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 communication for development organizations can help you engage rural citizens to enable learning and effect change.
WHO WE ARE

LEADERS IN THE FIELD OF COMMUNICATION FOR DEVELOPMENT

Farm Radio International is an international non-profit organization using radio, mobile telephones and other ICTs to meet the information and communication rights – at scale – of rural and marginalized communities in sub-Saharan Africa.

We always work through existing local radio stations. Our network currently includes more than 1300 radio partners across 38 sub-Saharan African countries. Building the capacity of these stations and their local stakeholders is central to our approach to ensuring viable communication platforms for long-term sustainable development.

We have offices and staff in Burkina Faso, Côte d’Ivoire, Ethiopia, Ghana, Mali, Nigeria, Tanzania, and Uganda and work closely with strategic and implementing partners in the Democratic Republic of Congo, Kenya, Malawi, Mozambique and Zambia. And we have worked with funders and partners such as AGRA, the Bill & Melinda Gates Foundation, GIZ, Global Af airs Canada, FAO, the IKEA Foundation, the International Development Research Centre (IDRC), the International Union for Conservation of Nature (IUCN), LuxDev, The Rockefeller Foundation and the World Food Programme.

Together with our broadcasting and project partners, we reach tens of millions of Africans with life-changing information and opportunities to have a stronger voice in their own development.

WHAT WE DO

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” — a new take on one of the original and most successful development extension systems. Our award-winning approach makes innovative use of digital tools and services such as instant messaging, interactive voice response (IVR), polling, SMS, and web-based platforms.

1300+ Radio partners

38 Countries

24+ Million listeners

Farm Radio International was named a Top Ten International Impact Charity in Canada in 2021 and 2022 by Charity Intelligence, Canada’s charity watchdog. It continues to be a Top 100 Charity within Canada with the highest five-star ranking. https://farmradio.org/farm-radio-named-top-10-international-impact-charity-of-2021/ and https://farmradio.org/farm-radio-named-a-top-canadian-charity/
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 INNOVATION

Combined with digital technologies, radio becomes a two-way, interactive communication tool. We are constantly innovating to enhance the power and reach of radio.

RADIO RESOURCES

Radio programs can only help small-scale farmers and rural communities if they are informative, interactive, and entertaining. That’s why we send broadcasters information on topics such as agriculture, nutrition, and climate change, sample scripts, and farming news by African writers, and provide training to help broadcasters create high-quality, farmer-centred programs.

OTHER SERVICES

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

RADIO FOR RESULTS

By combining the two most powerful communication tools in Africa - radio and mobile phones, 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.

<table>
<thead>
<tr>
<th>Radio program type</th>
<th>What it’s good for</th>
<th>Example of expected outcome</th>
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<tbody>
<tr>
<td>Participatory Radio Campaign (PRC): 12-to-16 week campaign focused on the uptake of one or a small set of related practices.</td>
<td>Increasing knowledge and uptake of good agriculture, health, and development practices.</td>
<td>20% or more of listeners apply at least one promoted improved agricultural or health practice.</td>
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<td>Radio Marketplace (RMP): Weekly radio segment featuring market prices and profiles of markets and value chain actors.</td>
<td>Increasing market knowledge and linkages between value chain actors.</td>
<td>Listeners report a 20% higher income from sale of produce vs. non-listeners.</td>
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<tr>
<td>Participatory Radio Series (PRS): 3-to-12 month series on a specific crop or topic.</td>
<td>Increasing knowledge and awareness of good practices.</td>
<td>Listeners score on average 20% better on knowledge quiz vs. those that do not listen.</td>
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<td><strong>Drama+Discussion:</strong> 13-to-52 part radio drama series followed by discussion and interaction.</td>
<td>Increasing awareness and changing attitudes and behaviour.</td>
<td>30% drop in negative attitudes toward promoted agricultural or health practices among listeners.</td>
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<td><strong>Her Voice on Air:</strong> An interactive approach using community listening groups and smartphones and basic mobile phones to enable women’s participation as program users.</td>
<td>Increasing women’s access to information and programming. Increasing women’s participation in on-air content and decision-making.</td>
<td>200% increase in women’s voices on air.</td>
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<td><strong>Climate/Weather Advisory Services:</strong> Regular, short segments on climate and weather that combine conditions and trends with interpretation by experts and farmers alike.</td>
<td>Building climate resilience by enabling farmers to adapt to climate change.</td>
<td>Farmers introduce and sustain climate-smart agriculture practices.</td>
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<tr>
<td><strong>On Air Dialogues</strong></td>
<td>Gathering the opinions of rural people on specific topics. Promotes dialogue and policy influence.</td>
<td>Audience feedback can be used to contribute to policy discussions. Can be used to assess the impact of an ongoing project. In one On Air Dialogue, more than 14,300 people were called, leaving 9,300 questions about climate change.</td>
</tr>
<tr>
<td><strong>Resource-based Campaign:</strong> FRI will package resources on a particular topic and run a campaign to encourage radio broadcasters to plan and produce programming on the topic within the campaign timeframe.</td>
<td>Ensuring more programming on the topic. Ensuring quality programming (accurate information, engaging formats), increasing broadcasters' and listeners' knowledge *Lower cost option</td>
<td>More programming on the topic, including information on the programs broadcast Improved program quality; more knowledgeable broadcasters.</td>
</tr>
<tr>
<td><strong>Script+ Series:</strong> Broadcasters and FRI plan a series of episodes on a selected topic using FRI resources as content. The Series is aired within existing timeslot for programming on issues like this. Broadcasters are encouraged to use interactive tools to engage listeners in the episodes</td>
<td>Ensuring quality interactive programming (well-designed series, accurate information, engaging formats), increasing broadcasters' skills Increasing broadcasters' and listeners' knowledge *Lower cost option</td>
<td>A well-planned series of episodes on a topic potentially including interactions with listeners Broadcasters' engage with subject-matter specialists on the topic Improved knowledge amongst listeners</td>
</tr>
</tbody>
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Program costs are available upon request. Please contact partnerships@farmradio.org to receive a detailed pricing sheet.
QUALITY ASSURANCE

For Farm Radio International, development outcomes for rural Africans 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 VOICES standards, which encourage broadcasters to produce programs that:

• **Value** rural Africans: women, men, youth and children.

• Provide rural Africans with the **opportunity** to speak and be heard, individually and in numbers, on matters of importance to them.

• Provide rural Africans with the **information** they need in a clear way, from the best sources (farmers, experts, etc.) and at the time of the year when they need it most.

• are **convenient** and **consistent**. Programs are broadcast regularly and reliably when listeners are available to listen. After broadcast, important program material is made available through other media—for example, by phone, through social media, etc.

• are **engaging**. Programs present personalities, formats, content, and features that are fresh, entertaining, easy to remember, and enjoyable for listeners.

• 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.

• support rural Africans as they test, choose, and implement practices they consider beneficial for their families and communities.

We work with knowledge partners to monitor programs for accuracy, gender considerations and learning opportunities. 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 impact of the radio-based Intervention on listeners. 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

Our ultimate goal is to enable all rural African broadcasters to develop high-quality radio programming for their communities. We currently provide more than 1,300 radio organizations and 7,000 individual broadcasters in 38 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 1000 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](http://wire.farmradio.fm)), a unique weekly news service that shares stories about African farming as well as events, opportunities, and resources for broadcasters.
- **Facilitated WhatsApp and e-discussions** on topics, such as nutrition, climate change, generating revenue, and gender equality. They bring together broadcasters and subject matter specialists.
- **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 VOICES standards.

RADIO INNOVATION

Finding new ways to enhance the power and reach of radio is paramount at Farm Radio. 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

Farm Radio’s Uliza Suite of Services is an application that opens a dialogue with listeners through basic mobile phones. Uliza 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 elements include:

- **Uliza Alerts** is an automated voice and text service that sends time-sensitive alerts—targeted text and voice messages—to a selected audience, usually those who have already interacted with a radio program and consented to the alerts. Messages can remind listeners to tune into a radio program, or send certain tips already covered by a radio show.

- **Uliza Poll** - to enable interaction between radio broadcasters and radio programs, radio stations can conduct polls or ask questions of their listening audience. Radio listeners can either call or text a number, receive a call or text back, and answer a specific set of questions, both as polls or open ended queries. The call function is especially useful given the low literacy rates in sub-Saharan Africa.

- **Uliza Answers** is a service for listeners (e.g. farmers) to ask questions and receive answers and advice via their mobile phone. Listeners call a number and leave a recorded question which is then sent to a subject matter specialist, who records an answer and sends the response back. Listeners receive the answer through an automated phone call.

**Uliza Log** is a web-based collaborative radio program quality assurance application. It is used by Farm Radio staff, broadcasters, knowledge partners and other project stakeholders to archive, monitor, review and evaluate and discuss radio program content and production quality. Radio stations upload programming to the system once it has been broadcast on the airwaves. There is also a public podcast feature so listeners can access the radio program content and interact on the topic even if they missed the actual airing of the program.

*The Uliza suite was created thanks to a longstanding collaboration with Viamo.*

OTHER SPECIALIZED SERVICES

Farm Radio can provide bespoke services to organizations to support them in their work. In addition to what’s been outlined in the sections on Radio for Results, Radio Resources and Radio Innovation, we offer expertise in the following areas:

GENDER EQUALITY AND INCLUSION

Central to FRI’s work is seeking to transform unequal power relations that are entrenched in social norms and appear in all societal structures and systems from households to communities and national levels. Our gender-responsive strategies have been proven to increase women and girls’ participation, and therefore access to quality communication programming, given that they are informed by consultation with community members as well as local organizations focused on women’s rights and gender equality. We also influence the advancement of gender equality and inclusion by connecting the voices of marginalized populations with decision-makers and decision-making spaces through knowledge sharing events.

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 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.
Interested in learning more about Farm Radio International and working with us? Get in touch with our program development team at partnerships@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

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Farm Radio International is a Canadian registered charity with offices in Burkina Faso, Côte d’Ivoire, Ethiopia, Ghana, Mali, Nigeria, Tanzania, and Uganda. We also work closely with strategic and implementing partners in the Democratic Republic of the Congo, Kenya, Malawi, Mozambique and Zambia. Together, we reach tens of millions of small-scale farmers and rural Africans with life-changing information and opportunities to have a stronger voice in their own development. Charitable registration number (BN) 11888 4808