

# **FIT GHANA**

## **DEVELOPING RADIO FOR MSEs IN GHANA**

Output 4: Final Report (November, 2002)

### **1.0 Background**

FIT Ghana has over the past two (2) years been facilitating the work of IFP/SEED of the ILO aimed at stimulating small business development through the development of mechanisms for the delivery of services to the sector through by the private sector. Activities undertaken so far have centered on supporting the establishment, running and improvement of regular current affairs radio programmes for micro and small enterprise sector by commercial radio companies broadcasting to different geographical areas and in the different languages of Ghana.

FIT has also been collaborating with SEED to undertake a set of activities aimed at promoting the awareness, demand and usage of BDS among MSEs.

The period under review was devoted principally to supporting the expansion of the small business radio programme beyond the pilot phase as well as assisting radio stations running the programme to improve the quality of their programmes.

### **2.0 Objectives**

Specific objectives set for the work undertaken during the period under review are as follows:

- To provide technical support to radio stations that have been trained by IFP/SEED to launch effective current affairs radio programmes for MSEs.
- To promote the concept of radio programmes for small enterprise among radio stations in Ghana.
- To commission local representatives to monitor and report on the radio programmes for small businesses that are established, thus enabling more effective monitoring and evaluation to the radio programmes.
- To develop plans to collaborate with at least one radio station in running a service exhibition for small enterprises in Ghana.

### **3.0 Activities**

Major activities proposed for the realization of the objectives stated above include:

- The development, in collaboration with Kapital Radio of a concept and script for a short documentary on the M'adwumayi radio programme for small businesses and identification and commission of a production company to produce the documentary.
- Offering the documentary to Ghana Television for airing and identifying other opportunities to disseminate the video.
- Monitoring the progress of radio stations that participated in the training toward the launching of the small business radio programme and where necessary provide them with technical and marketing support
- Working in consultation with Kapital Radio to draw up a plan and budget for a business service exhibition for MSEs in Kumasi.
- Distribution of the SEED/FIT manual on profitable programmes for small business to all the commercial radio station in Ghana.
- Identification of additional radio stations that have interest in launching a small business radio programme and providing technical and other forms of support they require for the successful launch of the a small business radio programme.
- Recruiting and briefing individuals who can undertake local monitoring of each of the small business radio programmes (on a part-time basis) and preparing detailed terms of reference for these local monitors.

#### **4.0 Documentary On M'adwumayi**

IFP/SEED during the period under review commissioned the production of a short video documentary on 'M'adwumayi' the small business radio programme on Kapital Radio. The major reasons for the production of the documentary are:

- i) to promote the MSE radio concept to other radio stations in Ghana so that they can establish similar programmes on their networks,
- ii) to promote the MSE radio programme to potential sponsors and advertisers (i.e. companies who have interest in the MSE sector) and;
- iii) to promote the small business radio programme to potential donors.

The decision to commission TV3 to do the production was taken in the light of the potential benefit of getting the documentary telecast on the network of the station after production. The video is ready and is likely to be telecast in the first week of December 2002 as a special feature on one of the regular shows on TV3 called 'The Insight' This is a thirty-minute programme that showcases innovative projects that have been initiated to improve the socio-economic well being of Ghanaians.

The documentary highlights the immense impact the programme is making on the target audience i.e., micro and small business owner/operators within the broadcast area of Kapital Radio. It also highlights the importance of MSEs to the economy of Ashanti Region (the broadcast area of Kapital Radio) and Ghana as

whole and goes further to explain why the sector constitutes a commercially viable segment of the audience of the radio station.

It is planned that after the telecast of the documentary on TV3 the producers will re-package it to make it shorter (about 15 minutes) and more concise for broadcast on other TV networks including the national network – Ghana Television. Copies will also be given to potential advertisers, sponsors and donors as well as interested radio companies.

A copy of the original version prepared for telecast on the 'Insight Programme of TV3 has been sent by post to the ILO/FIT Technical Specialist.

### **5.0 Local Monitoring of Radio Programmes for MSEs.**

FIT Ghana was tasked under the current contract to identify and recruit local monitors who will monitor on regular basis, the MSE radio programme that are currently running. These monitors who will work on part-time basis, will listen to the MSE radio programme and submit short weekly reports covering key aspects of the programme. The work of these local monitors would go a long way in facilitating a more systematic monitoring and evaluation of the impact of the programme.

The terms of reference for the work has been prepared and discussed and somebody identified to undertake the assignment in Kumasi. These local monitors are supposed to work independently of the radio stations. FIT Ghana feels, however, that the purpose for monitoring the shows will be better served if the task is given to the presenters of the programme. This is because the presenters are in a better position to provide some of the key information that may be required for effective monitoring and evaluation of the programmes. These include names and contact details of resource persons and other contributors as well as people who write or call onto the programme. A proposal to this effect has been presented for the consideration of IFP/SEED.

### **6.0 Support for Expansion of MSE Radio Programme**

Following the success of the pilot MSE radio programme launched by Kapital Radio in Kumasi in the latter part of the year 2000, the ILO agreed to support the expansion of the programme to bring on board, other radio station operating in other parts of the country. As part of the expansion programme, a weeklong training programme was organised in Accra in the last quarter of 2001.

The course aimed principally at upgrading the production and presentation skills of participants. It also sought to sharpen the skills of participants to enable them market the programme effectively to potential sponsors and advertisers.

The training course attracted five commercial radio stations in addition to the pioneer station, Kapital Radio. The stations that attended the workshop include Eastern FM, ASTA FM, Choice FM, Shaft Radio and Top Radio.

FIT Ghana, with the support of IFP/SEED has since the beginning of 2002 undertaken a series of activities aimed at assisting the five additional stations to launch effective current affairs programmes for MSEs on their respective networks.

Support extended to the stations for the launch of the programme has principally been technical in nature. FIT has assisted stations that have shown ample diligence to conduct audience surveys to elicit information concerning the most suitable day, time, duration and language for the broadcast of the MSE programme on their networks.

The surveys have also served as the tool for identifying issues of interest to the target audience that could be broadcast on the programme. So far two stations, Eastern FM and ASTA FM based in Koforidua and Techiman in the Eastern and Brong Ahafo Regions respectively have availed themselves of the support offered by FIT and have successfully launched the MSE programme on their networks.

Eastern FM launched its version of the programme named 'Sika Adwuma' (meaning Profitable Work) in July 2002. The programme, which has since been running regularly, is a weekly show that lasts for an hour. It is broadcast in Akan, the major language of the people of Eastern Region of Ghana. It is an evening programme (7:30pm) of Thursday. Thursday is one of the market days in Koforidua.

ASTA FM launched its programme in July 2002. The programme titled 'Wo A'dwumamu Te Sen?' (meaning, How is Business?) is also broadcast in Akan. It is broadcast in the morning of Tuesday and last one hour. The broadcast of the programme on ASTA, however, had to be suspended for about a month after the first two editions. The break was due to a technical problem at the station that necessitated the installation of new equipment. The station resumed broadcast of the programme in late July and has since been broadcasting it regularly.

The two stations mentioned above, ASTA and Eastern are not the only participants of the training programme who have been offered post training technical support for the establishment of the small business radio programme. The support has been extended to the other stations that participated in the training workshop. These are Choice FM and Top Radio, all based in Accra and Shaft Radio based in Obuasi in the Ashanti Region. The commitment of these stations to the project does not appear to be as high as the two stations mentioned above i.e. ASTA and Eastern. In the case of Top Radio it appears its participation in the workshop has resulted in the establishment of a business

programme, which hitherto it did not have on its network. The format does not, however, follow the magazine format recommended for the small business programme. The programme also appears to target the private sector generally and not the small business sector specifically.

In the case of Shaft and Choice, although management of both stations have on several occasions given assurance of their commitment to the establishment of the programme, the assurance has not been backed with concrete action toward the launch of the MSE programme. The inability of these two stations as well as Top Radio to launch the MSE programme may be due in part to the high rate of staff turnover experienced by the stations that has resulted in almost all the personnel sponsored by the stations for the above-mentioned course leaving the employment of the stations within a period of about eight months. FIT has, however, indicated its readiness to assist the stations to organize orientation training for any new staff who may be assigned the duty of producing and/or presenting the MSE programme. Choice FM has recently given some indication of their continued interest in the programme with the introduction of one of their presenters as the one management has tasked to liaise with FIT to get the process of launching the programme moving. It has been agreed that he will use a couple of weeks to familiarize himself with the process of setting up the MSE programme as outlined in the ILO/FIT manual on the programme after which some discussion sessions will be held organised to clarify any issue that may be bothering his mind.

Shaft FM, it appears has lost interest in the programme as the station is yet to respond to the several enquiries made by FIT recently concerning the status of the programme.

FIT Ghana's support for the expansion of the small business radio programme has not been limited to radio stations that participated in the training workshop only. Steps have also been taken to encourage as many of the commercial radio companies as are interested to launch similar programmes. Attention has been focused on radio stations that broadcast in languages and geographical areas not yet covered by the three programmes that are currently running.

Initial contacts have been established with about twenty (20) additional stations spread throughout the country. The initial contacts have often taken the form of a short letter introducing the concept of small business radio programme together with a short brief explaining the concept. This is usually followed-up with a telephone discussion on the concept with the management personnel of the stations. Copies of the ILO/FIT manual on profitable programme for small business are then sent to stations that show interest in the programme concept. Apart from the stations that participated in the training workshop held in Accra last year, copies of the manual have also been distributed to the stations that have been contacted after the training.

A couple of stations have responded positively to these contacts with one radio station, Adehyee FM, taking the bold step on establishing the programme on its network. The station started broadcasting the programme in October 2002. Adehyee FM is located at Bibiani a gold mining town in the Western Region of Ghana. The town is close to the boundary between the Western and Ashanti Regions. The station broadcasts in two languages, Akan and Sefwi. The latter is the major language spoken in the northern part of the Western Region. The station produces and broadcasts two programmes in a week one each in Akan and Sefwi. The Akan programme has been named 'Tie Na Yo' meaning 'Listen and Practice.' The Sefwi programme has been named 'Sefwiman Nkosuo' meaning 'Moving the Sefwi People Forward'. The station has requested for further technical support in the areas of production and marketing.

Another station that has responded positively to initial contacts by FIT is Adom FM based in Tema, the industrial city of Ghana. The station firmed up its interest in the programme after a couple of meetings between the management and the FIT team consisting of the Coordinator of FIT Ghana and the ILO Technical Specialist in charge of the FIT Programme. The station with the assistance of FIT Ghana has conducted an audience survey in the Accra-Tema metropolitan area to gather some basic information on the listening habits of the target audience as well as the issues that the target group may want discussed on the programme. Analysis of the findings has just been completed and Adom hopes to start broadcasting the programme by February 2003.

Discussions are also on going with Peace FM a leading FM station in Accra and it is hoped the station will before the end of 2002 take a final decision on the MSE programme. Other stations that have also expressed interest in the programme include Radio Peace, based in Winneba in the Central Region, Diamond FM based in Tamale in the Northern Region, and URA Radio based in Bolgatanga in the Upper East Region of Ghana. Visits have been planned to these stations to further explain the MSE radio concept to them and assist them to initiate plans to establish the programme.

## **7.0 Preliminary Activities for Business Service Exhibition**

IFP/SEED has secured funding from DFID under the latter's Enterprise Development Innovation Fund (EDIF) for the further development of BDS markets among MSEs in Ghana. The funding is to be applied specifically to a project to test strategies involving the utilization of radio programmes for MSEs to increase awareness, demand and usage of BDS. Two radio stations, Kapital Radio and Eastern FM that are already broadcasting programmes for MSEs have agreed to collaborate with IFP/SEED and FIT in the implementation of the project.

One of the major activities planned under the EDIF project is the holding of services exhibitions that will showcase a wide variety of business services that

are on offer to MSEs in the broadcast areas of the two participating radio stations. The exhibitions will offer BDS providers operating in the broadcast areas of the two stations the rare opportunity to exhibit their services to a large group of their potential clients (i.e. MSEs) at one time. Preparatory activities for the first of the exhibitions to be organised in Kumasi in collaboration with Kapital Radio have begun. The exhibition is planned for the fourth week of March 2003. A fair planning committee has been established to assist with the planning of the event. Membership of the committee is drawn from Kapital Radio, Office Team Link (a private consultancy firm with some experience in organizing fairs), the Association of Ghana Industries (AGI), a MSE operator (Agrocomotel Limited) and FIT Ghana. It is planned to co-opt a few more private sector operators as well as representatives of the Kumasi Metropolitan Authority and the Ashanti Regional Co-coordinating Council onto the committee in due course to assist in the planning and organisation of the fair.

The committee has since the first week of November 2002 been meeting regularly under the chairmanship of the General Manager of Kapital Radio. These initial meetings have discussed and arrived at some tentative decisions concerning:

- i) *date for the fair*; this has been fixed for March 27 to 29.
- ii) *duration of the fair*; the proposed duration is two and a half days. The fair is planned officially, to start on Thursday 27 and run the whole of that day as well as the following day Friday 28. It will run for half a day on Saturday 29.
- iii) *the number of exhibitors to target for the fair*; the minimum number of exhibitors expected to confirm their participation at least one month ahead of the start of the fair is 40. Members of the committee have been tasked to identify and present a list of potential participants for the necessary action of the committee. It is also expected that some preliminary results of the up-coming research into BDS in Ghana would be made available early enough to assist the committee in attracting exhibitors to the fair.
- iv) *amount to charge as participation fee*; it is proposed to charge an average participation fee of one million cedis (approximately \$120 per exhibitor)
- v) *cost of the fair and financing plan*; a proposed budget and event financing plan for the fair have been prepared. A copy of the budget is attached to this report .
- vi) *the venue for the fair*; the Prempeh Assembly Hall in Kumasi has been chosen as the venue for the fair.
- vii) *amount to charge as entry fee*; no definite decision has been arrived at in relation to the entry fee. Two amounts have been proposed i.e. ₵5,000 and ₵10,000 per person. The committee is expected to conclude discussions on the issue and take a firm decision by the end of December, 2002.

- viii) *commercial advertisers and sponsors to target*; some members of the committee have been tasked to identify potential advertisers and sponsors and present their proposals for discussion and adoption by the committee.
- ix) *some of the possible side shows*; it is proposed to organise seminars, launches and competitions during the fair. A sub-committee with AGI as the leader has been tasked to come up with suggested topics for the seminars and also propose some other activities that may be organised to liven up the exhibition.
- x) *the type of stands to use and the design of the fair ground*; the committee is contemplating renting stands from the national trade fair authority.

Other issues that have occupied the committee include the advertising plan for the fair, arrangements for the official opening of the fair, security at the fair, the VIPs to invite to grace the opening of the event, etc.

The committee has drawn up a tentative work plan a copy of which has been forwarded to FIT for comments. A copy is attached to this report for the comments of the ILO Technical Specialist in charge of the FIT Programme.

## **8.0 Conclusion**

The MSE radio concept is gradually gaining the acceptance of commercial radio stations in Ghana. Three programmes have been launched in 2002 to add to Kapital Radio's M'Adwumayi to bring the total to four. About three more programmes are expected to be launched in 2003. It is also expected that the services fair and other initiatives planned for 2003 will give further boost to the programme and help the stations overcome the major challenges in implementing the programme including those relating to the marketing of the programme.