



SUCCESS STORY

Radio Bridges Communications Gap

New radio stations allow remote communities to share information



Photo: Allahleudé Djékoundadé, Africare

USAID provided equipment and technical training for 14 community radio stations in northern Mali.

“Thanks to this radio station, we can now disseminate information on vaccinations or any health-related information to the people,” said Mohamed Mahmoud Ould Mohamet, program director of the AI Lafia radio station in Lerneb.

The Malian communities of Bourem Inaly, Lerneb and Almoustarat had long dreamed of finding a way to exchange information. That dream came true in June 2005 when USAID inaugurated a new radio station in each community, thus bridging the communications gap.

USAID helped create new FM radio stations for 14 remote communities in northern Mali, an area that is prone to conflict and suffers from extreme poverty and scarcity of natural resources. The communities were each given a comprehensive community radio package, including an FM radio transmitter, two-way communication radio transceiver, satellite receiver, television, satellite dish and VCR. Designed to create an instant multi-purpose communication center, the packages allow stations to communicate with each other, broadcast prerecorded messages via satellite and play cassettes. The communities also receive training in technical operations and journalism, as well as guidance in how to set up radio theater groups and youth listening clubs. Communities also learn how to create management committees, which oversee all aspects of the stations' administration and financing.

Today the radio stations broadcast programs on a range of issues in the community interest, including terrorism, religion, peace building, voter education, democracy, decentralization, women's empowerment, agriculture, natural resources management, health, education and local and world news.

Said Mohamed Mahmoud Ould Mohamet, program director of the AI Lafia radio station in Lerneb, “Thanks to this radio station, we can now disseminate information on vaccinations or any health-related information to the people. I am very pleased with the project.”

Telling Our Story

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