

Small Enterprise
Development Workshop
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**Commercial Radio for
BDS to Reach Rural Areas**

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Introduction

Uganda

❖ Background

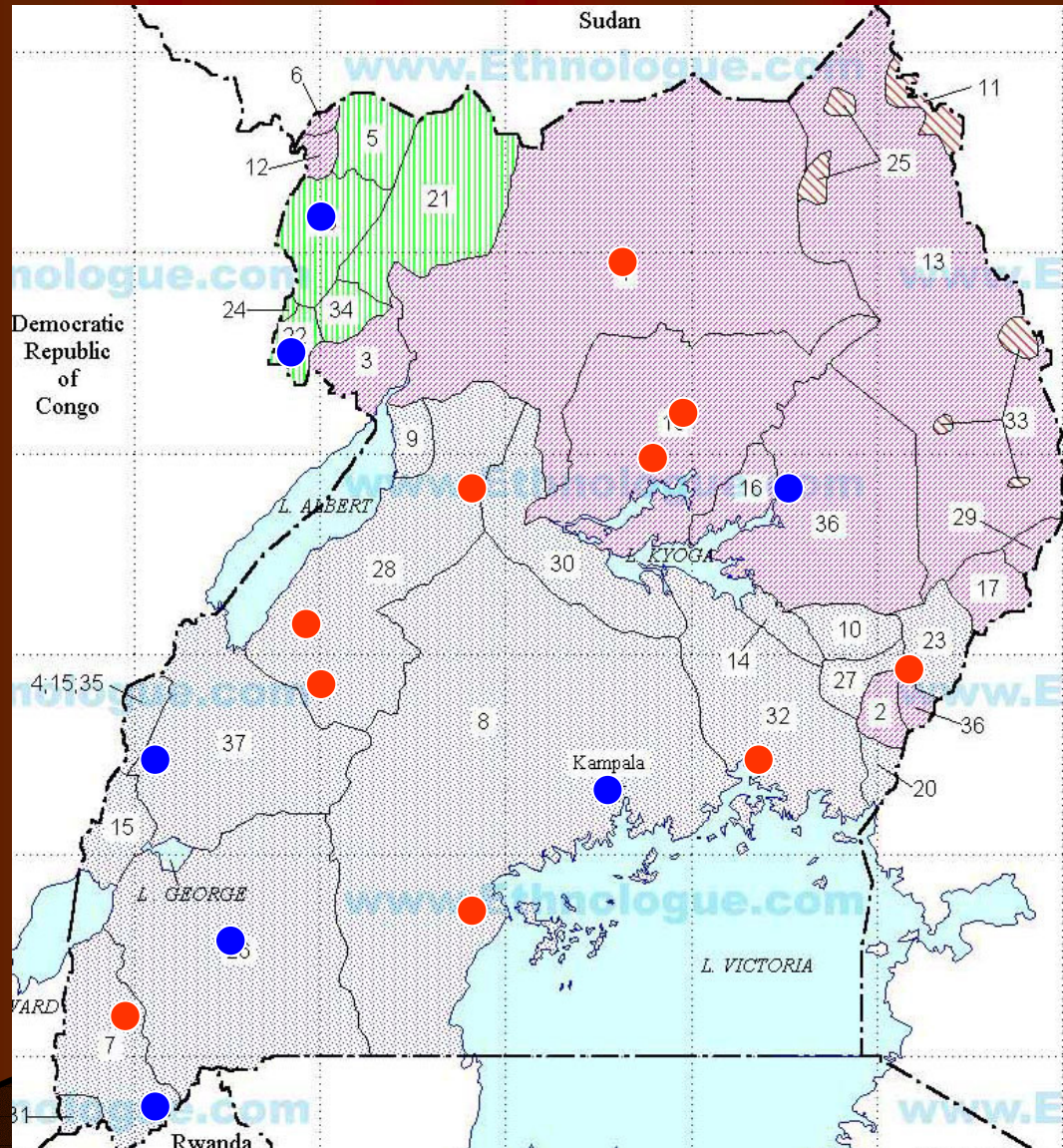
- Life expectancy: 40 years
- Over 80% of population in rural areas
- 37 local languages and no uniting national language.
- Liberalised media 10 years old
- 71 commercial radio stations (large majority commercial)

Introduction

FIT SEMA in Uganda

- Current status
 - In 1999, ILO introduced a Small Business radio Programme in central Uganda
 - To date 8 radio stations broadcast Small Business Programmes in local dialects
 - Estimated listener ship around 400,000
 - Significant interest from additional stations in small business Programmes.

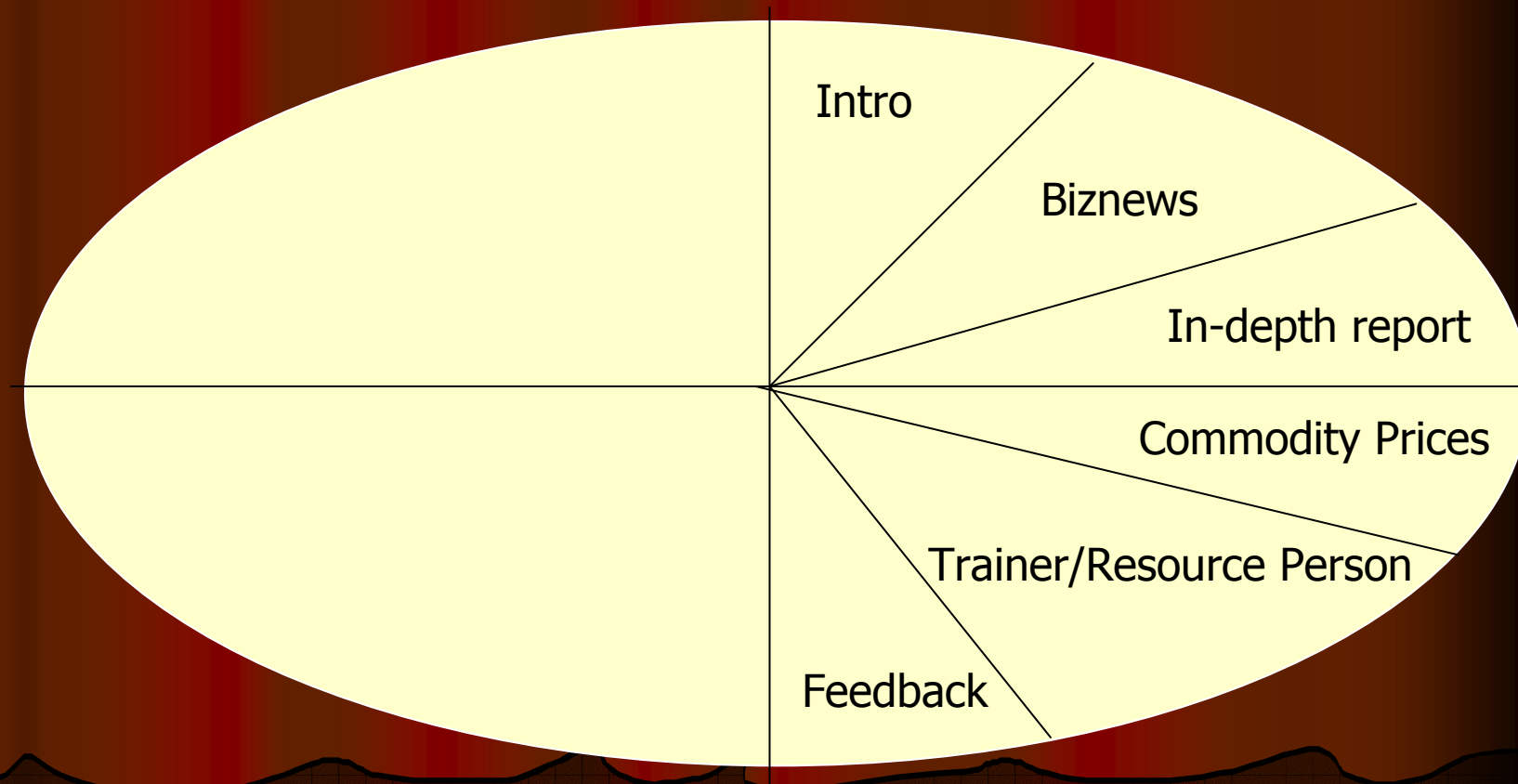
Radio Stations in Rural Uganda



Contents of Radio Programmes

- Magazine format
- Live Debates on current business issues
- Investigative features (field recorded)
- Input providers meet clients
- Book reviews
- Business Opportunity
- Saleable business programmes (on cassette)
- Post harvest training.

Programme Clock to help construct an audience



Sustainability of Radio Programmes

- Construct an audience by providing relevant information
- Sell audience to advertiser bear in mind exclusive and non exclusive sponsorship packages.
- Insert MSE programme along side other's like News, Sports, Religion, Count downs, Talk shows.
- Encourage radio Station to own programme so that in absence of sponsor programme remains.
- Avoid Visibility i, e "this programme is brought to you by ILO "
- Grow a team around the programme

Radio as a powerful advocacy tool for MSEs



Radio changes the way people do business

- Adding value to excess harvest e.g turning fresh tomatoes into paste or cassava into starch
- Proper mixing of feeds that translates into more weight for the birds or Pigs
- Farmers experiences on Pest and Vermin control.
- Veterinary and crop Scientists through radio teach communities to detect diseases like 'KALUSU'-FOOTAND MOUTH in livestock or Cassava Mosaic, banana weevil.
- Commodity Prices from various markets helps Rural communities set competitive prices
- Extension Workers are able to use radio to reach remote areas with issues like soil management.

Radio – Model for causality

1. Individual perceptual change (farmer/manager)

Increased awareness of events, news, services and market opportunities



2. Individual behavioural change (Peasant/farmer)

- Change in approach to livestock and crop management.
- Change in purchasing behavior (services, equipment, raw materials etc.)



3. Change in operation of Agri and livestock business

- Increased usage of BDS
- Improved usage of appropriate and affordable equipment, raw materials etc.
- Change or diversification of products and/or markets



4. Change in business performance

- Increased profitability
- Increased productivity
- Increased stability of business



5. Development impact

- Increased employment within the MSE sector
- Increased household incomes for the poor

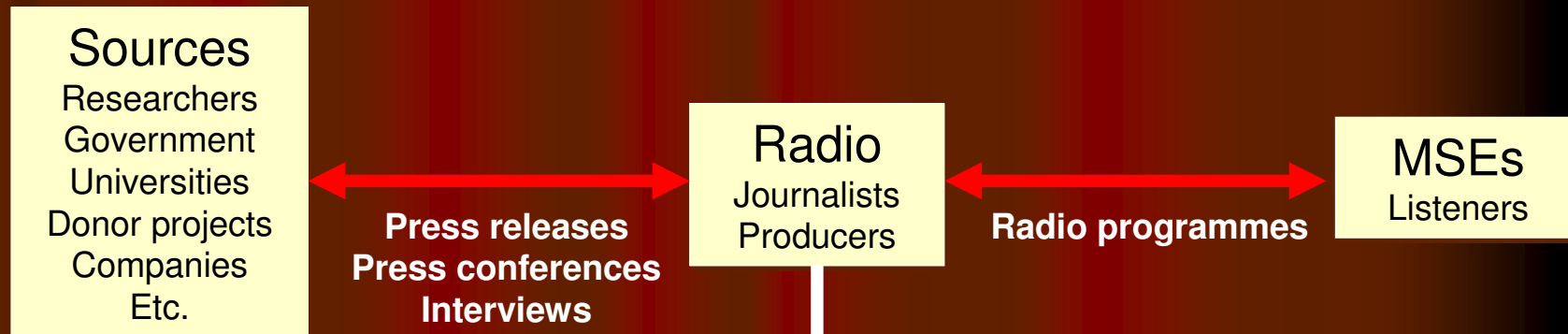
Threats to existence of MSE Radio Programmes

- Nomadic radio journalists
- 'Matatu' style management in radio
- Donor Distortions
- Unskilled journalists
- Lack of access to information (particularly for rural stations)
- Insecurity
- Censorship of the media

Solutions to Threats

- Encourage Journalists to Start Programmes on their new stations
- Directly work with radio owners to improve management and working conditions of Journalists
- FIT-SEMA as co-chair of the BDS working group (Uganda) lobby donors to avoid distortions.
- Working with International trainers to mentor local trainers ,Develop Training manual, Shoot training Video.
- Improve the access of radio stations to information and resource people
- Working with Professional Bodies e.g Niju, Uja ,NBA to encourage self regulation.
- Raise media freedom up the development agenda

Opportunities to improve information flow from and to MSEs



- Poor Journalism skills

- **Poor flow of information to the media particularly in public and donor funded institutions** – no press releases, few press conferences, no press officers, little attempt to make reports and research public, reports shrouded in ‘development jargon’.

Conclusion

- We mainly work with Vernacular Radio Stations in Uganda and Ghana.
- In our effort to live up to our title Small Enterprise Media in Africa and given the manpower and resources we are keen to work in countries that have a free and Vibrant radio industry.

Thank you for your attention.

