

COMMUNITY BROADCASTING

FIELD STUDIES

(Synthesis)



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.

Public Institution: GBC-Radio

Private Institution: Joy FM

Questions and Answers

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

Ans. 1.

Public. Radio. Yes, both government and NGO sponsor educational programmes of the station.

Private. Radio. 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.

Pu. R. Some of the government sponsored educational programmes are:

- a. “The radio doctor” (about health)
- b. “Yeno Wawaa Manyenkoda” (about agric development).

Pr. R. . Some of the self sponsored 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 the current 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 broadcast approaches?

Ans. 3.

Pu. R. They have research department which do periodic research for example on the listening pattern of the people. They also research into the impact of their programmes on the people. All of these are document and kept by the institution.

However, copies of these research materials can be made available to individuals and institutions on request.

Pr. R. Yes, we do audience research, but we commission other research institution/units to do it for us because these private stations do not usually have research department. The findings are not made available to the public.

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

Ans. 4.

Pu. R. The problem of employing and managing personnel with technical know-how compared to private radio stations which can afford to pay attractive remuneration. The public radios largely depends on government sponsorship. But 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 for profit.

Pr. R. The problem facing the private stations include the following:

- a. The problem of getting public officials to grant interviews to media personnel. Most of them have attitudes of media phobia.
- b. The poor communication system in the country. This includes the difficulties in getting through when making phone calls and internet providers getting down consistently. Also the country's post is relatively not reliable.
- c. 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.

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

Pr. R. It is difficult to measure and give a figure because the private stations do not aim at development news. The philosophy of the station is commercialization. How it can survive financially. Development educational programme is irregular casual.

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

Ans. 6.

Pu. R. Lack of logistics. For instance GBC-Radio programme like "Yeno Wawaa Mayenkoda" involves 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.

Pr. R. Since the stations are privatized they have to generate their own revenue to pay bills and wages. Nevertheless, development news are 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.

Pu. R. 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.

Pr. R. . The private stations are not interested in development news because it does not attract revenue generation. Therefore if government can give subsidies to FM stations especially in the villages it will help a lot.

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

Ans. 8.

Pu. R. 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.

Pr. R. The future is not all that bright in the urban areas because the private stations would not get the expected listenership. But in the rural areas it may have brighter future if such station would receive subsidies and sponsorship.

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.

Public Institution: GTV

Private Institution: TV 3, Metro TV and TV Africa

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

Ans. 1.

Pu. TV. Government sponsors educational programmes. But the NGO's do not do so. In fact they are not interested in sponsoring educational programmes.

Pr. TV. There are no government and NGO 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.

Pu. TV. 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.

Pr. TV. Ans. 2. Some of the self-sponsored development programmes include:

- a. 'Phone-ins' – it involve phone calls from people to contribute to discussion on a public issue or to lodge personal complaint about an issue
- b. 'Health issues' – Which educates people about disease conditions and how doctors manage them.
- c. 'Wide Life' – It is learning about animals, plants, soil, waters, etc.
- d. 'Cartoons' Which is meant to entertain and educated children.
- e. 'Documentary from Deutche Welle and Voice of Africa' – The documentary programmes involves health, government, space science, macro-economics, and current affairs.

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

Ans. 3.

Pu. TV. Yes, we do periodic audience research which could be made available to specific institutions or individual on request, but not the entire public. The research studies are always done by the research department of the station.

Pr. TV. Most of them do periodic audience research but they are not made available to the public. They employ research institutions to do the studies for them because these private stations are yet to have well resourced research departments. The research studies are meant to find out whether their programmes reach the right target and the impact of the programmes on the audience. The research is usually done largely on commercial motive. Only few of them do not do audience research.

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

Ans. 4 On community development broadcasting in particular, one of the major problem facing the public stations is their 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 'Ohen' 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 cases however, they 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. That would however mean that the station might not be providing services to benefit its maximum potential listeners at a particular time. Another problem facing the public TV stations is that though they receive regular sponsorship for their community programmes, they are not adequate. Finally there is the problem of maintaining staff because of poor remuneration. Yet the station cannot raise enough funds because it is a public and not private station.

Pr. TV Unlike the public TV stations, the private TVs do not get direct sponsorship. Hence one of their major problem is raising enough funds for their community programmes. Another problem is unreliability of electricity power. There is always frequent power cut. This forces the stations to spend a lot of money buying, fueling and repairing generators. Finally 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 affects their revenue generation since the private stations largely depend on advertising in generating revenue. Other problems include the difficulties in securing well trained broadcasters and the 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.

Pu. TV. The public station conscious of its responsibility of broadcasting development news. Hence about 30% of the weekly programmes of the station is assigned to development news. Example of such development new is the sign language called “This Week” which is educational programme on development. Others are the telecasting of the ‘Farmer Day’, ‘Workers Day’ etc.

Pr. TV. 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. All the private stations consciously or unconsciously broadcast news on agric, health, capacity building, etc. which help in the development of the nation. However, unlike the public station, only one of the private station had made it its philosophy to use broadcasting programmes to promote the culture and development of Africans in general and Ghanaians in particular. Hence this station. Consequently the station spends about 60% of its entire programmes toward development news of Africans in general and Ghanaians in particular.

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

Ans. 6.

Pu. TV. The problem of raising fund is a key factor constraining the public station in broadcasting development. First the station is not a commercial one hence cannot raise its needed revenue. Secondly government financial support to the station is inadequate. Finally TV license fees paid by audience to the station is too small. Yet that is supposed to be one of the major sources of the station’s revenue generation. Despite all these financial constraints 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.

Pr. TV. Almost all the private stations are stationed in Accra and Kumasi only. They unable to employ enough broadcasters to collect development information all over the country. For instance moving a crew to cover in the villages in particular involves a lot of effort and money which these private stations can hardly afford. In other words the private station face the problem of employing enough personnel in all the strategic places where news can be obtained in time for broadcasting. Secondly as commercial organization, the private stations always have their respective viewers in mind. It is therefore difficult for these profit conscious stations to show a lot of development issues (streetism, Aids, Sanitation problems, 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.

Pu. TV. TV license Fees must be increased in order to raise enough revenue for the station. Secondly, both government and NGO should be more committed in sponsoring development related news broadcast.

Pu. TV. Some of the private stations (TV) admit that it is their social responsibility to cover development issues. However the motivation to do it is not existing because development news hardly attract the needed sponsorship. The second reason why development broadcast is not attractive to these private stations is that it is discouraging to continue for instance, showing sanitation problems in Accra, when the development agencies and government fail to act towards solving the problem. Finally the private stations hope that development broadcasting would be sponsored by government, NGO's and individuals so that they (private stations) would have correspondence in the villages where these development news are badly needed.

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

Ans. 8.

Pu. TV To the public station, 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.

Pr. TV. To the private stations, 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. There are some private TV stations which believe that 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. Secondly, broadcasting should be an 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 obligations 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) 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?

INSTITUTION: **Ministry of information**

POSITION: **Government Spokesperson – Governance**

NAME: **Frank Agyekum**

Questions and Answer

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

Ans. 1. Yes, there are some education roadshows currently carried out in the country.

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

Ans. 2. The educational roadshows are organized/sponsored by both government and NGO's. In the past communities use to educate their respective people but now it is the district assemblies which have taken over. Nevertheless 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 of these educational roadshows are based on topical issues such as AIDS, and rural development such as building of road, schools and clinics. 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 in such situation the film show serves 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. These educational roadshows is participatory. The 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, members 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 the people's 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. One major advantage of roadshows are that it becomes possible to reach people in the remote places that television coverage had not been extended to. Another advantage is that unlike radio and television, Roadshows largely involves 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. In order to improve on the provision of educational roadshows, There is 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. The history of educational roadshows indicates that President Nkrumah's regime was much more committed to this roadshows. But after his regime there was an attempt to drastically de-emphasis these roadshows to the extent that now there is public outcry for greater emphasis.

c) **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. 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 broadcast on TV. However there are cinema vans that move about in communities to educate people on government policies and projects. At the moment there are 30 of such 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 agriculture.

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

Ans. 2. It is the government that sponsors this form of educational programme. 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. 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/cinema 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 officials who showed the films are always available (after the film show) for the people to ask questions.

d) 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. Some of the development initiatives being carried out are the presidential initiative on distant learning for Junior and senior secondary school students which is telecast on TV. 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 for women and farmers).

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

Ans. 2. There are some development initiative carried out by NGOs. An example is the Ghana Social Marketing Foundation (GSMF) which 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. In almost all the district assemblies of the country, the people are educated on the 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. The Ministry of Information have officers in all the districts of the country educating the people on this. There is also education in all the districts on the electoral system of the country. The education involves encouraging the electorate 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. Community broadcasting facilitates communication between the broadcaster and the community listeners. For instance the presenter of community broadcasting station is likely to be native of the community who can speak well the native language of the people. Besides he or she is aware of the problems of the people hence can communicate to them better. On the other hand, since the people know the presenter 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.

e) 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 television in the country.

Que. 2. Mention some of these cable televisions.

Ans. 2. The name of this cable television is Cable Gold.

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

Ans. 3. The station telecast CNN and Deutche Welle programmes. The stations also show films and cartoons and Western films.

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

Ans. 4. There is no conscious effort at telecasting 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 noting to do with community development.

f) 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. There is no clause in the regulation that undermines community broadcasting. Thus community development broadcasting is feasible in the country.

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. Required Equipment

<u>Quantity</u>		<u>@\$</u>	<u>Totals</u>
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>

Total finance required **159,400**

Notice that 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. 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>
Total	<u>35,395</u>

Notice that the estimated running cost depends on the philosophy and the total area of coverage of a station. However to begin an FM station, one 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. Capital Investment Required in Establishing Community FM station is \$159, 400