

Informing and empowering the rural poor through mass media

Making Markets work for the poor in Southern and Eastern Africa

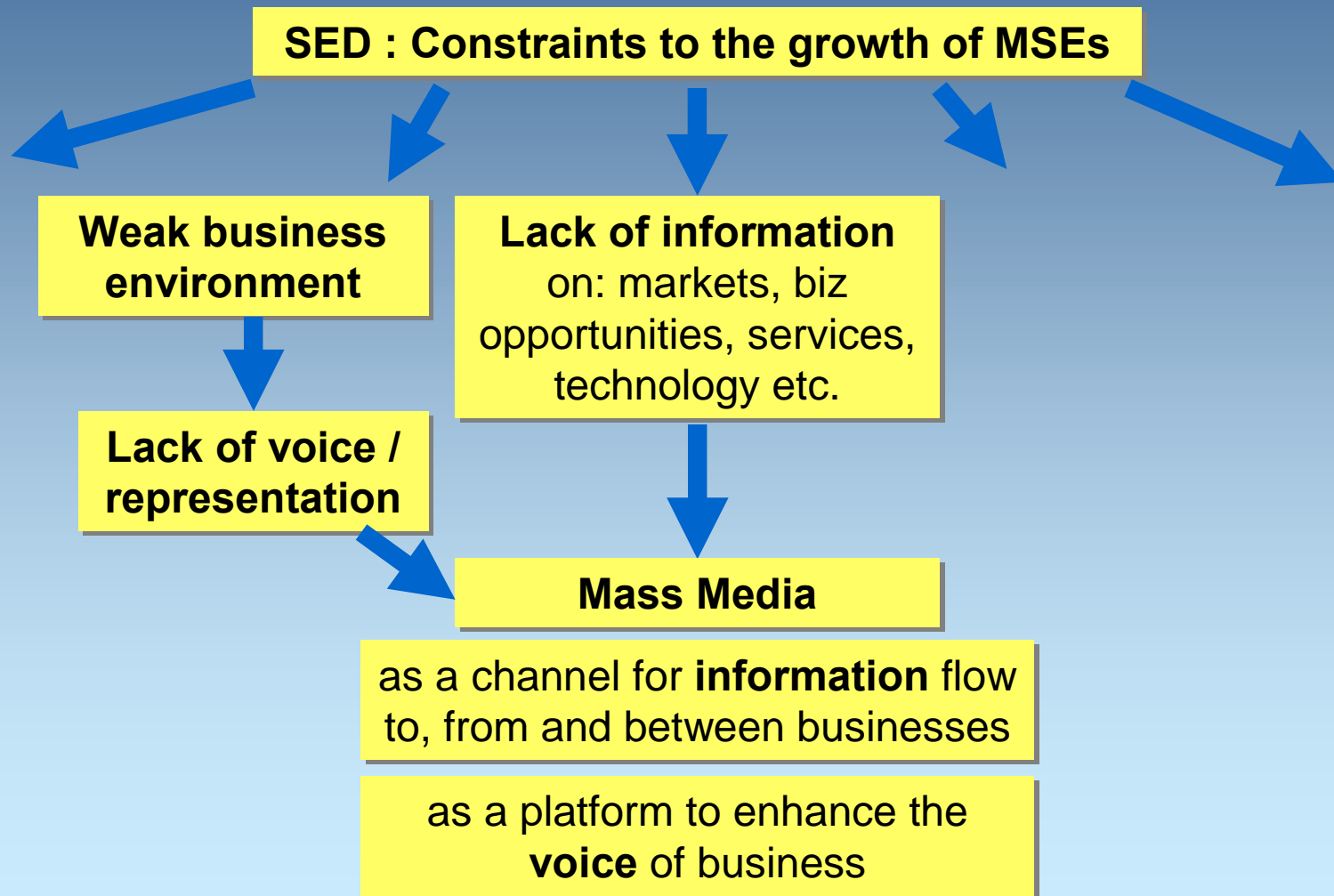
Capetown 14th March 2007

Gavin Anderson
Enterprise Development Consultant
gavin@ganderson.biz

Information ≠ knowledge ≠ wisdom

Wisdom requires knowledge requires information

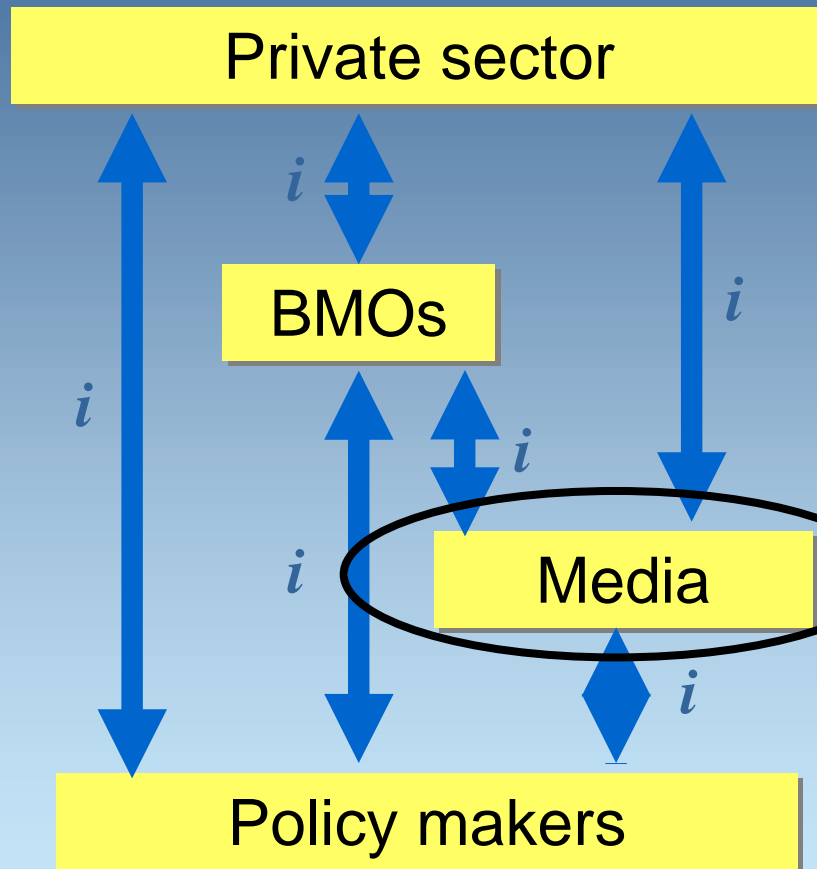
From Small enterprise development to mass media (a personal journey)



Mass media in Markets: Why ?

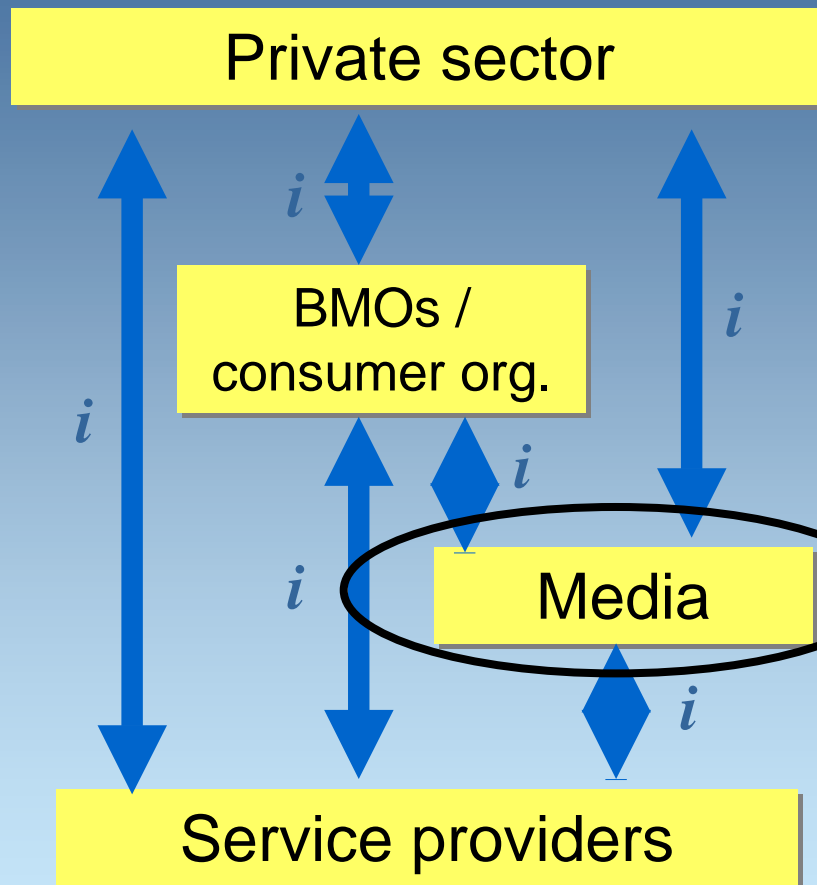
	Legislation and regulatory environment	Services / business inputs	Supply chains
Information to business	<ul style="list-style-type: none">•Providing information on regulations, laws etc.	<ul style="list-style-type: none">•Providing information on availability, type and quality of services and inputs	<ul style="list-style-type: none">•Informing business on trends, opportunities, prices etc.•Enhancing info. flow in the supply chain
Voice (information from and between business)	<ul style="list-style-type: none">•Strengthening the lobby of private business•Providing platforms for debate on policy issues	<ul style="list-style-type: none">•Feedback from business consumers on services•Providing platforms to discuss service quality, needs etc.	<ul style="list-style-type: none">•Channel to reach customers and buyers•Channel to reach suppliers
Watchdog on behalf of business	<ul style="list-style-type: none">•Monitoring legislation and policy for business	<ul style="list-style-type: none">•Monitoring service quality	<ul style="list-style-type: none">•Monitoring the operation of markets

Policy processes



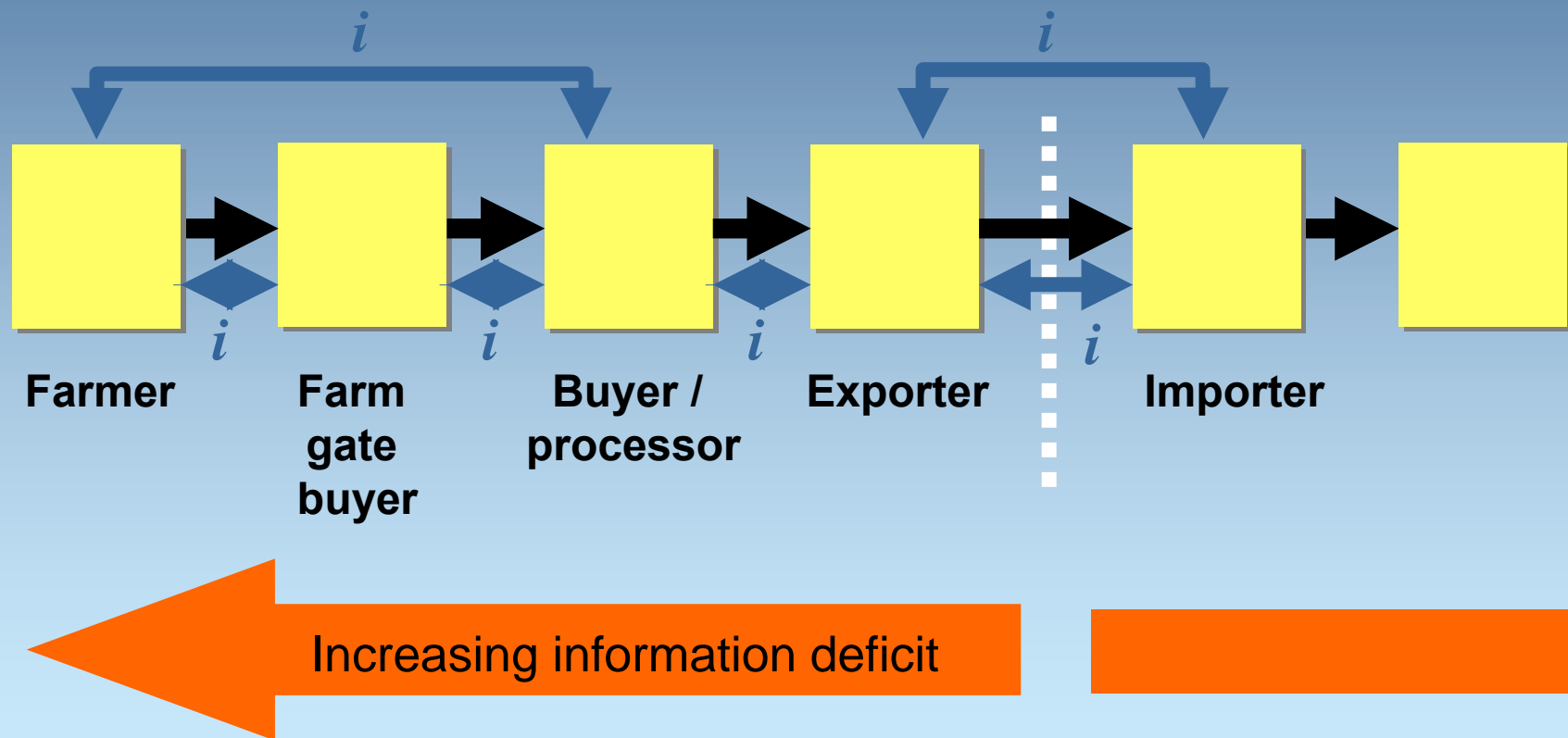
- Enhancing public voice to strengthen lobbying
- Providing information on policy and policy processes

Business services



- Promotional channel for services
- Channel to raise consumer awareness
- Channel for business services
- Channel for consumer feedback on services

Supply chains



Media that works better for business means:

- More **informed** decision making as:
 - Owners/managers/employers of business
 - Consumers of business products and services
 - Investors in new business

- Increased public **voice** and **influence** in:
 - Legislative and policy processes
 - Wider environment for business

A making markets work perspective

- Making media markets work for the poor
- Making media markets work for private sector / small enterprise development

Media that works for the poor

- **Reaches the poor**
 - Responds to information needs / interests of poor audiences.
 - Provides platforms that give voice to the poor.

- **Represents the interests and issues of the poor**
 - Raises poverty on the public agenda

Media that works for the poor

- **Uganda:**
 - 120+ radio stations
 - 3 daily newspapers
 - very limited TV reach
- **Indonesia:**
 - 1500+ radio stations
 - 000s of local and national newspapers
 - large number of terrestrial TV stations
- **Bangladesh:**
 - 1 state and 3 new private radio stations
 - 00s of local and national newspapers
 - 1 state terrestrial + 4 local cable TV stations
- **Sri Lanka:**
 - 30+ radio stations
 - 14 + TV stations
 - 200 registered newspapers (very few local)

Media that works for the poor

	Uganda - Urban	Uganda - Rural	Indonesia - Urban	Indonesia - Rural	Bangladesh - Urban	Bangladesh - Rural	Sri Lanka - Urban	Sri Lanka - Rural
Reaches poor	1	1	1	4	2	5	1	1
- responsive to info needs of poor	3	3	3	5	4	5	3	5
- provides platform for voice of poor	2	2	2	4	4	5	3	5
Represents issues of the poor	3	3	3	4	3	3	3	4

1 = high 2 = quite high 3 = moderate 4 = low 5 = very low

The media market and the poor

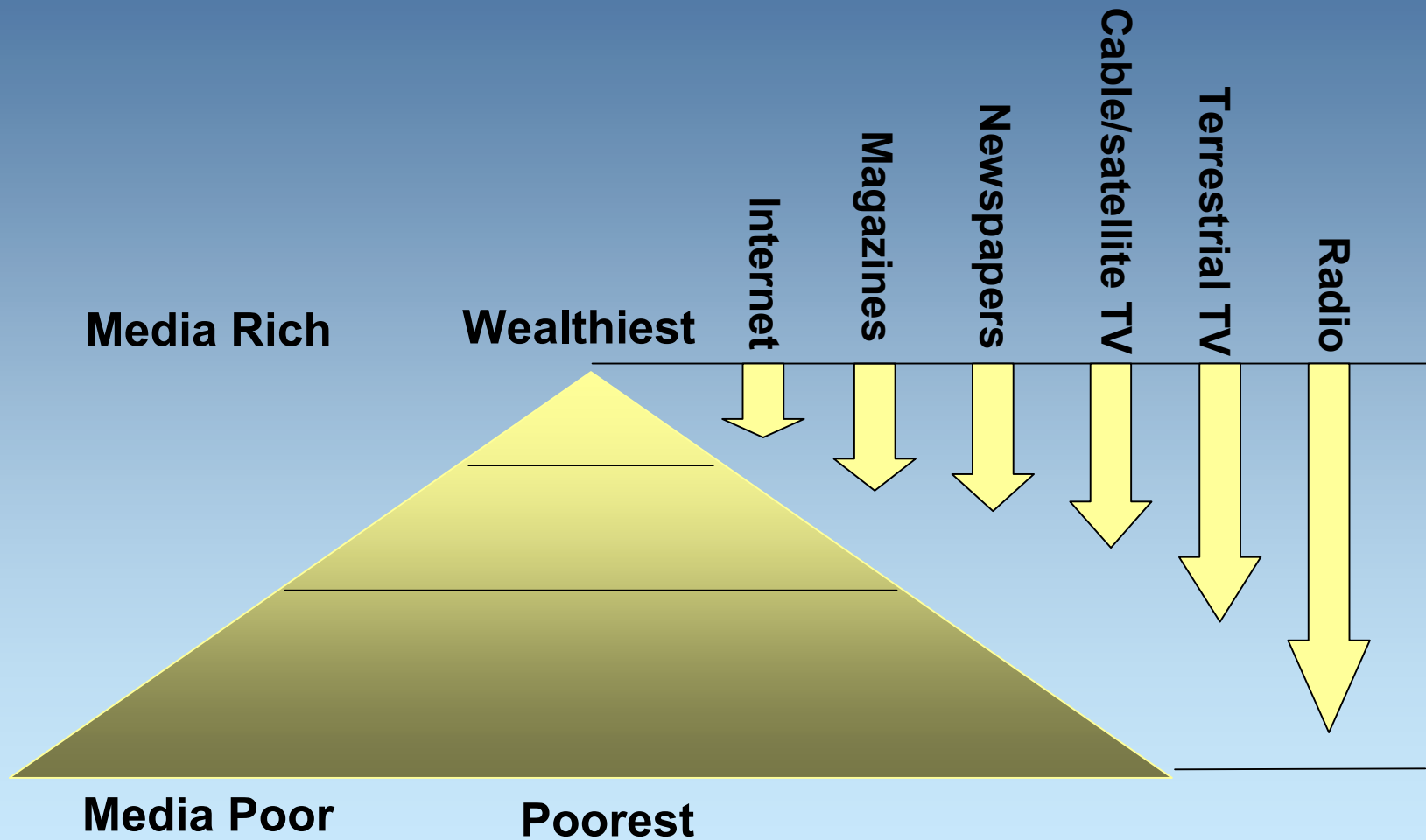
Media markets work best for:

- Literate
- Majority language groups
- Wealthy
- Urban
- Men

Media markets work worst for:

- Illiterate and semi literate
- Minority language groups
- Poorest
- Rural
- Women

Media Reach – General experience



Media access in Bangladesh

Monthly household income	Any media	Radio	TV	News-papers	Internet
Up to US\$ 43	54.1%	18.6%	45.6%	6.9%	0%
US\$ 43 to 100	77.8%	24.9%	70.3%	26.8%	0.6%
US\$ 100 to 214	93.8%	25.8%	89.6%	56.2%	4.4%
Over US\$ 214	97.4 %	22.1%	94.5%	69.6%	8.7%

AC Nielsen: Media and Demographic Survey 2005

Media access in Bangladesh

	No media	Radio	TV	News-papers	Internet
Rural	35.9%	16.3%	55.5%	15.9%	0.2%
Urban	8.4%	24.8%	87.9%	48.2%	3.9%

	No media	Radio	TV	News-papers	Internet
Men	20.6%	29.5%	70.0%	37.3%	2.1%
Women	36.3%	15.7%	58.5%	12.0%	0.4%

Media access in Indonesia

	TV	Radio	News-papers	Magazine	Internet	Any media
Jakarta	99.0%	56.0%	54.3%	22.7%	10.0%	100%
NTT – Flores	42.7%	39.0%	25.3%	10.5%	0.8%	66.7%

Key issue in media that works for the rural poor

- Regulation: granting licenses for broadcast media, registration process for print media
- Licensing costs: Incentives and disincentives for rural media, diverse ownership etc.
- Audience research and the rural poor
- Media ownership: public, state, community, commercial, faith
- BOP oriented advertisement industry
- Management practices and core profitability of the media industry (particularly rural)
- Capacity, skills and bias of media professionals (journalists and the 'gate keepers' – editors, managers)
- Capacity, skills and willingness of the poor and their representatives / champions to interact with mass media.

An 'information revolution' for the rural poor in Africa

In the past 15 years:

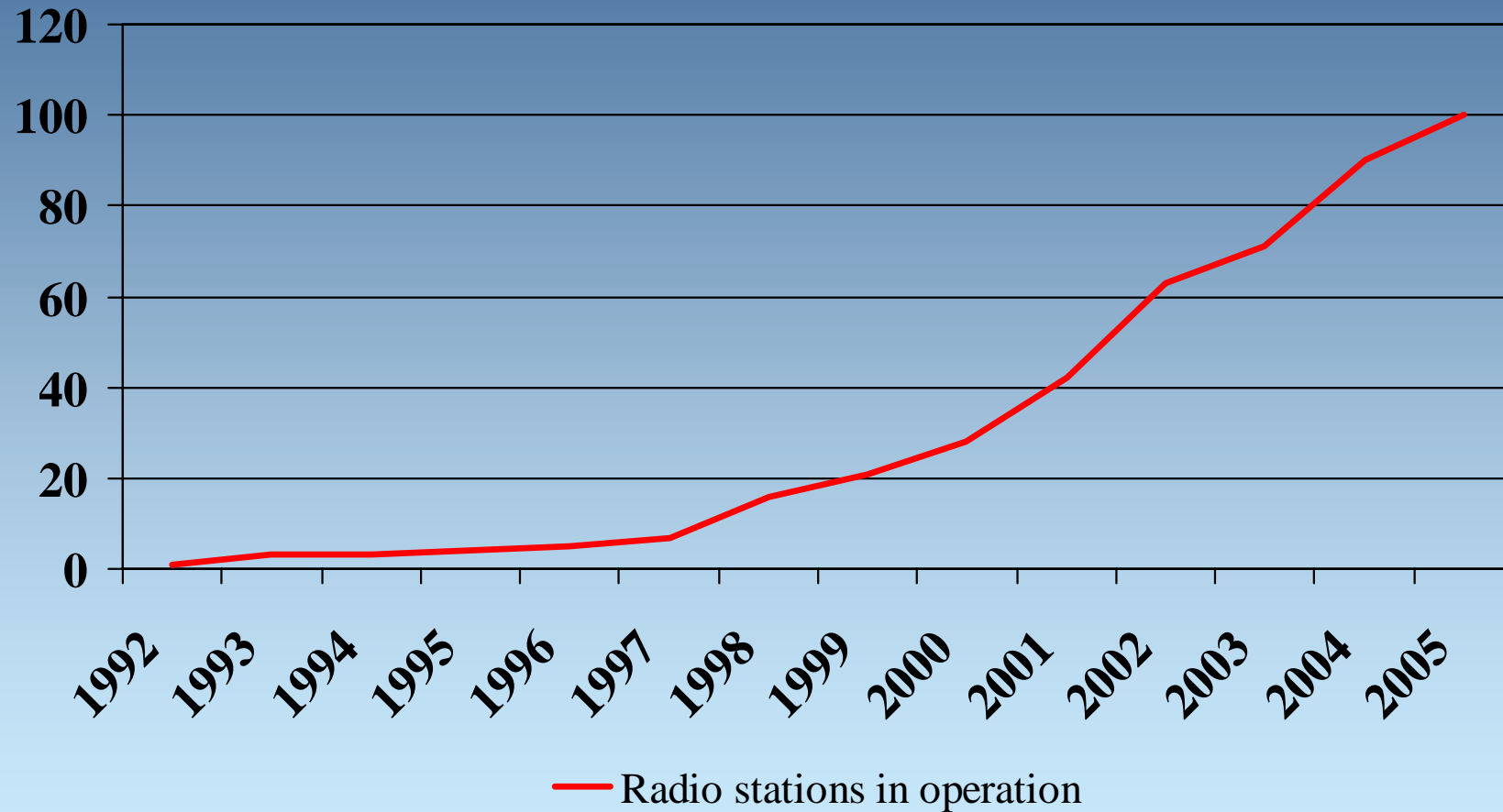
- Widespread liberalization and growth of media industries
- Significant increase in vernacular broadcast media
- Significant increase in rural broadcasting

Radio liberalization

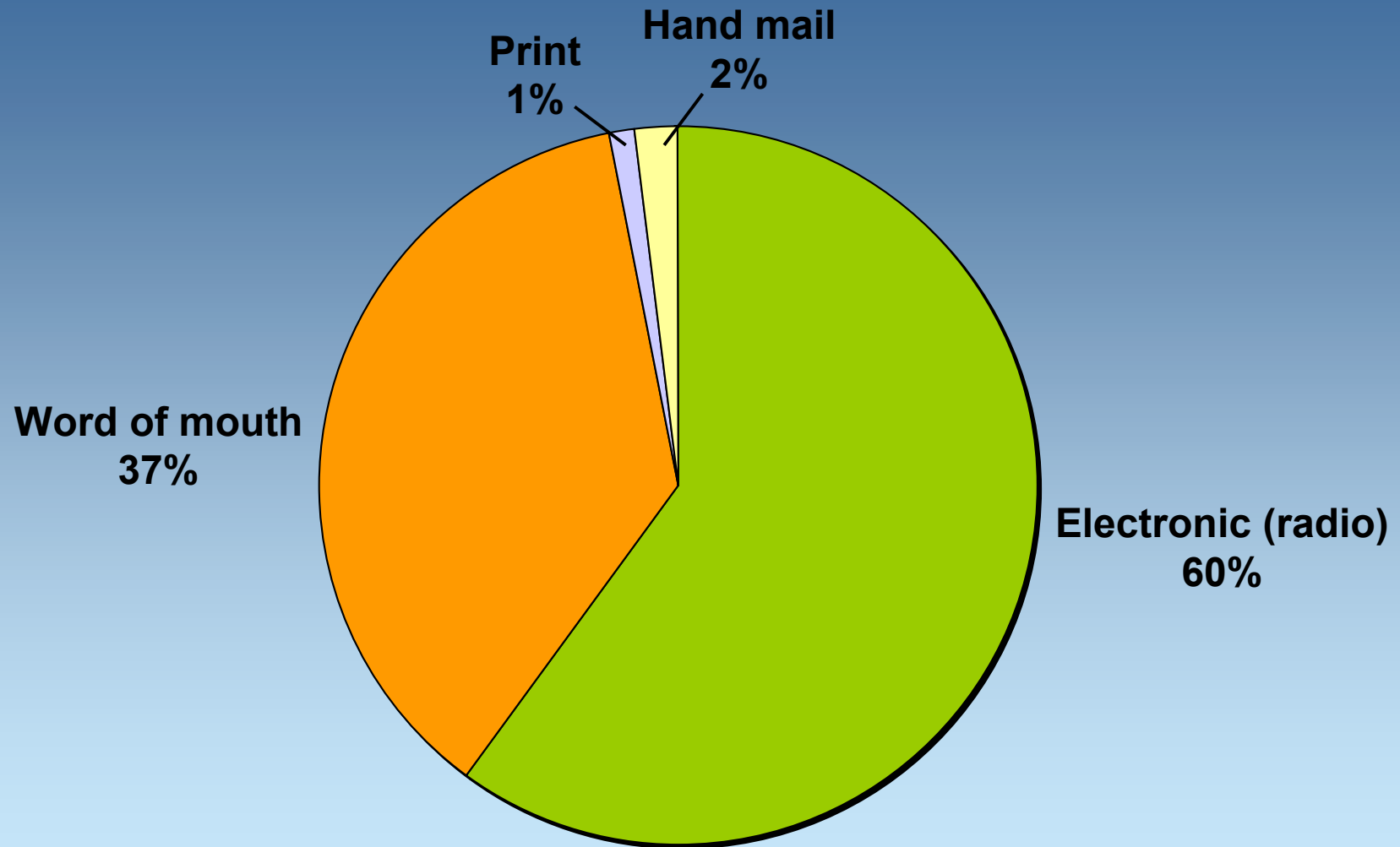
Launch of the first private radio stations

Mali:	1991	Tanzania:	1994
Uganda:	1993	Ghana:	1995
Zambia:	1993	Kenya:	1996
Senegal:	1994		

Growth of FM radio in Uganda



Main sources of information in Uganda



Source: Uganda national household survey 2002/2003

Case Study: Making FM Radio work for the income generating activities of the rural poor in Uganda



Activity background

- Initiated in 1999 as a small project of a Ugandan enterprise development consultancy company FIT Uganda funded by:
 - IDRC
 - EU micro-projects
- Built upon from 2002 to 2007 by the International Labour Organisation.
 - Netherlands Government
 - DFID EDIF
 - Sida



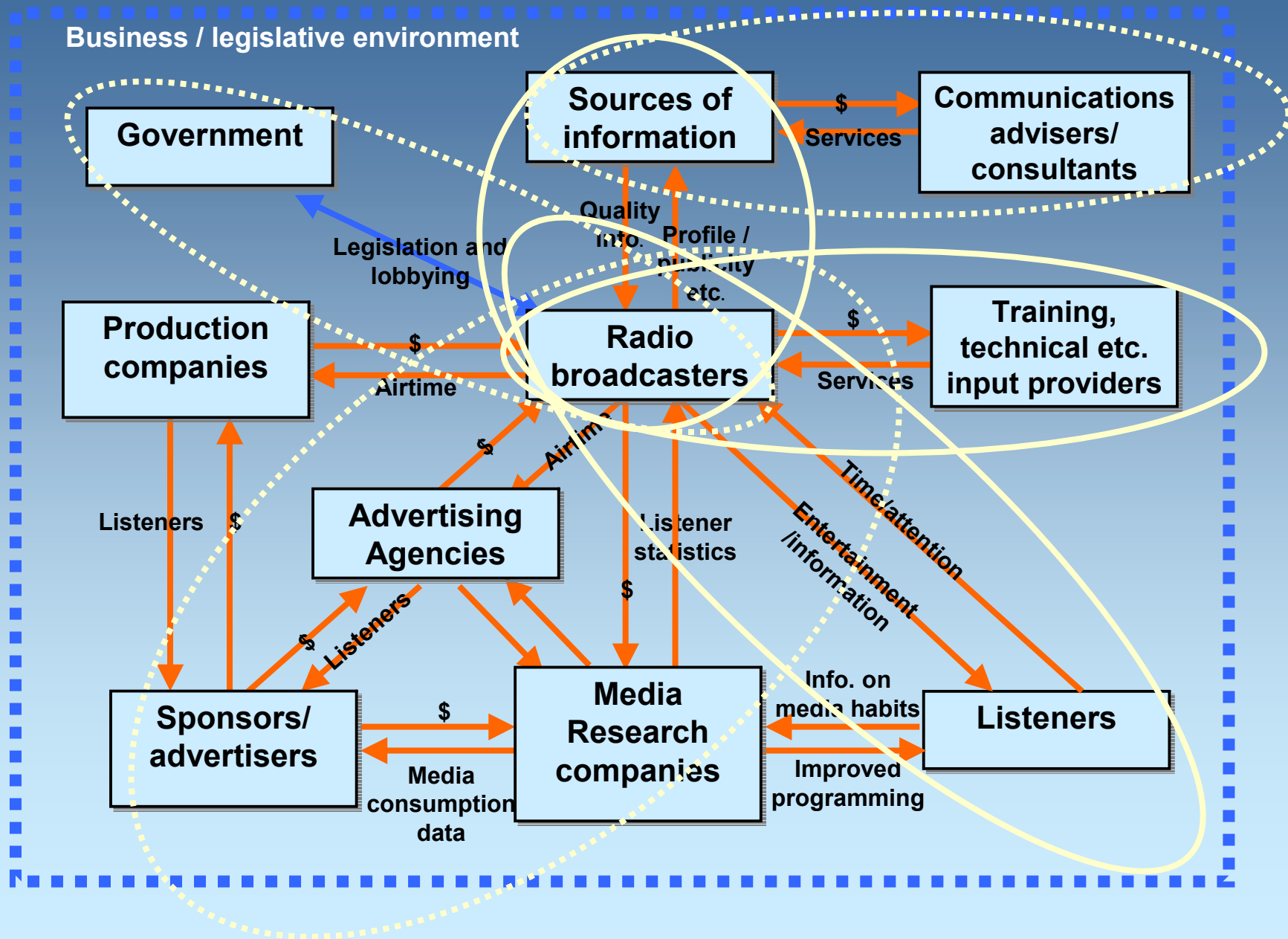
Project phases

Phase 1: Building understanding and credibility of the concept of small business programming by working with industry leaders to develop and prove the popularity and profitability of small business programming.

Phase 2: Encouraging crowding in and replication of small business programming throughout the industry by winning over radio managers and staff and building skills in producing interesting and popular informative programming.

Phase 3: Improving programme quality by addressing key constraints such as access to business information and weak rural audience research.

From Services to Systems



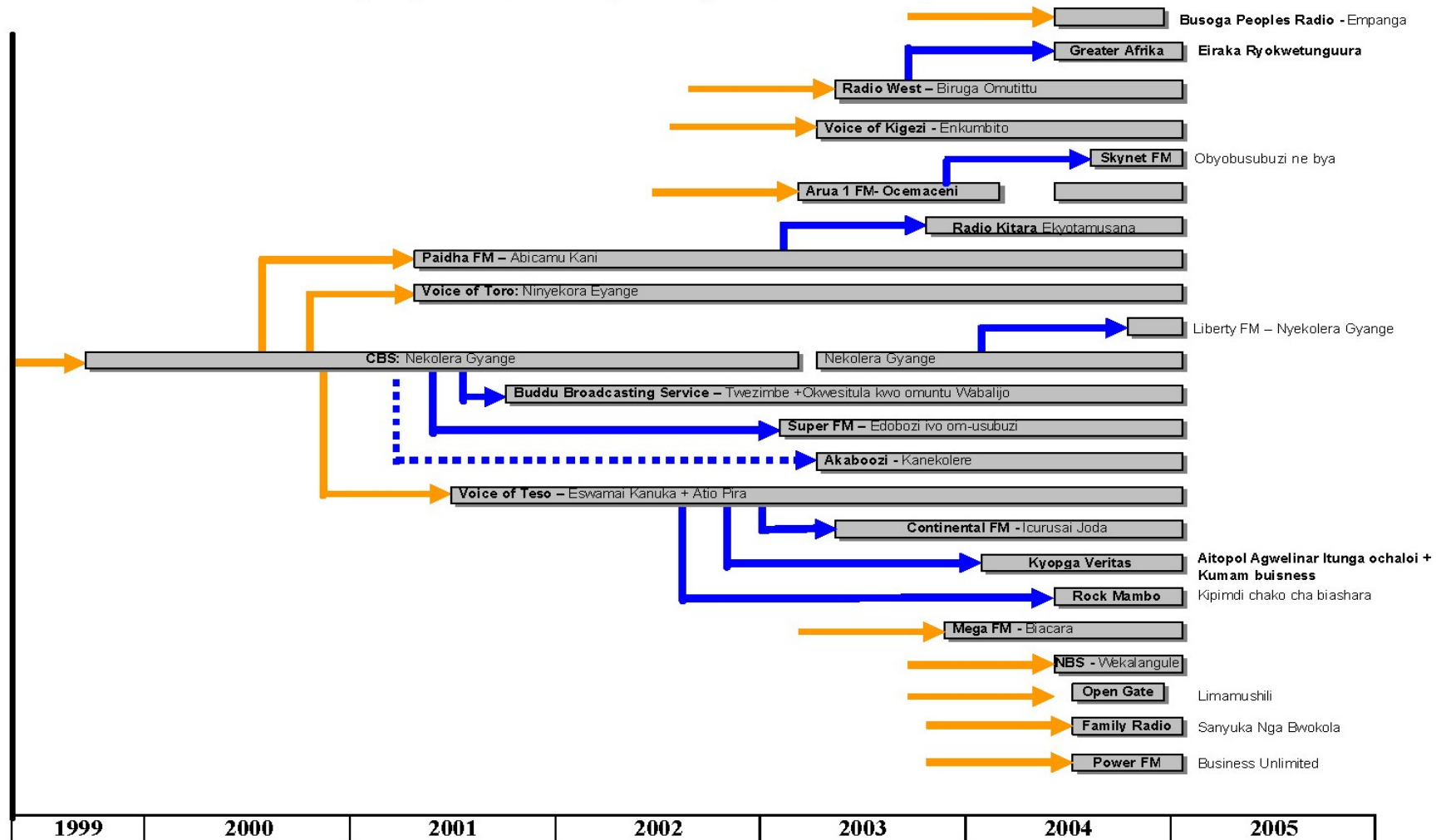
What has been achieved in BDS Market Development? (Early 2005)

- 24 radio programmes focused on small business running on 21 Ugandan radio stations
- Equivalent to 19 hours of broadcasting a week.
- Equivalent to US\$ 415,000 of airtime a year.
- Broadcasting in 13 languages.
- Small business programmes are mainstreamed into the programme line-up of radio stations and are being copied within the industry



Growth of radio programmes for small businesses in Uganda

Growth of MSE radio programmes in Uganda (December 2004)



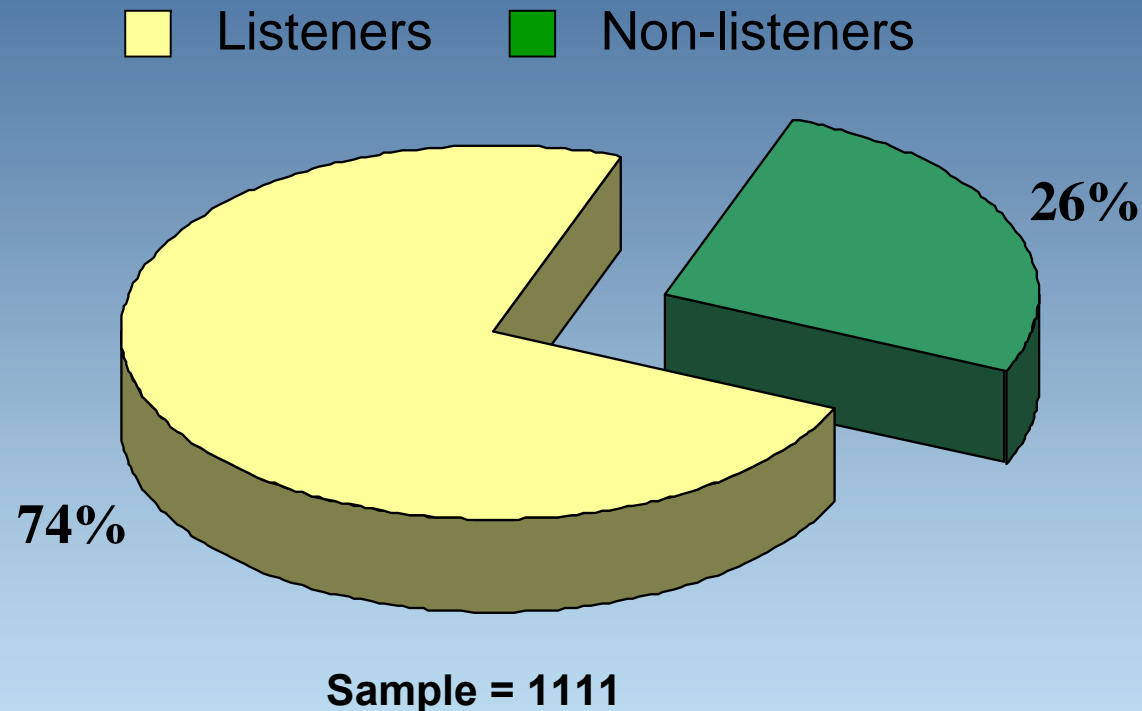
Key: Directly supported by ILO → Copycat without support → Likely but unproven influence →

Business programme coverage in Uganda



Findings of listener research : May/June 2004

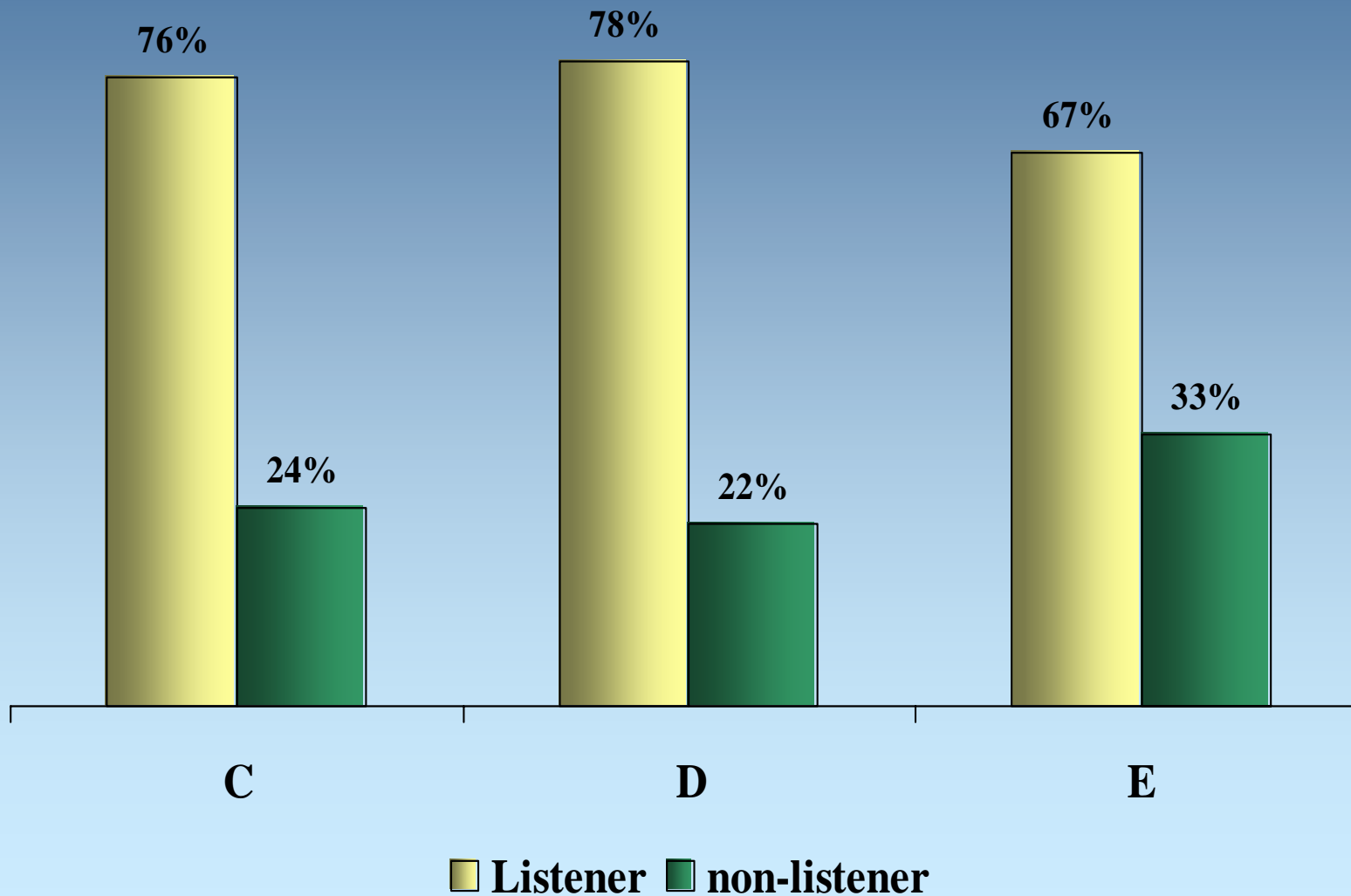
Listenership to business programmes



- 74% of those interviewed had listened to one of the small business radio programmes at least 4 times in the last 16 weeks.
- This translates into 6,995,000 adult listeners to business programmes across Uganda.

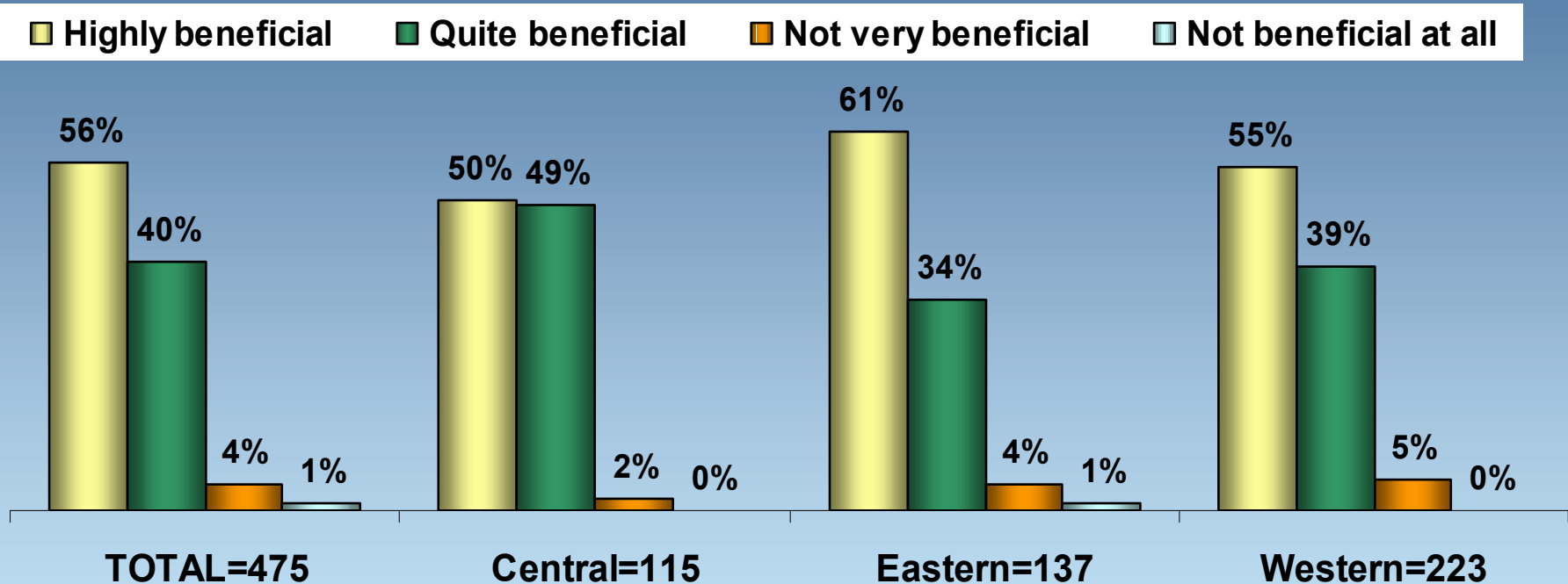
SURVEY FINDINGS

Listenership by social class



SURVEY FINDINGS

Perceived benefits to listeners of the business programmes (owners and managers of businesses)



- 95% of listeners stated that the programmes are beneficial to them

Thanks

