



Supporting broadcasters in developing countries to strengthen small-scale farming and rural communities.

Contact us at:
 Developing Countries Farm Radio Network
 1404 Scott Street
 Ottawa, Ontario K1Y 4M8
 Tel: 613-761-3650
 Fax: 613-798-0990
 Toll Free: 1-888-773-7717
 Email: info@farmradio.org
 www.farmradio.org

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Design: Anne Girard
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Partner Profile

WHO: Anthony Lwanga, Station Manager
 STATION: Kagadi-Kibaale Community Radio
 COUNTRY: Uganda



Anthony Lwanga, station manager of Ugandan community radio station Kagadi-Kibaale Community Radio (KKCR) FM 91.7, is a person whose life involves challenging social norms and helping others to attain their dreams for a better life.

Lwanga was born late in the life of his mother, a smallholder farmer living near Kagadi in western Uganda. Mama Anthony worked hard to help her son attain his Diploma in Education and he excelled in his Diploma majoring in English language and Literature at the National Teachers College. Anthony went on to study journalism in Tanzania at St. Augustine's University. His commitment to his home community connected him with Mwalimu Musheshe Sr., a rural development expert and founder of the Uganda Rural Development and Training Program (URDT). Lwanga is now finalizing a diploma in journalism and wants to pursue a university degree in local governance and human rights at Uganda Martyrs University Nkozi.

URDT's community radio station, Kagadi-Kibaale Community Radio (KKCR) is on the air 365 days a year, 16 hours per day. It broadcasts thousands of programs each year, reaching up to four million people in a 100-mile radius around Kagadi. The station is supported by 22 volunteers.

One of KKCR's longstanding collaborators is Peter Sentaayi, Kibaale District Agricultural Officer. Each week Sentaayi and other subject matter specialists in education, health and women's issues have free airtime to respond to listeners' questions and to bring forward new information. "One of the crucial but most contentious issues affecting agriculture is land rights," says Lwanga. "Using participatory radio programs, including open discussions with local officials like Sentaayi, we can help our listening communities resolve challenging issues like these. We offer an alternative form of dispute resolution through radio and face-to-face dialogue."

No doubt, KKCR and Anthony Lwanga will continue to use the airwaves to tackle these challenges successfully, working in close cooperation with rural communities of Kibaale District.

WE WELCOME KEVIN PERKINS
 — new executive director at DCFRN



Prior to joining us in May 2006, Kevin was the Director of Programs for Canadian Physicians for Aid and Relief (CPAR) in Toronto. He has a long history at CPAR, going back to 1989 when he was first hired as a Program Officer. He took a lengthy break from international work in 1997 when he joined a community economic development organization in the Riverdale area of Toronto. In this capacity, he established the ACCESS Riverdale Community Loan Fund and led the Riverdale Community Development Corporation as the executive director.

In 2003, Kevin established a new charity called CAP AIDS, dedicated to helping grassroots African organizations on the front lines in the fight to resist, survive, and overcome AIDS. He was the founding executive director of CAP AIDS, and continues to be its volunteer chair.



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Developing Countries Farm Radio Network

Tackling the Millennium Development Goals through Radio Scripts

In the year 2000, United Nations' member countries committed themselves to achieving 8 Millennium Development Goals - the "MDGs". To raise awareness of the MDG's, Developing Countries Farm Radio Network and UNESCO used a Script Competition to challenge African broadcasters to find interesting and effective ways of addressing the MDGs. Twenty-nine partners from fifteen countries created imaginative and informative scripts to educate listeners about the MDGs. Winners were chosen from each category, as well as some runners-up. A total of 10 were selected for our most recent script package.

Fati Labdiedo, of Radio Mecap Togo, deals with MDG # 1, **the eradication of extreme poverty and hunger**. Her script, *Making Traditional Mustard in Moba Country, Togo*, promotes food security and strengthens the livelihoods of farming families. The script illustrates how traditional knowledge helps people live longer, more comfortable lives, and generates good income.

Radio Ada in Ghana also addressed this MDG with their script *Our People*. The power of knowledge and the unity of voices can help eradicate poverty within a community. The script encourages people to take responsibility for their own safety and future, by voicing concerns about water, employment and community infrastructure.

Fan Clubs for Education by Pacome Tométissi from the Réseau de Réalistes et Journalistes pour Population et Développement in Benin, promotes MDG #2: **universal education**. The script puts football and literacy on the same playing field, informing listeners of the benefits of education for development.

Rachel Adipo of the Ugunja Community Resource Centre, Kenya wrote the winning script for MDG #3, **the promotion of gender equality and the empowerment of women**. Her interview with a women's rights activist in *Promote Gender Equality and Empower Women* brings hard-cutting issues to the forefront. It informs women about their rights in marriage, education and legal disputes, and encourages them to work together to overcome the inhibiting customs and traditions in their communities.

Raising well-nourished children depends on more than just income - as illustrated by Ncamsile Makhjanane of the Swaziland National Nutrition Council in *Nutritious Foods Are Important for All Babies, Rich or Poor*. This script addresses MDG # 4, **to reduce child mortality**. It encourages breastfeeding

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The Life of a Script: Mixing together the right ingredients for a winning script

Writing a good script is akin to preparing a good meal: it demands the passion of the chef, the right mixture of ingredients, careful preparation and some spices to flavour it. For a script to engage its audience, the scriptwriter has several criteria to satisfy - an interesting topic, an entertaining style and story, and information that is relevant and timely. DCFRN works with its radio partners to help them put together the right ingredients for a winning script.

Take the case of our recent "MDG Scriptwriting Contest" (see the column on the left). Broadcasters were asked to create a script related to one of the MDGs (Millennium Development Goals) that incorporated local experience, local voices and local content.

A panel of judges, consisting of people from UNESCO, DCFRN's Board and the World Association of Community Radio Broadcasters (AMARC) selected winners and runners-up for the competition. Everyone who submitted scripts received feedback on how they could make improvements. The winners were encouraged to use the feedback to develop an improved draft of their script entry.

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for infants and other nutritious food choices for toddlers, thus reducing mortality and improving health.

MDG # 6 is to **combat HIV/AIDS, malaria and other diseases**. It was addressed by two winning scripts. *School Without AIDS* by Gladys Cécile Eba Odama FM in Cameroon, promotes HIV prevention measures such as condom-use and abstinence. Limiting the spread of HIV/AIDS is the first step to eradicating the disease completely. The message behind *Pass on the Message and Not the Virus*, by Aaron Kah of Abakwa FM in Cameroon, is that AIDS is real and it kills. People must be made aware of disease, before there can be any hope of preventing its spread.

Environmental Sustainability is central to agriculture, health, and life in the future, not to mention the focus of MDG # 7. Two winning scripts dealt with this MDG. Kwabena Agyei of Classic FM in Ghana, created *Community Reforestation Brings Back the Rains in the Brong Ahafo Region of Ghana*, which explains the negative effects of deforestation. Communities can reverse the losses of environmental resources through reforestation. Water is cleaner, crops grow and wildlife returns when people make choices that protect the environment. *Local Experts Give Practical Advice to Care for the Environment* by Saul Ndungo of Radio Fidemiel in the Democratic Republic of Congo, offers useful hints to ensure environmental sustainability. Simple practices around the house and in the community, such as recycling, composting, and reusing can help improve the quality of water, air and other natural resources.

The *Trial of the International Monetary System* puts the World Bank and the International Monetary Fund on trial, fictionally, to determine whether they help or hinder developing countries. The script, written by the Association of Community Radios in Mali (ARCOM), highlights several MDG issues such as extreme poverty (MDG # 1), injustice against women (MDG # 3) and child malnourishment (MDG # 4). It shows both sides of the argument, and lets the listener, sitting in the jury's seat, make up their own mind.

The scripts developed around the MDGs take radio-listeners on a fascinating journey through pertinent issues of the day. Each script finds an interesting, creative and efficient way of equipping the audience with the knowledge they need to improve their lives and their communities.

Field Trip TO SOUTHERN AFRICA

by Vijay Cuddeford, Managing Editor, DCFRN

From mid-July to the end of August, I travelled to Southern Africa to meet with some of DCFRN's existing partners as well as potential new partners. The goals of the trip were to: reinvigorate our partnerships, grow DCFRN's network, develop material for scripts and newsletters, conduct a needs assessment of our partners, and link with institutions with whom we might collaborate in the future. I met with more than thirty stations, organizations and individuals in South Africa, Malawi, Zambia and Namibia.

The most consistent impression I received is that radio is widely embraced as THE best medium to reach rural communities in Africa. DCFRN's strategy of providing radio scripts, information about resources for broadcasters, and links between and among radio stations is very well-received, and regarded as a highly appropriate and effective response to the challenge of food security in Africa.

I met with a number of potential new partners, and, without exception, they expressed interest in developing partnerships with DCFRN. I am confident that we have forged a number of new and valuable relationships with strong individuals and organizations in all four countries.

There is nothing like a face-to-face meeting to establish the trust required to build creative and solid collaborations. My visit will be a source of program materials and recommendations on script themes. But it will also provide me with a much better picture of the situation on the ground for our partners, and how their particular needs relate to the specific development challenges faced by their community, region and country.



Staff at Good News Community Radio in South Africa

My discussions with people in the radio and development communication sector also raised some thought-provoking questions about DCFRN's future role in Africa. For example, in countries like South Africa, there are a variety of national development communication organizations that work with the community radio sector, providing content, training, advocacy and funding. By collaborating with these national networks,

DCFRN can reach a greater number of broadcasters with better services.

My discussions with Network members revealed a number of agriculture and development themes of interest to broadcasters and their listeners in Malawi, Namibia, South Africa and Zambia, including new agricultural techniques, urban gardens, genetically modified foods, crop diversification, strengthening farmer associations, health and nutrition (in particular foods to boost the immune system), malaria, and women farmers' rights.



A Partner in Malawi Shares Script Successes

Once back in Canada, Vijay Cuddeford, DCFRN's Managing Editor, received a letter from Patrick Chiwawa, the founder of Keen Youth Malawi, a DCFRN radio partner. Patrick provided many examples of how DCFRN radio scripts and the newsletter 'Voices' have contributed to improving the livelihoods of the rural men and women Keen Youth Malawi works to support. Here are two of them.

DCFRN Script 69.1, (December 2003), *A Healthy Diet For Babies and Young Children*. Volunteers shared the script information with 22 women's groups. As a result women have reported that there has been an increase in the number of kitchen gardens grown by group members.

DCFRN Script 78.8, (July 2006), *Pass On The Message and Not The Virus*. In August and September volunteers shared the information with 3 youth groups. As a result the groups report that more people are going for voluntary HIV testing.

The Life of a Script - continued from page 1

To ensure accuracy, a subject matter specialist reviews each script. The specialist ensures that all information in the script is factual and technically correct and that it corresponds with local cultural realities.

Once the script is selected and finalized we print it in French and English, include it in a package with nine other scripts and our newsletter *Voices*, and send it to 300 radio partners across sub-Saharan Africa, who, using their own radio magic, translate it into local languages, adapt it to local context, and then broadcast it to audiences with an appetite for information.