2006 Summer Seminar Series

Radio:

A Post Nine-Eleven Strategy for Reaching the World's Poor

Stephen Sposato
Dr. William Smith
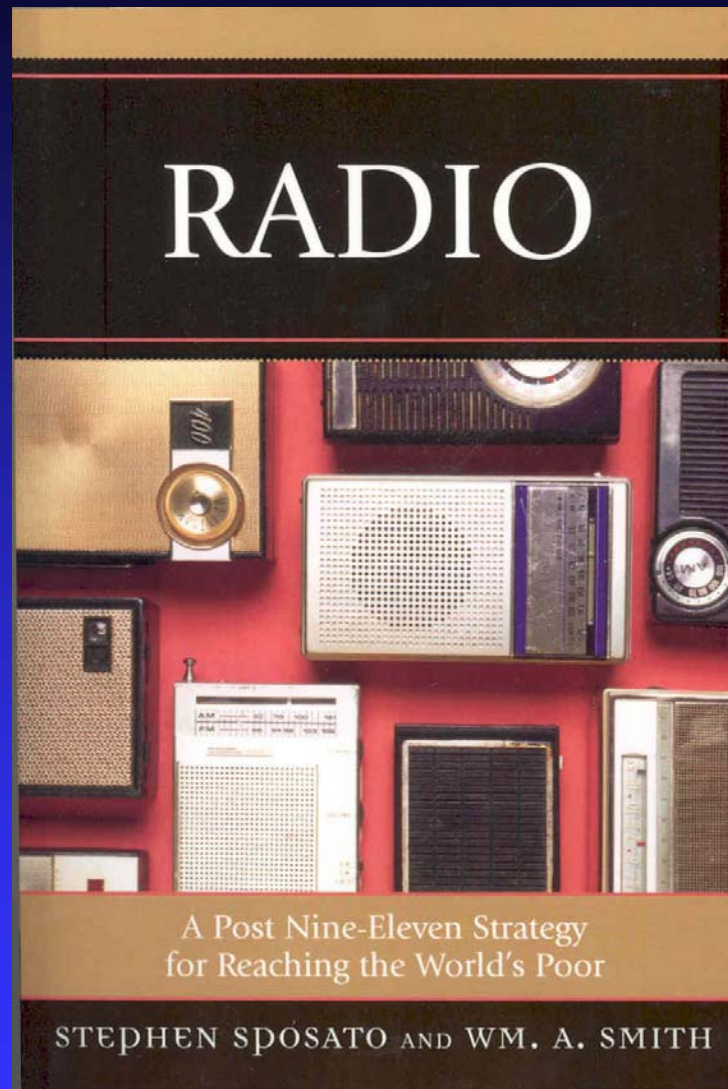Joan Mower

Thursday, 3 August 2006

USAID FROM THE AMERICAN PEOPLE

KfD KNOWLEDGE for DEVELOPMENT

2006 Summer Seminar Series

RADIO

A Post Nine-Eleven Strategy
for Reaching the World's Poor

STEPHEN SPOSATO AND WM. A. SMITH

RADIO
Mass Media and IT

**Radio Forums:
A Missed Opportunity for Developing Democratic Institutions**

Bill Smith
Executive VP
Academy for Educational Development

RADIO
Mass Media and IT

Helping to build and sustain democratic, well-governed states that will respond to the needs of their people and conduct themselves responsibly in the international community.
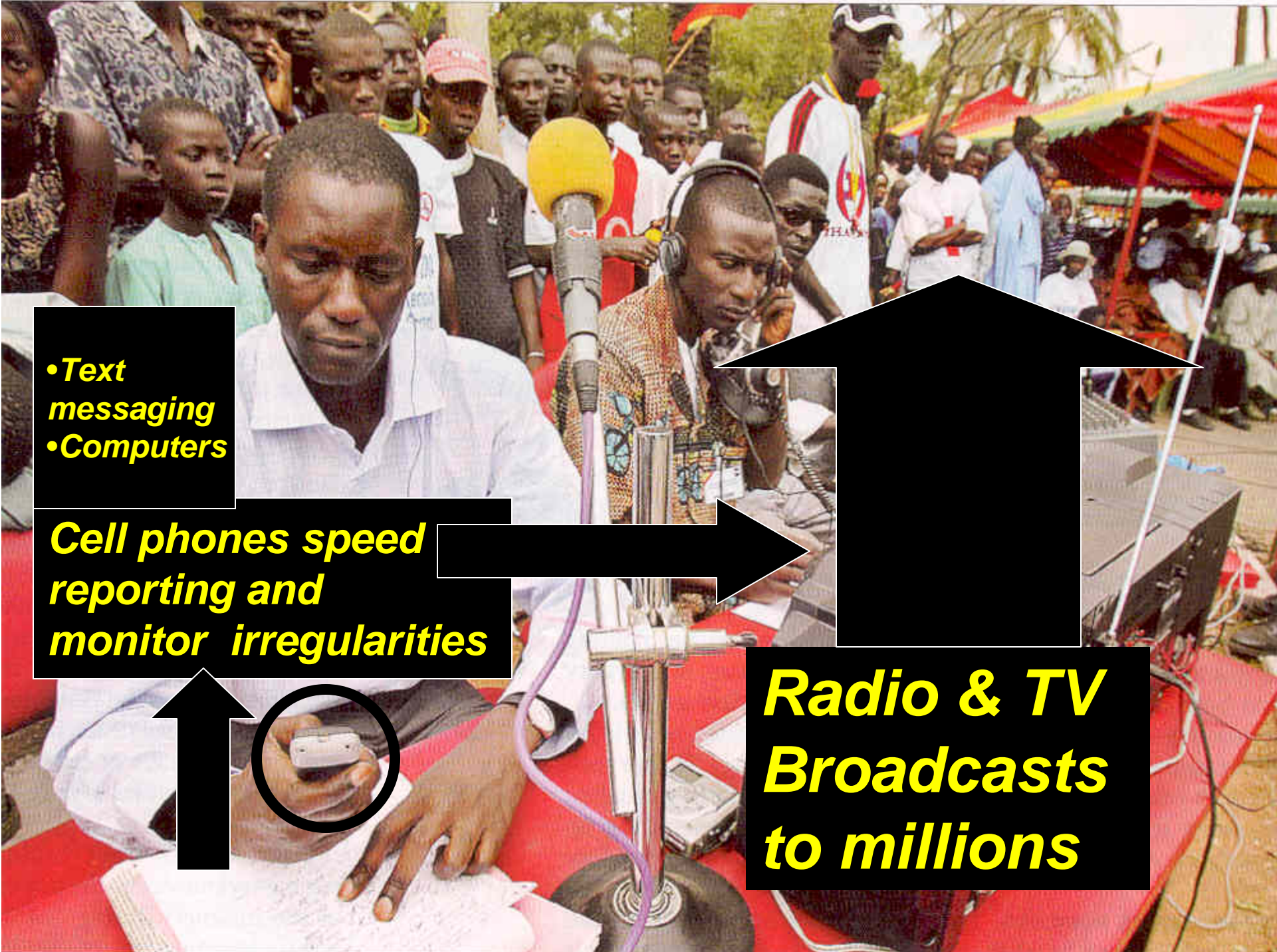
Secretary Rice

Three forms of mass media.

- News
- Propaganda
- Entertainment
- Information

Group listening

- *Text messaging*
- *Computers*

Cell phones speed reporting and monitor irregularities

Radio & TV Broadcasts to millions

Media ownership, Africa

Radio	**1- 4**
Television	**1-13**
Mobile phones	**1- 35**
PC	**1-130**
Use internet	**1-160**

170 million radios/60% of Africans
Group listening still predominates

Significant variations on the continent

1. Independence of radio programming
Kenya
Ghana, Mali, Niger, S. Africa, Uganda

2. National and Local programming

Desperate need for local programming

broadcast warehouse

Look in [Select a Department ▼] For [All Products ▼] By [All Manufacturers ▼] [go]

free text search [go]

STUDIOPACKAGE1 - Mid range broadcast studio

email this page to a friend.

Home

Transmission Equip...
Kits, Modules & Par...
Studio & Audio Equi...
Software & Automa...

View Cart
Checkout
Contact
Company
Help

Join our mailing list... product information special offers...

email address?

Secured by SSL

...vers with Fader Start

...Go!

equipment ready fitted into wood timber pods. The whole system is assembled, neatly wired into two cable looms and fully tested prior to despatch, so getting On Air is simply a matter of plugging in the well labeled connectors.

The main studio package is based around...

World Space/Afristar

40 channels

Uplinks from South Africa, Ghana and London

$50 for the receiver

$8-16,000

ON AIR

Digital reaches the last mile.

Fundamental Problems

- **Irregular electricity supply**

- **Poor rail and road transport**

- **Tax regimes that tax cell phones as luxuries**

- **Brain drain to private sector and high illiteracy rates**

- **Small markets for ICT sector – non-transparent and time-consuming procedures**

Why RADIO?

Battery powered

Cheap to buy

Programming is cheap

Radios are everywhere

Credible/Local

Sustainable/ Businesses

- No Television
- No Computers
- Cell phones were dead,

- **Radio** was on the air –
- <u>Battery Powered</u> radio receivers were the only thing working.

Russia's Signal to Stations Is Clear: Cut U.S. Radio

By Peter Finn
Washington Post Foreign Service

MOSCOW, July 6 — Russian regulators have forced more than 60 radio stations to stop broadcasting news reports produced by Voice of America and Radio Free Europe/Radio Liberty, according to radio managers and Russian officials.

The regulators cited license violations and unauthorized changes in programming format. But senior executives at the U.S.-government-funded broadcast services and at the sta-

tions blame the Kremlin for the crackdown, which has knocked the reports off stations from St. Petersburg in western Russia to Vladivostok in the Far East.

"We focus primarily on domestic developments, and those are exactly the things the Kremlin has problems with," said Jeffrey N. Trimble, acting president of Radio Free Europe/Radio Liberty — commonly known as Radio Liberty. "This really hurts our ability to reach today's decision-makers."

The two services' straight-up reporting, often by journalists on the ground in Russian

communities, has at times challenged the political establishment here. In a country where the news media increasingly avoid controversial subjects, millions of Russians had made the broadcasts a listening staple.

U.S. diplomats, managers at the two news services and their board of governors have held repeated discussions with Russian officials in recent months seeking a compromise, to no avail. "We've tried to be collegial, tried to work within the system, but this is a most un

See RUSSIA, A11, Col. 2

Hizb... broadcast studios in Beirut

Army Spc. Daniel Sullivan plays a song during his show on Freedom Radio in Baghdad, Iraq. Photo by Jim Garamone

Radio for women:

Baghdad's *Cup of Tea* Program for Women

Morocco,1975

Radio-driven community conversation and decision-making

Group listening
Ask questions
Decision making
Community action

*I relate…
therefore I am.*

The Gambia, 1981

Litrosol Treatment Rates for Diarrhea Cases in Last Two Weeks

Correct use of ORS rose from 0% to 40% in 12 months.
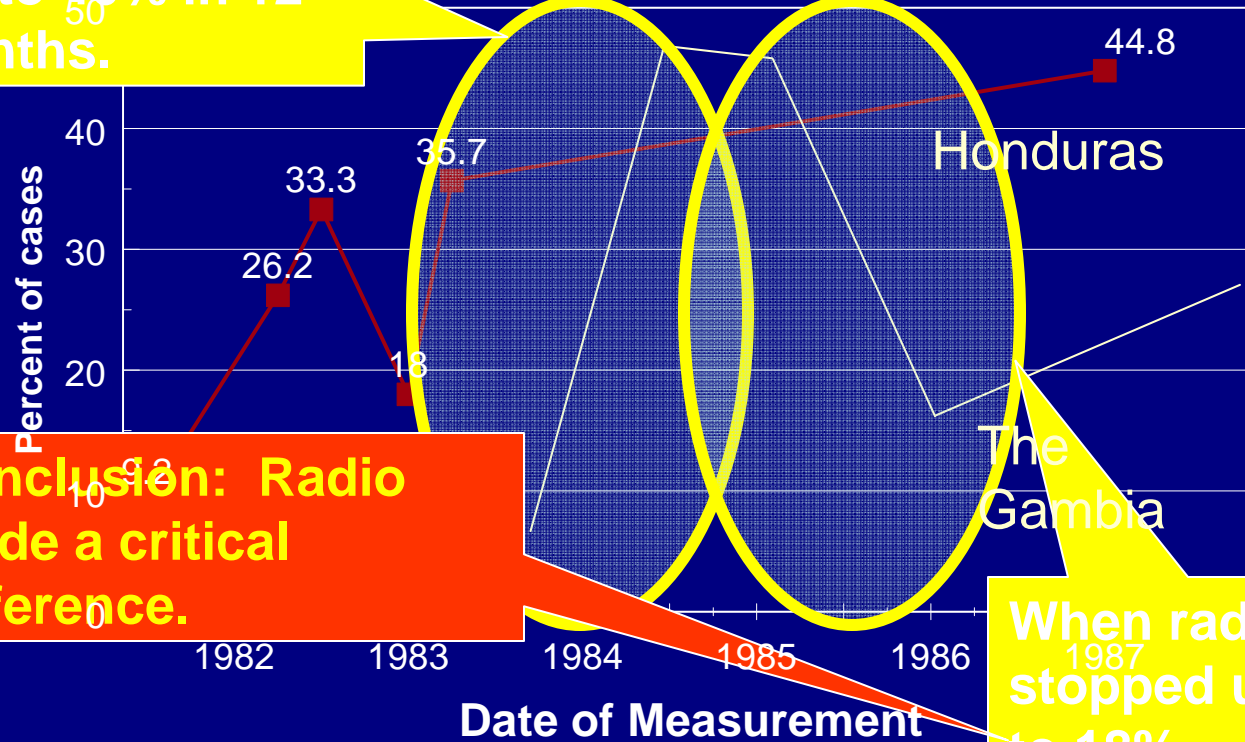
Conclusion: Radio made a critical difference.

When radio stopped use fell to 18%.

50

44.8

40

Honduras

35.7

33.3

30

26.2

20

18

Percent of cases

The Gambia

10

0

1982   1983   1984   1985   1986   1987

Date of Measurement

Source: Applied Communication Technology

Listened and learned in groups

Acted as communities, not individuals

Zimbabwe 1999

2 districts (502,000)

1 week training of trainers
20 sessions
14 Illustrated cards
Membership in club
Homework
Home visits
Slogans, dramas
Graduation days

3600 latrines.

Tanzania,1973

- **Trained discussion leaders**
- **12 group discussions**
- **Brochur**

radio

Listening Groups

750,000 latrines

Tanzania
750,000
latrines

Zimbabwe
3,600
latrines

CLUSA's Civil Society Program in Guinea

Youth
development

Avian Flu & Radio's Credibility

Radio Programming

- Broadcast to communities

- Gives groups information

- Poses questions

- Forces communities to make decisions

- Produces action on a large scale.

2006 Summer Seminar Series

Radio:

A Post Nine-Eleven Strategy for Reaching the World's Poor

Mark Koenig ■ Nancy Lowenthal
Richard Martin ■ Dana Fisher
Noreene Janus ■ Meg Gaydosik

Thursday, 3 August 2006

2006 Summer Seminar Series

Last Mile Initiative

Dr. Noreene Janus
ICT Advisor
USAID/EGAT/I&E/ICT
njanus@usaid.gov

Thursday, 3 August 2006

2006 Summer Seminar Series
Last Mile Initiative

USAID's Last Mile Initiative (LMI)

- Global program to expand the access of the rural poor to communications.

- Launched in 2004 to spur increases in productivity and to transform the development prospects of farmers, small businesses, new startups and other organizations in rural areas presently underserved by the world's major voice and data telecommunications networks.

- Focus is on sustainable business models

- There are more than 60 Last Mile country programs

2006 Summer Seminar Series
Last Mile Initiative

Wireless Network Topology

Distant Village

Nearby Villages

Small Town

Business

Business

Business

Municipality

School

Clinic
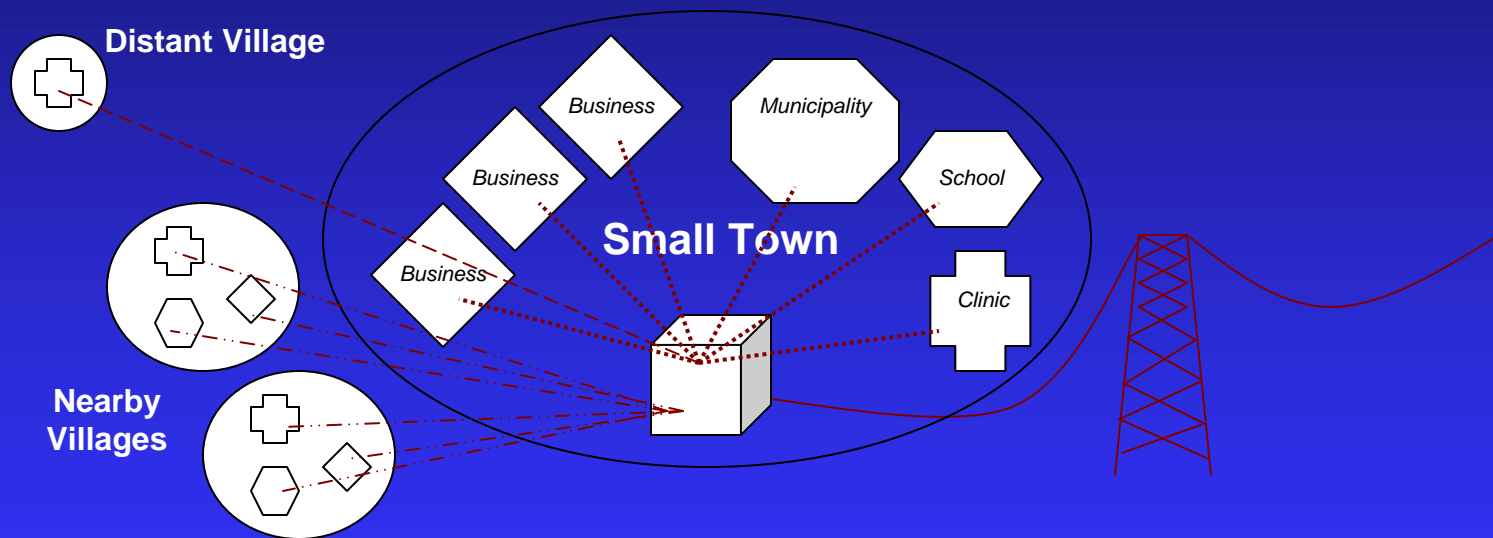
2006 Summer Seminar Series
Last Mile Initiative

Business Model Options

Distant Village

Business

Business

Business

Municipality

School

Small Town

Clinic

Nearby Villages

Franchise	Local	NGO
Commercial	Member	Non-Profit
For-Profit	Cooperative	
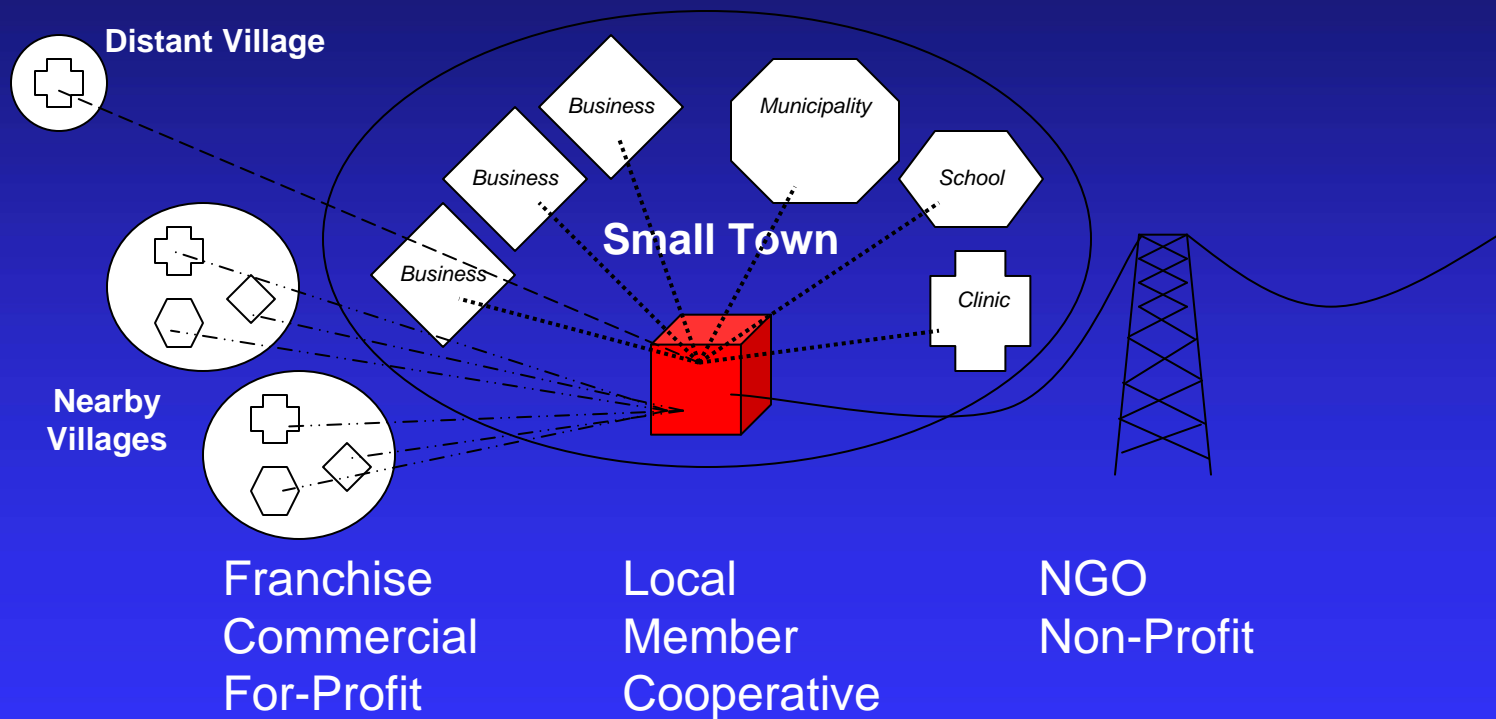
2006 Summer Seminar Series
Last Mile Initiative

"Macedonia Connects"

Vision: A national connectivity project with schools as the anchor tenant

- Created the first wireless country

- No equipment purchases

- Aggregated public demand for services

- Leveraged $2.5M in service purchases into a $5M nationwide network

- Increased Internet penetration from 4% to 25%

2006 Summer Seminar Series
Last Mile Initiative

Development of the Internet Network
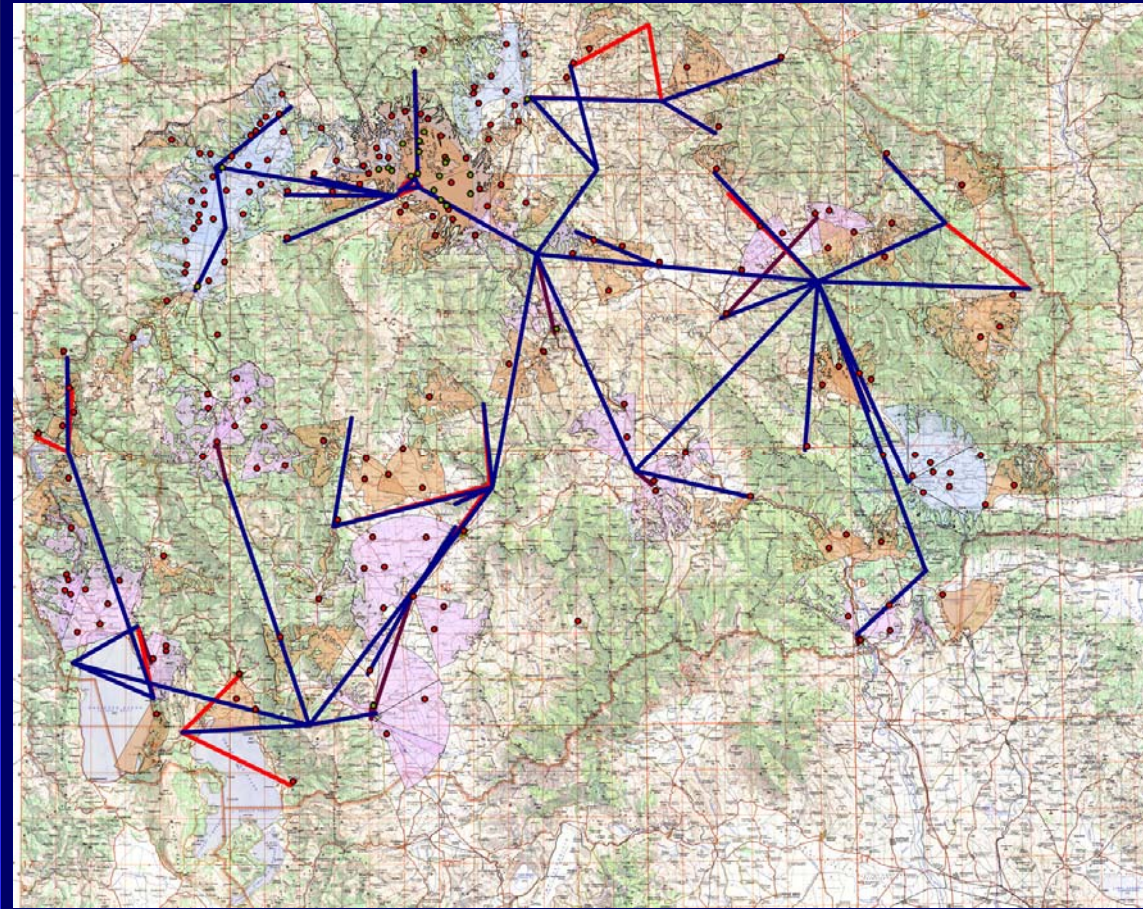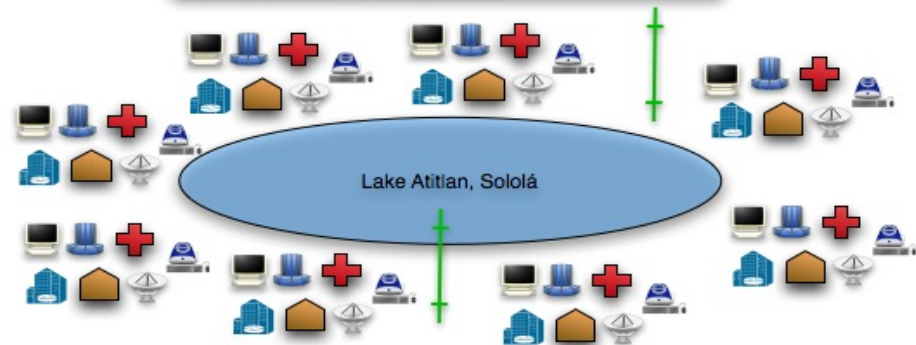
2006 Summer Seminar Series
Last Mile Initiative

Radio Nepal

▪ Addresses problem of HIV/AIDs, trafficking, and women's empowerment

▪ Only half country was reached by Radio Nepal and private FM stations

▪ Satellite radio increases reach, delivering audio programming for FM rebroadcast and collecting local programs for satellite transmission

▪ When linked to computer, digital radio can transmit large data files, video, text and graphics to bring power of Internet to rural radio community without the need for telephones

USAID
FROM THE AMERICAN PEOPLE

KNOWLEDGE for DEVELOPMENT

Radio in Mali

- Community radio important, there are hundreds of stations

- But a huge challenge is getting content

- Internet access to radio stations allows broadcasters to report national and world news and to share content from one station, one community to another

- Gives Malians abroad chance to hear about their communities

- Power: many stations are way off the grid, powered by solar or generators

- Can put it together using low-end computers, open sources software, and long-distance WiFi links

New Radio Project: South Asia

- Radio is an appropriate Last Mile technology

- Radio is a demonstrably sustainable business from East Asia to Africa and Latin America.

- But, rural radio in South Asia remains government dominated.

- In India, with one of the largest radio listening audiences i the world, it is illegal for a local business or community to establish a radio station in rural areas.

- Bangladesh and Sri Lanka share largely the same regulatory restrictions.

- Pakistan has recently allowed many new stations, but only under a tight control regime and in addition many illegal, religiously based stations have set up, making standards an important issue beyond licensing.

2006 Summer Seminar Series
Last Mile Initiative

The Project Components

- Improve standards of development radio content production
- Strengthen independent regulators
- Strengthen broadcasters associations
- Transmitters for remote areas
- Licensing of community radio

2006 Summer Seminar Series

Please join us Tuesday, August 8th
for

GETTING OUR DUCKS IN A ROW: WHAT WE KNOW AND DON'T KNOW ABOUT H5N1, AND ITS IMPLICATIONS FOR INTERVENTIONS

presented by

Gavin MacGregor-Skinner, USAID and

Susan Zimicki, AED