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# RURAL RADIO IN ACTION: A CTA EXPERIENCE

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## Biography

Dr. Thiendou Niang has a Doctorate in Information and Communication Sciences (University of Lyon 2, France) and a Master's Degree in Business Administration (International Management Centre, Buckingham, and U.K.). At the present time, he is the Head of the Information and Capacity Development Department at the Technical Centre for Agricultural and Rural Cooperation, where he has been working since 1985. He is charged with the leadership of programme planning, follow-up and evaluation, including the identification of strategic orientations, as well as the definition of priorities for capacity development activities, including the programmes broadcast by the rural radio stations. His Department manages the training programmes in rural radio, the production and broadcasting of rural radio files, and the promotion of relations between the CTA's program, and other activities in this sector, including the utilisation of the ICTs. In 1999, thanks to his personal commitment, CTA collaborated with FAO in carrying out a study on the needs with regard to the training of trainers in rural radio. Before joining CTA, Dr. Niang, from 1980 to 1985, worked as head of the Information and Documentation Bureau at the Ministry for Rural Development and Hydraulics in Senegal.

## Abstract

This paper reviews the rural radio environment in African, Caribbean and Pacific (ACP) countries. It outlines CTA products and services that are geared towards strengthening CTA rural radio activities in these countries. The paper comprises of sections on Rural Radio Resource Packs (RRRP), and Training in Rural Radio in terms of broadcasting, audience analysis and training of the trainers. It also includes sections on support to networking activities and the use of radio as a

means of disseminating market information.

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## **INTRODUCTION**

The Technical Centre for Agricultural and Rural Co-operation (CTA) was established in 1983 under the Lomé Convention between the African, Caribbean and Pacific (ACP) States and the European Union Member States. Its goals are to contribute to poverty alleviation, food security and sustainable natural resource management. CTA's tasks are to develop and provide services that improve access to information for agricultural and rural development, and to strengthen the capacity of ACP countries to produce, acquire, exchange and utilise information in these areas. These have been translated into activities such as publications of books and monographs and the organisation of seminars, training sessions and study visits. The Centre's activities also incorporate information and documentation, including rural radio activity.

## **RURAL RADIO ENVIRONMENT IN ACP COUNTRIES**

Communication is of strategic importance in the major changes taking place in the rural worlds of ACP countries and in the challenges they face: taking control of agricultural production, achieving food security, managing and protecting natural resources, etc. In managing these processes, there are three essential tools, information, knowledge and technology. These have to be disseminated, exchanged, broken down and discussed and adopted at faster paces. However, the access of CTA's target populations (in Africa in particular) to information and communication technologies is very limited. The primary mode is still short wave radio and newspapers. In 1996 there were 12 newspapers per 1000 persons; 198 radios, 52 televisions; 14 telephone mainlines (1998); 5 mobile phones and 7.5 PCs per 1000 members of the population; and in January 2000, 2.73 Internet hosts per 10,000 persons (CTA, 2001a). But given the scarcity of newspapers and television, and the high rate of illiteracy, radio in ACP countries is currently the only mass medium capable of raising awareness, of informing and mobilising the rural population of a district through national language broadcasts. (CTA, 1998a)

In the past few decades, the rise in the number of radio stations in ACP countries has been even more spectacular than that of the print media. Although radio pluralism was confirmed legally in the early 1990s for most countries, many were slow to utilise this newly emancipated medium. Over the last ten years however, ACP countries have gradually accepted the existence of commercial radio, although they have been less open to local rural radio. Nevertheless the rural radio landscape has expanded tremendously. It has been argued though that a multiplication of rural radio stations does not necessarily lead to better quality information being broadcast. In addition, the experience of many countries is that the stock of radio skills has become increasingly concentrated in commercial capital based radios, to the detriment of local rural radio. The question of relevance and cultural diversity has also been raised with regards to rural radio. In fact, it is argued that the majority of radio stations do not have accurate statistics available to them regarding the nature and composition of their audiences, in terms of demographic figures and listener preferences.

Despite these obstacles, rural radio is still seen as potentially a highly effective method of information dissemination, being the most widely used means of mass communication in ACP countries. Radio receivers are at least ten times more common than TV sets in developing

countries, and radio the only means of information for two thirds of people living in rural Africa. In addition radio is listened to by 80 per cent of people living in developing countries every week, reaching people isolated by language,

geography, conflict, illiteracy and poverty (DFID, 2000).

## **ORIGIN OF THE RURAL RADIO SUPPORT PROGRAMME**

Since its conception, CTA has been conscious of the role of radio as an appropriate tool for the development of and communication with the rural populations of ACP countries. In the 1980s CTA undertook preliminary studies on the subject, culminating in the workshop on scientific and technical information for agricultural and rural development, held at Montpellier, France in December 1984. It was recommended that the radio and press be used more fully to promote research work in development and to make STI (Scientific and Technological Information) resources better known. In addition, CTA was urged to use existing networks capable of providing radio and press with useful and easy-to-use information in the field of science and technology. It was further recommended that CTA support the organisation of training workshops for practitioners in extension service and rural radio training which would allow extension and training workers to practically provide information directly to farmers, drawing on their local experiences of national government services, international organisations and NGOs. Finally, it was deemed important to introduce other communicators (e.g. leaders of organisations and associations) to the principal scientific and technical issues of the times in their country. CTA was urged to help in the production of material for this purpose.

Following these initial seminars, the leaders of rural radio stations of agricultural services of 18 ACP countries were brought together in a seminar in 1989 in Ouagadougou to discuss the implementation of the strategies of the preceding seminar. This meeting enabled CTA to better understand the expectations of rural and national radio stations with regard to agricultural and rural information, and to make three priority recommendations:

- Develop both the training of rural producers and journalists in research and the use of suitable STI;
- Provide rural radio stations and Agricultural Information Services (AIS) with specific information, suited to journalists' real needs;
- Undertake documentary support work.

CTA's Rural Radio Support Programme for ACP countries came into being following this workshop in Ouagadougou. Since then CTA has forged special links with presenters, producers and journalists who broadcast rural radio and specialist programmes in ACP countries. These "facilitators" are considered vital agents in CTA's mission of disseminating scientific and technical information for agricultural

and rural development.

The Rural Radio Support Programme objectives are to improve the dissemination of information to rural areas in ACP countries and to enable rural radio stations to increase their involvement with stakeholders in rural development initiatives. Its goals are to provide support to institutional development in rural radio stations, including:

- The training of rural radio producers and presenters;
- The support to rural radios in accessing information sources on agriculture and rural development (ARD);
- The development of tools and methods for audience needs assessment.

To date, CTA has:

- Organised 16 radio training workshops for journalists and broadcasters;
- Designed and produced 44 information packs, in English and French and distributed them to 250 beneficiaries;
- Published the directory *Radio at the Service of the Rural World in ACP countries* in 1995 and updated it in 1998, listing producers, journalists and managers of rural radio stations and their major partners;
- Provided support to rural radio stations in ACP countries in the form of documents on rural development, and through *Spore*.

## PRODUCTS AND SERVICES

### 1. Rural Radio Resource Packs (RRRP)

The Rural Radio Resource Packs (RRRP) was initiated by CTA to provide up-to-date information on selected topics of particular interest and relevance to ACP radio audiences. The objectives of the RRRP are to strengthen research-extension-farmer linkages, and associated information and communication management, and to improve the dissemination of information for the benefit of farmers by improved adoption of new technologies.

Each year, four rural radio resource packs are produced, consisting of taped interviews accompanied by a complete transcript. The material is backed up by technical information and printed documentation on the subject of the information pack. The topics of the information packs are selected according to suggestions

coming from programme beneficiaries<sup>1</sup> and priority themes indicated by CTA partners. By the end of 2000, 40 topics<sup>2</sup> were covered in total. In addition, the number of beneficiaries has been ever increasing. In 2001, the Resource Packs are being sent out to 250 beneficiaries.

The provision of RRRPs enables rural radio broadcasters to:

- Provide the opportunity, where appropriate, for broadcasters to use the material provided in English/French or to translate it into indigenous languages in the form of radio talks;
- Provide broadcasters in ACP countries with access to interviewees in other countries to whom they might not otherwise have access, and so foster information exchange among ACP countries, and from expatriate experts with ACP experience to listeners in Africa;
- Offer, through the interview transcripts, suggested questions on the same topic that rural broadcasters might want to put to national experts but with a national focus and in an indigenous language.

In 1998, in collaboration with ONEWORLD, the audio files and text of some of the resource packs were put on the Internet on a pilot basis. This continued in 1999, with the audio files and texts from previous years being added to CTA's Website.

RRRP has proven to be a highly effective way of contributing to and strengthening the role of rural radio broadcasting in ACP countries in disseminating agricultural information to traditionally hard-to-reach areas and groups. Since 1995, some of RRRPs major achievements include increasingly more interviewees (experts) and interviewers from ACP countries (more than 70%) and the involvement of regional partners.

## 2. Training

The focus of CTA's Rural Radio Training during the 1990-1995 period was very much production skills oriented. The courses were aimed at enhancing the ability and capacities of broadcasters and ACP journalists in their own local programming, by sharpening their skills and stimulating local interaction between professionals. However, this focus has shifted since 1995 with an equal emphasis now firmly placed on audience analysis.

<b>Rural Radio Training Programmes 1996 - 2000</b>				
<b>Country</b>	<b>Production skills</b>	<b>Audience Analysis</b>	<b>Training of the Trainers</b>	<b>Year</b>
Nigeria	X			1996
Fiji	X	X		1996
Mali		X		1997
South Africa	X	X		1998
Madagascar		X		1998
Fiji	X			1999
Burkina Faso		X		2000
South Africa			X	2000
Swaziland	X			2001
Burkina Faso		X		2001
Djibouti/Comores		X		2001

## 2.1 Production of Radio Programmes

Radio is a uniquely effective means of disseminating information in terms of overcoming great distances, weak or unreliable press and low literacy levels. But in order to be effective in terms of attracting, informing and motivating audiences,

rural radio programmes have to be accurate, credible and creatively produced and presented. With this in mind, CTA has recognised the need to upgrade the skills of rural radio professionals in ACP countries, and has organised a number of workshops for this purpose.

Topics addressed in training workshops have included:

- Basic techniques in the production of radio programmes
- Packaging information for radio programming
- The use of more creative broadcasting methods
- The use of recording equipment
- Investigating the use of alternative interview venues
- Preparation and presentation of "scene-setting" introductions
- Maintenance and proper use of equipment
- Script-writing

In addition, on-the-spot training is provided where appropriate. Training in technical skills has included:

- How to ask questions in a more interesting and interested way;
- Using description before and during an interview to illustrate it;
- How to explain background sounds if interrupted during an interview in a jargon free manner;
- Knowing a simpler, more direct way of explaining a scientific term;
- Tips on walkabout interviews.

## **2.2 Audience Analysis**

It is generally agreed that rural radio can be an effective means of communication in ACP countries. Yet it still has little impact in rural areas. The growth of rural radio is stunted in terms of the poor knowledge that radio broadcasters have of their audience's needs and preferences and the impact of their programmes on the development process. In fact, the majority of current radio stations does not have precise statistics on the nature and composition of their audiences in terms of demographic information, the socio-economic situation of listeners, and programme preferences. They are constrained by a lack of the resources and techniques needed for audience research and impact measurement. This in turn makes it difficult to develop programming policies geared towards the needs and listening habits of the various audience groups. In fact the only source of feedback for most rural radio stations is from listeners' letters and information gathered by mobile

units.

The objective of the various audience analysis workshops organised by CTA has been to make rural radio broadcasters more aware of the rural populations' perception of radio programmes. The workshops aimed to improve their skills in conducting audience surveys and determining audience preferences with regard to programme topics, formats and presentation styles. One of the key lessons that has been learnt in these workshops is that rural radio can be an effective development tool if programmes are interactive, stimulating and relevant to the needs and interests of rural people.

To measure the real contribution of rural radio to development, CTA conducted a study in 1997 on methods used to define audiences and evaluate programme impact. This initiative culminated in a training workshop for 18 Malian rural radio producers. The event was used to produce a document designed to enable the study to be repeated in other countries. An audiocassette and a video were produced to accompany the document.

The following year, CTA supported a workshop on audience analysis in Madagascar, in collaboration with GRETA and IREDEC. The objectives were to determine the characteristics of radio audiences and collect information on radio broadcasting to improve their programme planning and production skills and to promote networking among radio stations in Madagascar. This workshop brought together 16 participants from the 6 provinces of the country. They initially used the similar experience in Mali to as a starting point. The difference between the two however was that the Madagascar study also carried out a qualitative field survey, unlike in Mali where participants carried out a purely quantitative study. As Rakotoarimana suggests in his paper on rural radio, it is not enough to simply *uncover* listening habits; you must also be able to answer *why* people have these particular habits. (Rakotoarimana, 2001)

In preparation for the rural radio workshop in South Africa in 1998, a community radio audience survey was conducted among rural, semi-rural and peri-urban communities in the Northern Province, South Africa. Interestingly the results show that community programmes<sup>3</sup> figured low on the list of listener preferences. Agricultural programmes were only mentioned by 1% of interviewees, indicating that they are not interesting enough to attract an audience. The objectives of the workshop that followed, organised by CTA in collaboration with South African National Department of Agriculture, were to make community radio broadcasters more aware of rural populations' perceptions of rural radio programmes and to

improve their skills in conducting audience surveys and determining audience preferences with regard to programme topics, formats and presentation styles. The key lesson of the workshop was that community radio could contribute to improving the living standards of rural and farming communities, but more informative and stimulating programmes need to be developed that reflect the actual rather than perceived needs of the audience.

Topics covered in CTA audience analysis workshops have included:

- The basics of good communication to attract rural audiences;
- Identifying the nature and composition of rural audiences
- Quantitative and qualitative survey methods;
- Programme planning for rural radio that corresponds with listener needs;
- Interview techniques;
- Translating programmes into local languages.

### ***2.3 Training Needs for Trainers in the Field of Rural Radio in Africa***

One of the recommendations of the 1995 evaluation workshop, held in Ouagadougou, was to conduct a study to assess the training needs of rural radio trainers. With the emergence of civil society and pluralism of radio in Africa in general, there is a very urgent need for trained personnel to run radio stations. This can only be possible if there are sufficient numbers of trainers.

In an attempt to meet this urgent need, CTA and FAO (Food and Agricultural Organisation of the United Nations), in collaboration with CIERRO and SADC-CCD, proposed and initiated a survey on training needs in November 1996. The decision to launch this survey was taken by the two institutions at the meeting of CTA's partners in rural radio programmes held in March 1999. The study itself was carried out in 2000. The first objective of the survey was to strengthen rural radio in Africa, and the second to identify, in a number of countries, human resources qualified in the training and development of methodologies relevant for rural radio training. The study examined the status of training in rural radio, demonstrating that so far (with the exception of CIERRO) there are no formal training institutions on the continent specialising in rural radio. Just as this is the case, there are not many trainers in this domain of radio work.

There were four main outputs of this survey. Firstly, the needs of trainers in rural radio were identified. Secondly, national expertise was ready to provide training in rural radio programme production and identified techniques to do so. In addition

methodologies are now existing and training equipment available for use in training. Finally, a *training of the trainers* programme was formulated.

The results of the study showed that all radio stations expressed an urgent need for training in various aspects of rural radio. At the moment, there are no training plans aimed at giving radio workers a set of basic principles for running a rural radio station in any of the countries that the study focused on. However, the need for this kind of training has been expressed by individuals rather than being suggested by existing training programmes. In addition, it was found that in most radio stations, there are no formal arrangements for training. This lack of arrangements seems to be linked to lack of adequate training equipment, qualified trainers and appropriate infrastructure.

The study showed that apart from CIERRO, there is no other institution in French speaking Africa that trains in rural radio. On the other hand, in English speaking institutions, there are some classes that relate to the rural world or rural development.

Trainers in rural radio are few and far between. In terms of potential trainers, they are mostly male permanent staff in radio stations, drawn mainly from management level. Most of them have a satisfactory academic background and have several years of professional experience. Most people cited as trainers in this survey had not received any "trainers" training, due to lack of opportunity. Only a few of them had done training courses organised by institutions such as CIERRO. In addition, very few of the trainers had received long-term training in rural radio in general. Where training has occurred, there have been difficulties in terms of a lack of books, a shortage of training staff and a lack of training hardware, equipment and infrastructure.

In terms of national expertise, it was found that while quite competent and well qualified, it has a limited capacity. In addition, the number of women amongst this expertise is very low and needs to be improved. While national expertise appears strong in experience, intellect and professionalism, their training on the whole equips them for classical radio, but not for rural radio or for training others.

While almost all of the trainers working in the domain of rural radio did not receive training as trainers, they do have a proven background in radio. The study suggests that this background be reinforced by rural radio training. They need to be trained in rural radio first and then be made trainers themselves. The objective of this type of training is to first allow trainers to apprehend the concept of rural radio,

to develop their knowledge of the rural world, to master the different approaches of communication in a rural environment and to get some knowledge of the programme adapted to this environment. Then for the training of the trainers stage, it should aim to introduce trainees to different teaching methods and the principal teaching aids available. They should also learn how to define training needs, prepare modules and evaluate. The suggested training programme is available in the report of the study by Chris Kamlongera (p. 13). Attention can be drawn to the inclusion of a module on new technologies of information and communication (NTIC), such as Internet, and e-mail. (Kamlongera, 2001)

### 3. Networking

During the rural radio evaluation workshop (Burkina Faso, 1995), the importance of networking was highlighted. The workshop participants considered that the rural radio network needed to be broadened to include the many commercial and community-run radio stations in the countries concerned. It recommended that networks of stations be established with a view to promoting regional co-operation and the exchange of information. This culminated in the publishing of a directory of rural radio stations entitled *Radio at the Service of the Rural World in ACP Countries* (1995). It contains details of over 400 rural radio producers, journalists and presenters in ACP countries, and the addresses of training centres and resource personnel in rural radio in Europe and North America. It was also recommended that the directory be regularly updated. To date this has been done once in 1998.

In 1993, CTA organised a workshop in collaboration with CARDI and WREN in the Port of Spain, Trinidad. At the end of the workshop the foundation had been laid for the Caribbean Rural Radio Network. The aim of the Network was to encourage the exchange of programmes and experiences and promote training for young journalists. In 1994, CTA organised a follow-up seminar to the 1993 workshop in Port of Spain Trinidad, which was held at Montserrat. This meeting was organised to launch the network's programme activities. The 14 participants were national or regional officials responsible for rural communications and agricultural extension and information.

CTA supported the establishment of the *Network of Francophone African Rural Radios and Journals* at the workshop organised by INADES in Côte d'Ivoire in October 1998 and agreed to support activities aimed at developing this network, as part of its 1999 programme.

In July 1999, CTA supported the pilot project developed by Panos "Residel"<sup>4</sup>. Residel aimed to develop and 'unblock' local information, to increase and diversify sources of local information accessible to local media, and to develop increased interactivity both between the media and their 'natural' sources of information, and between the media and their public. In short, Residel aimed to reinforce citizen participation in disadvantaged local communities, through and with the help of interactive information on current events, decentralisation and development. The originality and the pilot nature of this project reside in its use of the Internet to reach its objectives. It planned to use the Internet to establish information sources through the use of a 'virtual library'. In addition it planned to organise a conference on 'virtual writing' for local journalists. Finally it intended setting up a mailing list.

The outputs of this initiative concerned firstly the production and dissemination of local media information, the volume of which increased considerably during the project (13 articles published in local newspapers, 67 twenty minute-long programmes produced and broadcast by local stations, and 7 national broadcasts). The second output concerns the establishment and diversification of local sources and 'reservoirs' of information. But the participation of source institutions was revealed to be highly deceptive: The 'virtual library' had a relatively low volume of information (14 documents in all). Thirdly, in terms of interaction/interactivity, the evaluation report indicated that "listeners reacted by contacting local journalists to give their opinion or to ask for a report in their village or on their project," and "Journalists because closer to their audiences." Finally, the most positive result of the project concerned local journalists. The interaction/interactivity encouraged by the project enabled journalists to uncover renewed motivation in terms of "working in the same conditions and on the same themes as local development and decentralisation." The conference on "virtual writing" was instrumental here.

According to the project report, many lessons can be learnt from the first phase of Residel, concerning the appropriation of NTIC by local media (radio). Firstly, the use Internet is possible in rural areas, even if limited to e-mail alone. Secondly, the use of e-mail by journalists as well as local organisation is constrained more by insufficient 'e-competence' than technological or financial constraints. Thirdly, the experience of the "virtual writing" conference shows that an electronic network needs a 'core' (linking media and local organisations) that can ensure consistency in the provision of advice, assistance and animation services. Finally, the experience of the 'virtual library' shows that the core of a network is inflexible when it comes to the establishment of 'reservoirs' of local information, but also in the transformation or formation of institutions from which the media can benefit. (Senghor, 2001)

In 2000, CTA participated in the World Space Foundation - Africa Learning Channel Partners' Meeting, held in April 2000 in Addis Ababa, Ethiopia. The objectives of the meeting were to inform participants about the WorldSpace Foundation (WSF) and Africa Learning Channel (ALC) missions and benefits, and to promote partnerships for content, co-ordinated listening groups and receiver placements. The purpose was to solicit advice from partners on the use of the WorldSpace satellite system, the benefit of this system to different NGOs at grassroots level, audience evaluation and how the ALC can be used to disseminate information produced by the various partners.

## **4. The Use of Rural Radio to Disseminate Market Information**

Good market information is highly profitable to agricultural producers, as well as to traders. Unfortunately however, in developing countries information on market prices, quantities of produce sold and on other subjects concerning markets rarely reaches farmers. Rural radio can be an essential tool in overcoming these problems, on the condition that the information is made readily available and that its cost is accessible.

Difficulties encountered by Market Information Services (MIS) at a national level have led to new approaches in development, which focus on the problems in both accessing and disseminating information at a local level. These approaches have developed alongside the general tendency towards the decentralisation of public services. While there have been projects initiated in the 1990s aimed at providing information on market prices, traders etc at *national* level, it was the recent development of rural radio in FM that has made the dissemination of information at local level also possible.

In Uganda, for example, IITA (International Institute for Tropical Agriculture) collaborated with CTA and USAID in setting up a new MIS at national level to collect the market prices of 28 products in 19 districts every week, and disseminate it via national radio. This service constituted the foundation of a pilot project supported by CTA that diffused market information at local level. The initiative was particularly important in a country such as Uganda where a large number of languages are spoken in the country and market information broadcast at national level is often in a language that the population does not understand. A similar pilot project was financed by CTA in Ghana. This project collected market information from the main Aseewa market, as well as from five village markets in the surrounding areas. The information was then distributed to three FM radio stations

that broadcast to the three main linguistic groups. To date, the main constraint of the project is the insistence of stations to be paid to broadcast such information, due to the fact that it is seen as advertising rather than as a public service. (Shepherd, 2001)

## MONITORING AND EVALUATION

In 1995, CTA's rural radio support programme was intensely evaluated at a workshop held in Burkina Faso and organised in partnership with CIERRO. Its objectives were firstly to analyse CTA's Rural Radio programme since 1990 and the contributions of the various partners in this programme. Secondly, it intended to assess the current needs of various protagonists and to propose alternative and practical strategies for future activities.

In view of the rapid changes brought about by liberalisation, the workshop recommended an integrated approach to providing information on rural development through rural radio. Information should not be restricted to agriculture alone but should include socio-economic themes that have an influence on agricultural and rural development. It also recommended, amongst other things, that CTA services be offered to emerging radio stations, that a coherent *audience assessment* and *evaluation of impact* programme be established and that the construction of regional networks of rural broadcasters be promoted. In addition, more regional and national expertise should be involved, and national governments should be sensitised to the need for effective communication policies and strategies, in support of development.

### 1. Monitoring and Evaluation in RRRP

As part of the monitoring process, all recipients of the RRRPs are requested to complete an evaluation questionnaire. The purpose of the exercise was to update the existing list of recipients and to take on board feedback and suggestions. In terms of the practicality of packs, consistently over 90% of respondents since 1995 said that they had used the packs to produce a farmers' programme on agriculture or the environment. The ever-enthusiastic response is a good indication as to how the clients value the packs. Suggestions are taken into account, and contribute towards deciding on subjects for future resource packs.

During the evaluation in 1995, the format of the packs since its launch in 1990 was seen as acceptable, and the topics selected as relevant and useful. It was agreed that the programme material served to stimulate ideas for local programming,

which in turn sensitised rural radio further to rural development issues.

It was noted however that there was a need for radio producers to provide feedback on the kind of information required by their particular audiences. In addition, the low frequency of the resource packs was highlighted (four per year), along with the fact that material is only recorded in French and English to the detriment of local languages. Finally, it was concluded that new radio stations should be serviced with resource packs, following a listener survey to confirm that their output is relevant to and reflective of development issues.

## 2. Monitoring and Evaluation in Rural Radio Training

In terms of monitoring, participants are requested to complete an evaluation questionnaire at the end of a training course. It can be noted that participants commented favourably on the use of more creative broadcasting methods, which is an indication of the success and relevance of this type of training.

In the 1995 evaluation workshop a number of recommendations were made by the working groups. CTA should:

- Expand existing training programmes to include a *Training of the Trainers* course. CTA should first however conduct a study to assess the training needs of the trainers and develop an appropriate methodology in identifying trainers to be trained so as to create the appropriate multiple effect;
- Develop a comprehensive curriculum for the training of broadcasters and journalists throughout ACP countries;
- Extend training to Eastern and Southern African especially and survey existing rural radio services in these regions;
- Use national focal points to establish training proposals for each country.

One of the main points highlighted in the evaluation workshop in 1995 was the need to promote audience analysis and the evaluation of programme impact. The rationale was that radio programmes are likely to have a greater impact if radio broadcasters develop a closer rapport with their audience. With this in mind, the focus of the 1995-2001 training programmes shifted and now has as an important element the inclusion of audience analysis studies and training courses.

## LESSONS LEARNT AND THE WAY FORWARD

The experience of working on rural radio over the last decade has taught CTA some lessons. Many of these were articulated in the 1995 evaluation workshop in Burkina Faso, and have been put into practice over the intervening years. These lessons relate primarily to the following:

- Optimise the skills of rural radio broadcasters, to ensure that the material broadcast is accurate, credible and creatively produced.
- "Know your audience" so that the rural and agricultural material being broadcast reflects the *actual* and not *perceived* needs and preferences of listeners.
- Promote the construction of regional networks of rural broadcasters in ACP countries.
- Sensitise national governments to the need for effective communication policies and strategies in support of development.

With this in mind, CTA will continue to provide support for rural radio services. In the future, the rural radio resource packs (RRRP) subject content will reflect not only scientific and technical questions, but also social and economic aspects of rural development. RRRP production remains static at four new packs per year, but in the coming years this number will increase to six. The topics continue to be selected in accordance with priority themes.

Training and workshops continue to be a priority, with seminars being organised to enhance the skills of rural radio broadcasters and other journalists in both radio production and audience analysis.

There will be increasing involvement of regional institutions in producing the RRRPs to ensure a regional focus, competence development and local ownership of the programme. WREN*media* have been asked to look into the possibility of involving more ACP partners in the production and distribution of RRRPs. They therefore were advised to forge partnerships with JADE, INADES and PANOS.

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## Acronyms

ACP African, Caribbean and Pacific (countries)

ALC African Learning Channel

ARD Agricultural and Rural Development

ASI Agricultural Information Service

CIERRO Inter-African Centre for Studies in Rural Radio in Ouagadougou

CTA Technical Centre for Agricultural and Rural Co-operation

FAO Food and Agricultural Organisation of the United Nations

GRET Groupe de recherche et d'échanges technologiques (France)

IREDEC Institut de recherche et d'application des méthodes de développement communautaire

IITA International Institute for Tropical Agriculture

INADES Institut africain pour le développement économique et social

MIS Market Information Services

NGO Non-Governmental Organisation

Residel Réseau sénégalais d'information sur le développement local

RRRP Rural Radio Resource Packs

SADC Southern African Development Community

STI Scientific and Technological Information

USAID United States Agency for International Development

WSF WorldSpace Foundation

## **RRRP TOPICS (COVERED TO DATE) - ANNEX 1**

### **1. Promotion of market-led development**

Crop storage and marketing  
Food processing (village level)  
Niche markets  
Production of fruit and vegetable for export  
Rural credit and financial management

### **2. Production intensification and optimisation**

Backyard rabbit rearing  
Beekeeping  
Cassava  
Coffee  
Food Safety  
Integrated pest management  
Livestock feeding and health  
Peri-urban agriculture  
Pisciculture  
Poultry  
Processing of oil seeds  
Professionalisation of agriculture  
Small ruminants  
Storage of food grains and pulses  
Weeds (positive aspects)  
Woodlots

### **3. Environmental protection and NRM**

Agroforestry  
Diversified and integrated farming  
Eco-tourism  
Smallscale irrigation and water management

Soil conservation and fertility  
Sustainable soil fertility  
Water rights

#### **4. Strengthening national agricultural systems (nas)**

Food Insecurity  
Land and Agricultural Reform  
decentralisation and land tenure  
Smallscale fruit growing  
Smallscale processing of dairy products  
Smallscale vegetable growing

#### **5. Mobilisation of the civil society**

Farmer and village organisations  
Farmers' organisations  
Gender  
Rural producers as agents of innovation

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1 Rural radio producers, broadcasters and farmers in ACP countries

2 For a complete listing, see *Annex 1*

3 These programmes cover health, education and agricultural topics.

4 Residel stands for "Réseau sénégalais d'information sur le développement local."

5 Paper presented at the First International Workshop on Farm Radio Broadcasting, 19-22 February 2001, Rome

6 *Ibid.*

7 *Ibid.*

8 *Ibid.*

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