Radio is the world's most popular mass medium and listeners rely on it for valuable and even life-saving information. At Farm Radio International, we provide resources and training to our network of more than 1,300 radio partners across sub-Saharan Africa to help them improve the quality and quantity of radio programming for rural development. Each year, we distribute a survey to our radio partners to learn how they use our resources, and how useful these resources are to their work. The feedback from the survey helps us improve our resources and services, besides contributing to decisions on what kind of resources and services to produce and how to distribute our resources. Here are some key results from the survey circulated in February 2023.
The survey was circulated in English, French, Swahili, Amharic and Portuguese.

RESOURCES AND SERVICES

In 2022-23, Farm Radio International produced more than 100 resources and services, including news stories, interview and drama scripts, WhatsApp discussions and learning modules.

About 70% said they use our resources once or several times a week.

The most popular resources included:

- Farm Radio Resource Pack items (scripts, backgrounders, etc.), available at https://scripts.farmradio.fm/
- WhatsApp or Telegram group discussions (we have more than 14 active groups)
- Barza Wire, available at https://wire.farmradio.fm/
- Online discussions (which touched on addressing sensitive issues last year)
Over the past year, we have also produced several suggested interview questions, a relatively new type of resource. Many of these addressed sensitive issues, such as gender-based violence and sexual and reproductive health.

Broadcasters used suggested interview questions:

- to understand issues related to gender and to sexual and reproductive health and rights;
- to understand how to formulate good questions for an interview, and to prepare for interviews on related topics;
- to help prepare their own list of questions for interviews on topics related to gender and sexual and reproductive health and rights;
- to generally improve their interviewing skills, understanding how to ask good questions and good follow-up questions;
- by using the suggested questions when interviewing someone.

Languages of resources

All our resources are produced in English and French. Some Barza Wire and Farm Radio Resource Pack items are also translated into local African languages.

- 24 languages
- 84% of respondents said they had used this type of resource.

A new resource type: Suggested interview questions

Over the past year, we have also produced several suggested interview questions, a relatively new type of resource. Many of these addressed sensitive issues, such as gender-based violence and sexual and reproductive health.

- 58% of radio partners said our local language translations were useful or very useful.
- 31% said they didn’t speak the languages that we had translated our resources into.

We asked our radio partners what kind of resources they wanted us to translate into their language. The most popular formats included Barza Wire stories, radio spots, interviews and drama scripts.
In general, we produced many resources and learning opportunities related to gender equality and inclusion over the last year.

84% of respondents said they felt much more confident in producing and airing a program on gender issues.

More than 60% of respondents knew:

- where to find experts on gender issues;
- how to conduct interviews in a respectful way;
- the most important issues related to gender for their listeners;
- how to avoid stereotypes about women, men, boys, and girls;
- how to ensure women and men get equal airtime;
- what services are available in their area for survivors of gender-based violence;
- where listeners can go if they have concerns about sexual and reproductive health;
- what they need to do to improve gender equality at their radio station.

Farm Radio offers a variety of training resources to our broadcasting partners to improve their skills in radio broadcasting, journalism, marketing, and more. Our training resources can be found at www.training.farmradio.fm. When asked to indicate their preferences from the following four options, our broadcasting partners selected the interactive training opportunities.

- Facilitated WhatsApp/Telegram discussion groups
- Facilitated online meetings or webinars
- Written Broadcaster how-to guides
- Online self-guided learning modules

It was great to once again get such a good response to our annual survey. This kind of feedback is important to ensuring that we are providing relevant and useful services to our radio partners.