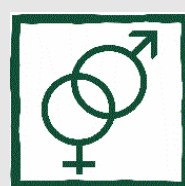
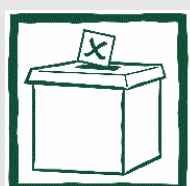


Media for Sustainable Development Content Survey

A Baseline Study Report On Sustainable Development Content/Themes For Community Radio Stations in Africa and Central America

**Submitted to
Open Society Foundation, South Africa**

May 2004



Study conducted on behalf of M4SD Stakeholders by
AMARC Africa
Panos Southern Africa
Pronatura-Chiapas – Mexico

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Acknowledgements

Conducting a survey of this nature requires a lot of planning and strategic approaches to ensure that good results which are a true reflection of the situation at hand are presented. It is usually not possible as community media organizations to conduct studies that are completely participatory and provide information that is accurate without the participation of all parties involved.

We would like to take this opportunity to thank all Station Managers of community radio stations for their support and participation in this project. In South Africa (Barberton CR, Soshanguve Community radio, Radio Kwezi, Moretele Community Radio, Radio Mafisa, Radio Jamana, Mali and Nani fm in Senegal). Sincere thanks also go to our colleagues in Zambia, the Managing Director of Breeze FM, Mr. Michael Dakar and the Acting Managing Director of Yatsani Radio Mr. Celine Namalambo for making it possible for us to hold the necessary discussions with their radio stations. The Station Manager of Mazabuka Community Radio, Mr. Kelvin Chibomba for managing to organise such a big group for the discussion. Thanks to George Kanguaya who worked as a research assistant for Zambia, without whom this research report would not have been possible.

We would also like to extend special thanks to our funder the Open Society Foundation for making this study possible with the financial support that they provided for this project.

The efforts of our partners in Mexico and Panos Southern Africa, who also assisted by conducting the study in their regions and areas, are greatly appreciated. We hope that this project will be stepping stone towards achieving better quality programming on Sustainable Development and further ensure that community radio as a tool for development can contribute towards the achievement of the Millennium goals.

AMARC Africa would also like to thank the media for sustainable development committee for allowing us the opportunity to work as partners in this project. We hope that the findings in this study will be a stepping stone in recognizing challenges faced by the community radio sector and thereby finding means for intervention. We look forward to collaborating with you in future.

Study Team

March 2004

Abbreviations

M4SD:	Media for Sustainable Development
CCoA:	El Centro de Communication Ambiental at Pronatura Chiapas
CR:	Community Radio
SC:	Sustainable Content
CBOs:	Community Based Organizations
NGOs:	Non Governmental Organizations
NAPWA:	National Association of People Living With Aids
BCR:	Barberton Community Radio
AMARC:	World Association of Community Radio Broadcasters

Executive Summary

Community radio is based on the principles of community development and community participation. It therefore goes without saying that the main commitment and mandate for community radio is to produce programming on themes that will contribute to the development of the communities that they serve. Community participation means that, the community should play an active role in their process of development and ensure that their local community radio stations serves specific needs of their community.

The Johannesburg Conference on Sustainable Development held in 2002, gave an opportunity for community radio stations in South Africa and other African Countries to actively participate in the development and broadcasting of programming of the conference events. Some of the Community Radio stations that participated included stations from Angola, the Gambia, Mozambique, Mali, Togo, Democratic Republic of the Congo and others. This Conference brought together people from different corners of the world and disciplines, professionals, activists and many more. It was an opportunity for all these sectors to participate but also assess their own involvement with sustainable development issues.

One of the outcomes of the conference was the resolve to form the Media for Sustainable Development Committee (M4SD), a consortium of different organizations working in the media, especially community media. The aim of the committee would be to look at and assess the extent to which community radio has been involved in sustainable programming at station level. A study to evaluate the extent to which community radio develops and produces content on Sustainable Development topics was undertaken by AMARC AFRICA, PANOS Southern Africa and PRONATURA, Mexico. Participating Countries include South Africa, Zambia, Mali, Senegal and Zambia.

This report is an account of data/information collected from participating community radio stations and their experiences with sustainable development topics this study was undertaken by both AMARC and Panos , respectively .It should be noted that for the purpose of the study sustainable development topics are mainly HIV/AIDS, Gender, Environment, Human Rights and Electoral Systems and Democracy.

The summary of findings for this study is drawn from extensive research conducted in the form of questionnaires and focus groups. The aim of the study was to assess the level at which community radio stations in Africa are involved in programming of content on sustainable development themes/ topics. Investigations conducted through the study indicate that in general, community radio stations are still struggling with producing content on sustainable development. One of the reasons is the lack of understanding and distinction of what sustainable content is especially in the specific context of the different communities. Findings however also indicate that despite challenges faced by the sector, community radio stations are making some efforts to produce programmes on sustainable content although they are also faced with challenges on identifying and working with relevant stakeholders for content development.

This report makes specific recommendation on how community radio station n can improve on sustainable programming.

Executive Summary of Findings

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Introduction

Sustainable development implies a change in human values, practices and behaviors in relation to natural resources, social equity and economic models. It also requires an integrated approach to development, and the participation of all levels of society.

Despite efforts on the part of NGO's and governments internationally to provide sustainable development, many individuals and communities around the world are not aware of the real meaning of the concept, how to participate, how to act at a local level, and how to demand policies and programs that benefit them and their families. The majority of people in developing countries can neither access information on development policies and programs nor input their responses to such policies in an informed dialogue on the development process.

Community radio is based on the principle of development and community participation and yet no comprehensive study exists either in Africa or in Central America to assess the level at which community radio has succeeded in reaching its communities through the production of programs related to sustainable development.

Aim

To gain a comprehensive understanding of media coverage of sustainable development themes, training and stakeholder participation.

Media for Sustainable Development (M4SD) has committed itself to contribute by finding means and ways to ensure that community radio stations have access to content that will assist them in the production of programs on sustainable development. This project seeks to identify thematic areas for which content must be developed in order to ensure that community radio stations begin to engage their communities around sustainable development issues. The present research will advise M4SD on the state of sustainable development programming in radio in the two regions, and best practices and different means to redress insufficiencies.

Design of the Investigation

AMARC Africa, PANOS Southern Africa and Pronatura Chiapas have agreed to provide a base-line evaluation of the state of sustainable development topics on community radio in Africa and Central

America, respectively. Together they have created an approach which includes a comprehensive, quantitative reading of the level of commitment to sustainable development programming in community radio in these two regions, and an evaluation of the dynamics which prohibit the airing of such topics.

Objectives

- *Evaluate the level at which stations are involved in developing and producing programs on sustainable development topics.*
- *Ascertain sources used by stations in producing such programs.*
- *Assess stations' needs in producing programs.*
- *Evaluate the impact that programs on sustainable development have on the community.*
- *Audiences*
- *Local Stakeholders*
- *Station Personnel*
- *Local Audiences*

Investigative Instruments

Media Study

Research via internet and third source directories of all existing community radio broadcasters in identified regions.

Content Survey

Extensive application of a brief email survey, including follow-up contact via telephone, with all identified community radio broadcasters to measure the level of sustainable development programming.

Focus Groups

Deep diagnosis with the participation of local stakeholders, station personnel and local audiences to identify perceptions of the role of radio in community development and to measure the quality of programming processes.

Criteria

The selection of radio stations for inclusion in this study was based upon the following AMARC-México (World-wide Association for Community Radio) definition of community radio:

"Whether big or small, short or wide coverage, community radio is not necessarily limited to remote places, but refers to spaces of shared interest. Community radio broadcasters may work with volunteers paid employees, with rustic equipment or with the latest in radio technology. What is community radio is not limited by concerns for quality or budget. It may be cooperative, it may be operated by non-profit civil organization, or it may take any others operational form, as long as its goals are socio-cultural in nature." - from AMARC-Mexico website

Scope of the Study

This Study was conducted in the following Regions and Countries.

Africa

Mali

Senegal

South Africa

Zambia

Central America

Guatemala

Southern Mexico

Panama

Methodology

Selection of Stations

- Four Countries namely, South Africa, Mali , Senegal , Zambia were selected to participate in the study in Africa
- A total number of 12 stations participated in the study
- All stations received a questionnaire via e-mail, fax hand deliveries which were filled in by the stations Programming Manager and his team.
- Following that three focus group discussions in South Africa, Zambia, three in West Africa (Mali and Senegal) were conducted respectively, these focus groups comprised members of the community, stakeholders/ngos, cbos and some members of the community radio stations.
- A total of nine Focus group discussions were conducted

The data for this report was obtained by way of administering structured questionnaires with both open and close ended questions to three community radio stations in Zambia: Yatsani Radio (Lusaka), Mazabuka Community Radio Station (Southern province) and Breeze FM (Chipata-Eastern province). Yatsani radio was chosen on the basis of its number of years (7) it has been operating, while Mazabuka Community radio and Breeze FM were selected based on their location and the relevance of sustainable development themes in the areas they operate from, which are mainly agricultural areas.

Four Community radio stations in South Africa were chosen to participate in the study, Soshanguve Community radio in Gauteng Province, Barberton Community Radio in Mpumalanga Province, and Radio Mafisa in North West Province, Moretele Community radio North West Province and Radio Khwezi in Kwazulu Natal. In West Africa three Community Radio stations were participated in the survey, Radio Jamana in Mali, Niani Fm in Senegal, Radio Oxyjeune.

The report also owes its data from the face-to-face interviews with community media directors and managers. The interviews with directors and managers mainly concentrated on getting their views on how they produce programmes, problems they are faced with, their needs and if they were giving enough coverage to sustainable development topics.

A large part of the data was drawn from the focus group discussions conducted with various stakeholders involved in sustainable development including members of the said radio stations, listeners, staff, volunteers and producers. Participants in these focus group discussions were selected from areas under coverage by the three radio stations. These were Lusaka Province, Chipata and Chadiza (Eastern province) and Mazabuka (Southern province).

Limitations

The major limitations of this study are associated with the following:

Time Constraints

- The time within which the study had to be completed was limited hence the decision to cut out the more elaborate audience survey and rather concentrate on having focus group discussions.

Coordination with Stations

- Community radio stations had to learn about the study in a short space of time which also has some impact on how the community identified stakeholders who participated in the focus groups.
- In some stations the attendance of the focus group reflected the nature of relationships that stations have with the community and stakeholders in their area.

The Research Methodology

- The Questionnaire methodology had its limitations in that some of the stations saw the survey as a test to their programming content and they wanted to give the correct information as opposed to giving a true reflection of what is happening at the station.
- The focus group methodology also tended to have the same limitations especially where station personnel were concerned. They seemed more concerned about opportunities that the study outcomes may bring instead of really dealing and addressing the issue at hand.

Media Environment

The CR Sector in Southern Africa

After the commitment to the introduction of democracy in most of the countries served by conventional radio stations and media in general, community radio is being recognized as the grassroots media that can help to fully establish social change and sustainable development for communities across Southern Africa. Meanwhile, the development of CR has not had the same importance in all Southern African countries, due to several historical, political and social factors.

The impact and power of CR also varies according to the same factors mentioned above even if the aim and ITS success is related to the fact that IT can provide a means to voice local concerns as well as a way to reach people with messages. Few of them are fully self-sustaining, and access to new technology still means a dream but exceptions do exist, especially in urban areas.

Regarding the marketing and commercial environment, in some of the countries, advertising is allowed or is restricted to a certain percentage of their programmes. Sponsorship is the most current source of revenue as well as fundraising and co-production. Since its inception community radio movement has developed rapidly in Southern Africa, with organized national networks in few countries, including South Africa and Mozambique.

The Southern sub-region saw the mushrooming of community radio stations mostly in South Africa, Mozambique, Zambia, Angola and an important number of radio projects in Namibia, Botswana, Malawi, and Zambia. Participatory forms of radio also developed in Zimbabwe and, more recently, a community radio project is under way in Swaziland.

It is important to mention that the ideas of free broadcasting, media pluralism and promotion of democracy through local radio programming are mainly a common vision adopted and shared by SADC governments. Even if the reforms in the media sector are not following the same process in each country, there is an existing consensus in the region on the necessity of airwave liberalization. And community radio is having its own identity in those changes. Meanwhile, the history of community radio in this region is related to the South African experience, which is considered a model for the region.

Indeed, considering the political context in which community radios have developed, South Africa has the most favorable legal framework for community radio which has allowed between 1995, date of the creation of the first community radio station Bush Radio, after a laborious way} and now, a creation of numerous other stations. South Africa now has more than 150 Community radio stations, most of them are affiliated to the National Community Forum (NCRF), and eighty-seven are members of AMARC Africa. This ideal situation has an important impact in the development of this media in the SADC region. The strategy used for the liberalization of the airwaves even if is partly appreciated by the media promoters because of the political issues around, forecast a better development of community radio stations in this region. In the meantime, Namibia, and Mozambique are still trailing after South Africa, the most progressive country.

Namibia has a general media framework that has allowed private stations since 1992. And in this general framework, it is mentioned that preference should be given to community broadcasters. But community radio is still associated to private radio stations and a real policy framework should be created in the new broadcasting act. In spite of the confusion in the definition, there are three community radio stations. Katutura community radio and other two NGO radio stations, established by non –government organizations in 1995,

There are 34 community radio stations in Mozambique, which we can divide in two distinctive groups. The Social Council for Communication an independent organization funded launches the first type by the United Nations. The second one is the group of individuals who have started to set up stations themselves. In the rest of the SADC, we also have three groups regarding a better environment for community radio stations.

The first group hosting Malawi, Zambia and Tanzania with existing legislation and have private broadcasters is very new as in Malawi. The awareness of the community radio role is quite high. The second group including Swaziland, Lesotho and Angola with no existing legal framework, but a regulation of the media sector is in process to open the airwaves for free broadcasters and a lot interest is shown for community radio particularly in Angola.

In Zambia, Community Radio is based on the principle of development and community participation. Government, NGOs, CBOs and individuals all try to use them to transmit information and policies to various communities. Yet about ten years since the inception of community radio in Zambia, no comprehensive study has been conducted to assess the level at which community radios have succeeded in reaching their communities through production of programmes on sustainable development. The trend is the same with other African countries that have not done any extensive research to measure the performance of these community radio stations in relation to sustainable development themes.

In the last thirteen years, Zambia has experienced political reforms that have brought with it some major changes both socially and economically. The coming of the Movement for Multiparty Democracy (MMD) in 1991, with its pluralistic policies brought about greater changes in the country's social, economic, political and religious affairs.

The Structural Adjustment Programme that aims at creating macro-economic stability in the country lamentably failed to meet the expected results. Measures such as privatisation, public sector reforms and liberalisation of the airwaves were all initiated with a view of providing good services to the Zambian people.

With thirteen years gone since the inception of these measures, the country has not seen any substantial positive changes in the economy. The Zambian people continue to wallow in poverty with no immediate signs of economic recovery. The rich have continued to get richer as the poor continue to become poorer. There has been a drop in the provision of social amenities to the people and other important services such as good education and health services have also gone down.

The country's economy is at the cross roads: high levels of poverty, the rampaging HIV/AIDS scourge, poor agriculture policies, environmental degradation, contentious electoral systems and the issue of street-kids have continued to best leaders.

A flawed privatisation and liberalisation process has brought much suffering than good to many Zambians. Everything seems to be in anarchy as the government has failed them over and over again. People have been left to fend for themselves resulting in increased child labour and street-kids. The best result of the privatisation programmes seems to be job losses.

However, the coming of the "New Deal" government of President Levy Mwanawasa into power seems to offer some hope on the fight against corruption and the agriculture sector. And perhaps one notable result emanating from the privatisation and liberalisation policies has been the emergency of a steady and fast growing band of community radio stations. The opening up of the Air-waves has seen many communities set up radio stations. The country now has community radio stations in all but three of its nine provinces with provinces like Lusaka and Eastern having more than five radio stations. The remaining three provinces: North Western, Luapula and Central were at the time of writing this report in the process of setting up community radio stations.

There is no strict restriction on entry into the community radio airwaves though the government does control and monitor the operations of the radio stations. Also, licensing sometimes require some elaborate procedure which is quite cumbersome and takes too long to fulfil.

There has been serious debate in Zambia on the control of the airwaves. It has been argued that to create a fair and equitable atmosphere, an Independent Broadcasting Control Broad (IBCB) should be put in place to regulate the airwaves and oversee the issuance broadcasting licenses. The Ministry of Information and Broadcasting Services has on many occasions been accused of denying licenses on flimsy reasons and sometimes of unfairly trying to clamp down on radio stations perceived to be critical of the government. It is these conditions that form the backdrop in which community radio stations on Zambia should be understood.

This research forms the basis from which to develop the best practices and different tools and means to ensure that community radio stations begin to engage their communities by producing programmes on issues relating to sustainable development.

Finally, the third group includes Zimbabwe and Botswana, where community radio is not allowed. In Zimbabwe a communications bill does exist, but the ZMBC has a monopoly. Community radio is not allowed in the new legislation that has been adopted. In Botswana, licenses are issued for commercial radio stations but the Telecommunication Authority has been refusing to issue licenses for community radio station based on the fact that public radio is broadcasting for community and isolated sub-regions.

In spite of certain political difficulties, the idea that Community radio can contribute to enhance the participation of communities in efforts aimed to improve better living conditions is deeply rooted in mind. The community radiolabel does not need to be advertised. Both community and government have this consciousness that the process that was set up is the best way to reach the objectives of development for community and by community. Only a legal framework needs to be set up properly. But the process already in motion gives some real hope.

The CR Sector in West Africa

In this region, media, especially radio has always been a propaganda tool at the disposal of government. This propaganda was set up through rural radio stations, considered at this time as a model of community radio because of their location and programmes focus on rural needs. This ideal situation ended in early 1990 when the democratisation process began in most of the countries followed by the liberalisation of the airwaves and an important development of commercial radio stations.

At this time, community radio began to be an alternative to the model of rural radio created by the government to reach community needs. Their content became old-fashioned and started competing with some private stations whose programmes were focused on rural community expectations. A better way for community radio to develop was already set up with the reinforcement of the sense of citizenship created by the liberalisation of airwaves.

Today, the use of community radio, also called local, associative or still rural in this region and more notably the very rapid increase of their number means "community power".

Its is particularly true that most of the Amarc new or potential members who have already submitted a membership application since the end of 1997 are from the West and Central Africa region.

Meanwhile, inspite of this favourable context, the concept of community radio needs a better comprehension on what it can change in the community way of life. There is also diversity regarding the legislation. In some countries there is a legal framework, in others a real lack in this field. They are sometimes associated to private radio; sometimes they have their own way of operating.

Mali, Burkina Faso and now Benin are considered as leaders in the region. Mali has now more than 110 private radio stations, 86 are community radio and most of them are located in rural areas. Priority is given to them because of a proper legal framework since 1993. They are affiliated to the confederation of local radio stations (URTEL). And most of them are members of one of the two existing local radio networks, Jamana and Kayira operating mostly in the rural areas with one station in each locality.

The situation in Burkina Faso is quite similar to the Malian experience. An information code is already open to the establishment of local radio stations since 1995. They are located in rural areas with moderate coverage and run by management committees (one catholic community radio also is broadcasting around the capital Ouagadougou). They receive support from the private sector, international organisations or decentralised communities.

Benin is the third country in the region, which for the moment has the most progressive broadcasting legislation. The liberalisation of the airwaves began in 1997. Since then, the independent media supervisory authority is being submerged by the number of applications submitted, especially from

private and community radios. Now only five community stations exist, (FM Aheme is the first one, located at 55 km from Cotonou the capital), but several applications are waiting for frequency. Again most of these stations are located or will be located in isolated localities and are owned by individuals, local Ngo's or communities themselves.

A similar situation is being observed in Ghana. New initiatives have emerged since 1998 and the Ghana community radio network is a strong advocate on licensing and training issues in this country.

Nigeria is processing a new legal framework for the sector, but their a strong concern that CR might be set up to serve ethnical groups interests due to historical, political and social factors behind the opposition between different tribes.

For this first group of countries, the power of civil society organizations has obliged the government to follow community needs in terms of communication and free circulation of ideas.

In the second group of countries, a free broadcasting act is in place since the beginning of the 90's and several private stations are operating. Some community radio stations are on air and the number of organisations that are waiting for a frequency is relatively high.

For the existing ones, a lot of restrictive conditions are attached to the broadcasting authorisation. These countries are Senegal, Ivory cost, The Gambia.

The reason for this situation is related to the fact that the government is still powerful in the localities or suburbs where the future stations will be located and they are still recruiting militants in these areas. Everything that can change people's behaviour and thinking is viewed as a danger.

In the last group of countries including Togo, Guinea Bissau, Niger, and Guinea the two Congo's, Chad, Gabon, few community radio stations exist, particularly in Guinea Bissau, Congo (DRC), and now Togo. But even if some limited steps are being reached in terms of airwaves liberalisation, the concept of community radio needs to be popularised. And civil society also needs to be strengthened for local radio stations to be established in order for these countries to follow the existing movement.

Broadcasting for community is not something new in this region. It has been done through rural radios stations supported by government. Today the difficulty in most of the countries is to transfer this powerful tool to civil society.

Senegal is one of the first West African countries to guarantee freedom of the press. As early as 1970 when other countries were struggling for free press laws, Senegal already had a free press environment. It is also one of the first countries in Africa to have multipartism and introduced democracy. The early 1990's saw a revolution in the media sector with the introduction of more newspapers, Private radio and the birth of community radio. Only the television sector remains completely state owned and controlled.

There are more commercial radio stations than there are community radio stations in Senegal and due to lack of proper and specific regulatory framework for community radio. There is still misconception and lack of understanding of the community radio sector which also contributes to the marginalization of community radio with very slow growth. Unlike its neighboring Mali, Senegal is still behind with the development of CR sector. Some of the main challenges also include the problem of frequency allocations for CR and poor recognition for the sector. Sustainability of CR is a problem since the law does not allow community radio stations to advertise and the licensing fees for CR are very high.

The Community Radio Sector in Mali was founded and run by civil society before the Government introduced legislation in 1992. Today Mali has one of the strongest community radio movements with more than a hundred community radio stations operating. The first CR stations were formed to support the activities of farmers and local inhabitants and to serve as a relay for the national radio broadcasters which are not always easy to pick up in such areas. CR stations were formally formed in 1993 and set up in relatively small communities and with a relatively small reception range of between 20 to 30 Kilometers with a maximum 100 W transmitter.

Although the community radio movement in Mali is one of the strongest in Africa, there is no specific regulatory framework for community radio. The regulations for CR are the same as and based on those for commercial media. The regulatory environment is not favorable to meet the development needs for community radio.

AMARC AFRICA STUDY

Station Profiles

1. Barberton Community Radio – South Africa

Barberton Community Radio is a radio station that serves the community of Barberton and some parts of Nelspruit with a coverage area of 100 kilometers which was recently extended by the South African Regulator ICASA. This community radio station has been in operation for the past seven years from the time when community radio was introduced in South Africa. Barberton CR's main language of broadcast is Seswati (which is the main language spoken in Mpumalanga Province) and English. The mission of Barberton community radio station is "to become a leading multimedia through broadcasting and packaging of quality programmes.

2. Moretele Community Radio – South Africa

This Community Radio Stations is based in the Northern Province (Limpopo) some 40 kilometers outside of Pretoria. Moretele community radio has been on air for one year and it is currently broadcasting to a 72 kilometer radius. The mission of this radio station is "to educate, inform, develop and entertain the community through quality programming".

3. Radio Khwezi – South Africa

Radio Khwezi is a rural Community radio station, situated in the Northern parts of Rural Kwazulu Natal. The station has been broadcasting for the past eight years with a coverage area of 80 kilometers. The main languages for radio Khwezi are Zulu, which is the main local language, German, English and Afrikaans. Khwezi's mission is to "strive to provide quality broadcasting with sound values that will develop individuals, families and our community".

4. Soshanguve Community Radio – South Africa

This station is situated in a township, North of Pretoria and has been broadcasting for the past eight years. The coverage area for this station is 11 – 40 kilometers and their main languages are Tswana, Northern Sotho, Tsonga and Ndebele. The mission of the station is to "Improve the quality of life of those within the community, provide programming of relevance to our community".

5. Radio Mafisa - South Africa

Mafisa is a community radio station broadcasting 19 hours a day on 93.4 Fm Stereo in Setswana and English from Rustenburg NW province in SA. The programmes are 85% produced locally and the average listener ship is about 25,000. The station was founded in 1995 and was amongst the first community radio stations to be licensed in South Africa.

6. Radio OXYJEUNES - Senegal

Oxyjeunes is a community radio station in Pikine, suburb of Dakar in Senegal, formed by young people of Pikine. The radio station commenced operation in May 1999. It is managed by a collection of local citizens associations and operated by local people who receive no income for their efforts. Initial support was provided by the Canadian organisation 'Peace and Development'. Further technical support [i.e.: a new transmitter] has been provided by a number of organisations including Panos West Africa. All 8 languages are spoken at some stage during a week's broadcast. Each day 1.5 million of the 2 million population of Pikine listen to Radio Oxy-Jeunes

7. Niani FM - Senegal

Broadcasting on FM 92.8 six hours a day for 100km coverage, created since 13-01-2000, Radio Niani FM is located in Koumpentoum region in Senegal. Its objectives are based on the development of rural area in all aspects. The programmes are set to educate on agriculture, health, women rights and children protection and are run in Wolof, pular, madingue and serer. The programs are mainly based on debates, open session to help the population to participate on local development. Most of the staff is from a community of 272,000 which 90% are farmers and breeders people for a simple reason that they have better knowledge of rural difficulties.

8. Radio Jamana of KOUTIALA - Mali

With a population of about 524,000 habitants koutiala where it's named from is known for its cotton and its mainly ethnical group of Minyanke. The station is broadcasting on 100.6 MHz is a local radio amongst others forming a cooperative in Mali. The cooperative has a documentation center, a training center, bookshop, gallery, and cultural center, two others plus koutiala and magazines & newspapers. Established 23/02/1993 its mission is to promote human rights, health, local economic growth, agriculture, gender and development, entertainment and promote local languages and culture. The rural listener ship is 49% women and 54% men. Koutiala has 11 wage earners a security and 9 trainees and collaborators. Four of the staff is women and the average age is 25 years old. 100km to 120km coverage

9. Radio Rurale Kayes, Mali

Radio Rurale Kayes is a community radio is a rural station operating in Mali, it has been broadcasting to a coverage area of 120 kilometres and has been broadcasting for 16 years. The stations languages are Baubaia- Souinke- Peuph and French. The mission of the station is to contribute to social, economic development of rural populations and to promote rural development.

Key Findings from the stations

Questionnaire analysis

1.1

Type of Production facilities used by the station

- A large majority of the respondents indicate that they use the following Broadcasting facilities to produce their programmes. Broadcasting studio
- Digital production facilities, Field recorders field recorders cassette, Field recorders (Mini disk)
- Recording digital studios
- Production studio, cd writer, field recorder

1.2

What type of programmes does the station produce

- 60% of the respondents indicated that their stations produce programmes on each of the sustainable development content topics identified.

1.3

What are the programme areas of focus

- Majority of respondents indicate that some of the areas which receive more coverage include HIV/AIDS, Human Rights, followed by Gender, Environment and Food Security and Democracy.

1.4

What programming formats are used

- Magazines, drama talk shows, current affairs are the most preferred programming formats of most of the community radio respondents.

1.5

How are programming decisions taken?

- Programming decisions are made at production meetings and mostly with input from the community with programmes manager giving direction and guidance and station managers and presenters giving input where necessary.

Thematic areas

1.1

Does your station produce any programme on the following topics

- Majority of respondents indicated that they do produce programmes on all thematic areas but also the response indicated that there is more programming done on issues on HIV/AIDS, Food security, Democracy, Human Rights, Gender and much less on Environmental issues

1.2

What type of topics / subjects on the above does the station cover

- Topics covered under each theme included general topics on issues around awareness, giving general information on the different thematic areas. None of the respondents indicate coverage of topics that are more specific, based on actual events happening in their community and how the community work together in different aspects of their development.

1.3

Rate the relevance of each of these topics to your local community

- The importance and relevance of each topic in the different communities, rated at a score of ten indicates that all topics are regarded important by the community broadcasters and therefore ratings range from a score of 10, 8 to 6.

1.4

What are your stations policies and procedures, on producing sustainable development content

Programmes.

1. The station has a role to play in transforming the mindset of the community
 2. To produce programmes that are of relevance that will improve and change the life's of our community, working with NGO'S around our community
 3. All topics including gender health , religion women related issues and children and disability are catered for in the programming
 4. Focus on community participation by giving freedom of expression / speech and initiative on local development.
- 50% responses indicated a general understanding of the importance of the policies of community participation and involvement in their programming, although half of the respondents did not have any specific policies on how the station should deal with sustainable programming.

1.5

Who are your sources of Information

- Majority of respondents rely on Professionals and Government department as their sources of information or content.
- 50% rely on the internet
- followed by magazines , stakeholders at 40%
- television and internet at the lowest

1.6

Are people working in each of the thematic areas involved in the programming

- Majority of respondents indicated that people working in the different thematic areas are always involved in content development and the production process.

1.7

If yes Explain, How

1. Stakeholders meet to discuss programme content; the station believes that the programme Content should be determined by the community
2. Some are presenters
- 3 Each programme has a producer who works in a team of 2-3 people. They can be listeners, Members of the community or from an NGO or government dept, by attending workshops, Training, meetings they formulate programme material and do research from books, Newspapers and magazines
4. Stakeholders come up with programmes, i.e. health department comes up with programmes base on the health calendar .The station invites experts to come and explain certain issues
5. All programs contents accommodate all sectors in our community
- 6 realizations of interviews, sending text and audio files and investigation work
7. Finding out problems, conceptualization of programmes for production

1.8

If no, Explain WHY

1.9

How often are these programmes produced?

- Most of the programmes are produced once a week, some once a month, once daily and twice a week.

1.10

How long are the programmes?

- The duration of programmes is mostly 1 hour, 30 minutes , 2 hours and 3 hours with only one station indicating a 15 minute programmes

1.11

During which time of the day? Are the programmes aired?

- The programming generally targets audience in the morning, and evening.
- HIV/AIDS programmes are mostly scheduled in the mornings , noon and afternoon and seldom during late night programmes
- Food Security Programems; are aired during the morning, and evening with some stations doing programmes during noon, afternoons and midnight.
- Environmental Programmes: Are popular during evening and morning
- Gender ; throughout the day
- Popular during the evenings

1.12

What challenges do you face producing these programmes? Name them

1. No production facilities
2. Transporting stakeholders, some of them demand payment
3. All material is produced in English and has to be translated to Zulu; because the station is rural based experts have to travel a long distance from the city to partake in programmes
Producers run out of ideas and advanced training in this regard is lacking.4. Sometimes you Don't get relevant people, the time you need them. Sometimes guests arrive late for Programmes,
- 4 financial constraints that sometimes lead to other important aspects of the programme not being covered.
5. Conducting research, resources i.e. transport, financial constraints
6. Social pressure to talk about certain issues, lack of work tool/ limited work tools, lack of personnel training at the station, documentation of information
- 7 Insufficient reporting material, logistical resources to produce on the filed, lack of financial Resources, difficulties to access information sources

1.13

**What specific needs does your station have in producing these programmes?
Please explain?**

1. Editing facilities, production studio, training production team
2. Technical training , digital production, adapting material into radio script
3. Production to be connected to internet, finance to sustain programmes, training for presenters
4. Transport is priority , presenters have to travel more than 50 km's looking for information
5. having new technology digital equipment, establish internet connection, renew / upgrade some of the equipment, reporting equipment mini disk
6. Mini disk, motor bike, bicycle, internet connection and library

1.14

Do your presenters / producers have skills required to produce programmes on each of the topics?

Yes	No
X	X
x	X

If Yes, What specific skills do they have?

1. Production, presenting
2. 2 Production skills
3. radio production
4. interviewing skills
5. Production in law , social sciences and genre

6. Qualification in gender and techniques for radio production

If No, What skills do they need? Name them

Production
Research

Please state any other comments that you have about Sustainable development content

1. Income to motivate the staff as they are volunteers
2. AMARC should organize workshops or training courses pertaining sustainable development content to stations as to bring an understanding that is clear to deal with the subject

Findings from Focus Groups

Barberton Community Radio Station.

Financial Constraints

Programmes are not easily sustainable in community radio station because of financial constraints; this makes it difficult for programmes to continue. When the funding period for a particular programme ends it also usually means that the programme will end. This also has a negative impact on the listener ship who usually will switch to other radio stations due to lack of continuity and consistency in programming.

Stations Experience

Community organizations are important in our programming and the station encourages organizations to come forward with content but the challenge as well is on financial constraints .It is a challenge for the station to continue airing programmes because of funding. This is a pity because it affects continuity and the impact that these programmes have in the community.

Content:

There are existing partnerships with the stations and the reason for this is to ensure that content is accessible to members of the community on the ground. The challenge is to ensure that these programmes are sustained and reach communities on a continuous basis.

Stakeholder involvement with the station:

Not all stakeholders are aware of the role they can play in the station and the involvement that they can have with the station. There is also a need for the station to aggressively involve different stakeholders, how can they bring information to the stations that can be used to pass messages that can be used by the community.

Volunteerism

- People move on to other opportunities that come their way.
- This is a challenge for both the station and the organizations that people who have been trained on how to engage the content and issues move on; meaning that here is always a need to train other people to be presenters or anchors of particular programmes...

Sustainable Content: Relevance in the community

- Most of the topics cut across each other, e.g. sexual reproductive health deals with Gender, Human Rights etc. So dealing with these topics holistically.
- The programmes that the station deals with also cover issues on sustainable development at different levels, be it Human Rights, Religion, Sexual Health etc.
- It is also important for the station to aggressively involve partners to get content from them on issues that may be relevant for programming but also to continuously make efforts to involve the Community and take into account the feedback that the station receives from the community.

Partnerships between stakeholders.

- It is also important for stakeholders to partner amongst themselves so that they may collaborate when dealing with issues that are common in their area of work.

How relationships with the station are formed? Case studies:

Mahube Youth Development.

- This is youth development initiative working in the area of Sexual and Reproductive area in and around the community of Soshanguve.
- In 2001 Mahube Youth Development approached the station to form a programming partnership, they approached the radio station with programming ideas
- The first round of programming was started after the partnership agreement was signed.
- After getting feedback from the target audiences on how they would like the programmes to be structured, the organization then decided to have focus groups to discuss the programming format and content.
- These focus groups assisted the organization to identify the appropriate programming format that is appealing to the target audience; in this case, it was young people who preferred their programming in a drama format.
- Since then the organization has been involved in conceptualizing the programmed which is monitored and done with the stations Programming manager who checks the content together with the programme director of that particular programmes.

Challenges

- Challenges from the organization also involve the fact that their presenter also move on to other organizations.
- Getting members of the community and parents involved in the programming, the challenge is striking the balance between parents and youth in terms of communicating messages, how do you get both parties interested?
- Knowledge of how to deal with issues and engaging the topics being discussed to keep listeners interested is also a challenge.

Focus Group 2

Mafisa Community Radio

Issues raised

Creating sustainable Relationships:

- Some organizations and members of the community are not aware of the kind of relationships than can be formed with the station
- People in the community don't understand community radio, its principles and operation and therefore have no idea on how they can get involved in the station
- Members of the community are not aware that they can contribute to the station in many ways including content development.
- The station needs to take initiative to engage all stakeholders, approach them about the radio station and how they as stakeholders can participate, both as listeners but also as resource people for content for content.

Content:

- This station is currently doing very little programming on Sustainable Development Topics that are relevant to the community, except for one programme on HIV /AIDS that was done in partnership with NAPWA.
- The station needs to make more efforts to involve the community and local organization in their programming

- Strategies on how members of the community and stakeholders are approached to be involved in the programming should be strengthened.
- Sustainable development content is limited as programming on the radio station and the station should go out and find out how local organization who can assist in local content development would like to be part of the programming at the station.
- Programme sponsorship and the lack of financial resources also pose a challenge to the continuity of programming on sustainable development topics.

Marketing and Sales.

- The station needs to strengthen this department by working together with programming department, first to be bale to market and sell the station to the public.
- Improving the content and working on quality programming issues within the station can be the first step towards achieving support of the local community and Business.
- The station also need at to work on its image, re-build trust from the community because of their past known for corruption and mismanagement, the station is struggling to re-gain trust and support from the local community.

Focus Group 3

Barberton Community Radio

Issues raised

Listenership

- Barberton Community radio is a local radio station and we listen to it because the issues that are broadcast are local issues that affect us and are relevant too the local community.
- The programming of the station is local and targets local community and it is mainly about what is happening in the local community. It is also better to receive news from the local radio station rather than from other radio stations that may even bring the news later.

Programming

- The radio station does accommodate local organizations to bring content to the station and also present some of the Programmes/ topics that are relevant to the different organizations and the community in general.
- The Organization for disabled people has a programme currently running at the station and some of the topics that are covered by this programme include issues on the discrimination against disabled people and general educative topics on disability issues.

Content

- Sometimes the station struggles to involve people who are directly involved or work in a certain area to come to the station and participate or help develop content for a programme.
- In the case of how the station for example involves people living with HIV/AIDS during programming, it is usually difficult to get people who are willing to openly talk about their experiences or status.
- The station also needs to inform the community about the weather and more traffic news, and they need to switch off the music when they are reading the news.
- Also the use of language, BCR needs to use more of the local language which is Siswati and cut down on the use of English since many people in the community do not understand the English language.

The role of BCR

- The groups understanding of the role of BCR in the community is that, the station is locally based and should broadcast programmes on issues that are local to the community.
- That its role is to provide news and information that is immediate and should help to educate the community on behavior and issues such as crime and crime prevention.

Stakeholder relationships with the station

- Stakeholders are happy with the relationship that they have with the station, the way they have been involved in content development and production of programmes.
- The station does however need to involve stakeholders in consultative meetings such as this one to find out what the community thinks about the programming and also discuss areas the station may need to improve.

Areas to be improved

- There should be more local sports news on the radio
- The use of too much English should be moderated to allow more members of the community/audiences to understand what is said on the radio.
- More dram format to be used in the programming
- Promoting of local music groups on air

Summary of Findings from Focus Groups

Content:

The general impression on content is that Community radio stations are doing very little with regard to programming on Sustainable Develop content. There is generally no understanding on what sustainable content is and how it can be categorized. What also came out of the focus groups is that stations struggle to find creative ways to come up with programming without referring to financial constraints that they experience. There is also a feeling that the stations don't really make an effort to go out and look for input into what programming is relevant to the communities. Only one out of all the stations that participated in the survey has managed to establish strong relationships with certain organization. Generally members of the focus group tended to site programming such as music, announcements etc as more important to them as listener's .Some did recognize that community radio is meant to be used as development tool and therefore issues on sustainable development should be the main feature in CR programming.

Sustainable Programming

During all the focus groups stakeholders sited the challenge around availability of funds for programme sponsorship. There was great concern that most programmes do not have a long lifespan due to lack of resources to finance the. Usually programmes that are sponsored have to come to an end when funding for them ends and the station finds it difficult to finance programmes. It also came out that the stations loose a large number of their listeners due to poor sustainability of programming.

Community Participatory Programming:

Almost all the radio stations participating in the survey had never conducted and Audience survey before except for feedback that they receive from listeners in the form of suggestions and phone ins. Stations have never conducted an impact study of their programming in the local communities and their programming is to a much lesser extend influenced by the views of the community that they serve. Community participatory programming in CR is very limited, eve thou some stations do make an effort to involve stakeholders and community based organizations,

the larger audience group is usually left out in content development and programme production processes.

PANOS ZAMBIA STUDY

RESEARCH FINDINGS/ANALYSIS

As noted earlier, this report is based on two data sets. The first being from questionnaires answered by the three radio stations that participated in the research, while the other set of data comes from focus group discussions with selected members of the communities, employees of the radio stations, volunteers, CBOs and NGOs involved in sustainable development issues.

Community Radio Station Profiles

Yatsani Community Radio Station (99.1 FM)

Through the research, it was established that Yatsani Community Radio Station is a Catholic owned community radio station broadcasting to a radius of 120km, with an estimated audience of above 2 million people.

Yatsani Community Radio was established in December 1998 with funding from the United States Information Services (USIS), the German diocese of Rottenburg and Survive-MIVA of the United Kingdom (UK). It broadcasts to Lusaka City, Chongwe, Kafue and other surrounding areas falling within the radius of 120km. English, Nyanja, Bemba and Soli are the languages used in its broadcast.

The station's mission is "to spread the love of God in unity and peace throughout the area covered by the Lusaka Archdiocese."

Most of the workers at Yatsani radio are volunteers who do not get paid. The workers come from parish radio groups set up for this purpose and more than 50 percent of programmes come from local parishes and volunteers from the community. The radio's programmes cover all aspects of life.

This research established that Yatsani radio has a well-equipped studio with mini disks, recorders, cassette recorders and computers for digital recording. According to the Acting Managing Director, the station's only needs were two more mini disk recorders to enable it provide more coverage on sustainable development issues.

Yatsani radio has a wider range of programmes, which cover health, environment, culture gender, business children, civic issues and news. These programmes are targeted at a varied audience ranging from children to mature adults. Further, it was also found out that the station's format of programming include talk shows, interviews, current affairs, drama, magazines and live coverage of events.

With regards the station's policies on production of programmes on sustainable development themes, the station's policy is that such programmes should be produced in any language "provided it is understood by a sufficient number of people in the coverage area." It is also the station's policy never to broadcast a programme which is merely sensational, no matter how newsworthy other media might deem it.

Further analysis demonstrated that Yatsani radio has specific programmes on HIV/AIDS, Food Security, Gender, Environment, Democracy and Human Rights. The station also has programmes on

Saturdays which are meant to build good morals in children and also educated children on child labour and defilement. The following figures show the type of programmes aired by Yatsani radio station.

(Popular programmes for Yatsani radio station)

Table 1: Popular programmes for Yatsani Radio Station

(1)	(2)
NAME: Environment	NAME: Democracy
TOPIC: Various Topics	TOPIC: Good governance
AUDIENCE: All (cuts across)	AUDIENCE: All (cuts across)
DURATION: 20 minutes	DURATION: 60 minutes
TIMES OF DAY: Night (20:30)	TIME OF DAY: Friday (18:30)
TIMES PER MONTH: 4	TIMES PER MONTH: 4
<hr/>	
(3)	(4)
NAME: Medline	NAME: Agriculture
TOPIC: Herbal Medicine	TOPIC: Kasisi on Air
AUDIENCE: All (cut across)	AUDIENCE: Small Scale Farmers
DURATION: 30 minutes	DURATION: 30 minutes
TIME OF DAY: Saturday (13:30))	TIME OF DAY: Saturday (20:30))
TIMES PER MONTH: 4	TIMES PER MONTH: 4
<hr/>	
(5)	(6)
NAME: Gender	NAME: Health lines
TOPIC: Plight of women	TOPIC: Various topics)
AUDIENCE: Marginalised women	AUDIENCE: All (cuts across))
DURATION: 30 minutes	DURATION: 30 minutes
TIME OF DAY: Monday (13:30 hrs)	TIME OF DAY: Evening (18:30)
TIMES PER MONTH: 4	TIMES PER MONTH: 4

To gauge the station understands of sustainable development themes, each participant was asked to give their own understanding of the term sustainable development. It was found that only two of the seven discussants had a good understanding of the term sustainable development. Asked to rate the sustainable development themes in terms of relevance to the station's programming patterns, HIV/AIDS and the "Environment" were indicated as the most important issues for the station (See table 2 below.)

Priority thematic areas for Yatsani radio station

Table 2: Issues/themes Intensity of prioritisation (out of 10)
(The higher the number, the more relevant the issue)

HIV/AIDS	7
Food security	7
Environment	5
Gender	5
Human rights	5

Democracy	5
Economic alternatives	5

With regards to how the station makes its decisions on production of programmes on sustainable development, it was found that Yatsani radio has an open and inclusive policy. The station manager, programme manger, producers, presenters and members of the community all have a say on what programmes are to be produced. Further analysis indicated that the station makes use of community members, CBOs, NGOs, Governmental organisations, experts, researchers, professionals and the Internet as sources of information, and members of these organisations also appear on its programmes as presenters.

With regards the workers, the data show that Yatsani radio heavily relies on volunteers. Further analysis of the data indicated that the volunteers and workers for Yatsani radio are capable of producing programmes, write scripts, edit and do research. However, it emerged that there was need for more presenters and producers for the station since the available staff were being over stretched to run a 24 hour programme.

Mazabuka Community Radio Station (100.9 FM) (profile)

The data obtained from the station indicates that Mazabuka Community Radio Station (MCR) broadcasts to seven districts of Southern Province and covers a radius of 150km. It was founded in 2000 with assistance from UNESCO and it is a development oriented community radio, non-partisan, non-sectarian and Non-profit radio station with an estimated 1.2 million people listening to its programmes.

The station broadcasts in Tonga which is 60 percent of all broadcasting time. This is a mechanism meant to empower the local majority. English accounts for the remaining 40 percent of programmes per day. Mazabuka radio has (10) core staff and uses a lot of volunteers.

Mission statement: Radio Mazabuka aims to use radio to serve the people of Mazabuka in order to facilitate development awareness and act as an information service. The station strives to improve rural community initiatives through an improved communication system and act as a forum for community members to exchange development ideas and debate local, regional and national issues.

The station covers a lot of issues, which include health, entertainment, business, news, sports, culture and the environment. Further, the station’s audience ranges from children to mature adults. The research found that Mazabuka Community radio has a policy of ensuring that all its programmes on sustainable development contain information that will help bring about development in the area.

One salient feature of the radio station lies in the way it makes decisions on programmes on sustainable development programmes. The station involves members of the public, including traditional leaders in focus group discussions to decide which programmes are suitable for the area’s development purposes and community members attend production meetings.

Mazabuka radio also uses talk shows, interviews, current affairs, drama and magazines for its programme format. The station however does not broadcast live events due to lack of equipment as it only has a computer, CD mixer, and recorder and is still using the analogue system.

The radio station’s programme chart on sustainable development issues is shown below

Table 3: Popular programmes for Mazabuka radio station

- | | |
|-----|-----|
| (1) | (2) |
|-----|-----|

NAME: Gender
 TOPIC: Mukaintu a bulimi
 AUDIENCE: Women
 DURATION: 30 minutes
 TIMES OF DAY: Monday (09:00)
 TIMES PER MONTH: 4

NAME: HIV/AIDS
 TOPIC: Mzabuka and MDP
 AUDIENCE: All (cuts across)
 DURATION: 45 minutes
 TIME OF DAY: Sunday (20:00)
 TIMES PER MONTH: 4

(3)

(4)

NAME: Environment
 TOPIC: Cry my beloved town
 AUDIENCE: All (cut across)
 DURATION: 30 minutes
 TIME OF DAY: Morning (07:30)
 TIMES PER MONTH: 4

NAME: Agriculture
 TOPIC: Farming Today
 AUDIENCE: Small Scale Farmers
 DURATION: 30 minutes
 TIME OF DAY: Wednesday (07:30)
 TIMES PER MONTH: 4

(5)

(6)

NAME: Health
 TOPIC: Town Doctor
 AUDIENCE: All (cuts across)
 DURATION: 60 minutes
 TIME OF DAY: 20:00 hrs
 TIMES PER MONTH: 4

NAME: Human rights
 TOPIC: Atubauzye (lets tell them)
 AUDIENCE: Adults and youths
 DURATION: 45 minutes
 TIME OF DAY: Wednesday (20:15)
 TIMES PER MONTH: 4

With regards the station's sources of information, CBOs, NGOs, the Internet, researchers, professionals and community members were listed as prime sources

Further, this research found that Mazabuka community radio rated HIV/AIDS, "food security" (agriculture) and the "Environment" as its main sustainable development topics for its programming.

Priority thematic areas for Mazabuka Radio

Table 4: Issues/themes Intensity of prioritisation (out of 10)
 (The higher the number, the more relevant the issue)

HIV/AIDS	10
Food security	10
Environment	10
Gender	6
Human rights	5
Democracy	5
Economic alternatives	4

The data gathered from Mazabuka Community radio showed that the station was facing logistical problems in reaching out to its communities for information gathering as there was no proper transport for such activities. Further analysis indicated that there was need for an expert(s) to conduct an extensive research on audience survey to help it have proper guidance in its programming and target specific audiences.

Breeze FM (99.6 FM)

Breeze FM is a private community radio station in Chipata about 560km east of Lusaka. The information obtained from the station indicates that it is owned by Chipata Radio Services and covers a radius of 120km including Chipata, Chadiza, Katete, some parts of Sinda and other areas including Mzuzu in Malawi. The station was founded in October 2002 and broadcasts in Nyanja and English to an estimated audience of about 600 000 people which is 45 percent of the region's estimated population of 1,373 000.

The radio's motto is "lifting the spirit of the people" in the coverage area, an image meant to suggest the goal of providing them with relevant information on critical development issues that affect their lives.

With a vision to empower the local people with knowledge that makes them realise their potential in development, Breeze FM 's coverage is shaped by its public service mission which is: "providing access to useful, relevant, and up-to-date development- related information that will foster growth at personal, family and community levels.

However, like the findings for the other two stations, Breeze FM has a wide range of programmes, and an audience that includes children, men, women, young adults and mature adults. However, unlike the other two stations, the data shows that it has programmes for ethnic groups due to the large presence of business people of Asian origin in the area.

Like Mazabuka radio, Breeze FM does not provide live coverage of events, but relies on talk shows, current affairs, interviews and coverage of traditional ceremonies for its programming format. Further, drama was found to be a major part of its programming.

The data showed that Breeze FM was facing transport problems and as such it could not reach out to all the community in the area to gather news and information. Its equipment include a CD writer, cassette recorder and a mini disk, which were said to be not enough to produce programmes on sustainable development themes which require a lot of travelling and research.

Asked to state its policy on sustainable development programmes, the station indicated that it "has a goal of uplifting the livelihood of the poor local people in the area, and it always includes some element of development uplifting."

Further analysis of the data demonstrated that the station was not giving enough participation to the community with regards to choosing sustainable development topics. The station was asked to indicate how decisions were made on how to produce programmes. It was observed from the data that unlike Mazabuka Community radio and Yatsani radio which involve community members, at Breeze FM, only the programme manager has the authority to decide which topic or programmes to make. This denies the community an opportunity to get involved in discussing ideas for programming.

The data show that the radio station has specific programmes for specific sustainable development themes (see table below).

Table 5: Popular programmes for Breeze FM radio station

(1)	(2)
NAME: Environment	NAME: Agriculture
TOPIC: Our Environment	TOPIC: This Life

AUDIENCE: Peasant farmers
 DURATION: 15 minutes
 TIMES OF DAY: Afternoon
 TIMES PER MONTH: 4

AUDIENCE: Rural farmers
 DURATION: 30 minutes
 TIME OF DAY: Mid morning
 TIMES PER MONTH: 4

(3)

(4)

NAME: Democracy
 TOPIC: good Governance
 AUDIENCE: All (cut across)
 DURATION: 60 minutes
 TIME OF DAY: Afternoon
 TIMES PER MONTH: 4

NAME: Economic Alternatives
 TOPIC: Business tips
 AUDIENCE: Small Scale businesses
 DURATION: 15 minutes
 TIME OF DAY: Evening
 TIMES PER MONTH: 4

(5)

(6)

NAME: HIV/AIDS
 TOPIC: Stay Health
 AUDIENCE: All (cuts across)
 DURATION: 30 minutes
 TIME OF DAY: Afternoon
 TIMES PER MONTH: 4

NAME: Gender
 TOPIC: Focus on women
 AUDIENCE: All (cuts across)
 DURATION: 30 minutes
 TIME OF DAY: Morning
 TIMES PER MONTH: 4

The data show that the station's main sources of information for sustainable development topics, the station indicated that governmental organisations, experts, researchers and professionals are its main sources of information. It was also found that people from these thematic areas are used as sources of information and as consultants.

With regards its main areas priority programming, the radio station rated HIV/AIDS, food security and economic alternatives as its major programming areas (see table below).

Priority thematic areas for Breeze FM

Table 6: Issues/themes Intensity of prioritisation (out of 10)
 (The higher the number, the more relevant the issue)

HIV/AIDS	10
Food security	10
Economic alternatives	10
Environment	8
Gender	6
Human rights	6
Democracy	6

It was also a finding of this research that workers (presenters and producers) for Breeze FM lack the necessary qualifications and skills to produce quality programmes. For instance, it was noted that the producers and presenters though able to use the equipment, they "have minimal professional and academic skills for their jobs and need training."

Further data for this report was obtained from the focus group discussions with community members from the three radio stations' areas. The people interviewed expressed various views about the three radio stations' coverage in relation to sustainable development themes.

First of all, it should be noted that the entire participant in the focus group discussions agreed that the programmes broadcast in their areas were localised, reach the communities and were beneficial to the development needs in their areas.

The participants cited the use of local languages and emphasis on local community content as some aspects that made it possible for the programmes to have meaning to their development needs. For instance, those interviewed from Lusaka said though Lusaka was an urban area, they thought many people benefited from Yatsani radio's programmes as they were also broadcast in Soli, Nyanja and Bemba.

It was clearly indicated from the interviews that community radio stations need to consult and involve the local communities if their programmes are to be accepted and have meaning to the people. Further, it was observed that due to lack of adequate consultation with stakeholders on sustainable development issues, some programmes were unsuitable to the people intended for. Participants from Mazabuka for instance noted that that Mazabuka radio should plan topics in advance so that enough research was done to give the community well researched programmes that would educate them.

It also emerged from the discussions that Mazabuka radio was fond of using same people to discuss all thematic areas. As one participant put it: "You find this week it's the same panel discussing an issue, next week it's the same group discussing a different theme and the other week, it's the same. Are these people knowledgeable in all the areas"? Therefore, there is need for radio stations to start getting knowledgeable people on specific themes in order to create confidence in their listeners and thus educate the people properly.

Training needs

To assess the quality of the programmes on sustainable development, participants were asked to state their own ratings. An analysis of the data showed that the three radio stations' programmes were rated as average. The interviewees from Mazabuka and Chikuni noted that presenters and producers for Mazabuka radio station needed further training as they had very little understanding of media operations. This, they said was contributing to the low quality of the programmes. The discussants at Yatsani radio however said the producers were well qualified though they noted that there was need to send reporters and producers for specialised reporting on sustainable development themes.

The use of volunteers by these radio stations was another issue that generated much debate during the discussions. Volunteers were blamed for most of the stations' problems such as poor quality of programmes and failure to present properly researched programmes. Yatsani radio argued that it only used those volunteers it though were well knowledgeable in their fields while others were just used as announcers. It was argued that announcers did not need any extensive training and that the radio station did its own training. "Yatsani is some kind of institution. It is an institution on its own, so we teach each other" argued Yatsani workers. But one of the discussants from Chipata was very sceptical with the use of volunteers and remarked that: "they are just volunteers and that is where the problem is coming from, where people just talk. They have no idea of what journalism is all about."

However, the situation was different with Mazabuka radio station. Mazabuka radio relies on Volunteers for almost all its programmes. In fact, it emerged that of all the station's labour force, none had prior experience in media before they joined the radio station. The discussants admitted that they did not understand sustainable development themes properly. As one of them put it: "I do not think we understand all these areas that we are talking about just now." It was observed that there was just some partial understanding of issues as some understood agricultural themes because they come from farming areas while other understood HIV/AIDS issues because maybe, they had someone in their family affected.

It also emerged from the discussion that some people in Mazabuka viewed the production of programmes to be just based on mere talent and not with education and training. In fact some, volunteers for Mazabuka and Yatsani radio just receive three weeks of in-house training. This surely is not enough for those without any classroom understanding of the media.

Although the participants from Chipata spoke little about the qualification and training of producers and presenters for Breeze FM, it was noticed that management at the radio station had employed three University graduates in Geography, Agriculture Science and Social sciences, who handle topics in the environment, farming and social issues. The three have no training in communication except the in-house coaching from their director. The station’s managing director argued that it was a good idea in order to give perfect information to people since the university graduates understand their areas properly and the community will benefit from well researched information.

A concern was expressed about too little training offered to volunteers and the workers for the radio stations. It was agreed by the discussant from all the three radio stations that there was greater need for further training of the workers if they were to do a good job on sustainable development issues on which their understanding was very low.

Programming on the Environmental issues

From the discussions, it emerged that environmental issues were not being given serious coverage. While all the three radio stations have programmes on the environment, it was argued that the time was not enough, and that the workers sometimes lacked proper understanding of environment themes.

Yatsani radio indicated that it was working with the Environmental Council of Zambia (ECZ) and was running weekly programmes on the environment. The station said it was involving members of the community in its programming. Mazabuka radio on the other hand indicated that it was working hard to try and educate the community on the importance of preserving the environment, especially the cutting down of trees. Mazabuka radio was running programmes on which local chiefs talked about the importance of preserving tress in their areas. It also emerged that the station was playing an instrumental role in ensuring that measures were found on how to deal with the Zambia Sugar plantation which when burnt produces a lot of smoke which causes health hazards for the local people. The other issue was that the radio station was actively involved in educating “stone crushers” of the danger involved with crushing stones as it posed a health hazards both to the environment and the crushers themselves. They try to educate the people that their activities will ruin the environment and that future generations will have no proper land on which to farm (see table below for time allocated to environment themes per month).

Environmental themes Time (in hours) allocated on the theme per month

Mazabuka Community Radio	2
Breeze FM	1
Yatsani Radio	1:20 minutes

The above three table show that time allocated on the environment as a sustainable development issues is not enough to have a greater impact on the communities. The three radio stations’ combined allocation of four and half hours per month is not enough. For instance, Breeze FM’s one hour per month on environmental issues is far from being enough if the programmes are to have some meaningful out come on the communities.

Radio stations' coverage of gender issues

This research came up with revealing findings on gender coverage by community radio stations in Zambia. It was a shocking finding to learn that Mazabuka radio station has never run any programmes on gender issues since the station's inception. The workers of the radio station agreed that they had done "very little" because the idea of gender was a new concept. "When we go out in the community, it's not well received. It's not very easy to convince a man that you are equal to your wife, so go prepare the bed", one participant observed. The work force admitted that they had done little and that there was just a sense of "negativity" amongst the workers. Otherwise, community members observed that if workers put much effort on the theme, they can easily produce programmes on gender.

Breeze FM has also not been doing enough on gender issues. The station has been running one programme called "Focus on Women" which educates people on gender issues but it was said to be inadequate. Though the station has many female workers and volunteers, participants expressed surprise why the female workers were failing to do produce programmes on gender.

Yatsani radio also admitted that it was not doing enough on gender. The discussants said the radio was running programmes from the Police service's Victim Support Unit (VSU) which addresses some gender issues. However, the participants noted that Yatsani radio was a Catholic radio and as such, there were certain limits which workers were supposed to follow-the nature of the radio station dictates. "We can't do something beyond the doctrines of the church because we look at what we specialise in. We are just a community radio station. We do not really go into things that will bring anarchy at the end of the day," one discussant said.

A final appeal from the discussants was that radio stations should ensure that gender was given some prominence so that both men and women in rural areas could learn about gender issues. Empowering the women folk, they said could lead to improvement in the lives of the people especially in rural areas. It was further noted that the time allocated to gender topics was not adequate and that there was a need to train some people in gender reporting and to work closely with gender fighting NGOs like Women for Change (see table below for time allocated on gender issues per radio station in a month).

<u>Gender issues</u>	<u>Time (in hours) allocated on the theme per month</u>
Yatsani	4
Breeze FM	2
Mazabuka community radio	2

A look at the above table shows that time allocated to gender issues is not enough. An average of three and half hour for the three radio stations is not enough to really get the message to the people on the topic which is seen to be requiring much attention.

Radio stations coverage on Children themes

Like gender issues, themes on children programming were not being exploited to the fullest. Breeze FM has not specific programmes for children except for the "Learning at Taonga Market" which is a Ministry of Education programme at school going children. The station also carries some stories which teach children some acceptable behaviour in society. This programmes feature and old woman or man with kids asking question in Njanja-a widely spoken local language in the area.

As for Yatsani radio, children's programmes also aim at building good morals. Every Saturdays in the morning, the station runs some Bible stories with teachings aimed at creating good behaviour in children. The station also broadcasts some messages from the International Labour Organisation (ILO) which educate the children on child labour. Other short messages come from the Police service, which educate children on child defilement issues. Unlike Mazabuka and Breeze FM, Yatsani radio does not broadcast the popular Learning at Taonga Market educational programmes.

During the discussions in Mazabuka radio, it was noted that Mazabuka radio was not doing enough with regard programmes aimed at children. Apart from the Learning at Taonga Market programmes, there was nothing tangible aimed at children. The station was only producing programmes in Tonga under the same Taonga Market programmes. In addition, there was some education given to children on the effects of HIV/AIDS and how children could participate in keeping the environment clean. But again these were said to be inadequate.

Radio stations coverage on HIV/AIDS issues

Generally, coverage of HIV/AIDS issues was good at the three radio stations. This was attributed to the extensive availability of HIV/AIDS campaign in the country. However, it was noted at Mazabuka radio station that sometimes they were finding it difficult to have as much programmes as they could due to the difficulties in getting some experts on subjects to come and discuss on the radio. As the programmes manager for Mazabuka radio observed: "I don't know where this culture of asking for money has come from for people to come and talk on the radio station." It was noted that certain topics like Anti Retro Virals (ARVs) needed experts to handle as the workers were not capable, however, stations were finding it difficult to get the sources as some of them were busy with other appointments.

Community members in Mazabuka commended the radio for its job on HIV/AIDS saying it was doing a good job as most of them had learnt something from the radio.

Breeze FM was working with the Society for Family Health (SFH) to educate people on various health issues including HIV/AIDS in the area. However, the managing director of the Breeze FM radio station observed that there was need to double the efforts if the fight against diseases was to be won in Eastern province. Yatsani, being a Catholic station, was fighting HIV/AIDS using the Christian way by propagating for good behaviour in youths especially (see table below on amount of time given to HIV/AIDS issues)

<u>HIV/AIDS themes</u>	<u>Time (in hours) allocated on the theme</u>	<u>per month</u>
Breeze FM	2	
Mazabuka community radio	3	
Yatsani radio	2	

The above table gives an average of about three (3.1) hours of time allocated to HIV/AIDS per station. Again this is not enough given the high scourge of the HIV/AIDS in the country.

Radio stations coverage of Democratic/good governance issues

With regards the coverage of democratic issues, Yatsani radio was outstanding. The station has a lot of programmes aimed at education electorates on voting, the duties of their leaders and what they expect of their leaders. During the discussions, it was noted that the radio had in fact played a significant role in ensuring that the money collected from the market was used to collect the garbage from the market.

Yatsani was also broadcasting programmes which educate people on good governance by soliciting opinions of the people on various topics through phone in programmes. According to the discussants at Yatsani radio, “all sustainable development issues are issues of good governance. If there is proper leadership, people know how to hold their leaders responsible the all issues can be addressed.” Yatsani radio had also introduced a programme called the Burning Issue that deals with any contentious current affairs issues affecting the people. This was said to be giving a chance to the people of Lusaka to participate in some issues. Also, Yatsani has a programme called Economic Justice that enlightens the community on issues to do with the budget and how it affects them.

Mazabuka radio was equally doing a lot in terms of democratic issues. According to the discussants, the radio station has helped get the local authorities to work on the roads, garbage and water reticulation in the area. It was also noted that because of the results of the good governance programmes, the community now understands that through their participation, there will be good governance in the area.

It was, however noted by the discussants at Mazabuka radio that some aspects of voting needed some experts to handle it as certain issues were not easily understood by the local community. Some people did not understand the whole concept of voting. There was also a call for increased programming on civic issues as there was very little on the same.

With regards to breeze FM, it was broadcasting programmes on a weekly basis on good governance where democratic issues are discussed and members of the community are given a chance to phone in and contribute or ask questions. The programme has helped people broaden their understanding of democratic issues in the area (see table below for time allocated on democratic issues by the three radio stations)

<u>Democratic issues</u>	<u>Time (in hours) allocated on the theme</u>	<u>per month</u>
Yatsani radio	4	
Breeze FM	4	
Mazabuka community radio	3	

The above table on democratic issues indicates that all the radio stations gave much time to the theme than other areas. With a combined average of 3.7 per radio station, democratic issues then get good coverage compared to other areas of sustainable development.

Further, while all the three radio stations seem to dedicate more time on democratic topics, (combined total of 11 hours per month), there is inadequate time allocation for agriculture programmes which only get a combined total of (6 hours per month). Each radio station only dedicates two hours of programming on agriculture. Given the importance of agriculture to a country like Zambia, such time allocation is not adequate.

With regards to helping community radio stations, though some participants agreed that they had in the past participated in the production of radio programmes on sustainable development, it was noticed from the data that non of the discussants had ever given any financial or material support to the radio stations to help them meet their operational costs. Further, even NGOs were said to be reluctant to help the radio stations because they too were concerned with meeting their operational costs.

According to Sister Celine Namalambo, Acting Managing Director for Yatsani radio:
 “Community owned is very tricky concept because even though it is a community owned radio station, it is a particular community that sets it up; in our case it is the catholic community. Therefore, looking at the poverty of our community, the catholic community and the ordinary people that go to

mass, it is very difficult to think that they would support it financially from whatever they have because they don't have the money to support it financially."

As discussed earlier, these radio stations are facing operational problems and most of them have to constantly depend on donor funding for equipment and transport aid. The data indicate that most of them are busy writing to donors for funding and equipment in order for the radio stations to continue operating and give an opportunity to the local people to have a voice.

With regards the impact of the radio stations on the communities, discussants were asked a series of questions to measure the impact. An analysis of the data demonstrated that the radio stations were having a good impact on their communities. Breeze FM for instance was praised for its good programmes on environment conservation issues, agriculture farming methods business tips and the "Learning at Taonga Market" programme aimed at school children. The same was true for Mazabuka Community radio which participants said was educating the communities on health issues and how to keep their environment clean. Yatsani was praised for its programmes on agriculture (Kasisi on Air), democratic programmes and for up-building good behaviour in children

Further analysis of the data pointed to the need for radio station owners to conduct research so that they can have a clear understanding of their communities and their needs. For instance, Mazabuka radio station indicated that it had no proper segment of its community and as such it found it difficult to produce programmes targeted at certain group categories. Further, the station said it had no capacity to carry out the needed research on its own.

In the words of Station Manager Kelvin Chibomba, "We also need an expert to carry out a real audience research. This will give direction in all programme to make them people focused."

Participants also expressed displeasure at the tendency of some radio stations to play "too much music at the expense of educative programmes." One participant from Lusaka pointed out that though music was good for radio, "music cannot bring about development and filling up programme gaps with a lot of music will not develop the community."

PRONATURA CHIAPAS STUDY

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CCoA sought out and contacted, within the region, radiobroadcasters of a variety of structural and legal kind. Government broadcasting has been included where its goals have been mainly cultural; religious broadcasters when programming processes are participative; and commercial stations who open spaces for community debate on sustainable development issues.

Methodology

Instruments of the investigation are adapted from the principles of strategic communications of the John Hopkins University. Participatory methods are based upon the principles of Popular Education.

The Environmental Communications Center at Pronatura Chiapas

El Centro de Communication Ambiental at Pronatura Chiapas (CCoA) was created in 1997 with the mission of maximizing training and education initiatives within the institution in the areas of conservation and sustainable development. Since then, the CCoA has centered its focus on cultural recognition, gender equality and strategic communications to create messages that impact upon attitudes and modify behaviors within distinct sectors of the public in the development of a more just and sustainable society.

A. MEDIA STUDY

Following is a comprehensive directory for community radio in the countries of Panama, Guatemala and the southern Mexico region. This database is available digitally and may be found at the investigation archive in Pronatura Chiapas. Following each directory is a brief profile of the historical context for the current state of radio in each country.

A.1 SOUTHERN MEXICO

Directory of Radio Broadcasters in Southern México

STATION	SYSTEM	LOCATION	CONTACT	POSITION	TELEPHONE
IMER					
Balun Canan	IMER	Comitan Chiapas	Mario Escobar	Gerente	(01 963) 6324123 (01 963) 6324124
XECAH	IMER	Cacahoatan Chiapas	Godofredo Rodríguez Díaz	Gerente	(01962)62/20452
Radio Lagarto	IMER	Chiapa de Corzo	Griselda Pérez Robles	Gerente	(01961) 6160333 6160221 Fax 6160221
XETEB	IMER	Tenabo, Campeche	América Marcelo Inhiesta	Gerente	(01981)81/11608
XHYUC	IMER	Mérida, Yuc	Lizzette Zepeda Hernández Rubèn Arjona	Gerente Sub Gerente	Fax0199928319 ext.205
COMISIÓN	Comisión Nacional de desarrollo	DF	Jurgen Morit	Subdirector SRCI	(01555)5933028
	De los pueblos Indígenas	DF	Carlos Romo Zapata	Coord. Nal de producción	(01555)5933028
XECOPA	CNDPI	Copainalá Chiapas	José Gómez	Director	(01968) 6610051

XEVFS	CNDPI	Margaritas Chiapas	Leonardo Martínez Calvo	Director	(01 963) 6360358
Radio Peto	CNDI	Mérida, Yucatán	Victor Canto	Director	(01997)9760140
XHAZ	CNDPI	San Antonio Tzotzil			
		Mèrida Yucatàn			
XHYAX	CNDPI	Yaxcopoil	Mèrida Yucatán		
XHSMH	CNDPI	Samahi	Mèrida Yucatán		
XHCHX	CNDPI	Chemax	Mèrida Yucatán		
Frecuencia Libre 93.1			Francisco Nucamnedi	Coordinador	
Radio Campeche	CNDI	Campeche	Lourdes Azarcoya Gòmez	019838340083Fax	(01983)871600
XENKA	CNDI	Carrillo Pto. Q.Roo	Irma Yolanda Kavit Tuz		(0198)38341101
Radio X'pujil	CNDI	Campeche	Ing.Luis Alvarado	Gerente	(01983) 8716059 Fax (01983) 8160012 Fax(0198387)16063
XEWM		San Cristòbal	Narvaez	Gerente	6780322 6780640
Sistema Chiapaneco de Radio y TV					
TG	Sistema Chiapaneco de Radio y TV				6138301/6138302
			Enrique Astudillo Centeno	Director General	

			Deborah Alicia Iturbe Vargas	Programadora	(01961)6131186	
XHTCH	Sistema Chiapaneco de Radio y TV	3a. Nte, No 8 C.P 30700 Tapachula, chiapas	Lic. Artemio Mijangos Solis	Gerente	(01962)6255872	6255873
XEPLÉ	Sistema Chiapaneco de Radio y TV	Av. 5 de Mayo s/n entre Aldama y Allende , Centro Palenque Chiapas	C.Gpe Castro Macdonal	Gerente	(0191) 634 50348 (01	
XERA-AM	Sistema Chiapaneco de Radio y TV	Av. Benito Juárez No 48 interior Altos C.P 29250			(196767)80403	
		San Cristóbal	Lic. Yuri Corzo Hernández	Gerente	(196767)81925	
XETEC- AM	Sistema Chiapaneco de Radio y TV	1a Sur y 2a Pte. S/N CP.29610				
		Tecpatán Chiapas	Lic.Gerardo Ramírez Trujillo	Gerente	(01968)6533122	
XEOCH- AM	Sistema Chiapaneco de Radio y TV	2a Sur Ote. No 132 C.P.29950 Ocosingo Chiapas	Lic. Ana Orquídea Ramírez Maza	Gerente	(01919)67 30413 (01919)67 30414	

XHNAL-FM	Sistema Chiapaneco de Radio y TV	Fco. I: Madero Esq. Av. Juárez S/N Edif. Pineda 1er Piso C.P 30500			(0196666)32788
		Tonalà Chiapas	Lic.Oscar R.Villanueva Mtz.	Gerente	(0196666)30414
XHTGU-FM	Sistema Chiapaneco de Radio y TV		Enrique Astudillo	Gerente	(0961) 6138301/6138302
XHSDM FM	Sistema Chiapaneco de Radio y TV	AV. Lázaro Cárdenas Santo Domingo	Lic Sarah Castillo Miguel	Gerente	
XHCTN-FM	Sistema Chiapaneco de Radio y TV	Calle sur Ote. Y Av. Central Sur. Parque Hundido Trinitaria Chiapas	Claudia Espinosa	Gerente	(0196363)62473 Fax(6362473)62473
XHPIC-FM	Sistema Chiapaneco de Radio y TV	Av. Belisario Domínguez S/N Pichucalco Chiapas	Lic. José Alfredo Figueroa Cortes	Gerente	(0193232)30238 (0193232)31054
EXA			In. Fco. Ciman Estefani	Dueños EXA	
EXA FM	Comercial	TG	Carlos Maldonado Roque	Programador	
XHEQ Poderosa			Orfilia Esponda	Programadora	FAX (061) 50632
EXA	Comercial	Tapachula Chiapas	Julio Cesar Chanona Arjona	Gerente	Fax(091)6114804

			Francisco Lay Ayala	Programador	
EXA	Comercial	Comitán	Alejandro Saborio	programdor	(01963)6325753
			Pedro Aguilar Morales	Gerente	
EXA	Comercial	Villa Hermosa, Tab	Liz Alba Marina Reynosa	Gerente	(0199)33122210
			Carlos Fernando Medellín	Programador	12969
					142776
EXA	Comercial	Tapachula	Lic. René Ángel La Parra	gerente	FAX(01962)6261903
					6261684
AMARC CA		CA	Oscar Pérez	Representante	
Radio Núcleo					
Radio Núcleo	Comercial	Tuxtla Gutiérrez	Javier Figueroa	Gerente	(01961)6151023
			Cristina Aquino	Auxiliar de Gerencia	
Radio Núcleo	Comercial	Arriaga	Miguel Ulises Mendoza	Gerente	Fax(01966)6620376
Radio Núcleo	Comercial	Cintalapa	Ernesto del Pino	Gerente	(01968)6842343
Radio Nucleo	Comercial	Tapachula	Sr. Alfredo Peirot	Gerente	(0192)6253045
	Comercial	Tabasco	Lic. Francisco Chávez	Gerente	(0199)33143796
INSTITUTO					(01981)8162292
CAMPECHANO Publica		Campeche	Edgar Gómez Tapia	Director General	(01981)8167779
					Fax (01981)8112975
Radio Universidad	Cultural	Campeche	Ricardo Bencomo	Director	(0198181)3125

Radio BECAL	Campeche	Wilbert Tun	Gerente	(01981)8114205
Sistema de Radio Sistema Estatal y TV, canal 4	Tabasco	Manuel Agustín Cruz Vernef Lic. Carlos Figueroa	Director Sub Director	(01997)9760140 (01981)8114861 Fax(01993)3163317
Radio Chan Sta Cruz	Carrillo Pto, Q. Roo	Hernán Vázquez	Director	(01983)8340023
	Prol. Benito Juárez Km 1.5 polígono 2 Col. Emiliano Zapata			Fax

SOUTHERN MEXICO

A Brief History

The republic of Mexico is comprised of 31 states and a federal district, bordered to the north with the United States of America and to the south with the Guatemalan Republic. Within the confines of this territory may be found pre-Colombian and mestizo cultures that reflect a long history of interaction between native American and European peoples and an encounter between two distinct worlds.

Within this diverse cultural context, the formation of the nation-state had its beginning in the year 1929, with the establishment of the political body which would remain in power for the following seven decades. The evolution of democracy in Mexico owes its existence to the various struggles of the civil society in an arduous process of activism and political participation. The media has played a decisive roll in the social, cultural and political development of the nation. As a result of historical restrictions imposed upon the media, as well as economic factors which limit access of certain sectors of society to the media, a strong debate exists in Mexico concerning this issue.

The Southern Region

Bordered to the south by Belize and by the Republic of Guatemala, southern Mexico is comprised of five states: Campeche, Quintana Roo, Yucatán, Chiapas and Tabasco. Because of the territorial and cultural conformation of the country, this region has been identified for inclusion in the present investigation, which includes two Central American nations: Guatemala and Panamá. Besides sharing pre-Colombian roots and a common historical experience, southern Mexico has been linked to Central America by conservationist criteria, most recently within the description of the Mesoamerican Biological Corridor.

Radio and Society

Mass media, and in particular radio, has been the prominent means of communication for a majority of the population for several decades now. Radio is in many cases the single source of information for rural and indigenous populations, as well as marginalized urban groups. Radio began its existence in Mexico with private, commercial ventures, followed by the establishment of official radio stations sanctioned by the federal government, and subsequently at the level of individual states. Parallel to this process was the creation of the Indigenous Radiobroadcast System, which targeted ethnic groups in rural areas.

In Mexico, the concept of community radio was given to be understood as the initiative of various sectors of the civil society promoting an alternative approach to commercial or governmental radio, seeking to democratize the airwaves by including the community in its creation. This process has had significantly more development in central and northern Mexico. Not until relatively recently, with the establishment of community radio as one of the objectives of the Zapatista movement, initiated in 1994, has locally owned and operated radio gained significant coverage and respect in southern Mexico. Although it remains a minority within the media landscape, community radio in Mexico has generated a demand, even within traditional radio sectors, for active community participation and freedom of opinion. Having said that, it is crucial to point out that the vast majority of program content on the radio in Mexico today does little to represent the reality of the lives of the majority of its listeners, and instead tends to impose social patterns which are foreign to, and often offensive to local cultures. Exacerbating the distance between broadcasting and listeners in Mexico is the lack of federal of federal legislation to regulate the saturation of the airwaves with commercial advertising, which creates a demand to consume far beyond the means of rural peoples. It may be added that AMARC – Mexico has vigorously supported a series of modifications to federal media regulations to address these problems.

Federal Government Radio

Federal broadcasters may often define themselves as “cultural”, “educational” or “public”, basing this distinction upon the following claim: *“Media which is at the service of the people, for its entertainment and at the same time to meet its democratic, cultural and social needs. Government radio seeks to be pluralistic and inclusive, at the public service in the promotion of civic and democratic values”*. In southern Mexico, federal radio has developed programming in various indigenous languages. Federal radio may also show characteristics of commercial radio, selling airtime for advertising spots.

State Radio

State broadcasters, on the other hand, are prohibited from commercializing their airtime. State radio also produces bilingual programming with similar objectives for “cultural” and “educational” promotion. Programming initiatives are usually generated on a local, rather than centralized basis, although certain hours of the day are dedicated to live feeds from nationwide broadcasts. As well, contractual arrangements exist between state radio and the Mexican Radio Institute, a federal entity, and the Indigenous Radio System. State radio is not structurally related to other state media and is managed in accordance with current state political agenda, often changing its objectives with the term in office of the governor.

Indigenous Radio Broadcast System

These radio stations, although federally founded, have played a vital roll in creating representative radio in rural and indigenous communities, and may technically be considered “community radio”. Their mission is “*to strengthen the pluricultural character of the nation, promoting expression in indigenous languages*”. Indigenous Radio station presenters are bilingual; they broadcast community, and even individual announcements; they give coverage to diverse local causes, celebrations and customs; they promote local ethnic music in their programming. The Board of Advisers of Indigenous Radiobroadcast Stations is comprised of representatives of the community, civil society and the station itself, who orient the programming of the station.

Commercial Radio

Commercial radio in Mexico comes in all sizes, from international, nationwide or regional consortiums, to locally owned individual broadcasters. National feeds are common in commercial radio as well at particular times of the day. Some commercial radio groups are involved in television broadcasting as well.

Larger commercial broadcasters utilize common marketing principles in segmenting audiences, targeting programming to specific socio-demographic groups, which include upper, middle and lower class categories, as well as extreme poverty. For lack of interest by these consortiums in marginalized audiences, small local broadcasters often occupy this limited yet still commercially viable niche. These stations will often broadcast news and entertainment in local languages as well, without delving into local culture or customs. Even still, local community radio often opens airtime for community concerns and sponsors community efforts.

A.2 MEDIA STUDY: GUATEMALA

Directory of Radio Broadcasters in Guatemala

STATION	SYSTEM	LOCATION	CONTACT	POSITION	TELEPHONE
Federación Guatemalteca de Escuelas Radiofónicas	FGER	Cd. De Guatemala	Víctor Hugo Herrera Álvarez	Secretario Ejecutivo	2320312 2210881 2210893
La Voz de Atitlán 101.9 FM	Comunitaria/FGER	Santiago Atitlán Sololá	Daniel Reanda Ajchomijay		7217143 Fax: 7217143
Chorti	Comunitaria/FGER	Chorti			9465169 9465273 Fax: 9465275
Colomba 99.1 FM y 1370 AM	Católica /FGER	Colomba Xela y Toto			7723072 7723050 Fax: 7723072 Fax: 7723050
Mam	FGER				7683544 Fax:7683544
La Voz de Nahualá 93.1 FM	FGER	Nahualá Sololá	Lázaro Cuc Simalaj	Dpto Programación de Radiofónica	218 9562 5151761 2935547
Tezulután	FGER				5141246

					9521928
					FAX 9521928
TGNP Radio Ut'an Kaj 106.9 FM FGER		Poptun	Francisco Guzmán	locutor	9278385
106.9 FM		Peten			9277535
TGPY Radio Payaqui 91.5 FM	Cadena Radio Paz y Conciliación	Chiquimula	Luis Felipe Paz	Director	9431312
1250 AM		Esquipulas			
TGTZRadio Tezuhetlán 103.5FM		Coban	Hugo Jucub		9512848
107.9 FM		Alta Verapaz	Padre Sergio Godoy/Dir.	Parroquia	9510207
TGBX Radio Fraternidad 770 AM		Colomba	Patricia Vázquez	Resp. Radio	FAX 7675768
TGIF Radio Fraternidad 99.1 FM		Quezaltenango			
Radio Creativa 98.3 FM		Huehuetenango	Padre Timoteo Alvarado Cano	Director	FAX 7648927
			Luis Cano	Resp. de produccion	7642867
			Roxana Castillo	Administradora	
Radio Creativa		Huehuetenango	Cecilio López	Comunicador social	7644210
98.1 FM		Huehutenango			7642871
TGIV Radio Veritas 91.4 FM		Izabal	Gustavo Adolfo Rodas	Director	FAX 94813089
					FAX9481308
TGIE Radio la Voz de la Esperanza 91.9 FM		Suchitepequez	Elsia Luvia de Ovando	Directora	7711631
		Retalhuleu			FAX7711631

TGIM Radio La Voz de la Buena Nueva 91.9 FM		San Marcos	Roberto Barrios	Dir. Administrativo	7602066 FAX7604474
TGIT Radio Santa Cruz 106.7 FM		Santa Cruz, Barillas Padre	Berbarido Alonso	Director	Fax7802124 7802112
Radio Internacional106.9 FM	Grupo Radial "Uy uy"	CD. Guatemala	Warner Aldama	Gerente de Comercializacion	FAX 2540505 2542463
Radio Maria			Alicia Cid	Representante legal	4428480
La Voz de Senahú 103.9 FM	Católica	San Antonia Senahú Alta Verapaz			
Stereo Emanuel 91.1 FM	Evangélica	Tucurú A.V. Alta Verapaz			
Stereo T'zuultaq'a 103.9 FM	Católica	La Trinta A.V. Alta Verapaz	Pedro Ichich Ovej		9831305
Roca -La Voz de Chisec 110.1 FM	Evangélica	Chisec A.V. Alta Verapaz			
Vida 107.2 FM	Evangélica	Aldea Telemán A.V Alta Verapaz			
Stereo San José	Comunitaria	Aldea Campur, Carcha A.V.			

Tikal	Nacional	San Benito Petén
San Pablo 93.5 FM	Commercial	Rabinal Baja Verapaz
Católica del Sur 97.1 FM	Católica	Escuintla Escuintla
La Voz de Patzicia 87.9 FM	Comunitaria	Patzicia Chimaltenango
Luz y Esperanza 91.3 FM		Jalapa
Quezada 1320 AM		Quezada Jalapa
Pax 91.9 FM	Católica	Zacapa
Asunción 92.3 FM	Católica	Tacaná San Marcos
Sololá 88.7 FM	Católica	Panajachel Sololá
K'iche 90.7 FM	Católica	Santa Cruz del Quiché Quiché
Una Sola Voz	Católica	Chajul

90.7 FM y 1500 AM		Quiché
La Voz	Católica	Nebaj
90.7 FM		Quiché
TGQ	Nacional	Quetzaltenango
660 AM		Xela y Toto
TGTU 1290 AM	Totonicapán	Nacional
		Xela y Toto
Manantial 1107.5 FM	Comunitaria	Chicacao
		Suchi
Expresiva 107.3 FM	Comunitaria	San Antonio Suchi

GUATEMALA

A Brief History

Guatemala is the port of entrance from the north to the Central American region. Even today one can observe the ancestral roots of Guatemala in its multi-ethnic groups of Maya-Quiché and Afro-Caribbean origin. The ethno-linguistic make up of Guatemala represents 23 distinct language groups, the majority of which spring the Maya and its contact with xinca, garífuna and mestizo populations. This admixture of peoples owes itself to the affects of the Spanish conquest in the New World and the introduction of African slaves by the British into the region.

The history of Guatemala in the last 100 years has been marked by successive authoritarian governments, military regimes and political strife, including an armed uprising against the dictatorship and various social movements of resistance. After 36 years of armed conflict in Guatemala and a long process of negotiation, the Peace Accords were signed as recently as 1996. Echoes of a difficult social evolution can still be heard in the voices of men and women today.

Community Radio in Guatemala

Before the signing of the Peace Accords, various radio initiatives of catholic origin existed in Guatemala which hinted at community participation but which maintained an ecclesiastical agenda. These initiatives were generally embraced by local communities and did much to train and familiarize rural peoples with radiophonic skills. In many of these areas, the level of local participation and local appropriation made possible the splintering of radio initiatives from the church and the formation of new, independent community broadcasters. These emerging stations then began to organize themselves nationwide under the umbrella of the Guatemalan Federation of Radiophonic Schools (FGER), which continue to organize, train and promote the democratic movement through the airwaves to date even on a regional scale.

With the signing of the 1996 Peace Accords, impetus was given to the community radio movement in Guatemala within the Identity and Rights Agreement for Indigenous Peoples which establishes that: *“the state authorizes radioelectric frequencies for the communications projects of indigenous peoples, to be complied with in the years 1997 and 1998”*.

The Party for Political Advancement (PAN), currently in office, has approved a Telecommunications Law and created a Telecommunications Superintendency (SIT), whose role is to define broadcasting regulations, generate new policy and to auction off new frequencies. The aim of this legislation is to place Guatemalan radio in the future in the hands of private investors. Telecommunications in general will no longer be a patrimony of the state. Paradoxically, the same government which signed the Accords for a “Firm and Lasting Peace” has created economic policies which threaten the rights of

marginalized communities to expression through the media of radio. With these new legislations in Guatemala, community radio finds itself in competition with commercial radio, which can acquire radio stations with relative ease considering its economic leverage.

Community Radio has responded by organizing itself into networks of support which have gone as far as to lobby for adjustments within the Telecommunications Law. Local, community-based radio continues to be threatened by the confiscation and auction of its frequencies, but there is new hope in the creation of the Guatemalan Community Communications Council (CGCC), a conglomeration of organizations struggling for the democratization of the media.

Cultural Radio

There are few stations in Guatemala which fall into the category of "Cultural Radio", and are mainly initiatives of academic institutions. University radio stations generally operate under the mission of disseminating scientific knowledge, promoting Guatemalan art and culture and preserving national identity, as well as opening forums to various social sectors.

"Pirate" Radio

Radio which does not lend itself to any single legislation category in Guatemala, or which operates without a permit, has acquired the name of "Pirate" radio. Some community radio stations who have had their permits revoked and who continue to broadcast fall into this category, but the majority of "Pirate" Radio stations are of a different stripe. In recent years there has been a boom in individual private broadcasting which acquires simple, yet powerful, radiophonic infrastructure and emits programming under the aegis of "Cultural Radio", although without permission. The general profile of these initiatives is family-owned and operated, commercial and evangelical. Programming format and content is varied, but includes fundamentalist Biblical themes, some of which are in conflict with the basic inclusive agendas of community radio. For Mexican broadcasters located near the border with Guatemala, for instance, biblical messages which include "obey your man in every way" are in direct conflict with the promotion of gender equality.

A.3 MEDIA STUDY: PANAMA

Directory of Radio Broadcasters in Panama

STATION	LOCATION	CONTACT	POSITION	TELEPHONE
Radio Veraguas	Cd. Santiago De Veraguas	Regulo Franco	Director	(507) 9587060 Fax9585775
Voz Sin Fronteras	Ciudad: Metetí-Darién	Lic. Narcisa Jaén	Directora	(507)2326814 Fax 2996346
Radio Hogar	Cd. De Panamá	Padre: Fernando Guardia	Director	(507) 2701046 270 10 42
Radio Hogar	Prov. Penonomé , Panamá			(507) 9977340
Radio Católica de David	Quiquirí Panamá	Gilma Caballero	Directora	774 80 80 Fax 774 59 53
Radio Ancon	C.d. de Panamá			
La Exitosa	El Dorado, Panamá	Lizabeta S. de Rodríguez		601-2293 227-5740/0953
La Nueva Exitosa	Av. Las Américas			253 60 00
La Tipica				263 61 51
La Voz del Istmo	Av. Domingo Díaz			217 13 82

				Fax217 67 68
Radio Mia	Cd de Panamá	Griselda Melo	Directora de noticias	00(507)2630948 Fax: 2634195
KW Continente	Cd de Panamá			223-1944 246_ 5711 Fax 264_ 3821
Caracol	Cd de Panamá	Alexis Charris p.	Periodista	263_ 0180/21 Cel 671-9910 Fax 263_ 9829
Centro de Estudios y promoción social (CEPAS)	Prov de Veraguas	Luis Batista	Director	(507) 9587063 Fax9587063
Radio Metrópolis	Cd de Panamá	Sr. Angel Kurulis	Director	Fax2233121 Cabina 265-34 52 Oficina 269 42 26 269 42 96
Radio Mundial	Cd de Panamá			223 31 21
Hosana Radio y Televisión	Cd de Panamá			223 30 75 223 30 80 223 30 74 264 08 78
Radio y televisión educativa Canal 11	Cd de Panamá	Anel Rosas	Director	232 81 00 232 81 25 232 85 63

Radio Mundial	Cd de Panamá	223 31 81
		Fax 223 31 21
RPC Radios	Cd de Panamá	216 67 00
Radio 10	Cd de Panamá	236 77 91
Radio Adventista	Cd de Panamá	
LaVoz de la Esperanza		214 64 30 214 64 33
Radio Península		995 44 44 99 54 21 4
Radio María Panamá	Cd de Panamá	
Radio María Panamá	Prov. Colón	
Radio María Panamá	Prov. El Dorado	261 04 49 261 06 46 261 30 00
Radio Adventista	Panamá	
Radio Chiquirí	Chiriquí	
Radio mix Panamá		
Omega Stereo Panamá	Cd de Panamá	
Ultra Stereo	Cd.de Panmá	263 53 68

Lo Nuestro	Cd. De Panamá			223 88 81
				214 93 85
Radio Poderosa				9997 41 57
				997 35 28
Radio Sensación				997 41 51
Radioa Cht				770 33 16
Radio Inolvidable				996 53 02
				996 53 00
Radio Provincias				996 41 27
Radio Reforma				996 42 32
				996 25 57
				996 41 71
Radio Ritmo Stereo				996 20 61
				996 20 62
Radio Stereo Sintonía				996 61 51
				996 15 66
				996 61 51
Radio San José				774 61 50
Radio Mía				
La villa de los santos	Calle Bda de Guadalupe	Isidro Díaz	Gerente	996 93 18
Radio Net S.A.				996 87 00

Radio Mensaje		994 6 6 06
Radio mi favorita	Penenomé	997 71 67
		997 13 86
Radio mi Preferida	Pto. Armelles	770 78 44
		770 74 08
Radio Sintrachelco	Santa Fé	770 74 41
RDS	Santiago Veraguas	998 58 55
		Fax 998 56 33
Radio Belén		998 20 62
		998 16 55
Radio Poderosa		997 41 56
		Fax 997 41 57
Las nubes	Cd de Panamá	

PANAMA

"A little piece of Earth, uniting two continents".

A Brief History

Panama is a republic with a rich cultural and natural history whose process of social hybridization is similar to that of Guatemala and Mexico. Maya and Incan legacies are witnessed in modern Panama's cultural diversity and remain more or less intact in its indigenous tribes, such as the Teribes, Gnobe-Bugler and Afroantillanos, among others.

The Panama Canal, so strong an element in Panama's identity, was actually begun before this nation's separation from Columbia, and was originally referred to as "the French Canal". In 1903, Colombia gave to the United States authorization to complete the canal, the same year in which the Panamanian Republic gained its autonomy. Subsequently, the new nation signed an agreement with the North Americans to construct and operate a great canal which would unite two oceans and drastically reduce maritime distances. With this, political life in Panama would take a new course for subsequent decades in a strong alliance with the United States in the operation of the canal, and a palpable Anglo-Saxon presence within Panamanian society. For an entire century, Panama prospered and suffered under military dictatorship and foreign occupations, until finally taking possession of the canal in 1990.

In the year 2003, Panama celebrated its 100th birthday as a republic, made up of nine separate provinces, and the five territories or "comarcas", in which are located Panama's various indigenous groups.

Radio in Panama

Although their histories are quite distinct, the current political situation for radio in Panama is similar to that of Guatemala. The acquisition of frequencies as determined by current legislation does not favor a participative, pluralistic approach to this powerful media, so important to the democratic development of Latin American societies. More and more it is the case that communications in general in Panama are being monopolized by local and foreign investment. The opinion of most of the largest broadcasters in Panama today is that the radio sector is each day more competitive and less loyal, and that globalization will eventually displace smaller and less dependent broadcasting.

Government as well as educational radio is perceived as having limited capacity and few listeners within the radio landscape which is dominated by commercial broadcasting. However, there exists a plan for educational radio, along with educational television, in its planning stages within the Education Minister.

Community Radio

In Panama, as in Guatemala, there exists a strong religious radio sector in which the Catholic Church plays a dominant roll. "Radio Maria" is just one of the chains of Catholic radio stations in Panama whose programming is oriented towards evangelization. The Panamanian Association of Catholic Broadcasters (APEC) constitutes five stations, of which four are located in the provinces and one in the capital city. Among these broadcasters there exists an appreciable accumulated experience across the decades, such as "Radio Hogar" which began its transmissions in 1954 in the interest of serving the Church and People of Panama. Again, many institutions in this category serve the functional purpose of community radio, as their programming includes themes of local interest, and policies exist to promote participation. In Panama, as in much of rural Central America, these radio stations come to form part of the community's identity.

One of the principle obstacles for independent or community radio in Panama is the high cost of hertzian frequencies, which in recent years has skyrocketed from \$15,000 U.S. dollars to \$250,000. The democratization of the airwaves under such financial restrictions would seem a far-fetched idea, yet strong lobbying and organizing movements still exist within Panama to redress this social discrepancy; among them, AMARC, ALER and Central American in Symphony are the most relevant.

A. CONCLUSIONS: MEDIA STUDY

Radio has been and continues to be a powerful living emblem of identity and pertinence for community, rural, ethnic, indigenous, disenfranchised and poor people. With the arrival and development of community radio in Central America, people who were not accustomed to doing so, began to hear themselves and to be heard, and in this way identify themselves within the historical and social landscape. In its demonstrated ability to include the widest variety of voices, opinions and perspectives in communities that are geographically distant and that are systematically marginalized by market and society, community radio in Central America may be considered strategic to the objectives of sustainable development policies.

Efforts to democratize the media in Central America, which have historically been a struggle in response to government control and paternalism, have today become a struggle against market forces and the modern telecommunications boom. In the case of radio, Central American governments have been unable to deal with accelerated development plans which call for the privatization of public franchises while attending to sensitive socio-political demands for access and participation. Redress to legislation that deals with protection of community radio efforts in the three countries considered in

this study is more than a step in the right direction, in many cases it is urgent and will determine the survival meaningful radio projects from today to tomorrow.

On the other hand, it should be considered that the success of community radio in Central America is more than the representation and conservation of historical or vulnerable cultures and perspectives. It is precisely the above mentioned mixture of commercial interests, regional trends, and social influences, both local and global, historical and contemporary, which has evolved new processes of cultural assimilation in these three countries. Because participative radio, unlike most broadcasting, is to be spoken as well as heard, audiences are actively involved in creating or affirming their system of values in what is considered a region of rapid modernization. It may be the case that the variety and spontaneity which is community radio for many people is precisely the kind of innovation that can counterbalance the unfortunate homogenizing affects of the globalization which is well underway in Latin America.

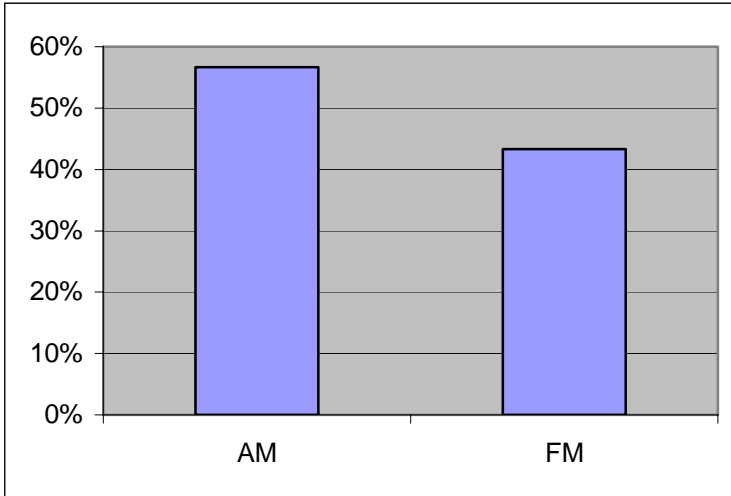
B. CONTENT SURVEY

Following are the statistical results of a survey sent by electronic mail to all radiobroadcasters listed in section A. The survey was sent by FAX to radio stations without internet services. Doubts and questions concerning the questionnaire were addressed in follow-up telephone conversations with individual radio stations. A copy of the questionnaire may be found in Section D of this document. The complete results of the survey are systematized in the investigation archive at Pronatura Chiapas. Following are partial results with comments on relevant findings.

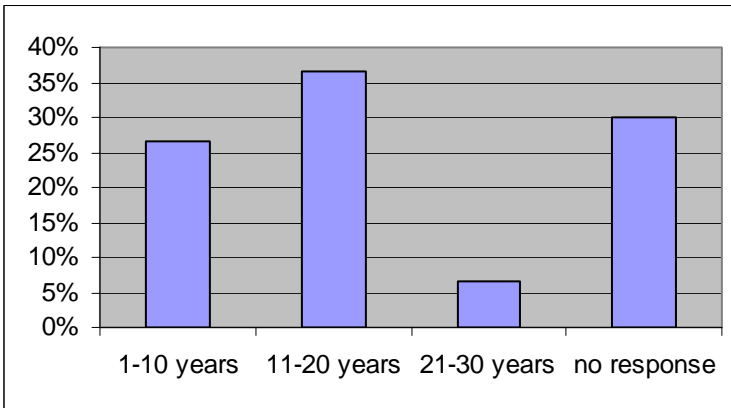
B.1 SOUTHERN MEXICO

B.1.1 Station Profiles

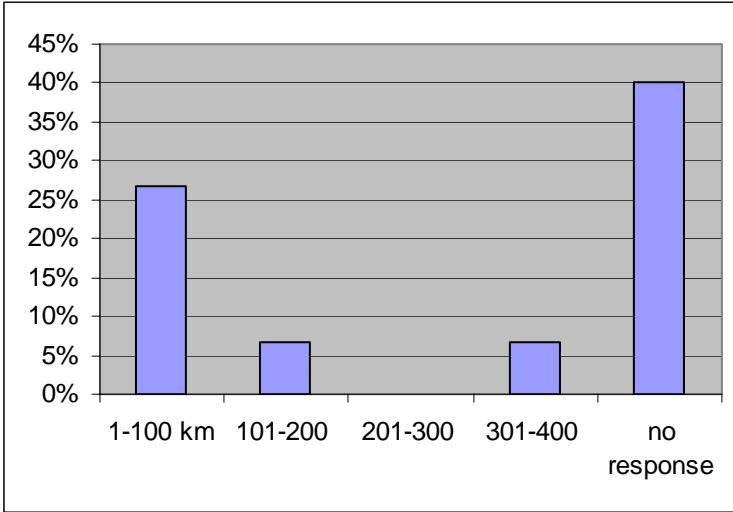
B.1.1.1 Station band



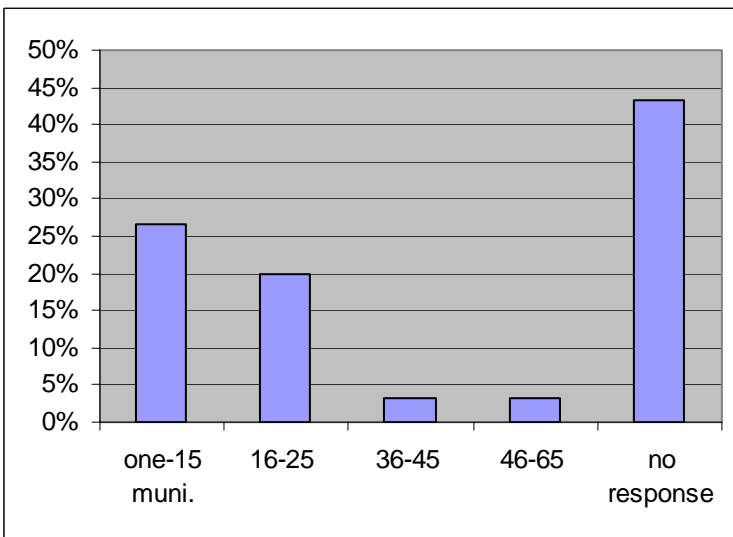
B.1.1.2 Years broadcasting



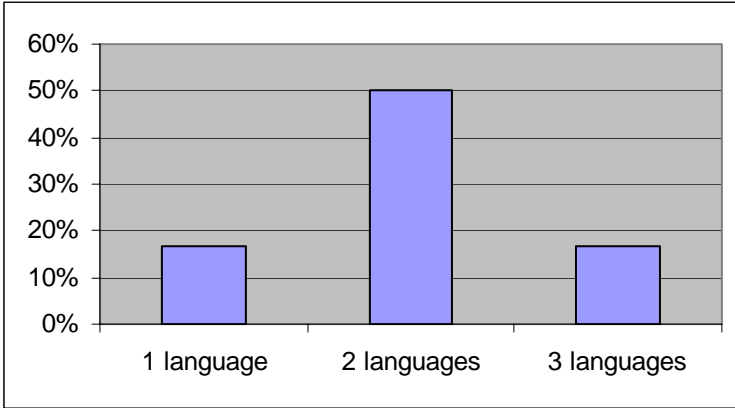
B.1.1.3 Coverage area in kilometers



B.1.1.3a Coverage in number of municipalities



B.1.1.4 Languages

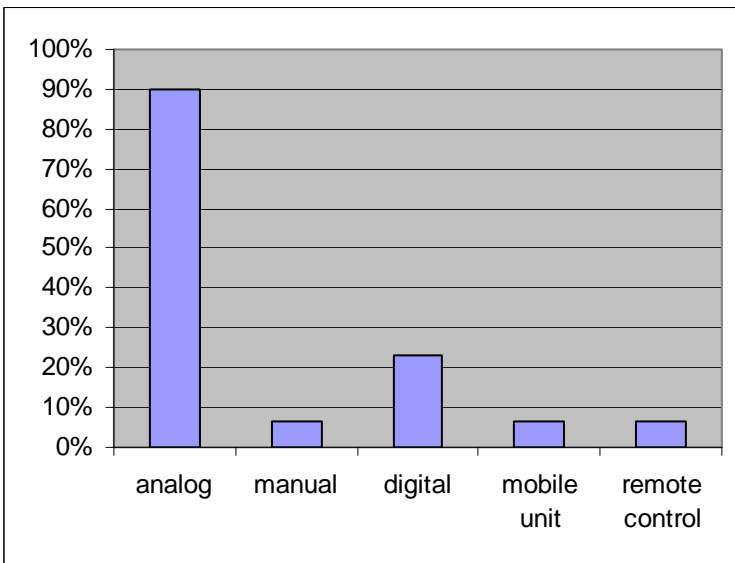


B.1.1 OBSERVATIONS: Station Profiles

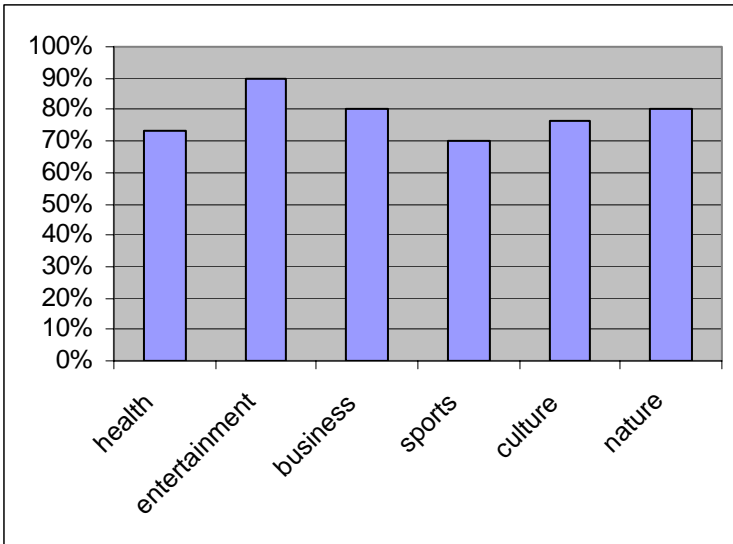
Radio broadcasting in southern Mexico is primarily on the AM band (58%) (graph B.1.1.1). The majority of radio stations (91%) that responded to the question indicated that they have been broadcasting for less than 20 years, 38% of them for less than 10 years (graph B.1.1.2). Radio broadcast coverage in southern Mexico is generally less than 100 km (graph B.1.1.3) reaching as many as 25 municipalities (84%) of responding stations) (graph B.1.1.3a). 68% of broadcasters in this region transmit in 2 to 3 languages, just 18% are single language stations (graph B.1.1.4).

B.1.2 Programming Content

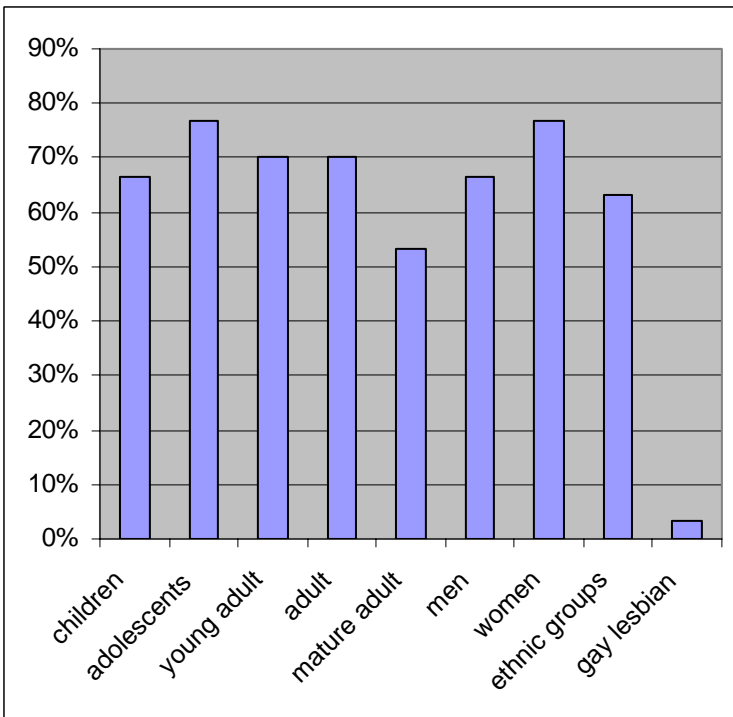
B.1.2.1 What type of production facilities does your station have?



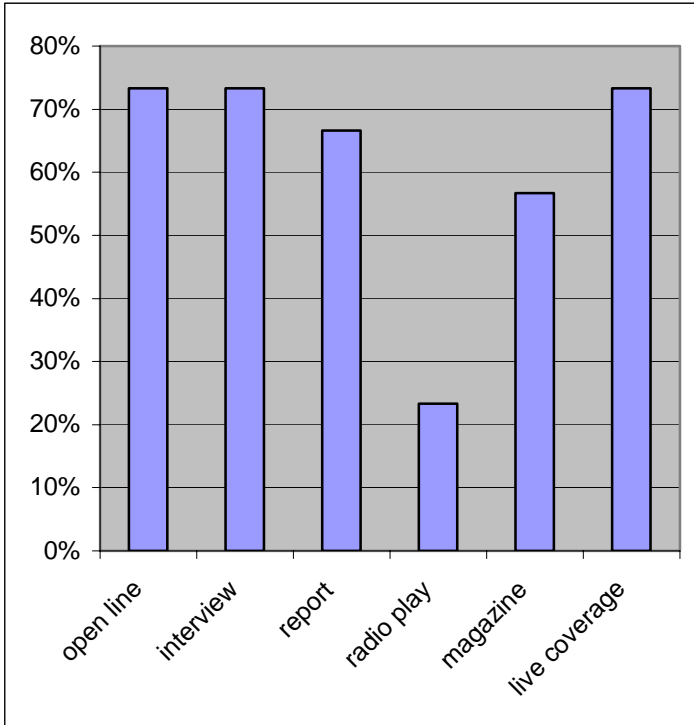
B.1.2.2 What type of programs does your station produce?



B.1.2.3 What audiences does your programming take into account?



B.1.2.4 What programming formats does your station use?



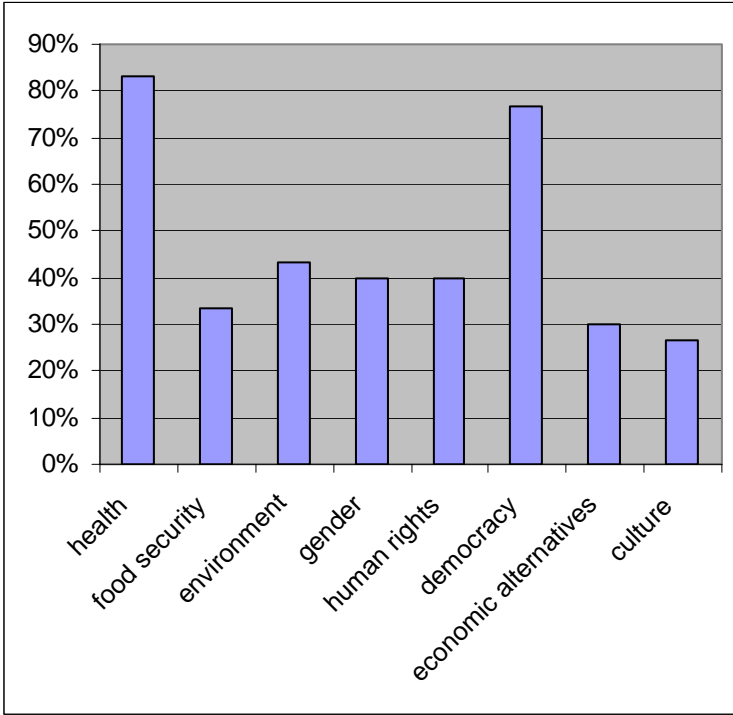
B.1.2 OBSERVATIONS: Program Content

The majority of radio stations in southern Mexico (97%) are still utilizing analog or manual systems (graph B.1.2.1); some in combination with digital systems, while others have made the switch to digital (23%). Stations show much parity in the topics that they cover in their general programming (graph B.1.2.2). Health, business, sports, cultural and nature programming all register within 10 points of one another, with between 70% to 80% of stations covering these areas. Entertainment stands out on the list as 90% of stations provide programming of this sort. Highest on the list of targeted audiences are adolescents, with 78% of stations creating programs specifically for this group, and women (77%) (graph B.1.2.3). Other audiences, mainly children, young adult, adult, men and ethnic groups, oscillate between 60% and 70% as being specifically targeted by stations. Low on the list are mature adult audiences (54% of stations) while gay and lesbian audiences are virtually unconsidered (3%).

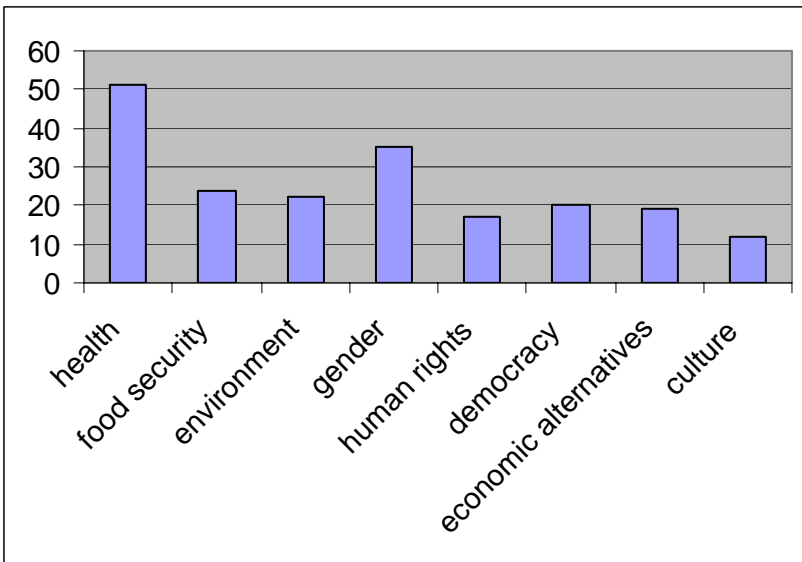
The most common program formats utilized by stations in the south of Mexico are open-line programs, interviews and live coverage, all registering in slightly more than 70% of stations (graph B.1.2.4). The news report format is the next most utilized with 67%, while radio plays are not as commonly used (23%).

B.1.3 Thematic Areas, Sustainable Development

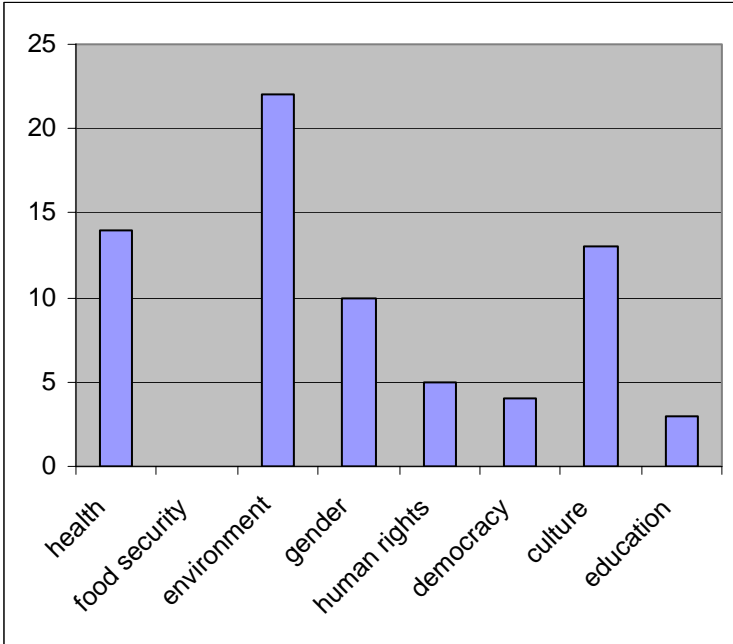
B.1.3.1 Does your station produce any programs on the following sustainable development themes?



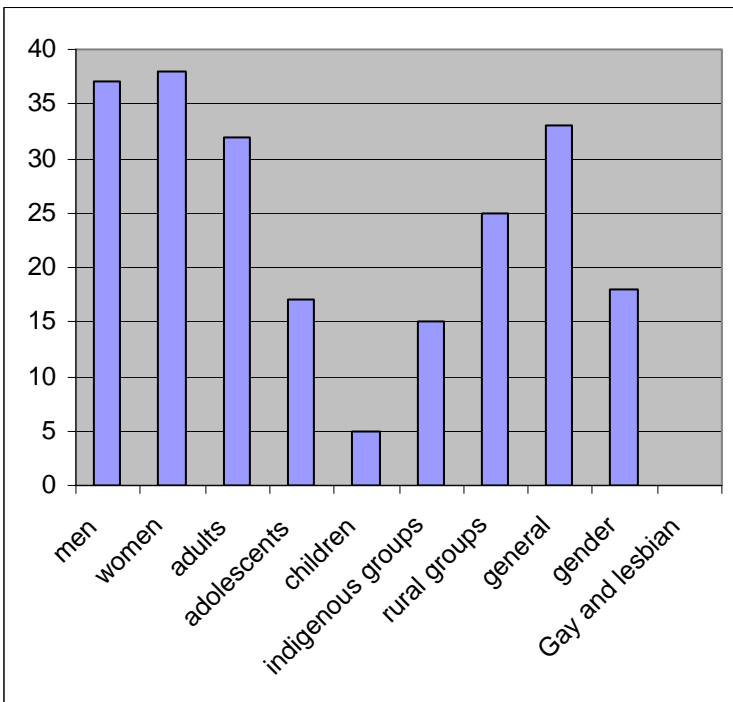
B.1.3.2 Number of topics per sustainable development themes.



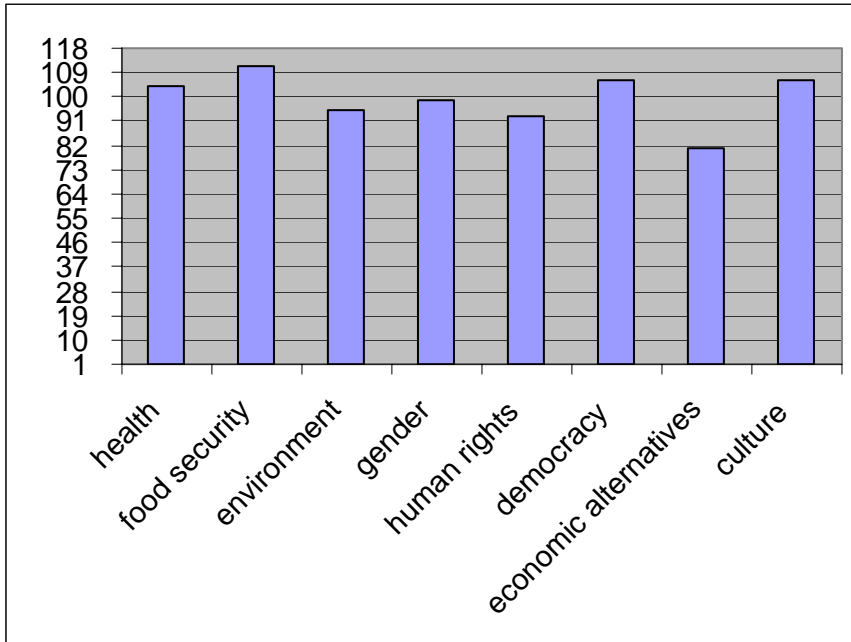
B.1.3.3 Number of specific programs on sustainable development themes.



B.1.3.3a Number of sustainable development programs targeted to specific audiences



B.1.3.4 Rate the relevance of each of the themes to your public.



B.1.3 OBSERVATIONS: Thematic Areas, Sustainable Development

Standing out among the eight basic sustainable development themes as being those most covered by radio stations in southern Mexico are “health” (83% of stations) and “democracy” (78%) (graph B.1.3.1). All other themes, such as “food security”, “environment”, “gender”, “human rights” and “economic alternatives”, remain near or below the 40% of stations mark. The “culture” theme dips as low as 27% according to survey results.

In counting the number of topics within a given sustainable development theme, “health” again appears to have more variety of content, with 51 counts, (graph B.1.3.3) “gender” is next in line with 36 counts. Remaining themes are similar in the number of topics that they generate for programming, from 18 to 23 counts. “Culture” again reports lesser development (12 points).

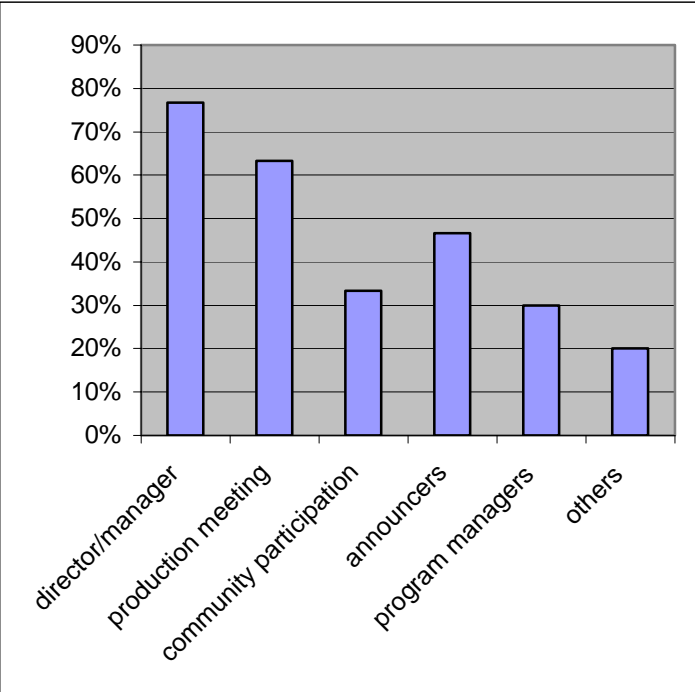
However, when adding the total number of actual programs in southern Mexico that cover specific sustainable development themes, the results are altogether different (graph B.1.3.3). In this case “environment” stands out with 22 total programs, again “health” shows well with 14, and “culture” interestingly registers with much more coverage (13 programs) than previous data indicates. “Gender” is again fairly well represented, with 10 programs, while “food security” is not covered at all.

Audiences targeted for sustainable development programs demonstrates an emphasis on adult listeners (graph B.1.3.3a) whether taken as “women” (37 points), “men” (38 points), “adult” (32 points), or the “general” (33 points) category, while adolescents and children receive less programming attention (17 points, 5 points respectively).

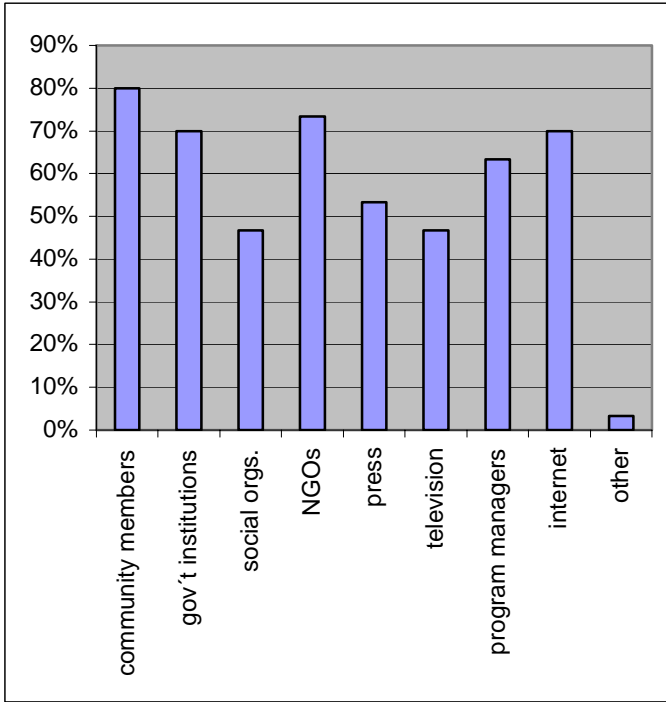
According to radio stations in southern Mexico, “health”, “food security”, “democracy” and “culture” are within the most relevant themes for their listening publics (graph B.1.3.4). The least relevant sustainable development theme is “economic alternatives”, although all categories were given scores above the 70% mark.

B.1.4 Programming Policies and Processes

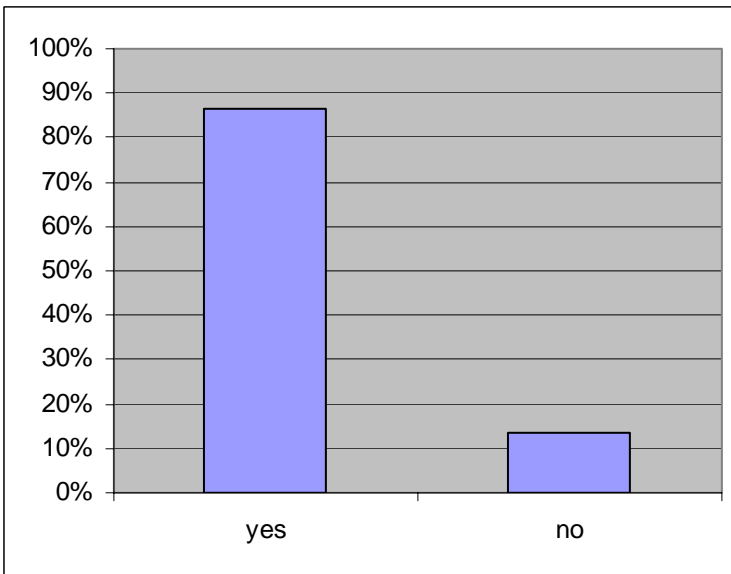
B.1.4.1 How are decisions to produce programmes on sustainable development themes taken?



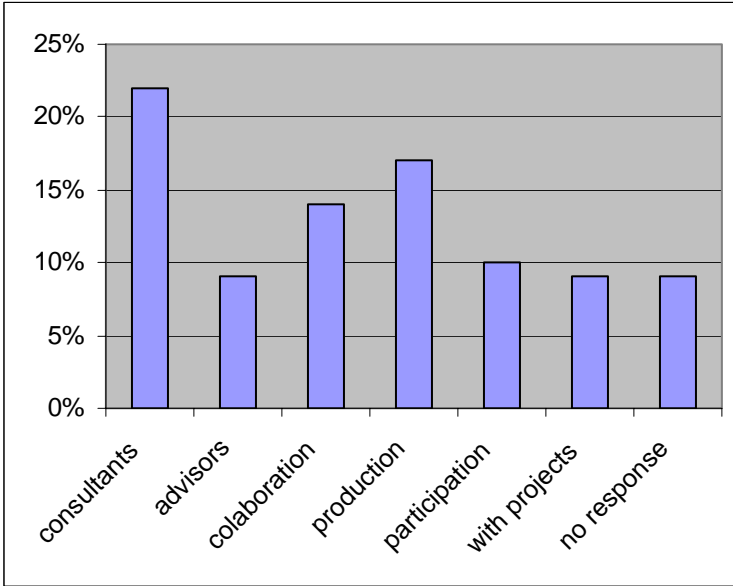
B.1.4.2 Who are your sources of information on sustainable development themes?



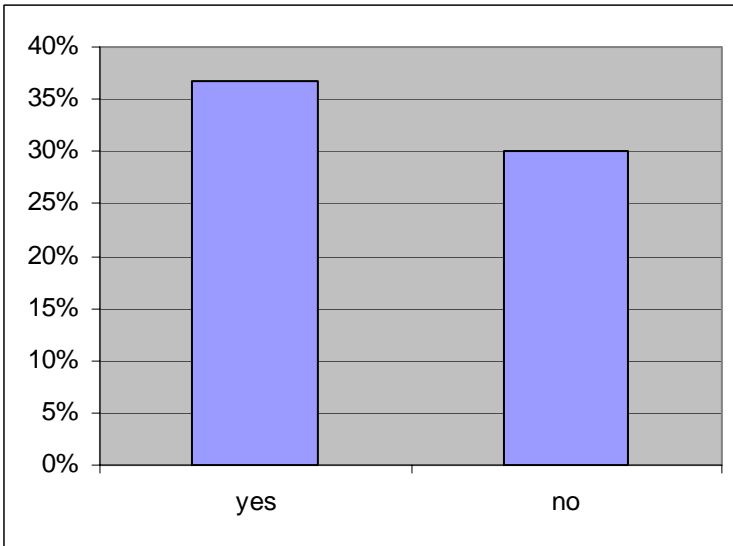
B.1.4.3 Are people who work in these thematic areas involved in the programming?



B.1.4.4 If Yes, How?



B.1.4.5 Do your presenters/producers have the skills required to produce programmes on each of the topics?



B.1.4 OBSERVATIONS: Programming Policies Processes

Observing the ways in which programming decisions are made at radio sections in southern Mexico reveals a “top-down” approach (graph B.1.4.1). Directors/managers are the decision-makers at 78% of stations, followed by decisions made in production meetings (62%) or by presenters (47%), with community participation being fourth on a list of six (33%). Responses reveal that the majority of decisions are made within radio personnel.

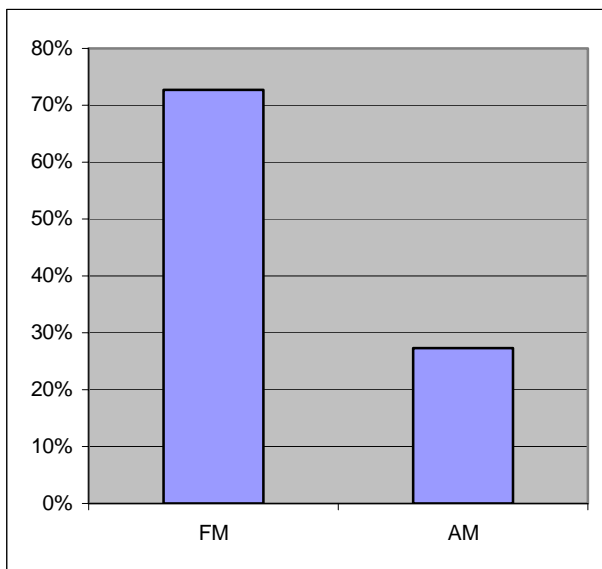
However, in seeking out information for programming, community members are the first, most sought-out providers, registering in 80% of stations surveyed (graph B.1.4.2). Within ten points on the list are government and non-government organizations, internet and station program manager. Of these external sources of information, in a large percentage of cases (88%) they are also involved in the actual programming process (graph B.1.4.3). The most frequent ways in which they aid in programming is in the role of consultant (22%), or in actually producing the program (17%) (graph B.1.4.4).

Concerning station views of whether presenter/producers themselves have the skills required to produce sustainable development programming, the opinion is divided; 37% believe that they do, 30% that they do not (33% did not respond) (graph B.1.4.5).

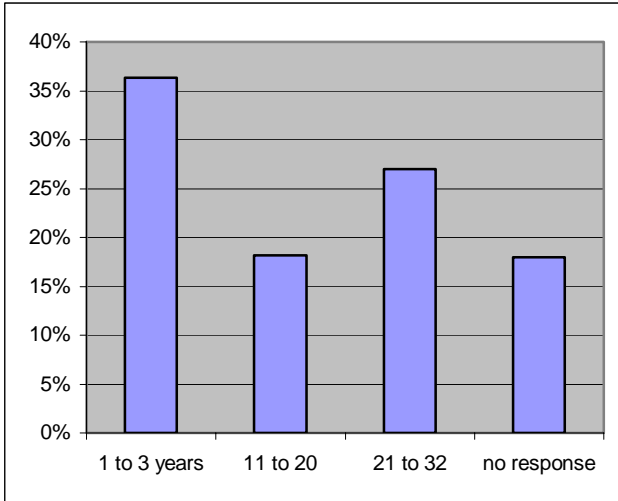
B.2 CONTENT SURVEY: GUATEMALA

B.2.1 Station Profiles

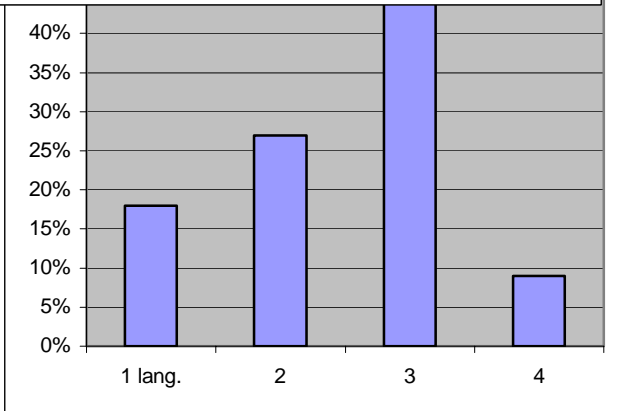
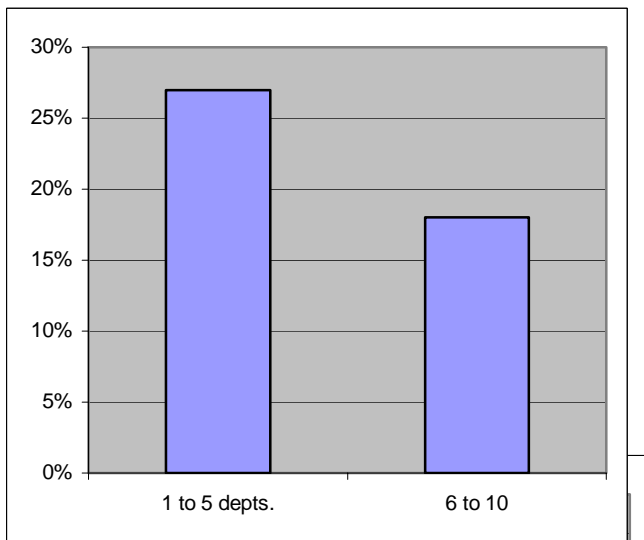
B.2.1.1 Station band



B.2.1.2 Years broadcasting



B.2.1.3 Coverage area by departments

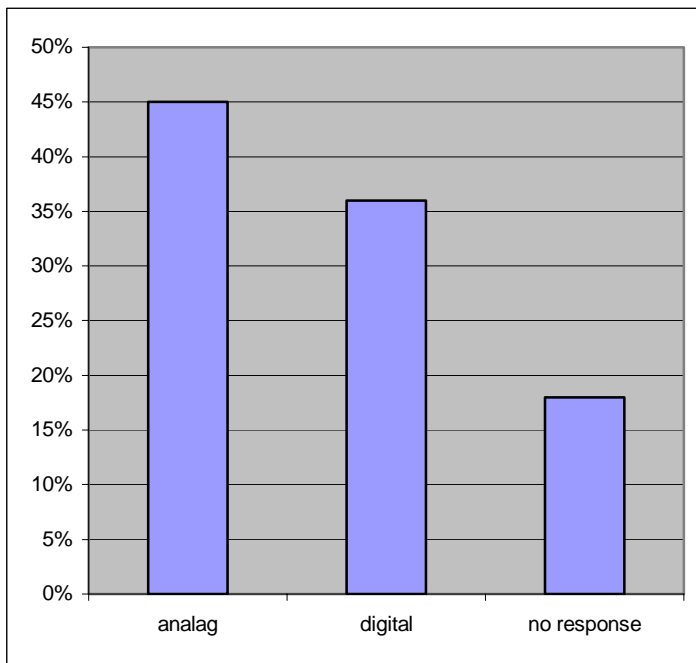


B.2.1 OBSERVATIONS: Station Profiles

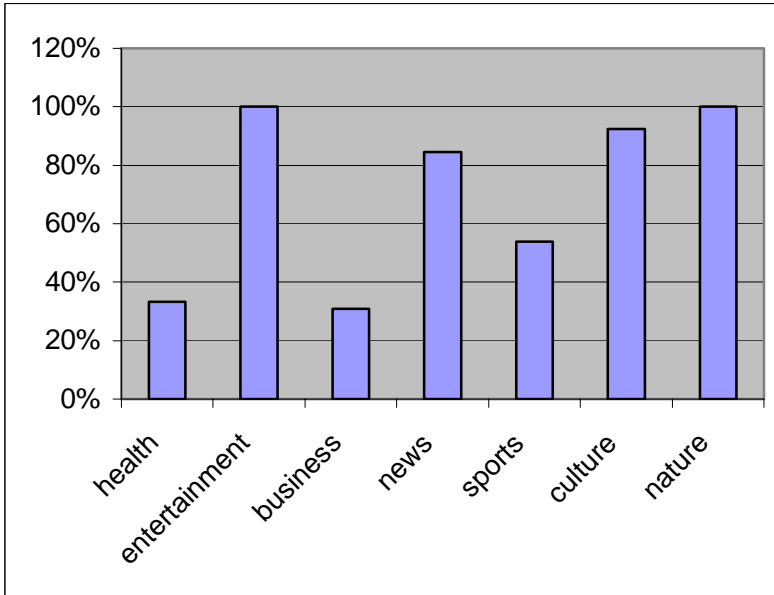
Radio transmission in Guatemala is mainly on the FM (73%) rather than the AM frequency (27%) (graph B.2.1.1). According to radiobroadcasters surveyed, a large portion of stations (27%) began transmitting some 20 to 30 years ago (graph B.2.1.4) while another boom in the start-up of new stations occurred within the last three years (37%). 27% of stations in Guatemala report a reach of up to 5 department (graph B.2.1.5), 18% serve less than 10. Graph B.2.1.6 illustrates the diversity of languages on Guatemalan radio. Stations which broadcast in three different languages are by far the most numerous (45%), followed by two-language (27%) and single-language (17%) stations.

B.2.2 Programming Content

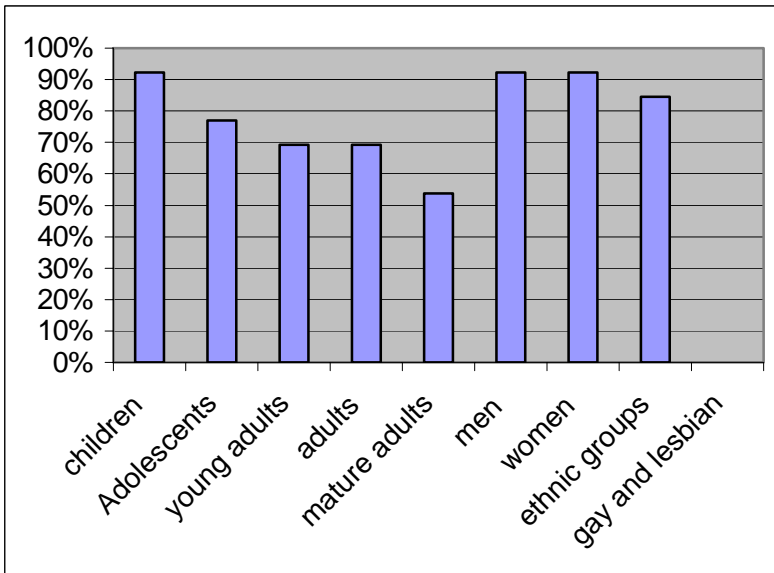
B.2.2.1 What type of production facilities does your station have?



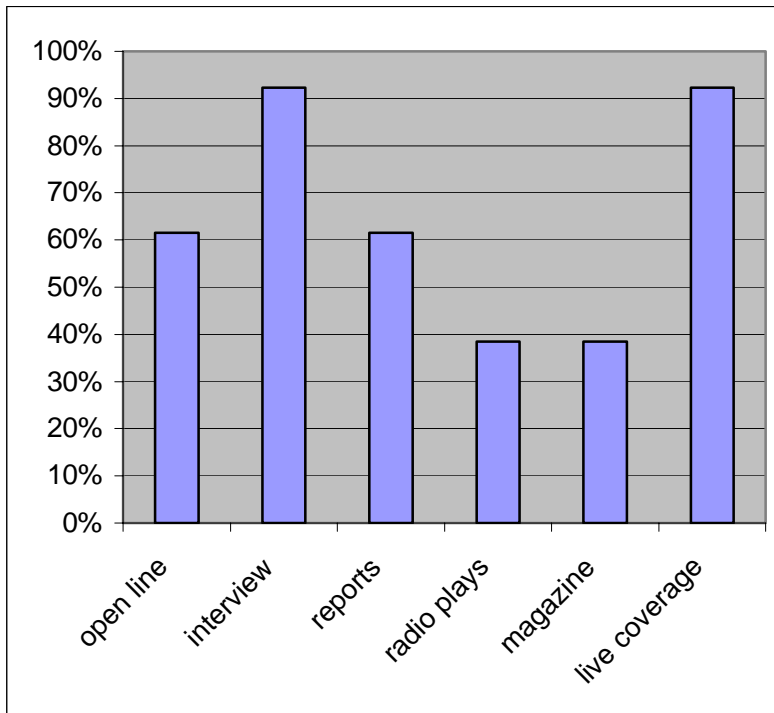
B.2.2.2 What type of programs does your station produce?



B.2.2.3 What audiences does your programming take into account?



B.2.2.4 What programming formats does your station use?



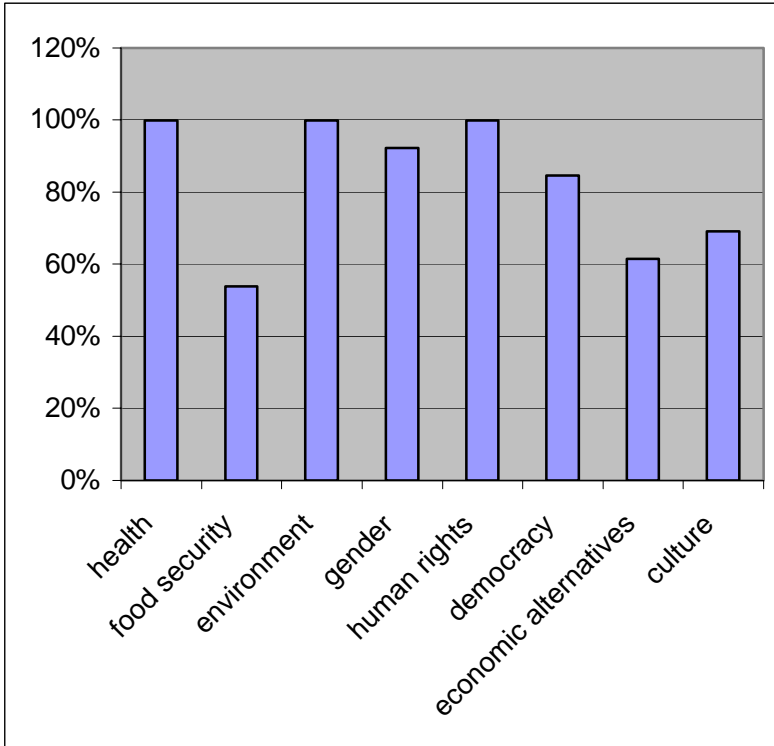
B.2.2 OBSERVATIONS: Programming Content

Analog production remains the predominant technology utilized in Guatemala radio today (45% of stations) (graph B.2.2.1), with the digitalization of studios rapidly growing (36%). General programming indicates that most commonly produced themes are: health and nature (100% of station each), with culture (92%) and news (85%) programming also high on the list. Targeting of audiences reveals that men and women, segmented separately, as well as children are the most common programming targets (93% each) (graph B.2.2.3). Also registering high coverage are ethnic groups with 85%, and adolescents with 78% of stations recording that they are attended by programming. No single target group receives coverage in less than 50% of stations, with the exception of the gay and lesbian group, which received none.

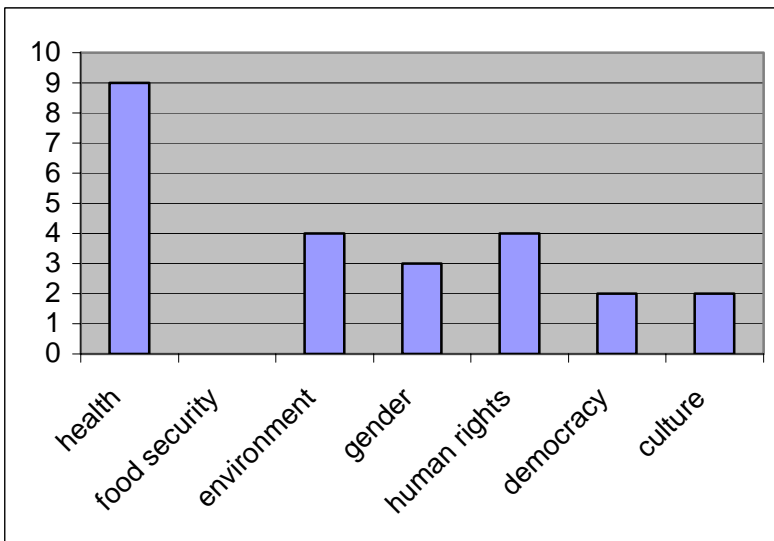
The majority of programs utilized the live-coverage or interview format (92% each) (graph B.2.2.4), open-line and news report formats are employed to a lesser degree (61% each).

B.2.3 Thematic Areas, Sustainable Development

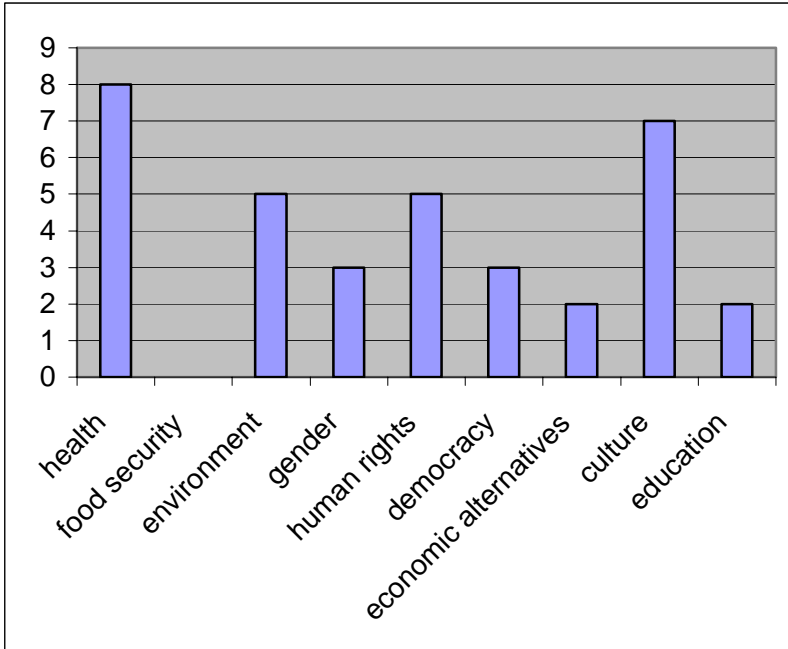
B.2.3.1 Does your station produce any programs on the following sustainable development themes?



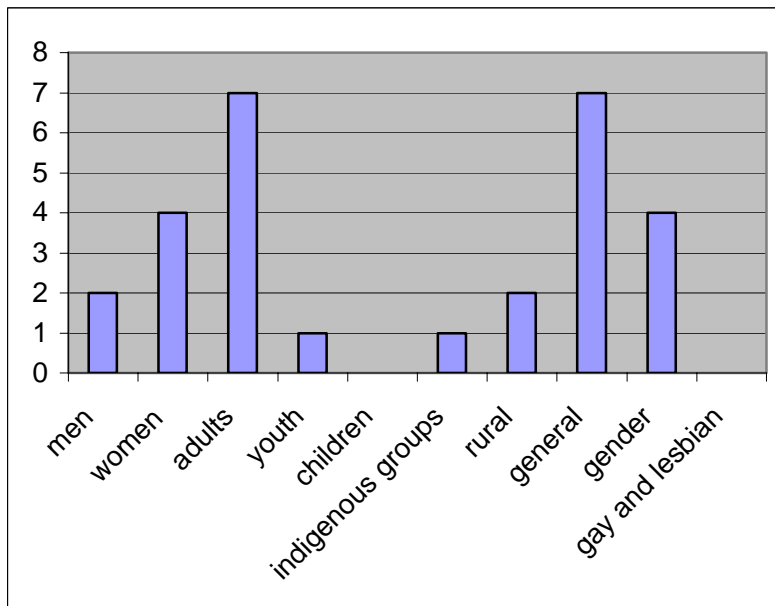
B.2.3.2 Number of topics per sustainable development themes.



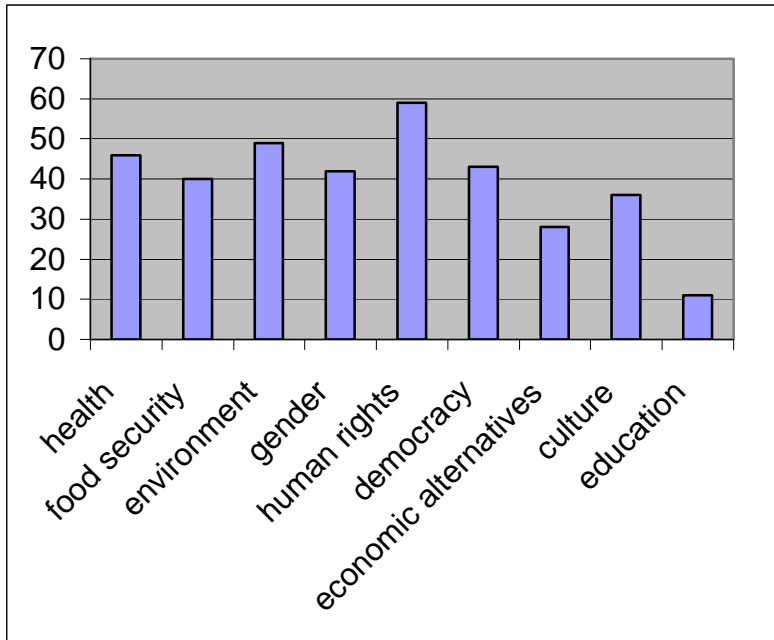
B.2.3.3 Number of specific programs on sustainable development themes.



B.2.3.3a Number of sustainable development programs targeted to specific audiences.



B.2.3.4 Rate the relevance of each of the themes to the public



B.2.3 OBSERVATIONS: Thematic Areas, Sustainable Development

100% of Guatemalan radio stations today report that they give coverage to “health”, “environment” and “human rights” themes (graph B.2.3.1). “Gender” and “democracy” themes are also well covered, with at least 80% of stations reporting their coverage. More than one half of all radio stations state that they cover the full gamma of sustainable development issues.

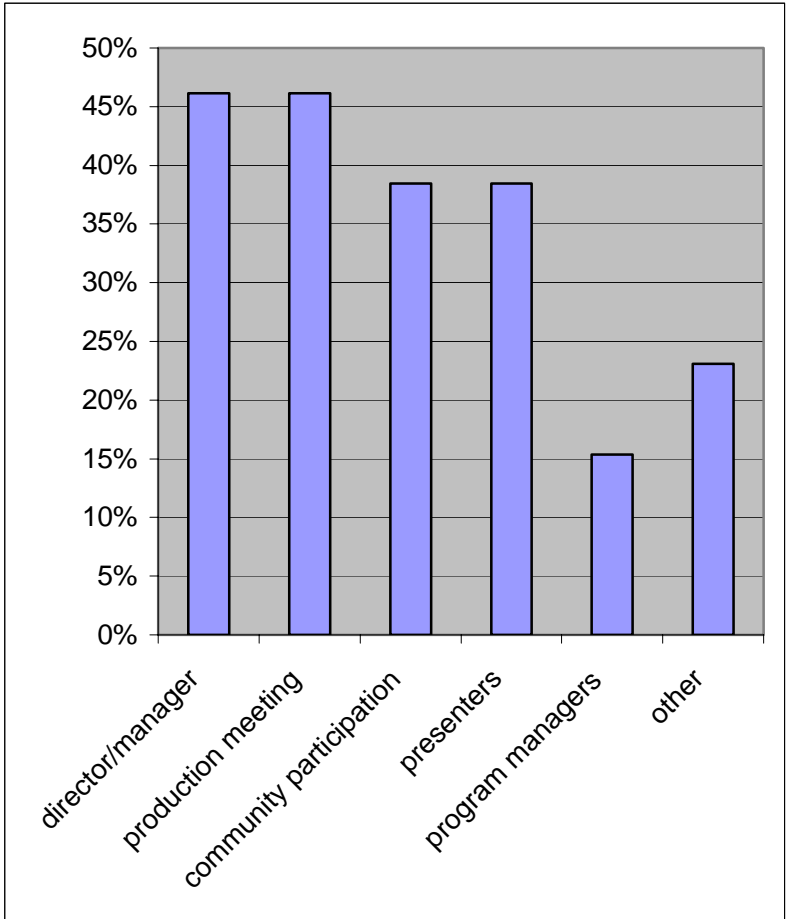
The number of topics explored within each of these themes reveals that “health” receives a varied treatment (9 topics). Again, “environment” and “human rights” show greater development as well (4 topics each). In the category “food security”, no topic was mentioned.

The production of specific programs to attend to sustainable development themes in Guatemala is predominantly in the “health” category (9 programs) (graph B.2.3.3). “Environment” and “human rights” again show second (4 programs each).

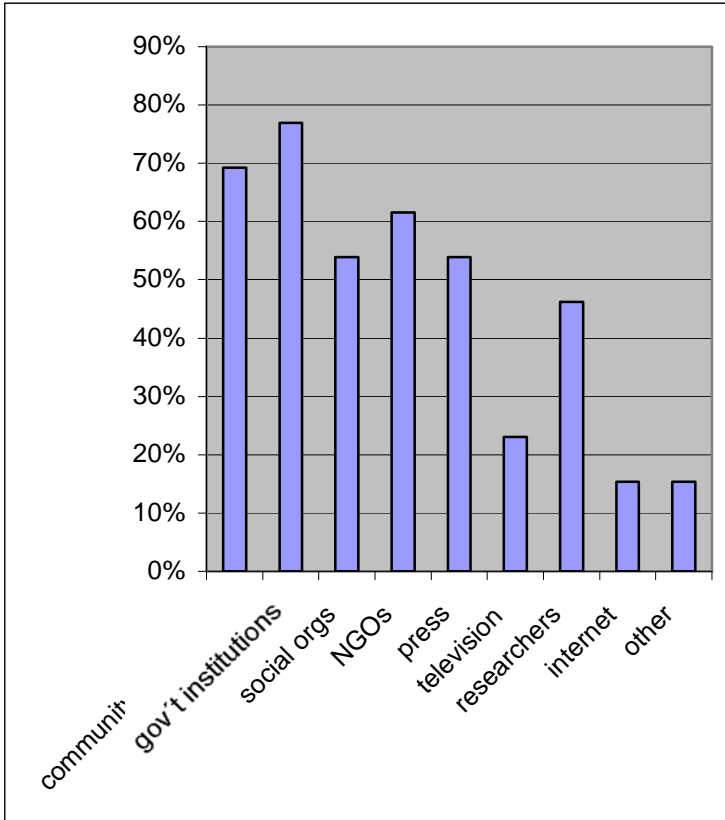
In rating the relevance of sustainable development themes to the Guatemalan public, “human rights” stands out with 59 points (graph B.2.3.4). All within a 10 point span are “health”, “food security”, “environment”, “gender” and “democracy”. “Education”, with just 11 points, is perceived to have relatively lesser relevance. “Culture”, although highly produced (2 programs) is considered relatively less important (36 points).

B.2.4 Programming Policies and Processes

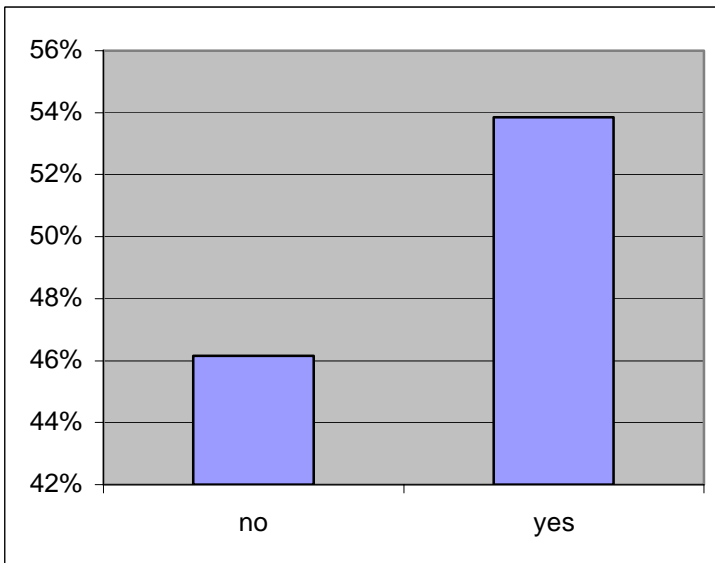
B.2.4.1 How are decisions to produce programmes on sustainable development themes taken?



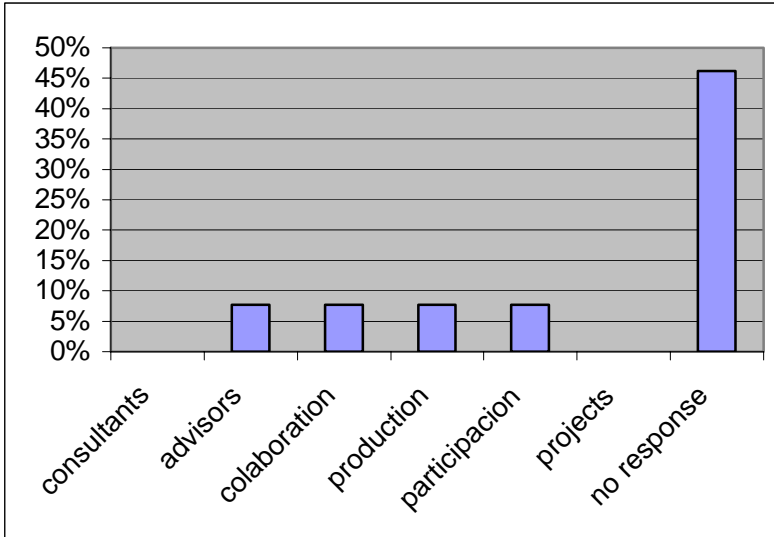
B.2.4.2 Who are your sources of information on sustainable development themes?



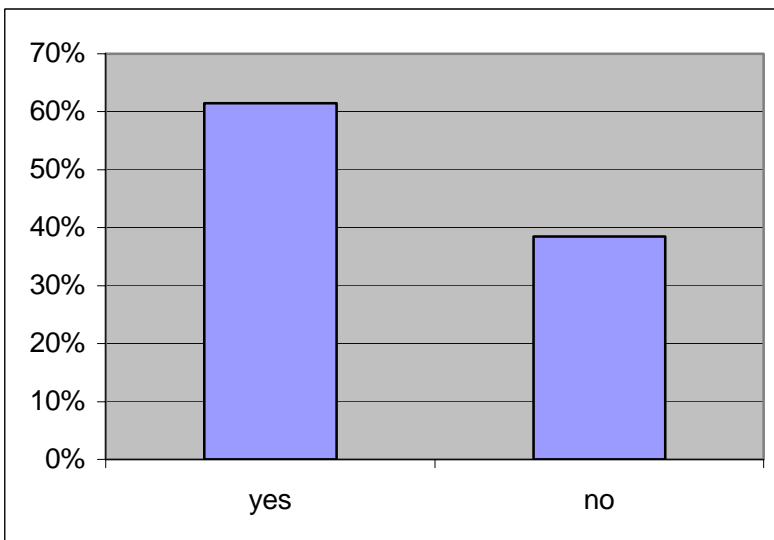
B.2.4.3 Are people who work in these thematic areas involved in the programming?



B.2.4.4 If Yes, How?



B.2.4.5 Do your presenters/producers have the skills required to produce programmes on each of the themes?



B.2.4 OBSERVATIONS: Programming Policies and Processes

At Guatemalan radio stations, the principle forms of program decision making are by the director/manager or in a programming meeting (47% of stations, each) (graph B.2.4.1). Community participation in these decision making processes occurs at some 38% of stations, the same figure allotted to that of decisions made by program presenters.

Sources of information for sustainable development programming are principally government institutions (77% of stations), followed by community members (69%) and non-governmental

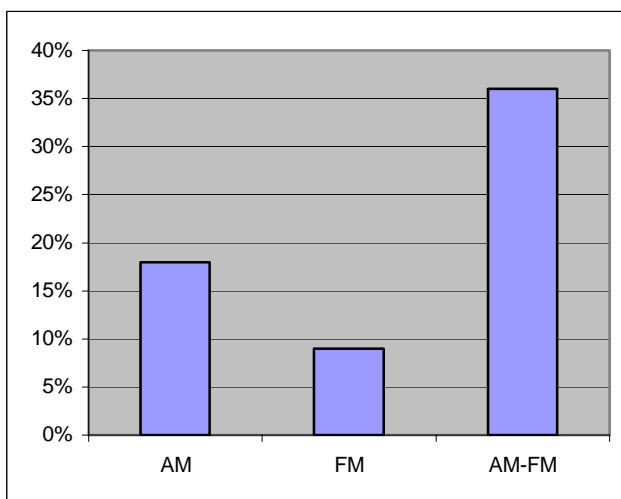
organizations (62%). Also sought out to a lesser degree are social organizations and the press (54% each). These sources are, in a slight majority of cases (54%) also involved in the programming at the station (graph B.2.4.3). The ways in which they are involved are varied; as advisers, collaborators, participating in the program or production of the program, all of which achieved an equal score (graph B.2.4.4).

61% of stations surveyed believe that their presenter/producers have the skills to produce sustainable development themes themselves (graph B.2.4.5), 39% believe that they do not.

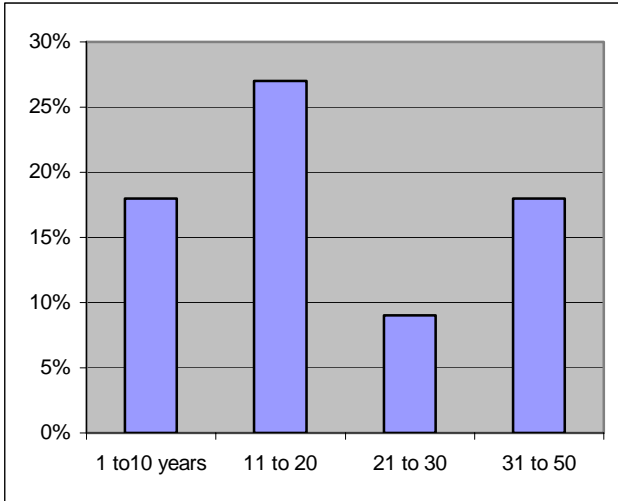
3 PANAMA

B.3.1 Station Profiles

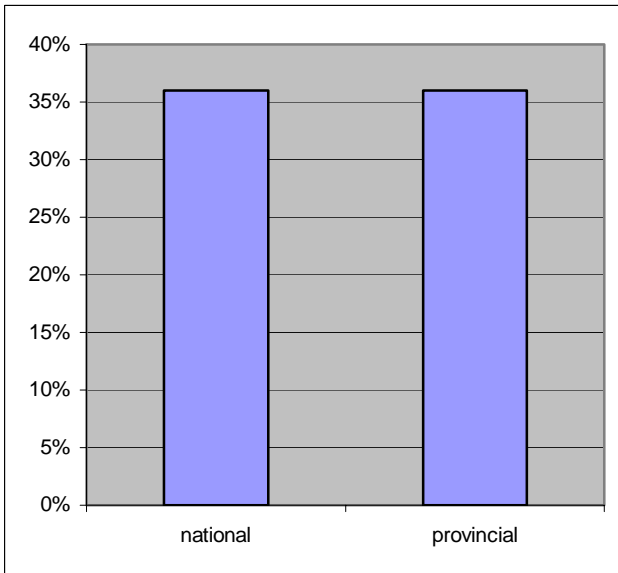
B.3.1.1 Station band



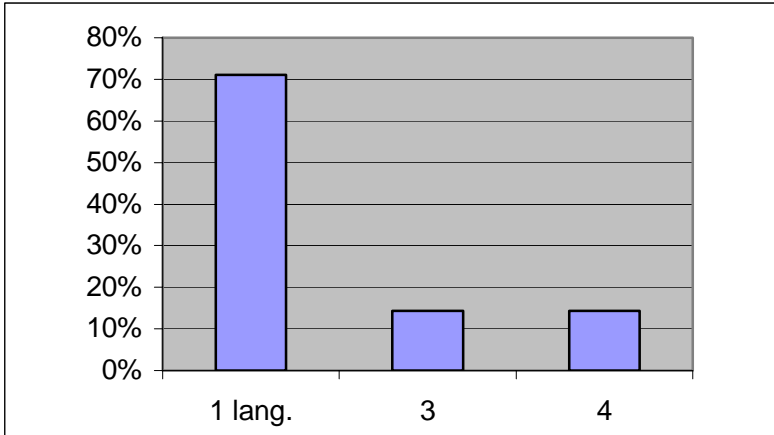
B.3.1.2 Years broadcasting



B.3.1.3 Coverage area by level.



B.3.1.4 Languages



B.3.1 OBSERVATIONS: Station Profiles

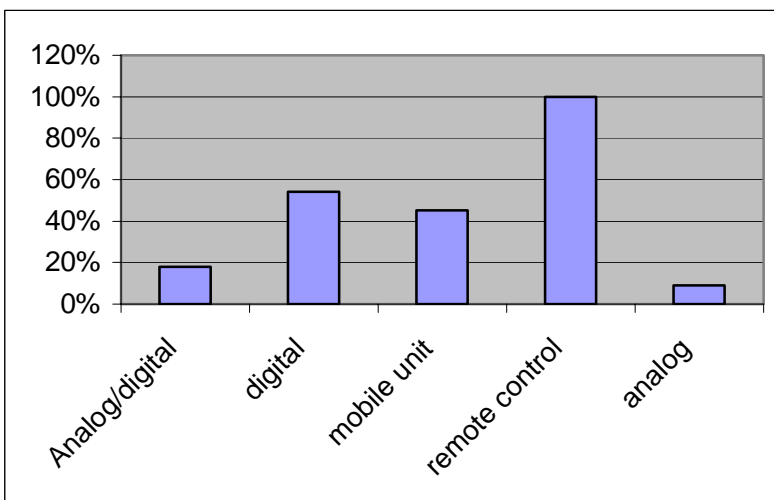
The majority of radio broadcasters in Panama today transmit their programs in a combination of AM-FM frequencies (36% of stations) (graph B.3.1.1). The next most frequently used band is AM, with 18%. Just 9% of stations are exclusively FM.

The majority of Panamanian radio stations have been broadcasting for less than 20 years (45%) (graph B.3.1.4), more than half of them in just the last ten years, while there exists a significant older group of stations with a history as long as 31-50 years (18%).

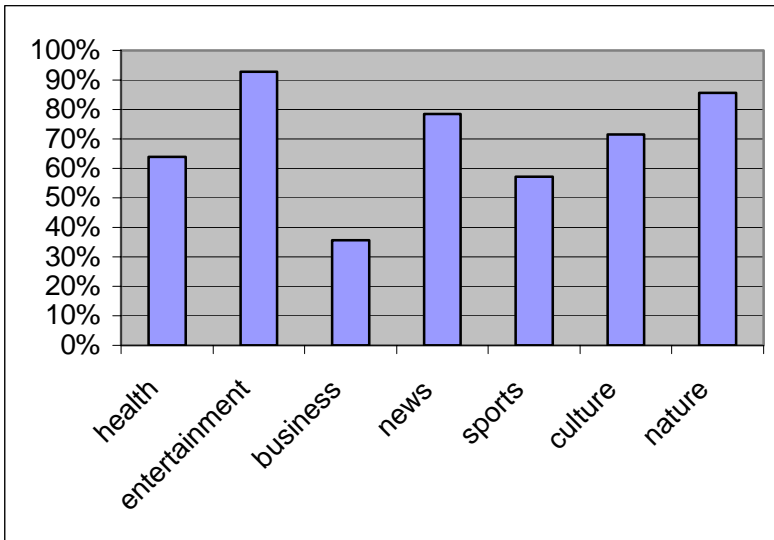
In graph B.3.1.5 one may appreciate that virtually one half of radio stations include nationwide coverage, the other half are dedicated to individual provinces. Radio in Panama is predominantly in one language (71% of stations); multilingual broadcasts occurring in 28% of cases.

B.3.2 Programming Content

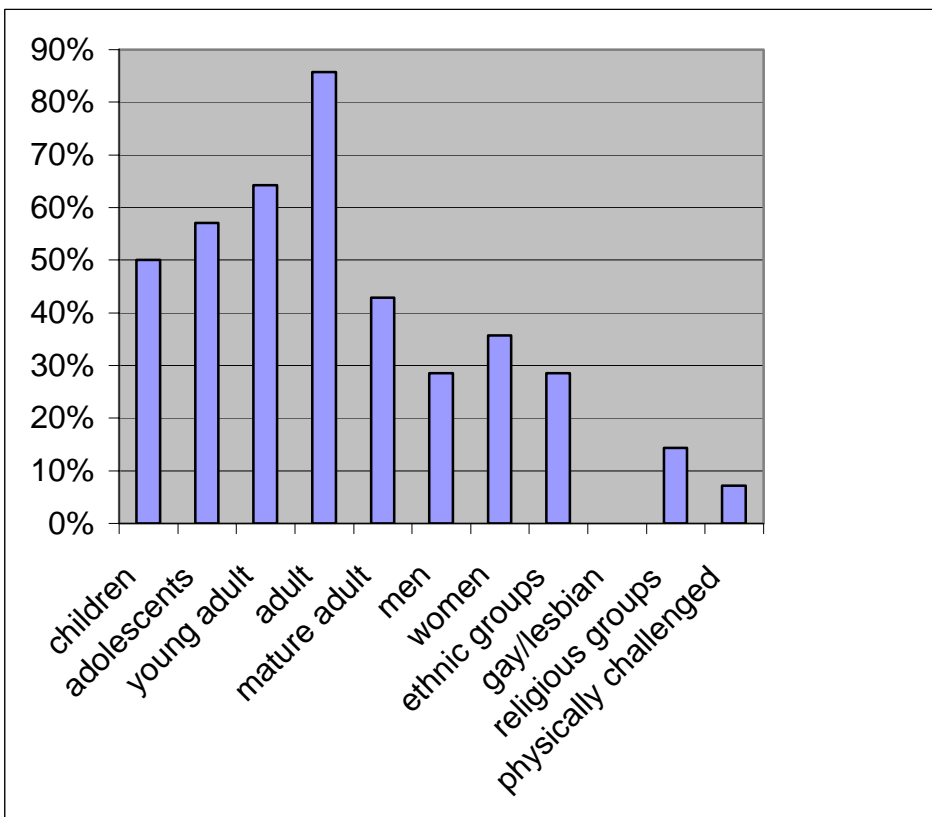
B.3.2.1 what type of production facilities does your station have?



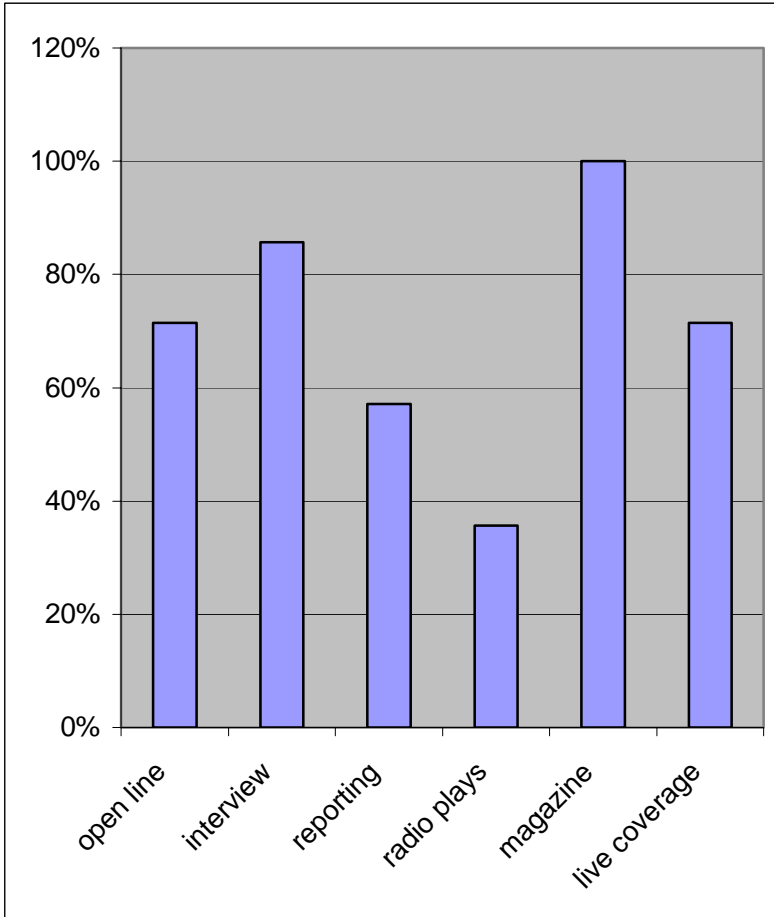
B.3.2.2 What type of programs does your station produce?



B.3.2.3 What audiences does your programming take into account?



B.3.2.4 What programming formats does your station use?



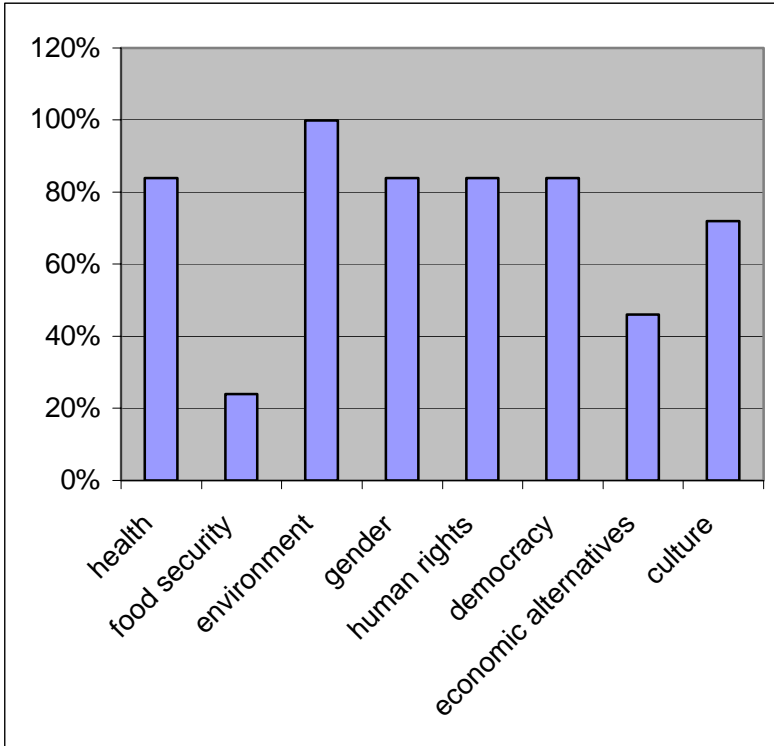
B.3.2 OBSERVATIONS: Programming Context

Digital production is present in 74% of Panamanian radio stations, as opposed to strictly analog production (5%) (graph B.3.2.1). Mobile units are operating in some 44% of stations, and remote control, which links stations to wider area broadcasts, are in use in 100% of cases.

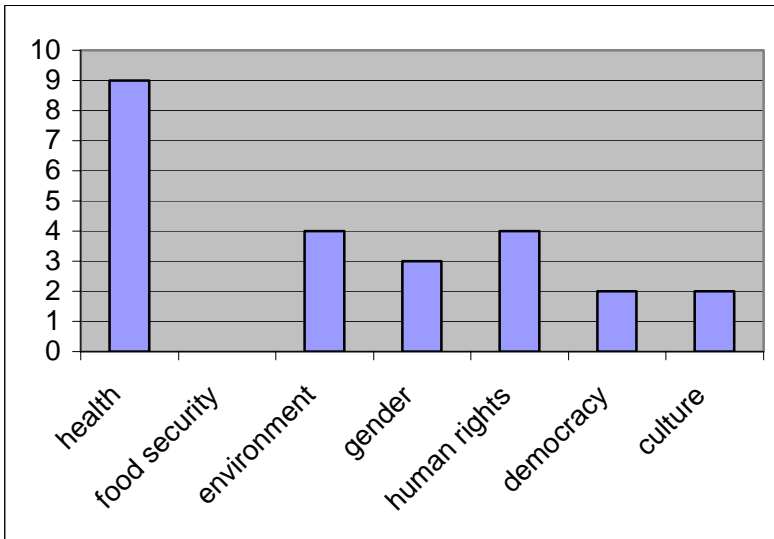
“Entertainment”, “nature” and “news” are the most frequently produced programs (all near of above 80%) (graph B.3.2.2). The principal audience considered for programming is by far adults (88%), with young adults (64%), adolescents (58%) and children (50%) in descending importance (graph B.3.2.3). The magazine program format is utilized at all Panamanian stations (graph B.3.2.4), second most utilized is the interview format (83%) and to a lesser open-line and live-coverage (66% each).

B.3.3 Thematic Areas, Sustainable Development

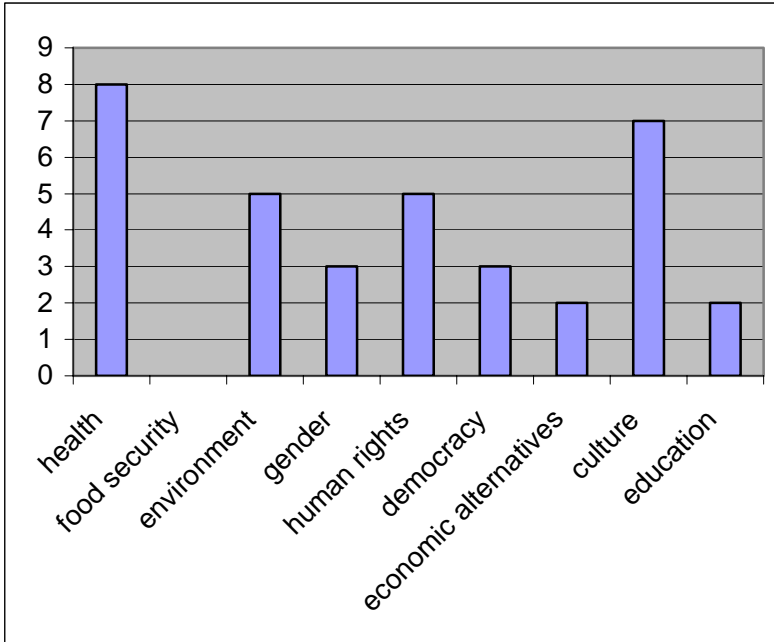
B.3.3.1 Does your station produce any programs on the following sustainable development themes?



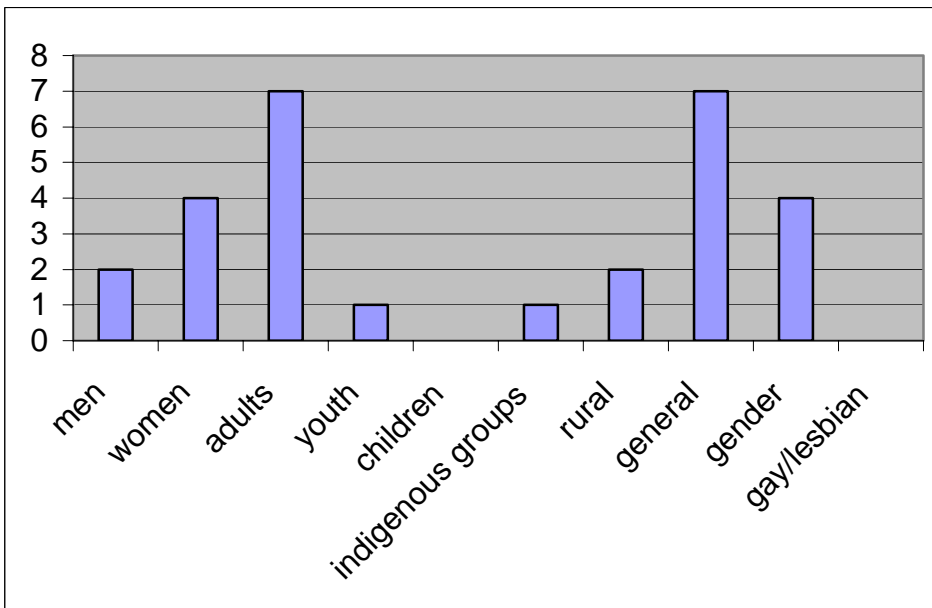
B.3.3.2 Number of topics per sustainable development themes.



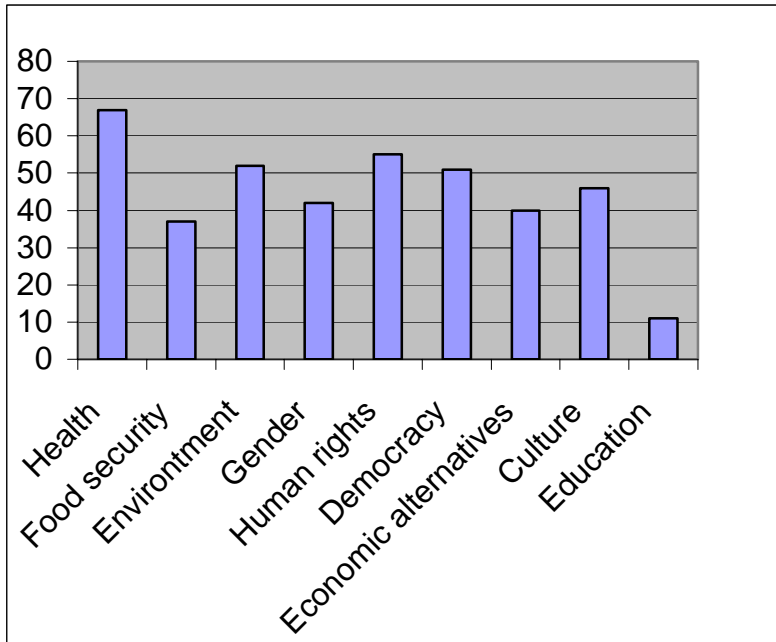
B.3.3.3 Number of specific programs on sustainable development themes



B.3.3.3a Number of sustainable development programs targeted to specific audiences.



B.3.3.4 Rate the relevance of these themes to your public.



B.3.3 OBSERVATIONS: Thematic Areas, Sustainable Development

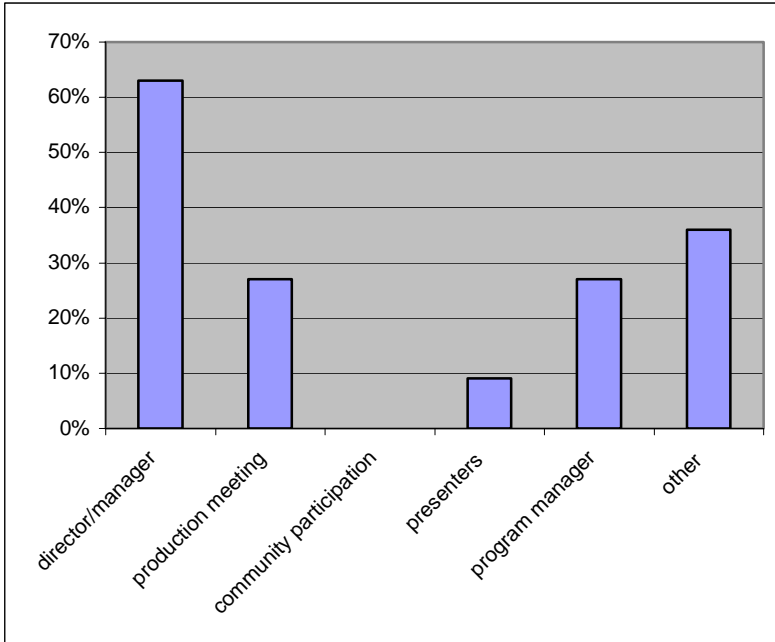
“Environment” is the sustainable development theme that receives greatest programming attention (87% of stations), according to the Panamanian survey (graph B.3.3.2). “Health”, “gender”, “human rights” and “democracy” are all high on the registers, with programming at the 84% of stations mark. The number of topics covered per theme shows “health” again as the issue which allows greatest exploration (9 topics) (graph B.3.3.2). “Human rights” and “environment” register development of four specific topics. Actual programs produced for sustainable development themes reveals that “health” and “culture” receive high programmatic coverage (8 and 7 programme respectively) (graph B.3.3.3). “Environment” and “Human rights” each maintain five specific program, “gender” and “democracy” three.

Sustainable development programming is most often targeted to adults or to the general audience (7 programs) (graph B.3.3.3a). Programs for women and gender groups are as many as four, for men two were reported.

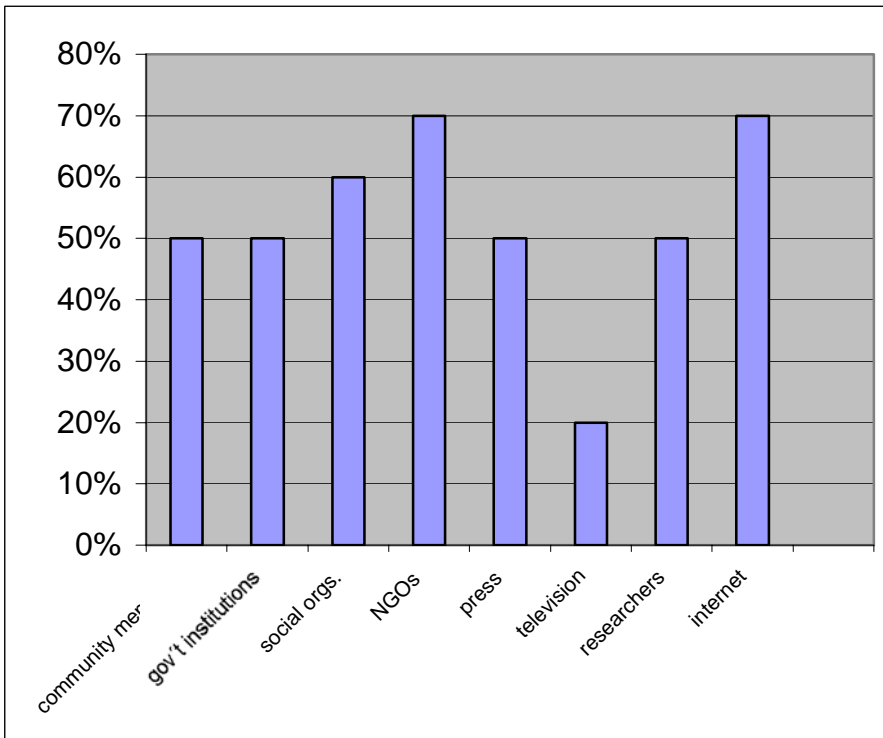
The sustainable development theme thought to be of greatest relevance to the public in Panama was “health” with 68 points (graph B.3.3.4). A similar priority was allotted to “environment”, “gender”, “human rights” and “democracy”, “economic alternatives” and “culture”, all within 38 to 55 points. “Education” scored low, receiving just 11 points.

B.3.4 Programming Policies and Processes

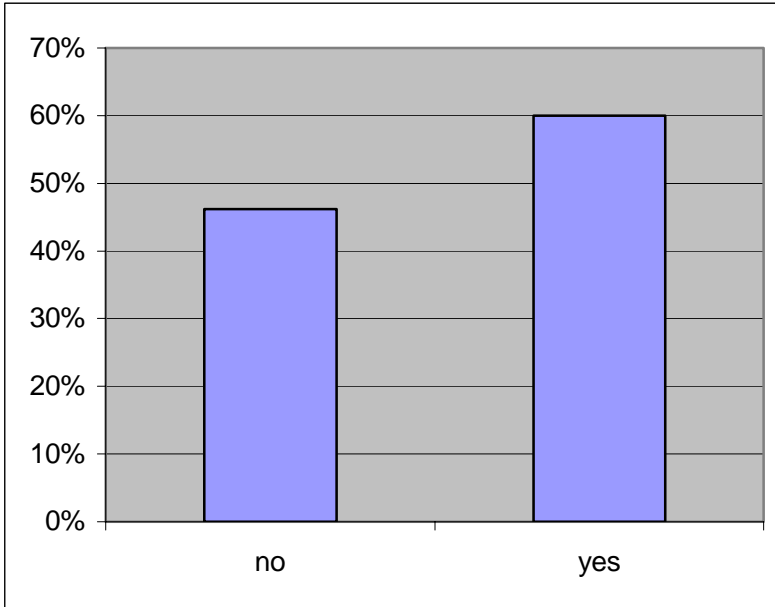
B.3.4.1 How are decisions to produce programmes on sustainable development themes taken?



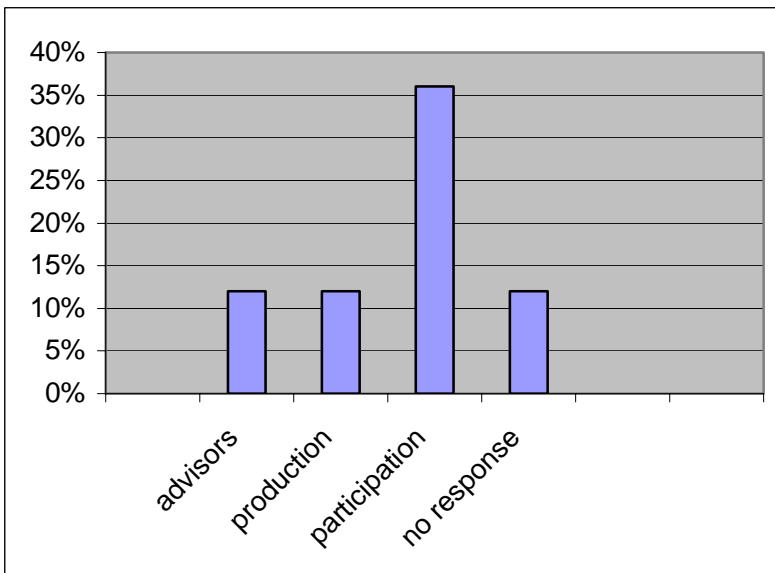
B.3.4.2 Who are your sources of information on sustainable development themes?



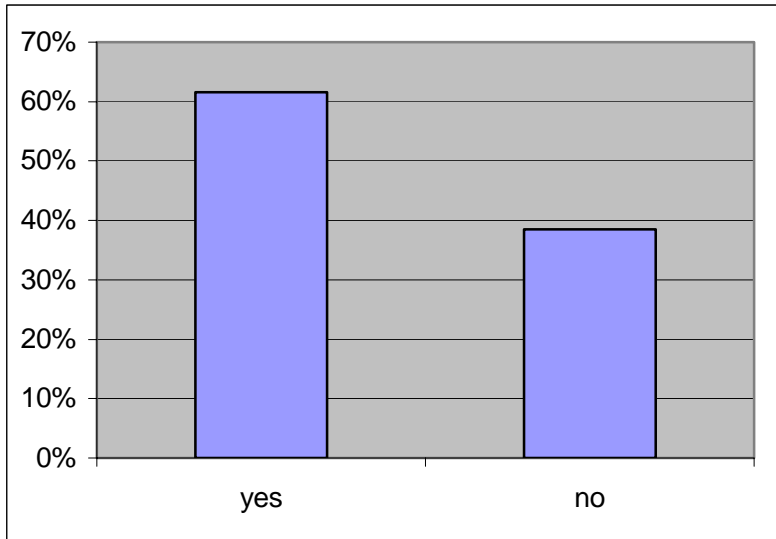
B.3.4.3 Are people who work in these thematic areas involved in the programming?



B.3.4.4 If Yes, How?



B.3.4.5 Do your presenters/producers have the skills required to produce programmes on each of the themes?



B.3.4 OBSERVATIONS: Program Policies Processes

Decision-making at Panama's radio stations are predominantly done by the director/manager (64% of stations) (graph B.3.4.1). Production meetings are a less common case, or by the program manager (27% each). The community is not consulted in Panama in the programming decision-making.

70% of stations seek out non-governmental organizations for sustainable development programming content, or they find it on the internet; followed by social organizations (60% of stations) (graph B.3.4.2). Community members, government institutions, press and researches are equally consulted at 50% of stations. Their participation in 60% of cases also involves collaborating on the programming. 61% of stations surveyed believe that these presenters/producers have the skills to produce sustainable development programs themselves.

B. CONCLUSIONS: Content Survey

Panama demonstrates leadership in the modernization of technological facilities, appropriation of internet and other modern media as a resource for research, and utilization of contemporary and dynamic program formats. However, radio stations in Panama present the greatest vulnerability to replicating the approaches of commercial radio in terms of program mix, audience segmentation and the elimination of multi-language broadcasting.

Guatemala community radio stations are remarkably well-trained and well-organized with and among themselves, and exhibit much strength in its participatory links with community and a more planned and integrated approach to programming when compared to the other two countries. Yet, target audiences and program formats describe a more traditional, somewhat serious approach to development themes, or at least a lack of innovation.

Southern Mexico has a problem with infrastructure, and yet the very recent (under three years) boom in community radio up-starts reveals that technology may not be a factor in its viability. Southern Mexican programming processes are hindered by a heavily top-down decision making process and in-studio control of agendas, and this is reflected in inconsistent coverage of and programming for the varied sustainable development themes.

A Comparison

The historical make-up of community radio stations in Central America reveals a repeated pattern. Each of the three nations considered in this study have experienced a fairly recent boom in the creation of new broadcasters -within the last twenty years and accelerating. While at the same time, in the case of Guatemala and Panama there exists the remnants of an older proliferation of stations whose formation was in the 1960's and 70's and which were followed by a lull in radio expansion. This trend is similar when considering Mexico as a whole as well, although in the southern region radio is still fairly new and no such "older" stations exist. However, it may be noted that the phenomena which eventually launched community radio in the south of Mexico was born of the 1960's/70's initiatives of the Indigenous Radiobroadcast System. It will be important to compare and contrast the visions of the stations in these two groups as the socio-political circumstances at the time of their inception are appreciably different (see Brief Histories, section A).

A primary and consistent function of community radio stations in Central America is that of the diffusion of local, cultural and sometimes ethnic values and traditions. Community stations in Guatemala and Mexico are overwhelmingly multi-lingual. Even in Panama, where half of programming is nationwide, a relatively high number of local, cultural programs are produced. And yet, in comparing stations' responses to questions concerning coverage of cultural themes, development of cultural topics and relevance of culture to audiences -as opposed to the actual creation of cultural programs -it is interesting to find that culture is consistently under-recognized within the list of sustainable development themes in all three countries. That is, stations do not give themselves credit for the amount of actual coverage that they give to cultural themes. Culture is somehow omnipresent in the origins and daily activities at radio stations today, and simultaneously invisible.

In Common

There exist various indications in all three countries surveyed that an integrated handling of sustainable development themes on the radio is desirable and possible in Central America, with the important exception of food security, which seems not to be understood as a theme, and the exclusion of gay/lesbian, mature and to a much lesser extent, younger audiences in terms of participation. All

three countries studied demonstrate a reliance on local audience stakeholders as sources of cultural and local content, but not as serious collaborators in creating debate about development issues. Having said that, all three indicate either the will for more inclusion, or doubts about in-house capacities.

C. FOCUS GROUPS

Following are descriptions of the three radio stations who participated in focus groups and the communities they serve, and a summary of the six focus group discussions that took place in southern Mexico, Guatemala and Panama. In each case, one focus group was conducted with staff personnel, the second with station audiences. Members of local community based organization were included in either of the two groups. Audio register and transcripts of focus groups are available in the investigations archive at Pronatura Chiapas. A copy of the Focus Group Discussion Guide may be found in section D of this document.

C.1 SOUTHERN MÉXICO

Broadcaster: "La Voz de los Vientos"

Location: Copainalá, Chiapas, México

Coverage

Municipalities: 38

Kilometers: 12,608.2 km²

Zoque population: 81,883

Tzotzil population: 219,995

Peripheral indigenous population: 16,455

Station Description

Founded in 1997 and broadcasting on the AM band, this station is a member of the Indigenous Radiobroadcast System and the National Commission of Indian Development. Its objectives include:

- To contribute to the betterment of the living standards of the indigenous communities of the region, in accordance with their own aspirations.
- To foment the interchange of experiences between communities.
- To support the solidarity of Indian groups throughout the region, promoting their cultural development.
- To establish communications processes between peoples of the region, transcending geographical limitations.

C.1.1 Station Personnel Discussion

The staff at “La Voz de los Vientos” is comprised of eight persons, including producers, presenters, technicians, programmers and a station director. This radiobroadcaster was recently restructured and today includes announcers who are bilingual, speaking both Spanish and either of the two local ethnic languages: zoque or tzotzil. The station maintains a group of rural correspondents as well whose role is to cover activities in communities. Their vision is expressed in the phrase: “to serve, to inform, to share”.

Community Themes of Importance

Station staff at “La Voz” considers culture, environment, health, sexuality and reproductive health, gender equity, economic alternatives and human rights to be the most relevant themes in the communities which they serve. However environmental themes linked to agricultural production were the most frequently mentioned concerns (organic fertilizers, agro-chemicals, forestry and fire prevention).

Sustainable Development Content

According to the staff’s own account, “La Voz” has traditionally given more emphasis to cultural matters than any other Sustainable Development theme. In co-production with government entities however, they have managed to cover themes such as sexuality and reproductive health, gender equality, human rights and conservation, among others. Programmers at “La Voz” find it difficult to sustain programs with sustainable development contents for more than a couple of years.

Participation

Community participation is a basic policy at “La Voz”, which subscribes the inclusion of social organizations, civil organizations and government institutions, as well as the community, in the constitution of its Advisory Board. The participation of the community is generally in terms of the diffusion of its culture and costumes, while organizations and institutions are sought out for the production of programs.

The Role of Community Radio

In reflecting upon the deficiencies which exist at “La Voz” between community needs and current programming, the discussion centered on the creation of debate. Radio staff manifested their enthusiasm for creating more relevance in community life and they described it as the “exchange” of opinions, “coordination” with government entities, and “collaboration” with social groups, which may indeed inform, educate and sensitize, but in an active manner: generating debate.

Challenges

Budgetary limitations and limitations in material and human resources were the first concerns cited by station staff as obstacles to realize their objectives. Along those lines, was viewed as imperative the generation of income within the station itself necessary. The importance of further and more meaningful outreach to the community was also cited as necessary to serving that same community better. Some staff members expressed the desire to improve their native language skills. Initiative in seeking out adequate information within government, organizational and community sources was also mentioned. And finally, there was the sense of a need to consolidate unity within the staff itself to improve collaboration.

C.1.2 Audience Discussion

"I use radio more than any other form of communication. What a wonder! Because the "The Wind Carries the Voice" (La Voz de los Vientos)", participant in audience focus group.

Station/Audience Relations

Within the participants of the audience discussion, the opinion was unanimous that radio is a positive element within the community, a source of information, communication and learning as well as entertaining and satisfying. It was also recognized for its commercial value and its link with economic realities in the region. Without a doubt, its value in preserving and fomenting local, traditional values and identity, especially for future generations, was considered priceless.

Daily life and Radio

Listeners confided that the radio has become a part of their daily lives, accompanying them in personal, familiar and communitarian moments; benefiting them in their agricultural, health, educational and entertainment aspects.

Sustainable Development Content

Participants recognized the work that "La Voz" has done in providing content in the areas of gender, human rights and environment, yet wished to point out the lack of coverage of themes such as reforestation, agriculture, organic fertilizers and health. For local listeners, it was important to remember that the function of the station is above all in the promotion of ethnic cultures with a plural-cultural vision.

It may be noted again that conservation themes are continually intertwined with agricultural production themes and economic realities (as was the case in the Station Discussions as well), and

much interest was expressed in inviting experts to discuss relevant agricultural topics, and interchanges with other communities focused on natural resources management. Listeners seemed to look to radio to extend their experiences beyond their regions and create links state wide with other communities.

Participation

Members of the group were unanimous in their disposition to participate with “La Voz” in any way that might be helpful, mentioning in particular the sharing of their personal experiences in agricultural production and customs, and with traditional crafts and music. The group was open to the challenge of the exchange of ideas and proposals.

C.2 FOCUS GROUP: GUATEMALA

Broadcaster: “La Voz de Nahuala”

Location: Sololá, Guatemala

Coverage

Municipalities: 6

Languages: 2

Station Description

In the light of deficiencies in formal and continuing education in Guatemala, this radiobroadcaster was formed in 1962 to promote alternative education. The Catholic bishop of Sololá was its original promoter, and implementation was in the hands of The Spokane Mission. “La Voz de Nauhalá” was the first broadcaster in Guatemala to transmit programs in the native K’iche language.

In the years of its inception, there were few radio-receivers in rural Guatemala. In response, “La Voz de Nauhalá” organized radio-phonics centers in order that communities could unite and listen to their educational broadcasts. At the same time, this broadcaster was involved in forming 289 literacy centers in Guatemala. Initial educational programs were focused on health, agriculture and religious contents.

“La Voz de Nauhalá” has recently reduced its activities, eliminating its presence on the AM band. Its original founders have since moved on to other activities and operation is in the hands of the Pro-Development and Popular Education Association (ADEP).

C.2.1 Station Personnel Discussion

Personnel at “La Voz de Nauhala” include 7 staff members within the areas of production / presentation, marketing and direction, and 15 correspondents in the field the majority of which speak more than one language. Program presenters are also bilingual.

This group recognizes the various difficulties in being involved in community radio, the demands of being a reporter, the anxiety of being on-air live; yet feel recognized for their work among audiences, which is a source of motivation.

Sustainable Development Context

Environment, agriculture, gender and culture are themes of greatest relevance in community according to the perspective of staff members at “La Voz de Nahualá”. The educational roots of the station are maintained in “The School for Everybody Program” which covers subjects such as health, history and human rights for those who wish to earn their degree. Yet many other formats and programs have been developed and have become favorites of local populations; among them are “Fountain of Wisdom”, “Women” and “Sounds of My People”.

Community Themes of Importance

Besides the above mentioned sustainable development themes, “La Voz de Nahualá” considers economic issues to be priority for its listeners. “Sector Económico” is an example of this stations sympathy with local realities in dealing with the immigration issue. Participants discussed the risks of losing one’s property in Guatemala when contemplating a danger-filled entry into the United States for economic gain.

Participation

Staff members consider participation essential to their work and describe it as certain sensitivity on the part of the radio towards community members and sectors. As for cooperation with social groups, organizations and institutions, “La Voz de Nahualá” considers its current connections as adequate in obtaining information, interviews and in the creation of relevant programming. It was mentioned that as a member of the Guatemalan Federation of Radiophonic Schools (FGER), “La Voz de Nahualá” has benefited greatly from the institutional strengthening that that federation provides.

The Role of Community Radio

The vision at “La Voz de Nauhala” is to be considered a member of the community, participating in its celebrations, cooperating in its daily trials. In a recent survey conducted by the station (with the assistance of FGER), findings pointed to the function of radio in “strengthening the demands of the population”. Although they consider themselves on generally good terms with their listeners, staff

members conclude that they could do more to establish contact with, and even motivate their audiences.

Challenges

The financial viability of the broadcaster was mentioned as a constant concern, and initiatives are being explored to provide supplemental income to make ends meet. Live coverage of cultural and private events in the community at a cost is proving to be a viable alternative. Among financial concerns for staff members is the ability to pay their field correspondents an appropriated wage for their labor. Another need at “La Voz de Nauhala” is the continued training of its staff, for which the expertise at FGER is again being sought.

C.2.2 Audience Discussion

Station/ Audience Relations

Radio for listeners in Sololá, Guatemala, is a daily companion. Even before the rising of the sun, it is often the custom to turn on the radio, which is a source of motivation and provides pleasant sensations. The radio station itself is described as a support to the individual and to the community. The radio station shares its knowledge, passes messages and offers motivation. The radio station links community members one to another with these shared moments.

Daily Life and Radio

This group of listening audience participants was quite specific in mentioning the personal and family benefits that radio programming has provided them. Traditional medicinal methods have been used with successful results. Tips on family nutrition have been followed; religious reflections have generated life changes and the discussion on the radio of gender issues has created sensibility in the family for equality between members. Again, the specificity in participant’s remarks leads one to believe that radio programming on these topics has been consistent, explicit and relevant for these audiences.

Sustainable Development Content

Reiterated in the case of the audience discussion were agricultural and naturalistic themes, such as the preparation of organic fertilizers, natural medicines, health and nutrition. Forest fires and abusive chemical additives to crops are threats to local livelihoods and alternatives are much needed.

Social ills such as alcoholism and drug addiction were also mentioned in the context of the effects of migration to and from the United States of younger community members. The sudden influx of

income within certain families in the community and the introduction of foreign habits are viewed as disruptive to community integrity and local values.

C.3 FOCUS GROUP: PANAMA

Broadcaster: "Radio Voz Sin Fronteras"

Location: Matetí, Darién, Panamá.

Coverage

Municipalities: 7

Languages: 4

Years broadcasting: 11

Description

Darién is the southernmost province in the republic, rich in natural resources and located at the border with Colombia. The population in Darién includes various indigenous, Afro-Antilles and mestizo groups.

3.1 Station Personnel Discussion

"Radio Voz Sin Fronteras" is comprised of three bilingual producer/presenters who speak the three languages of the region (Emberá, Wuanan, Kuna), who are also trained as technicians. At the station there is an executive director and one program director. In addition, there are two external production facilities, who work closely with this radio station. For radio staff, working in this field is a source of personal enrichment. Pride is gained in being recognized in the community, knowledge is gained in handling current events and documentary, information presenters described the varied emotions they experience when changing from format to format. The feeling of being listened to brings with it a sense of responsibility.

Community Themes of Importance

Before focusing the discussion specifically on Sustainable Development themes, the group of participants began a lively debate about the current situation in the province of Darién, which in turn enriched the subsequent discussion about programming at the station. Of the nine topics which arose in this discussion, six had to do with environmental and agricultural concerns; agro-chemicals versus natural fertilizers, deforestation and international exploitation of Panama's natural resources, slash-and-burn farming and cattle ranching, middle-men in the produce market, water shortages and the desiccation of rivers. Root causes were explored in unjust economical and cultural relations and in corruption. Sympathy and indignation were expressed for local ethnic groups, and yet participants

admitted that communities were too passive and unorganized to be able to defend their interests. The discussion was sober, anxious and one could sense the feeling of impotence on the part of radio staff in the face of such complicated problematic.

Also on the list of concerns were the lack of access to health care services, which manifests itself in the unusually high infant mortality rate, chronic gastro-intestinal maladies in communities and health problems for multiple child-bearing women (6-8 children). Present in the group was a promoter within a women's organization, who was forceful in her insistence that transportation infrastructure was required to maintain the community healthy.

Sustainable Development Content

Having thus broached many topics having to do with the viability and development of the community, the discussion took on the tone of a planning session when considering the sustainable development agenda. The consensus about current programming at "Radio Voz Sin Fronteras" was that it was performing well in serving ethnic language audiences, the family and farm workers, with specific, successful programs. There was a sense that many health topics had been touched upon as well, and yet comments reflected the desire to do more: "in one way or another, we touch on all of these themes, but without any depth," and "there is so much more that we could be doing on the radio." The group reflection was positive, proactive and genuine, raising the importance of repetition, simplicity and consistency in programming and in the development of messages; yet this same reflection reveals that this station is a good deal away from a systematic and integrated treatment of community development on the air.

Participation

The discussion returned at several moments to consider the lack of organization, participation and initiative among community members, and stereotypes of social and ethnic groups were perceived among participants in the focus group themselves.

The Role of Community Radio

There was a general agreement within the group that radio personnel should be in the field more often, have more contact with community members, be a "lived radio". Among the station's considered successes is a popular radio-play, and this production was cited as an example of the station's natural "feel for" local reality. One participant reminded the group that this was a "popular" and "catholic" station, and that the tenor of the enterprise should not be sensationalistic. Along those lines, other participants complained about a perceived restriction of what may be broadcast at the station, and an almost self-imposed censure of information. The sensitivity of broadcasting on the

border with Columbia (a nation with internal political problems) was an important factor, but again, solutions were suggested in allowing the community to speak, that the opinion need not be the station's, but that it is important to open the means of expression.

Challenges

For radio staff at "Radio Voz Sin Fronteras", increased contact with the community was considered fundamental to creating a more participatory radio station, as has been mentioned. Staff would wish to sensitize and engage certain ethnic groups within the "comarca" (reservations), and empower them. Increased broadcast time was mentioned as a goal, continued training of staff as well. And returning to the development agenda again, participants proposed the division of themes in order to better cover them in a meaningful way.

C.3.2 Audience Discussion

Station/Audience Relations

Focus group participants described local radio as an instrument of belonging. For its local sounds, local languages, local news, one is able to feel the realities of the province in which one lives. Recognizable and friendly voices reinforce the sensation of being in one's own home. Radio is a positive, satisfying and calming source of identification.

Daily Life and Radio

Besides the unity that participants described as a key function of radio in the community, several specific benefits were mentioned in the form of communication with remote communities, commercialization for small businesses, religious orientation and education. "When I heard on the radio that radio was coming (to our region)" one farm worker confided, "'I was up in the hills. I was curious and I came to Metetí and now I'm a graduate. I feel proud and I feel part of the radio station."

Sustainable Development Content

Recurrent in the discussion with this audience group were themes related to agricultural concerns linked to the integrity of the environment: agro-chemicals, indiscriminate cutting, conservation of fauna, along with domestic concerns such as family disintegration, domestic violence and health. The discussion delved briefly into structural causes of community maladies, such as leadership, participation, family relations and education, particularly with the input a government field worker within the discussion group. But the top-of-mind topics continued to focus the discussion on the economic viability of local agricultural production. Participants thought it would be helpful to report on the radio market prices for specific crops, inform farm workers of current legislation and

government programs in rural areas, and dedicate more radio time to organic alternatives and environmental education.

One participant was careful to point out the lack of liberty of expression on the radio and felt that perhaps this community's nearness to the Columbian border was a factor in what he felt was often erroneous programming. Programs for young people and local sports were also described as ways to reinforce the unity of the community.

Participation

In comparing the relationship between the community and "Radio Voz", as opposed to the two other broadcasters in the region, participants were quick to congratulate the station for its openness and relevance to everyday life in Darién. One other station in the area which is entertainment based is perceived as not representative of local values and culture, superficial and with too much foreign programming. Another competing station in Darién which is religious in formation is considered "closed within itself".

C. CONCLUSIONS: Focus Groups

To begin, a principal finding of focus group discussions in the Central American region is the characterization by local listening audiences of radio as a pleasurable source of identity, pride and pertinence. This has been expressed by participants in terms of ethnic belonging, regional belonging or simply belonging to a certain landscape and its sensations. Much may be extrapolated from this idea of belonging that radio provides, in socio-cultural and historical contexts. But the value of this function of radio is simply described by listeners in the comforting feelings that belonging provides. From the consistent and convincing remarks of audience members in these three distant and distinct places, it may be initially deduced that the true benefit of community radio in Central America is re-assurance.

Other common characterizations of the radio by audience participants point out its "useful" aspects, its practicality in everyday life, with the mention of concrete examples of benefits gained from specific broadcasts. Again, the simplicity of these points of view is appreciated.

On the other end of the radio transmission, station personnel struggle with the inability to maintain issue-based programs on the air; complain about the lack of organization and initiative of the community in their own development; and experience difficulty in covering the wide demands of new and changing community radio agenda. Radio staff is to be congratulated for what they have accomplished under high expectations, both local and international, and low budgets. But by their

own admission, radio staff is unable to maintain an adequate level of participation between stations and community. To greater and lesser degrees, radio staff in the region is either overwhelmed by, or incapable of grasping the entirety of agendas such as sustainable development, and as a result resort to more controlled, internal or centralized processes or structures to handle the demand.

To be sure, community or “conscientious” radio will always be more energy-consuming than commercial and entertainment based radio. Anyone who observes the media will recognize the common human propensity to avoid more complex and uncomfortable discussions. But it is worth pointing out that there exists a wide discrepancy between what local audiences truly value in community radio and what radio staff perceives to be their mission.

In Common

In all three focus group locations, verbal descriptions of relevant issues illustrate the integral way in which, food security, environment and economy are conceptually linked. This is more pronounced among audience participants, but is recurrent in multi-thematic program topics mentioned by radio personnel; such as slash-and-burn farming, forest fires and middle-men in the agricultural market. It may be added that with the mention in discussions of organic farming and traditional medicinal treatments, quickly added to the chain of “naturalistic” themes are health and culture. The intertwining of several of the eight basic sustainable development themes is performed intuitively in these predominantly rural, nature-based cultures and region.

Radio staff in the different locations was unanimous in their description of radio work and of radio production as “engaging”. It may be observed that there is a similar personal motivation of “belonging” to be found for the radio broadcaster as well, in the preparation for, and actually being on-air live. Participants described it as “reaching out”, as “receiving and transferring”, or in Guatemala where audience members described hearing the radio as receiving a “boost”, staff (in a separate session) used the term “to empower”. Participation, while it is a formal requirement of community radio for its creation, design and preparation, appears to be more often, or more fully, achieved in this “virtual” manner, in the broadcast itself.

Summary of Findings:

- Community radio stations are not doing enough to ensure that local communities participate in the selection and production of programmes regarding sustainable development issues, especially in deciding what themes or topics to cover.
- Community radio stations have not conducted research to know their audiences and thus are failing to target them with proper information.
- The impact of radio stations on their communities is good.
- The three radio stations were ample coverage on democratic themes.
- There are few programmes targeted at children. Apart from the Ministry of Education's "Learning at Taonga Market" programme that is broadcasted repeatedly by almost all the radio stations in Zambia-including the public media, the three community radio stations have few programmes targeted at children.
- Overall, participants were disappointed with the poor quality of programmes presented by community radio stations in Zambia.
- The community radio stations were not given enough time to sustainable development themes. For instance, the one hour and two hours monthly averages given to "environment" and "agriculture" themes respectively, by each radio station is not enough.
- There is too much waste of time dedicated to music that does not even make sense to local people who do not understand the English language in which most of these songs are sung.
- The programmes are beneficial to the communities and they reach the communities as they are also broadcast in the local languages.
- Decisions on sustainable development themes are made with participation of local members, except for Breeze FM, which was not doing enough to involve its community in making decisions on programmes.
- Most stations are facing transport problems. Of the three stations that participated in this research, only Yatsani radio has a good transport system.
- The radio stations with the exception of Yatsani radio have inadequate equipment for them to conduct their duties properly.
- The research found that the use of volunteers was the main cause of poor programmes.
- People appreciate programmes in local languages as they are understood by most community members.
- Community radio stations are not actively in touch and involved with the communities that they serve. There are no efforts made to ensure community participation at the stations.
- All the stations that participated in the survey indicated that they have never conducted an audience survey to look into their programming.

- The challenge with lack of financial resources is stated as one of the major one, which according to stations also contribute to poor sustainability of their programming.
- There is general lack of understanding of sustainable development and themes that are classified as sustainable development themes.
- Stations interaction or feedback from audiences is limited to phone calls received during programmes and some feedback which comes in the form of suggestions boxes.
- Most of the stakeholders in the communities are not well informed about the activities of the station, how then can be involved in the stations programming hence limited support from stakeholders to the stations.
- Poor research of programmes also according to some audiences lead to poor quality of programmes, some of the presenters of the programmes are not well informed about the subject.
- Volunteerism poses a challenge to continuity and sustainability of programming, often stations complain that they always loose they have trained to other institutions and therefore always struggle to develop new skills.
- Local languages are most preferred by audiences, In Barberton the audiences complained about the extreme use of the English language which is not understood by the majority in the community.
- Poor relationships with stakeholders and lack of knowledge on how to engage them to support stations programming results in shying away from attempts to do this and programming that is not well informed.
- Most of the stations did not have policies on how their programming should be structured.

Recommendations

- Community radio stations should put more effort to establish relationships with stakeholders in their communities and approach them for support in their programming.
- There is a need for the stations to be more careful especially during their recruitment processes to ensure that those who are employed by the station have an understanding, passion and commitment required in the development sector.
- Radio stations should respect their language quota and ensure that they respect their licensing conditions and also explain to their listeners why one language gets more coverage than the other.
- There needs to be follow up to this project, there is a need to support stations to produce sustainable content. One of the recommendations would be a pilot project to support stations that participated in the project with resources for their programming.
- Coupled with that engage stations in an income generating initiative project that will assist them to finance their programme.
- What is important is that stations be assisted to produce quality programming, which will in turn encourage local potential investors to support the station.
- Marketing of local community radio stations is also very important , stations need to be actively involved in community project for them

- Community radio station owners should ensure that the people they employ (including volunteers) to work as producers and presenters are well trained in order for them to produce good programmes.
- More time should be allocated to sustainable development themes if they are to have a greater impact on the communities
- Radio stations should reduce on their music and dedicate the time to sustainable development programmes such as environmental issues which at the time are receiving only about two hours per month per station on average.
- Radio stations need more funding if they are to do their jobs properly and adequately cover sustainable development issues effectively. More equipment and transport is needed for the volunteers who are not paid to do their jobs properly.
- This research also recommends that community radio stations owners should conduct audience survey research for them to know their audiences better. This will help them target specific audiences with specific programmes.
- Community radio stations should fully exploit the goodwill of sustainable development stakeholders (including churches) who are also looking for avenues through which to reach the communities with sustainable development messages.
- Community radio stations should produce more programmes targeted at children.
- Community radio stations should employ qualified media personnel in order to improve on the quality of their programmes and thus provide a good service to the communities.
- There is a need for capacity building of journalists and editors at all levels to familiarise themselves with issues regarding sustainable development.

Finally, there is need to improve, build support and resources for the radio stations for them to survive and be meaningful to society. The findings and recommendations of this research need not be taken as a complete panacea for community radio stations-but as a contribution towards finding means and ways of ensuring that community radio stations have access to content that will assist them produce programmes on sustainable development. On conclusion, it is the hope that the findings will be helpful to media owners as well as information and communication organisations they go about their noble duties of providing information to our communities in line with sustainable development themes.

General Conclusions

The question, "How well is sustainable development being mainstreamed on community radio in Africa and Central America today?" may be evaluated in two ways. First, by measuring the time dedicated to planning, creating and airing programs on the eight basic sustainable development themes; and second, by judging the quality of the relationships within and around broadcasters and their audiences in terms of integration and participation. "Integral" and "participatory", as was

pointed out in the Media for Sustainable Development Forum Project Proposal, and repeated in the introduction of this document, are the key factors that set in motion the change in values and behaviors that sustainable development requires. These two gestures, the ability to expand (whether that is to encompass a diversity of topics, or a variety of persons and perspectives), and the ability to unite (or maintain a vision of the integral nature of all themes and perspectives), is the other great challenge of this new vision of society.

In a strictly statistical reading of the current situation, both regions (Central America and Africa) scores low in giving meaningful airtime to the sustainable development agenda. Performances are varied, but common root causes for difficulties are the concern of the present conclusions -that is if it may be demonstrated that community radio is an appropriate choice for mainstreaming the sustainable development agenda, as opposed to other options. Today, with the full spectrum of communications means at one's disposal, geographical remoteness is no longer a hindering factor, and these studied results beg the question whether community radio is an efficient method to promote sustainable development values within this population sector. However, there are two important unstatistical findings here to be considered before questioning the virtues of community radio as a means to sustainable development ends, and which describe community radio as, perhaps not "efficient", but as strategic to the achievement of sustainable development goals. The focus here is not only upon what sustainable development has to offer the community, but on what the community has to offer sustainable development.

As evidenced in this study, although not fully explored, there exist several different collective models of participation currently in use in community radio in the two regions, which are mainstreaming sustainable development within rural and ethnic communities today, and have been since before that agenda was formulated. These collective models have been hinted at or directly cited in disparate sections of the present report as "naturalism" in agricultural Mesoamerica, "*La Lucha* (the struggle)" in Guatemala, the gender movement at the Mexican border in the 1990's political exodus from Guatemala, and a few others that may be explored in, for instance, Incan regional identity and culture in Panama, *Zapatista* independent radio in Chiapas, etc. What these socio-cultural and sometimes anthropological models have in common in this case is, on the one hand, their appropriation by important community radio movements and their natural propensity for expression and flourishing in this media; and on the other, in that they are paradigms with a powerful unity of mission while capable of containing a variety of specific themes within them. Independent of the movements themselves, each of the collective models here mentioned has been recognized for their ability to create on the radio a basic integrated development approach, and participation in an engaging debate that

includes topics as disparate as economy, sexuality and conservation, to cite a few, and as many as five of the basic sustainable development themes – always with reference to the movements entire framework. This is important, because one of the two primordial ingredients, as has been mentioned, for the promotion of the sustainable development agenda, and the one that outside interests do only with considerable difficulty and very little results in community, is the *integration* of specific themes into a single vision capable of motivating those who share in its truth or reality to action. And it is in precisely this sense that these models are of value to other sectors of the population.

It is certainly clear that without community radio one could not conceivably position the sustainable development agenda in rural and ethnic communities –it is a matter of investment in training and infrastructure. The question is, without community radio, would there exist a register of local-culture and an ethnic perspective in the sustainable development debate, which is after all, is requisite for realization of sustainable development on a larger scale. And could these powerful collective models of participation and development otherwise be shared with other sectors of the society in a less lively, less locally lived format? To date, and not taking into account the participative political forms themselves, community radio is the only media form which allows for this ownership of message and this two-way communication, to hear and to speak.

For local radio personnel, who in the end would be the primary recipients of the kinds of action that this study might recommend, the question again returns to these two ways of seeing the community development problem – in its parts, or as a whole. This study concludes that the sustainable development approach has little or no intrinsic values which favor its positioning in an integral manner – either within radio staff or audiences themselves. The aim of these conclusions is not to recommend any specific movement-based approach to the present communications problem. Having said that, it is clear that community radio staff, with the best of interests, is complicating their labors by compartmentalizing sustainable development into its component themes, and not exploiting the local collective model for its ability to do multi-thematic positioning simultaneously and holistically. In the same vein, actions designed to strengthen community radio's ability to help with this initiative would meet with more success in proposing the sustainable development list of themes as criteria for the evaluation of *integrity* and *participation* in radio structures and processes, rather than as an agenda to be implemented, and turn the focus to reinforce the innovation of new local-cultural program expressions.

Content Survey Questionnaire**SECTION 1: Station Profile****(Please type information in the box to the right)**

1.1	Name of Community Radio Station	
1.2	Station Frequency/Band	
1.3	Geographical location	
1.4	Number of years broadcasting	
1.5	Coverage area / number of kilometers	
1.6	Languages	
1.7	Mission of the Station	
1.8	Vision of the Station	

SECTION 2: Programming Content2.1 What type of production facilities does your station have? *(Please name them)*

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2.2 What type of programmes does your station produce? *(Indicate with an X where appropriate)*

Health	Entertainment	Business	News	Sports	Culture	Nature	Other <i>(please specify)</i>
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2.3 What audiences does your programming take into account? *(Indicate with an X where appropriate)*

Children	Adolescents	Young Adults	Adults	Mature Listeners	Men	Women	Ethnic Groups	Gay/ Lesbian	Other <i>(please specify)</i>
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2.4 What programming formats does your station use? *(Indicate with an X where appropriate)*

Talk show	Interview	Current Affairs	Drama	Magazine	<i>Live coverage of events</i>	<i>Other (please specify)</i>
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2.5 What are your stations policies on producing programmes on sustainable development? *(Please state them)*

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SECTION 3: Thematic Areas of Programming/Sustainable Development

3.1 Does your station produce any programs on the following sustainable development themes? *(Indicate with an X)*

HIV/ AIDS	Food Security	Environment	Gender	Human Rights	Democracy	Economic Alternatives	Cultura
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3.2 What topics on each of the above mentioned themes does your station cover? *(Please name them)*

HIV/ AIDS	Food Security	Environment	Gender	Human Rights	Democracy	Economic Alternatives	Cultura
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3.3 Please provide programming information for each of the Programs that you listed above.

Name:		Name:		Name:	
Topic:		Topic:		Topic:	
Audience:		Audience:		Audience:	
Duration :		Duration :		Duration :	
Time of Day:		Time of Day:		Time of Day:	
Times per month:		Times per month:		Times per month:	

Name:		Name:		Name:	
Topic:		Topic:		Topic:	
Audience:		Audience:		Audience:	
Duration :		Duration :		Duration :	
Time of Day:		Time of Day:		Time of Day:	
Times per month:		Times per month:		Times per month:	

3.4 How relevant is each of the topics to your Audience? (Rate topics on a scale of 1 - 10)

HIV/ AIDS	Food Security	Environment	Gender	Human Rights	Democracy	Economic Alternatives	Cultura
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SECTION 4: Programming Policies and Processes

4.1 How are decisions to produce programmes on sustainable development themes taken? (Indicate with an X)

By Station Manager	At Production Meetings	With Input from the community	By Presenters	By Programmes Manager	Other (please specify)
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4.2 Who are your sources of information on sustainable development themes? (Indicate with an X where appropriate)

Community Members	Governmental Organizations	Community Organizatio	Non-Government Organizations	Magazines	Television	Experts, Researchers, Professional	Internet	Other (please specify)
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4.3 Are people who work in these thematic areas involved in the programming? (Indicate with an X where appropriate)

Yes	No
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4.4 If Yes, How? If No, Why? (Please explain)

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4.5 Do your presenters/producers have the skills required to produce programmes on each of the topics? *(Indicate with X)*

Yes	No
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4.6 If Yes, What specific skills do they have? If No, What skills do they need? *(Please name them)*

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4.7 What needs does your station have in producing these programmes? What challenges do you face? *(Please explain)*

Focus Group Discussion Guide

Station Personnel

Objectives:

- Identify perceptions of the role radio plays in the (sustainable) development of the community.
- Measure the quality of the programming process in terms of diversity and inclusion.

Profiling of participants:

Director, Producer, Program Manager, Presenters, correspondents, non-staff content providers, other staff.

Number of participants: 8-12

Duration: 1.5 hours

Format:

Exercise with audio presentation of fictitious news-bites and commentary that include the seven basic Sustainable Development themes (see questionnaire). Guided reflection related to the presentation.

Questions:

- 1.1 Which of the topics that you have just listened to are the most relevant in this community?
- 1.2 Which are the topics that are heard most often?
- 1.3 Which topics should be heard more often?

Exercise with guided visualization of each individual in his or her daily work situation.

Questions:

- 1.4 Do you feel that what you have to give personally and professionally affects the quality of this station's programs?
- 1.5 Besides your own experience, what Fuentes do you utilize in creating program content?
- 1.6 What barriers exist in the programming process that prohibit the airing of certain topics (refer to question 1.3)?

Local Audiences

Objectives:

- Identify the role that radio plays in the community.
- Measure the relevance of current programming to the (sustainable) development of the community.

Profiling of participants:

Persons 17 years and older, equal gender representation, variety of occupations and interests, representation of a various community based organizations.

Number of participants: 8-12

Duration: 1.5 hours

Format:

Exercise with guided visualization of each individual in his or her daily activities while listening to radio.

Questions:

- 2.1 How does listening to the radio make you feel?
- 2.2 Which kinds of programs do you prefer to listen to?
- 2.3 What does the radio have to offer you?

Exercise with audio presentation of fictitious news-bites and commentary that include the seven basic Sustainable Development themes (see questionnaire). Guided reflection related to the presentation.

Questions:

- 2.4 Which of these topics are heard on the radio in this community?
- 2.5 Which topics are not heard, but should be heard more often?
- 2.6 Have you ever heard something on the radio that has helped you in your activities?