IMPACT PROGRAMMING
We work with local partner radio stations to plan and deliver special radio campaigns and programs that have a specific impact on a development challenge such as low crop productivity, soil erosion or banana bacterial wilt. All programs are in local languages and are developed in a farmer-centred, participatory manner.

BROADCASTER TRAINING
We provide training services to broadcasters, including direct in-station training, distance education and custom workshops to help them meet a higher standard of farm radio services.

BROADCASTER RESOURCES
We develop radio scripts, information packages, a weekly electronic news service, and a special online community called Barza, and share them with thousands of individual African broadcasters.

INTEGRATING MODERN TECHNOLOGY
When we say radio we are referring to radio which is enhanced by other modern technologies such as mobile phones. All of our projects integrate innovative uses of technologies to reach even more farmers and to monitor and evaluate the effectiveness of farmer programs.
OUR WORK IN ETHIOPIA

PARTICIPATORY RADIO PROGRAMS
From application of improved crop varieties to a program on a more nutritious type of maize, we worked with local radio stations to produce and air 26 programs in 2016-2017 that encourage real, large-scale changes in knowledge, attitudes and practice with regard to proven, low-cost farming methods — all for a fraction of the cost of traditional on-farm extension services.

KEY PARTNERSHIPS
FRI Ethiopia is fostering partnerships with key partners in the public, private and non-profit sector, including the Ethiopian government. We offer an unprecedented means to reach farmers at the field level, achieving scale which is only possible thanks to the ubiquity of radio sets in rural areas as well as our unique approach to radio programming.

UNPRECEDENTED IMPACT
Our programs are designed to have a measurable impact. Based on rigorous monitoring and evaluation, we know that well-produced radio can have a significant impact on the practice of farmers. In a randomly controlled trial from 2007 to 2010 we learned that farmers who reside in communities reached by a Participatory Radio Campaign (PRC) are five times more likely to adopt the featured agricultural practice than farmers in communities not reached by the PRC.

BUILDING LOCAL CAPACITY
We work with local radio stations throughout Ethiopia (and in 39 other sub-Saharan African countries) to enable them to serve their farming communities. Our long-term goal is that every African small-scale farmer be served by an improved farm radio service that shares knowledge, gives voice, and has an impact on rural livelihoods. Our training approach builds local station capacity to deliver top-notch entertaining radio and enables stations to retain radio talent.

farmradio.org