

Interactive Radio for Agricultural Development Projects: A Toolkit for Practitioners

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Project Overview

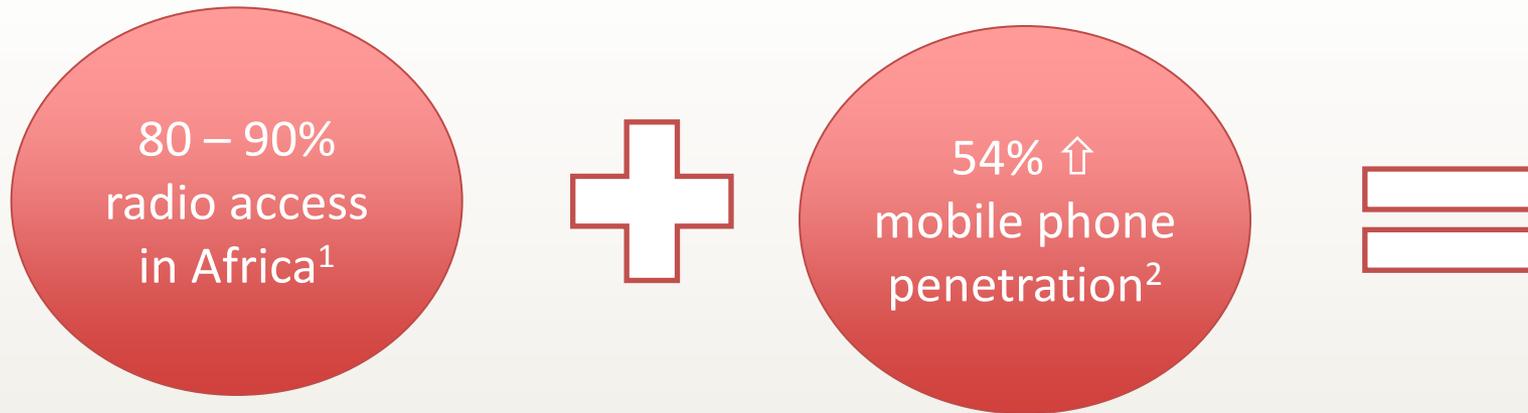
The toolkit was developed under the USAID-funded Fostering Agricultural Competitiveness Employing Information Communication Technologies (FACET) project

FACET's objectives are two-fold:

- **Knowledge sharing:** documenting sustainable and scalable approaches to using ICT to increase the success of FTF activities.
- **Short-term technical assistance:** supporting USAID missions or implementing partners to improve uses of ICT in agriculture.

Why radio? Why now?

- Radio has long been around, but it is often overlooked because of its traditionally one-way flow of information. The mobile revolution is turning this on its head.



Tremendous opportunity

Sources: ¹ *Developing Radio Partners, "Why Radio Matters: Making the case for radio as a medium for development."*

² *GSMA, Sub-Saharan Africa Mobile Observatory 2012*



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What do we mean by “interactive radio”?

- By interactive radio we mean radio that leverages other ICT tools to create a two-way communication exchange between radio stations and listeners.



Source: Farm Radio International (<http://www.farmradio.org/pubs/farmradio-prcreport2011.pdf>)



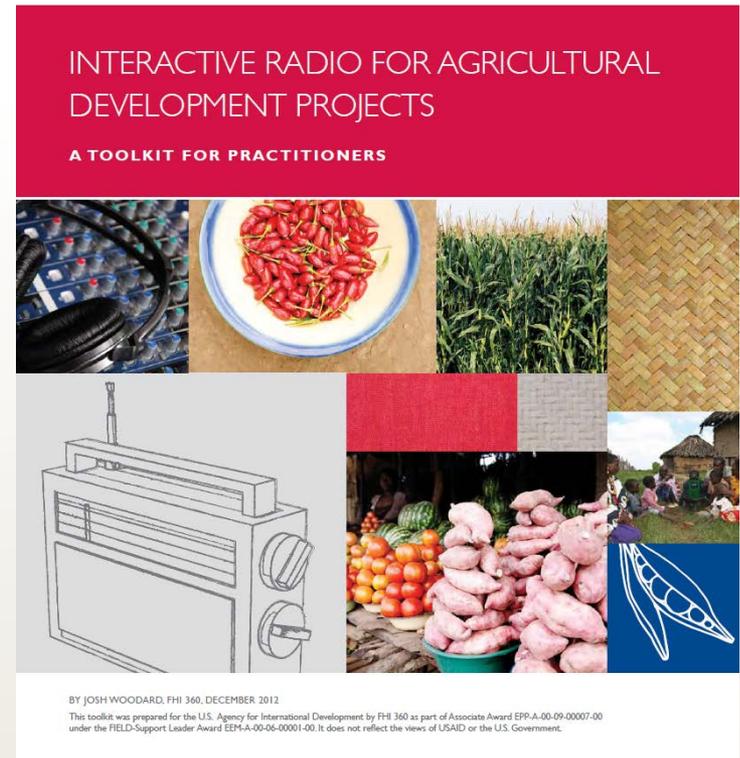
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Why a toolkit?

This toolkit aims to enable practitioners to develop a more systematic approach to using interactive radio as one medium through which they share information with farmers.

It provides a foundational understanding of what is needed to create compelling radio programming.



Toolkit Overview

Component 1: Snapshot of the field

- How is interactive radio currently being used for agricultural development?

Component 2: Planning

- Is interactive radio an appropriate way to achieve our objectives?

Component 3: Creating programs

- How can we create our own agricultural radio programming?

Component 4: Interactive methods

- What are the different approaches that can be used to make our radio programming interactive?

Component 5: Measuring impact

- How can we track the impact that our radio programming is having on farmers?

Component 6: Technical inputs

- What are the technical considerations we need to keep in mind?



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Component 1

- Provides an overview of how interactive radio is currently being used for agricultural development. It includes illustrative examples from organizations both in Africa and elsewhere.



Component 2

- Guides readers through the process of:
 - Deciding if radio is an appropriate option to achieve their objectives
 - Identifying the right radio station partner(s)
 - Developing a draft implementation plan for their radio activity



Photo credit: Farm Radio International

Component 3

- Guides readers through the process of:
 - Identifying the baseline quality standard for their radio programs
 - Thinking about who will be involved in producing their radio programs
 - Understanding the basics of every step of the radio production process



Photo credit: Lifeline Energy

Component 4

- Guides readers through the process of:
 - Selecting which interactive methods to use
 - Determining what role staff will play in supporting effective interaction
 - Developing an implementation plan



Component 5

- Guides readers through the process of:
 - Determining what indicators to use and how to collect information
 - Knowing how to incorporate farmer feedback to improve their approach



Photo credit: Farm Radio International



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Component 6

- Guides readers through the process of:
 - Determining which devices, accessories, and software to use for their video activity



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Where do we go from here?

- Check out the toolkit online at: <http://ictforag.org/radio/>
- Hardcopies of the toolkit can be provided upon request for USAID projects (based on availability) by contacting jwoodard@fhi360.org
- The FACET project will be conducting a one-week long workshop for USAID implementing partners on using interactive radio in Africa. If you are interested, complete this brief survey:
<https://s.zoomerang.com/s/radioworkshop>