub-Saharan Africa effectively served listeners' needs.

The goals of the ARRPA project were to deepen understanding of the state of farmer radio programming in sub-Saharan Africa, and to gain insights which could help make Farm Radio International's services more responsive and effective.

The ARRPA 2011 report covered radio stations in Cameroon, Ghana, Kenya, Malawi, and Tanzania. This report (ARRPA 2014) covers radio stations in Burkina Faso and Malawi.

## KEY FINDINGS FROM ARRPA 2011

In 2011, FRI conducted an in-depth investigation of 22 radio stations/organizations in five sub-Saharan African countries (Cameroon, Ghana, Kenya, Malawi, and Tanzania). We reviewed the stations' main farmer program; identified station resources, procedures, and activities; received feedback from farmer-listeners; and documented best practices.

Some of the farmer programs employed best practices: they included both men and women farmers in their programs, or featured guest experts, or offered repeat broadcasts on alternative days and time slots, or focused on only one complex topic per episode, or included dramatic elements and/or music, or featured good quality audio. Others did not include farmers, or did not feature guests (or had invited guests who performed long monologues), or did not do a good job of engaging and entertaining listeners, or had poor quality audio.

When asked what they did best to serve farmers, the majority of stations said they provided farmers with agricultural information. This was consistent with farmers' preferences. When asked why they listened to farmer radio programs, the majority of farmers said they wanted information and knowledge from experts and other farmers.

Overall, the 2011 study found that FRI's services (Resource Pack, Barza Wire, and others, described below) were well-used and useful to those who received them.

The research findings underlined the challenges of making good farmer radio in sub-Saharan Africa. About two-thirds of the stations had Internet access, though connectivity was sometimes slow and/or unreliable. Most had some form of access to transportation for field work, though this access was often less than ideal, for example, relying on staff vehicles or rented motorcycles. Almost all stations said that



access to equipment was inadequate: there were, 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 included:

- the need for broadcaster training;
- inadequate equipment;
- financial constraints which block innovative programming;
- a lack of professional skill development to help retain staff;
- stations devoting a large portion of their income to facility rental; and
- challenges with transportation to the field.

For the ARPPA project, FRI developed a scorecard to rate farmer programs against our [VOICE Standards](#). Generally speaking, stations found it easier to meet VOICE standards on **Valuing** farmers, providing relevant, credible and timely **Information**, and offering **Convenient** programming. Stations scored more poorly on standards related to providing **Opportunities** for farmers' voices to be heard and broadcasting programs that farmers find **Entertaining**.

On some of the individual indicators related to the VOICE Standards, stations did well. All stations broadcast in local languages and most broadcast at times that were convenient for farmers to listen. Some stations used guest experts appropriately, had good quality audio, offered repeat broadcasts, included dramatic elements or music, and featured women and men farmers.

But few stations used formats which encouraged farmer discussion. Stations often did not use local music (a stated farmer preference), or provide farmers with opportunities to discuss important matters. Few stations provided engaging introductions to their farmer programs or offered promos for upcoming farmer programs.

One of ARPPA 2011's key findings was the apparent mismatch between stations' sense that they had strategies in place to include farmers in programming and many listeners' feelings that they were not sufficiently included. Many listeners wished that farmers could participate more frequently in farmer programs, with several suggesting that their local station produce on-location broadcasts. Listeners also wanted more local market information, improved sound quality, more repeat broadcasts, more local music, and wanted broadcasters to use vocabulary that was easier for farmers to understand.

We found some correlation between a station's level of resources (office/broadcasting equipment, production capacity in the studio and in the field), and the degree to which the station met the VOICE Standards. While there was no difference between stations with the highest level of resources and stations with a moderate level of resources, stations with the lowest level of resources were somewhat less successful at meeting the VOICE Standards. Thus, there may be a certain minimal 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.

## RATIONALE FOR ARRPA 2014

The ARRPA 2011 findings, gathered mainly from stations where the colonial language was English<sup>1</sup>, provided valuable evidence and made a number of recommendations aimed at helping radio stations provide more effective programming for farmers, and helping FRI improve its support to radio stations. Given that almost half of FRI's broadcasting partners are in Francophone West Africa, and that the culture of radio in Francophone Africa is different from that in Anglophone Africa, FRI decided to conduct similar research in Francophone Africa.

In 2014, FRI investigated the work of six radio stations in Francophone Africa, three each in Burkina Faso and Mali. As in ARRPA 2011, we reviewed the main farmer program; identified station resources, procedures, and activities; received feedback from farmer-listeners, and documented best practices, asking a number of questions that were not included in ARRPA 2011.

## FINDINGS FROM ARRPA 2014

*Local languages:* Like ARRPA 2011, all stations use local languages in their farmer programs.

*Structure of farmer program:* Unlike the stations in ARRPA 2011 and unlike Burkina Faso, none of the ARRPA stations in Mali offers a single weekly farmer program. Instead, producers place agricultural items inside two-hour magazine-format programs which feature lots of music and are aimed at general rural listeners.

### SERVICES OFFERED BY STATIONS:

- Two stations offer a daily news service, and one offers a daily weather service. Lack of resources was mentioned as a barrier to providing daily news. In ARRPA 2011, 11 of the 19 stations offered daily news and 6 offered daily weather services.
- No stations offer daily local agricultural market reports. One airs market reports on a weekly basis. All stations wish to provide regular market reports in the future. In ARRPA 2011, 7 stations provided local and regional market reports of various types.
- When stations were asked *what they thought they did best to serve farmers*, three mentioned their regular farmer program. One replied that the station acts as a link between farmers and decision-makers by, for example, making official announcements on the radio. Another station said that what it does best is regularly visit communities to listen to villagers and produce programs on their daily activities. This is consistent with ARRPA 2011. When asked what they did best to serve farmers, the majority of ARRPA 2011 stations said they provided farmers with agricultural information.
- All hosts and presenters are male, with the exception of the host-producer at one station. Similarly, in ARRPA 2011, only 4 of 20 farmer programs were hosted by women, and 19 of 20 programs were produced by men.

### IMPORTANCE OF RURAL COMMUNICATION:

- State broadcasters appear to attach significant importance to rural communication in Burkina Faso and Mali. In Mali, ORTM Koulikoro was created uniquely for this purpose, while a whole department

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<sup>1</sup> It should be noted that ARRPA 2011 did study several Francophone stations in Cameroon.

at RTB, the state broadcaster in Burkina Faso, is dedicated to the production of programs for rural audiences (though the department wasn't functional at the time of research.)

#### STATION RESOURCES:

- *Email access:* Three (of six) stations have email access at the office; in some cases, Internet connectivity is poor. The other stations must travel elsewhere to access email. One station is able to access email only by travelling 15 km, another only 3-4 times a week, and another (at best) twice a month at a nearby NGO.
- *Computers:* Three of five stations with a farmer program have computers for staff use, ranging from 3-5 computers. In the other two stations, only the producers have computer access, via their own laptops. Almost all stations studied by ARPPA 2011 had computers for staff use.
- *Internet:* Three stations have Internet access at the office (very slow and intermittent for one station), though for one of these three, the wireless network has been out of service for some time, so the producer goes to an Internet café. The proportion of stations with Internet access was similar in ARPPA 2011.

#### BEST PRACTICES:

- *Listeners' clubs and relay agents:* At the request of villagers who wished to participate in radio programs, one station established listeners' clubs in some villages. The station also has relay agents (*agent-relais*) in some villages. Relay agents live in communities which can hear the station, and keep the station informed about events in the village. They also act as facilitators when producers travel to the villages to meet farmers. The station regularly trains relay agents on agriculture and other important community issues, and relay agents help the station work on community issues by mobilizing villagers to attend village meetings and other opportunities for face-to-face interaction.
- *Collaboration between farmer programs and other programs:* At one station, all station reporters on field trips "behave like ambassadors for the farmer program while in the field," and never pass up an opportunity to do research on an item for the farmer show.
- *Loyalty cards:* One station invites listeners to purchase a registration card ("loyalty card") for 300 CFA (about \$0.50 US) per month. The names of these registered listeners are read aloud during the show. During the harvest period, the farmer program producer can raise up to 15,000 CFA (\$25 US) per month through loyalty cards.

#### ABOUT LISTENERS

*(This information was gathered from focus groups held with farmer-listeners.)*

- *Listening behaviour:* We found that listeners (and especially male listeners) in Burkina Faso and Mali generally discuss farmer programs with others in the family, but also outside the home. The men's focus groups discuss the program with "*those who didn't listen,*" or "*among us here,*" or "*by meeting in the village square to discuss the issues among us,*" or "*with those who were absent at the time of broadcast.*" Members of three women's groups also talk about the program: "*sometimes during meetings,*" or "*at home with our husbands.*"
- *Listening on phones:* One men's and one women's focus group noted that listeners can now hear farmer programs on their mobile phones.

- *Learning from the radio:* Members of all men's focus groups and two women's groups have tried a new idea after hearing about it on the radio. Respondents gave detailed information about farming methods they had heard about on the radio and successfully put into practice.
- *Why do listeners listen?* When asked why they listened to farmer radio programs, members of 8 of 10 focus groups said that they listen primarily to hear useful farming information. When asked about the main sources of information on agriculture, radio was the most frequently named source, mentioned by men and women in all focus groups. In ARPPA 2011 as well, participants in listener focus groups said that they mainly listen to farmer programs to hear useful farming information.
- *Suggestions for improvement* varied widely between focus groups, with little overlap, and included the following suggestions:
  - Longer programming hours (focus groups for several stations)
  - Spending much more time in the field, especially at the start of the farming season, and helping listeners learn from as many farmers as possible
  - Featuring more women on the program.
  - *"The program should deal with other issues related to our daily lives like widowhood and women's access to property, especially farmland. Women here are expropriated when they lose their husbands. The radio should raise the issue and discuss it."*
  - Always include local *chibarani* music (A male farmer says that when he hears this music, despite his old age, he feels like "taking the hoe and going back to the farm.")

## USING FRI RESOURCES

- Few stations were aware of FRI's Resource Packs, and even fewer of FRI's other resources, such as Barza Wire, Barza discussions, and the FRI website. One station had used a Resource Pack to help create programming. The situation was much different in ARPPA 2011, where almost all stations received and used FRI resources in various ways.

## PROGRAM QUALITY

In ARPPA 2011, stations found it easier to meet VOICE Standards on **Valuing** farmers, providing relevant, credible and timely **Information**, and offering **Convenient** programming. They did less well at meeting standards for providing **Opportunities** for farmers' voices to be heard, and broadcasting programs that farmers find **Entertaining**.

The ARPPA 2014 findings were similar. Stations in Burkina Faso and Mali also received comparatively high marks on **Valuing** farmers and providing **Information**, and scored less well on providing **Opportunities** for farmers' voices to be heard and on broadcasting programs that farmers find **Entertaining**. One difference was that, in ARPPA 2014, the stations had more difficulty offering **Convenient** programming (i.e., broadcasting at a time when farmers can listen, and repeating broadcasts later in the week for farmers who could not catch the original broadcasts.)

## RELATIONSHIP BETWEEN LEVEL OF RESOURCES AND QUALITY OF PROGRAMMING

We found no correlation in Burkina Faso or Mali between a station's level of resources (office/broadcasting equipment, production capacity in the studio and in the field), and the degree to which the station meets VOICE Standards. There was a weak relationship in 2011, in the sense that stations with less than a minimal level of resources did not produce good quality programming. However,



like the stations in ARPPA 2011, stations in Burkina Faso and Mali with all levels of resources produced both effective and ineffective programs, as judged by scores on the VOICE Standards.

## GENDER INEQUITIES

- Women's focus groups made many pointed comments about inequities between the status of men and women, and their desire for radio stations to address and help repair these inequities. This issue is covered in more detail below.
- The six stations employed 172 paid staff, only 23% of whom were women. This gender divide is consistent with ARPPA 2011. While ARPPA 2011 did not conduct a gender breakdown of all staff, it found that 16 of 20 program hosts were men, and 19 of 20 farmer programs were produced solely by men.

Because there were only five stations that were broadcasting a regular farmer program at the time of the research (RTB in Burkina Faso was not broadcasting a farmer program at that time), the ARPPA 2014 sample is too small to make even provisional generalizations concerning the relationship between program quality and type of station, or program quality and country. This conclusion applies to the other findings from ARPPA 2014. *Nevertheless, the many similarities between the findings of ARPPA 2011 and ARPPA 2014 support the provisional findings and recommendations noted in the executive summary and concluding section of the report.*

## RECOMMENDATIONS

### DISSEMINATION OF REPORT:

1. FRI should ensure that an extended executive summary covering the findings of ARPPA 2011 and ARPPA 2014 is distributed widely.
2. FRI should make the full ARPPA 2014 report available on the FRI website.
3. FRI should connect with others who are doing similar research, including academics, governments, donors, and NGOs, with the goal of improving FRI's services and those of others in the field of communication for development.

### STRUCTURE OF FARMER PROGRAMS:

**Recommendation:** With the Mali office, discuss the possibility of canvassing Malian broadcaster partners concerning the structure of their farmer programs, and the reasons why the current structures were chosen.

### GENDER INEQUITIES:

#### **Recommendations:**

1. For the Mali office:
  - a. Consider developing programs to address issues related to widowhood as well as wider gender issues.
  - b. Create community listener groups, provide groups with radios and potentially mobile phones, train them how to use these resources, and provide regular support.

2. Initiate focus group discussions and other community consultations so that women and men can identify burning issues. Provide opportunities for women to discuss issues as a group first, and then provide them with the opportunity to record a message to send to the radio or record an interview as a group. This will provide a safe space for women to discuss issues together, and feel more confident at expressing themselves publicly.
3. Provide gender training to broadcasters so they can a) apply a gender lens to every topic addressed on air, b) seek both women's and men's side of the story, and c) know how to challenge gender stereotypes.

#### QUALITY OF PROGRAMMING:

##### **Recommendations:**

1. In its trainings, projects, and all services, FRI should pay specific attention to helping stations improve the entertainment level of farmer programs, and provide better opportunities for farmers to participate in programming.
2. FRI country offices should conduct in-depth interviews with selected partners to explore the factors that influence the quality of programming.

#### STATIONS' LIMITATIONS IN ACCESS TO EMAIL, INTERNET, AND TO ESSENTIAL EQUIPMENT

**Recommendation:** Country offices should monitor connectivity at partner broadcasters and offer assistance and advice with technical and logistical problems.

#### LACK OF RESOURCES TO REPORT DAILY NEWS, WEATHER, AND MARKET INFORMATION

**Recommendation:** FRI's country offices should monitor the availability of in-country services which provide daily news, weather, and market information that would be useful for broadcast partners. Stations could broadcast this information, and interview news, weather, and market specialists to make this information more practically useful to listeners.

#### REASONS FOR LISTENING

**RECOMMENDATION:** FRI should (continue to) strongly emphasize the information dissemination function of radio in all its services, in line with farmers' wishes.

#### USING FRI RESOURCES

**Recommendation:** The offices in Burkina Faso and Mali should continue to reach out to partners and other broadcasters to inform them about FRI resources and gather feedback on how they are used and what modifications would make them most effective. When possible, FRI should make funds available to bring partner radio stations together for a face-to-face orientation to FRI resources.

## INTRODUCTION: WHAT IS ARPPA?

Farm Radio International (FRI) is a Canadian registered charity that is at the forefront of using radio combined with other ICTs to serve the information needs of small-scale farmers and provide opportunities for farmers to voice their opinions and concerns on-air. We are the only organization in the world focused exclusively on serving African farming families and communities through radio.

FRI works with hundreds of radio partners across 39 sub-Saharan African countries, and has regional offices and major projects in Burkina Faso, Ethiopia, Ghana, Kenya, Malawi, Mali, Niger, Tanzania, and Uganda. We also provide effective broadcaster training and capacity development services to radio stations to enable them to produce more effective farm radio programs.

With our partners, we reach tens of millions of small-scale farmers with life-changing information, and enable them to have a stronger voice in their own development. Since 1979, we have distributed information on low-cost ways to improve food security and improve rural life to our African radio partners.

The African Rural Radio Program Analysis (ARRPA) project was designed by FRI 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 II.

### ARRPA 2011

In 2011, the original ARRPA research project reviewed the work of 22 radio stations/organizations in Cameroon, Ghana, Kenya, Malawi, and Tanzania. Our report on that first stage of research is available at <http://www.farmradio.org/wp-content/uploads/Farm-Radio-International-ARRPA-Report-April-2014.pdf>

### ARRPA 2014

In 2014, we reviewed the work of six radio stations in Francophone Africa, three each in Burkina Faso and Mali.<sup>2</sup> Like ARRPA 2011, ARRPA 2014:

- reviewed the main farmer program regularly produced and broadcast by the radio stations;
- analyzed the program with reference to the VOICE Standards for farmer programming (see Appendix II, Resource Tool 4);

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<sup>2</sup> One of the ARRPA 2014 stations in Burkina Faso (RTB) had suspended broadcast of its farmer program at the time of research. While we were able to gather general information about the station's operations, we were unable to evaluate the farmer program, nor invite audience members to evaluate it.

- 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 programs;
- 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.

For the most part, ARRPA 2014 covered the same ground and posed the same questions as ARRPA 2011. However, based on feedback on the earlier report, some questions were rephrased or dropped, and additional questions were included. For example, there were new questions on gender issues, aspects of listening behaviour (e.g., where do farmers listen to the program and with whom?), attitudes towards program content (e.g., Do listeners trust the information they hear on the program? What else do they want to hear?), and on whether listeners had taken any direct actions related to information they had heard on the program.

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

- an opportunity to participate in a detailed review of its main farmer program;
- an opportunity to better understand the condition and needs of its farmer-listeners, and to plan improvements to its programming;
- an opportunity for detailed learning on how to improve programs, reach a greater audience, and be of greater service to farmers;
- an opportunity to be part of a unique and useful survey of farmer radio programming, with recognition in publications;
- an opportunity to learn good radio practices with reference to the VOICE standards;
- the possibility of in-station training and other FRI support services in the future;
- the opportunity to participate in a national FRI workshop to share the results and discuss the findings of ARRPA;
- an opportunity to participate in formulating recommendations, verifying results, and reviewing the country report<sup>3</sup>; and
- a small gift in the form of recording equipment.

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<sup>3</sup> Country stakeholder workshops were held after field research was completed, and country reports were available for discussion at each of the country workshops.

The advantages to FRI included:

- an opportunity to get feedback on stations’ awareness and usage of FRI’s services, gain insights on how to improve them, and identify possible new services;
- an opportunity to gain a greater understanding of farmer 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.

## APPENDICES

For a description of ARRPA 2014’s methodology, please see Appendix I. Appendix II contains the full complement of ARRPA 2014 research tools. For information on participating stations, please see Appendix III.

## THE NEED FOR ARRPA

Over the three-plus decades that FRI has been operating, the organization has developed expertise in generating content in the form of radio scripts and other resources that it shares with radio stations to help them better serve their audience. 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 farmer radio programming in sub-Saharan Africa. The African Rural Radio Program Analysis (ARRPA 2011) was the result of this decision, and this report and the ARRPA 2011 report summarize its 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 practices used to produce 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. We hope 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.

## 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 mix of stations in terms of governance and resources; and
- (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 the 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 two ARRPA 2014 countries. It also means that it is not possible to make statistical inferences



(generalizations) from the radio stations studied to the wider population of radio stations by using probability theory to estimate a margin of error or communicate a level of confidence in the results.

The main purpose of ARRPA 2014 was not, however, to make statistical inferences about the 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 their farmer radio programs.

Thus, ARRPA 2014, like ARRPA 2011, 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, this time in a subset of five stations who were broadcasting a regular farmer program at the time of the research. 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.

Since ARRPA 2014 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.

It should also be noted that, while ARRPA 2011 considered the practices of 22 radio stations and organizations, ARRPA 2014 looked at only six stations, five of which had farmer programs at the time of research. This means that the potential to generalize is even more limited, and the study should be seen more as a qualitative snapshot of the state of radio in these five individual stations. Nevertheless, the many similarities between the findings of ARRPA 2014 and ARRPA 2011 support the provisional findings and recommendations noted in the executive summary and conclusions.

## ARRPA 2014 STATIONS AND THEIR FARMER PROGRAMS

*Farmer radio programs* can be described as programs that target working farmers, and aim to provide them with the information they need to improve their livelihoods, and the opportunity to voice their ideas and opinions on-air.

Information for ARRPA 2014 was gathered on a variety of subjects, including but not limited to:

- the participating stations;
- their main farmer program, including the name of the program, its duration and scheduling, and its purpose or objective;
- the target audience; and
- the program formats used.

Important note: The information in this chapter deals with all 6 radio stations visited during the research, except for the sections which deal with aspects of the main farmer program, which excludes RTB, as RTB was not broadcasting a farmer program at the time of research.

### RADIO STATIONS

The 6 stations studied for ARRPA 2014 (see **Table 1** below) include four community radio stations and two public stations.

**Table 1 Radio stations involved in the 2014 ARRPA study**

Name	Location	Type	Transmitter power (in watts)	Signal range (in km)	Broadcast languages	Daily broadcast hours	Name, duration, and frequency of main farmer program (in minutes)	Name, duration, and frequency of second farmer program
<b>BURKINA FASO</b>								
<b>RTB (Radio Burkina)</b>	Ouagadougou	Public	1000 (transmitter in Ouagadougou)	National reach	French, Mooré, Dioula, Fulfuldé	19-24, depending on day of week	No current farmer program	
<b>Radio Ka Koaadb Yam Vénégré</b>	Ziniaré	Community	500	80	Mooré, Fulfuldé, French	14	<i>Koaadb Se Teega</i> ("Future of farmers") 30	

Name	Location	Type	Transmitter power (in watts)	Signal range (in km)	Broadcast languages	Daily broadcast hours	Name, duration, and frequency of main farmer program (in minutes)	Name, duration, and frequency of second farmer program
							minutes twice weekly	
<b>Radio Vive le Paysan</b>	Sapone	Community	250	100	Mooré, French, Fulfuldé, and Peul	11	<i>Koaadb-Kelegré</i> (“Paysan à l’écoute” or “The farmer is listening”) 30-60 minutes twice weekly	
<b>MALI</b>								
<b>Étoile de Zana</b>	Zana	Community <sup>4</sup>	250	50	Bambara	4	<i>Faso Dembe</i> (“The honour of my country”) 2 hours weekly	
<b>Radio Welena</b>	Kolokani	Community	250	45	Bambara, French, Peul	6	<i>Tiekeyokibaro</i> (Agricultural News) 2 hours weekly	<i>Biniminissa</i> (Pioneer Farmers), 2 hours weekly
<b>Station Régionale ORTM Koulikoro (regional station of the national broadcaster ORTM)</b>	Koulikoro town	Public	1000	180-200	French, Bamanankan, Fulfuldé, Maure, Sonhai, Peul, and Soninke	17	<i>Poi-Kam-Poi</i> (“Discovery and entertainment in the rural world”) 2 hours weekly	

<sup>4</sup> A religious organization called ACCM (Association Chrétienne de la Communication au Mali) helped to improve Étoile de Zana by providing the station with more modern equipment. An agreement between the station and the organization stipulates that the station run a one-hour religious program per week and give 10% of its income to the organization. ACCM does not provide funds to the station and the agreement is for an indefinite period. During the research, the station named itself a religious station. However, aside from its relationship with ACCM, Étoile de Zana closely fits the definition of a community radio station.



**Figure 1 Broadcaster Fanta Diarra on-air on Radio Étoile de Zana**

#### TRANSMISSION POWER AND RANGE

The power of the community radio station transmitters ranges from 250 to 500 watts, with an estimated range of 45 to 100 km. Both public station transmitters are 1,000 watts, with a range of 80-100 km for one public station and a national reach for the other.

#### BROADCAST LANGUAGES

With the exception of Étoile de Zana, which broadcasts solely in Bambara, all six stations broadcast in several languages, ranging from 3-7. Five stations broadcast in French, four in Fulfuldé, four in Peul, three in Mooré, and two in Bambara, while single stations broadcast in several other languages.

#### HOURS OF PROGRAMMING

The four community stations broadcast for 4-14 hours a day. The two public stations broadcast for 17 and 19-24 hours per day.

#### PROGRAMMING ON AGRICULTURE AND RURAL DEVELOPMENT FOR SMALL-SCALE FARMERS

Three of the six stations report that they devote 76-100% of their total programming hours to agriculture and rural development, one station 51-75%, and two stations, 26-50%. (This is considerably higher than

the stations in the ARPPA 2011 report, more than half of which devoted less than 50% of their programming to these areas.)

Four stations aired this type of programming from two hours to 7 ½ hours per week, and two stations broadcast programs on agriculture and rural development for 75 hours per week and an estimated 92 hours per week. (The 92-hour figure was confirmed by our station researcher, who explained that the station was specifically created to serve rural communities, and that the inclusion of the word “development” in the question boosted the numbers substantially. The same is true for the station which reported 75 hours of per week of programs on agriculture and rural development, which devotes the large majority of its programming to farming and other issues related to “rural development.”)

We also asked the stations what percentage of program resources they devote to providing services to small-scale farmers, including but not limited to their main farmer program. Two stations indicated 25-50%, and three, 51-100% (RTB did not complete the questionnaire which included this information).

#### NUMBER OF PAID STAFF

The number of paid staff ranges from 0 to 22. In total, the six stations employ 172 paid staff—132 men and 40 women (125 are employed at RTB: 92 men and 33 women). In other words, 23% of the paid employees were women. This gender divide is consistent with the findings of ARPPA 2011, which noted that 16 of 20 program hosts were men.

There are several female producers and presenters, but few women are in management or administrative positions. At RTB station, the overall director is a woman, and women are involved in field work, editing, production, and presentation.

#### NUMBER OF VOLUNTEERS

The number of volunteers ranges from 0 to 13. The six stations have 23 volunteers: 19 men and 4 women. Two stations have interns—one man and one woman.

#### DESCRIPTION OF MAIN FARMER PROGRAM

The six stations studied for ARPPA 2014 (see **Table 1** above) include a mix of community radio stations (4) and public stations (2).

None of the six stations had a written *program objective*. Common words and phrases used by the stations to describe their main farmer program were: *information*, *farm news*, and *environmental protection*. Two stations indicated that the main purpose of the station was to inform and improve the lives of farmers. (One of the six stations (RTB) is not currently broadcasting a regular program, so it not included in the findings in this document related to the main farmer program.<sup>5</sup>)

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<sup>5</sup> RTB launched a new program schedule in November 2014 (after the ARPPA research was completed) which included two farmer programs, entitled *Souffle de la Campagne* (The Breath of the Countryside) and *Marche Verte* (The Green Walk), broadcasting in French, Dioula, and Fulfuldé. *Souffle de la Campagne* first aired on April 7, 2015 in French, and aims to “help development workers and rural populations to learn about development activities undertaken by rural farmers.” The second program (*Marche Verte*) has not been aired because the program producer left the country, and the station has not found a replacement.



The main farmer programs have been running for 2-18 years. Four programs had been running for more than ten years, while the others had been running for 2 and 6 years.

### **DURATION OF FARMER PROGRAMMING**

The three stations in Mali broadcast two-hour long programs, while the Burkina Faso stations broadcast programs which are 30 or 30-60 minutes in length. (By comparison, in ARRPA 2011, no station broadcast a program longer than 60 minutes, and most were 30 minutes long.)

One of the major differences between farmer programs in Mali and the other countries in the two ARRPA studies is how material targeted for farmers is packaged. No station in Mali broadcasts a regular weekly farmer program. Instead, producers slot agricultural items into two-hour magazine-format programs that feature lots of music and are aimed at general rural listeners. In all other ARRPA countries, producers package agricultural material into a single, stand-alone farmer program.

### **FREQUENCY AND TIMING OF PROGRAMS AND REPEATS**

Of the six farmer radio programs<sup>6</sup>, three are broadcast on weekday mornings, two on weekday evenings, and one on a weekend evening.

All five stations with a farmer program broadcast the program weekly, with one offering a scheduled repeat broadcast, and two others providing repeat broadcasts on request at unfixed times.

One station rebroadcasts only interviews, but would like to repeat entire programs in the future. Another rebroadcasts programs several times on an unfixed schedule. One station airs one repeat weekly, though listeners sometimes ask for additional repeats and visit the station to “take copies of programs on their memory card.” Another offers one repeat per week. Another repeats programs at the request of listeners.

### **FREQUENCY AND TIMING OF SECOND FARMER PROGRAM**

Only one of the five stations broadcasts a second regular farmer program. Like the main farmer program, the second program is a weekly, two-hour broadcast, but it is aired on a weekday rather than a weekend evening.

### **FUNDING FOR FARMER PROGRAMS**

Five of the farmer programs are funded by the stations themselves, including one program funded by “the station and its listeners.” The remaining program is funded by a cotton producers’ group.

One station invites listeners to purchase a registration card (“loyalty card”) for 300 CFA (about \$0.50 US) per month. During the harvest period, the farmer program producer can raise up to 15,000 CFA (~ \$25 US) per month through loyalty cards. In addition, some advertisers pay 2500 CFA to advertise their products on the farmer program.

Other funding mechanisms are described in the following quotes from host-producers at two stations:

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<sup>6</sup> While there are only five radio stations with farmer programs, one station broadcasts two farmer programs.

*“Funding comes from contracts that we sign from time to time with some organizations or associations to produce programs for them. Also, we have a yearly subsidy from the State that enables us to cover some charges.”*

*“60% of the station’s funding is covered by state subsidies. Without these subsidies, the station wouldn’t stand for long because they enable the station to pay salaries and social insurance dues. We also have small contracts with the local councils in this area that help cover some production costs. Despite all these, funding remains insufficient and we keep looking for other means to generate funds for the station, but it is difficult ... Sometimes when things are really tough, the association ... that created the station chips in some money for the radio to keep running.”*

## TARGET AUDIENCE

All stations say they serve small-scale farmers, and three indicate that almost their entire listening audience is small-scale farmers.

Stations report that they serve audiences comprised of 70-100% rural and 52-75% young listeners, with the listening audience divided roughly equally between genders.

## PROGRAM FORMATS

Five of the six programs are in magazine format<sup>7</sup> or include the word “magazine” in the description of their format. Two stations included the word “interview” in their program description, while one mentioned “debate” and another mentioned “report.” One program was described by a station with the single word “debate.”

## HOW DOES THE STATION AND ITS FARMER PROGRAMMING SERVE (OR NOT SERVE) ITS FARMER AUDIENCE?

This section is a compilation of information gathered during conversations with radio station staff and farmer focus groups. Part I of this section presents information gathered from the radio stations about:

- station coverage area
- daily news, weather, and market programming
- other programming for farmers
- participation of farmers in programming
- how stations think they best serve farmers

Part II of this section summarizes feedback from farmers, including:

- the “conditions of listening” (where, with who, how often, etc.)
- reason for listening
- best source of information about farming
- content of programs

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<sup>7</sup> A “magazine” is a hosted program that uses a wide range of formats to cover a broad but focused range of material. Formats include host monologues, interviews with experts and farmers, panel discussions, tape talks, vox pops, phone-ins, phone-outs, etc. Some of these formats are used regularly, some occasionally.

- audience response to and involvement with station
- hearing other farmers on the radio
- other feedback on radio
- music
- other elements
- feedback on program hosts
- suggestions for improvement



**Figure 2 Djori Traoré plants millet on her farm in Zana, Mali**

## PART I: FEEDBACK FROM STATIONS

### RADIO COVERAGE

The six stations' potential audiences range widely from 20,000 (community station) to 1.4 million (national station). Two stations had conducted audience surveys. One had conducted informal field surveys which suggested that it has 22,000 farmer-listeners, while another's 2003 survey suggested an estimated 145,000 listeners. While one station had not conducted an audience survey, the station reports that there are about 55,000 farmers within its listening range and that the station is the only active one in the area.

The estimated population in each station's broadcast zone is shown below in **Table 2**, followed by maps of the stations' broadcast coverage zone produced on Google Earth in **Figure 4** and **Figure 5**. The green and yellow shading shows the broadcast range (coverage) of each station, with the signal getting weaker further from the station.

By using the population estimates from this method (see Appendix 1 for the methodology), we were able to estimate the number of people in the radio coverage area.<sup>8</sup>

**Table 2 Stations with estimates of total population and working-age population (potential listening audience)**

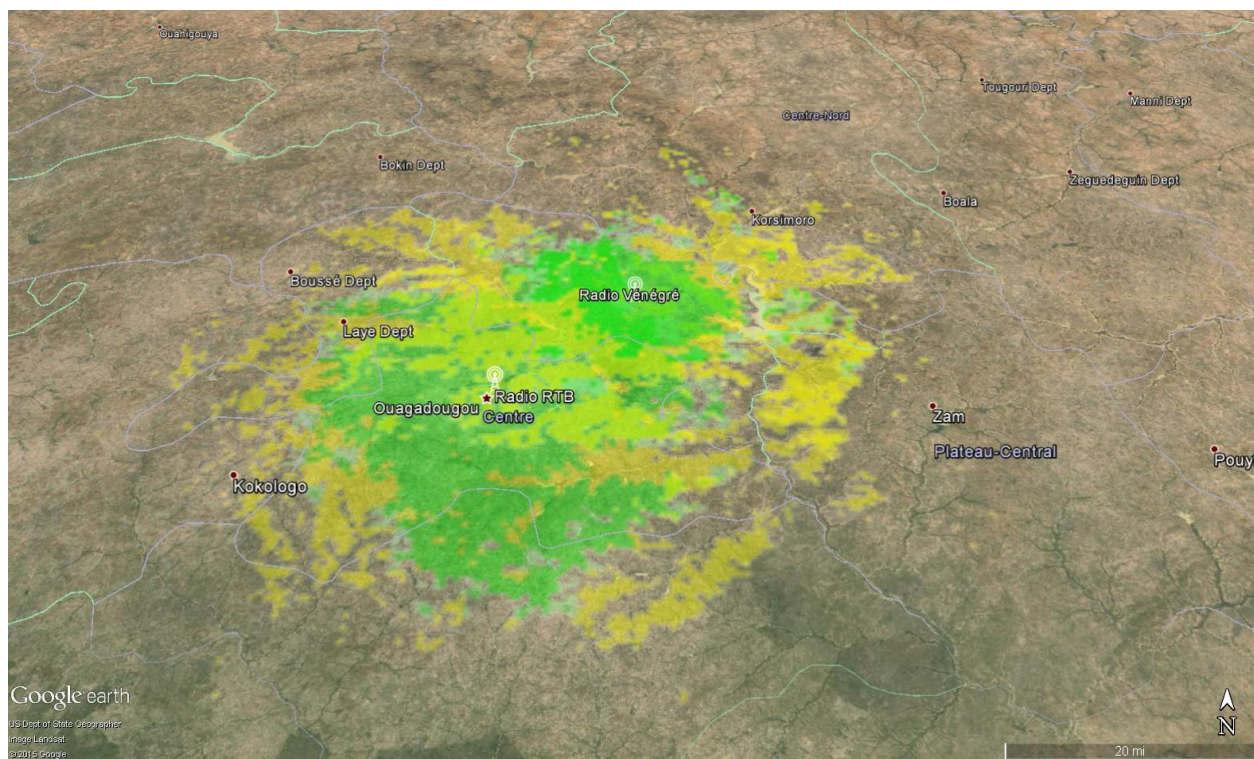
<b>Station</b>	<b>Total population</b>	<b>Working-age population</b>
Radio Vénégré	641,300	350,100
RTB	1.3 million	710,000
Radio Welena	21,600	11,300
ORTM Koulikoro	470,000	246,000
Radio Étoile	16,300	8,500
Vive le Paysan <sup>9</sup>		

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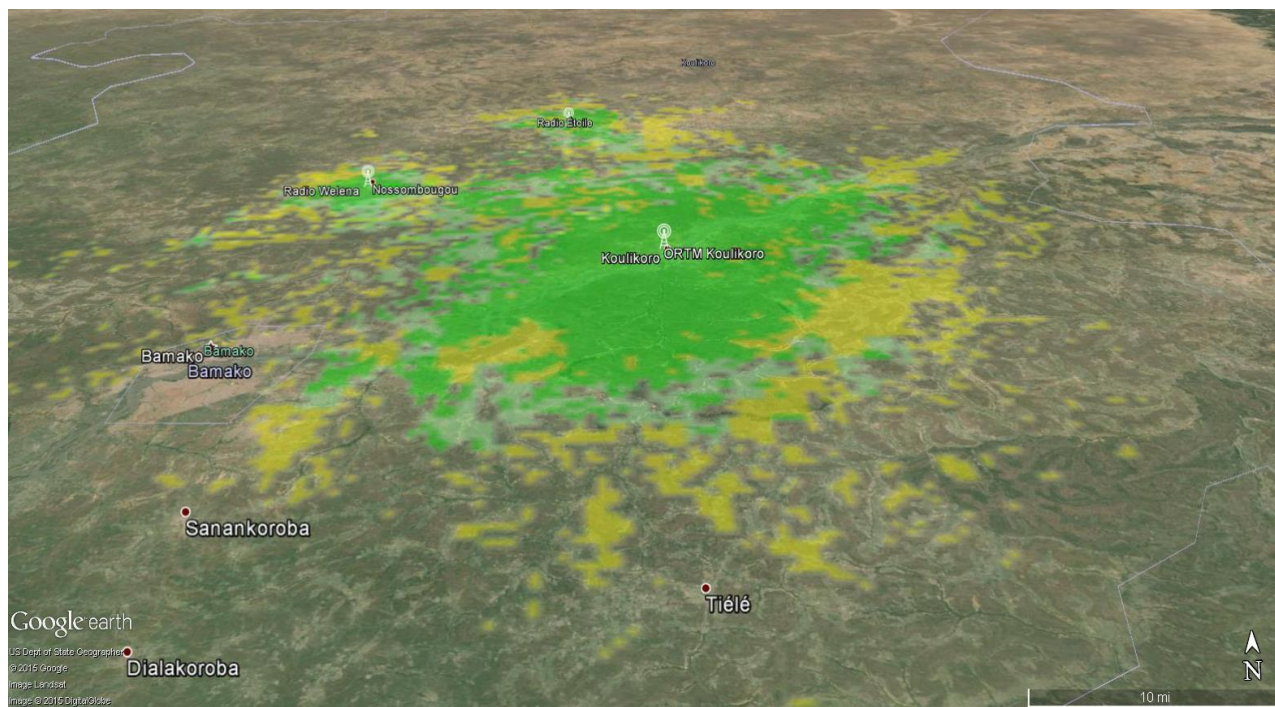
<sup>8</sup> It should be noted that FRI developed this methodology. Building on existing radio propagation models, FRI created a method of estimating the population within a station's broadcast coverage area. This information can be used to plan programs, estimate the broadcast audience for advertisers, and ensure that station programming is reaching targeted audiences.

<sup>9</sup> We have not been able to access this information from Vive le Paysan.





**Figure 3 Map of stations in Burkina Faso**



**Figure 4 Map of stations in Mali**



### DAILY NEWS, WEATHER, AND MARKET PROGRAMMING

Two stations offer a daily news service, while three say they do not have the resources to do this, but would be interested in doing so in the future. One station offers a daily weather service through a national station, while four are interested in providing this in the future.

No stations offer daily local agricultural market reports, though one station airs market reports on a weekly basis (at best). Another broadcasts market information from the national station on the entire network, and another station says that it lacks the resources to report market information. All stations wish to provide regular market reports in the future.

### OTHER PROGRAMMING FOR FARMERS

All five stations with a current farmer program (which excludes RTB) offer additional farmer programming beyond the main farmer program. See **Table 3** below for a list of different types of programs. After the table, particularly interesting comments on additional types of programming are discussed.

**Table 3 Stations currently offering other programming or elements of programming for farmers**

<b>Type of programming</b>	<b>Number of stations that currently offer (of 5)</b>
Programming on rural livelihoods	5
Rural life, education, and environment	5
Women's rights, parenting, and livelihoods	5
In-depth reporting and discussion of serious news stories as they happen	5
Programming to mobilize farmers for specific development activities	5
Weekly program exclusively tailored to small-scale farmers' interests	5
Programs produced by other organizations and broadcast on station transmitter	5
Time-sensitive information related to crops and animals	5
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.	5
Cultural and entertainment programming such as local music or drama	5
Stations gathers information for farmer programming from other organizations and institutions	5
Promos for main farmer program offered throughout schedule	4
Regular or special phone-in programming providing farmers with the opportunity to raise and discuss issues	4
Local news stories about and of interest to small-scale farmers	4
Programming in times of heightened social friction	4
Non-broadcasting services to farmers (e.g., providing information to farmers via SMS)	4
Programming that provides opportunities for farmers to discuss actions they might take on-air, individually or collectively, to improve their situations	4
Programming in time of natural or man-made disasters (e.g., drought, infestation, flood, famine, fire)	3
Programming specifically targeting women farmers or focusing on gender equality	3
Remote broadcasts of major events important to farmers (e.g., field days)	2
Regular local news service	2

Print and audio information at the station for listeners to consult	2
Regular local weather service	2 <sup>10</sup>
Local agricultural market reports	1 <sup>11</sup>
Voice and/or text message services so farmers can receive automated information about markets and previous broadcasts	0
Text message (SMS) alerts and/or flashing to remind farmers of farm broadcasts or to allow them to vote on program issues	0

Some stations that do not currently offer the following types of programs wish to offer them in the future:

- regular or special phone-in programming providing farmers with the opportunity to raise and discuss issues,
- promos for the regular farmer program,
- regular local news service,
- regular local weather service, and
- local agricultural market reports.

*Local languages:* All stations use *local languages* in their farmer programs.

*In-depth reporting and discussion of serious issues as they happen:* All stations gave examples of this type of programming. One reported on a flood which carried away seven donkeys, an important means of transport in the area. The program prompted people to travel to the area to help those affected. Another airs community broadcasts during Independence Day and other feasts. Two stations gave examples of covering serious road accidents, and discussing means of preventing accidents.

*Programming in time of heightened social friction:* Four stations answered positively. Three of these mentioned elections and said that only the authorities are “allowed” to give information on the air, or that stations had to follow the instructions of the authorities. One station said: “*There are sometimes misunderstandings on political issues here, but the station is cautious and avoids taking sides.*”

*Remote broadcasts of major events important to farmers (e.g., field days):* Two stations offer this; one used to do it but doesn’t have the requisite equipment now, and one airs these types of program indirectly by phoning a reporter who is live on-site.

*Voice and/or text message services so farmers can receive automated information about markets and previous broadcasts:* No stations provide this service. Two indicated they had limited financial means, one broadcaster laughed and said “we’re not at that level of service,” and one indicated that this type of service was unknown to them.

<sup>10</sup> We asked stations whether they provided a “daily” weather service. In response, three stations said they do not provide this. One provides “a daily service from the national station broadcast on the national network.” This service is also carried by another station.

<sup>11</sup> We asked stations whether they provided “daily” market information. In response, only one said they provide market information on a regular basis. Two other stations provide market information occasionally, and one station used to provide it.

*Text message (SMS) alerts and/or flashing to remind farmers of farmer programs or to allow them to vote on program issues:* No stations provide this service. One reported, “*We simply give a program run down at the start of each shift of broadcast.*” (instead of providing pre-program alerts)

*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.:* All stations provide this kind of programming. One station’s response referenced official, government-mediated information: “*We cover all activities that are organized in the Region and do our reports in the local language. When the Governor or any other official goes out to launch the farming season for instance, we are always there to report on the issue.*”

*Local news stories about and of interest to small-scale farmers:* Four stations cover these kinds of stories. Examples included: announcing events organized by a traditional ruler or a farmers’ union, announcing local council sessions, and conducting interviews related to such event announcements. One station noted that it did not have a news department.

*Cultural and entertainment programming such as local music or drama.* All stations offer local music and three offer drama. One reported: “*We also do radio theatre and have trained actors create drama on daily life and act in the programs – the actors do this even when we go to the communities to sensitize people on different issues. By acting, they help assimilate messages easily on the fight against climate change, female genital mutilation, hygiene and sanitation, etc.*”

Other programming that targets farmers includes:

- programs on health issues (three stations)
- coverage of development initiatives (one station)
- a program that honours community heroes
- a program on education
- a program on tradition
- a program on news
- a women’s program
- a youth program



**Figure 5** Radio Vénégré broadcasting live from a village near the site of a new and controversial airport project

#### PARTICIPATION OF FARMERS IN PROGRAMMING

All five stations said they encourage farmers to  *speak about matters of importance to them*, while two stations provide opportunities for farmers to  *discuss things that are important to them on-air*. Two examples of providing these kinds of opportunities were:

- transporting farmers from one village to another so that they can debate and learn from other farmers, and
- a program which brings farmers together in the studio to discuss issues.

When asked  *how they find out what issues are important to farmers*, all stations indicated that they meet with farmers, either individually or in groups. Three stations have phone-in programs.

Other methods of identifying issues which farmers consider important include:

- working with health services (around malaria)
- establishing listeners' clubs
- having staff who are farmers and talk to other farmers
- the Ministry of Agriculture
- the farmers' union



Four stations indicated that they offer regular or special phone-in programming that provides farmers with *an opportunity to raise and discuss issues*, while one is interested in this type of programming in the future.

Two stations broadcast quizzes and offer prizes to winners, who visit the station to receive their prizes.

#### HOW STATIONS THINK THEY SERVE FARMERS BEST

When stations were asked what *they thought they did best to serve farmers*, three mentioned their regular farmer program. One reported that the station acts as a link between farmers and decision-makers by, for example, making announcements on the radio. Another station reported that what it does best is to regularly visit the communities to listen to them and produce programs on their daily activities.

## PART II: FEEDBACK FROM FARMER FOCUS GROUPS

The field researcher conducted 10 focus group discussions in five communities served by the five stations with a regular farmer radio program—a men’s and women’s focus group in each community. The number of participants in the groups ranged from 8 to 16. There was a mix of older and younger farmers, though older farmers outnumbered younger farmers.

#### THE “CONDITIONS OF LISTENING”

ARRPA 2014 included a number of new focus group questions which investigated participants’ radio listening behaviours.

*Frequency of listening:* Seven (of 10) focus groups said that members listen to the farmer program “always,” “very often,” or “regularly.” Two groups simply indicated that they listen to the program, while one women’s group indicated that they rarely listen because they do not have radio sets, and when they do listen, it is only fleetingly or “when passing by.” It should be noted that the women’s focus groups from two stations often did not respond to questions, apparently because they either lack radio sets at home or lack access to household radio sets which are dominated by men.

*Where do participants listen to the radio?* Members of all focus groups except for one women’s group listen to the radio at home. Three men’s groups also listen in the field. One woman in a focus group listens on the farm, while the women in another focus group listen at women’s group meetings. The men’s focus group from one station said: “*During the dry season, we can listen in the morning while working on the farm, but since we can’t take the radio set to the farm during the rainy season, we listen to rebroadcasts at home on Thursday evening.*”

*Who do they listen with?* Members of all focus groups (except for one women’s group) listen with the family. Some men and women listen alone or with fellow farmers when on the farm.

*Do listeners talk to others about the program?* The male focus groups reported that they discuss the program with “*those who didn’t listen,*” or “*among us here,*” or “*by meeting in the village square to discuss the issues among us,*” or “*with those who were absent at the time of broadcast.*” Members of three

women's groups also talk about the program—*“sometimes during meetings,”* or *“at home with our husbands.”*

*Do they listen to the entire program?* All male groups and three women's groups listen to the entire program. There was no response from two women's groups.

*Do they have radio sets at home?* Participants in all men's groups and four women's groups have radio sets in their household, though one women's group indicated that, while most of them have radio sets at home, the sets were mostly used by men. There was no response from one women's group, who indicated through other questions that few of whom have radio sets at home. Some members of one men's focus group noted that they have two radio sets, one for home use and another to carry along when going to the farm. One men's focus group indicated that: *“Things are better now because mobile phones have incorporated FM receivers so we can listen to the radio when we want to.”* The women's group from another station also indicated that some members listen to the radio through their mobile phones.

*Was the broadcast time convenient?* All responding focus groups indicated that the time of broadcast was convenient, or that, if they were not available to listen to the first broadcast, they listened to the repeat. The two women's groups who listen less frequently did not respond.

## REASON FOR LISTENING

When asked why they listened to farmer radio programs, members of all focus groups (except for two women's groups who did not respond) reported that they listen primarily to hear useful farming information. Comments included:

- *“In order to do well on the farm and avoid buying food in the market while others are harvesting.”*
- *“We get instructions and advice from extension workers and other agric technicians.”*
- *“Because it gives us advice, especially on agriculture. Before, we did not know how to prevent soil erosion but through this program, we learned how to do it.”*

## BEST SOURCE OF INFORMATION ON FARMING

Radio was the most frequently named source of information on agriculture, mentioned by men and women in all focus groups. Other sources include:

- extension workers (mentioned in four focus groups—two men's and two women's groups),
- television (four men's groups),
- a quarterly newspaper (one men's group), and
- leaders of farmers' co-operatives (one men's group).

## CONTENT OF PROGRAMS

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 farming techniques and practices.

Participants said they 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. Participants noted that, after listening to these programs, they discuss the content with colleagues, family, and friends for further learning.

*Memorability and relevance of topics:* Members of all focus groups except for one women's group (who did not respond) gave examples of topics from recent programs, and explained why the topics were relevant to their farming activities. The women in one focus group found it difficult to remember a topic, but eventually came up with one.

*Belief/trust in content:* Members of all focus groups with the exception of the women from one station (who did not respond) reported that they believed or trusted what they heard on the program. Reasons for belief/trust included:

*"We can easily distinguish between what is trustworthy and what isn't."*

*"Because most of the program content is from the field."*

*"We know the broadcasters and they meet credible people to get information. Further, they have been doing it for many years."*

Members of one men's focus group said that they sometimes believe and sometimes doubt *"because we have not seen what is being said, but we listen anyway."* They gave the example of learning that there are seedlings which mature in 50-60 days, *"but that they have not yet seen these seedlings."*

*Do listeners hear farmers like themselves?* Members of all focus groups except for two women's group (who did not respond) said they hear farmers like themselves on the farmer program. The women from one focus group responded positively, but added:

*"Female farmers are rare on the program and when they feature, they are with men and cannot speak freely."*

*Do they like hearing from experts?* Members of all focus groups except for the women's group from one station (who did not respond) said they like hearing what experts have to say, because they *"transmit useful information"* and *"carry a wealth of knowledge."* The male and female focus groups from one station said that the experts should come to the village to help them.

*What else do they want to hear about?* When asked if there was anyone else they would like to hear on the radio, some responded by saying that they would like to hear anybody who has something interesting or new to say. Other responses included:

- someone to advise on managing livestock and selling produce
- people with weather information
- traditional rulers and health experts
- *"grant a better role to women for them to express their worth."*

Focus group participants suggested a wide variety of topics that they would like to hear about in future farmer programs, including:

- access to drinking water
- desertification and environmental protection
- youth and farming

- weather and soil erosion
- dealing with termite pests in rice
- forestry
- nature protection and health
- access to organic fertilizers

When asked *which important issues in their lives other than farming they would like to hear about*, responses included:

- improving the poor telephone network
- discussions on difficulties faced in the community
- health issues, animal breeding, and farming
- women's lack of access to farmland and to tools (because men use them first)
- lack of farmland
- women's poverty
- encouraging youth to attend school

The men's focus group from one station responded: *"A week ago, reporters who cover health issues, animal breeding, farming and other topics came to this village and spent the whole day interviewing people. After, they went to other nearby villages to do the same thing. Let them keep up that way."*

#### AUDIENCE RESPONSE TO AND INVOLVEMENT WITH THE RADIO STATION

The focus group questions for ARRPA 2014 included new questions which investigated listeners' responses to and involvement with the radio station.

Members of all men's focus groups and two women's focus groups have *tried out a new idea after hearing about it on the radio*. (Two women's groups did not respond and one said they hadn't tried out anything new.)

Respondents from these groups indicated that the ideas they heard on the radio had worked in practice. For example, one man indicated that he had listened to a program on using stone dikes to build ridges and prevent soil erosion, and had successfully replicated the practice. Another man listened to a program on farmer-herder conflicts which explained how farmers and herders could meet together to solve their problems. The listener tried the strategies from the program, and reported that they worked.

Members of all male focus groups and three female focus groups have contacted a radio station. Reasons for contact included:

- informing listeners of village deaths
- thanking the station for reporting on their village
- going to the station to pick up a prize won in a quiz
- calling to participate in programs
- asking for a program to be broadcast
- broadcasting announcements or communicating group meetings

Members of four male focus groups and one female focus group have participated in a radio program. Participants in one woman's group said: *"No woman present has ... the reason is simply because they have to go out of the village at night searching for the [mobile phone] network and it's difficult."*

Forms of participation included calling in to programs and being interviewed in the field for programs.

### HEARING OTHER FARMERS

Some farmers said they listened to radio programs in order to hear other farmers' voices and to learn what other farmers are doing. All male focus groups and three women's groups said that they liked listening to farmers on the air (there was no response from two women's groups). Reasons for listening to farmers included:

- *"because they have important things to share,"*
- *"because listening to farmers speak on the radio encourages you to work hard on the farm,"* and
- *"sharing experience is a form of training for us."*

Some participants said that they liked hearing farmers' voices in dialogue formats such as interviews. Some enjoy on-location interviews in the field best, and stated that visiting farmers in their fields shows respect for farmers.

Women focus group participants from one station said that hearing other farmers motivates them to share their experiences. Participants from other groups said they admired farmers who spoke on air, and found the inclusion of farmers' voices encouraging.

### OTHER BENEFITS OF RADIO

Members of all focus groups indicated that radio is the most useful medium for farmers. Many said that one of radio's main strengths is the ease of access.

Participants mentioned other benefits, including:

- radio provides much more information than other media
- radio can be carried along, even to the farm
- radio gives local and global information
- radio uses the local language

A quote from one women's group shows the position that radio occupies in local culture: *"It [radio] is important; it invites farmers to protect their honour through relentless efforts in their farms and to stay united in the homes. On Bambara land, your honour is 'upright' only when you can adequately feed your family through farm work."*

One farmer referred to radio as his "daily companion." He said that he hadn't been to school but considers himself well-informed because of the radio.

The male focus group from one station indicated that television interests mostly youth, while elders prefer radio.



Members of all focus groups (except for two women's groups who did not respond) found the farmer program interesting and entertaining. The women from one station said that: "*the recurrent talk on bravery<sup>12</sup>... acts like a stimulus for all we do in the community, especially farming.*"

## MUSIC

Men's and women's groups from one station had positive feedback about the local music on the program. The men's group from another station said this about music: "*It honours farmers and the rhythm is nice. When you listen to it while on the farm, it gives you the urge to drop the hoe and dance a bit. When you are already feeling tired, it gives you energy to continue.*"

One of the women's focus group's said: "*The interview was long and there was need of some music at intervals to help breathe. We did not hear any music all along the interview.*" Members of this group said that the long interview was tiring, and that the clip they heard was not entertaining because there was "insufficient music."

The men's focus group from one station had a different take on music in the farmer program: "*There is music at the start and in the end (signature tunes) and this is good. We do not like music in the program because information is much more important, and interest can wane if music pops in to cut an interview.*"

## OTHER ELEMENTS

Focus group participants found the following program elements *interesting and entertaining*:

- greetings
- the mix of interviews and music
- the fact that when the program talks about agriculture, it does not switch to other non-related topics
- telling the farmers not to be lazy—which encourages farmers to make greater efforts

All groups that responded found the program *useful*. Useful topics included:

- control of stray animals
- finding missing animals
- encouraging children to go to school
- information on the planting season and exactly when to plant

When asked how radio could *best be of service to listeners as farmers*, some respondents expressed frustration with the short broadcast hours and wished they could be extended. Other wishes included:

- all stations should produce programs for farmers;
- stations should provide information on agriculture and the general state of the nation; and
- broadcasters should visit farmers to get information on their daily activities.

When asked *which stations were most listened to*, the most frequently mentioned stations were:

- ORTM Koulikoro, Mali (mentioned in focus groups in three communities),

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<sup>12</sup> Station researcher Meli Rostand explains that farmers in this area are considered brave people, and that encouraging that perception on the air boosts farmers' engagement with their work.

- Radio Vénégré, Vive le Paysan, Savanne FM, and Radio Arc en Ciel, all in Burkina Faso (all mentioned in two communities).

As part of the focus group, the men's groups listened to the main farmer programs on their respective radio stations and (eventually) remembered the name of the farmer program. The women did not remember the name of the program in focus groups, but were able to correctly refer to program content.

#### PROGRAM HOSTS

Members of all focus groups liked the program hosts. Positive descriptions included:

- *“he played his role well”*
- *“he respects farmers”*
- *“he asks good questions”*
- *“he gave a nice introduction to the guest”*
- participants liked the way *“she steers the program”*
- *“He has respect for the guest ... and he asks questions that people ask themselves”*

#### SUGGESTIONS FOR IMPROVEMENT

Suggestions for improvement varied widely between focus groups, with little overlap. Feedback included the following suggestions:

- Longer programming hours (from focus groups for several stations)
- Extending broadcast hours to midnight and playing more farmer programs during the extra hour
- Spending much more time in the field, especially at the start of the farming season, and helping listeners learn from as many farmers as possible
- Continuing to broadcast even when it is raining (there have been problems with lightning causing power outages)
- Programs on managing resources gained through selling harvests (some farmers squander this money)
- Featuring more women on the program.
- *“The program should deal with other issues related to our daily lives like widowhood and women's access to property, especially farmland. Women here are expropriated when they lose their husbands. The radio should raise the issue and discuss it.”*
- Training broadcasters to be *“much more proficient with programs on agriculture, health and education”*
- Always including local *chibarani* music
- Facilitating access to the mobile phone network to make calling the station easier

When asked *what they did not like about programs*, comments included the program being too short and a problem with the telephone network when one tries to call the station.

Other responses included:

- that the station sometimes goes off the air<sup>13</sup> and the program is not repeated when it comes back on, and
- *“The only thing to complain about is the duration. The program should be given more time because it is entertaining and helps escape from routine.”*



**Figure 6 Women's focus group in Goundry, Burkina Faso, near Radio Vénégré**

#### LISTENER COMMENTS ON GENDER

The women's focus groups made many strong statements related to gender inequities. Here are some examples:

- Women at one station talked about letting more women farmers speak to balance out the preponderance of male farmer voices. They added: *“Women do not have access to farmland here. Men take the lion's share of the available land. Moreover, when the farming season starts, women cannot use tools like the donkey or bull-driven cart because men have to work first, and it is when*

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<sup>13</sup> Lightning sometimes damages the transmitter. In response, the station sometimes temporarily stops transmitting during storms, and does not repeat the missed part of the program after returning to the air.

*they are through that women can touch these tools. So we have to keep struggling with the hoe. The radio should raise and discuss this issue.”*

- *“Giving opportunities to women and men because men alone do not master women’s needs.”*
- Women from another station said that radio should *“offer the opportunity for more women to feature on programs.”*
- Women at one station said that the program should deal with daily life issues such as widowhood and women’s access to property, especially farmland. They said that women in that area were “expropriated” when they lose their husbands and that the radio should raise the issue and discuss it. They thanked FRI for allowing them to listen to an entire program, a rare event for local women.
- *“Female farmers are rare on the program and when they feature, they are with men and cannot speak freely.”*
- *“Grant a better role to women for them to express their worth.”*
- *“Men always take the lead. It is when they have been served that women can be catered for.”*
- When asked what issues other than farming they would like to hear about on the radio, here are two responses from women’s focus groups:
  - women’s lack of access to farmland and to tools (because men use them first)
  - women’s poverty

The women’s focus groups from two stations had very little exposure to radio programs. The station researcher reports that both communities where the focus groups were held are very poor, male dominance is “phenomenal,” and most of the women do not have access to radio sets. In another women’s group, seven of the nine women in the group did not have radio sets at home. Six are widows, and said that, when they lost their husbands, they were *“deprived of the little goods they had.”*

Thus, these women typically responded to questions about radio programming only after they had been played an episode of the farmer program in focus groups. Both women’s groups asked that their situation be discussed on the radio to promote change and help improve their lives.

## HOW DO STATIONS “DO” FARMER RADIO PROGRAMS?

The following section offers a snapshot of how stations currently create farmer radio programs, based on research at the five ARPPA 2014 stations with a regular farmer program. It summarizes a range of information related to preparing and presenting programs, including:

- which station staff are involved in program planning, research, presentation, and production;
- how program topics are chosen and the sources of topics;
- how programs are researched and prepared;
- what kinds of equipment and resources are available and used; and
- a summary of the procedures involved in creating programs at the station.

## WHO IS INVOLVED IN PROGRAM PLANNING, RESEARCH, PRESENTATION, AND PRODUCTION?

At three stations, there is a single host-producer. At one station there are two host-producers. At the fifth station, there is a separate host and producer. All hosts and presenters are male, with the exception of the host-producer at one station.

**Planning:** At three stations, the host-producer does the planning for the program. At one station, two host-producers do the planning, and at the other station, the host and producer collaborate in planning the program.

**Research:** The same staff who plan the program also do the research, with the exception of one station, where only the producer does the research for the program, which is planned by both the host and the producer.

**Presentation and production:** The presenter, producer, or producer/presenter produces the program, while presentation is handled by the presenter or co-presenters, with, for one station, assistance from occasional hosts.

## HOW TOPICS ARE CHOSEN AND SOURCE OF TOPICS

The host, host-producer, or producer chooses the topic, with assistance from station staff or farmers.

All five stations choose topics in advance. Three stations begin working on the farmer program after completing the previous program, i.e., 4-7 days in advance. One station indicated that interviews are conducted for two programs at a time, and the station then plans when individual interviews will be broadcast, depending on the usefulness of the topic at a given moment. Another station decides on topics during its Monday conference, then conducts the research and airs the program on Tuesday.

Advance planning conducted for the farmer program includes:

- pre-recording materials,
- consulting farmers to identify important issues, and
- making proposals to management on issues to cover.

Two stations have a weekly news conference to choose the topic and the format, select appropriate guests to interview, then make appointments for interviews. On one station, the host chooses and develops the topic and chooses guests herself.

When asked about their *three most important sources for program ideas and research information for programs*, all stations mentioned the Ministry of Agriculture, its local representatives, or local governments in charge of agriculture. Two stations said these were the most important sources. Two other stations mentioned local farmers as the most important source, while two stations said that local farmers were the second most important source of program ideas.

Other organizations mentioned include:

- Farm Radio International (mentioned by 2 stations),



- other media organizations (ORTM national station, Radio France International),
- Google, other station staff (mentioned by 2 stations), and
- Adventist Development and Relief Agency Mali.

One station volunteered FRI as their fourth most important source.

## HOW PROGRAMS ARE RESEARCHED AND PREPARED

Stations research the main topic in advance, and the producer or production team conducts the research.

The majority of radio stations cover the topic in a collaborative fashion. Collaborators include extension workers, farmers, field-based experts, NGOs, and other staff. Researchers often gather material by meeting with farmers and experts, interviewing resource people, and via the Internet and print documents.

There is wide variability on *how much of the farmer program is pre-scripted*. Scripting is minimal at three stations. Two of these report that the host simply jots down a few words to act as a reminder of interview questions, or writes down a few words on important subjects to avoid forgetting important information on air. The other said that the host scripts interview questions when he interviews a technical expert. The other two stations script a good deal of their program, including: intros to episodes and items, research for interviews and interview questions, and translations of external materials.

Some host-producers *consult with experts and farmers during program planning*, and most interview experts and/or farmers for the program. Interviews are the main research tool, while one station said it consulted reference documents (for example, legal documents), when presenting a piece on women's access to land.

Two of five stations indicated that they *consult the Internet when preparing programs*. (It should be noted that only three of the five stations have in-office access to the Internet.)

Two stations *record the entire program in advance*. Three stations record interviews in advance. Of these three, one also records *vox pops* in advance, and another records speeches in advance. The host and/or the producer conducts these recordings.

## EQUIPMENT AND RESOURCES

**Telephones:** Four of five stations have an office telephone, in one case only for incoming calls. Two of these have no mobile air time available for staff use. One reports that monthly air time is covered by the station. Three of five stations have a staff person who answers phones, or use an answering service.

Broadcasters at all stations have mobile phones. Two stations provide broadcasters with some paid air time on the office phone. At three stations, phones are basic, while broadcasters at two stations use smartphones. Three broadcasters use Facebook, and none use WhatsApp.

**Computers/Internet:** Three of five stations have a computer for staff use. In the other two stations, only the producers have access to computers, on their own laptop. The number of computers ranges from 3-5. Three stations have Internet access at the office (very slow and intermittent for one station), though for one of these, the wireless network has been out of service for some time, so the producer goes to an Internet café.

**Email access:** Three stations have email access at the office, in some cases slow. One station must go “elsewhere” to access email. Another station is able to access email only 15 km away, another only 3-4 times a week, and another (at best) twice a month.

**Resources for editing:** In three of five stations, staff use office computers for editing. In the other two stations, producers use their own laptops.

**Office equipment:** Three of five stations have adequate desks, pens and paper, and office space. One station makes notes in exercise books, and the other makes notes “in pages usually torn from exercise books.”

Office space ranges from a meeting hall that can seat 100 to sitting under a tree. At two stations, office space is considered inadequate: in one case, staff normally meet outside under a tree. In the other, people meet in the main room or outside in the courtyard. The three more spacious stations have 2-10 offices.

**Fax machine and printer:** One station has a fax machine, and three have printers (one is out of service).

**Portable recorders:** All stations use digital recorders, from 1-4 per station. Two stations use Sansa MP3 recorders (one station only uses Sansas), One has Sony, Philips, and Marantz recorders; one station has three unnamed digital recorders; and one station uses a cassette recorder in addition to a Sansa.

**Transportation:** All stations travel to the field on motorcycles, with four stations owning the motorcycles, while the host-producer owns the motorcycle at the fifth station. One station has an additional station-owned vehicle and a producer-owned motorcycle. The cost of transportation is sometimes a barrier to going to the field for three of the four community stations. Field costs range from gasoline for motorbikes to kola nuts for Chiefs.

**Studio access for pre-recording:** Three stations have access to a studio for pre-recording, while two do not.

**Adequacy of office facilities:** Office facilities at the community radio stations are minimal at best. Two stations indicated that the office facilities are adequate, while three reported a variety of problems. At one station, the studio is very small and gets hot when there is more than one person there. To cope, staff work outside under a tree much of the time, a solution they have been using for over a decade and find acceptable. At another station, the computer needs maintenance and constant updates, and funding is inadequate. One station operates in its own building; the weather is always hot and there is not enough energy for air conditioners. The broadcasting equipment depends on solar energy which is available for six hours a day at most, and sometimes precludes broadcasting in the evening. Also, the power is unstable and damages equipment.

**Broadcast production facilities:** All stations have control rooms and host booths. All have playback capability, though one has playback capability only through a (second) radio set (as described below in the *Best Practices* section). Two stations have phone-in and phone-out capability, two have only phone-in,

and one has neither. None have playback delay, though one indicated that “they are cautious during live interactive broadcasts and any unethical declaration is quickly switched off.”



**Figure 7** Farmer program producer Seydou Traoré, ORTM Koulikoro, edits an audio clip

#### OBSERVATION OF PROCEDURES INVOLVED IN CREATING PROGRAMS

For ARRPA 2014, the station researcher was asked to make observations about the way stations put together their programs. The following notes were made by the station researcher, based on visits to the five stations.

**Station #1:** Staff members collaborate with each other, sitting together at their usual meeting place to discuss issues. The studio telephone acts as an important link between farmers and the farmer program, facilitating live interaction during the program. While the station does not run promos for the farmer program, if an item is planned for the next show, the host tells listeners what will be discussed in the next program. The station houses over a thousand cassettes, which are sometimes played during the program.

**Station #2:** There is a lot of collaboration between staff, who informally discuss and share items for local programs and the station’s daily feature on the national network. The farmer program producer has his own office with table and chairs. He does not have a computer in the office, but uses computers in other

offices to prepare his programs. The station receives three daily newspapers that are at the disposal of all staff members. The producer has many documents in his office, many related to government-funded rural development programs in the area.

**Station #3:** While they are in the field, reporters from the news department watch out for things that could be useful for other programs. The weekly news conference brainstorms on suitable topics and formats for the farmer program. The producer has many documents in his office, including a FRI Resource Pack from 2009.

**Station #4:** Staff are very conscientious about completing their duties and respecting the hierarchy. The producer receives visitors in his office. The main occupation of people in the area is farming and raising cattle, and these issues feature indirectly in many programs other than the main farmer program. The topic for the farmer program is confirmed at the weekly news conference. In the past, the station has conducted sensitization campaigns in villages on food and nutrition, breastfeeding, environmental protection, and prevention of HIV and AIDS and tuberculosis.

**Station #5:** There is no collaboration between the two farmer programs. There are no paid employees, and each volunteer “struggles on his or her own to keep programs running. Acknowledgement and encouragement from listeners constitute the main stimuli.” News items are relayed daily from another station.

## ASSESSING PROGRAM QUALITY

The following section is largely based on evaluations of one episode of each station’s main farmer program. This section:

- introduces the VOICE Standards as a program evaluation tool;
- identifies which aspects of VOICE were the easiest and most difficult for farmer programs to meet; and
- examines whether there is a correlation between program quality and resources available to a station.

## VOICE STANDARDS AS A PROGRAM EVALUATION TOOL

With the help of many farmer broadcasters across sub-Saharan Africa, Farm Radio International identified a number of important characteristics that should be reflected in radio programming for small-scale 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 Opportunity for farmers’ voices to be heard;
- **I** – Broadcasting Information which is relevant, credible, and timely;
- **C** – Offering Convenient broadcasting services; and
- **E** – Airing engaging and Entertaining radio.

The VOICE Standards are a work in progress. As such, they are regularly revised in light of new learning. *(For the expanded VOICE tool and “scorecard” that was used to evaluate farmer radio programs for this study, see Research tool #4 in Appendix II.)*

## HOW DID STATIONS PERFORM ON THE DIFFERENT ASPECTS OF VOICE?

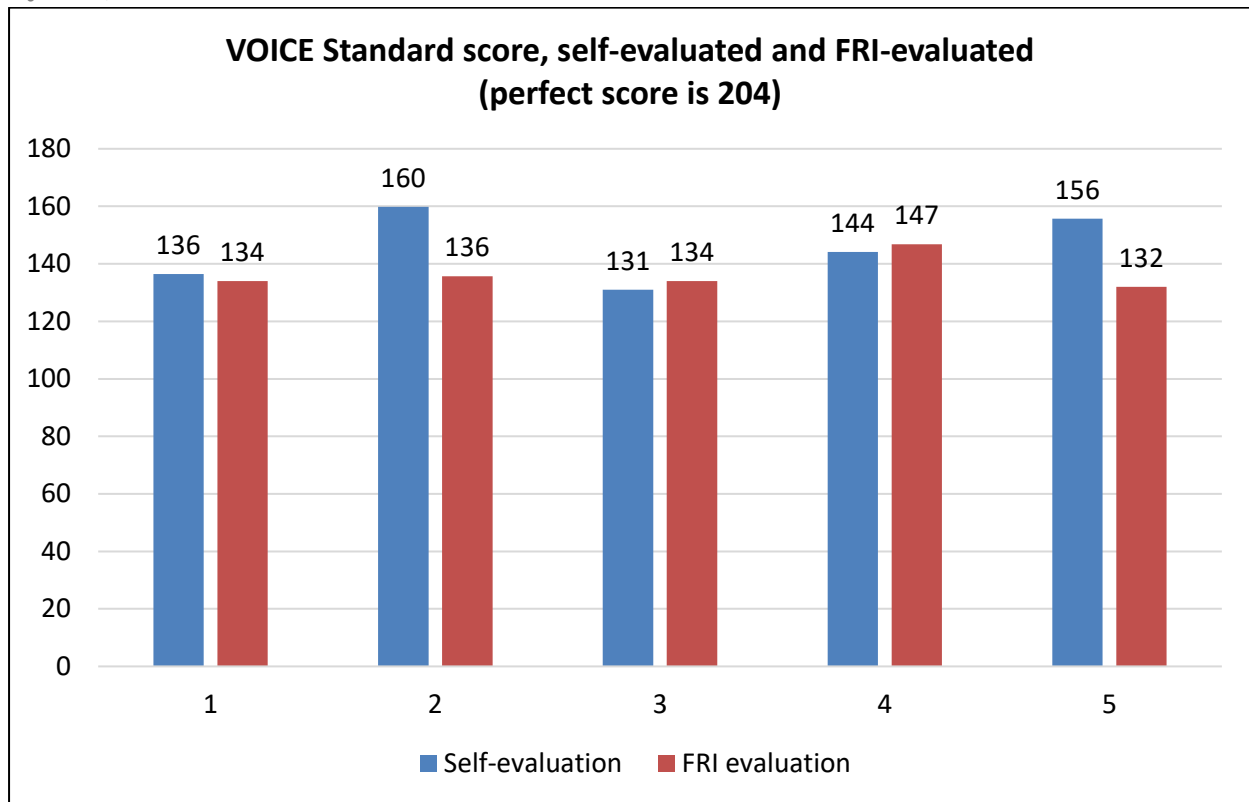
Doug Ward, the chair of FRI's board, whose career was devoted to radio broadcasting, rated programs on the five stations on 51 indicators related to the five VOICE categories, assisted by the Cameroonian broadcaster, James Achanyi-Fontem. The programs were transcribed in the local language, then translated into English. The evaluators also listened to the original audio versions of the programs. In addition, the broadcasters themselves evaluated their programs against the VOICE Standards.

For the purpose of this report, ratings on the 51 indicators were assigned a score of 1-4, to represent an increasing degree of agreement with the VOICE Standard statements. If the evaluator "strongly disagreed" that a farmer program met a particular VOICE indicator, the program received a score of 1 on that indicator. "Disagree" scored 2, "agree" scored 3, and "strongly agree" scored 4. There are 51 indicators, so a perfect score would be  $51 \times 4 = 204$ .

With the exception of one station (which scored about 10% higher than the others), total VOICE scores for radio stations were very similar. Other than higher scores on entertainment indicators, there were no major or consistent differences between the station with the higher score and the other stations.

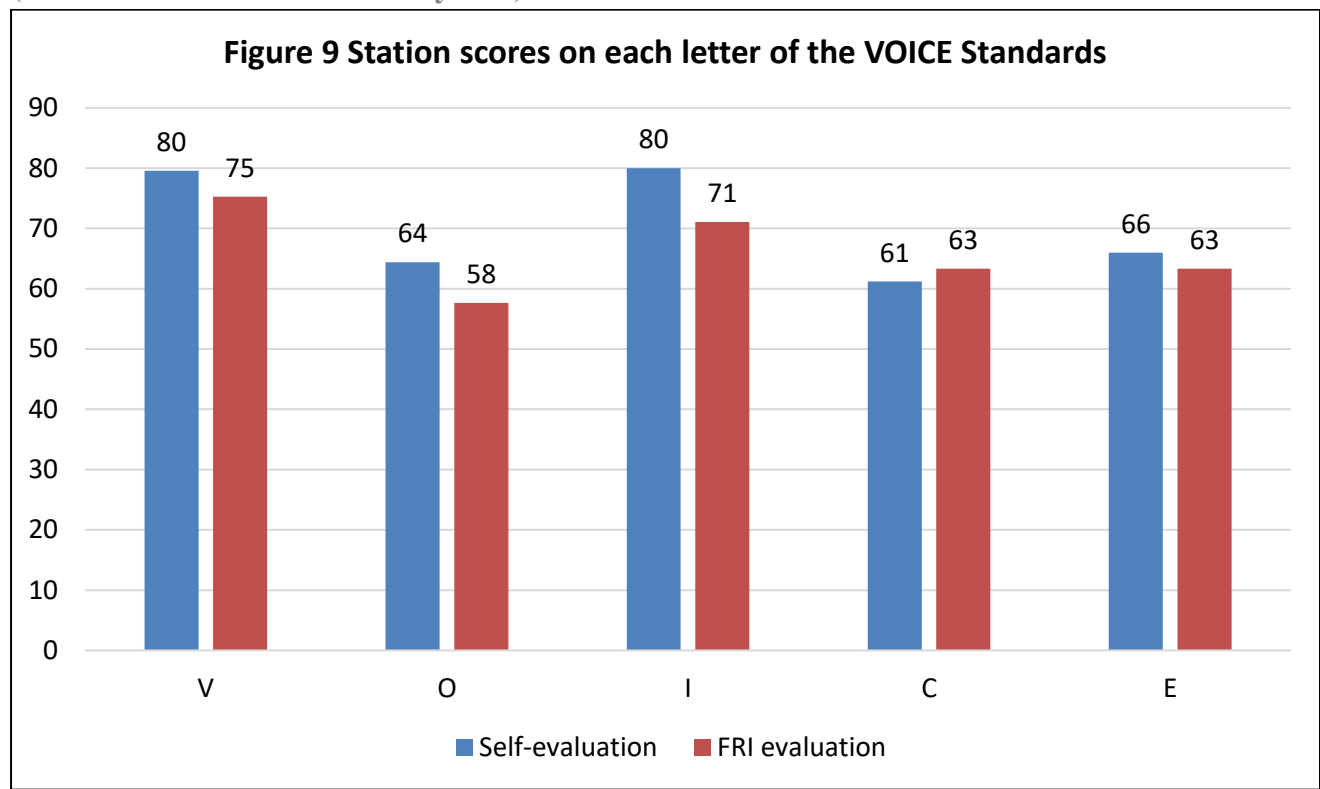


**Figure 8 VOICE standards score for the five radio programs (self-evaluated and evaluated by FRI)**



**Figure 8** shows the total score on the 51 indicators in the five VOICE categories for all stations, as evaluated by FRI and by the broadcasters themselves. FRI's ratings were roughly equivalent to the broadcasters' ratings for three stations, while broadcasters for the other two stations scored their own program somewhat higher than FRI.

**Figure 9 Station scores on each letter of VOICE standards  
(self-evaluated and evaluated by FRI)**



As shown in **Figure 9**, and like the stations in ARRPA 2011, farmer programs generally fared well on *Value* and *Information* indicators and less well on *Opportunity* and *Entertainment*. Unlike the stations in ARRPA 2011, the ARRPA 2014 stations also scored relatively poorly on *Convenience*. Generally speaking, both the self-evaluations and FRI evaluations rated *Value* and *Information* indicators higher than indicators in the other categories.

## WHICH ASPECTS OF VOICE WERE THE EASIEST AND MOST DIFFICULT TO MEET?

### EASIEST

This section presents the VOICE indicators on which the stations scored highest, as determined by the mean score of all five stations.

In terms of the indicators on which stations scored highest, FRI and the broadcasters agreed on only one:

- The episode is broadcast in the language used by farmers.

FRI rated the programs highly on the following indicators:

- When the host interviews farmers, s/he asks open-ended questions that prompt the farmer to provide detailed answers.
- The episode reflects the actual situation of female and male farmers.
- The host and the episode convey an attitude of respect for, and solidarity with, farmers.
- The host treats issues with clarity, and in a way that can be understood by farmers.

- The program is broadcast at least weekly, when male and female farmers can listen.
- The episode features a signature tune that alerts listeners to the start of the episode.

The broadcasters rated the programs highly on the following indicators:

- The information provided is useful for women and men farmers.
- The program is broadcast at least weekly, when male and female farmers can listen.
- Specialists provide information that is useful and in the farmers' interests.

## MOST DIFFICULT

Both FRI and the broadcasters gave the stations low scores on the following three indicators:

- The host summarizes key points made during interviews, and at the episode's end.
- Market prices are included.
- The episode uses memory games (quizzes, poems) to help farmers remember key facts.

In addition, FRI scored the programs poorly on the following indicator:

- The episode features dramatic elements (such as tension, story, anticipation) to hold listeners' attention.

The broadcasters scored the programs poorly on the following indicators:

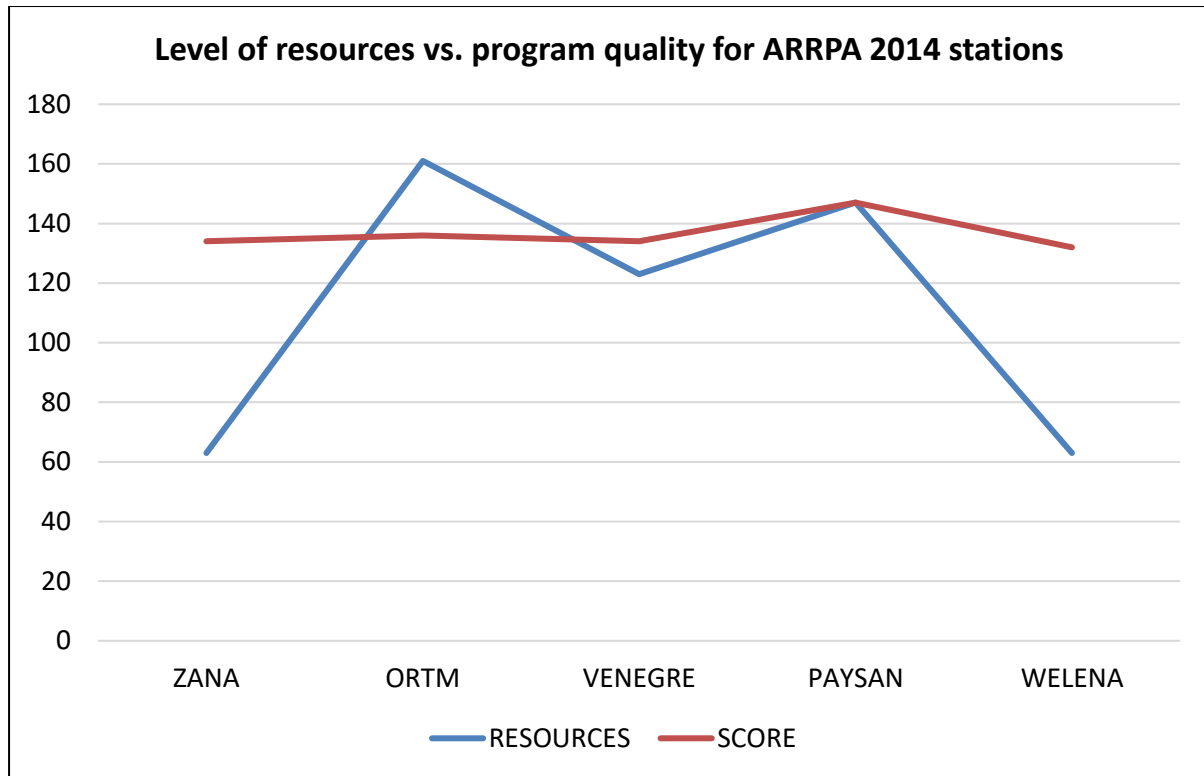
- The host promotes the next episode.
- The station runs promos for the farmer program during breaks throughout the weekly program schedule.
- Farmers are given opportunities to provide feedback easily.

## RELATIONSHIP BETWEEN LEVEL OF STATION RESOURCES AND PROGRAM QUALITY

We measured each station's level of resources by determining whether they had specific equipment and other resources. This count acted as a marker of production capacity in the studio and the field. We found no relationship between a station's level of resources and the degree to which the station's program met the VOICE Standards.

In ARPPA 2011, there was a relationship, though a weak one, between a station's level of resources and the quality of its programming. More specifically, while both poorly-resourced and better-resourced stations were able to produce good quality programming, there appeared to be a lower limit of resources which was required for stations to produce good quality programming.

**Figure 10 VOICE scores by level of resources in station, as self-evaluated and evaluated by FRI**



As shown in **Figure 10**, there was no clear trend in the relationship between a station's level of resources and the quality of its programming as measured by its score against the VOICE Standards. Stations with both higher and lower levels of resources were equally able to create effective farmer radio programs.



**Figure 11** Radio Burkina staff participate in training on VOICE Standards by Andrea Bambara, FRI Burkina Faso

## HOW STATIONS USE FRI'S SERVICES

### DESCRIPTION OF FRI'S RESOURCES:

#### **Farm Radio Resource Packs (FRRPs)**

Packages of written resources on a variety of agricultural, health, and other topics are distributed to FRI's partner broadcasters about three times a year. Over 1000 of these resources are available at:

[www.farmradio.org/radio-resource-packs/](http://www.farmradio.org/radio-resource-packs/).

#### **Barza Wire**

Barza Wire ([www.wire.barza.fm](http://www.wire.barza.fm)) is a weekly news service that shares stories relevant to small-scale farmers, as well as important information for broadcasters, including events and resources. It has over 3000 subscribers, and, like all FRI resources, is published in English and French.

#### **E-discussions**

FRI has hosted moderated e-discussions on a variety of agricultural topics, including agriculture and climate change, and agriculture and nutrition. The discussions bring together broadcasters and subject matter specialists.

#### **Online training courses and competitions**

FRI's online training courses help broadcasters develop high quality radio programs for farmers. E-facilitators support broadcasters throughout the course, and learners are paired with experienced mentors who provide guidance and feedback on course assignments.

#### **Online learning modules**

FRI's learning module on the VOICE Standards for farmer radio programming is designed to help broadcasters master the fundamental ingredients of a farmer radio program that farmers will want to listen to.

### RESOURCE PACKS

Two of five ARPPA 2014 stations receive script packages from FRI, and two other stations have received a single package at a workshop or personally from the country director at the FRI office in Bamako. All five stations would like to receive hard copies of the script packages (three through FRI's Bamako office and two by post), and two would like to receive email copies.

Only one station has used a script package. The station used it to:

- get ideas for issues to cover,
- get research material for issues to cover, and
- translate selected scripts into Mooré, with the producers playing roles and recording the script for later broadcast.

When asked to give an example of how they had adapted a script, the station which had used a script package responded:



*“Take the case of corruption in the water sector with contractors who squander project money and construct infrastructure that does not last for long. Then stakeholders accuse each other for the failure. Such situations are recurrent in our communities and when we adapt such scripts to this reality, farmers call back to show their happiness.”*

When asked to choose an item in the Pack to use, the station chose a script on processing cereals into local beer.<sup>14</sup> The host/producer said the script was interesting for local women because local beer is widely produced by women in the area. He was surprised to realize that, not only does the script cover a story from Burkina Faso, but that he had contributed to the production of the script, accompanying the script writer to the field to conduct the interview, and is named as a contributor. He says the woman who was interviewed is still in business; he intends to conduct a follow-up interview with her on the farmer program.

Two other stations chose an item from the Pack and indicated how they could use it. One chose a script on groundnut production in Malawi and indicated that the script could help local producers create added value products with their groundnuts. The host-producer at another station said she was amazed at the episode on malaria prevention during pregnancy. She remarked on how innovative and interesting it would be for her to talk about health in her program, since only a healthy farmer can best perform on the farm. She promised to team up with her male colleague to use the Resource Packs to produce programs.

#### FARM RADIO WEEKLY/BARZA WIRE:

None of the five stations subscribe to Farm Radio Weekly/Barza Wire, though one indicated that they would quickly do so, and intended to create a news segment in their farmer program to cover African farm news.

#### WEBSITE:

One station had looked through the FRI website. They reported that they did not find information on Mali, but found the information from other countries interesting.

#### BARZA WEBSITE:

The host-producer at one station had heard of Barza through an FRI training event at Radio Fana. She said that she “was still practicing to make adequate use of the site.”

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<sup>14</sup> Pack 95, Item 13: <http://www.farmradio.org/radio-resource-packs/package-95-researching-and-producing-farmer-focused-programs/processing-cereals-into-local-beer-an-income-generating-activity-for-women/> Note that this script was written by Adama Zongo, a broadcaster from Burkina Faso.

#### TRAINING:

The host-producer at one station attended a training event on interviewing techniques, VOICE Standards, editing techniques with Audacity, and registering on Barza. She said: “This workshop brought tremendous change to my life as a broadcaster. I received a Sansa from FRI and, to practice lessons learned adequately, my husband bought a laptop for me. This changed the sound quality of my interviews, and I also edit my interviews and play music through the computer when doing my live program. Every time I go to Bamako, I learn at least one new thing at the FRI office.”



**Figure 9 Farmer program producer Alfred Kangambega, Radio Vénégré, with the gift of Resource Packs and Sansas**

## BEST PRACTICES

The station researcher was asked to identify best practices at the five radio stations. Examples of best practices gathered during the research are listed below by category.

### BEST PRACTICES IN ...

#### PROGRAM PRODUCTION

- ***Weekly news conferences:***
  - At one station, the topic to be covered in the farmer program is presented at the weekly news conference. The team brainstorms and gathers a wide variety of opinions to help produce programs which meet farmers' needs.
  - At another station, the farmer program producers submit topics to be covered at the weekly news conference. The ensuing debates enable producers to consider different viewpoints and choose a subject that meets station objectives and farmers' needs, and offers an opportunity to discuss formats that best suit the topic.

#### COLLABORATION

- ***Integrating farmer programming with other programming:***
  - One station inserts farmer interviews within longer, magazine-format programs not specifically targeted at farmers.
  - At another station, all station reporters on field trips play a role in the farmer program. The station researcher indicated that all staff "behave like ambassadors for the farmer program while in the field," and never pass up an opportunity to do research on an item for the farmer show.
- ***Teamwork:*** At one station, the collaboration between host and producer was called "exemplary" by the station researcher. This ensures the continuity of the program in case one of them is absent.

#### USING SOURCES OF CONTENT

- ***Valuing expert farmers:*** One station seeks out expert farmers and interviews them for the farmer program.

#### CONDUCTING FIELD VISITS

- ***Visiting farmers:*** One station travels to villages and interviews farmers in their fields.
- ***Listeners' clubs and relay agents:*** At the request of villagers who wish to participate in radio programs, another station has established listeners' clubs in some villages. The station also has relay agents (*agent-relais*) in some villages. Relay agents live in communities within the range of the station and keep the station informed about happenings in the village, and act as facilitators when producers travel to the villages to meet farmers. The station regularly trains relay agents on agriculture and other important community issues, and the relay agents help the station work on community issues through village meetings and other face-to-face interactions. When the station plans outings to villages, the relay agents help mobilize villagers. This creates a strong bond between the radio and its listeners and keeps the lines of communication between the station and its audience open.



## EQUIPMENT

- ***Being creative with older equipment:***

- One station uses cassette recorders, which makes editing very difficult. But the farmer program producer uses a trick to delete unwanted portions of his interviews. He uses two cassette players. He replays the interview on one and records with the other, pausing at the desired position to avoid the unwanted portion. This trick enables the broadcaster to air only the desired features even though the older equipment does not allow regular editing. (Note that, with the ARPPA 2014 gift of Sansas, this is no longer necessary.)
- One station does not have an office telephone. Instead, the farmer program host-producer uses her own phone to talk to farmers live on-air. She bought a phone with a loud speaker for this purpose. She provides her phone number on air, and listeners call her on her cell phone. She switches the phone to speaker and holds it close to the studio microphone, speaking both to the studio microphone and the mobile phone microphone. When the caller responds, the caller's voice goes from the mobile phone speaker into the studio microphone. This makes the program entertaining and interesting. While the sound is not high quality, it is better than nothing, and, according to the station researcher, making phone-outs this way motivates the station to get a proper telephone patch.



**Figure 10 Djenéba Konaré on air with "Agric News" on Radio Welena**

## FUNDING/SUPPORT

### Support from listeners:

- A group of women in Koyo village (site of one station's focus group discussion) felt that the broadcast hours were too short and wanted to know why. When they understood that the station uses solar energy and needs powerful batteries and a solar panel to broadcast for a longer time, they raised 10,000 CFA (\$17 US) to support the station.
- At another station, management designed an innovative strategy to generate income for the station. Supporters of the station pay 300 CFA (\$0.50 US) per month for a card. During the month, broadcasters read cardholders' names aloud at the start or in the middle of programs, which encourages other supporters to join. Cardholders are happy to have their names read on air, and feel that they are helping to keep the station running. The money is used to fund program production, including the farmer program.
- One station sells "loyalty cards" to listeners. The cards benefit listeners, who are proud to have their names read on the air and to support the station, while providing the program with revenue and a show of support for the program. Buying cards benefits listeners because they feel involved in the functioning of the radio station. Also, having one's name read on the radio is a source of pride: the person has achieved something by supporting their favourite radio program.

## PRIVATE SUPPORT: DONATIONS AND ADVERTISING

- Drissa Diarra is a Malian resident living in France who is originally from a village 15 kilometres from one radio station. During a recent trip home, he gave a 160-watt solar panel to the station. He also signed a six-month contract with the station to broadcast advertisements for his restaurant in the sub-divisional capital of Sirakorola.
- One station's original equipment had a broadcast range of less than 10 km. After receiving a request from the station, an association for the promotion of Christian communication agreed to equip the station with a transmitter, keyboard, batteries, solar panels, and other basic studio equipment. This helped boost the signal to the present 50 km range. The people of the village got together to build the station before the new equipment was installed, and the station gives 10% of its income to the Christian association.
- One station's broadcasting equipment is powered by batteries that are charged daily through solar panels on the top of the building. The station recently stopped functioning because the batteries broke down and the station lacked funds to replace them. A businessman who owns and operates a nearby guest house provided new batteries to the station, and continues to pay for his advertisements on the station. To acknowledge the gesture, the station grants him discounts—for example, when he pays for one broadcast, the station adds one or two additional broadcasts for free.

## INVOLVING THE COMMUNITY

- One station gives local people who are visually impaired the opportunity to broadcast programs. A man and a woman who are visually impaired host a daily interactive show on the station. These people "used to be idle," but now lead fulfilling lives and are very popular.
- By organizing a debate in the field between two rival villages, the farmer program producer at another station helped avoid an open conflict between the two communities. The meeting—which

was broadcast—enabled the villagers to speak freely, understand their difficulties, and arrive at a peaceful settlement.

#### STAFF INITIATIVE

- After attending an FRI training session on using ICTs in program production, the host-producer at one station bought a laptop that she uses to edit her interviews and play them on air. She also rides her own motorcycle, meeting farmers and other resource persons that she interviews for her program.

## KEY FINDINGS

There were many similarities between the findings of the 2011 and the 2014 ARRPA studies, but there were some differences. This section describes some of ARRPA 2014's key findings, while noting some of the differences and similarities between the 2011 and 2014 findings.

## FINDINGS

### ABOUT THE STATIONS:

- With the exception of one station, all six stations broadcast in several languages, ranging from 3-7. Like ARRPA 2011, all stations use local languages in their farmer programs.
- Three of six stations report that they devote 76-100% of their total programming hours to agriculture and rural development, one station 51-75%, and two stations, 26-50%. This is significantly higher than the ARRPA 2011 stations, more than half of which devoted less than 50% of their programming to these areas.
- *Structure of farmer program:* Unlike the stations in ARRPA 2011 and unlike ARRPA 2014 stations in Burkina Faso, none of the ARRPA stations in Mali offers a single weekly farmer program. Instead, producers slot agricultural items into two-hour magazine-format programs which feature lots of music and are aimed at general rural listeners.
- *Target audience:* All stations say they serve small-scale farmers, and three indicate that almost their entire listening audience is small-scale farmers. Stations report that their audiences are 70-100% rural and 52-75% young listeners, and are divided roughly equally between men and women.
- When asked *how they find out what issues are important to farmers*, all stations indicated that they meet with farmers, either individually or in groups. Three of five stations have call-in programs, a similar proportion to ARRPA 2011.
- *Services offered by stations:*
  - Two stations offer a daily news service, and one offers a daily weather service. All stations are interested in providing these services in the future. Lack of resources was mentioned as a barrier to providing daily news. In ARRPA 2011, 11 stations offered daily news and 6 offered daily weather services.
  - No stations offer daily local agricultural market reports. One airs market reports on a weekly basis (at best); a public broadcaster reports market information from the national station on the entire network, and one station says that it lacks the resources to report market information. All stations wish to provide regular market reports in the future.
  - When stations were asked what *they thought they did best to serve farmers*, three mentioned their regular farmer program. One replied that the station acts as a link between farmers and



decision-makers, by, for example, making official announcements on the radio. Another station said that what it does best is regularly visit communities to listen to them and produce programs on their daily activities. This is consistent with ARRPA 2011. When asked what they did best to serve farmers, the majority of ARRPA 2011 stations said they provided farmers with agricultural information.

- *Creating programs:*
  - At three stations, there is a single host-producer. (The situation was different in ARRPA 2011, where 17 stations had different individuals in the host and producer roles.) At one station there are two host-producers. At the fifth station, there is a separate host and producer. All hosts and presenters are male, with the exception of the host-producer at Radio Welena. The gender divide was similar in ARRPA 2011, where only 4 of 20 farmer programs were hosted by women, and there was only one woman involved in production.
  - When asked about their *three most important sources for program ideas and research information for programs*, all stations mentioned the Ministry of Agriculture, its local representatives, or local governments in charge of agriculture. Two stations said these were the most important sources. Two other stations mentioned local farmers as the most important source, and two stations named local farmers as the second most important source for program ideas.
  - There is wide variability on *how much of the farmer program is pre-scripted*. Scripting is minimal at three stations. Two of these say that the host simply jots down a few words to act as a reminder of interview questions, or writes down a few words on important subjects to avoid forgetting important information. Another says that the host scripts interview questions when he interviews a technical expert. The other two stations script a good deal of their program, including: intros to episodes and items, research for interviews and interview questions, and translations of external materials. The situation was similar in ARRPA 2011.
  - Two stations *record the entire program in advance*. Three stations record interviews in advance. Of these three, one also records *vox pops* in advance, and one records speeches in advance.
- *Importance of rural communication:*
  - State broadcasters appear to attach significant importance to rural communication in Burkina Faso and Mali. In Mali, ORTM Koulikoro was created uniquely for this purpose, while a whole department at RTB, the state broadcaster in Burkina Faso, is dedicated to producing programs for rural audiences (though the department wasn't functional at the time of research.)
- *Station resources:*
  - *Email access:* Three (of six) stations have email access at the office; in some cases, Internet connectivity is poor. The other stations must travel elsewhere to access email. One station is able to access email only by travelling 15 km, another only 3-4 times a week, and another (at best) twice a month at a nearby NGO.
  - *Computers:* Three of five stations have computers for staff use, ranging from 3-5 computers. In the other two stations, only the producers have computer access, via their own laptops. Almost all stations studied in ARRPA 2011 had computers for staff use.
  - *Internet:* Three stations have Internet access at the office (very slow and intermittent for one station), though for one of these three, the wireless network has been out of service for some

time, so the producer goes to an Internet café. The proportion of stations with Internet access was similar in ARPPA 2011.

- *Transportation:* All stations travel to the field on motorcycles. Four stations own the motorcycles, while the host-producer at one station owns the motorcycle. One station has an additional station-owned vehicle and a producer-owned motorcycle. The cost of transportation is sometimes a barrier to going to the field for three of the four community stations.
- *State funding:* Two community stations report that the State partly funds their operations. One receives a yearly subsidy, and the other reported: “60% of the station’s funding is covered by state subsidies. Without these subsidies, the station wouldn’t stand for long because they enable the station to pay salaries and social insurance dues.”
- *Best practices:*
  - *Listeners’ clubs and relay agents:* At the request of villagers who wished to participate in radio programs, one station established listeners’ clubs in some villages. The station also has relay agents (*agent-relais*) in some villages. Relay agents live in communities which can hear the station, and keep the station informed about events in the village, as well as acting as facilitators when producers travel to the villages to meet farmers. The station regularly trains relay agents on agriculture and other important community issues, and the relay agents help the station work on community issues by mobilizing villagers to attend village meetings and other face-to-face interactions.
  - *Collaboration between farmer programs and other programs:* At one station, all station reporters on field trips “behave like ambassadors for the farmer program while in the field,” and never pass up an opportunity to do research on an item for the farmer show.
  - *Loyalty cards:* One station invites listeners to purchase a registration card (“loyalty card”) for 300 CFA (about \$0.50 US) per month. The names of these registered listeners are read aloud during the show. During the harvest period, the farmer program producer can raise up to 15,000 CFA (\$25 US) per month through loyalty cards.

#### ABOUT THE LISTENERS:

- *Listening behaviour:* In a question not asked in ARPPA 2011, we found that listeners (and especially male listeners) in Burkina Faso and Mali generally discuss farmer programs with others in the family, but also outside the home.
- *Frequency of listening:* Seven (of 10) focus groups said that members listen to the farmer program “always,” “very often,” or “regularly.” Two groups simply indicated that they listen to the program, while one women’s group said that they rarely listen because they do not have radio sets.
- *Talking to others about the program:* Members of the men’s focus groups discuss the program with “those who didn’t listen,” or “among us here,” or “by meeting in the village square to discuss the issues among us,” or “with those who were absent at the time of broadcast.” Members of three women’s groups also talk about the program: “sometimes during meetings,” or “at home with our husbands.”
- *Listening on phones:* One men’s and one women’s focus group noted that listeners can now hear farmer programs on their mobile phones.
- *Learning from the radio:* Members of all men’s focus groups and two women’s groups have tried a new idea after hearing it on the radio. (Two women’s groups did not respond and one said they

hadn't tried out anything new.) Respondents from these groups said the ideas they heard on the radio had worked in practice. For example, one man said that he had listened to a program on using stone dikes to build ridges and prevent soil erosion, and had successfully replicated the practice. Another man listened to a program which explained how farmers and herders could meet together to solve their problems during farmer-herder conflicts. The listener tried the strategies broadcast on the program, and reported that they worked.

- *Why do listeners listen?* When asked why they listened to farmer radio programs, members of all reporting focus groups (8 of 10) said that they listen primarily to hear useful farming information. When asked about the main sources of information on agriculture, radio was the most frequently named source, mentioned by men and women in all focus groups.
- *Preferred 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 farming techniques and practices. Participants appreciated programs which presented a variety of topics geared to farmers, including: innovations and alternatives to traditional methods, and new information on harvesting, planting, and applying chemicals.
- When asked how radio could *best be of service to listeners as farmers*, some respondents expressed frustration with the short broadcast hours and wished they could be extended. Other wishes included:
  - all stations should produce programs for farmers;
  - stations should provide information on agriculture and the general state of the nation; and
  - broadcasters should visit farmers to get information on their daily activities.
- *Suggestions for improvement* varied widely between focus groups, with little overlap, and included the following suggestions:
  - Longer programming hours
  - Spending much more time in the field, especially at the start of the farming season, and helping listeners learn from as many farmers as possible
  - Featuring more women on the program.
  - *“The program should deal with other issues related to our daily lives like widowhood and women’s access to property, especially farmland. Women here are expropriated when they lose their husbands. The radio should raise the issue and discuss it.”*
  - Always include local *chibarani* music (A male farmer from one station says that when he hears this music, despite his old age, he feels like “taking the hoe and going back to the farm.”)

#### *Using FRI Resources*

- Few stations were aware of FRI’s Resource Packs, and even fewer of FRI’s other resources, such as Barza Wire, Barza discussions, and the FRI website. One station had used a Resource Pack to help create programming. The situation was much different in ARRPA 2011, where almost all stations received and used FRI resources in one way or another.

### MEETING VOICE STANDARDS

In ARRPA 2011, stations found it easier to meet VOICE Standards on **Valuing** farmers, providing relevant, credible and timely **Information**, and offering **Convenient** programming. They did less well on meeting standards for providing **Opportunities** for farmers’ voices to be heard, and broadcasting programs that farmers find **Entertaining**.

The ARPPA 2014 findings were similar. Stations in Burkina Faso and Mali also received comparatively high marks on **Valuing** farmers and providing **Information**, and scored less well on providing **Opportunities** for farmers' voices to be heard and on broadcasting programs that farmers find **Entertaining**. One difference was that, in ARPPA 2014, the stations had more difficulty offering **Convenient** programming.

## RELATIONSHIP BETWEEN LEVEL OF RESOURCES AND QUALITY OF PROGRAMMING

We found no correlation in Burkina Faso or Mali between a station's level of resources (office/broadcasting equipment, production capacity in the studio and in the field), and the degree to which the station meets VOICE Standards. There was a weak relationship in 2011, in the sense that stations which had less than a minimal level of resources did not produce good quality programming. However, like the stations in ARPPA 2011, stations in Burkina Faso and Mali with all levels of resources produced both effective and ineffective programs, as judged by scores on the VOICE Standards.

## GENDER INEQUITIES

- Women's focus groups made many pointed comments about inequities between the status of men and women, and their desire for radio stations to address and help repair these inequities. This is covered in more detail in the *Discussion* section below.
- *Staffing imbalance*: The six stations employ 172 paid staff—132 men and 40 women (RTB employs 125: 92 men and 33 women). This gender divide is consistent with the findings of ARPPA 2011. ARPPA 2011 did not conduct a gender breakdown of all staff, but found that 16 of 20 program hosts were men.

## DISCUSSION, IMPLICATIONS FOR FRI, AND RECOMMENDATIONS

### STRUCTURE OF FARMER PROGRAMS

As mentioned in the *Key findings* above, the ARPPA radio stations in Mali package material intended for farmers differently than stations in other ARPPA countries, in that none of the Malian stations offer a single weekly farmer program. Instead, producers slot agricultural items into two-hour magazine-format programs aimed at general rural listeners and featuring lots of music. In all other ARPPA countries, producers package agricultural material into single, stand-alone farmer programs.

There are pros and cons to each arrangement: If a station broadcasts a regularly-scheduled weekly farmer program, farmers know when to listen and receive all their agricultural information for the week. However, unless you are a dedicated farmer, you might not want to listen to a whole program on farming.

Slotting material designed for farmers into a longer magazine program could attract a wider audience because of the allure of music and other elements. But dedicated farmers might be frustrated if they don't hear agricultural items at the same time each week. While some focus group participants in Mali and Burkina Faso said they very much enjoy music during farmer programs, others feel that music interferes with and reduces the amount of time available for the farming information they value most.

We don't know whether the stations in Mali made a deliberate choice to structure programs for farmers—and general rural audiences—in this way, and made an informed decision not to adopt the program

structure used in other ARRPA countries. Nor do we know that all or even most rural radio stations in Mali structure their farmer programs in the same way as the ARRPA stations in Mali.

It is possible that there is a different understanding of the role of rural radio stations in Francophone West Africa, as compared to Anglophone East or West Africa, or Cameroon—where ARRPA 2011 took place. Stations in Burkina Faso and Mali reported that they devote a very large share of their programming to agriculture and general rural development, a much larger share than stations in ARRPA 2011. Indeed, as noted above: “State broadcasters appear to attach significant importance to rural communication in Burkina Faso and Mali. In Mali, ORTM Koulikoro was created uniquely for this purpose, while a whole department at RTB, the state broadcaster in Burkina Faso, is dedicated to the production of programs for rural audiences (though the department wasn’t functional at the time of research.)” This strong commitment to rural communication may at least partly explain why Malian stations serve general rural audiences, and do not separate these audiences from “farmers,” but it does not explain why they have a different structure for their farmer program than their Burkinabé counterparts.

It might be worthwhile for FRI’s Bamako office to canvass FRI partner stations in the country with whom they are in contact and ask them about:

- the structure of their farmer programs,
- why they chose the structure they use,
- whether they have used other structures in the past, and
- what they understand (or assume) about the benefits and drawbacks of their current program structure and other potential program structures.

It would also be useful to canvass listeners for their preferences, though this question might not be useful if they are aware of only one possible way of structuring a farmer program.

More generally, we do not know why stations in other countries choose the structure they use for their farmer programs. They may well have been simply following business as usual without conducting audience research to investigate which structures or formats might best serve their audience, and best make use of their own—often very limited—resources.

**Recommendation:** Talk with the Bamako office about the possibility of canvassing broadcaster partners in Mali about the structure of their farmer programs, and the reasons why that structure are used.

## GENDER INEQUITIES

Listener comments on gender inequities are presented above, and were voiced by all women's groups, with the exception of the group at Étoile de Zana.

The ARPPA 2014 research officer noted that members of two women's focus groups had little exposure to radio, that both communities are very poor, that male dominance was "phenomenal," and that few women have access to radio sets. Seven of the nine women in one group lacked radio sets at home. Six are widows, and said that, when they lost their husbands, they were "*deprived of the little goods they had.*" The women's focus groups in both areas asked that their situation be discussed on the radio to promote change and help improve their lives. *This underlines the important role that radio plays, or could play, in these communities.*

Our research officer raised this issue during the results-sharing workshop in Burkina Faso, which triggered a discussion about whether the women in these groups were representative of the community, along with suggestions that we need to be careful about "representativeness" when selecting focus group participants for future research.

Regardless of whether these women's views reflect those of the majority of women in Mali and Burkina Faso, they represent a serious situation in these women's eyes, and may well reflect the prevalence of similar issues on a societal level. Simply put, the women are calling for their local stations to address local gender inequities.

As mentioned above, the gender imbalance in staffing in Burkina Faso and Mali mirrors the situation in the ARPPA 2011 countries. ARPPA stations in Burkina Faso and Mali are dominated by male staff, which may make it more difficult to raise these issues.

### **Recommendations:**

1. For the Mali office:
  - a. Consider developing programs to address issues related to widowhood as well as wider gender issues.
  - b. Create community listener groups, provide groups with radios and potentially mobile phones, train them how to use these resources, and provide regular support.
2. Initiate focus group discussions and other community consultations so that women and men can identify burning issues. Provide opportunities for women to discuss issues as a group first, and then provide them with the opportunity to record a message to send to the radio, or record an interview as a group. This will provide a safe space for women to discuss issues together, and feel more confident at expressing themselves publicly.
3. Provide gender training to broadcasters so they can a) apply a gender lens to every topic addressed on air, b) seek both women's and men's side of the story, and c) know how to challenge gender stereotypes.

## PERFORMANCE AGAINST VOICE STANDARDS

Like the stations in ARPPA 2011, farmer programs generally fared well on the VOICE Standard indicators for *Value* and *Information* and less well on *Opportunity* and *Entertainment*. Both the broadcasters' self-evaluations and FRI's evaluations rated *Value* and *Information* indicators more highly



than indicators in the other categories. But unlike the stations in ARRPA 2011, the ARRPA 2014 stations also scored relatively poorly on *Convenience*.

Because there were only five stations in this study, the sample is too small to make even provisional generalizations concerning the relationship between program quality and type of station, or program quality and country. However, the similarities in findings between ARRPA 2011 and ARRPA 2014 suggest that, across the board, FRI could benefit by helping stations pay closer attention to *Opportunity* and *Entertainment*.<sup>15</sup>

Also, ARRPA 2014 found no relationship between a station's level of resources (production capacity in the studio and the field, plus office/broadcasting equipment), and the degree to which the station's program met VOICE standards. Stations with higher and lower levels of resources were able to create effective farmer radio programs.

This finding suggests that factors other than resource capacity play a role in creating high quality programs. We did not investigate the influence of other factors on the quality of programming. But we might speculate that the following factors (at a minimum) influence program quality:

- broadcasters' individual experience, commitment, level of skill, ability to engage listeners, level of training, and understanding of journalistic values and standards;
- the station's commitment to, understanding of, and concrete support for farmer programming;
- the value stations place on: ensuring a diversity of voices on-air, including farmer-listeners, and ensuring that the farmer program is entertaining;
- broadcasters' ease of access to listeners and other "voices," both face-to-face and via phone, SMS, or through other means; and
- the local community's level of support of and loyalty to the station.

The influence of these and other factors on program quality could be investigated through in-depth interviews at the stations.

One rather sunny spin on this finding is that it may be heartening—for the audience, for FRI, and for other interested stakeholders, but most of all for the stations themselves—to realize that being relatively poorly-resourced is not an insurmountable barrier to creating high quality farmer programs.

### **Recommendations:**

1. FRI should pay specific attention in its training services, its projects, and all services, to helping stations improve the entertainment level of farmer programs, and provide better opportunities for farmers to participate in programming—the E and O of the VOICE Standards.
2. Country offices should conduct in-depth interviews with selected partners to explore the factors that influence the quality of programming.

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<sup>15</sup> It should be noted that, historically, African broadcasting was a state-controlled enterprise, in which the tone was top-down and more earnest than entertaining. Until recently, there were few long-running models of radio programming or ongoing training efforts which focused on engaging the audience.

## LIMITATIONS IN ACCESS TO EMAIL, INTERNET, AND ESSENTIAL EQUIPMENT

As documented above, most ARPPA 2014 stations have limited access to email and Internet. This has clear implications for FRI, in terms of communicating with the stations, offering training, receiving feedback, and every other kind of interaction.

A recent face-to-face workshop with broadcast partners in Mali confirmed that connectivity is still poor for Malian stations. This means that face-to-face and phone contact remain extremely important. While we can reasonably expect that the connectivity situation will improve, it would be prudent for country offices in Mali and Burkina Faso to monitor the situation closely, and avoid making plans which assume a more rapid change than might transpire. This need for due diligence is not limited to Mali and Burkina Faso; there is poor connectivity in other countries, or in particular parts of other countries, and this may not change as quickly as we might hope or expect.

Many of FRI's newer services—for example, e-courses, broadcaster discussion groups, and Barza Wire—are only available when stations connect to the Internet, and, perhaps not coincidentally, there has been notably poor participation from Francophone West Africa. While poor connectivity may be one of the major factors contributing to this lack of participation, there are likely other contributing factors, including not understanding the benefits of the services, unfamiliarity with the logistics of computers and the Internet, and staff turnover at stations.

**Recommendation:** Country offices should monitor connectivity at partner broadcasters and offer assistance and advice with technical and logistical problems.

## LACK OF RESOURCES TO REPORT DAILY NEWS, WEATHER, AND MARKET INFORMATION

Several stations indicated that they do not have the resources to offer daily news, weather, or market reports, though they said that they would like to introduce these services in the future.

Without further investigation, it is not possible to determine whether the current difficulty in offering these services is due to an absolute lack of resources, or whether it is at least in part because stations place a higher priority on other tasks.

In some projects, FRI has provided market information services and *Beep4Weather* to a small number of stations. It would be useful for FRI's country offices to monitor the availability of in-country services which provide regular news, weather, and market information and which would be useful for broadcast partners. For example, radio stations could contact their national meteorological service and then provide regular, perhaps weekly, weather forecasts, and interview extension agents who would translate these forecasts into appropriate farming advice for their area. For stations in countries with agencies that track market prices, stations could receive market information from these agencies, and interview market experts to help farmers make the most of this information.

**Recommendation:** FRI's country offices should monitor the availability of in-country services which provide daily news, weather, and market information that would be useful for broadcast partners. Stations could broadcast this information, and interview news, weather, and market specialists to translate this data into practical information for their listeners.

## REASON FOR LISTENING

Audience members consistently said that the main reason they listen to the radio is to hear useful information about farming. They also said that radio is their main source of information on agriculture. When asked what they liked about the content of farmer programs, most focus group participants said they liked programming which offers advice and information on improved farming techniques and practices.

When stations were asked what they thought they did best to serve farmers, three of five mentioned their regular farmer program. Clearly, farmers primarily look to farmer programs to provide practical assistance which helps them to improve their farming livelihoods in tangible ways. While farmer programs may offer other types of benefits, FRI should emphasize this function in all training efforts, and in all projects.

**Recommendation:** FRI should (continue to) strongly emphasize the information dissemination function of radio in all its services, in line with farmers' wishes.

## LISTENING TO THE RADIO ON MOBILE PHONES

One men's and one women's focus group noted that listeners can now hear farmer programs on their mobile phones. As well as potentially equalizing access for women to radio programming, this development may have other beneficial impacts.

**Recommendation:** FRI's country offices should monitor access to radio programming via mobile phones, and consider ways in which this can facilitate access to programming for women and other marginalized groups (including persons in areas where radio signals are difficult to access), and explore whether this trend can provide other benefits for potential listeners.

## USING FRI RESOURCES

Few stations were aware of FRI's Resource Packs, and even fewer of FRI's other resources, such as Barza Wire, Barza discussions, and the FRI website. One station had used a Resource Pack to help create programming. Thus, FRI resources have had little impact on programming at ARRPA 2014 stations. The situation was much different in ARRPA 2011, where almost all stations received and used FRI resources in various ways.

It's clear that FRI's resources have not achieved "market penetration" with radio stations in Burkina Faso and Mali. It is likely that there are many contributing factors, including the stations' poor connectivity, the fact that our country offices have only recently been in regular contact with broadcast partners or promoted our resources (until a short time ago, the offices had been wholly concerned with projects), and the relatively remote location of some stations.

Another factor is that the original contact person at a broadcasting partner may have moved on without informing FRI, and/or conducting a handover to a current staff member. As a consequence, new staff are not aware of or at least familiar with FRI resources.

The Broadcaster Resources department is working on strategies whereby country offices can inform/train broadcaster partners on the different FRI resources, gather feedback on how stations are using those resources, and what changes would make the resources most useful. We are focusing initially on stations

in countries where we have offices, but plan to extend our efforts once we have created a successful strategy for awareness-raising trainings and feedback-gathering activities.

As an example, in March 2016, the Mali office met with 20 radio stations—a mix of partner stations and other stations—to orient them to FRI’s broadcaster resources.

**Recommendation:** The offices in Burkina Faso and Mali should continue to reach out to partner and other broadcasters to inform them about FRI resources and gather feedback on how they are used and what modifications would make them most effective. When possible, FRI should make funds available to bring partner radio stations together for a face-to-face orientation to FRI resources. TO HERE

## APPENDIX 1: METHODOLOGY

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 judgment of research team members and their ability to assess the risks of bias (e.g., from self-selection of stations). Such an assessment needs to be conducted with caution.

To calculate *total listenership* for each of the radio stations involved in the current project, we used data from the radio station and population data from <http://www.worldpop.org.uk/>, and employed the following process to create maps which show broadcast coverage zones for each of the stations.

We gathered the following information from each station:

1. the location of the station transmitter (GPS coordinates)
2. the radio station frequency
3. the height of the station transmitter
4. the power of the station transmitter (watts or kilowatts)
5. the gain of the station transmitter (dB)

These five variables were fed into GIS mapping software which adheres to FCC standards for determining FM radio contours, based on the Longley-Rice prediction model for FM propagation on irregular terrain (Longley A. G. and Rice, 1968<sup>16</sup>).

We obtained population maps from <http://www.worldpop.org.uk/> and overlaid them with the radio contour maps produced by this method, then made two calculations for each broadcast zone:

1. total potential population (the population in the station's broadcast coverage zone), and
2. total potential rural population (the rural population in the station's broadcast zone, with "rural" defined as less than 400 people/km<sup>2</sup>).

We made a further calculation to estimate adult population, using estimates of adult population percentages in each country from the UN, e.g., <http://data.un.org/CountryProfile.aspx?crName=Ethiopia>.

After ARRPA 2011, FRI modified the ARRPA research tools based on lessons learned, creating updated research tools for ARRPA 2014. The 2014 study introduced a number of new questions on listeners' attitudes and responses towards the content of farmer programs. We engaged a single researcher—who had handled the research in Cameroon for ARRPA 2011—to conduct the research in both Burkina Faso and Mali.

After the research was completed, the station researcher worked with FRI staff who were charged with analyzing the data and compiling this report.

The research tools are included below as Appendix 2.

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<sup>16</sup> A. G. Longley and P. L. Rice, *Prediction of Tropospheric radio transmission over irregular terrain, A Computer method-1968*. ESSA Tech. Rep. ERL 79-ITS 67, U.S. Government Printing Office, Washington, DC, July 1968.

## APPENDIX 2: RESEARCH TOOLS

### RESEARCH TOOL 1: PARTNERSHIP QUESTIONNAIRE



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Ottawa, ON, Canada  
K1Y 4M8  
[www.farmradio.org](http://www.farmradio.org)

Phone: 613-761-3650  
Toll free: 1-888-773-7717  
Fax: 1-613-798-0990  
e-mail: [info@farmradio.org](mailto:info@farmradio.org)

#### 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 around 540 stations and organizations in 38 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 Farm Radio Resource Packs (FRRPs), 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?

- *Farm Radio Resource Packs which consist of: scripts, issue packs, broadcaster info docs and the Voices newsletter– electronically and/or by post.*
- *Opportunities to participate in workshops, training activities, 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/>.*
- *Subscription to Barza <http://www.barza.fm> – a social networking site for radio broadcasters*

Mailing address (post): \_\_\_\_\_

Physical location of radio station (if different from mailing address): \_\_\_\_\_

Station email: \_\_\_\_\_ Website: \_\_\_\_\_

Office phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact person's name \_\_\_\_\_ (The contact person should be someone in a senior position at the station/organization who can fulfill the expectations outlined at the end of the document. The contact person is the one individual who 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.)

☐ 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](http://www.farmradio.org))

☐ Email

☐ Post (regular mail)

☐ Both email 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 (please explain): \_\_\_\_\_

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%

How many 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 program.) 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 the program is aired:
How long (weeks/months/years) the program has 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 the is program aired:
How long (weeks/months/years) the program has been running:
Who produces the program:
Who funds the program:

*If you have more than 2 programs, please copy the above tables and fill them out for each program.*

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

How often do you access email? \_\_\_\_\_

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 the 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: EPISODE ID DOCUMENT

### 1) Station

Station name:

Purpose of station (please include either the purpose statement that exists in official documents or an informal purpose statement that management and staff follow):

Location (town, province, country):

Frequency:

Power of transmitter (in watts):

Type of station (i.e., state, commercial, community, religious, associational, other (please explain):

### 2) Farmer program

Name of the farmer program (in local language and in French and English):

Purpose of farmer program (if your farmer program has no official purpose statement, please briefly describe the most important things that the program does):

Number of years the program has been broadcast:

Length of program (in minutes):

Day of week and time of day it is broadcast:

Day of week and time of day that each episode is re-broadcast:

Language(s) of broadcast (If the program is in just one language, name that language. If the program typically contains more than one language, list the languages and the percentage of program time used by each language.):

### 3) Audience

Potential audience of women and men farmers (i.e., number of small-scale farmers who live within range of the station transmitter's signal):

Main types of farm work done by female farmers:

Main types of farm work done by male farmers:

Main problems farmers must overcome to improve productivity and food security (name five):

### 4) Episode

Date of episode sent for evaluation:

Name of producer:

Name of host:

Names and positions of any other people who contributed to the episode (e.g., extension worker, news reporter, etc.):



## RESEARCH TOOL 3: VITAL STATION INFORMATION-AUDIENCE, GENDER, AND ICTS

### **Audience:**

- Estimated population within reach of your station's signal:
- Estimated number of farmers within reach of your station's signal:
- Estimated number of farmers who regularly listen to your farmer program:
- Location of the antenna(e) (GPS coordinates in decimal degrees)<sup>17</sup>
- Height of the antenna (metres)
- Transmitter strength (watts or kilowatts)
- Gain of transmitter OR #of antenna bays (\*if no one knows this information Meli can take a photo of the full tower and send to FRI)

### **Station staff/gender:**

- # of station staff who are paid (indicate how many are men and how many are women)
- #of station staff who are volunteers (indicate how many are men and how many are women)
- What type of jobs do the women do? How many women are in senior positions? Do women have equal access to station resources (for example, recording equipment)?
- Do women have equal opportunities for professional growth? # and names of people that work on the farmer program (if a station has more than 1 agricultural program, write the name of the program and the # of people and their names associated with each program (indicate how many are men and how many are women)

### **Use of ICTs:**

- Find out whether people that work on the farmer program have mobile phones. If they do, find out what types of phone they have (basic, basic with Internet, smartphone)
- Find out if people working on the farmer program use the app Whatsapp
- Find out if people working on the farmer program use Facebook

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<sup>17</sup>On Android, use the following app: <https://play.google.com/store/apps/details?id=com.mygpscoordinates>  
On an Internet-connected PC, use this website: <http://www.gps-coordinates.net/>

RESEARCH TOOL 4: OUTIL D'ANALYSE VOICE  
**V – Valorisation des agricultrices et agriculteurs**

	<b>Veillez surligner et mettre en caractères gras votre évaluation.</b>					<b>Commentaires</b>
L'émission reflète la situation réelle des agricultrices et des agriculteurs.	S. O. (sans objet)	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'émission est diffusée dans la langue parlée par les agricultrices et les agriculteurs.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'animatrice ou l'animateur manifeste du respect et de la solidarité à l'égard des agricultrices et des agriculteurs et l'émission véhicule aussi respect et solidarité.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'animatrice ou l'animateur aborde les questions de façon claire et de sorte que les agricultrices et les agriculteurs puissent les comprendre.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Les agricultrices et les agriculteurs présentent et sont présenté(e)s de façon respectueuse.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	

Les agricultrices et les agriculteurs ont la chance de fournir de la rétroaction aisément.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'émission comprend de la musique adaptée aux agricultrices et aux agriculteurs et à l'agriculture.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'animatrice ou l'animateur traite les agricultrices et les agriculteurs d'égal à égal.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Lorsque l'animatrice ou l'animateur passe un entretien avec des agricultrices et des agriculteurs, elle ou il pose des questions ouvertes qui invitent l'agricultrice ou l'agriculteur à donner des réponses détaillées.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Lorsque l'animatrice ou l'animateur passe un entretien avec des agricultrices et des agriculteurs expert(e)s, il manifeste le même respect à leur égard qu'aux autres spécialistes.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	

**Note globale pour V – Valorisation des agricultrices et des agriculteurs [Veuillez surligner et mettre en caractères gras votre évaluation.] :**

Très mauvais	Médiocre	Moyen	Bon	Excellent
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### O – Occasions pour les agricultrices et agriculteurs de se faire entendre

	Veuillez surligner et mettre en caractères gras votre évaluation.					Commentaires
Les agricultrices et les agriculteurs = soulèvent des questions importantes et en discutent.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'animatrice/ ou l'animateur ou l'intervieweuse/l'intervieweur aide les agricultrices et les agriculteurs à s'exprimer aisément et clairement.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Les agricultrices et les agriculteurs ont la chance d'interroger les spécialistes et les personnes en position d'autorité (sinon l'animatrice ou l'animateur pose les questions formulées par les agricultrices et les agriculteurs).	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Les fonctionnaires sont tenu(e)s responsables des questions d'intérêt pour les agricultrices et les agriculteurs.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Les agricultrices et les agriculteurs ont l'occasion de donner de la rétroaction	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	

concernant le programme.						
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**Note globale pour O – Occasions pour les petites et les petits exploitant(e)s agricoles de s’exprimer et de se faire entendre [Veuillez surligner et mettre en caractères gras votre évaluation.] :**

Très mauvais	Médiocre	Moyen	Bon	Excellent
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### **I – Informations utiles et en temps opportun**

	<b>Veuillez surligner et mettre en caractères gras votre évaluation.</b>					<b>Commentaires</b>
Les informations divulguées sont utiles aux agricultrices et aux agriculteurs.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Les informations servent les intérêts des agricultrices et des agriculteurs d’exploitations familiales, (et non les gouvernements, les grandes entreprises et les grandes exploitations).	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Les agricultrices et les agriculteurs sont invité(e)s en ondes pour parler de sujets importants.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Les agricultrices et les agriculteurs ayant suffisamment de connaissances et d’expérience sont traité(e)s comme des spécialistes.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	

Les informations fournies en ondes sont exactes, justes et sensées et respectent l'intégrité des agricultrices et des agriculteurs.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Si les informations fournies en ondes sont inexactes ou trompeuses, des corrections sont apportées en ondes à la même heure une autre journée.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Si besoin il y a, l'animatrice ou l'animateur accorde un entretien à des spécialistes qui ne travaillent pas dans le domaine de l'agriculture.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Les spécialistes et les expert(e)s reçoivent l'aide qu'il leur faut pour communiquer clairement	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Les spécialistes fournissent des informations qui sont utiles et dans l'intérêt des agricultrices et des agriculteurs.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Les informations sont communiquées au moment opportun selon le cycle des cultures.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Les prix du marché sont mentionnés.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	



Les problèmes importants et profondément enracinés sont réglés.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
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**Note globale pour I – Informations utiles et en temps opportun [Veuillez surligner et mettre en caractères gras votre évaluation.] :**

Très mauvais	Médiocre	Moyen	Bon	Excellent
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### C – Émissions convenables et régulières

	Veuillez surligner et mettre en caractères gras votre évaluation.					Commentaires
L'émission est diffusée au moins chaque semaine lorsque les agricultrices et les agriculteurs peuvent l'écouter.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'animatrice ou l'animateur fait la promotion de l'émission suivant la sienne.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'animatrice ou l'animateur fait la promotion d'une partie du contenu de l'émission suivant la sienne.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
La station répète l'émission chaque semaine, à un autre moment qui convient aux agricultrices et aux agriculteurs.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	

L'animatrice ou l'animateur rappelle aux auditrices et aux auditeurs le nom de la station et du programme qu'ils écoutent.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
La station fait la promotion des programmes à l'intention des agricultrices et des agriculteurs pendant les pauses tout au long de la grille de programmation hebdomadaire.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	

**Note globale pour C – Émissions convenables et régulières [Veuillez surligner et mettre en caractères gras votre évaluation.] :**

Très mauvais	Médiocre	Moyen	Bon	Excellent
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#### **E – Émissions engageantes et divertissantes**

	<b>Veuillez surligner et mettre en caractères gras votre évaluation.</b>					<b>Commentaires</b>
L'émission comporte une mélodie qui avertit les auditrices et les auditeurs du commencement de l'émission.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Le générique donne aux agricultrices et aux agriculteurs une raison convaincante de continuer à écouter l'émission.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	

L'animatrice ou l'animateur a une voix agréable.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'animatrice ou l'animateur est sympathique à l'égard des agricultrices et des agriculteurs.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'émission est conçue selon une variété de formats radio (quatre ou plus).	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Les divers éléments de l'émission se succèdent d'une manière agréable.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'émission suit un rythme varié.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'animatrice ou l'animateur décompose les entretiens de longue durée à l'aide de questions et de résumés.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'animatrice ou l'animateur a recours à l'humour.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'émission comprend de la musique locale et d'intérêt pour les agricultrices et les agriculteurs.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'émission est exempte de défauts techniques qui pourraient distraire les auditrices et les auditeurs.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	

L'émission comporte des histoires.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'animatrice ou l'animateur résume les informations importantes communiquées pendant les entretiens et à la fin de l'émission.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'émission comporte des indications qui informent les auditrices et les auditeurs de ce qui se passe et de ce que l'émission couvrira.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
Sur place, l'animatrice ou l'animateur peint un tableau de ce que l'auditeur serait en mesure de voir s'il était sur les lieux.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'émission comprend des jeux de mémoire (quiz, poèmes) pour aider les agricultrices et les agriculteurs à se souvenir des faits importants.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'émission maintient l'intérêt des auditrices et des auditeurs du début jusqu'à la fin.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	
L'émission comporte des éléments dramatiques (comme la tension, une histoire et l'anticipation) pour captiver l'attention des auditrices et des auditeurs.	S. O.	Profondément en désaccord	En désaccord	En accord	Profondément en accord	

**Note globale pour E – Émissions engageantes et divertissantes [Veuillez surligner et mettre en caractères gras votre évaluation.] :**

Très mauvais	Médiocre	Moyen	Bon	Excellent
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**En fonction des notes que vous avez données aux composantes V, O, I, C et E ci-dessus, veuillez attribuer votre note finale des cinq éléments de l'émission [Veuillez surligner et mettre en caractères gras votre évaluation.] :**

Très mauvais	Médiocre	Moyen	Bon	Excellent
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## RESEARCH TOOL 5: HUMAN RESOURCES FOR FARMER PROGRAM

Name of station and program:

Planning (e.g., choosing topics, identifying interviewers, planning different program segments)

What parts of the program are planned in advance?

How is this done?

Who does the planning?

Research (e.g., interviews; consulting online, print and other information sources)

What parts of the program are researched in advance?

Who does the research?

What tools do they use for their research?

Pre-broadcast writing

What parts of the program are written in advance?

Who does the writing?

Is the writing done on a computer? If not, how?

Pre-broadcast recording

What parts of the program are recorded in advance?

Who does it?

Pre-broadcast preparations

Who is the main host of the program?

What prep do they do?

Do you regularly have an extension worker as a guest on your program?

If so, what preparation work does the extension worker do?

Do you use other regular presenters? Who?

Technical

Who operates the equipment for pre-recordings?

Who operates the equipment for the live program?

Have we missed anyone? What other people contribute their time every week to the main farmer program (e.g., news reporters, managers, phone answerers, log keepers, etc.)?

What do each of these people do?

**In addition to the main farmer program, which other staff serve farmers?**

Please identify which other people in the station, or related to the station, contribute to other programs at the station that are for farmers. Please give their name and describe what they do.

**WHAT TASKS DO PEOPLE SPEND THE MOST TIME ON?**

**NOTE:** Once you have identified which staff contribute to the main farmer program and other programs for farmers (for example, an extension worker, or a news reporter who covers rural issues) please interview each of them.

Ask each of them to think about the regular activities they perform when working on the main farmer program and other farmer programs, not including any time and activities on-air. Ask them to name the three regular activities on which they spend the most time. Ask them how many hours each week they spend on each of those three activities. (For example: Planning 7 hours, research 7 hours, pre-broadcast writing 2 hours)



## RESEARCH TOOL 6: PHYSICAL RESOURCES USED IN MAIN FARMER PROGRAM

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
- ☐ air time for office telephone
- ☐ telephone answering person or service
- ☐ fax machine
- ☐ printer
- ☐ computer accessibility for program producers (how many computers are available for producers?)
- ☐ Internet access 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 (e.g., magazines, listservs, other subscribed sources of information by post, email, and other channels)
- ☐ studio for pre-taping
- ☐ computer for editing
- ☐ editing software (name the kind of software you use)
- ☐ other

**Field production materials**

- ☐ field recording equipment
- ☐ mobile phone
- ☐ other

**Transportation**

- ☐ Do you travel to the field?
- ☐ How do you travel to the field?
  - ☐ Station-owned vehicle (car, van, jeep, etc.)
  - ☐ Rented vehicle
  - ☐ Station-owned motorcycle
  - ☐ Rented motorcycle
  - ☐ Other (please specify)

Is the cost of transportation (including the cost of petrol) a barrier to going to the field? (choose one)

- ☐ Never
- ☐ Sometimes
- ☐ Often

What other barriers to getting to the field do you experience?

**Broadcast production facilities**

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

**Other physical facilities**

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

- ☐ reception space
- ☐ other (please specify)

## RESEARCH TOOL 7: QUESTIONNAIRE ON 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**

On average, 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?

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 episode are written?

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

Does the program team (or person) regularly use the telephone for program prep? In what ways?

Does the program team (person) regularly use the Internet for program prep? In what ways?

Does the program team (or person) edit pre-recorded material? How?

### **Observation of program processes**

Over the course of the week, you, the station researcher, will be watching how the program producer and other program staff work on their own and as a team to prepare and air the next program.

In addition to the information you've received and documented in your interviews of program staff through the various research tools, please tell us anything else you notice about how station staff work together and on their own to create programming for farmers.

Your observations could be very specific and individual, for example, that staff member A appears to have difficulty collaborating, or that staff member B is a very effective collaborator. Or your observations could be very general, for example that station hierarchy appears to get in the way of creating farmer programs, or that the station is well-managed and that each staff takes responsibility for their own job as well as freely collaborating with others.

You might notice that a certain piece of equipment is unused or broken, or that staff use all equipment continuously and take good care of everything. Please use your good observation skills to make notes on anything you think might contribute to the effectiveness or lack of effectiveness of station farmer programming, and add your notes here.

Also observe:

- How are the station's physical resources (identified in Research tool 6) used to make the main farmer program?
- How are the station's other programs used to help the main farmer program?
- Does the news department cover farmer stories?
- Does the main farmer program have a promo for each episode?
- Are the resources of the news program used to help prepare the main farmer program or other programs which are useful for farmers?
- How are outside news resources accessed, used and filed? (be specific about what these news resources are)
- How are other information sources from outside accessed, used and filed? (be specific about what these information sources are)

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

## RESEARCH TOOL 8: USE OF FARM RADIO INTERNATIONAL MATERIALS

Does the station receive the Farm Radio Resource Packs (FRRPs) (Ensemble de ressources pour la radio agricole)? (ask them which they received last)

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

What happens with the Resource Pack after it is received? Please describe.

*After the response, or if needed, ask the following questions:*

- If the station receives the Resource Pack by post, who receives it?
- Who opens the Resource Pack?
- 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 items in the Resource Packs. Check and explain all that apply:

- to get ideas for issues to cover. (For example, a script on rainwater harvesting could prompt the station to create a program on rainwater harvesting)
- to get research material for issues to cover. (For example, a script on rainwater harvesting may have information about the appropriate size for gutters and collection tanks. This information would then be included in future programs on rainwater harvesting.)
- to get actual scripts that are then translated and presented on air without modification.
- to get actual scripts that are translated, then adapted and presented on air.
- if the scripts are adapted, please describe in detail how they are adapted

*[For the next questions the station researcher needs to make sure he has a French copy of l'Ensemble de ressources pour la radio agricole to give to the person being interviewed]*

I am going to give you a complete resource 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:

- overall attractiveness
- layout

- relevance or lack of relevance of issues covered
- clarity or lack of clarity of language and of ideas
- other comments

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

Resource Packs contain different kinds of items, including scripts, dramas, issue packs, and broadcaster how-to documents. Please give your opinion on the usefulness of each kind of item, on a scale from 1-5, with 1 being not useful at all and 5 being extremely useful.

- Scripts
- Dramas
- Issue packs
- Broadcaster how-to documents

Are there other kinds of items you would like to see in Resource Packs? If yes, please describe.

Please give the names of useful sources of information other than Farm Radio International.

### **Farm Radio Weekly**

Do you subscribe to Farm Radio Weekly? ☐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?

How many people in the station read Farm Radio Weekly?

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

How do you use the Weekly?

Can you give an example?

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 other modifications or adaptations do you make before you use the stories in your programs?

There are usually three feature news stories in each issue of Farm Radio Weekly. For each issue of the Weekly, how many news stories do you use on average?

We have recently started a section called News in brief. This section contains an average of three short news briefs that are designed to be ready to read on air.

Have you used any of these news briefs on air?

If so, were you able to read them directly on air, or was editing required (not including translation)?

Is there any way we can improve on the news briefs?

How might Farm Radio Weekly be made more useful (or relevant) for your programming needs?

Please rate the following parts of Farm Radio Weekly on a scale from 1-5 where 1 is not useful and 5 is very useful:

- Feature stories
- News briefs
- Event
- Resource
- Action
- Script

Are there any other types of elements that you would like to see in Farm Radio Weekly? If so, please describe.

What topics would you like Farm Radio Weekly to cover?

Any further comments or suggestions for improvement?

## **FARM RADIO INTERNATIONAL WEBSITE – WWW.FARMRADIO.ORG**

Have you ever visited the FRI website? (find out why, and if they used material from it find out what they used it for, and also find out if they use the site frequently)

## **BARZA.FM**

Have you heard of Barza?

Have you ever visited Barza.fm/fr?

What, if anything, have you used Barza for?

(Note to researcher – if the person has not heard of Barza, please explain to them that it is a social networking site for African radio broadcasters who produce programs for farmers. They can access Farm Radio International scripts, FRW, and participate in discussion groups. There is a weather forecast tool and an online training module on the VOICE Standards.)

## **TRAINING COURSES**

Have you ever taken one of our online training courses? If yes, which course? Did it help you in your work? If yes, please describe how. If no, would you be interested in taking online training courses in the future?

Have you ever participated in a face-to-face training arranged by Farm Radio International?

If yes, what was the focus of the training? Was the training useful in your work? Please describe how the training helped you.

## RESEARCH TOOL 9: PROGRAM RESEARCH RESOURCES USED IN MAIN FARMER PROGRAM

### Introduction

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

### Questionnaire (for farmer program producer)

1. First of all, list the full range of sources you use to get ideas and research information 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
- ☐ other (including print and other sources)

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

- 1.
- 2.
- 3.

Answer the following questions about these three most important sources for program ideas and research information

1) Most important source for program ideas and research information

- ☐ Name of person or organization or website Local farmers
- ☐ 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 find it yourself?
- ☐ 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 information it provides?
- ☐ What are you looking for from this source?
  - ☐ ideas for items for my program
  - ☐ research information on items I plan to cover in my program
  - ☐ names of people I might interview to get research information
  - ☐ names of people I might interview on air
  - ☐ scripts I might translate and use on air
  - ☐ audio material I might use on air
  - ☐ other (please describe)

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

2) Second important source for program ideas and research information

- ☐ 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 information it provides?
- ☐ What are you looking for from this source?
  - ☐ ideas for items for my program
  - ☐ research information on items I plan to cover in my program
  - ☐ names of people I might interview to get research information

- ☐ 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 source for program ideas and research information

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

## RESEARCH TOOL 10: STATION SUPPORT FOR SMALL-SCALE FARMERS

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)

Give estimated percentages for the following:

- ☐ rural/urban:
- ☐ young/old:
- ☐ men and women small-scale 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 surveys, please report on their most important findings, especially about audiences for the main farmer program, and include the date the research was done.)

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 small-scale farmers a significant part of the population you aim to serve?

What are the main ways you serve small-scale farmers?

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

Roughly speaking, what percentage of your program resources are dedicated to providing services to small-scale farmers? (check one)

- ☐ 0-10%
- ☐ 11-25%
- ☐ 26-50%
- ☐ 51-100%

How do you find out what issues are important to farmers? Do you:

- ☐ meet with farmers (individually, in groups)

- ☐ have phone-in or text-in lines on programs
- ☐ conduct surveys
- ☐ other (please specify)

What do you think are the most important ways your station helps farmers?

(ask them to describe the different ways, detailing if it is a part of a program, a program on its own, frequency per week, duration, etc.)

Do you provide the following (note to researcher – skip any information already mentioned above)?

- ☐ 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 or drama (describe)
- ☐ other (describe)

What do you think you/your station does best to help small-scale farmers? (describe)

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 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?

Please indicate whether you provide the following service, have provided it in the past, or are interested in doing so in the future. (provide details)

- ☐ Promos of the main regular small-scale farmer program throughout the program schedule.
  - ☐ Past ☐ Present ☐ Interested for future
- ☐ Repeat broadcasts of the small-scale farmer program, on different days and different times



- ☐ Past ☐ Present ☐ Interested for future
- ☐ Daily local news service that deals with matters of interest to small-scale farmers 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, etc.)
  - ☐ Past ☐ Present ☐ Interested for future
- ☐ Regular programs about rural livelihoods
  - ☐ Past ☐ Present ☐ Interested for future

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 as 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.
- Programming specifically targeting women farmers or focusing on gender equality. Give one or two examples.
- Other \_\_\_\_\_

Some radio stations also provide other, non-broadcasting services. 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 purpose the message service is used. If no, explain why.)

-Text message (SMS) alerts and/or flashing to remind farmers of farm broadcasts or to allow them to vote on program issues ☐ Yes ☐ No (If yes, explain when and for what types of issues. If no, explain why)

- Print and audio information at the station for listeners to consult ☐ Yes ☐ No

- Other

## RESEARCH TOOL 11: CHECKLIST FOR FOCUS GROUP DISCUSSION WITH FARMERS

### Checklist of topics to be covered, with sample questions to start discussions

#### *Information sources*

Where do you get information on agriculture?

How useful is radio in comparison to other media?

How can radio best be of service to you as a farmer?

What radio station(s) do you listen to?

What programs do you listen to on these stations and why? (for each station listed, write down the programs farmers listen to and why)

#### *Listening to farmer programs*

How often do you listen to X farm radio program on average (researcher can name the specific program produced by the station they are visiting)?

Where do you listen to the program?

With whom do you listen?

Why do you listen to this farmer program (use name of program if possible)?

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?

Is the time of broadcast convenient?

Do you ever hear repeats?

#### *Content of farmer program*

Tell me some of the topics that this program has covered recently.

Have these recent programs been relevant to you?

How/why?

Do you believe or trust what you hear on this program?

Why/why not?

Do you hear farmers like yourself on this program?

Do you like listening to what experts have to say?

Why?

Do you like listening to what farmers have to say?

Why?

How do you feel when you hear farmers on the radio?

Is there anyone else you like to hear on the radio?

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 the farmer program interesting and entertaining? Yes/somewhat/No.

Give examples.

Do you find the farmer program useful? Yes/somewhat/No.

Give examples.

What parts of the farmer program do you like best?

What parts of the farmer program 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?

## RESEARCH TOOL 12: CHECKLIST FOR FARMER LISTENING EXERCISE

### **Host/narrator**

Do you like the host?

Why? Why not?

How does the host treat farmers?

**Program content** (Depending on the clip used in this exercise, the researcher will modify the wording as required. The researcher must have heard the clip before doing this exercise.)

Did the episode hold your interest until the end?

If so, how? If not, why not?

How did the episode affect you? Was it, for example, moving, boring, inspiring, discouraging, joyful or sad?

If information was given, was it presented clearly?

How has your understanding of the issues or topics presented changed?

What was/were the main message(s)?

Could you explain the main message(s) 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 episode?

Why? Why not?

### **General points**

Does this clip 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 clip entertaining?

Why/why not?

How can the station improve this program?

### APPENDIX 3: PARTICIPATING RADIO STATIONS

*Radio Vive le Paysan:* Community radio station based in Sapone, Bazèga Province, Burkina Faso. The station was created by a local farmers' organization called Association Vive le Paysan, to link the association and farmers in the area and keep farmers and animal keepers informed. Estimated audience of 145,000 broadcasting in Mooré, French, Fulfudé and Peul, with 76-100% of programming devoted to agriculture and rural development. Main farming program is *Koaadb-Kelegré* (Paysan à l'écoute or The Farmer is Listening), an hour-long Mooré language magazine which has been broadcast for 16 years.

*Radio Burkina:* National broadcaster, with its main broadcasting from Ouagadougou, Kadiogo Province, Center Region, Burkina Faso. Devotes 42% of programming to agriculture and rural development. Did not have a regular farmer program at the time of research. As a state broadcaster, its purpose is to inform, educate and entertain the population.

*Radio Vénégré:* A community radio station in Ziniaré, Oubritenga Province in the Central Plateau Region of Burkina Faso. The Wend Yam Federation created the station to communicate with its members in villages, and the station promotes rural development through programs on health, agriculture, and environmental protection and the promotion of best practices. The station has an audience of 22,000, broadcasts in Mooré, Fulfuldé, and French, and devotes 76-100% of its programming to agriculture and rural development. The main farmer program is *Koaadb Se Teega* (future of farmers), broadcast since 1996.

*Radio Welena:* A community station broadcasting from Nossombougou council area, Koulikoro Region, Mali. The station airs programs on health, environment, education, road safety, farming, religion and other news from the ORTM national network. It has an estimated audience of 60,000, broadcasts in Bambara, French, and Peul, and devotes 51-75% of its programming to agriculture and rural development. The main farmer program is *Tiekiyobaro* Les nouvelles agricoles, Agric News), a 2-hour Bambara-language Saturday morning magazine. *Biniminissa* (Pioneer Farmers) is a weekly 2-hour Thursday evening program funded by a cotton producers group on which farmers debate issues in studio. The purpose of the station is to “boost the socio-economic development of the area through sensitization and education on farming techniques and ensure cohesion among the sons and daughters of the area as well as defend their interests when necessary.”

*ORTM Koulikoro:* A public station located in Plateau IV Koulikoro, Mali. This station was created to “accompany rural communities in their development process, be it social, economic or cultural by bringing the radio closer to the people for appropriation.” There were close to 2 million inhabitants in its coverage, and the station estimates that 60–65 % listen to the station. The station broadcasts in French, Bamanankan, Fulfuldé, Maure, Sonhai, Peul, and Soninke, and devotes 76-100% of its programming to agriculture and rural development. The main farmer programs are: *Poi-Kam-Poi*, a 2-hour Bambara-language magazine which carries news from the rural communities, especially farmers' activities, *L'Agriculture à la Radio*, and *Vulgarisation Rurale*.

*Étoile de Zana:* A community radio station in Zana, Sirakorola Sub Division, Koulikoro Region, Mali, which broadcast “local and world news and produces specific programs to meet the needs of the people in a variety of domains through entertainment and education.” The audience is estimated at 20,000, and the station broadcasts in Bambara, and devotes 26-50% of its programming to agriculture and rural

development. The main farmer program is *Faso Dembe* (l'honneur du pays, My country's honour), a 2-hour magazine style program running since 2000, which provides technical advice on farming techniques, broadcasts farm news and discusses issues related to agriculture and its development in the community.