



AFRRI

The African Farm Radio Research Initiative

- With funding from the **Bill & Melinda Gates Foundation**, Farm Radio directly implemented and evaluated a variety of innovative radio approaches over 3.5 years in Ghana, Malawi, Tanzania, Uganda and Mali including:
 - Participatory Radio Campaigns
 - Market Information Services
 - SMS Messaging
 - Voice Based Services
 - Call-outs and Call-ins
 - Internet Access for Stations





How Are PRCs Different?

- Not top-down
- Farmers intimately involved from beginning to end
- Allow farmers to make an informed decision on improved practice
- Designed to have a measurable impact
- Include integrated training of broadcasters to create the programs themselves





SMS reminders: A way to increase listenership

- An SMS reminder sent 30 minutes before a broadcast can increase regular listenership by up to 20%
- SMS reminders Builds a sense of connection between listener and the radio station
- Verbal reminders passed on to neighbours can broaden the reach of SMS alerts

Freedom Fone: Interactive Voice Response (IVR)



- Make key messages and market info available “off-air” on a mobile phone
- Voicemail feature allows radio station to collect feedback from listeners
- Farmers will spend their mobile phone credit for relevant, and up-to-date information

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Thank You

