

Informing and empowering the rural poor through mass media

Making Markets Work for the poor
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INFORMATION ≠ KNOWLEDGE ≠ WISDOM

BUT

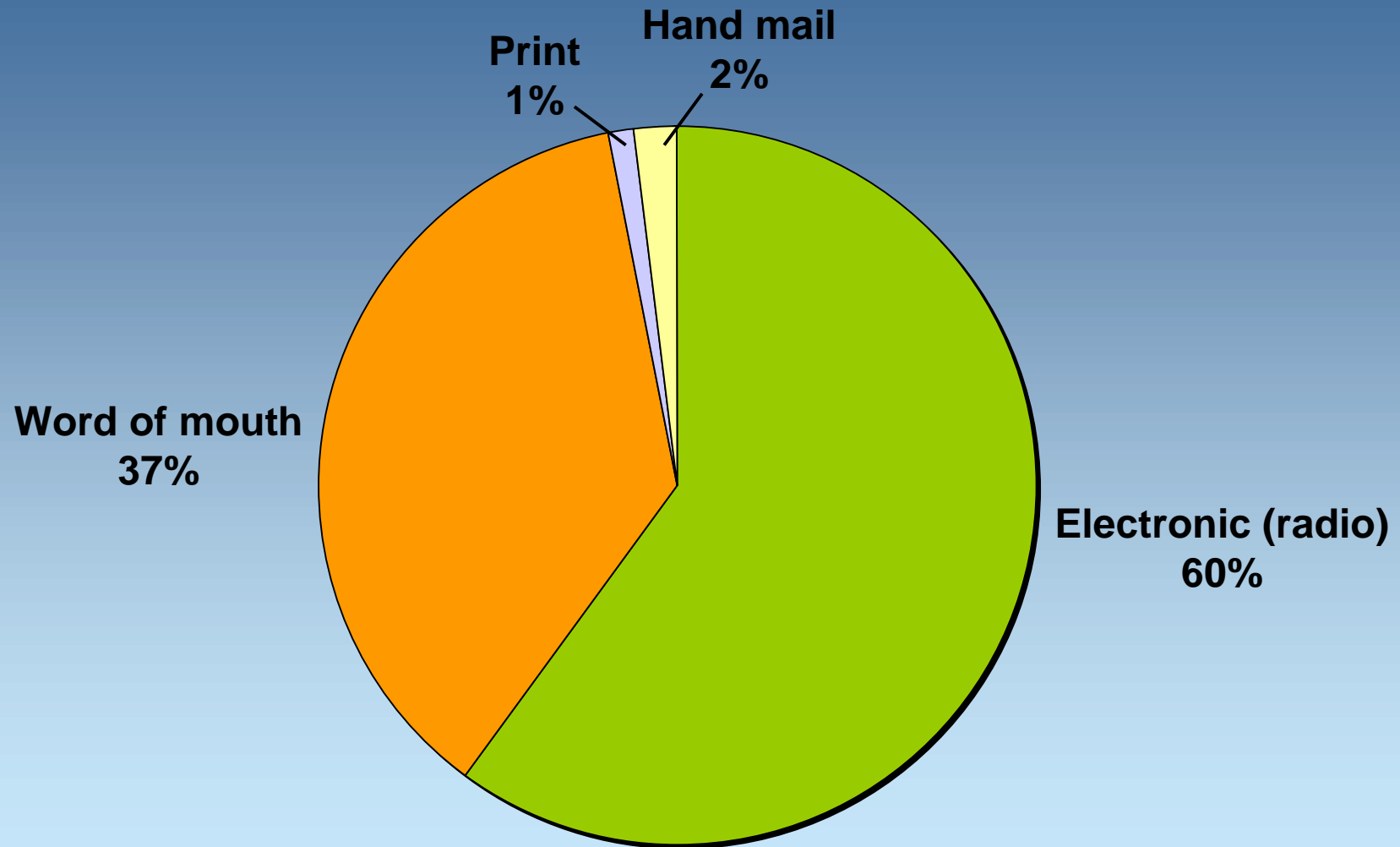
WISDOM requires **KNOWLEDGE** requires **INFORMATION**

**Access to information is a fundamental building block
for development.**

How do poorer people receive information

- Through social, cultural and political hierarchies
- Word of mouth (direct and to some degree through improved telecommunications)
- Mass media

Main sources of information in Uganda



Source: Uganda national household survey 2002/2003

How do poorer people convey their information, views and opinions (Voice)

- Word of mouth
 - Through social, cultural and political hierarchies
 - Through representative groups.
 - Interactive mass media.
- Few direct and effective channels for the poor to make their voice heard by those in power.

Why are media markets important to the delivery of 'public benefit' information

Who can deliver information most effectively?

- Transition from state media monopolies to diverse media industries
- Commercial media is often capturing majority audiences (programming, language, local)
- State media, community and religious media is increasingly reliant on commercial advertisement.

An Information revolution?

Liberalization and growth of media industries

A trend across Africa and Asia in the past 15 years

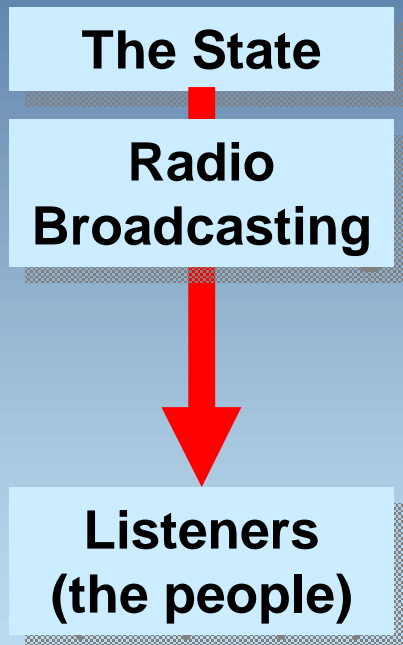
Radio liberalization

Launch of the first private radio stations

Mali:	1991	Tanzania:	1994
Uganda:	1993	Ghana:	1995
Zambia:	1993	Pakistan:	1995
Sri Lanka:	1993	Kenya:	1996
Senegal:	1994	Nepal:	1997
		India:	2001

Why are media markets important for 'public voice'?

'democratization of the airwaves'

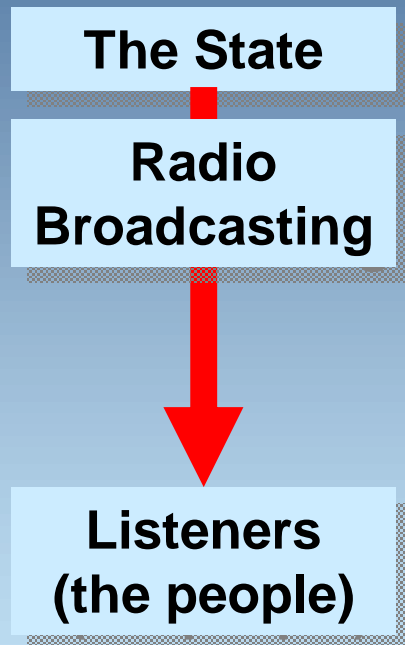


State Monopoly
A voice for the state
An information
dissemination channel

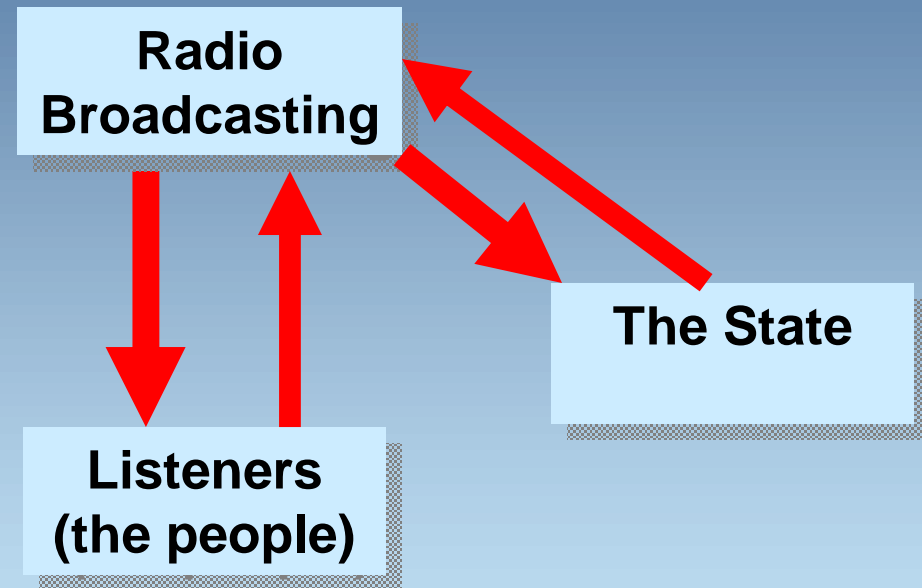
"Radio could be the most wonderful communication system possible ... if it were capable, not only of transmitting, but of receiving...of making the listener not only hear, but also speak."
Bertolt Brecht, German playwright, 1932.

Why are media markets important for 'public voice'?

'democratization of the airwaves'



State Monopoly
A voice for the state
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Independent diverse media:
A platform for debate,
A voice for many
A channel for Information sharing

But media markets do not automatically work well for the poor

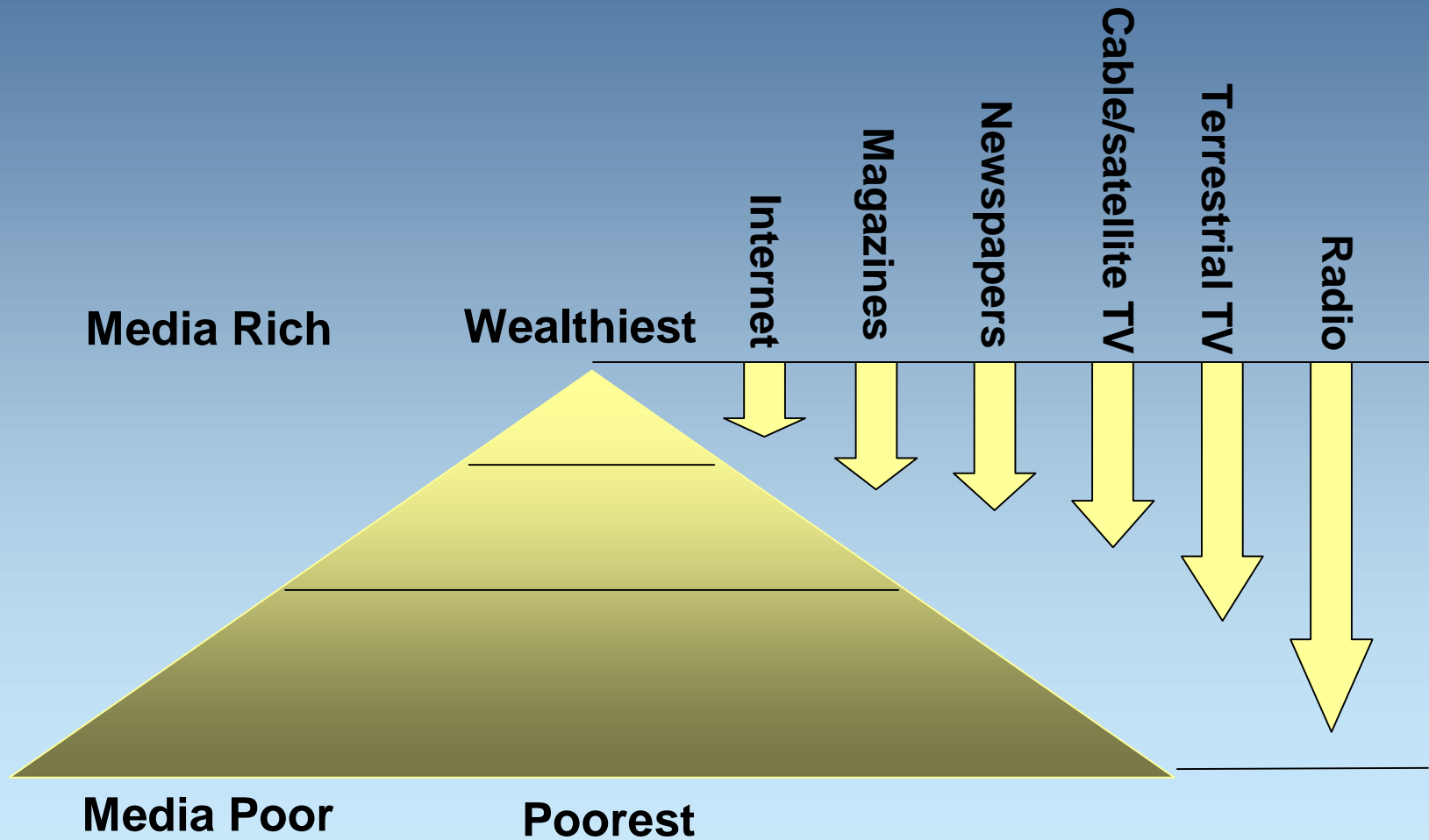
Media markets work best for:

- Literate
- Majority language groups
- Wealthy
- Urban
- Men

Media markets work worst for:

- Illiterate and semi literate
- Minority language groups
- Poorest
- Rural
- Women

Media Reach – General experience



Media access in Bangladesh

Monthly household income	Any media	Radio	TV	News-papers	Internet
Up to US\$ 43	54.1%	18.6%	45.6%	6.9%	0%
US\$ 43 to 100	77.8%	24.9%	70.3%	26.8%	0.6%
US\$ 100 to 214	93.8%	25.8%	89.6%	56.2%	4.4%
Over US\$ 214	97.4 %	22.1%	94.5%	69.6%	8.7%

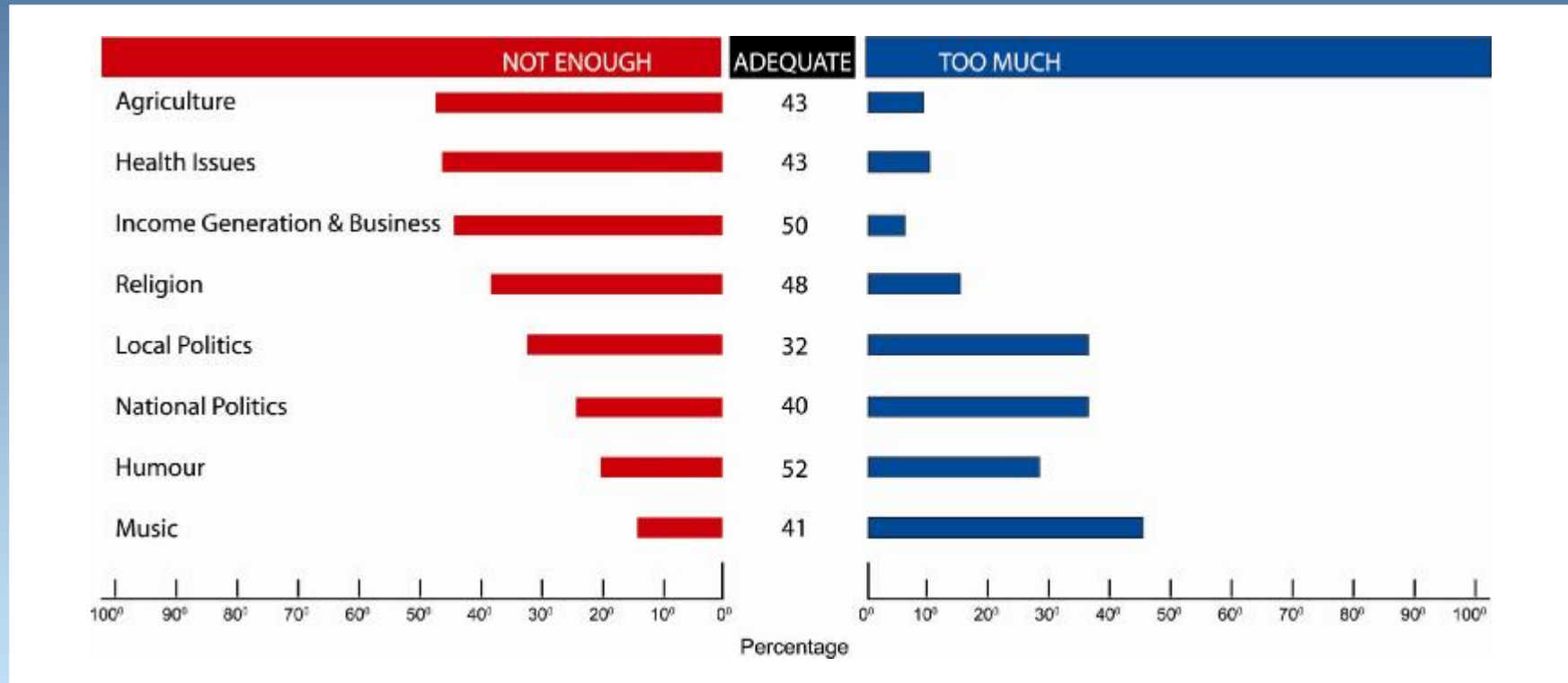
AC Nielsen: Media and Demographic Survey 2005

Media access in Bangladesh

	No media	Radio	TV	News-papers	Internet
Rural	35.9%	16.3%	55.5%	15.9%	0.2%
Urban	8.4%	24.8%	87.9%	48.2%	3.9%

	No media	Radio	TV	News-papers	Internet
Men	20.6%	29.5%	70.0%	37.3%	2.1%
Women	36.3%	15.7%	58.5%	12.0%	0.4%

Perception of radio programming in Uganda



- Radio markets focusing too much on music, humour and national politics and too little on 'development' issues.

The opportunity

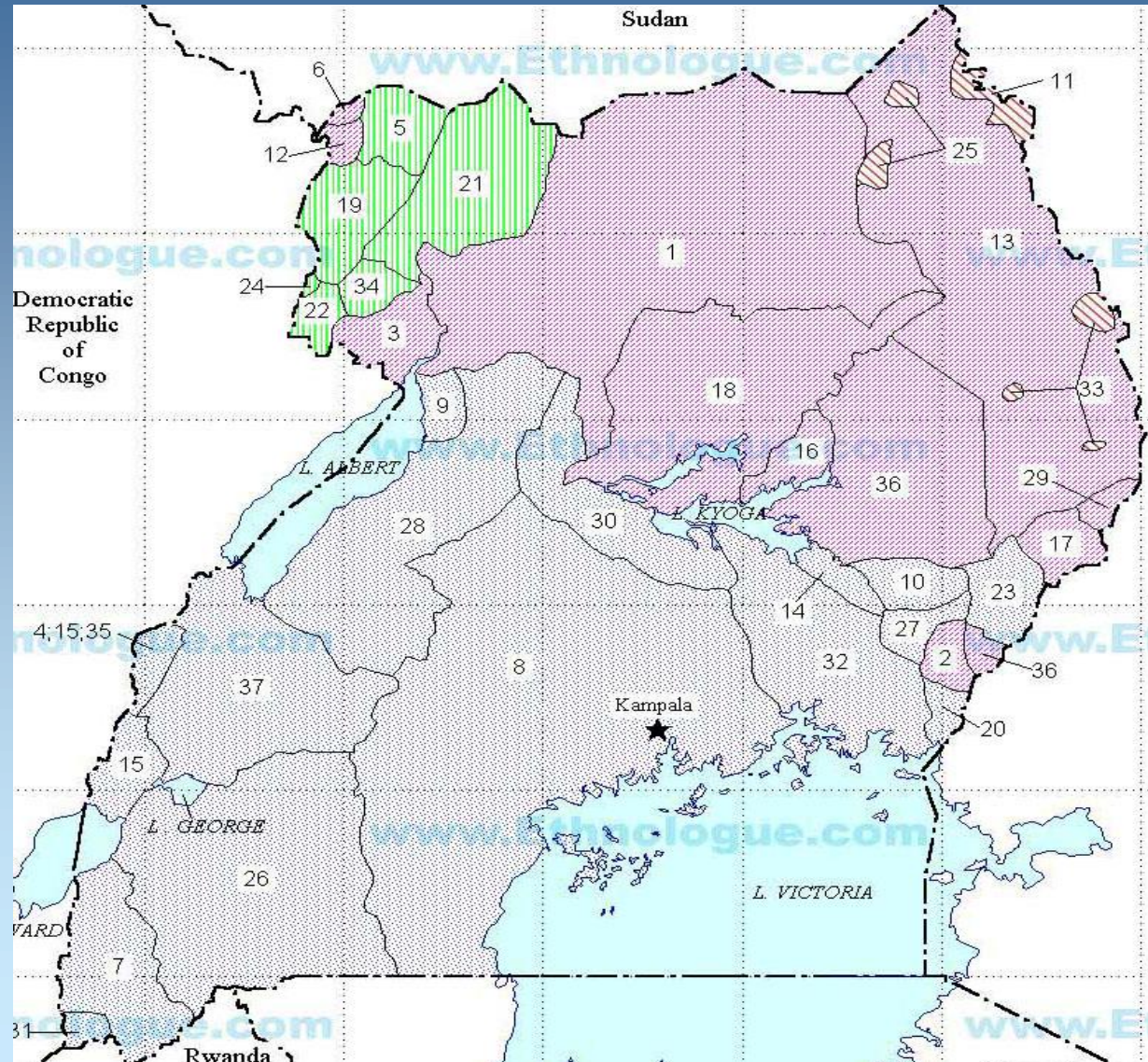
To make the emerging mass media markets work for the poor:

- **Reach the poor**
 - Respond to information needs / interests of poor audiences.
 - Provide platforms that give voice to the poor.
- **Represent the interests and issues of the poor**
 - Raise poverty on the public agenda

Case Study: Making FM Radio work for the income generating activities of the rural poor in Uganda



Languages in Uganda



Why FM Radio?

- 3 daily newspapers

Maximum sales per day: below 80,000

Assuming 8 readers per paper total reach = 640,000 or 5.5% of adult population

- 4 local Television stations

But national coverage from government station only

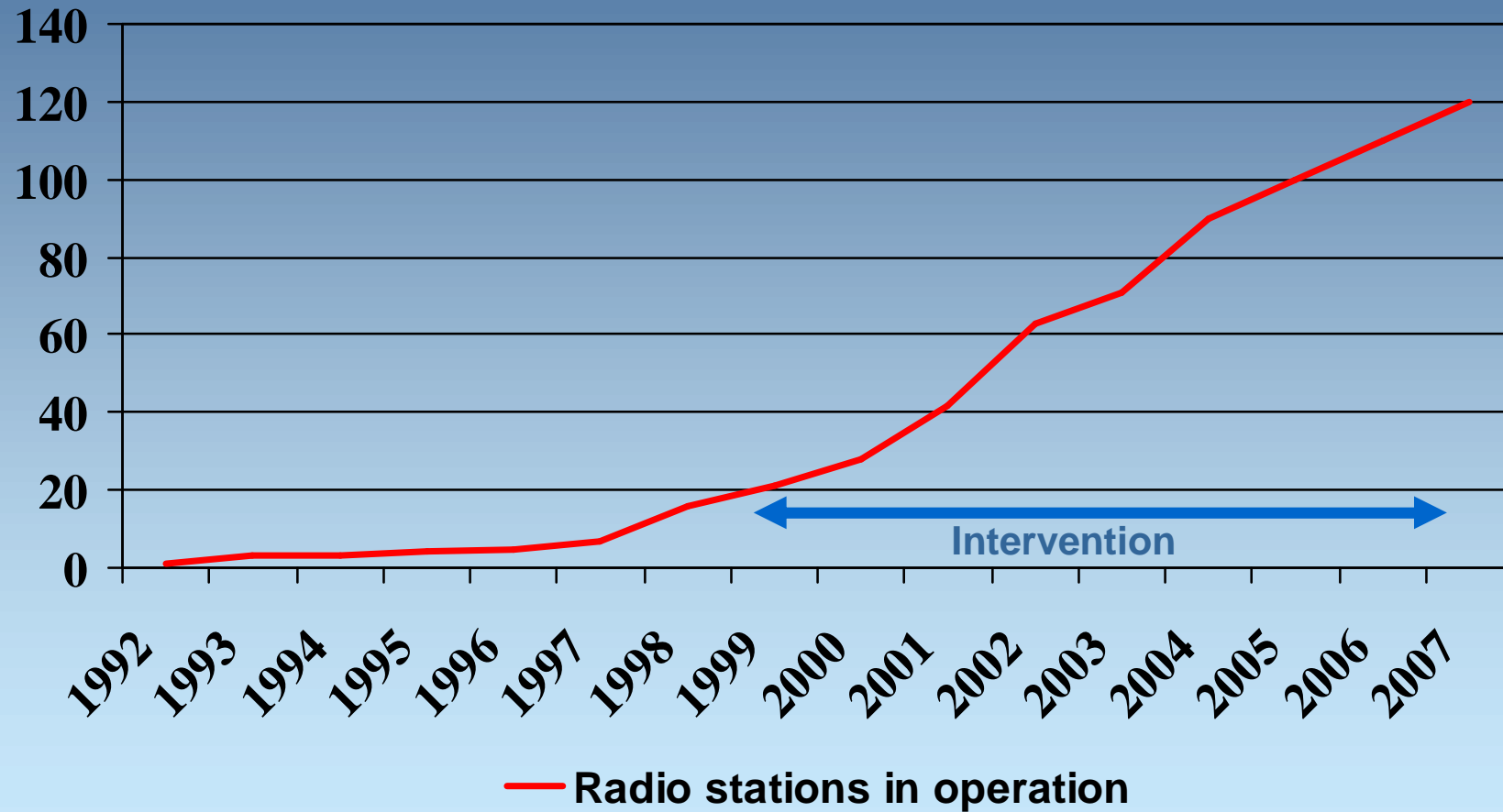
Ownership of TV : 6% of households (?)

- 120+ radio stations

Listener-ship to radio: Government household survey: 63%

3 independent surveys: around 90%

Growth of FM radio in Uganda

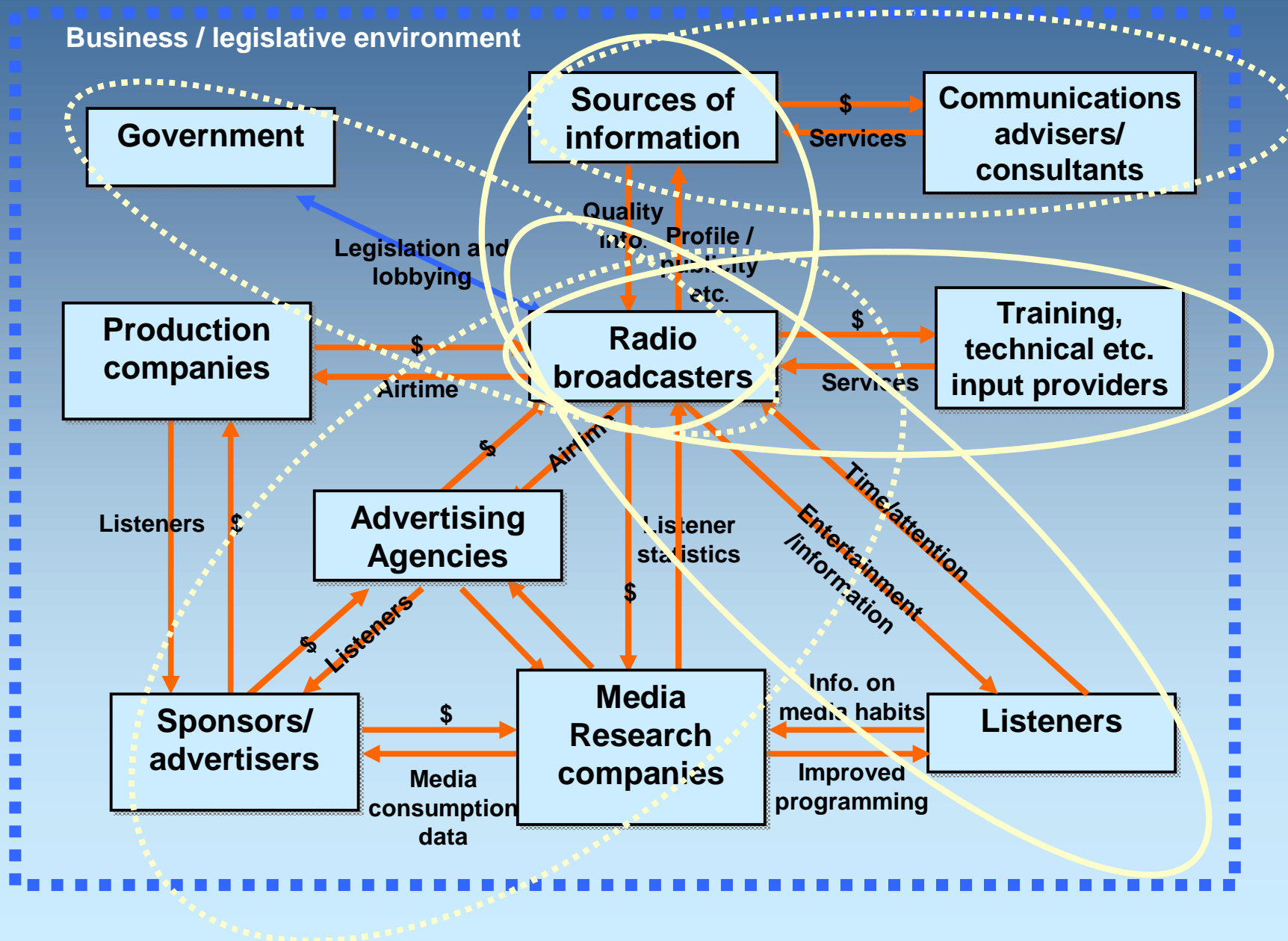


Activity background

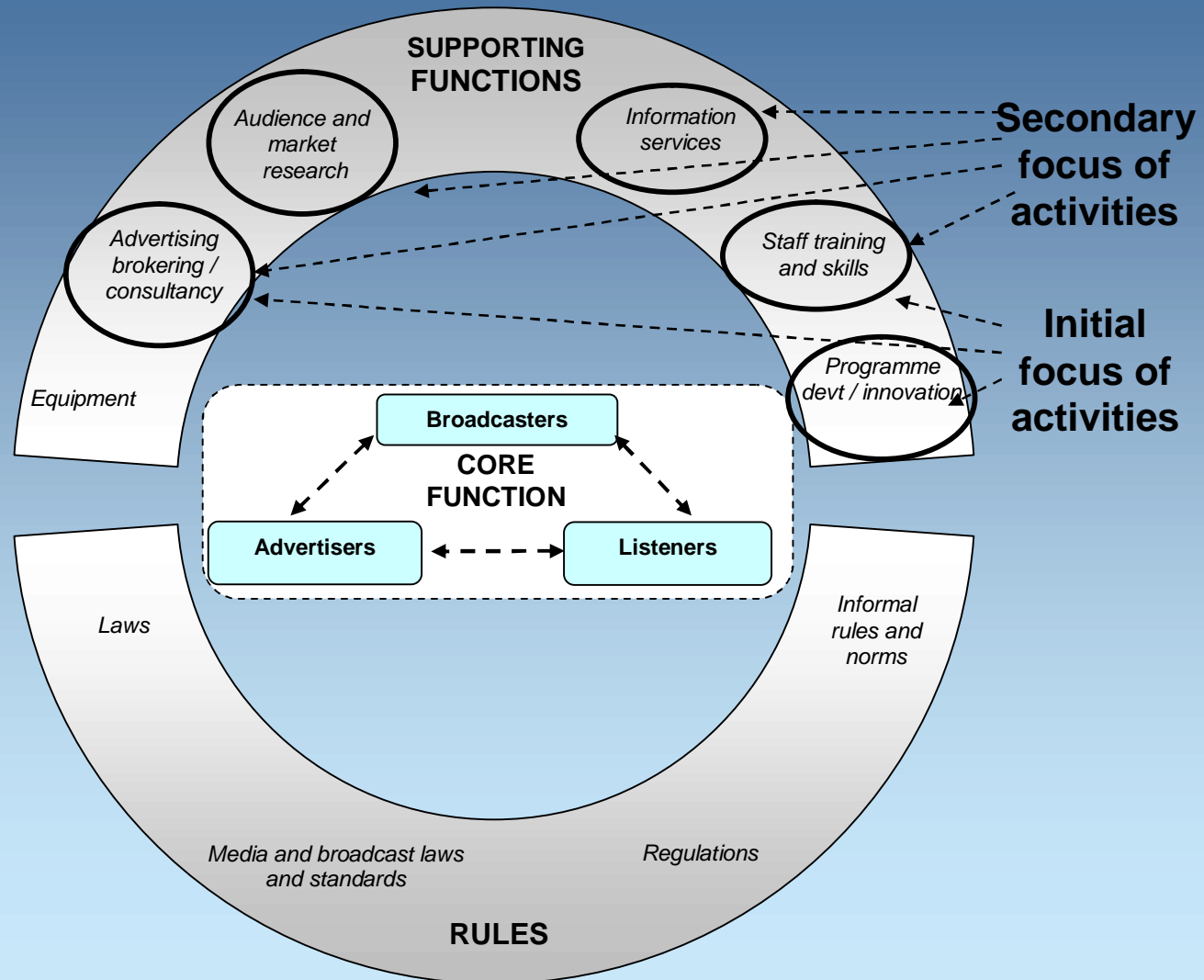
- Initiated in 1999 as a small project of a Ugandan enterprise development consultancy company FIT Uganda funded by:
 - IDRC
 - EU micro-projects
- Built upon from 2002 to 2007 by the International Labour Organisation.
 - Netherlands Government
 - DFID EDIF
 - Sida



From Services to Systems



Understanding the market context

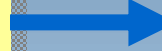


Role of the project

Short-term actors

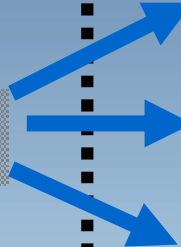
Permanent actors

Donor



\$

Facilitator



Media 'system'

- Radio Stations
- Listeners
- Audience Researchers
- Advertisers
- Information sources
- Radio trainers
- Government

**Capacity
building**

Comparison

	<u>Conventional</u>	<u>Market Development</u>
Funding airtime	Donor funded	Sponsors/advertisers found by radio stations
Providing information	By donors or paid by donors	By radio stations
Production	Either by donors in external studios or paid by donors	By radio stations in their own studios
Ownership	Donors	Radio stations
Focus	Donor led	When working – audience led
Result	‘developmental programmes’ perceived as non mainstream No donor introduced programme has ever continued in Uganda	‘Informative programmes’ perceived as part of mainstream broadcasting Programmes continuing and being replicated and copied.

‘The Straight talk programmes are sent to us on CD. We have no say or involvement in the content or production of the programmes...

we feel no ownership over these programmes and would not run them if they were not paid for...

We are radio professionals and I know that we could produce better programmes in collaboration with Straight Talk. At the very least we should be consulted over content’

Senior radio production manager, Kampala, Uganda

Project phases

Phase 1: Building understanding and credibility of the concept of small business programming by working with industry leaders to develop and prove the popularity and profitability of small business programming.

Phase 2: Encouraging crowding in and replication of small business programming throughout the industry by winning over radio managers and staff and building skills in producing interesting and popular informative programming.

Phase 3: Improving programme quality by addressing key constraints such as access to business information and weak rural audience research.

Activities of the project

With radio stations

- Capacity building radio stations to be able to develop and run business programmes.
- Building support of media owners and managers to invest in programming/field based programmes
- Capacity building radio marketing to be able to sell business programmes effectively
- Networking radio stations to sources of business information

With researchers

- Improving audience research to strengthen 'saleability' of programmes

With trainers

- Enhancing training in interactive, audience led and field based programmes

With information sources

- Media relations training
- 'Making Development newsworthy'

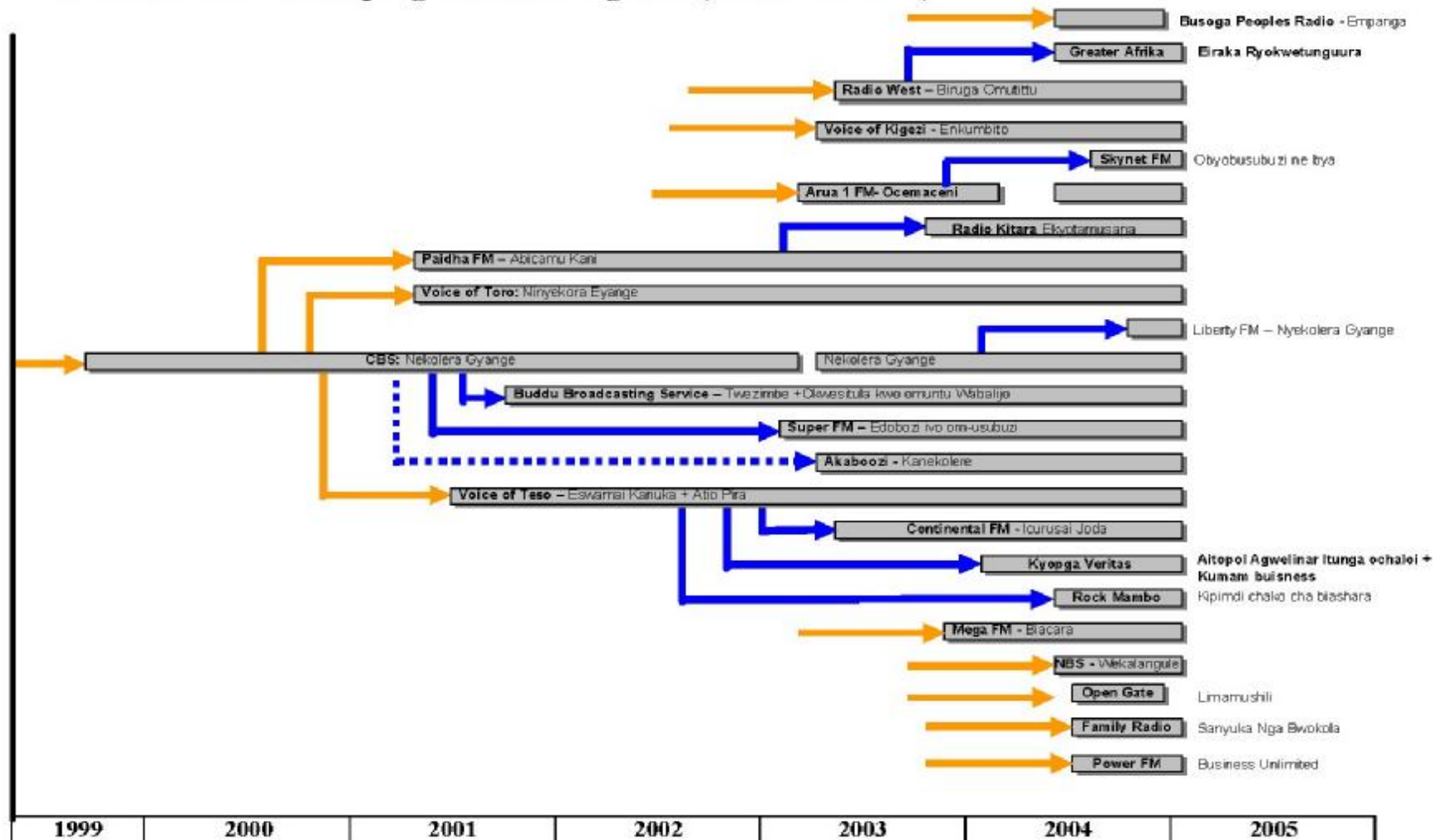
What has been achieved in BDS Market Development? (2006)

- One third of radio stations (38 stations) running at least one small business focused programme
- 55 radio programmes
- Broadcasting in 15 languages.
- Small business programmes are mainstreamed into the programme line-up of radio stations and are being copied within the industry



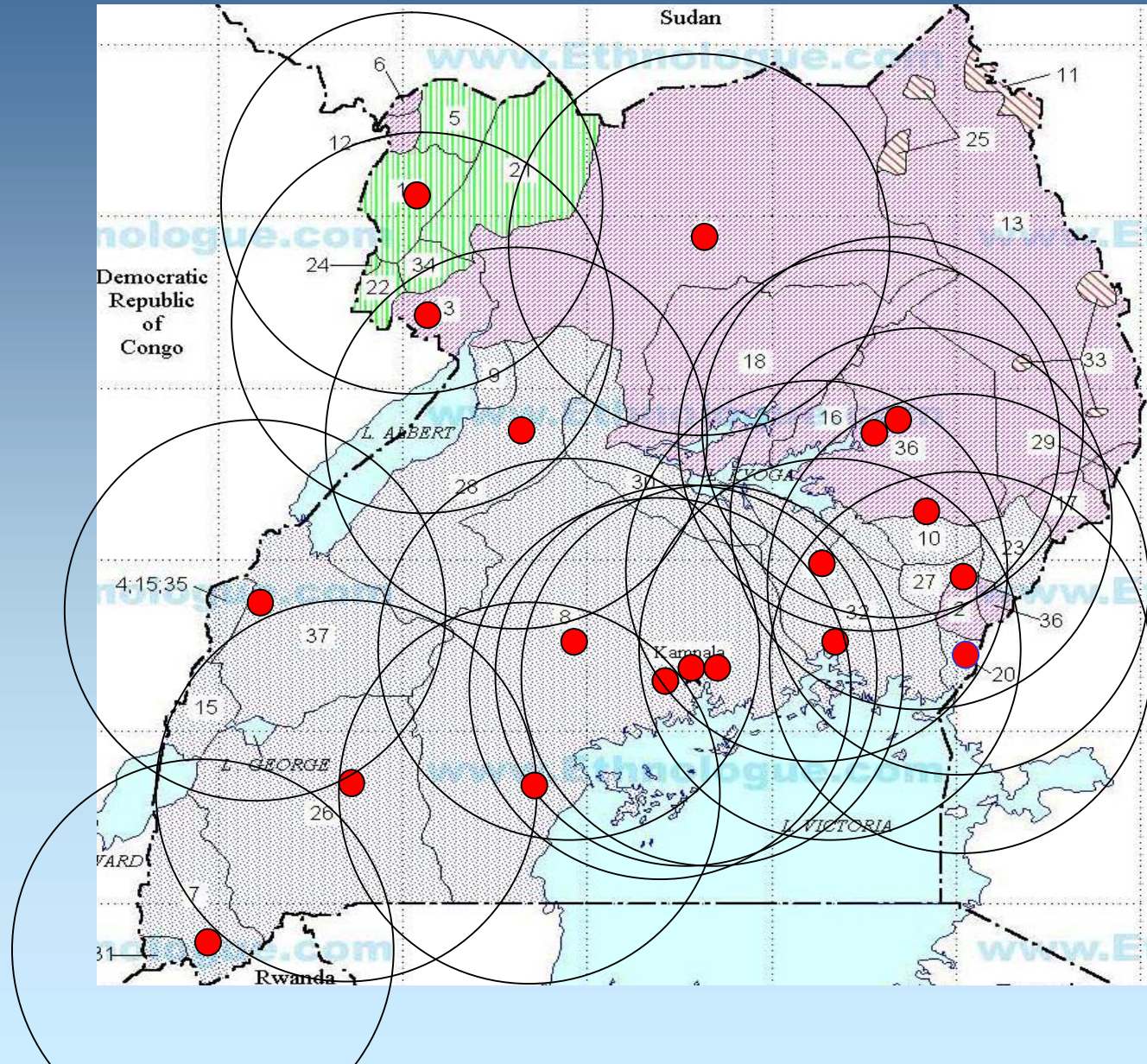
Growth of radio programmes for small businesses in Uganda

Growth of MSE radio programmes in Uganda (December 2004)



Key: Directly supported by ILO → Copycat without support → Likely but unproven influence →

Business programme coverage in Uganda



Causality Chain



Impact Level

Direct project influence

Individual perception change

Individual behaviour change

Change in business operation/ environment

Business Impact

Socio-economic impact

Focus of change

-Radio stations
- Wider radio system

-MSE listeners
-Policy makers
-Business service providers

-MSE listeners
-Policy makers
-Business service providers

- Businesses

- Businesses

-Employers
-Employees
-Households

Type of Benefit

-Increased small business programming
-Improved programme practices
-Improved programme quality

- Improved understanding of a range of business related issues

-Improved and new business practices
-policy making, regulation, registration, representation, services, business activities etc.

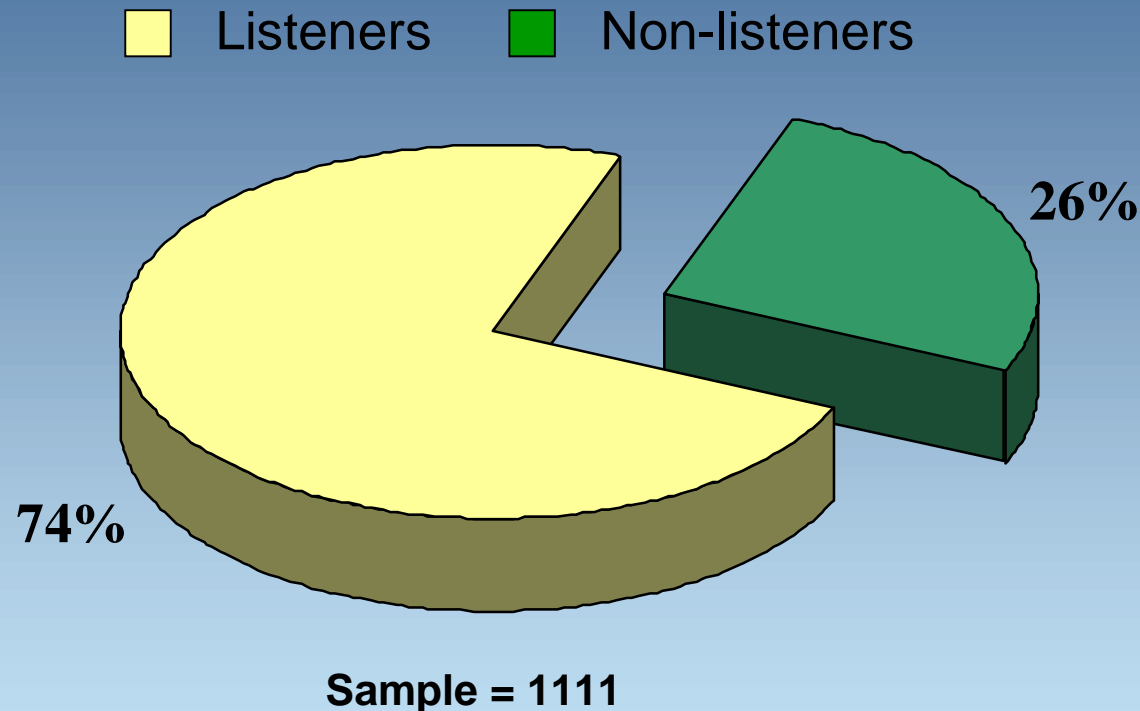
- Direct business benefits: reduced burdens, better infrastructure, access to opportunities, services and inputs.

- Improved bottom-line performance: increased sales, productivity, profitability, start-up, resilience

-Increased incomes
-Increased employment
-Improved working conditions

Findings of listener research : May/June 2004

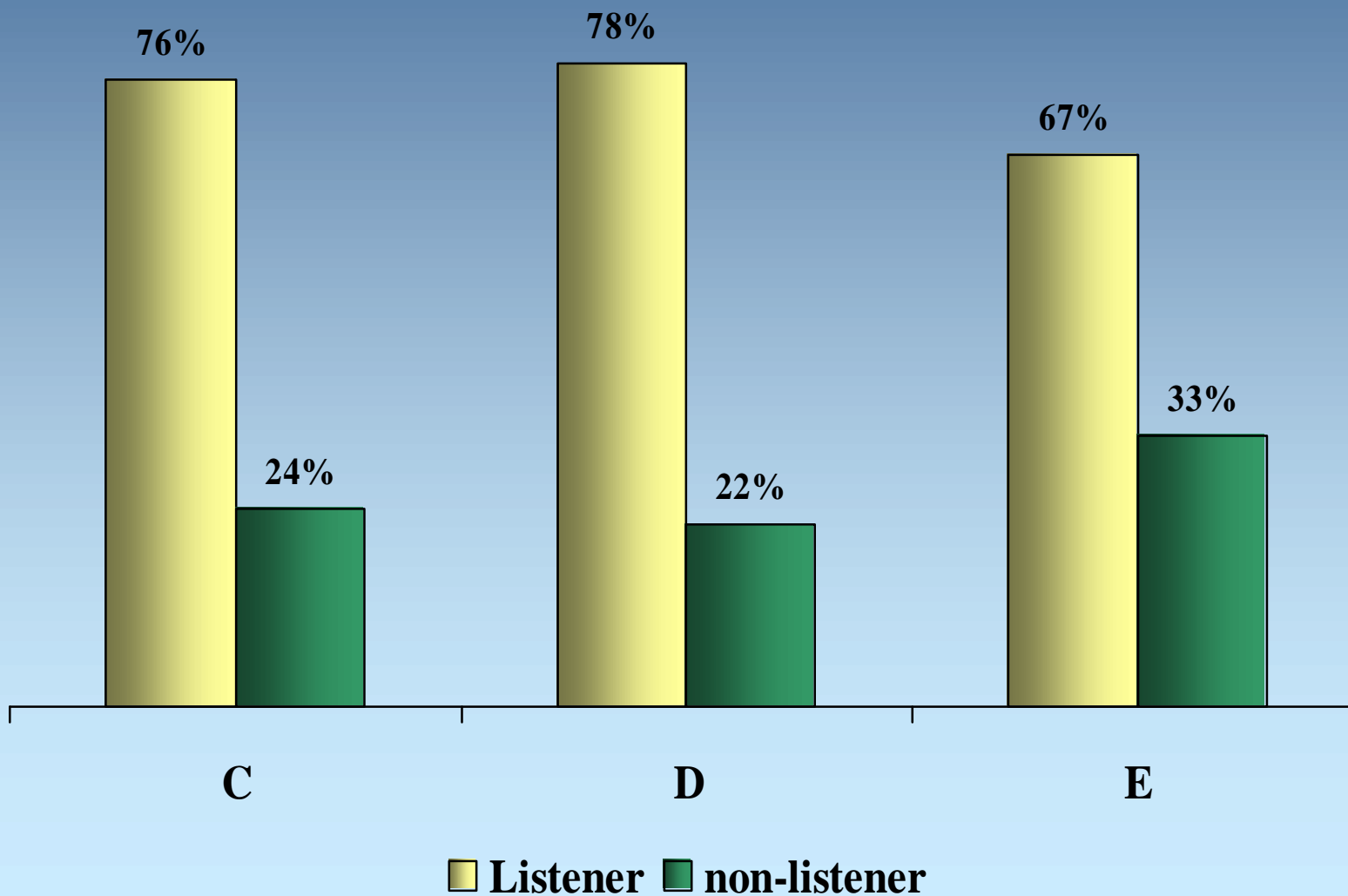
Listenership to business programmes



- 74% of those interviewed had listened to one of the small business radio programmes at least 4 times in the last 16 weeks.
- This translates into 6,995,000 adult listeners to business programmes across Uganda.

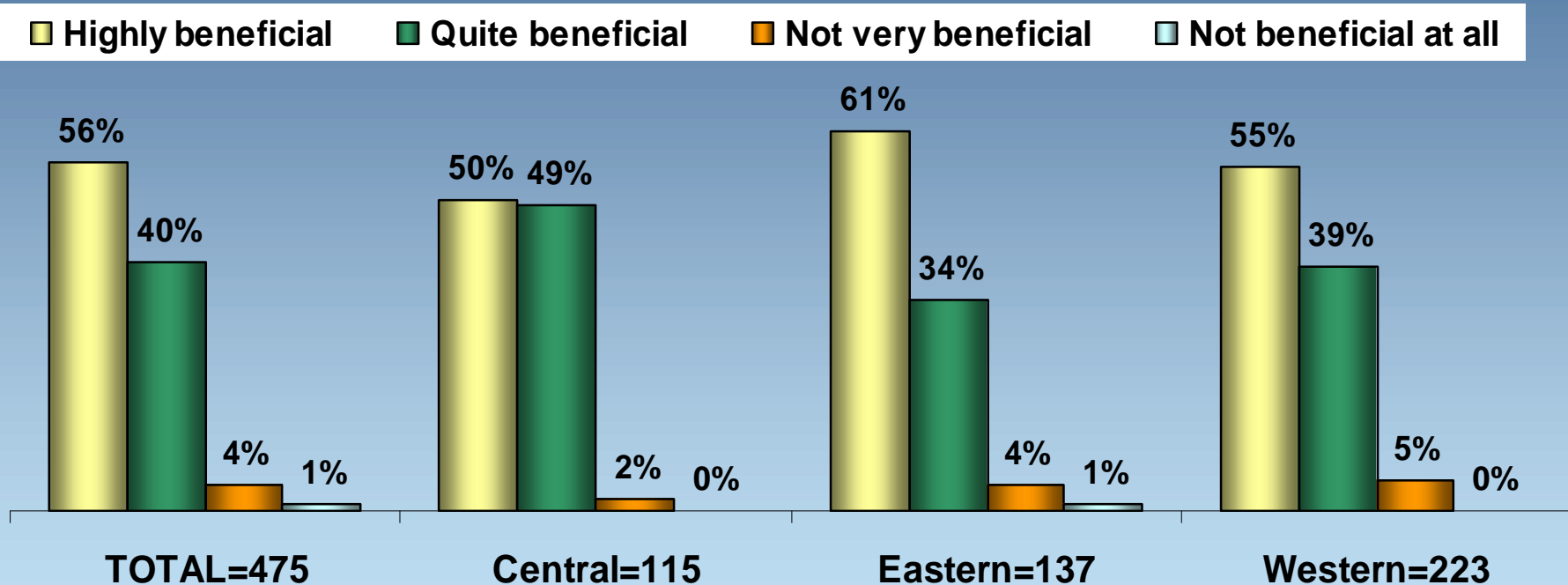
SURVEY FINDINGS

Listenership by social class



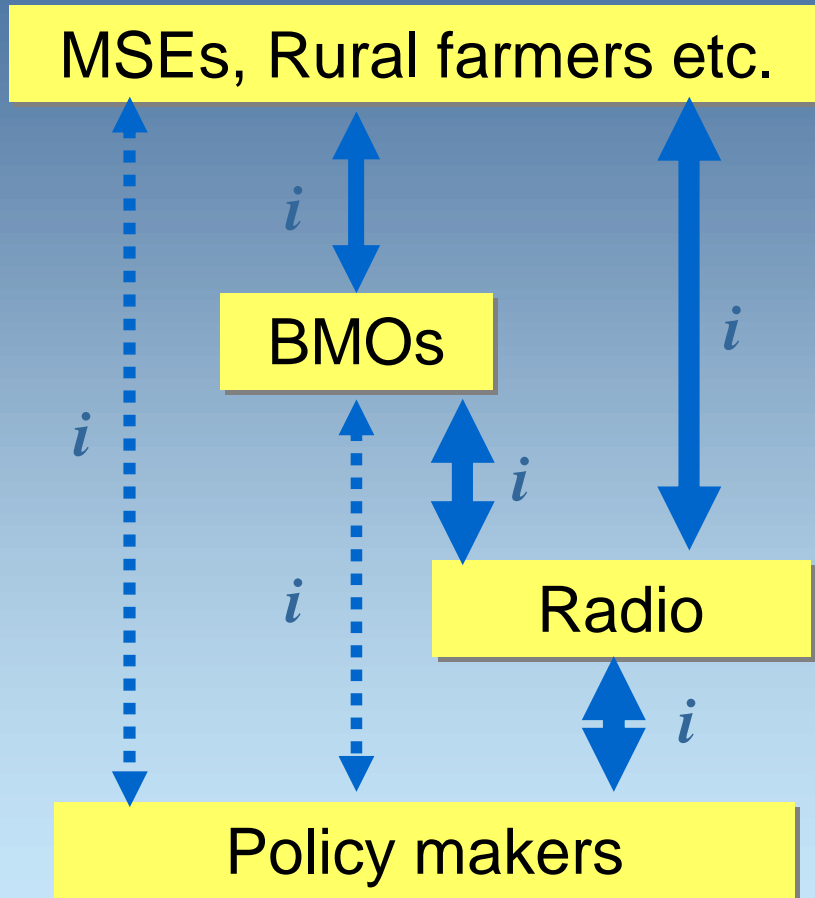
SURVEY FINDINGS

Perceived benefits to listeners of the business programmes (owners and managers of businesses)



- 95% of listeners stated that the programmes are beneficial to them

Impact of voice: Policy



- Taxation policies
- Corruption of regulators, tax collectors, border guards etc.
- Private sector monopolies
- Lack of facilities: toilets, sanitation, water, markets.
- Regulation and law

Summary

The scenario

- A market that reached the poor (FM radio)
- but did not effectively serve the poor – did not respond to their need for a broad range of information effectively.

The intervention

- Making a market work by assisting commercial service providers to recognise that serving the poor makes business sense.
- Doing this through ‘facilitation’ and a clear vision of the market once the intervention ceases.
- Using demonstration effect and strategic capacity building but avoiding financial support to service providers and dependence on the project.

Future Challenges

Project has effectively ceased and radio stations continue to run programmes but:

- Donor interventions that buy airtime / dictate content can easily undermine the programmes.
- Wider systemic constraints that were outside the project mandate e.g.
 - Commercial and management weaknesses in rural radio.
 - rural audience research

Thanks

