

VOICES

SHARING IDEAS, GROWING SOLUTIONS.

The newsletter for
partners of Farm Radio
International



December 2008, NO. 86

WATER and SANITATION

Perhaps the greatest opportunity for African people to improve their lives lies in developing safer systems of water use and sanitation. According to WaterAid, an international charitable organization whose mission is “to overcome poverty by enabling the world’s poorest people to gain access to safe water, sanitation and hygiene education,” more than five thousand children die every day from diseases caused by unclean water and poor sanitation. Of the 6.7 billion people in the world, two and a half billion do not have access to adequate sanitation, while 884 million people do not have access to safe water.

This script package features nine scripts which highlight African water and sanitation success stories. Farm Radio International appreciates the support of the Harbinger Foundation (<http://www.harbingerfdn.ca/>), for their funding of the package.

For the first five scripts in the package, one radio station in each country covered by the African Farm Radio Research Initiative (Malawi, Mali, Uganda, Ghana and Tanzania) researched and produced a radio program which highlighted a water and sanitation success story in a rural community. Each station identified a community success story, then recorded the voices of community members involved in deliberations and actions leading to cleaner water and better hygiene for their community. WaterAid representatives in each country provided technical advice to the script writers. The resulting programs were broadcast on each station.

In Malawi, Dzimwe Community Radio documented the efforts of villagers, spurred by a local listening club and sup-

ported by NGOs and government, to improve water catchments for domestic and agricultural use, to build durable latrines, and to expand the number of village wells.

In Mali, Radio Fanaka Fana highlighted a local community’s efforts to bring ECOSAN latrines to the village, and shed light on the benefits – for both health and agriculture – of this improved technology.

Past scripts about water and sanitation

Farm Radio International has produced a number of scripts on water and sanitation. Please see:

- Package 54, Number 11: Use moringa seeds to clean dirty water
- Package 52, Number 7: A village in India promotes sanitation
- Package 52, Number 6: The importance of latrines
- Package 52, Number 5: Dirty water is dangerous
- Package 38, Number 6: New pit latrine produces fertilizer

Additional resources

- WaterAid International: <http://www.wateraid.org/>
- The World Health Organization’s Water, Sanitation and Hygiene website: http://www.who.int/water_sanitation_health/en/
- World Water Council (holds World Water Forum conferences): <http://www.worldwatercouncil.org/>
- Programme Solidarité Eau – Partner network for access to water in developing countries http://www.pseau.org/index_en.php

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In Uganda, Voice of Teso profiled a community which expanded its production of high-value fruit trees by making modifications to its borehole, so that a portion of the water was transferred to a storage tank, to be used for dry season irrigation.

In Ghana, Classic FM told the story of a village in which positive changes occurred when people organized to stop water-borne diseases. Aided by local and regional authorities, villagers identified the source of the problem, and found solutions which provided safe water for the many domestic, agriculture and water uses needed in the village, as well as preventing water-borne diseases.

In Tanzania, Radio Maria tells about villagers' efforts, led by the village Water Committee, to improve the availability of water by expanding water catchments and digging additional wells.

There are four other water and sanitation stories in this package, including script six, in which a farmer in northern Nigeria recounts how he has benefited from adopting irrigated farming. In script seven, community members tell how they made many improvements to their water and sanitation situation, with the help of an indigenous Nigerian NGO. Script eight highlights a very successful community-driven project in western Kenya to supply tapped water to a village. Finally, script nine presents four radio spots to help listeners understand how people become sick with diarrhea and how to prevent it with good hygiene.

Farm Radio International would like to encourage its partners to contact communities and organizations working on water and sanitation. Like the stations who wrote the scripts in this package, you will gain new, reliable and trusted sources of information at the village level. These sources will be of valuable assistance in the future, both to develop new programming, and to provide local input and feedback on future station activities.

There are many more stories to tell, and radio is the best way to spread the news.

Letters to the Editor

In some recent issues of *Voices*, we have added a "Letters to the Editor" section featuring comments from readers about our script packages. If you have any comments about this script package that you would like included in "Letters to the Editor," please send them to bmckay@farmradio.org.

Rachel Awuor Adipo wins this year's George Atkins Communications Award!!!

Rachel Awuor Adipo of the Ugunja Community Resource Centre (UCRC), a Farm Radio International partner since 2005, is the winner of the 2008 George Atkins Communications Award. UCRC is located in the Siaya District of western Kenya. Rachel has been a prolific script producer, writing an impressive six scripts for us over the last few years. In 2006, her script, *Promote Gender Equality and*

Empower Women, was a winner of the Millennium Development Goals (MDG) scriptwriting competition. This year, her script, *Farmers Can Prepare for Changing Weather Patterns*, was a winner of the Climate Change Adaptation for Smallholder Farmers scriptwriting competition. Rachel has written four other scripts for Farm Radio International, including: *Cooperative Farm Labour: Many Hands Make Work Easier* and *Storing Cowpea Seeds for a Season and a Reason*. UCRC is looking forward to launching a community radio station in the near future, which will help the organization fulfill its mission of "facilitating sustainable development in the community through networking and knowledge exchange."



An interview with Rachel Awuor Adipo

Rachel came to Ottawa, Canada in November where she received the 2008 George Atkins Communications Award at a ceremony. Farm Radio International's Development Communication Coordinator, Blythe McKay, interviewed Rachel about winning the award:

Blythe: What does winning this award mean to you?

Rachel: Winning this award means a lot. I feel that the work of my hands is bearing fruits that can be seen not only by my organization but across the globe.

Blythe: What do you think about your visit to Canada?

Rachel: My visit to Canada is like a blessing. I have been able to meet many people. Many have been to Kenya and understand the situation there. I can have an audience with which I can share what we do.

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The promise of potatoes

The year 2008 has been designated by the United Nations as the International Year of the Potato, in recognition of the potato's importance in providing food security and alleviating poverty.

At a time when food prices are soaring worldwide, the potato offers some respite. Unlike major grains, the potato is not a globally traded commodity. Because only a small fraction of potatoes enter foreign trade, potato prices are driven largely by local production costs, not international markets, and are not strongly affected by rising prices seen in other foods. Potatoes can thus be recommended as a food security crop to help low-income farmers and vulnerable consumers alike ride out the current turmoil in world food supply and demand.

According to the International Potato Center, the potato produces more nutritious food more quickly, on less land, and in harsher climates, than any other major crop. Potatoes are rich in carbohydrates, have the highest protein content of any root or tuber crop, and are rich in vitamin C and potassium.

In response to these and other benefits, world demand and production are growing. Over the last ten years, production has risen by an average of 4.5 percent per year. In sub-Saharan Africa, countries with the highest production include Malawi, South Africa, Rwanda, Nigeria, Kenya, Uganda, Angola and Ethiopia.

According to the International Year of the Potato (IYP) website, the IYP was marked in Africa with many activities, including: "television spots and a documentary film on potato in the Democratic Republic of Congo, celebration of IYP along with World Food Day in Rwanda, formulation of a potato development strategy in Côte d'Ivoire, and a festival for potato growers in Guinea's Fouta Djallon highlands."

In honour of the International Year of the Potato, the McCain Foundation has generously supported the production of six scripts on potatoes and root crops such as yams and sweet potatoes. You will find three of these scripts in package 86, while three others will be distributed in Farm Radio Weekly.

Past Farm Radio International scripts about potatoes and other tubers

Package 80, Number 9: Growing potatoes brings increased income to farmers in Kabale, Uganda

Package 60, Number 6: Interview with the potato

Package 58, Number 11: Grow and eat nutritious yams

Package 58, Number 10: My friend the dependable sweet potato

Package 38, Number 3: Diffused light storage for seed potatoes

Package 32, Number 1: Sweet potatoes: easy to grow, good to eat

Find out more about the amazing potato and its many benefits at:

- International Potato Center <http://www.cipotato.org/>
- International Potato Center Regional Program for sub-Saharan Africa <http://www.cipotato.org/regions/CIP-SSA/Home.html>
- International Year of the Potato website <http://www.potato2008.org/en/index.html>



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Through this, whoever wants to join us [UCRC] to help volunteer or support us, can do that.

Blythe: How will winning this award motivate you in your work?

Rachel: I feel really energized. It motivated me from when I first heard that I received an award. Now that I have it in hand, it is evidence. Even if I die, people will see what kind of achievement I've made. I'm going to put more effort into our community radio project.

Blythe: What message do you have for radio broadcasters and others in our network?

Rachel: Everybody can! Just keep the candle of using radio as a tool for development in the community alight!



Eight simple rules for writing or adapting spots for radio

Spots are short (usually 30-60 seconds) radio pieces, which deliver one single clear message. They may be presented in various formats. Two of the most common are short dramas and straightforward announcements – also called Public Service Announcements or PSAs.

It should be noted that the simple rules given below are equally applicable to radio scripts.

1. **Write to one specific person.** Imagine the face of a person from your audience and write as if you are telling a story to that person.
2. **Think of your spot as a play in three acts.** People love stories. Create your spot as you would a good story using a three-part structure:
 - Act I:** The **beginning** sets up the situation and the characters, defines the problem, situation or barrier.
 - Act II:** The **middle** illustrates the problem or conflict, and suggests a decision that must be made or an action that must be taken.
 - Act III:** The **ending** resolves the problem, provides the benefit and overcomes the barrier.
3. **Write simple sentences.** The sentences we speak are simpler than those we write. Write your spots so they are like conversations.
 - Poor:** Having gone to the market and purchased an insecticide-treated net, Thomas thought his troubles were over.
 - Better:** Thomas thought his troubles were over. He'd gone to the market and purchased a net treated with insecticide.
4. **Write in the active voice.** The active voice is more dynamic and forceful, and will make your spots sound more “alive.” In sentences written in active voice, the subject acts out the verb. In the passive voice, the subject is acted upon and the agent performing the action appears in a phrase with the word “by.”
 - Poor:** The insecticide-treated net was purchased by Thomas.
 - Better:** Thomas purchased the insecticide-treated net.
5. **Use short descriptive words.** These words can help stir the listener's imagination and add colour and life to the spot.
6. **Write for the ear.** Radio should have the natural, spontaneous sound of a conversation. Read your spot to yourself aloud several times to hear how it will sound.
7. **Use the same words and phrases as your target audience.** People cannot do what you are asking if they do not understand what you are saying. Do not use technical words in your radio spots, and avoid abbreviations.
8. **State the positive, not the negative.** In general, negative statements are harder for the listener to understand. Frequently, the listener will actually hear that you want him or her to do the action, instead of NOT do it! For example:
 - Poor:** You will have a greater chance of getting malaria if you do not use a treated net.
 - Better:** Use treated nets to prevent getting malaria.

Information Source

Cowan, Cate and Shafritz, Lonna. Spot On Malaria: A Guide to Adapting, Creating and Producing Effective Radio Spots. Washington, DC: CHANGE Project, 2005. http://www.changeproject.org/spoton/SpotOn_Guide_Final.pdf

Why broadcasters should use Skype and Pamela for Skype



What is Skype?

Skype is a Voice over Internet Protocol (VoIP) tool. This means that Skype is a tool to make free calls and chat with anyone anywhere in the world, using a free Skype account, a microphone/headset and an Internet connection. Both people who want to make a free Skype to Skype call or a Skype chat must be connected to the Internet and have Skype running on their computers. Skype also allows users to make outgoing calls to landlines or mobile phones anywhere in the world at competitive rates. In addition, you can use Skype to send files, make conference calls, video calls, and more – all over the Internet.

Why should you use it?

If used properly, Skype can be a very powerful online communication tool. For radio broadcasters, using Skype makes interviewing someone who is far away much easier and free if they also have Skype. If you have access to a webcam, you can see the person you are communicating with via Skype.

What is Pamela for Skype?

Pamela for Skype is an application that you download to use with Skype. It allows you to record Skype calls, save them on your computer in an MP3 or WAV format, and take notes during a Skype call, or add them later. In order to use Pamela for Skype, you must have Skype installed on your computer (see download instructions below). Then, whenever you receive or make a call through Skype, Pamela for Skype will automatically ask you if you want to record the call. If you answer “Yes,” a voice will say: “This call is being recorded.” For legal purposes, it is always good practice to ask the person you want to interview if they will

agree to being recorded. With the free version of Pamela for Skype, you can record a single conversation for up to 15 minutes for no cost. If you want to record a longer conversation, simply hang up and call the person back in order to receive another 15 minutes of free recording time.

Why should you use it?

Pamela for Skype is a free and effective way to make good quality recordings of people who might otherwise be difficult to reach. For example, a broadcaster from a rural radio station might not be able to afford the transportation and accommodation fees to interview an agricultural specialist who lives too far away for an in-person interview. With Pamela for Skype, the broadcaster could call the specialist from the station or from the closest Internet café, directly record the interview over the Internet, and save the interview in a good quality MP3 format that would be ready for broadcast.

Downloading

To download Skype, go to the Skype website at www.skype.com and click on the download button. Read and follow the instructions as they appear on the screen. If you want to view a step-by-step tutorial on how to download and use Skype, follow this web link:

<http://websearch.about.com/od/freeloads/ig/Skype/downloads skype.htm>.

To download Pamela for Skype, go to the Pamela for Skype website:

<http://www.pamela-systems.com/>. Also, check out the FAQ section for any further questions on installing or troubleshooting: <http://www.pamela-systems.com/help/faq/index.html>.

2009 George Atkins Communications Award – Call for Nominations!

The George Atkins Communications Award was established in 1991 to recognize rural radio broadcasters for their outstanding commitment and contribution to food security and poverty reduction in low-income countries. The award is named after Dr. George S. Atkins, the Founding Director of Farm Radio International.

The award is presented each year to an individual that demonstrates overall programming excellence in responding to small-scale farmers' needs as well as commitment to Farm Radio International.

To be eligible for the award, an individual must work at an organization that is directly involved in broadcasting activities and has been a partner of Farm Radio International for a minimum of one year.

Please submit a short statement on why you think you, or someone you know, should receive the award.

Send your submission by regular mail or email bmckay@farmradio.org by May 1st, 2009.

Welcome new partners!

- Freedom Radio – a commercial radio station based in Kano, Nigeria
- Nkhotakota Community Radio Station – a community radio station based in Nkhotakota, Malawi
- Radio Afram Plains – a community radio station located in Donkorkrom, Ghana
- Radio Banguine Badiangara – a community radio station based in Mopti, Mali
- Radio Maria – a private radio station located in the Songea region of Tanzania
- Radio Rurale Locale d'Adzope – a community radio station based in Adzope, Ivory Coast
- Sibuka FM – a community radio station located in the Shinyanga region of Tanzania
- Uganda Broadcasting Corporation (UBC) – a public radio station based in Kapchorwa, Uganda
- Zodiak Broadcasting Station – a commercial radio station based in Lilongwe, Malawi



Partner Profile: Radio Kayira is a voice for the Malian people

By Nelly Basilly

In 1993, after the fall of the dictatorial regime of Moussa Traoré and the opening up of the radio airwaves in Mali, a community radio network called Réseau de Communication Kayira was born. The network, which now includes nine radio stations in southern Mali, has been a Farm Radio International partner since 1995.

“Kayira is a radio that actively fights alongside the poorest stratum of society,” says Mahamadou Diarra, the coordinator of the Réseau de Communication Kayira (also known as Radio Libre Kayira or Radio Kayira).

The nine radio stations in the Kayira network are located in the cities of Bamako, Ségou, Koutiala, Kita, Mahina, Niono, Koulondieba, Kayes, and Niakourazana. According to Diarra, Radio Kayira focuses primarily on women, and works towards better understanding their roles in society. However, Radio Kayira also concentrates on and helps farmers, often defending their rights. According to Diarra, farmers understand that they can use Radio Kayira to voice their complaints and demand their rights.

In addition to disseminating news in the local Bambara lan-

guage, Radio Kayira airs a radio program called *Togoda* that focuses solely on agriculture. In Bambara, “*Togoda*” means “village” or “rural area.” The program deals with all issues related to agriculture and farmers’ livelihoods. Other topics discussed on Radio Kayira include education, health, and the environment.

Individuals pay 500 CFA francs (about 1 American dollar or 0.76 euros) to become a Radio Kayira listening club member. A membership allows members to attend board meetings and critique the radio. Last year, Radio Kayira sold nearly 10,000 membership cards. However, even those who are not paying members of the listening club can approach the radio stations with their concerns and participate in programs.

Future plans for Radio Kayira include increasing the number of radio stations in the network to 19 (10 additional radio stations) by 2012.

For more information about Radio Kayira, visit their website: <http://www.kayira.org/> (in French only).



Package 87 will highlight the environment and renewable energy. Scripts focus on the interaction between wildlife and rural communities, as well as solar and plant-based energy solutions which are of benefit to farmers and rural communities.



Seasoned broadcasters provide advice to broadcasters beginning their career

Four long-time Farm Radio International partners recently answered the following question: What advice would you give to a radio broadcaster starting out his/her career?



Sanoussi Mayana Issoufou, the Executive Director of Agri Sahel Services, based in Niamey, Niger, offers the following advice:

The advice I have to give to a broadcaster who is beginning her/his career is threefold. First, any broadcaster who wants to succeed in his career must have the love for and the will to work in this field. The broadcaster must possess the principles and basic techniques of communication, which include:

- *respect for the rules of conduct and ethics;*
- *the airtime must take into account the availability of the main target audience that one wants the message to get to, a moment which must be specific to the target group;*
- *she/he must be patient, have initiative and be creative enough to cope with shortcomings (scarcity of resources ... etc), and the complex world of radio (several players, several targets with different needs ... etc).*

The broadcaster must then know the realities (strengths, potentials, constraints, difficulties and problems ... etc) of the cultural, social and economic world in which she/he wants to transmit her/his messages. The broadcast must reflect these realities and should be an interesting alternative to the ills that undermine the community, and must promote the sound development of a number of values (including socio-cultural values).



Kofi Larweh, the Director of Radio Ada, a community radio station in Ghana, has this to say:

Broadcasting is breathing fresh air into your personal life and facilitating the same for others around you. You have to daily concentrate on (1) the SELF; (2) the tenets of RADIO, & (3) DEVELOPMENT through the particular subject area your programming addresses. It is a whole new experience for you, your family, friends, community and the world around you. Approach each day with the enthusiasm of your first day of broadcast and the feelings of the last day [you will be on air].

According to John Van Zyl, retired Executive Director of ABC Ulwazi in South Africa:

Any young person who wants to be a broadcaster must first of all listen to hours and hours of radio programming. Any and everything. All sorts of radio programs. Music and talk. Classical and pop. News, and even the weather. Listen to how broadcasters talk to YOU, how they draw you into their world. How they create interesting and fascinating worlds of their own in the studios that you want to be part of. Radio is a magic imaginary world. Radio is a great big family. Radio is indeed the drama of the imagination. Imagine how you can talk to your friends. Imagine how you can talk to strangers and make them your friends. Your tools are your voice and the smile in your voice. That is how you are different to a print journalist. Welcome to the magic world of the airwaves!

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Heather Miller (right), Farm Radio Weekly's Editor, interviews Mahamadou Diarra.

Mahmadou Diarra of Réseau Kayira in Mali offers the following advice:

...it is important to choose community [radio]. This type of radio is done with the participation of people who are involved in organizing and carrying out planned activities. The program schedule needs to take into consideration topics such as health, education, agriculture and livestock rearing. The radio station needs to connect the different communities in order to facilitate the development of local initiatives.

The broadcaster needs to arouse consciousness within the heart of populations through news and radio programs. The role of "on-air trainer" that the journalist/host plays is not an easy one. He [she] needs to:

- *respect the legislation of his/her country [that is] currently in effect*
- *refrain from providing biased information*
- *verify all information sources before broadcasting*
- *be available and open to listening to people*
- *be capable of analyzing a situation in terms of its socio-political and economic impact on the area*

We plan to ask our partners to respond to a variety of questions on a regular basis in *Voices*. If there is a question you would like radio broadcasters across Africa to answer, please send it to bmckay@farmradio.org.

Have you signed up for Farm Radio Weekly?

Farm Radio Weekly was recently described by David Angango of Trans World Radio in Kenya as having the "overall, best content for [a] rural broadcaster."

FRW is an electronic newsletter packed with news for and about small-scale farmers, and other resources designed to support African broadcasters in serving rural audiences. More than 300 African subscribers make use of our service, which is delivered to inboxes every Tuesday morning.

In a recent survey, subscribers told us that they used FRW news stories and resources in a variety of ways – reading news stories directly on the air, adapting news stories to fit their audiences, or

using resources to research their own programs. Jean-Baptiste Sawadogo of Radio Kakoaadb Yam Vénégré explained that FRW stories help him fill agricultural programming. "We have show slots dedicated to broadcasting this kind of programming. This allows us to broadcast a small part. Some information also allows us to enhance our programs," he said.

It only takes a moment to subscribe to FRW. Simply visit http://farmradio.org/english/partners/fr_weekly_subscribe.asp. Under "where did you hear about us," please check "Voices." We look forward to welcoming you to the FRW community!



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