FARM RADIO INTERNATIONAL



© Simon Scott

GETTING RESULTS
WITH INTERACTIVE RADIO

Radio remains the most accessible information and communication medium in sub-Saharan Africa. Combined with mobile phones, it's more powerful than ever before.

Learn how working with one of the world's leading radio for development organizations can help you engage rural citizens to enable learning and effect change.

@farmradio | www.farmradio.org

WHO WE ARE

LEADERS IN THE FIELD OF COMMUNICATION FOR DEVELOPMENT

Farm Radio International is the only international non-profit organization dedicated exclusively to serving African farming families and rural communities through the innovative use of radio and mobile phones.

We always work through existing local radio stations. Our network currently includes more than 650 radio partners across 40 sub-Saharan African countries. Building the capacity of these stations and their local stakeholders is central to our approach to building viable communication platforms for long-term sustainable development.

We have seven offices in sub-Saharan Africa and run major projects in Burkina Faso, Ethiopia, Ghana, Kenya, Malawi, Mali, Mozambique, Niger, Tanzania, and Uganda. And we have worked with funders and partners such as the Bill & Melinda Gates Foundation, CABI, Global Affairs Canada, the International Development Research Centre, the International Maize and Wheat Improvement Center, Irish Aid, USAID, and the World Food Programme.

Together with our broadcasting and project 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.

WHAT WE DO

RADIO 2.0

Radio isn't what it used to be. Mobile phones and other ICTs have made radio even more powerful. With new interactive programming and real-time polling, radio can reach, engage, and serve more people more effectively than ever before.

Farm Radio International leads participatory, collaborative, and results-based radio initiatives that combine radio and mobile phones to help African broadcasters share knowledge with, learn from, and amplify the voices of small-scale farmers and other rural citizens.

We specialize in "interactive radio" — or "Radio 2.0" — a new take on one of the original and most successful development extension systems. Our award-winning approach makes innovative use of new digital communication tools such as interactive voice response (IVR), free polling, SMS, and cloud computing.

650+ Radio partners

40 Countries

20+ Million farmers



CCIC Innovation and Effectiveness Award

Rockefeller Foundation Innovation Challenge Winner 2012

ALINe Farmer Voice Award Winner 2010

WSIS Prizes

WHAT WE OFFER

RADIO FOR RESULTS

With our radio partners and other stakeholders, we are helping tens of millions of farmers improve their lives through projects designed to tackle specific agricultural, health, and social challenges, such as soil erosion, marketing produce, nutrition, and gender inequality.

RADIO RESOURCES

Radio programs can only help farmers if they are informative, interactive, and entertaining. That's why we send broadcasters information on agricultural issues, sample scripts, and farming news by African writers, and provide training to help broadcasters create high-quality, farmer-centred programs.

RADIO INNOVATION

Combined with newer technologies, radio becomes a two-way, interactive communication tool. Enhancing the power and reach of radio is all in a day's work at The Hangar, our innovation lab in Tanzania.

OTHER SERVICES

Based on our experience and network of experts in agriculture and communication for development, Farm Radio has a growing list of other specialized services available.

RADIO FOR RESULTS

By combining the two most powerful communication tools in Africa, we are able to cover large geographic areas and achieve a range of development outcomes at scale. We have innovated a series of interactive, radio-based approaches tailored to achieve outcomes such as awareness-raising, knowledge change, market linkages, adoption of good practices, changes in attitude and behaviour, citizen engagement, and women's empowerment.

Radio program type	What it's good for	Example of expected outcome
Quality Farmer Program (QFP): Regular ongoing weekly program addressing local farming/development issues with specialised content and discussion.	Developing a relationship with farmers and other citizens. Meeting the regular information needs of farmers	50% or more citizens listen regularly to programming. 80% of listeners report radio as their #1 or #2 source of useful agricultural or health information.
Participatory Radio Campaign (PRC): 12-to-16 week campaign focused on the uptake of one or a small set of related practices.	Increasing knowledge and uptake of good agriculture, health, and development practices.	20% or more of listeners apply at least one promoted improved agricultural or health practice.
Echo Campaign: 12-to-16 week campaign that follows a PRC, echoing key messages and information.	Further increasing application and adoption rates about good practices.	An additional 20% or more of listeners apply at least one promoted improved agricultural or health practice.

Radio program type	What it's good for	Example of expected outcome
Radio Marketplace (RMP): Weekly radio segment featuring market prices and profiles of markets and value chain actors.	Increasing market knowledge and linkages between value chain actors.	Listeners report a 20% higher income from sale of produce vs. non-listeners.
Participatory Radio Series (PRS): 3-to-12 month series on a specific crop or topic.	Increasing knowledge and awareness of good practices.	Listeners score on average 20% better on knowledge quiz vs. those that do not listen.
Drama+Discussion: 13-to-52 part radio drama series followed by discussion and interaction.	Increasing awareness and changing attitudes and behaviour.	30% drop in negative attitudes toward promoted agricultural or health practices among listeners.
Reality Radio: 3-to-6 month series following different contestants in a competition (e.g. to demonstrate the best new farming business in a value chain).	Increasing awareness and shifting attitudes.	Listeners are more likely to be aware of key agricultural topic vs. non-listeners.
Listening Post: 6-week series focused on engaging citizens and key stakeholder group(s)on a particular topic (e.g. an innovation or service, a project or policy).	Gathering and analyzing feedback and questions from audience members for use as a formative research or mid-course correction tool.	Better understanding by key partners (NGO, government, business) of the impact of their project(s) on local communities. Increased connection between radio listeners and local service providers (e.g. agricultural input suppliers) Better development policy, projects, and innovations.
Her Voice on Air: An interactive approach using community listening groups and smartphones and basic mobile phones to enable women's participation as program users.	Increasing women's access to information and programming. Increasing women's participation in on-air content and decision-making.	200% increase in women's voices on air.
Climate/Weather Advisory Services: Regular, short segments on climate and weather that combine conditions and trends with interpretation by experts and farmers alike.	Building climate resilience by enabling farmers to adapt to climate change.	Farmers introduce and sustain climate-smart agriculture practices.
Farm Radio Resource Pack: Information package containing a variety of resources for radio broadcasters (e.g. scripts, backgrounders; shared with 650+ radio stations with 50+ million total audience).	Ensuring quality programming (e.g. accurate content, engaging formats). Increased farmers' knowledge.	Improved program quality through content. More knowledgeable broadcasters.

Program costs are available upon request. Please contact **pd@farmradio.org** to receive a detailed pricing sheet.


© Jesse Winter

QUALITY ASSURANCE

For Farm Radio International, development outcomes for farmers and other rural citizens are a direct result of quality programming. Quality interactive radio programs develop relationships of trust with their audiences by offering regular, relevant services. To ensure quality, we developed the VOICE standards, which encourage broadcasters to:

- **Value** the target audience, including women, men, and youth, respecting them and the hard work they do to produce nutritious food for their families and markets, often in the face of major challenges.
- Provide **opportunities** for audience members to speak and be heard. Programs encourage listeners to name their concerns, discuss them, and organize to act on them, holding to account those with a duty to know about and address their needs.
- Share **information** that is accurate, useful, and timely, providing farmers and other citizens with what they need to know, when they need it.
- Design and deliver programs that are **convenient** and **consistent**, broadcast and re-broadcast when target audiences can listen.
- Produce programs that are **entertaining** and memorable, appealing to the interests and tastes of a wide range of local farmers and rural citizens. Programs are well organized and consistent in terms of structure and promotion.

We work with knowledge partners to monitor programs for accuracy, gender considerations, and entertainment value. Feedback is provided to broadcasters and their partners so that capacity for quality programming is constantly improving.



RIGOROUS MONITORING AND EVALUATION

Farm Radio prides itself on mixing well-tested participatory communication methods with demonstrable results and outcomes. For every interactive rural radio program we help design and deliver, we develop a rigorous monitoring and evaluation plan that aims to understand the addition of the radio-based intervention on development projects. Did the radio program increase knowledge or practice of new agricultural innovations? Did it encourage large-scale changes in attitudes?

We have extensive experience in delivering cutting-edge, mobile-based surveys, participatory formative research, randomized household surveys, and focus groups, to name a few. Each of these is aimed at giving us insights into the effect of communication campaigns on a development project's overall impact.

RADIO RESOURCES

Ultimately, we want to enable all rural African broadcasters to develop high-quality radio programming for their communities. We currently provide more than 650 radio organizations and 2,000 individual broadcasters in 40 countries with resources designed to help them produce better radio programs for small-scale farmers.

Available at low or no cost, our radio resources are accessible, relevant (appropriate language, formats, and topics), and interactive, aiming to connect broadcaster to broadcaster, broadcaster to farmer, and broadcaster to Farm Radio International and other organizations.



Our radio resources include:

- **Farm Radio Resource Packs (FRRPs)**, consisting of scripts in interview or drama format or documents that provide broadcasters with an overview of a subject. We have created more than 1,000 written resources on a variety of agricultural and rural development topics.
- **Broadcaster how-to documents**, which provide valuable guidance for broadcasters who want to improve their broadcasting skills.
- **Barza Wire** (wire.farmradio.fm), a unique weekly news service that shares stories about African farming as well as events, opportunities, and resources for broadcasters.
- **Facilitated e-discussions** on specific agricultural topics, such as value chains, nutrition, and climate change. Offered in English and French, they bring together broadcasters and subject matter specialists from across Africa over a period of three to four weeks.
- **Online learning** opportunities for broadcasters designed to help them develop high-quality radio programs for farmers and scripts on agricultural and rural development topics, and understand and apply the VOICE standards.

RADIO INNOVATION

Finding new ways to enhance the power and reach of radio is all in a day's work at The Hangar, our radio and ICT innovation lab in Tanzania. Here are some of the solutions we have come up with to make radio do more and go further than ever before.



RADIO COVERAGE MAPPING

Radio stations have incredible reach into rural areas of sub-Saharan Africa. It's not uncommon for community stations to reach tens of thousands of listeners. And public and private stations often have millions of people within their broadcast range. But when designing a project, wouldn't it be nice to know exactly how far a given radio program will be heard?

We have built a reliable method to estimate the physical coverage of any FM radio station in the world. Moreover, we can estimate the population which falls within it. By pulling in custom geographic data, such as crop information, we are also able to make inferences about where to best implement a given communication-for-development project.



ULIZA: LISTENER INTERACTIVITY SERVICES

Working with VOTO Mobile, we developed Uliza, which opens an interactive dialogue with listeners through basic mobile phones. Uliza enables listeners to communicate with their radio station through phone calls and SMS to request information, send their feedback through interactive polls, and contribute comments and questions as audio recordings. In this way, Uliza ensures a short and rapid feedback loop and contributes significantly to dialogue, learning, and positive behaviour change. It also provides a means for both quantitative and qualitative monitoring and helps stations develop and track a comprehensive database of listeners.

Specific Uliza tools include:

- **Beep2Vote**, a toll-free technique which enables listeners to "vote" on a radio poll simply by beeping a number (also known as flashing or sending a missed call), prompting a callback from Uliza. This technique removes the barriers of literacy and income from participation. The results, audio recordings, and optional demographics of the participants are visualised for the broadcaster and available to be announced/rebroadcasted in real time while the program is on the air.
- **SMS tune-in reminders** provide a method of reminding subscribed listeners of a radio program about the timing and content of the broadcasts.
- **Beep4Contacts**, another toll-free technique for listeners to request phone contacts for key people in their area, such as seed distributors, marketers, or other key actors in a value chain. Think of it like the Yellow Pages for a project through SMS and missed calls!
- **VoxBox**, our latest contribution to interactive radio: a much-needed piece of hardware that centralizes incoming/outgoing calls and SMS in one place. Recording calls for archive/playback, conducting live conference calls, maintaining a listener database and an interface available through any web browser are some of the VoxBox's main features. It promises to be the interactivity cornerstone for African radio stations!

OTHER SPECIALIZED SERVICES

DEVELOPING COMMUNICATION CAPACITY

We can help other organizations communicate more effectively with farmers through radio by adapting and delivering training programs to broadcasters. Similar training can also be provided to the staff of civil society organizations to strengthen their capacity to work effectively with partner radio stations.

We also offer custom-built workshops on communication for development for partners in Canada and around the world. Workshops build knowledge of communication foundations, trends, and tools and enable participants to apply communication for development to achieve results.

SCOPING STUDIES

We can help assess the feasibility of communication strategies to achieve results in specific contexts and plan solutions to make it happen. Drawing on our networks and expertise, we review available literature and engage with key stakeholders to analysis situations and make recommendations that fit specific needs and circumstances.

FARM RADIO
INTERNATIONAL

Interested in learning more about Farm Radio International and working with us?

Get in touch with our program development team at

pd@farmradio.org

to learn more about partnership opportunities, set up a meeting, or book a presentation for your organization.

Learn more about getting results with radio

farmradio.org/impact

1404 Scott Street, Ottawa, Ontario, K1Y 4M8, Canada

613-761-3650 or 1-888-773-7717

Farm Radio International, a Canadian registered charity with regional offices and major projects in Burkina Faso, Ethiopia, Ghana, Kenya, Malawi, Mali, Niger, Tanzania and Uganda, is at the forefront of using radio combined with other ICTs to serve small-scale farmers. Charitable registration number (BN) 11888 4808 RR0001.