

**COMMUNITY DEVELOPMENT
BROADCASTING
(DIGITAL CONVERGENCE)**

**Workshop on new opportunities in
broadcast media – A look to the future.**

At Villa Victoria

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LIST OF ABBREVIATIONS

AIDS	- Acquired Immune Deficiency Syndrome
CD	- Compact Disc
DVD	- Digital Video Disc
FM	- Frequency Modulation
GBC	- Ghana Broadcasting Corporation
GHS	- Ghana Health Service
GTV	- Ghana Television
HFG	- Health Foundation of Ghana
HIV	- Human Immuno Virus
ICT	- Information Communications Technology
LCD	- Laser Compact Disc
Ms	- Miss
NCA	- National Communications Authority
NGO	- Non-governmental Organization
NMC	- National Media Commission
PPAG	- Planned Parenthood Association of Ghana
SCS	- School of Communication Studies
TV	- Television
UNICEF	- United Nations International Children's Education Fund
U. of G	- University of Ghana
VAT	- Value Added Tax
VCR	- Video Cassette Recorder
VCD	- Video Compact Disc

1.0 Opening

The workshop began at 9:50am with an apology from Dr. O. Sakyi-Dawson for the 10 minute delay in starting the meeting.

1.1 Welcome address

Dr. O. Sakyi-Dawson welcomed all the participants to the workshop. He said that the workshop is going to be more of a roundtable discussion in looking at the opportunities and problems of community television as a result of the current global developments in the information communications technology. According to Dr. Sakyi-Dawson, GAMOS and the University of Ghana have ensured that the media and government decision makers are involved in this workshop. The purpose of the workshop is to share ideas and learn from each other since the way some of them see things within the broadcasting business may vary from the reality hence the need to involve all the various stakeholders.

Dr. Simon Batchelor stated that the aim of the workshop is to look at the new opportunities in broadcast media due to the changing technology globally. In addition, what changes are likely to occur within the next 5-10 years and what should be done tomorrow to make sure that society derives the maximum benefits that come with the broadcasting technology with particular emphasis on shifting from radio broadcast to audio visual broadcasting in future.

1.2 Introduction of participants:

Each participant introduced himself/ herself by mentioning his/her name and what he/she does for a living.

1.3 Overview of the Ghana broadcast media – A study by Dr. O. Sakyi-Dawson and Peter Boateng.

Dr. O. Sakyi-Dawson stated that respondents from the various broadcasting stations/institutions, were interviewed using a checklist. Below are the stations/institutions from which respondents were chosen.

SOURCES OF DATA					
PUBLIC STATIONS/INSTITUTIONS			PRIVATE STATIONS/INSTITUTIONS		
TV	Radio	Other institutions	Commercial TV	Commercial Radio	Community Radio
GTV	GBC-Radio	Ministry of Information, National Communications Authority (NCA)	TV3 Metro TV TV Africa.	Joy FM	Radio Ada.

Findings 1

- **Distribution of radio and television stations in Ghana.**

Radio Stations

- As at September 2002, the NCA had approved 119 radio stations although only 58 are operational. Among these are five community radio stations thus; Radio Ada (Ada), Radio Peace (Winneba), Radio Progress (Wa), Royal FM (Wenchi) and Meridian FM (Enchi).

○ Greater Accra Region	22
○ Ashanti region	31
○ Central Region	9
○ Eastern Region	10
○ Western Region	12
○ Brong-Ahafo region	15
○ Volta Region	6
○ Northern Region	7
○ Upper East region	4
○ Upper West region	3

- From the above statistics, there is high level of radio and television facilities (119 Radios + 18 TV stations) in Ghana.
- The total number of radio stations in the country far out numbers the TV station's. For every 4 TV stations there are 29 radio stations.
- There are 5 community radio stations whilst there is no community TV station in the country.

Findings 2

Types and objectives of Radio and television stations

OWNERSHIP	MEDIA TYPE	LOCATION OF STATION: RURAL/URBAN	MAIN OBJECTIVE
PUBLIC	RADIO	URBAN	National development
	TELEVISION	URBAN	National development
PRIVATE COMMERCIAL	RADIO	URBAN	Commercialization
	TELEVISION	URBAN	Commercialization
PRIVATE COMMUNITY	RADIO	RURAL	Community development
	TELEVISION	-	

Objectives of radio and television station

- Absence of public private community television.
- Most radio and TV stations are in urban locations, except the private community stations such as Radio Ada, and the Ghana-Danish Community Project, Dalung (Programme Development).
- The goals and objectives of both public radio and TV are “national development” oriented, whilst that of the private commercial is commercialization”. It is only the private community stations which have community development objectives.

Problems and suggested changes to enhance community broadcasting

Problems:

- Public radio: maintaining technical know-how among workers. Private sector is more attractive to experienced workers than the public sector.
- Private radio: high overhead cost.
- Private community radio: inability to employ salaried workers.
- Public TV: inadequacy of trained personnel.
- Private TV: high overhead cost.

Changes suggested for future improvement:

- Public Radio: more funding committed from government and the public.
- Private radio: subsidy by government to FM stations.
- Private community radio: needs to learn the art of attracting sponsorship.
- Public TV: Increase the charging of TV license fees for public TV stations.
- Private TV: stations need to blend commercial and social obligations.

Prospects of community broadcasting in Ghana

- Public radio and TV has bright future prospects with increasing commitment of NGO's and government.
- Private radio is encouraging especially in the rural areas.
- Bright prospects for community radio if government policies such as Directives to use a portion of the district Assembly's common fund to fund community radio.

Extent to development news of radio and television stations

- Public:
 - Public Radio: Almost entire programs.
 - Public TV: 30% of weekly programs.
- Private
 - Radio: Limited and unplanned.

- TV: 20% of weekly programs.
- Private community
 - Radio: almost entire programs.

Sources of funding development programs

- Public:
 - Public radio: self, NGO, government sponsorship eg. Radio Doctor Program which is sponsored by the government.
 - Public TV: self, government sponsorship (only salaries) eg. Presidential initiative on distant education.
- Private
 - Radio: self.
 - TV: self.
- Private community
 - Radio: self, NGO's.

Research studies of radio and television stations

- Public
 - Radio and TV:
 - Mostly by their research department.
 - Research on listening pattern and impact of station's programs.
 - Some of the findings are available to the public on request.
- Private
 - Radio:
 - Employ research institutions.
 - Audience research.
 - Findings are not available to the public because of competition with other stations.
 - TV:
 - No sponsorship.

Private community

- Self (informal, casual and limited)
- Impact of development on the people's lives.
- Findings are available to the public on request

Conclusion

- Private broadcasting stations are set up purposely to make money. Very few private stations are pre-occupied with community development issues.
- The general perception among the media houses is that without sponsorship community broadcast is not feasible in the country.
- There are concerns that skills in running non-profit organizations such as community broadcast station is lacking.
- Though Ghana has significant radio and TV facilities, their potential for supporting community development is limited by adequacy of skilled manpower and funding.
- The potential can be exploited with awareness creation among investors, evolving low cost training and production systems and innovative funding strategies.

1.3.1 Discussion on Dr. O. Sakyi-Dawson's presentation.

It was stated that for somebody to broadcast a cable network in Ghana the fellow will need to acquire a license from the National Communications Authority. Mr. Biney asked why the issue of high overhead cost is a problem to private stations. Dr. O. Sakyi-Dawson responded that, that is the perception of private stations in relation to doing broadcasting development. It was also mentioned that community radios advertise but they are limited because they do not advertise on issues such as alcoholic beverages, superstition and loto results. It was also mentioned that most rural stations lack the philosophy of communication. Hence some of them do not know what they want and how to get it and this leads to the problem of high overhead cost. Every station has its philosophy that it sticks strongly to and this philosophy varies from station to station hence a variation in the communication ideals from one station to another.

One major problem of communication stations that was discussed was the problem of lack of well trained personnel in the ethics and principles of communication. The group saw the need to incorporate community development contents into the programmes of private stations since this responsibility that has so far been largely carried out by public stations is becoming unbearable for the latter. This is so because though public stations get support from the government the support is mainly in the form of payment of salaries leaving them with the problem of covering all the other costs. Another point raised was that the cost of running good programs with well trained personnel is huge and sometimes unbearable to the public stations. These challenges among others emphasize the need to look at the possibility of attracting sponsorship for community development programs.

COFFEE BREAK: 11:15 am – 11:45am.

1.4 COMMUNITY RADIO: Some experiences from the field.

Presenter: ISAAC DJAGBLETEY (Program producer for Radio Ada)

What is communication?

A community radio is a radio for the people about the people of a specific marginalized community that has a participatory social development agenda that is non-profit making. We all know who marginalized people are. They are poor with no or low educational background and a static culture. By now everybody is beginning to imagine a radio station in a marginalized community.

Radio Ada:

Radio Ada is a non-partisan, non-sectarian and non-profit community radio station operating in a marginalized community in Shona-Ada. This community radio seeks to support the development aspirations and objectives of the Dangme people in every sphere of life and to give a voice to the voiceless in every context and at all levels. Radio Ada stands to sustain the dynamic growth of the Dangme culture within the national and global divide by encouraging, promoting and contributing to informed dialogue and reflective action. Radio Ada operates in four main districts. They are the Dangme East and West, Yilo and Manya Districts and rely on volunteers as its workers. The station broadcasts mainly in the local language (Dangme).

Radio Ada needs volunteers to work with but caution is taken not to recruit people of questionable characters. A volunteer must be culturally accepted by the community and must have absolute command over the Dangme language. A volunteer must also be a well-committed person and must be creative.

In planning with the people the radio station held focus group discussions with the communities where the communities elected some members to serve on the editorial board of the station. The communities select their own news reporters for the station as well.

At the initial start of the radio station they thought being at one geographical place was enough. Through experience they have closed proximity between the communities and the community radio by the establishment of hubs in each district. By this they improved relationship by working with communities to ensure the availability of appropriate community-based services and they address all barriers to access at the community level. Portable recording machines are taken to the communities to record programmes, folklore music, legends, stories etc.

The culture of a people will always be dynamic and this is what an ideal community radio stands for. Whilst the community radio addresses some of the outmoded cultural practices and seeks to modify or abolish them, the practitioners see it as a threat to their

culture and income. Trokosi, trial by ordeal and widowhood rights are just a few examples that can be mentioned. One other area of conflict which deserves mentioning is spot adverts on uncertified food and drugs. A community radio as a policy does not promote high drugs or beverages on air. This creates a big conflict between the management of the station and the sellers of the products. Still under conflicts, while a section of the community feels that a crime committed by committee members should be shelved others feel it must be instantly aired.

At the beginning of the presentation we identify the characteristics of a people who are marginalized: that they are people who are poor, unemployed, illiterates or semi-literates. How can these marginalized people run commercial sport adverts on a community radio station? Meanwhile their electricity bills, water bills and bills of other utility services must be met or face disconnections and these bills are as high as you can find at commercial stations in the cities.

Looking closely at the nature of the job, it needs competent people – people with rich experience to do the job. However a community radio relies to a very large extent on volunteers. These are people who are working with other existing organizations in or outside the community. They are therefore not reliable. The young ones who do not belong to any organization, after going through training decide to vacate post and join other radio stations with high remuneration.

If really the district assemblies stand for real development, then, it must identify the community radio stations as partners in development. A fraction of the district assembly common fund should be released for funding community radio.

1.4.1 Discussion on Mr. Djagbletey's presentation

Mr. Isaac Djagbletey said that before the Ada Radio station started broadcasting they undertook a survey and out of the survey they realized that the people in the community felt neglected and voiceless. He said the station carries out assessment of its activities in the community and in November this year they visited five communities to seek the opinion of the members about the performance of the radio station in the area. Also the station is expensive to run and their directors are not liberal in the way they do things. The station generally plays the role of a facilitator in the community and sometimes they even participate in development activities such as general cleaning. The station is working on the poverty reduction strategy by going to the villages and asking them about how they feel about the government development strategies being undertaken in the locality. The station has hubs in the various villages and towns. The various hubs of the station serve as information collection points for the station and after collection the information is sent to the station for broadcasting. The volunteers of the station are paid ₵ 250,000 Cedis per month and any other expenses incurred in gathering information. This is not motivating enough. Volunteers are also recommended for further training when the need arises by the Directors of the station.

1.5 SOCIAL RESPONSIBILITY OF TELEVISION

Presenter: Ms. MARGARET I. AMOAKOHENE (SCS, U. of G, Logon)

Outline:

- Introduction
- Television as a Potent Mass Medium
- Social Responsibility as a Theory
- Social Responsibility within Television
- Challenges to the Social Responsibility of Television
- Confronting Challenges
- Conclusion

Introduction

- The media (both electronic and print) usually come under some controls and regulations irrespective of the pattern of ownership operating in the country; and prevailing socio-political and economic conditions.
- Controls and regulations come from:
 - Government
 - Society
 - Economic and financial constraints
- Electronic media pluralism began in 1995 with the establishment of *Joy FM* as Ghana's first private commercial radio station.
- On October 1st 1997, *TV3* began transmission as Ghana's first private commercial television station
- Ghana currently has a diversity of media outlets and ownership with about 70 newspapers, 100 radio and four television stations serving a population of about 20 million.

Television as a Medium

- It is the most powerful, most credible, most popular and most important mass medium.
- It combines visual appeals, sound and motion in message presentation making it more understood and remembered than other media targeting large, diversified, heterogeneous and scattered populations.
- It is more alive and real to audiences.

Television's Potency

- Television is powerful in many respects:
 - Promoting linkages and integration in the social, political and economic spheres.

–Influencing human behaviour, for socialisation, social instruction, modelling and social change.

–Transmitting news, information, ideas, attitudes, behaviours, values and beliefs from one group of people, one generation, and from one geographical area to another.

Social Responsibility as a Theory: Origin

- Social responsibility is based on the Anglo-American tradition and is essentially a product of mid-twentieth century America.
- It owes its emergence and tenets to an American Commission – the Commission on Freedom of the Press (the Hutchins Commission) whose report: *A Free and Responsible Press* was published in 1947.
- It was formulated by Peterson (1956) in response to a variety of social, political and economic changes in post-war America.
- The theory places some responsibilities on the rights and liberties that the libertarian media enjoyed.
- It distinguishes between natural rights of libertarianism and advocates moral rights.

Social Responsibility as a Theory: Postulates

- It posits that the media have a social and moral responsibility to provide reliable and important information and forums for discussion to the public.
- It expects high professional standards from media practitioners and emphasises responsibility rather than freedom of the media.

Social Responsibility as a Theory: Requirements

- Social responsibility separates news media from entertainment media.
- It requires that within the news media, fact be distinguished from opinion and that news reporting be accurate, objective, and balanced.
- Finally, it distinguishes between a less-than-engaged public (audience) and media elites who function as information gatekeepers.

Social Responsibility of Television I

- Accuracy in reporting: fair, objective and balanced reporting.
- Distinction between opinions and facts.
- Reporting the truth about facts reported.
- Guiding the public through analysis where people's opinions are sought.
- The press providing a forum for debate and contrary views.

Social Responsibility of Television II

- Media showing some sensitivity to racial and ethnic backgrounds and details.
- Expecting, respecting and protecting minority sentiments and views.
- Upholding the principle of freedom of access to information: News people gaining free access to news in order to disseminate to the public (Freedom of Information Act).

Social Responsibility of Television I

- In today's competitive and technological world, social responsibility requires strict adherence to rules and regulations.
- In Ghana, the National Media Commission policy requirement of 60%-70% local programming on television (hardly achieved in spite of expansions in the electronic media) falls within these rules/regulations.

Social Responsibility of Television II

- Both *GTV* and the private television stations perform roles as both transmitters of communication which originates outside their organisations, and as senders of messages constructed by themselves.
- Among others, they have tried to inform, educate, mobilise and motivate Ghanaians for national development.

Social Responsibility of Television III

- The electronic media in Ghana – both radio and television - have provided forums for public discussion through, phone/call-in programmes, talk shows, and other discussion or public access programmes.
- Newspaper/media review segments on all radio and television stations have expanded both publicity and discussion of issues, which tend to generate a lot of enthusiasm if they are political

Social Responsibility of Television IV

- In Ghana, the mass media have made it possible for many to speak out and contribute to discussions on issues affecting society:
 - In the late 1980s and early 1990s, it was a discussion on multi-party democracy.
 - In the mid-1990s, the national debate focused on the value added tax (VAT) and the educational reforms.
 - In the late 1990s and early 2000s, the debate shifted to good governance and reconciliation.
 - Today, it is the Presidential & Parliamentary elections.

Challenges to the Social Responsibility of Television I

- The three levels of differentiations in social responsibility: news vs. entertainment media; fact vs. opinion; and passive audience vs. media gatekeepers, are possible during periods of lack of competition and alternatives.
- Technology and competition have broken the gate-keeping function through instantaneous transmission of events such as the just ended presidential & parliamentary elections in Ghana, the Gulf and Iraq wars.

Challenges to the Social Responsibility of Television II

- Secondly, inadequate training of media personnel in Ghana and the unwillingness of such personnel to submit themselves to training perpetuate ignorance of the social responsibility requirements of television.
- This situation is aggravated by the lack of rules and regulations governing electronic media performance in Ghana.

Challenges to the Social Responsibility of Television III

- Thirdly, the lame conditions of the National Media Commission (NMC) militate against its effectiveness.
- The jurisdictionary dispute between the National Communications Authority (NCA), which issues out frequencies to electronic media operators and the NMC, which ensures good standards compounds the problem.

Conclusion

- In today's ever changing media environment, the social responsibility theory as formulated in 1956 appears to have lost ground.
- Not only have media outlets increased and expanded, sources of information have also multiplied making reliance on traditional authoritative sources unnecessary.
- To regain its relevance, the theory must go through some transformation.
- Social responsibility is still relevant to expand social discourse and make the media accountable.

1.5.1 Discussion of Mrs. Amoakohene's presentation.

Participants agreed that there is lack of effective control on the media and other channels of mass communication by the National Media Commission and the National Communications Authority. This is so because they do not have the power to enforce the laws and ethics of the field in totality. The fallen standard of media practice was attributed to the fact that some media practitioners are more interested in monetary gains at the expense of the ethics of their profession. To address this problem in future the group concluded that there was the need for training journalists effectively for them to understand the need to uphold the ethics of the media profession in the country.

1.6 COMMUNICATION NEEDS OF DEVELOPMENTAL EXTENSION WORKERS. Study findings by Mr. K. KORANTENG (Action AID, Ghana) and Mr. J. ANAGLO (Univ. of Ghana).

Presentation outline:

- working definitions of communication
- some communication needs of extension workers
- developmental issues to consider in the use of video
- video as a communication tool
- known development usage of videos
- elements to consider in using video as a tool
- conclusion

Working definition of communication

- A means for transmitting significant (significant, relevant and timely) information for purposes of effecting desired (whose desire counts?) change.
- As a means, it therefore requires the physical tools/equipment, and the skills, attitudes, creativity etc. of the communicator.

Some communication needs of developmental extension workers using video or television

- Participatory communication process to bring out locally unacceptable practices eg. Poor handling of meat by butchers, spraying of vegetables with water from gutters.
- The capturing and sharing of information, recorded debates, songs, story telling and theatre between groups pursuing the same agenda or engaged on the same project separated by location.
- Teaching and learning aid particularly on technical issues where consistency of message from experts must be preserved eg. Grafting of seedlings, adjustment of ploughs etc. this can benefit both the trainer and the client. Extension agents may connect to websites with videos for training or various topics to acquire such knowledge.

Developmental issues to consider in the use of video

Participatory production which ensures local content is necessary for effective communication with videos.

Therefore:

- The concept, scripting and shooting must be openly discussed among all stakeholders.

- Although the nature of editing often requires central control, editorial control should be negotiated at planning stage to limit concentration of power/ decisions over final material by few people.
- The involvement of vulnerable groups (women, children, the poor, disabled etc.) which is often a major cultural/ traditional challenge needs to be recognized and conscious effort made to overcome it.
- Where the final product is being used or intended for use as an advocacy/ campaigning tool, note that additional effort required in analyzing requirements for reaching out to target group including:
 - Competition for audience to watch particular station of broadcast
 - Time of broadcasting
 - Decision to broadcast/ narrowcast.

Video as a communication tool

- Video as a communication tool remains at influencing vision and hearing. It is therefore often referred to as an audio-visual aid.
- Through videos the communicator aims at influencing emotions/thinking/action.
- Examples abound with recent political/social campaigns on TV.

Strengths of video as an audio-visual communication tool

- Can be used to present complex issues more clearly compared to other media.
- Can be used to create good locally relevant information resources in local languages.
- Most effective as an advocacy and campaigning tool.
- Can be viewed and responded to when convenient.
- Can be used by people with low literacy levels
- Can be used to carry a consistent message to all receivers.

Challenges to widespread and effective use of videos

Availability and easy to maintain due to one or more (or a combination) of the following factors;

- Cost and size of cameras and editing equipment
- Specialist skills and knowledge required for operating equipment.
- Relatively long time to produce.

The advent of digital technology and equipment which enables groups to produce their own video has to a great extent addressed these challenges.

Elements to consider in using video as a tool

- **Infrastructure**
 - Digital-based production requires a fast computer linked to a good source of electricity.
 - Cameras that must also be battery operated so that they can be taken anywhere.
 - Appropriate distribution medium; VCR tapes, VCD, DVD or website distribution.
- **Skills**
 - Basic technical skills for camera and editing machine work.
 - Creativity
 - Communication skills.
- **Costs**
 - Cameras (\$500)
 - Computer (\$2000)
 - Editing software (\$100)
 - Costs for dissemination (Tapes, TV + Video player, DVD) (\$50 - \$200)

1.6.1 Discussion on Mr. Anaglo's presentation

A comment was made that sometimes it is difficult to interview extension agents in the field to verify what the farmers are saying from them and Mr. Anaglo responded that this problem has come about because the extension agent farmer ratio is very low (1:1500) making it difficult for them to be around when needed. It was added that this is an opportunity for the mass system to develop the mass media to reach out to larger group of farmers at a time which is cost effective and reaches a lot of farmers at the same time. The group agreed that it will be very helpful if farmers could carry portable radio receivers to their farms to enable them receive extension information and even more rewarding if mobile TV's could replace these radios in future.

Another question was raised as to the collaboration that exists between the presenters of agric/health programmes and extension agents? The group concluded that an extension officer should be able to communicate in a simple language that is easily understandable to all in his locality. There is the need to also look beyond the formal level of maintaining the ethics of the media to making the mass system work informally within the options available us with respect to the conditions that pertain in our environment.

LUNCH: 2:00PM – 2.30PM

AFTERNOON SESSION

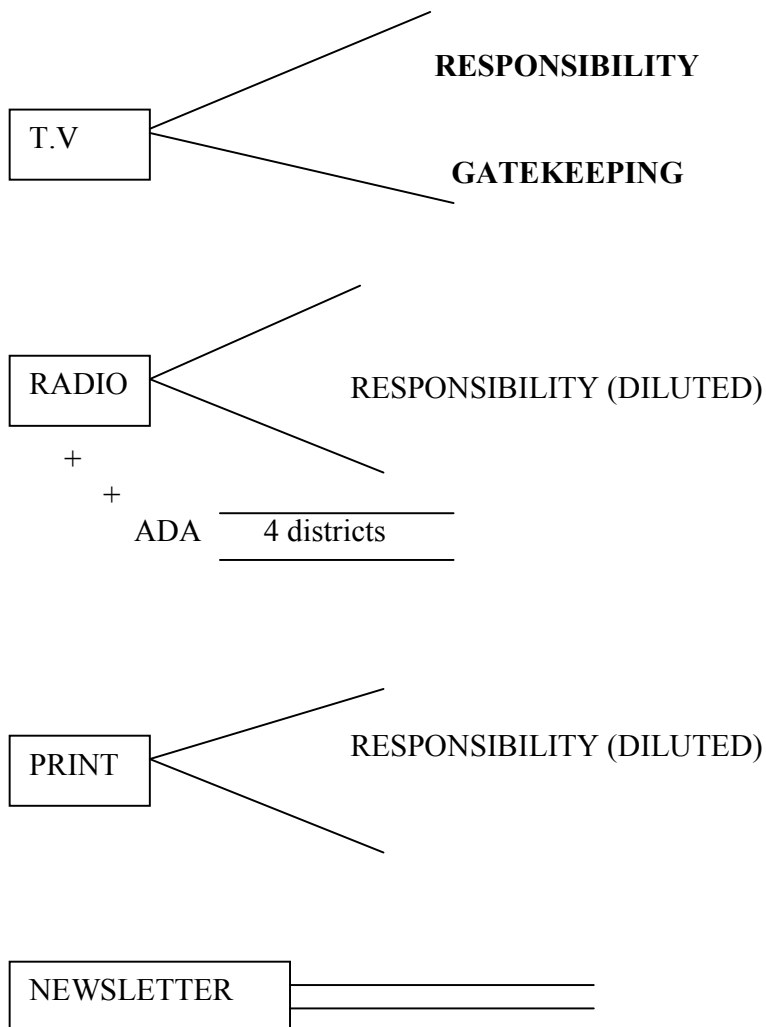
1.7 NEW OPPORTUNITIES – A look at Digital Convergence (Dr. Simon Batchelor – GAMOS, England)

In Europe, US, and Asia TV has become a priority for the people so it is likely that as audio-visual media becomes cheaper to access, people's interest in it will grow. The question is whether there is a threat or an opportunity if the use of tele-visual media overtakes radio in future. Dr. Batchelor proposed that;

- It's a threat if TV remains primarily for entertainment. This is so because it could erase the call for community development communication.
- It's an opportunity if it evolves into a two-way communication process as can be found in community radio phone-in programmes whereby one could send a message and receive feedback.

The research questions Dr. Batchelor asks are that if TV is going to overtake radio in communication then;

- What will be the role of TV media in development communication activities?
- What will be the conditions under which it thrives?
- What do they need to know so that they can put in place to enhance the use of TV media for future community development?



In about 40-60 years ago print media in Ghana was restricted to the national newspapers alone but now it is easier for anybody to write a newsletter to narrow-cast to a selected group of people although the national newspapers still undertake the primary responsibility of communicating to the masses. Currently the responsibility of being neutral in relation to the information one is sending across is loose in the country with respect to the print media. This is so because we have gotten to the point where we even have some newspapers dedicated to some political parties or organizations and these papers print information to favour these groups.

The case of the radio broadcast is not different since until 1995 only few national stations were broadcasting before joy FM joined and today we have a whole lot of radio stations broadcasting to the masses. Some of these radio stations are broadcasting wide range and some like radio Ada is narrow-casting to a small community which is made up of four districts. Responsibility level in the radio broadcast is a little more diluted though there is still some regulation as to the fact that a presenter of a programme must not take sides in

the programme. Radio broadcasting of today gets feed backs through the phone-in programmes.

The situation of the TV media is different in the sense that Ghana only has the mass broadcast system. This shows that the TV media has not undergone the kind of transformation that has taken place with the radio and print media in Ghana. The TV media however still maintains a high level of responsibility in ensuring that presenters get the words, facts, and details right to maintain the standard of the profession. The TV media is not different from the radio when it comes to receiving feed back since it also benefits from the level of development in the telephone system to run its phone-in programmes.

The question is that will this shift in the lowering of responsibility and gate-keeping that has occurred over the years in the print media and radio broadcast happen to the TV broadcast? Will the new opportunities that come about in these technology changes cause a lowering of responsibility in TV broadcasting? Dr. Batchelor proposed that the rate at which the TV media in the country would transform depends on a number of factors, which he puts in the form of an equation as:

Transformation rate = Regulation, technology for receiving feedback, organization and management of the station, mechanisms for creating content, listening audience behavior, and trust in the media.

Regulation – What would be allowed and what would be the mindset of people. Currently the National Communications Authority and National Media Commission both regulate the licensing and frequency for transmitting in Ghana. In Britain for instance, WIFI is regulated by Power Capacity but with transmission there is no regulation on WIFI and it could be used to transmit audiovisual information across up to 10 KM radius and 30-40 KM radius with the help of an antenna. This is being used for community TV broadcasting in Britain. It costs \$250 to purchase a WIFI transmitter. Based on this a WIFI transmitter can be set up at roughly \$1000. This will transmit information to cover a circumference of 10-20 KM and this is an interesting possibility. At the moment it seems WIFI will be unregulated in Ghana. This is so because most countries have signed an international agreement that they will not regulate WIFI usage. This leads to the question, what would happen in the next 5-10 years.

Technology for receiving feedback – Currently radio and TV programmes receive feedback via phone-inns. With this Dr. Batchelor gave an example of text messages being sent to TV stations (NTV) that broadcast these messages by scrolling them across the screen whilst they broadcast their programmes.

Organization and management of the station – This has to do with issues such as the training of media practitioners, the way they are paid and the way the programmes are funded.

Content creation – A typical example he gave is how Health Foundation of Ghana used local language to develop videos to teach the audience about health issues such as HIV/AIDS prevention, breastfeeding etc. Dr. Batchelor added that he does not deny the fact that media professional may not approve of this method since it is very likely to violate the ethics of the profession but they will all agree that it sends the message across effectively.

Technology for receiving – Currently it is the print, TV and radio systems that are being used to receive mass information. With time this may pass since currently Asia has stopped producing VHS players. He also predicted that ten years from now every phone can receive TV and video signals and every computer can receive TV signals as well.

Listening behavior – This refers to how listeners of a programme will have to receive the message since one can listen to the radio while working (pounding fufu) but it will not be possible to watch a TV and pound.

Trust – If TV programmes tend to show so much fiction, eventually the level of trust in information that is transmitted via TV would dwindle and this will make it difficult to convince the masses with the TV about development issues.

In ten years from now, will community TV be feasible, and what will be allowed in terms of:

- Technology for broadcasting
- Technology for receiving feedback
- Organization and management of “station”
- Mechanisms for creating content
- Listening/ viewing behavior
- Trust in media/culture of acceptance

New technologies such as the WIFI and WIMAX have come up and at the current pace of technology development it is anticipated that portable mass communication systems will come up in future. It is Dr. Batchelor’s view that the broadcast media can capitalize on these technology transformations for community development communication to the masses. It may look expensive now but a look at the number of people that can be reached at a time makes it worthy to invest in.

1.8 NEW OPPORTUNITIES IN HEALTH DELIVERY – A look at digital media and other ICT's.

Presenter: LYNDA ARTHUR (HFG)

Collaborators:

Health Foundation of Ghana, GHS, GAMOS (UK), Big World & International Institute of Communication and Development.

Outline of presentation

- Introduction
- ICT's used in Health Delivery
- Improving Health Delivery using Digital Media and other ICTs
- Challenges we Face
- Using Digitized Media to Capture Local Health Content
- Advantages of Digital Media
- Examples of Digital Media Products

Introduction: Health Foundation of Ghana (HFG)

- Community Development in Health
- Capacity building to “problem- solve” in Health
- Dissemination of Health Information (Ghana Health Digest)
- Research - Buruli Ulcer
- HIV/AIDS prevention

ICTs used in Health Delivery

- The Internet –accessing websites, e-mails, electronic libraries, discussion groups.
- Our website – www.hfghana.org
- Personal computers (networked)-Information sources on CDs
- Telephones fixed lines and Mobile phones

- TVs, Videos and Radio
- Digital Media – digital cameras, Video CDs, CD ROMs
- LCD projector

At Health Foundation of Ghana (HFG)

- From our small office with a tight budget the impact of our work has been substantial because of our investment in ICTs
- Initial costs are high but eventually it's worth every penny.

Improving Health Delivery Using Digital Media and other ICTs

- In Health Education (Information resource, Teaching Aids)
 - in Schools, Healthcare personnel, organizations & Communities
- For Medical Research and teaching
 - Electronic libraries, e-books (free, for a little fee), archives.
- Continued Professional Education

Challenges -The realities

- Access to ICT's by Health Personnel (still very low)
 - Virtually non-existent in rural Ghana
 - Poor infrastructure-electricity and Telecommunication
- Low appreciation of the value of ICT's in Health Delivery
- Level of training in use of ICT's
(Low or non-existent) Proficiency?

Using Digitized Media to Create Relevant Local Health Messages

Objectives;

1. To stimulate the creation and distribution of local knowledge relevant to mother and child health in a digital format.
2. To Encourage the use of Digital cameras, DVD's, VCD's etc. in Health Educational Programs in Ghana.
3. To train local people in the use of digital media to create and capture health messages to improve health for advocacy.

4. To develop partnerships between, build capacities of organizations and government departments.

Tools and Focus

- Employs a mixture of technologies (the Digital camera, Computer, relevant software-Pinnacle Studio Systems Version 8 or 9) to produce digital media products e.g. VCD, CDs.
- Training local people in the use of these technologies to create ,capture and disseminate:
 - Local health content in local languages
 - Adapted global health content for local consumption (UNICEF's Facts for Life)

Recent DVDs produced by HFG

- Breast feeding (used for a KAP survey in 5 Peri-urban communities in the northern region)
- Immunization
- Diarrhoea
- HIV/AIDS at the work place (*in collaboration with PPAG*)

Advantages of Digital Media

- Powerful tool for Health Education at every level.
 - training, schools, communities.
- Can convey locally relevant messages and information in an array of local languages
- Can convey contextual information (Culture specific)
- Short training
- Easy to use
- Impact of visual images (real)

1.9 GROUP DISCUSSION ON WHAT STEPS TO BE TAKEN TO MAKE ENHANCING OF DEVELOPMENT COMMUNICATION A POSSIBILITY

It was stated that majority of media practitioners today tend to violate many principles of communication. Participants of the workshop agreed that there is the need to look beyond mass communication to what they want to do with mass communication. They added that it is not only about communication but using communication to enhance development of society.

In considering what steps to be taken in future the following points needed to be addressed;

- How do we work with the changes in the use of video technology in order to utilize the opportunities that it comes with to be able to effectively disseminate information to the mass community?
- If we access all these new technology there is the need to find a way to ensure that the information we receive via the media is credible.
- There is the need to package the information explicitly for the target audience to get a full understanding of the message one intends to put across.
- How much editorial control are we going to have in terms of;
 - Responsibility
 - Credibility
 - context
- How are funds going to be raised to cater for logistics such as;
 - Cameras
 - Transportation
 - Salaries and other costs.

To ensure that the problems that the above points pose are answered the group proposed two alternative ways of training labour to carry out extension communication. The two training alternatives are:

1. A professional broadcaster learns the subject area (health/ agric) in which he/she is to communicate about and once the broadcaster has already received training in communication there is the surety that he/she would not violate the ethics of the media profession.

OR

2. Health/Agric. extension professionals are taken and trained in media communication after which they would be equipped with both the technical knowledge and broadcasting ethics as well for effective communication through the mass media.

The group showed preference for the second alternative of training labour to carry out mass communication in the future. Other suggestions made were that communication courses should be incorporated into the syllabi of health and agriculture training institutions. This will ensure that future graduates of health/agricultural institutions in the country will not lack the knowledge of media communication. Another area that was mentioned was the basic training on hardware in order to equip media practitioners with the skill of maintaining and repairing the equipments they use for their work.

On behalf of GAMOS and University of Ghana, Dr. O. Sakyi-Dawson ended the workshop. He said that the workshop has been a co-creation of knowledge rather than creating it somewhere and transforming it to society. He also said he believed they have all benefited from the interaction and thanked all the participants for attending the workshop.

The workshop came to an end at 4: 30pm.

Appendix 1. List of participants

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