

Farm Radio International

Strategic Intentions, 2015-2020

Approved by the Board at January 28, 2015 Board Meeting.

I. SUPPORT FARMER-SERVING RADIO STATIONS WITH TIMELY AND RELEVANT RESOURCES

Enable at least 800 African radio stations and 5000 individual broadcasters across to provide better communication services to rural communities by providing them with convenient access to locally relevant and timely supports and resources.

Toward this intention, by 2020 Farm Radio will:

Increase **access and use of content** by rural radio stations and broadcasters that offers listeners accurate, appropriate and relevant information when it is needed

Targets by 2025:

- 800 radio stations and 5,000 individual broadcasters receive 150 resources annually
- At least 200 stations and 1000 individual broadcasters report or demonstrate use of resources for the production of their rural development programming

1. Increase **access and use of skills-building resources** by rural radio broadcasters for planning, producing, airing and evaluating interactive and engaging radio programs about agriculture, health and rural livelihoods

Targets by 2020

- 800 radio stations and 5,000 individual broadcasters receive and/or participate in skills building resources or events
- At least 200 broadcasters and 1,000 individual broadcasters report or demonstrate use of skills building resources and/or participate in skills building events

2. Increase **participation** by rural radio broadcasters in communities of practice (CoP) through which they share resources and motivate each other to better serve listening farmers

Targets by 2020

- 200 broadcasters participate in knowledge and resource-sharing on-line events annually
- 100 broadcasters directly connected with each other through country-level meetings and networking events

II. SERVE A MAJORITY OF FARMERS, THEIR FAMILIES & RURAL COMMUNITIES WITH SUSTAINED & EFFECTIVE RURAL RADIO SERVICES IN 10 COUNTRIES

Toward this intention, by 2020 Farm Radio will:

1. Provide direct training, learning resources, incentives, and other direct supports that build the capacity of 150 select rural radio stations to consistently serve over 60% of small-scale farmers in 10 countries with sustained effective rural radio services.
2. Create in three countries an integrated network of certified radio stations that collectively offer sustained, interactive and effective rural radio services to the majority of farmers.
3. Integrate sustained, interactive and effective rural radio services and strategies into national, broadly supported agricultural and health extension systems in three countries
4. Build the skills of rural radio managers in at least 15 radio stations to sustain interactive and effective rural radio services by assembling robust revenues from diverse sources

III. EXPAND THE USE OF RADIO AS AN IMPACTFUL DEVELOPMENT TOOL

Interactive radio will be widely recognized and used as an affordable, high-impact strategy for expanding the reach and effectiveness of rural development initiatives

Toward this intention, by 2020 Farm Radio will:

1. Ensure that at least 30 agricultural and rural/health development organizations will engage FRI as a communication-for-development partner to use interactive radio as a scale-up and mobilization strategy
2. Secure funding for at least 50 interactive radio projects from at least 20 different funders
3. Consolidate our project systems to ensure that projects are implemented with consistency and that learnings from projects will always be fed into future project planning

IV. INNOVATE IN INTERACTIVE RADIO

FRI will be continually at the forefront in the discovery, development and wide adoption of highly effective interactive rural radio program designs and practices that adapt to and take advantage of an ever-changing media and ICT landscape

Toward this intention, by 2020 Farm Radio will:

1. Consolidate and, based on our learnings, make continuous improvement to our *core interactive radio craft competencies* so that they are consistently deployed to a high quality wherever we use them

2. Discover new ways to use ICTs with radio to engage, educate and empower female and male small-scale farmers and rural communities, and scale-out our successes
3. Develop and/or improve interactive radio program designs so that they are particularly attractive and useful to female and younger farmers

V. **CONTRIBUTE TO KNOWLEDGE OF BEST PRACTICES IN COMMUNICATION-FOR-DEVELOPMENT**

FRI will make a continuous contribution to knowledge and the evidence about best practices in communication for development generally and *interactive radio for development* specifically.

Toward this intention, by 2020 Farm Radio will:

1. Become recognized as a world leader in interactive radio for agriculture, health and rural development
2. Conduct at least 40 studies on the effectiveness and impact of interactive radio services
3. Evaluate all of FRI's radio projects to enhance our understanding, capacity for, and application of best practices in interactive radio.
4. Develop a participatory system for gathering, aggregating and communicating information from farming women and men about their priority rural development information needs.
5. Participate and engage in knowledge exchange, capacity development, and discussions with other organizations involved in communication for development and agricultural extension

VI. **CONTRIBUTE TO GENDER EQUALITY AND SERVE FEMALE FARMERS**

Gender equality-based supports to radio stations will have contributed to transformational improvements to the role of women as broadcasters and as farmers.

Toward this intention, by 2020 Farm Radio will:

1. Respond to the information needs of women farmers and men farmers, including representing women and men farmers on air equitably and respectfully in the range of activities associated with agricultural production and rural development;
2. Develop the capacity of rural radio stations and broadcasters to:
 - ✓ facilitate culturally appropriate and effective dialogue about gender equality,
 - ✓ forge links with national and local organizations involved in the promotion of gender equality and women's rights
 - ✓ produce programs that respond to both the practical and strategic needs of women and men, and
 - ✓ give voice equitably to women and men farmers in the discussion – both on-air and through ICTs - of all important issues related to agriculture, health and rural development, representing the diverse, dynamic and changing roles both men and women play in development

3. Encourage a positive working environment at partner stations that supports gender equality and equal opportunity for women and men broadcasters
4. Facilitate increased access to radio listening and radio program participation by women farmers using radios, listening groups and interactive communication technologies
5. Create a working environment at all FRI offices that, through locally appropriate and contextualized policies, processes, standards and norms, promote and support gender equality, equal opportunity, and a positive working environment for all employees.

VII. FUNDRAISE IN CANADA

Generate at least 15% of total annual revenue from Canadian donors to support continuous development of our core work

Toward this intention, by 2020 Farm Radio will:

1. Strengthen the capacity of the Board to support fundraising efforts
2. Build a strong fundraising department so that it has greater capacity to expand our base of regular support and attract gifts from current and new donors.
3. Develop and test new fundraising strategies such as study tours and peer-to-peer campaigns

VIII. ENGAGE AND EDUCATE CANADIANS

Generate among Canadians a greater appreciation for the important contribution of family farmers in Africa and the role of communication and radio in supporting them

Goals by 2020

1. Build a social media following of 20,000 Canadians, and keep them regularly informed and updated about the work of family farmers and the role of communication and radio in supporting them
2. Generate increased media coverage and exposure of FRI's work
3. Enable at least 300 Canadians to meet a partner or staff member from Africa to learn more about our work