The values of Farm Radio International (FRI) are centered by a deep commitment to communication justice. We understand communication justice to exist when the human right to seek, receive and impart information and express ideas and opinions is equitably available to all regardless of frontiers or barriers, as declared in Article 19 of the Declaration of Universal Human Rights.

It is fundamental to FRI’s vision of “prosperous, just and vibrant rural African people and communities”, and the driving force for its mission to “make radio a more powerful force for good in rural Africa - one that shares knowledge, amplifies voices, and supports positive change”.

Communication rights, though universal, are not equitably available to all. Factors that support or constrain access to communication rights include but are not limited to:

- First language
- Literacy
- Access to media
- Access to communication technologies
- Availability of independent and responsible media
- Income and wealth
- Gender
- Geography
- Ethnoracial identity
- Degree of exposure to toxic disinformation and hate media

A commitment to communication justice means expanding and strengthening powerful interactive radio services to overcome many of the barriers and frontiers that these factors can present so that communication rights are equitably upheld for all and rural people in Africa can prosper in just and vibrant communities.
As we work for communication justice in rural Africa, we:

WE RESPECT ...

- The way of life, dignity, knowledge, culture, diversity, language, wisdom, priorities, preferences and dreams of the women, men, youth, and communities we serve in rural Africa.
- The essential role of African radio stations and journalists.
- Our funding and implementation partners: their mandates, accountability and information needs and responsibilities.
- The responsibilities, duties, policies and requirements of the governments of countries we operate in.
- The commitment, talents, energy and ideas of all staff and volunteers.

WE INCLUDE ...

- The farming women, men, and youth of all ages, and communities we serve in rural Africa as active participants in the communication process. In doing so, we put extra effort toward gender and social inclusion, and to including diverse, marginalized communities and individuals within them.
- The African radio stations and journalists that we work with as active partners, recognizing their responsibility to provide quality programming to their communities and listeners.
- Our funding and implementation partners in the public, civil society and private sectors.
WE LISTEN ...

- To the women, men, youth and communities we serve in rural Africa through dialogues, on-air engagements, and community consultations. We make extra effort to listen to communities and individuals within them that are least heard due to a range of barriers.
- To African radio stations and journalists that we work with to identify and understand their needs and experiences, and to gain from their expertise, insights and ideas.
- To the feedback, input, ideas, and aspirations of our stakeholders, including donors, government agencies, staff and volunteers.

WE AMPLIFY ...

- The voices, perspectives and experiences of rural women, men and youth, especially the most marginalized, by putting them on the airwaves and providing platforms for their stories.
- The quality and impact of the development-oriented radio programs of our partner stations and broadcasters.
- The reach and effectiveness of the development programs of our implementation and funding partners, the donations of our supporters, the advisory and extension services of public and private partners, and the work of our staff and volunteers.
We Deliver ...

- Powerful interactive radio communication services (radio integrated with other ICTs) that enable rural people and communities, particularly those least served by other channels, to drive positive change at scale and achieve a better quality of life.
- Sustainable solutions that engage diverse stakeholders, including the public sector, civil society and the private sector.
- Powerful services and resources to our partner radio stations and broadcasters that they can adapt and apply to their work.

We Learn ...

- From the experiences of the rural people and broadcasters we work with.
- From all our partners and stakeholders.
- By evaluating and learning from our own work and that of others.
- Through innovation - we take measured risks, try new approaches, learn from them (successes and failures), and share what we learn.

We will continually seek to strengthen our application of these values to all of our work. We will hold ourselves accountable to them by reviewing our progress, and seeking stakeholder feedback.