

# **COMMUNITY BROADCASTING**

## **FIELD STUDIES**

**(INSTITUTION)**



**INSTITUTION: GBC-Radio**

**POSITION: The Director**

**a) Mass Broadcasts** – What has happened in your country regarding mass broadcasting-public broadcasts, radio, and television? Do you have any stats on number of radios and televisions? Do you have any studies on the communication effectiveness of any mass broadcast approaches – e.g. has an NGO or Government sponsored educational programmes on television.

**Questions and Answers**

**Que. 1. Are there NGO or government sponsored educational programmes on television?**

**Ans. 1.** Yes, there are government and NGO sponsored educational programmes.

**Que. 2. If yes mention some of these:**

**Government sponsored educational programmes**

**NGO sponsored educational programmes**

**Ans. 2.** Government sponsored educational programmes are “The radio doctor”, “Hii Haa Hoo”, Yeno Wawaa Manyenkoda” etc.

**Que. 3. Do you have any studies on the communication effectiveness of any mass broadcast approaches?**

**Ans. 3.** We do periodic research for example on the listening pattern of the people. We also research into the impact of our programmes on the people. All of these are document and kept by the institution. However no copies would be made for me when I requested for copies of these research materials.

**Que. 4. What are the problems facing your station.**

**Ans. 4.** The problem of employing and managing personnel with technical know-how compared to private radio stations which can afford to pay attractive remuneration. GBC-Radio largely depends on government sponsorship. The government financial support is too small to pay attractive wages to workers as done by the private radios which have commercialized almost all their programmes.

**Que. 5. To what extent does your station broadcast development news (indicate in percentages).**

**Ans. 5.** To a large extent. For instance Radio 1 of GBC, basically is meant for development broadcasting. It aims at educating the rural people on politics agric, health, educational, religions etc, issues.

**Que. 6. What constrains your station in broadcasting development programmes?**

**Ans. 6.** Lack of logistics. For instance programmes such as “Ye Wawa Mayenkoda” involve sending crews every week to agric stations at Bunsu, Tafo, Kumasi, etc. to obtain the agric materials and information. All these involve money. Hence without enough sponsorship the production of the programmes is always undermined.

**Que. 7. What needs to be done in order to encourage development related programmes on national radio/television?**

**Ans. 7.** It has become necessary for somebody to fund development programme because they (programmes) are much expensive and less attractive to win sponsorship from company. Therefore, I think the government and the people of Ghana need to show more commitment towards sponsorship of development programmes.

**Que. 8. What does the future hold for development broadcasting?**

**Ans. 8.** The future is bright, now that there are NGOs and government institutions committed to sponsoring development programmes. GBC-Radio plans to package its development programme in a more attractive way in order to win more sponsorship. Some of the institutions committed to development programmes are Ghana Aids Commission, USAID, UNESCO, UNISEF and Ministry of Education and

**b) Finance** – We specifically said we would look at the costs of community televisions. If you have any data about costs of equipment or personnel of say a community radio station that will be useful (although it changes so quickly! When I wrote the proposal the masts were \$50,000 now they are \$25,000).

### Questions and Answers

**Que. 1. How much does one need to pay in order to obtain radio/television license to operate in a community?**

**Ans. 1.** Currently obtaining a radio frequency costs ten million cedis.

**Que. 2. At the moment what is the estimated total cost of radio/television equipment?**

**Ans. 2.** I do not know. Nevertheless GBC is establishing TV satellite transmission costing seventeen million Euros.

**Que. 3. What is the total installation cost of radio/television equipment?**

**Ans. 3.** I cannot tell. Nevertheless the cost of installation would be 1/3 of the cost of purchasing the equipment.

**Que. 4. What would be the estimated monthly running cost for the first year in operation?**

**Ans. 4.** It depend on the philosophy and the total area of coverage. However to begin with, you would need 2 Technicians, a manager and the people needed for air production (Presenters). All of them must be paid monthly in addition to bills and rents.

**Que. 5. On the whole, how much would it cost in order to begin operation of community radio/television?**

**Ans. 5.** I do not know because GBC has a peculiar problems. It was established long ago before I was employed. Hardly do I known the total cost involved. Nevertheless, if you want consultancy work, I am ready to offer my service for a fee.

INSTITUTION: TV 3

POSITION: **Director of Programmes**

**a) Mass Broadcasts** – What has happened in your country regarding mass broadcasting-public broadcasts, radio, and television? Do you have any stats on number of radios and televisions? Do you have any studies on the communication effectiveness of any mass broadcast approaches – e.g. has an NGO or Government sponsored educational programmes on television.

**Que. 1 Are there NGO or Government sponsored educational programmes on television?**

**Ans. 1.** No

**Que. 2. If yes mention some of these:**

**Government sponsored educational programmes**

**NGO sponsored educational programmes**

**Ans. 2.** No NGO's and government sponsorship on our development programmes.

**Que. 3. Do you have any studies on the communication effectiveness of any mass broadcast approaches?**

**Ans. 3.** We do audience research. We employ research institutions the research and research enquires about whether our programmes reach the right target. Audience and the impact of the programmes on the audience. The research is done largely on commercial motive. The findings of the research studies are not made available to the public.

**Que. 4. What are the problems facing your station?**

**Ans. 4.** Unreliability of electricity power. There is always frequent power cut. This forces the station to spend a lot of money buying, fueling and repairing generators. The second problem is when the government decides to run tight fiscal policies, companies are forced to cut down spending. Areas of spending that companies would cut down are the advertising, marketing and promotion budget. When this happens, it affect our (TV3) revenue generation as the station largely depend on advertising in generation revenue.

**Que. 5. To what extent does your station broadcast development news (indicate in percentages)?**

**Ans. 5.** We cover development projects of both the government and private institution/organizations. The 'Insight' is one of the station's development programmes. 'Insight' is a documentary programme about the good things (development ) being carried out in the country. We also support by covering activities of Aids Commission and Echoing Hill Village – Residential place for

physically challenged people. In all, about 20% of the station's (TV3) programmes is dedicated to development issues.

**Que. 6. What constrains your station in broadcasting development programmes?**

**Ans. 6.** We are in Accra and Kumasi only. Our inability to cover the whole county is our problem. Moving a crane to cover the villages in particular involves a lot of effort and money which the station can hardly afford.

We always have our viewers in mind as commercial organization. The station always aspires to satisfy them. It is therefore difficult for us to show a lot of development issues (stretitism, Aids, Sanitation problem etc) which are less attractive to viewers.

**Que. 7. What needs to be done in order to encourage development related programmes on national radio/television?**

**Ans. 7.** Secondly, the station (TV) sees as social responsibility to cover the development issues. But one becomes discouraged to continue for instance, showing sanitation problems in Accra, when the development agencies and government fail to act towards solving the problem.

**Que. 8. What does the future hold for development broadcasting?**

**Ans. 8.** As long as Ghana remains a developing country, broadcasting on development would continue to be necessary. The future looks encouraging particularly when NGO's are getting involved in sponsoring development broadcasting.

**b) Finance** – We specifically said we would look at the costs of community televisions. If you have any data about costs of equipment or personnel of say a community radio station that will be useful (although it changes so quickly! When I wrote the proposal the masts were \$50,000 now they are \$25,000).

### Questions and Answers

**Que. 1. How much does one need to pay in order to obtain radio/television license to operate a station in a community?**

**Ans. 1.** The question is technical and demands consultancy arrangement for answers

INSTITUTION: **Metro TV**

POSITION: **Programmer Office**

**a) Mass Broadcasts** – What has happened in your country regarding mass broadcasting-public broadcasts, radio, and television? Do you have any stats on number of radios and televisions? Do you have any studies on the communication effectiveness of any mass broadcast approaches – e.g. has an NGO or Government sponsored educational programmes on television.

**Questions and Answers**

**Que. 1. Are there NGO or Government sponsored educational programmes on television?**

**Ans. 1.** No. We do not have sponsorship from Government and NGOs.

**Que. 2. If yes mention some of these:**

**Government sponsored educational programmes**

**NGO sponsored educational programmes**

**Ans. 2.** We do not have sponsorship from Government and NGOs

**Que. 3. Do you have any studies on the communication effectiveness of any mass broadcast approaches?**

**Ans. 3.** I am not sure whether there are audience research studies that have been conducted by the station. Since I joined the station I have never heard of any research studies.

**Que. 4. What are the problems facing your station?**

**Ans. 4.** First there is the problem of man power requirement. Thus, there is the problem of securing well trained broadcasters. The second problem is lack of logistics, especially the requisite equipment to make the work effective.

**Que. 5. To what extent does your station broadcast development news (indicate in percentages)?**

**Ans. 5.** We broadcast what we have. We do not normally do a pre-programming of say using 20% of our broadcasting time for development news, 30% for politics, 40% for entertainment, etc. Thus I can't be specific on the percentage of air time allocated to development news. Nevertheless, the station usually has programmes on agric, health, capacity building, etc. which help in the development of the nation. An example of such development programmes is "Odo ne Asondwe" presented by Maame Dokono.

**Que. 6. What constrains your station in broadcasting development programmes?**

**Ans. 6.** It is a mix. We do not differentiate development news from other news. We broadcast what we obtain from the public. A lot of information of our

programmes is obtained from Accra. Hence, I can not allocate a percentage of air time to development news. Nevertheless we have specific development news on sanitation, Aids, capacity building etc.

**Que. 7. What needs to be done in order to encourage development related programmes on national radio/television?**

**Ans. 7.** We are encountering the problem of having corresponding in the villages where they need these development news. We have not been able to do that as at now because of financial reasons. Nevertheless we hope to do so as soon as possible.

**Que. 8. What does the future hold for development broadcasting?**

**Ans. 8.** Broadcasting should be agent of development. It must therefore blend commercial and social obligations. If so then the future should be bright. Because once the commercial and social obligation are well blended, the financial standing of TV stations would not be undermined while broadcasting development news. At the same time the audience would tend to appreciate the broadcasting services provided by the stations because they (services) are directed to satisfy their (audience) social-economic needs.

**b) Finance** – We specifically said we would look at the costs of community televisions. If you have any data about costs of equipment or personnel of say a community radio station that will be useful (although it changes so quickly! When I wrote the proposal the masts were \$50,000 now they are \$25,000).

#### Questions and Answers

**Que. 1. How much does one need to pay in order to obtain radio/television license to operate in a community?**

**Ans. 1.** I can not tell.

**Que. 2. At the moment what is the estimated total cost of radio/television equipment?**

**Ans. 2.** These questions are too technical and demands an expert to do the calculations for you. Please I cant help you in this area of you research.



INSTITUTION: GTV

POSITION: **Programme, Development and Research Officer**

NAME: **Miss Gardner**

**a) Mass Broadcasts** – What has happened in your country regarding mass broadcasting-public broadcasts, radio, and television? Do you have any stats on number of radios and televisions? Do you have any studies on the communication effectiveness of any mass broadcast approaches – e.g. has an NGO or Government sponsored educational programmes on television.

**Que. 1. Are there NGO or Government sponsored educational programmes on television?**

**Ans. 1.** Yes, Government sponsors our educational programmes. But the NGO's do not do so. In fact they are not interested in sponsoring educational programmes.

**Que. 2. If yes mention some of these:**

**Government sponsored educational programmes**

**NGO sponsored educational programmes**

**Ans. 2.** Some of the educational programmes sponsored by the government are:

- a. The presidential initiative on distant education.
- b. Adult education in the local languages-Akan, Ewe, Dagbani, Ga, Nzema, etc.

**Que. 3. Do you have any studies on the communication effectiveness of any mass broadcast approaches?**

**Ans. 3.** Yes, we do periodic audience research which could be made available to specific institutions or individual on request, but not the entire public.

**Que. 4. What are the problems facing your station?**

**Ans. 4** On community development broadcasting in particular, the problem facing us is our inability to get the desired resource personnel for the various local languages-Akan, Ga, Dagbani, Ewe, Nzema etc. Another problem is the issue of pronunciations of certain words which indigenes of a particular community may pronounce differently from what the non-indigenes pronounce. For instance the people of Apam pronounce the word 'Amaa' while non-indigenes (Ghanaian) would say 'Apam'. Fantes would say 'Ohene' while the other Akan people would say Ohene. The problem is whether we should use the indigenes pronunciation or the pronunciation used by the majority of Ghanaians. In most case we use pronunciation of majority of the people instead of the indigenes. But the issue is when one is concerned with community development broadcasting it would be appropriate to use the indigenes pronunciation. If so then GTV as a national station would not be providing services that merit the perception of being a national TV station.

**Que. 5. To what extent does your station broadcast development news (indicate in percentages)?**

**Ans. 5.** About 30% of our weekly programmes are assigned to development news. Example is the sign language called “This Week” which is educational programme on development. Others are the telecasting of the ‘Farmer Day’, ‘Workers Day’ etc.

**Que. 6. What constrains your station in broadcasting development programmes?**

**Ans. 6.** I think TV license fees paid by audience is too small. Yet that is supposed to be one of the major sources of the station’s revenue generation. Secondly collection of these TV license fee is a problem since many of the audience do evade payment. Yet the station is obliged to telecast free of charge programmes such as the ‘Farmers Day’, ‘Workers Day’, ‘Independence Day’, ‘Republic Day’, ‘Sports involving the national teams’, etc. Certainly the TV license fees is too meager to broadcast all of these important events.

**Que. 7. What needs to be done in order to encourage development related programmes on national radio/television?**

**Ans. 7.** TV license Fees must be increased in order to raise enough revenue for the station. Secondly, both government and NGO should be involved in sponsorship of development related news broadcast.

**Que. 8. What does the future hold for development broadcasting?**

**Ans. 8.** The development issues in the country are many hence in future they would demand extra commitment from development agencies in terms of putting more effort and resources in this direction. But the problem would still be financing such development programmes.

**b) Finance** – We specifically said we would look at the costs of community televisions. If you have any data about costs of equipment or personnel of say a community radio station that will be useful (although it changes so quickly! When I wrote the proposal the masts were \$50,000 now they are \$25,000).

### Questions and Answers

**Que. 1. How much does one need to pay in order to obtain radio/television license to operate in a community?**

**Ans. 2.** I am sorry I can not help you on this issue. I only know that television is far expensive than radio.

INSTITUTION: **TV Africa**

POSITION: **Director of Programmes**

NAME: **Samuel Ebo Biney**

**a) Mass Broadcasts** – What has happened in your country regarding mass broadcasting-public broadcasts, radio, and television? Do you have any stats on number of radios and televisions? Do you have any studies on the communication effectiveness of any mass broadcast approaches – e.g. has an NGO or Government sponsored educational programmes on television.

**Questions and Answers**

**Que. 1. Are there NGO or Government sponsored educational programmes on radio/television?**

**Ans. 1.** There are no government sponsorship. However occasionally, some NGO's like the AIDS Commission bring their programmes and the station charges them before broadcasting. There are also religious programmes from churches that the station charges before broadcasting.

**Que. 2. If yes mention some of these:**

**Government sponsored educational programmes**

**NGO sponsored educational programmes**

**Ans. 2.** The station development programmes include:

- a. 'Matters Arising' – It involves the broadcasting of current issues pertaining to the state.
- b. 'Onan yi Musem' – It is in Akan language and deals with the same current issues of the state of Ghana.
- c. 'Your Health' – Which educates people about disease conditions and how doctors manage them.
- d. 'Wide Life' – It is learning about animals in their natural habitat, the forest.
- e. 'Cartoons' Which is meant to entertain and educated children.
- f. 'Documentary from Deutche Welle and Voice of Africa' – The documentary programmes involves health, government, space science, economics, and current affairs.

**Que. 3. Do you have any studies on the communication effectiveness of any mass broadcast approaches?**

**Ans. 3.** We do audience research but they are not yet to be made available to institutions and individuals.

**Que. 4. What are the problems facing your station?**

**Ans. 4.** The major problem of the station is finance. Being a private owned institution, the station's problem is how to generate enough revenue. The next problem is competing for the market share. Thus the station is relatively young, perhaps the youngest TV station in Accra. Hence competing for the market share which had virtually been monopolized by GTV and TV3, is a huge task confronting the station. As a result of this market problem the station is hoping to extent broadcasting beyond Accra to Eastern and Central regions.

**Que. 5. To what extent does your station broadcast development news (indicate in percentages)?**

**Ans. 5.** The philosophy of the station is to use broadcasting promote the positive things about African in general and Ghanaians in particular. The station aims at promoting the values of Africans. To tell the world what Africans can do for themselves. Consequently the station spends about 60% of its entire programmes toward development news of the African in general and Ghanaians in particular.

**Que. 6. What constrains your station in broadcasting development programmes?**

**Ans. 6.** The problem is movement. News go with timeliness. To obtain news means one needs to be at the place where the news are made, otherwise it becomes no news or dead news when otheir media broadcast or publish them. Because of this our station faces the problem of employing enough personnel to all over the strategic places where news can be obtained in time for broadcasting.

**Que. 7. What needs to be done in order to encourage development related programmes on national radio/television?**

**Ans. 7.** It is still finance. Sponsorships from government, NGO's and individuals need to be encouraged.

**Que. 8. What does the future hold for development broadcasting?**

**Ans. 8.** Very bright. Broadcasters are gradually acknowledging the need and importance of development news. They are now getting attracted to development issues. Even there are broadcasters who are training specifically to become expert in development broadcasting.

**b) Finance** – We specifically said we would look at the costs of community televisions. If you have any data about costs of equipment or personnel of say a community radio station that will be useful (although it changes so quickly! When I wrote the proposal the masts were \$50,000 now they are \$25,000).

#### **Questions**

**Que. 1. How much does one need to pay in order to obtain radio/television license to operate in a community?**

**Ans. 1.** You can check where the license are issued.

**Que. 2. At the moment what is the estimated total cost of radio/television equipment?**

**Ans. 2.** I am sorry I can not help you. These questions need an expert work, not personal imaginations or perceptions.

INSTITUTION: **Joy FM**

POSITION: **Director of Music Programmes**

NAME: **Tamakloe Cox**

- a) **Mass Broadcasts** – What has happened in your country regarding mass broadcasting-public broadcasts, radio, and television? Do you have any stats on number of radios and televisions? Do you have any studies on the communication effectiveness of any mass broadcast approaches – e.g. has an NGO or Government sponsored educational programmes on television.

### Questions and Answers

**Que. 1. Are there NGO or Government sponsored educational programmes on television?**

**Ans. 1.** We do have educative programmes but neither government nor NGOs sponsor them.

**Que. 2. If yes mention some of these:**

**Government sponsored educational programmes**

**NGO sponsored educational programmes**

**Ans. 2.** Some of the educative programmes are:

- a. 'Ultimate Health' which deals with health related issues. Resource persons are invited to discuss specific diseases and sicknesses.
- b. 'Feed Back' which deals with current the socio-technological problems facing the people. The public is given the opportunity to phone in to lodge complaints about their dissatisfaction of social happenings and poor services provided by some institutions.

**Que. 3. Do you have any studies on the communication effectiveness of any mass**

**Ans. 3.** Yes, we do audience research, but we commission other research institution/units to do it for us. The findings are not made available to the public.

**Que. 4. What are the problems facing your station?**

**Ans. 4.** The problem facing the station include the following

- c. The problem of getting public officials to grant interviews to media personnel. Most of them have attitudes of media phobia.
- d. The poor communication system in the country. This includes the problem of getting through when making phone calls and internet providers getting down consistently. Also the county's post is relatively not reliable.
- e. There is high overhead cost which shoots up the running cost of the station. Thus the electricity bills, phone bills etc are very high.

**Que. 5. To what extent does your station broadcast development news (indicate in percentages)?**

**Ans. 5.** It is difficult to measure and give a figure because the station does not aim at development news. The philosophy of the station is commercialization. How it can survive financially.

**Que. 6. What constrains your station in broadcasting development programmes?**

**Ans. 6.** Since the station is a commercial one, it has to generate its own revenue to pay bills and wages. But development news is not attractive and does not help generate such revenue.

**Que. 7. What needs to be done in order to encourage development related programmes on national radio/television?**

**Ans. 7.** The station is not interested in development news because it does not attract revenue generation. Therefore if government can give subsidies to FM stations in the villages it will help a lot.

**Que. 8. What does the future hold for development broadcasting?**

**Ans. 8.** I do not think it has bright future in the urban areas because the station would not get the expected listenership. But in the rural areas I think it may have brighter future if such station would receive subsidies.

**b) Finance** – We specifically said we would look at the costs of community televisions. If you have any data about costs of equipment or personnel of say a community radio station that will be useful (although it changes so quickly! When I wrote the proposal the masts were \$50,000 now they are \$25,000).

#### Questions and Answers

**Que. 1. How much does one need to pay in order to obtain radio/television license to operate in a community?**

**Ans. 1.** You can check where the license is issued.

**Que. 2. At the moment what is the estimated total cost of radio/television equipment?**

**Ans. 2.** I am sorry the question needs time to do calculations. I can not help you now. These questions need an expert.

INSTITUTION: **Ministry of information**

POSITION: **Government Spokesperson – Governance**

NAME: **Frank Agyekum**

**a) Roadshows** – Does your country have a history of education roadshows? In Ghana in the distant past the Ministry of Health used to travel round with truck and show films. Are any NGOs doing anything similar?

**Questions and Answer**

**Que. 1. Do you know of some educational roadshows in the country.**

**Ans. 1.** Yes, I know of some education roadshows.

**Que. 2. Are these educational roadshows organised by the government or non-governmental organisations?**

**Ans. 2.** They are both organized/sponsored by both government and NGO's. In the past communities use to educate their respective people now it is the district assemblies which have taken over. But it must be noted that the Information Service Department is the single institution/unit that play major role in the county's present roadshows.

**Que. 3. Under which ministry, institution or department does this educational roadshows carried out?**

**Ans. 3.** Some of the organization involved in sponsoring and organizing roadshows are Uniliver, Ghana Social Marketing Foundation, Local Government, Electoral Commission, Ministry of Information, NCCE etc.

**Que. 4. What are some of the usual themes of these educational roadshows?**

**Ans. 4.** The usual themes are based on topical issues such as AIDS and rural development such as building of road, schools and clinics etc. Sometimes the films shown have no bearing on the theme. It only meant to attract the people so that the film crew (resource personnel) would lecture them (the people) after the film show. Thus the film show can serve as a teaser to attract and gather the people for a lecture.

**Que. 5. Describe the forms that these educational roadshows take (for example whether the roadshows are participatory).**

**Ans. 5.** It is participator. They film crew go, there in the day time to announce their presence about a film show in the evening/night. The crew begins the film show with a teaser to attract the people before showing the actual film. While showing the film, the a member of the film crew run commentary in the native language. When the film show is over the crew interacts with the people and take note of their (people) reactions. The crew then writes a report on the people's reactions



which help government to refine its policies and to determine the people's acceptability of government programmes.

**Que. 6. What are the advantages in using this form of communication in educating people?**

**Ans. 6.** You are able to reach remote places that television coverage had not been extended to. Secondly, Roadshows largely involve the participation of the people. The people can make inputs and ask questions after the film show and the officials get the opportunity to give extra lecture on the topic that have been filmed shown.

**Que. 7. What are the limitations in using this form of communication in educating people?**

**Ans. 7.** You can only reach a certain limited number of people at a time unlike television which can reach a wider number of people.

**Que. 8. What are the major problems being encountered in organising these roadshows?**

**Ans. 8.** The main problem is getting the appropriate films because of the huge cost of producing them (films). Secondly, inadequate funding to undertake these films shows at regular intervals.

**Que. 9. What needs to be done in order to improve on the provision of educational roadshows?**

**Ans. 9.** The need to give adequate funding to institutions involved in these roadshows. Secondly, regular supply/replacement of equipment. Thirdly, better remuneration in order to motivate workers.

**Que. 10. What do you know of past educational roadshows in the country?**

**Ans. 10.** President Nkrumah's regime was much more committed to this roadshows. But after his regime there was an attempt to drastically de-emphasise these roadshows to the extent that now there is public outcry for greater emphasis.

**b) Video for empowerment** – are there any projects on using video in development projects. Were the videos made participatorily? What are the lessons learned constraints?

### Questions and Answers

**Que. 1. Are there programmes that use video to communicate development projects to the people?**

**Ans. 1.** No. There is nothing like video for communicating development projects to the people. The only one close to this form of video for empowerment is where development news are put on video cassette and sent to GTV for broadcasting. However there are cinema vans that move about in communities to educate people

on government policies and projects. At the moment there are 30 cinema vans and the ministry of information is expecting to get more by the end of the year. Some of the development projects shown are road, health, education and agric development projects.

**Que. 2. Are such video development communication programmes organised (sponsored) by government or non-governmental organizations (NGOs)?**

**Ans. 2.** Yes. It is the government that sponsors this form of educational programme on development. NGO's are yet to be directly involved.

**Que. 3. Are the people benefiting from this form of communication programme living in rural or urban areas?**

**Ans. 3.** People from both rural and urban areas benefit for this programme. Nevertheless the programme largely target the rural poor.

**Que. 4. Are the people made to participate in this form of (video) development communication programme?**

**Ans. 4.** Yes, the people are made to participate. For instance after the cinema shows the people are made to interact with the official (film show crew). By this the people get the opportunity to ask questions and make inputs.

**Que. 5. Compared to other forms like Radio and Television, how effective is this form (video) of communicating development projects to the people.**

**Ans. 5.** Video show as a form of communication is very effective on two main grounds. First visual projections registered effectively on the human memory than audio. Secondly, unlike TV and radio, video shows enhance the participation of the people because the official who showed the films are always available for them to ask questions.

**c) Development Education** – are there currently development initiatives that community television would so obvious enhance if it were available.

#### **Questions and Answer**

**Que. 1. What are some of the development initiatives being carried out?**

**Ans. 1.** At the moment there is the presidential initiative on distant learning for Junior and senior secondary schools student which is telecast on GTV. There is also education on the National Health Insurance Scheme. Furthermore, farmers and women are educated on how to assess the Poverty Alleviation Scheme (Loans facilities to women and farmers).

**Que. 2. What are some of the development initiatives being carried out by non-governmental organization (NGO).**

**Ans. 2.** The Ghana Social Marketing Foundation (GSMF) is involved in the promotion and education of people on the use of special mosquito net designed to trap and

kill mosquitoes. The education and promotion of this type of mosquito net is meant to tackle the problem of malaria.

**Que. 3. Mention some of the NGOs involved in these development initiatives community based.**

**Ans. 3.** The district assemblies and the traditional councils, now play major roles in community development.

**Que. 4. Mention some of the communities currently benefiting from such development initiatives.**

**Ans. 4.** At the moment, in almost all the district assemblies of the country, we are educating the people on Poverty Reduction Scheme of the government. The education is on the financial assistance government is giving to farmers and how they can assess this financial package. There are officers in all the districts of the country educating the people on this. There is also education in all the district on the electoral system of the country. The education involve encouraging the electoral to exercise their civil right to vote in December and to avoid any form of behaviour that may plunge the nation into anarchy and civil unrest.

**Que. 5. How would community television broadcasting enhance the implementation of these community development initiatives?**

**Ans. 5.** Because station is in the community the broadcasters would know better, the people and their problem hence providing broadcasting services that would satisfy them (people). For instance the presenters are likely to be natives of the community who can speak well the native language of the people. On the other hand, since the people know presenters they (people) will identify with them (presenters).

**Que. 6. Are there special activities with Satellite television that have relevance to development.**

**Ans. 6.** There are no satellite television station in Ghana meant for development broadcasting.

**d) Cable television** – is there any history of public local television (radio) in your country.

#### **Questions and Answers**

**Que. 1. Are there cable television in the country.**

**Ans. 1.** There is only one so far in the country.

**Que. 2. If yes when was the first cable television established.**

**Ans. 2.** I cannot really tell when the first cable television begun operation.

**Que. 3. Mention some of these cable televisions.**

**Ans. 3.** The name of this cable television is Cable Gold.

**Que. 4. Mention the major programmes of these cable television stations.**

**Ans. 4.** The station telecast CNN and Duetch Weller programmes. The stations also show films and cartoons.

**Que. 5. Are some of these broadcasting programmes reflect development news.**

**Ans. 5.** No. There is no development news. The station does not aim at that. Its programme is largely commercialized, hence the station uses decoder. Users of the station therefore pay to enjoy the programmes. It is a commercial station and has nothing to do with community development.

INSTITUTION: **National Commission Authority**

POSITION:

NAME: **Isaac Boateng**

- a) Regulation** – What do the current regulations say about radio and television. Is a community television a possibility? What would have to change to be able to run a community television?

**Questions and Answers**

**Que. 1. Please furnish me with the current regulations (laws) on,**

- i. Radio broadcasting**
- ii. Television broadcasting**

**Ans. 1.** Please check at the Assembly Press (near Accra Poly) for copies of the regulations

**Que. 2. What needs to be changed in the regulation in order to make feasible**

- i Radio broadcasting**
- ii Television broadcasting**

**Ans. 3.** Personally there is no clause in the regulation that undermines community broadcasting.

- b) Cable television** – is there any history of public local television (radio) in your country.

**Questions and Answers**

**Que. 1 Are there cable television in the country.**

**Ans. 1.** There is only one Cable TV in the country.

**Que. 2. Mention some of these Cable Televisions.**

**Ans. 2.** The only one Cable TV in the country is called Cable Gold.

**Que. 3. Mention the major programmes of these cable television stations.**

**Ans. 3.** The station broadcast programmes from CNN and Deutsche Welle television stations. It also shows cartoons and Western films.

**Que. 4. Are some of these broadcasting programmes reflect development news.**

**Ans. 4.** The station is commercialized. Hence it hardly broadcast development news

**Que. 5. If yes mention some of these development news that these cable television broadcast.**

**Ans. 5.** It does not apply.

c) **Finance** – We specifically said we would look at the costs of community televisions. If you have any data about costs of equipment or personnel of say a community radio station that will be useful (although it changes so quickly! When I wrote the proposal the masts were \$50,000 now they are \$25,000).

**Questions and Answers**

**Que. 1. How much does one need to pay in order to obtain radio/television license to operate in a community?**

**Ans. 1.** It is fixed around ten million cedis.

**Que. 2. At the moment what is the estimated total cost of radio/television equipment?**

**Ans. 2. Required Equipment**

<b><u>Quantity</u></b>		<b><u>@\$</u></b>	<b><u>Totals</u></b>
1	250 foot Tower	15,000	15,000
1	5kw solid state FM Transmitter	25,000	25,000
1	Outside Broadcast Complete Unit	8,000	8,000
1	Professional console	2,500	25,000
1	Twin CD Player	800	800
1	Speed Turntable	650	650
1	Telephone Hybrid unit	800	800
1	Head phone amplifier Unit	300	300
6	Headphone	70	420
2	Directional Microphones	300	600
2	DJ Microphones	600	1,200
1	Stereo Monitoring Amplifier & 2 Speakers	350	350
1	Broadcast Audio Delay Unit	1,000	1,000
1	Fun Audio Processor/Stereo Generator	2,500	2,500
1	Automatic voltage Regulator	10,500	10,500
100mt	Audio Cable	5,000	5,000
100mt	Microphone cables	70	70
200ft	15/8	10	10
1	AC Generator (10KVA)	<u>15,000</u>	<u>15,000</u>

**Total**

**Que. 3. What is the total installation/equipment cost of radio/television equipment?**

**Ans. 3. Capital Investment Required Establishing Community FM station**

Cost of premises, Freehold or leasehold	
Alterations/Adaptations to premises	14,000
Cost of furniture or fittings	3,000
Cost of plant and or equipment	100,000
Cost of vehicles	25,000
Licenses and other fees	4,000
Initial printing and publicity	6,000
Contingencies	<u>20,000</u>
<b>Total finance required</b>	<b><u>159,400</u></b>

**Que. 4. What would be the estimated monthly running cost for the first year in operation.**

**Ans. 4. Forecasted expenditure for the first 12 months (in US Dollars)**

<u>Expenditure</u>	<u>Forecast 1</u>
Wages/salaries	2,000
Rent & Rates	200
Electricity and water	300
Telephone & fax	120
Postage	50
Stat/Printing	150
Repairs/Maintenance	50
Transportation/Travel cost	400
Accountancy legal (Consultancy fees)	200
Advert/marketing	10,000
Entertainment	100
Bk charges/ HP Int.	500
Medical expenses	50
Cleaning and sanitation	20
Repairs of equipment	50
12 1/2% Emp. Comp.	125
miscellaneous	50
Total exp.	5,395
repay of loan HP	<u>10,000</u>
<b>Total</b>	<b><u>35,395</u></b>

**Que. 5. On the whole, how much would it cost in order to begin operation of community radio/television?**

**Ans. 5. Capital Investment Required Establishing Community FM station** 159, 400