

Communication for Empowerment in Madagascar

An assessment of communication and media needs at the community level

2008



UNDEF



The United Nations
Democracy Fund

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**UNDP Oslo Governance Centre
Communication for Social Change Consortium
UNDEF**

This report was written by staff and consultants from the Andrew Lees Trust with input from Barry Driscoll of UNDP. Project coordination and editing by staff and consultants of the Communication for Social Change Consortium.

The views and interpretations in this report are the authors' and do not necessarily reflect those of UNDP or of the Communication for Social Change Consortium.

The Communication for Empowerment initiative is funded by the United Nations Democracy Fund (UNDEF) and the United Nations Development Programme (UNDP).

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Front page photos: Adam Rogers

Addresses:

UNDP Oslo Governance Centre

Postboks 2881 Tøyen

N-0608 Oslo, Norway

Tel: +47.23 06 08 20

Fax: +47.23 06 08 21

Oslo.governance.centre@undp.org

www.undp.org/oslocentre

Communication for Social Change Consortium

14 South Orange Avenue, Suite 2F

South Orange, New Jersey 07079, United States.

Tel: +1.973 763 1115

Fax: +1.973 762 8267

info@communicationforsocialchange.org

www.communicationforsocialchange.org

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ACRONYMS

ACORDS	Le Programme d'Appui aux Communes et aux Organisations Rurales pour le Développement du Sud / The Support Programme for Communes and Rural Organisations for the Development of the South
ADRA	Adventist Development Relief Agency
AEPA	Approvisionnement en Eau Potable et Assainissement / Water Supply and Sanitation
AFA	L'Agence Française de l'Adoption / French Agency for Adoption
ALT	Andrew Lees Trust
ALT PR	Andrew Lees Trust Project Radio
ATEC	Technological Support to Teachers and Communities
C4E	Communication for Empowerment
CFSC	Communication for Social Change
CNLS	Comité National pour la Lutte Contre le SIDA / National HIV AIDS Committee
CRS	Catholic Relief Services
CSB	Centre de Santé de Base / Basic Health Centre
CTA	Technical Centre for Agricultural and Rural Cooperation
EC	European Commission
ERI	Eco Regional Initiatives
FAFED	Fédération des Associations des Femmes et Développement
FAO	Food and Agriculture Organisation
FJKM	Fiangonan'i Jesoa Kristy eto Madagasikara (The church of Jesus Christ in Madagascar)
MBS	Malagasy Broadcasting System
NGO	Non-Governmental Organization
PACT	Participating Agencies Collaborating Together
PAM	Programme Alimentaire du Monde ~ World Food Programme
PCID	Partners for Communications and Information for Development
RLG	Radio Listening Group
RNM	Radio Nationale Madagascar
RTA	Radio Télévision Analamanga
RTS	Radio ny Tantsaha Sakay (Radio Rurale de Sakay)
SSD	Service de Santé du District / District Level Health Centre
TVM	Television Malagasy
UADELS	Unité d'Appui au Développement Local / Local Development Unit
UNDP	United Nations Development Programme
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development
WWF	World Wide Fund

MEDIA AND COMMUNICATION CONCEPTS AND DEFINITIONS

USED IN THIS REPORT:

Communication for Empowerment

- When used in the context of this report, this term refers to media strategies and action which generate the self-confidence, power and insight needed for vulnerable and marginalised persons and communities to take control of their own lives. The term suggests that appropriate and exact information is available in accessible media and forms; that people have access to voice their views, understanding and concerns publicly; and that open spaces for inclusive dialogue and debate are available, such as through community radio or community access programmes in other media.

Community

- This term signifies a group of people sharing an [environment](#) within a geographic region with shared interests due to where they live, as well as differing interests.. To accommodate differences among the people living within an area we talk about identification of "the communities within the community."

Community Radio

- is a local radio station that is owned by, run by and staffed by people from within a given community. A community radio station produces programmes about the life of the community through involvement by community members. Sometimes stations owned by a religious organisation or even by the state may have most of the traits of a community radio station except for the ownership. Such stations are often referred to as community radio. In Africa community radio is most often geographically defined, but it can also be a station owned and run by a community of interest such as by a NGO dedicated to particular interests..

Empowerment

- This refers to increasing the [political](#), [social](#) or [economic](#) strength of individuals and communities. It often involves people developing [confidence](#) in their own capacities, and with self-confidence, power and knowledge starting a change process in their lives and in their communities.

Radio Listening Groups (LG):

Radio listening groups have the potential to create improved communication within a community. They provide a setting in a village where local people can discuss and debate information that is broadcast over the radio and agree on practical development action. In some cases, the setting up of listening groups can extend to developing local associations.

Video Club

- is a small cabin set up like a mini cinema but employs a television instead of a screen and uses video recorders to project audiovisual materials such as TV programmes and films. Villagers are charged a nominal fee for entrance. Many video clubs show action and martial arts films that are popular in Madagascar. Sometimes Civil Society organisations use video clubs to show educational videos as well.

PREFACE

ENSURING EFFECTIVE INFORMATION AND COMMUNICATION FOR DEVELOPMENT

Communication and information play an essential role in response to the fundamental problems of society, such as poverty and social exclusion, particularly at the community level where populations often face difficulties to access information and knowledge, or simply have no access at all. Yet often, all that is needed to foster people's participation and involvement is to provide them with a space where they can express themselves and speak up.

Madagascar is honoured to be chosen as a pilot country for testing the tools developed to identify and analyse the information needs of its population under the project "Communication for Empowerment" (C4E). A large island nation, Madagascar often suffers from the distance between and the isolation of its different groups of people. Radio proves to be the most adequate means of communication in the country. The national radio and the hundreds of community and private radio stations cover over 90 percent of the territory and supplement an array of traditional information and communication channels including districts meetings, folk songs, or other forms of outreach communication.

Although the present study is based upon a small population sample, the information obtained gives an insight into the expectations and needs of the population and how information can contribute to meeting them. This we see as an important benefit to the country.

The President of the Republic of Madagascar has stressed, on several occasions, the need to identify ways to use the media as a privileged partner in sensitizing the populations and raising their awareness of their rights as well as the opportunities available to them, so as to enable them to play an active role in their own development by being empowered.

The Malagasy Ministry for Telecommunications, Postal Services and Communication immediately expressed interest in this "Communication for Empowerment" initiative which gives communication a central role, as an information tool, in raising awareness and mobilizing both the population and development partners towards the attainment of the MDGs.

Particularly, I would like to congratulate the Ministry for its active involvement with the project's steering committee. Thanks to its leadership and facilitation capacity, several partners have joined the project and discussions are moving forward very well. I hope that such discussions will lead to concrete action plans aimed at providing the population with the information they need to act towards development.

I would also like to thank UNDP Oslo Governance Centre, the Communication for Social Change Consortium as well as the United Nations Democracy Fund, for this positive initiative. My team and I hope that the lessons learnt in Madagascar will contribute to the success of the C4E initiative in other countries.

Dr Xavier Leus,
United Nations Resident Coordinator
UNDP Resident Representative

PREFACE: A STEP TOWARDS INCLUSIVE PARTICIPATION

Communication underpins human development because it enables people to access, produce and transfer to others information that is important for their empowerment and progress. Through communication people are able to arrive at their own understanding of issues, to consider and discuss ideas, and to engage in national public debates. Communication thus enables people to negotiate, develop and act on knowledge, and it facilitates the formation of public opinion without which democracy cannot exist.

While being very different types of organisations and working with very different mandates, the *UNDP Oslo Governance Centre* and the *Communication for Social Change Consortium* share an understanding of the importance of communication as a tool and a methodology that can make development strategies more effective, more sustainable, and more pro-poor and gender sensitive.

In the case of UNDP, the recently approved 2008-2011 Strategic Plan recognises that communication channels are key determinants of *inclusive participation*, which is a key focus for the work of UNDP in the area of democratic governance. The approach is rooted in the knowledge that one of the challenges facing developing countries is the lack of inclusion and participation of poor and vulnerable groups in decisions that impact on their lives.

The Communication for Social Change Consortium fundamentally believes that communication has the power to change societies. Using participatory communication to better understand how commonly held social values and beliefs are nurtured and spread within cultures is a powerful step in helping people decide upon and begin to make the kind of changes they want and need in order to make their lives better.

Said differently, the Consortium helps people get the skills and feel empowered enough to advocate for changes that will make their communities healthier, their countries stronger, and their families more productive. When people come together in dialogue – and to plan and act together – it is the truest form of democracy.

Understanding how information flows within communities and unleashing the voices of those people who are often not heard or seen is one of the most exciting manifestations of democratic principles. So we have looked forward with great anticipation to the findings of the Communication for Empowerment pilot efforts sparked by our partnership.

A few years ago, the UNDP Oslo Governance Centre developed a UNDP Guidance Note on *Communication for Empowerment*, drawing upon the expertise of the Communication for Social Change Consortium. The purpose of this Guidance Note was to turn the above general insights into mainstream planning tools that facilitate an understanding of the information and communication needs of the poor and the marginalised, hopefully also making this a permanent feature in national development planning processes.

This report is part of a series of pilot *Needs Assessments* in five Least Developed Countries, funded by a grant from the UN Democracy Fund. The country pilots will be followed by a global synthesis report, which will reflect on the experience of the five pilots and provide tools for national actors to conduct their own assessments and to develop a strategy for incorporating *Communication for Empowerment* into national planning processes and programmes.

We hope that this partnership between UNDP Madagascar, other stakeholders in Madagascar, the UNDP Oslo Governance Centre, and the Communication for Social Change Consortium can offer a contribution towards listening more effectively to the needs and views of communities throughout the country, and that these needs and views will increasingly inform our approach to development.

Denise Gray-Felder, *President, Communication for Social Change Consortium*
Bjørn Førde, *Director, UNDP Oslo Governance Centre*

EXECUTIVE SUMMARY

Several elements are crucial to empowering vulnerable and marginalised groups of people: access to appropriate and accurate information, the ability to use and leverage their voices, and the availability of spaces for dialogue and debate. Such conditions can best be achieved when media support and media capacity development aim to directly address the information and communication needs of vulnerable and marginalised people, and to engage such people in planning for their own futures. We call such media support “communication for empowerment”.

This document reports on a pilot study carried out in three districts of Madagascar: Antsirabe, Moramanga and Tsiroanomandidy. In each of the districts, needs assessments focused on identifying the information and communication needs of vulnerable and marginalised communities. We report here on how their needs were or were not met with existing media approaches. From this we will be able to engage in dialogue with people from these three districts to determine how they plan to alter the media environment for the better.

The work in Madagascar reported upon in this study is part of a global project aimed at elaborating, testing and refining a strategic planning tool. This tool is meant to be put to use in any strategic planning processes to ensure that the resulting implementation plans include effective ways of ensuring appropriate access to information and voice for all – also the marginalised and vulnerable parts of the population. The C4E tool will later then be put to use in both national, regional and community planning contexts.

This process is initiated and managed by the UNDP Oslo Governance Centre and the Communication for Social Change Consortium and funding received from the UN Democracy Fund (UNDEF) and the UNDP.

From the study, we discovered many interesting things. First, that a supportive legal and regulatory environment is essential to communication that can empower communities. The legal and regulatory frameworks governing media and communication in Madagascar present a number of important challenges to the development of free media and media development.

A new law, pending for five years in Madagascar, should reduce current self-censorship in the media and can increase the access to information for journalists. Strict libel laws are sometimes used to curb private media criticism of the government. The monopoly of state-run media on national news coverage along with heavy taxation of FM broadcasters both limit the range of pluralist media. And, like in many neighbouring countries, the quality of journalism in Madagascar is spotty and varies considerably within different areas of the country.

Although media and information was tightly controlled for decades in Madagascar, private newspapers, radio stations and television stations have mushroomed since the 1990s. In no small part due to high illiteracy, topographical complexity and high levels of poverty, media reach is low in Madagascar. Yet the people of this country are very interested in radio, as it provides the strongest means of communicating with the country’s overwhelmingly rural and cash-poor population. It is against such a media landscape that this communication for empowerment initiative worked to assess levels of access to information, participation and use of media by marginalised groups.

Overall findings of the needs assessment studies

The results demonstrate clearly that radio is the medium of greatest choice and potential in Madagascar: 71 percent of the people interviewed relied on information via the radio (11% named television, 10% indicated the marketplace and 8% mentioned print media). Furthermore information broadcast on the radio was believed to be credible and often further disseminated in community and church meetings to ensure that those with no access to radio are also informed. The importance of radio increases when we look at the data which reports that only 49 percent of the people interviewed claim to have access to radio “at any time”. Lack of funds to purchase batteries or to pay for electricity was a common problem; 35 percent of respondents stated that they “sometimes could afford to listen to the radio.”

Approximately 90 percent of municipalities can receive national radio broadcasts and more than half can receive national television, while only 7 percent can receive print publications. Low rates of radio ownership, very low rates of television ownership, and high rates of illiteracy combined with the high cost of transporting print publications mean that the number of people who *actually* receive radio, television and print publications is well below its potential.

The study showed almost 50/50 preference for listening to the national radio broadcasts versus to local FM stations. Madagascar has very few, if any, stations that can be characterized as community radio; owned, run and managed by community-based volunteers or staff. Several of the interviews stressed the importance of local information, and the usefulness of being able to put announcements on the radio – one of the few means of interaction with the radio stations for community members. The majority of local radio stations do not offer airtime for phone call-in programming through which the general public can express opinions or debate issues of importance to them. We learned of no interaction or participation in programme production in this study. Half of those interviewed stressed an interest in taking part in radio programmes in different ways if this were possible one day.

The study showed very slight differences between the needs and interests expressed by women and men, and only slight differences from one district to the other. One of the reasons is certainly the relative proximity to the capital city for all – also when reflecting different ethnic backgrounds and different media coverage.

Key findings

Access to Media

1. The majority of people feel that media has the potential to help change their lives, or that of their family and community
2. Most people demonstrate belief and trust in information provided by the media, which they feel is more useful and accessible than a decade ago.
3. The media is largely perceived to be objective.
4. Radio provides the main access, and is perceived as the most *reliable* source of information for the majority of rural populations.
5. Fewer women than men own radios, but all members of the family can decide what to listen to on the radio.
6. People feel that gender is more or less equally represented in the media, and that women are presented in a variety of roles from wife, friend and mother, to business woman and decision maker.
7. The poor can now afford to purchase radios, though access and cost of batteries, as well as access and reliability of electricity supplies, can significantly reduce regular listening.

8. Radio is the media that most people think can help to change their lives
9. Research has demonstrated that radio used as a tool for development, can positively affect local governance (Franken) and impact on outcomes of Millennium Development Goals (Metcalf, Harford, Myers)
10. TV and internet are still the preserve of the wealthy and the educated respectively.
11. Newspapers are produced in Tana and there are no local printing presses.
12. Newspapers are not widely distributed in rural areas and literacy levels reduce the readership potential of the press.
13. Video clubs present a growing opportunity for viewing audiovisual materials but the clubs are unregulated in respect of censorship, age restrictions, content etc

Programming

1. Media currently focuses on broadcasting news, music and entertainment with just a quarter of air time (approx) dedicated to development information and educational and programmes
2. News is produced mostly in the capital, Antananarivo and rebroadcast through local stations. There is limited production of news locally.
3. Listeners consider news, followed by programmes that include discussion and debate, to be the most important programmes, though people also want music and entertainment.
4. Media programmes do not currently meet all the information needs of the population and the content is 'not yet good enough'.
5. Programmes that are relevant to the daily lives of the listener are, in descending importance: agriculture, health, employment, corruption, government information, local and political events, national politics, other citizens' activities.
6. Only just over half the listeners understand the language in media programmes all the time

Participation

1. In general the media does not currently provide opportunities for people to participate or voice their opinion in local or national broadcasts, and where such opportunities exist most people remain unaware of the opportunity.
2. Given the opportunity, almost half those interviewed were keen to take part in media programmes that promote participation, and that afforded them opportunities to voice their opinion
3. Local journalists visit local communities sometimes, but rarely do they involve local people in programme making, debates, or formats that encourage self expression.
4. The majority of rural people have no access to a mobile phone
5. Few rural people know where to access internet or how to use it.
6. Local meetings with NGOs and local leaders are the best channels of communication for people at local level.
7. NGOs are perceived to provide useful information at least half the time.
8. Some cultural barriers exist to voicing opinions publicly, and some people feel they do not have the confidence to express themselves in the media.

Recommendations – in headlines

On the basis on the findings of the three, small pilot needs assessments, the following recommendations emerge.

1. Improve capacity of local people to access and participate in local media

Local people are keen to participate actively in the media and remain hungry for more and better quality information. Radio alone, broadcasting in a void, is not able to effect long-term change in people's attitudes and practises. Radio programming should be accompanied by face-to-face dialogue and support, training, and services from local authorities, NGOs and service providers therefore should :

- *Support village listening groups*
- *Catalyze active community participation and media action, including establishing community-owned and run media in the future.*

2. Improve capacity of media

National media initiatives are important and do have identifiable audiences, but they are not always able to adequately reflect local or regional priorities or adapt programming to take into account local languages and social nuances. Local media are currently inadequate to respond to local needs and require significant inputs, especially if people are to be afforded opportunities to engage in debate and discussion about their opinions. Therefore, we suggest:

- *Helping citizens proactively influence their government to bring about positive changes in national level legal and regulatory environments*
- *Expanding and improving national level radio reach and programming*
- *Expanding the capacity of local FM radio stations*
- *Increased programming aimed at audience participation*

3. Develop collaboration between local leaders, NGOs and local media

Meetings and face-to-face contact with local leaders and NGOs represent two of the most direct and accessible channels for local people to increase their understanding of local development issues and express their opinions. Therefore, we suggest:

- *Improving existing structures and systems to increase participation by local stakeholders es*
- *Find new ways to identify and meet stated local needs.*

4. A coordinating, facilitating and supporting network of regional centres

In the longer run, we envisage a network of regional communication centres which might afford networking opportunities and facilities for local communication initiatives. Such centres would provide the necessary support and structures to maximise existing local potential and resources, and to focus creative solutions and donor interest on developing communication capacity at regional levels.

Next Steps

A national group of stakeholders has been established under UN leadership, which is set to take the recommendations forward. The stakeholder group is made up of staff from UN agencies, bilateral donors, civil society, media and Government based in Madagascar.

I. Introduction

BACKGROUND AND JUSTIFICATION

The overall objective of Communication for Empowerment is for ordinary people – including those marginalised and living in poverty – to be able to make informed decisions about their own lives and to have channels for being vocal in this process. Information and communication needs assessments will assist in identifying gaps: areas where media strategies and the enabling environment need to be improved.

This kind of media support is called communication for empowerment; an important approach to catalyze the levels of participation, ownership and accountability necessary to reach the Millennium Development Goals.

To facilitate this effort, the UNDP Oslo Governance Centre developed and published *Communication for Empowerment: Developing Media Strategies in Support of Vulnerable Groups: A Practical Guidance Note*.¹ The type of methodologies included in this guidance note are now being turned into a practical and useful tool for national strategic planning processes. They ensure that information and communication for all is at the centre of national strategic plans and subsequent development programmes.

Together with the Communication for Social Change Consortium, the UNDP Oslo Governance Centre decided to take up the challenge posed in a C4E workshop in Uganda: to turn the general methodology into a tested tool for strategic planning. Five countries have been identified to take part in this process based on demonstrated national commitment to the overall communication for empowerment approach. Madagascar, one of the five pilot countries, indicated a strong interest in collaborating on further development of this tool.

THE PILOT PROCESS

In each of the pilot countries the intended core results emerging from the C4E pilot process are:

- A national report on how the pilot research process worked, and its findings, in three local communities/districts. The three communities were identified by staff in the national UNDP office and by a national lead consultant.
- A stakeholder group was formed which ideally will continue to work following the research and reporting phases and can continue to be the national coordinating group for this work. Participants in the stakeholder group include the UN system, media, government, bilateral partners and civil society.
- A series of gap-filling projects emerging from the national needs assessment process, reported upon in the national report and driven forward by the national stakeholder group.

The overall objective of this phase of the Communication for Empowerment Initiative is to have a good and effective tool perfected based on the lessons extracted from the national pilot processes. This strategic assessment tool will be made available for Governments, UN agencies, community organisations and institutions with an aim to ensure that information and communication are no longer left out of strategic planning processes. Or, minimally, we hope that such a tool will be accessible to those people and groups looking to improve way inclusion and empowerment efforts.

¹ <http://www.undp.org/oslocentre/docs06/Communicationforempowermentfinal.pdf>

THE COMMUNICATION FOR EMPOWERMENT PROCESS IN MADAGASCAR

In Madagascar, the CFSC Consortium and UNDP identified and contracted Andrew Lees Trust (ALT) to be the national consultant to carry out the needs assessment process in the three pilot research sites identified by UNDP Antananarivo and ALT.

ALT has been working in southern Madagascar since 1995 and started a rural radio communication initiative, Projet Radio, in 1998. This project links partners and radio stations through a network in order to deliver information and education to village listening groups and rural populations across southern Madagascar and Fianarantsoa. See www.andrewleestrust.org

The study took place in Madagascar in November and December 2007. The ALT consultancy team included Pilaza Joreh Bernadin, Loubien Ndriaka and Yvonne Orengo who collectively bring more than 40 years of media communication and development experience in Madagascar to this study. The ALT group also thanks Marc Feustel for developing the graphs and pie charts for this report.

To put the study into a more overall national context, the UNDP Oslo Governance Centre's Barry Driscoll prepared Section II: The National Context.

ALT produced Section III: The Information and Communication Needs Assessment and Section IV: Findings, Recommendations and Future Frameworks.

While the Communication for Social Change Consortium was responsible for the overall project management of the process, the Antananarivo UNDP office coordinated all national action, including the formation of a stakeholder group, which in turn followed the reporting process and provided comments to the draft report.

Thanks from all of those involved in the creation of this report to all those who participated in the questionnaires and focus groups and made this process possible.

ABOUT THE PILOT NATURE OF THIS STUDY AND REPORT

Before moving on to the report itself, it should again be stressed that this is a pilot exercise with a limited budget and limited time available: a total of ten days for pilot research in three districts and a total of ten days for writing it up. With more time and money, it would have been possible to cover more diverse parts of Madagascar and to delve into the research findings in greater depth. However, we stayed true to the original limits of this pilot study: to test and further develop a strategic planning tool, to capture lessons that will help improve the tool, and to produce a rich report for inspiration and action.

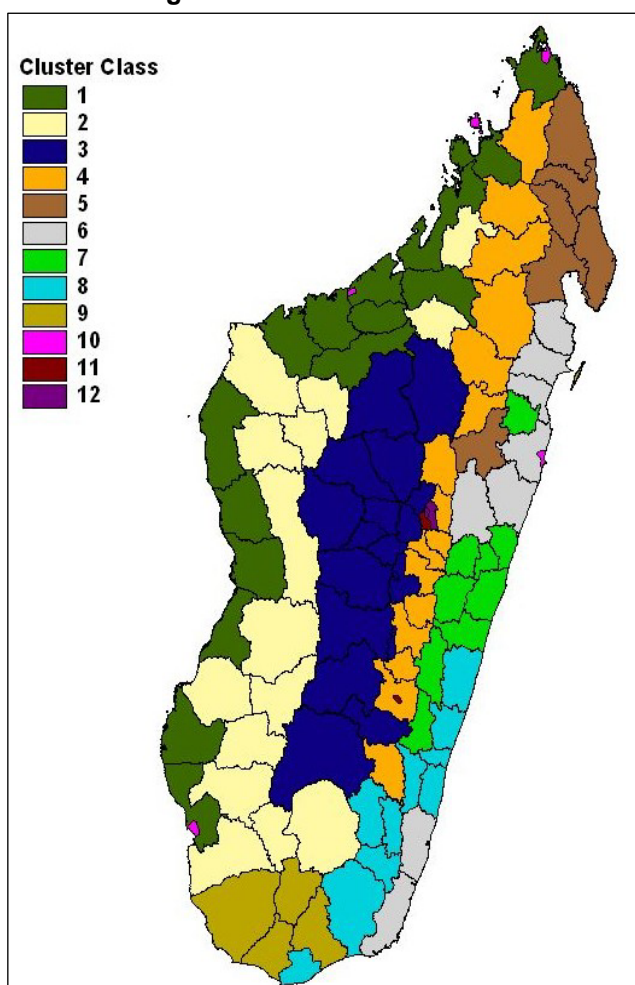
This report is just the beginning. With this in hand, the Malagasy stakeholder group is already planning to identify ways of turning the most time-sensitive of the study's many recommendations into action and practice. It will be interesting to continue to follow this important process, and to see how greater empowerment is manifested at the individual, family and community levels

II. The National Context

MADAGASCAR'S DEVELOPMENT CHALLENGE

Both the challenge and the need to improve information and communication for people living in poverty in Madagascar are well framed by just a few key human development indicators.²

- **Income**
 - 85% of Madagascar's 20 million people live on less than the equivalent of 2 USD per day.
 - Approximately 70% work in the agricultural sector.
- **Health**
 - Half of children under five years old suffer from malnutrition.
 - 35% of households have access to safe drinking water: only 23% in rural areas.
 - Roughly 1 out of every 10 children die before the age of 5.
- **Education**
 - Between 20-25% have no education at all
 - Approximately one third are illiterate
 - Only half complete primary school, dropping to 12% in rural areas.³
- **Madagascar ranks 143rd out of 177 countries in the UN Human Development Index.⁴**



The geographic distribution of human development, and particularly the difficulties faced in the south, is well illustrated in this map.⁵ Clusters 2, 6, 8, 9 frequently exhibit the greatest challenges in terms of:

- food insecurity
- literacy levels
- primary school enrolment:
- child death, child malnutrition, and stillbirths

Media prevalence broadly correlates with this pattern, in which the south in particular is isolated in terms of its development and its means of communication.

The enormous challenges revealed by these development indicators hint at both the imperative of improving information flows in the country but also the difficulty in doing so.

² Data taken from: *Madagascar Action Plan; Madagascar: Demographic and Health Surveys 2003-04*;

³ Francken, Nathalie, Bart Minten, and Johan F.M. Swinnen, "Listen to the Radio!: Media and Corruption: Evidence from Madagascar," *LICOS Discussion Paper No. 155/2005*, Available at SSRN: <http://ssrn.com/abstract=881516>. The authors rightly note that these figures may be lower than usual due to the political and economic instability surrounding the 2001 presidential elections.

⁴ <http://hdr.undp.org/en/reports/nationalreports/africa/madagascar/name,3365,en.html>

⁵ World Food Programme. *Madagascar: Comprehensive Food Security and Vulnerability Analysis*. World Food Programme, 2006. Available at <http://vam.wfp.org/>.

THE LEGAL AND REGULATORY ENVIRONMENT FOR COMMUNICATION

Civil and Political Rights

Freedom of speech and of the press is occasionally obstructed, and media self-censorship appears widespread (details provided below).⁶ The government has generally respected the right to association, though the Constitution forbids “associations or political parties which preach totalitarianism or segregation of an ethnic, tribal, or religious nature...”⁷ Reports from around the country have recorded opposition rallies being obstructed, for example through the withholding of permits. Human rights reports by the U.S. State Department describe numerous cases of protests and demonstrations being violently broken up by security forces over the past several years.⁸

Access to Information

While access to information is mentioned in the Constitution, and while citizens may theoretically access public information through several different laws, there is no Freedom of Information Law. A draft Access to Information Law was reportedly formulated with the help of international partners in 2005, but it has not progressed, apparently due to an institutional reluctance to embrace this fundamental element of democratic governance.

Requests for public documents endure lengthy delays, in part due to a lack of efficient systems of recording and in part due to intentional foot-dragging on the part of officials, a frequent complaint of journalists.⁹ While officials claim that there are very few actual requests for official information, journalists explain their reluctance to engage in such requests as they are often drawn-out and unsuccessful.

Media Law

While the legal environment for media is broadly favourable, a badly needed media law has been stalled for several years, while strict libel law has a chilling effect on the media and contributes to widespread self-censorship.¹⁰

Regulation:

Laws from 1992 (“Abolition of Censure in Press”) relating to media call for the establishment of a High Council to serve as a regulatory body for broadcast media and to be staffed by non-government officials. However, research by IREX¹¹ found that the relevant provision of the 1992 law has not been fully implemented and the High Council is not yet operational.

Licensing:

Broadcast licences are issued by CSCA (Special Commission of Audiovisual Communication) in the absence of the High Council and the broadcast frequencies for radio and television are issued by the OMERT (Office of Professional Regulation and Telecommunications). This licensing process is reported to be transparent. The licensing of journalists is not a cause for concern.

⁶ US State Department. *Madagascar: Country Reports on Human Rights Practices 2004; Madagascar: Country Reports on Human Rights Practices 2006*. Available at www.state.gov. This finding is supported by interviews carried out around Madagascar by the research team in November 2007.

⁷ Article 14(1).

⁸ See www.state.gov.

⁹ US State Department. *Madagascar: Country Reports on Human Rights Practices 2006*. Available at www.state.gov.

¹⁰ Andrew Lees Trust. *The Contribution of Radio Broadcasting to the Achievement of the Millennium Development Goals in Southern Madagascar*. Andrew Lees Trust, 2007, p. 48.

¹¹ IREX: The International Research Exchanges Board. A US-based nonprofit organization committed to international education: www.irex.org

By 2003, 60 percent of the country's private radio stations had registered with the Special Commission for Audiovisual Communication (CSCA). In July 2007, the CSCA had received approximately 1,100 requests for press cards. According to Madagascar law, cards are delivered only to professionally trained journalists, with specific qualifications, and upon them showing proof that they have been practicing as a journalist for three consecutive years.

While media report few problems in securing licences, licenses are occasionally used as political weapons. For example, management at the NEWPRINT printing house told IREX that "private radios have their license confiscated by authorities for political reasons."¹² This appears to have been the case with SkyFM.

Libel law:

Strict libel laws are sometimes used to curb private media criticisms of the government, while the fear of libel action has a widespread chilling effect.¹³ There have been several documented cases of threats by members of Parliament, who enjoy immunity of speech, though this immunity does not extend to acts of violence.¹⁴

Broadcasting:

State-owned media enjoy a legal monopoly on nationwide coverage, though there are apparent contraventions of this law. Only the state broadcasters TVM (television) and RNM (radio) may use short-wave and may make use of satellite transmission to reach the entire island. The law limits private broadcasters to use FM frequencies only and forbids any private radio station from broadcasting above 500 watts, which severely limits non-state media to broadcasts of approximately 150km (see Annex 1 for a listing of the broadcast capacity of all radio stations). Many broadcasters have the capacity to broadcast at up to double this range but are forbidden from doing so.

No private media can use short wave because it is illegal.¹⁵ Only RNM and Radio Nederland broadcast in short wave in Madagascar. There have, however, been open calls to allow private media to broadcast on short wave and to remove the state monopoly, which would put private stations in a position to cover the whole island.

Access to international news is not restricted. Indeed, this audit found that the rebroadcasting of international programs, such as news, by Malagasy stations was quite common and not in all cases operating on a clear legal basis.

MEDIA AND THE STATE

Media and politics in a post-Ratsiraka Madagascar

Political affairs receive good coverage in all forms of media. In part, this can be seen as reflecting the political nature of the media itself, and the incidence of political involvement in the sector. This can especially be seen before elections, when private media become overt vehicles for certain candidates/owners.

Until 1991, state-owned RNM (Radio National Malgache) enjoyed a monopoly of radio broadcasts throughout the country. Opposition forces in the 1991 general strike broke the RNM monopoly by setting up RFV (Radio Feon'ny Vahoaka/Voice of the Poor) with a small FM transmitter, thereby becoming a powerful tool for the opposition. RTV (Radio Tsioka Vao) was setup months later as another illegal challenge to the RNM monopoly. By 1997, Antananarivo had ten private FM radio stations. Today, private radio broadcasts are legal, but may only broadcast on FM frequencies and must be limited in power. As the law currently stands, and despite apparent breaches of that law, only the state may broadcast nationwide.

Even before the exile of Ratsiraka there was a noticeable trend towards political ownership of media outlets. In 2001, many candidates for the Presidency began to establish media outlets well before the

¹² See http://www.irex.org/programs/MSI_Africa/madagascar.asp, Objective 1.

¹³ International Press Institute. *World Press Freedom Review 2006: Madagascar*. www.freemedia.at/cms/ipji/

¹⁴ IREX. See http://www.irex.org/programs/MSI_Africa/madagascar.asp, Objective 1.

¹⁵ According to information provided by the Ministry of Information and Culture, Madagascar, on April 21, 2008.

campaign, which was testament to both the salience of media outlets in an increasingly competitive political environment, as well as the tremendous wealth associated with high office, as incumbents were best placed to fund strong media campaigns.

Andriantsoa, *et al.* have studied the content of the media around the 2001 election, and generally found commercial, development, and religious press were quite neutral, in contrast to the politically owned media, perhaps as expected.¹⁶ Researchers found that Marc Ravalomanana's margins were 15 percent higher in areas with stronger media penetration than in the most remote, rural areas in which only the state broadcaster could penetrate. In the midst of the post-election crisis, Ratsiraka attempted to tighten control over the media. For example, all television stations in Mahajanga were prevented from broadcasting the investiture of President Ravalomanana, journalists reporting the mass demonstration in Antananarivo were intimidated, and upon relocating to Tamatave, Ratsiraka imported communication equipment from Algeria to begin a new national radio station. When the Ravalomanana-controlled army eventually arrived, they dismantled media controlled by Ratsiraka supporters.

As media become more salient in political life, access to power becomes more expensive, barriers are raised, and the control of the state is limited to state and wealthy non-state actors.

Self-censorship

Reporters Without Borders have noted that politicians use the press as a political weapon and journalists work in fear of coercion and lost livelihoods, a finding supported by interviews conducted for this needs assessment. Laws that make defamation and insult punishable by up to six months in prison have not been reformed, despite promises from the government. Self-censorship prevails at local and national levels, in both state and private media. This deprives the people of Madagascar of an essential tool for their personal development and for the greater development of Madagascar.

Cases of intimidation, censorship and self-censorship include:

- In June 2004, Radio Say in Toliara was closed for a "lack of respect for the President of the National Assembly" and "inciting tribal hatred," and was not permitted to resume broadcasting the following year. The International Press Institute reports that no evidence was presented in the closure of the station, owned by a former minister in the Ratsiraka regime.
- In December 2004, security forces seized broadcasting equipment at Radio Feon'I Toamasina, Radio Sky FM, and Radio ny Antskia. The stations were subsequently closed for "insulting President Ravalomanana."¹⁷ These stations were in 2008 allowed back on air.¹⁸ In November 2006, , journalists from Radio Don Bosco and TV Plus complained that government officials warned them to stop reporting on a coup attempt, or risk being shut down.
- In April 2007, Sylvain Urfer, long-time resident of Madagascar and a vocal Jesuit priest, was expelled from the country. Despite concerns regarding freedom of religion and expression, the Malagasy media did not cover the story.¹⁹

This needs assessment uncovered many similar examples. When researchers asked journalists for an example of something they would not report, journalists gave as an example the naming of business interests of senior politicians, even when such ownership might be publicly known (in legal terms at least). This environment of fear and repressed communication is not conducive to Madagascar's development, and is inconsistent with the principles of good governance described in the *Madagascar Action Plan* (see Commitment 1, Challenge 3, Priority 5 on asset declaration).

In this environment of pervasive self-censorship, journalists associations exist but it is not clear the extent to which they can successfully protect their members. There are perhaps 12 journalists associations, but

¹⁶ Andriantsoa, Pascal, et al., "Media Proliferation and Democratic Transition in Africa: The Case of Madagascar," *World Development*, Vol. 33, No. 11, 2005, pp. 1939-1957.

¹⁷ US State Department. *Madagascar: Country Reports on Human Rights Practices 2004*. Available at www.state.gov.

¹⁸ According to information provided by the Ministry of Information and Culture, Madagascar, on April 21, 2008.

¹⁹ According to information provided by the Ministry of Information and Culture, Madagascar, on April 21, 2008 the expulsion was not related to his work as a journalist or editor. As such the Ministry was not involved in the expulsion and cannot explain the reasons.

few appear to be active (See Annex 2 for a listing of journalists associations). Among the more active journalist associations are Concorde, which claims to have about 200 members, and GEPIM (Association of News Editors of Madagascar), which defends its members' interests and trains journalists and technicians.²⁰

Inconsistent standards of journalism

Weak standards of professionalism are found in both private and state media, a development challenge common to many southern African countries. Irresponsible coverage of events is a frequent source of frustration for the subjects of media attention. A tendency towards sensationalism, misleading quotation, and poor fact-checking characterises media outlets. Worse, bribery is said to be rife within the country and operates at all levels, including not only the acceptance of bribes but the actual pursuit of bribery, which leads to situations of blackmail. The low earnings of journalists contributes to this problem, such that one former journalist told researchers that his firm stance against bribery was condemned by his colleagues who felt he would "upset the market for bribes." Malagasy journalists are amongst the worst paid in the world, which might not excuse this behaviour, but certainly goes a long way to explaining it.²¹

The business of media ownership

The challenge of doing business in Madagascar affects private media as it does most industries. The high cost of transportation alone ensures that newspapers are in short supply outside of Antananarivo, even when demand may warrant increasing supply. Private media depend on advertisement for profitability, and many newspapers supplement their income by serving as printing houses during the day. Despite these profitability issues, many media outlets in Madagascar are owned by business groups whose most profitable interests lie outside of the media sector. Media ownership for these groups is an investment, a "sunk cost" to ensure favourable coverage. Indeed, interviews suggested that the biggest actors in Malagasy media regularly *lose* money but still maintain large stakes in the media sector. Private media is also constrained by the monopoly enjoyed by state media over nationwide broadcasts, and thus their ability to earn more from advertising. This unfair advantage is exacerbated by the ability of influential media to circumvent the law and broadcast nationwide.

Profitability in radio is also extremely challenging, especially outside of the capital. As can be seen in Annex 1, a large number of private radio stations have the *capacity* to broadcast at up to or above 500 watts but their *actual* broadcast is much lower, and thus so is their revenue capacity. The underlying reasons for this are:

- Legal limits on private radio broadcasts, which caps broadcasts at 500 watts and thus reduces incentives for growth in private media.
- Double taxation: Private radio must pay OMERT to use a frequency (depending upon the power of the transmitter, with more powerful broadcasts costing increasing amounts) and must pay OMDA (Office Malgache des Droits d'Auteur) for copyrights and taxes.
- High cost of radio equipment.
- In rural areas, low purchasing power of audiences means advertising revenue is similarly low.

These factors can explain the difficulty in scaling up and expanding broadcasts by small private radios.

²⁰ According to IREX.

²¹ Information in this paragraph comes from IREX.

MEDIA INVENTORY: LISTENERS, READERS, VIEWERS

Although media and information was tightly controlled for decades in Madagascar, since the 1990s there has been a mushrooming of private newspapers, TV and radio. Against a backdrop of high illiteracy, topographical complexity, and high levels of poverty, media reach is low in Madagascar. Of greatest interest here is radio, as it provides the strongest means of communicating with Madagascar's overwhelmingly rural and cash-poor population. The following section presents an inventory of the quantity, penetration, and, where possible, the market-share of various media.

Media Penetration

Approximately 90 percent of the country's **communes** (towns and municipalities) can receive at least national radio and more than half can receive national television. Only 7 percent can receive printed press (newspapers and other publications). Low rates of radio ownership, very low rates of television ownership, and high rates of illiteracy combined with the high cost of transporting printed press mean that the number of people that *actually* receive radio, television, and printed press is well below its potential.

The following table presents the number of Madagascar's 1557 towns or municipalities that are reached by radio and television.

Region	Radio		Television		Electricity	Non-battery powered radios	Mobile Video Units
	Private	Public	Private	Public			
ALAOTRA-MANGORO	21	83	5	58	8	20	31
AMORON'I MANIA	28	52	0	38	4	0	18
ANALAMANGA	84	134	108	127	77	3	46
ANALANJIROFO	14	49	0	35	6	13	16
ANDROY	6	51	0	17	4	1	12
ANOSY	20	64	0	24	3	1	7
ATSIMO-ANDREFANA	39	80	9	45	9	1	9
ATSIMO-ATSINANANA	17	90	0	17	5	6	6
ATSINANANA	6	74	21	53	7	1	19
BETSIBOKA	23	35	0	19	3	0	15
BOENY	36	36	10	23	5	1	27
BONGOLAVA	18	12	5	18	3	18	1
DIANA	31	55	22	37	5	0	5
HAUTE-MATSIATRA	47	82	14	43	5	0	39
IHOROMBE	9	24	0	10	4	0	14
ITASY	23	50	48	35	6	0	4
MELAKY	8	26	20	28	5	0	0
MENABE	19	51	5	8	5	27	33
SAVA	33	80	9	40	7	20	4
SOFIA	42	63	0	50	8	0	9
VAKINANKARATRA	68	65	42	72	6	1	67
VATOVAVY-FITOVINANY	25	138	1	60	7	17	10
Number of communes covered by media	617	1394	319	857	192	130	392
% of all 1557 communes	39,63%	89,53%	20,49%	55,04%	12,33%	8,35%	25,18%

In interpreting the above data, some points clearly emerge and others bear pointing out:

- It is clear that radio, public radio in particular, reaches further than any other.

- This data does not reflect the occurrence of private media that may use extra-legal means to reach beyond their legal limit.
- It does *not* imply that if 90 percent of municipalities can receive radio that 90 percent of them actually do receive radio broadcasts. This depends on radio ownership rates, etc. for which data is presented separately.
- There are perhaps 59 municipalities representing about 10,000 people who receive no broadcasting, meaning that no media can be received *even if* the residents possessed radios.

Radio

For the majority of respondents surveyed in this assessment, radio is still the primary source of information (71%). The pilot study was carried out in three districts and the findings further stressed the importance of radio: 91 percent of the people interviewed believed that media could actually play an important role in improving life quality and no less than 65 percent pointed to local radio as the medium most likely to facilitate this change.

Approximately 90 percent of all towns or municipalities receive at least the national radio broadcast, while slightly more than 50 percent of rural households and about 80 percent of urban households possess a radio. The study, however, demonstrates that owning a radio does not in itself mean having access to receive the programmes broadcast. This, as only 49 percent of the people interviewed answered that they can afford batteries or electricity “any time” and a 35 percent answer “sometimes.”

Growth in household radio ownership over time ²²			
Area	1997	2004	% Change
Antananarivo	86%	95%	+9%
All urban areas	58%	80%	+22%
Rural areas	32%	53%	+21%
Total	38%	59%	+21%

There are nearly 200 radio stations in Madagascar, but only RNM, MBS Radio Don Bosco can reach most of the island. Private radio stations are legally limited to broadcasting up to, in effect, a maximum of 150 kilometres. For a detailed listing of all 198 radio stations, as well as details on their broadcast strength, see Annex 1.

RNM (state radio) is still not accessible to all parts of the south. Madagascar enjoys significant linguistic diversity, with 18 distinct ethnic groups with distinct dialects, which can at times complicate communication, especially to rural and remote populations. In addition, many southerners do not like to listen to the official language that is used in RNM broadcasts, except when it comes to coverage of cyclone warnings and national news.

Printed Press (news publications)

Madagascar has a small and vibrant printed press, with many privately owned newspapers and a monthly readership of perhaps five million people. Low literacy and the high cost of production and transportation are the greatest obstacles to development. Out of 1557 *communes*, perhaps 111 actually receive print media. In these areas, newspapers are typically expensive and research suggests that demand may sometimes be higher than supply despite low literacy rates.

²² Date taken from *Madagascar Demographic and Health Survey 1997*, Chapter 2, p. 21. Available at <http://www.measuredhs.com/pubs/pdf/FR93/02Chapitre2%2Epdf>

An inventory of the printed press reveals:	
Dailies	16
Weeklies	5
Twice-weeklies	3
Monthlies	6

Estimates for the **market share of major printed press per month** is as follows²³:

Title	Orientation	Est. copies sold per month	Est. market share
Gazetiko	Commercial/tabloid	2,000,000	30%
Midi Madagascar		1,500,000	22%
Lakroa	Catholic	700,000	10%
L'Express Madagascar	Politically non-aligned	700,000	10%
La Gazette de la Grande Ile	Critical of government	800,000	12%
Ny Vaovaon-tsika	President-owned	500,000	7%
Le Quotidien	President-owned	600,000	9%

Problems of profitability mean that even where markets for printed press (newspapers) exist, supply is often low. Even a two hour drive from Antananarivo can be too far for publishers, who prefer to under-distribute to minimise the potential for under-selling. A market failure appears to exist, however, as consultants working on this report were told that even in towns close to the capital papers sell out quickly. While local vendors will want to buy-in in small amounts, it is clear that supply could be profitably increased in some cases. This notwithstanding, the general picture is that transportation costs (including airplane) are far too high, and the modest consumer market for printed press continues to be underserved.

Television

There has been strong growth in household television ownership over the past decade, but the effects are yet to be enjoyed by the rural majority. The high cost of television and weak signals are key obstacles to greater access. The area with strongest television penetration and media activity is the capital. Data from 2004 suggests that almost 80 percent of households in Antananarivo own a television, up from about 50 percent in 1997. Outside of the capital, ownership levels are much lower as can be seen in the following box.

Growth in household television ownership over time ²⁴			
Area	1997	2004	% Change
Antananarivo	49.3%	77.9%	+28.6%
All urban areas	21.6%	43.9%	+22.3%
Rural areas	1.3%	9.7%	+8.4%
Total	6.3%	17.5%	+11.2%

The law declares that only the state may broadcast nationwide. The state television broadcaster, TVM, uses a satellite to reach the entire country and relies on local receptors to receive and send out signals received via satellite. However, as many of these local receivers do not function (due to lack of electricity, for example) **only 662 communes out of 1557 can actually receive television broadcasts**. Areas with lowest levels of reception are typically in the south, southeast, and southwest.

²³ The following is based on interviews and is not official data.

²⁴ Date taken from *Madagascar Demographic and Health Survey 1997*, Chapter 2, p. 21. Available at <http://www.measuredhs.com/pubs/pdf/FR93/02Chapitre2%2Epdf>

While not representative of the entire country, village level surveys carried out for this audit found that while 71 percent received their central information via the radio, 11 percent relied primarily on TV as a source of information sharply followed by the 10 percent relying on the local market for information and only 8 percent on the printed press.

Private media may not use the satellite used by the state broadcaster and must instead broadcast region to region. MBS and RTA do, however, have experimental technical authorisation to also make use of satellite transmission. There appear to be infringements of the law forbidding national broadcasts by private media. Private media are open in their desire to overturn the state monopoly.

Credibility of the media

In a 2006 national study, the institution of the media was consistently regarded as the public institution found to have the most integrity, earning an average grade of 3.8, while the *Assemblée Nationale* received an average grade of 2.2.²⁵ This strong vote of confidence in the media was generally consistent throughout the country, with the exceptions of Menabe, where media come a close second behind the police, and Androy, where the media was rated well below the private sector, justice system, professional organisations and the police.

²⁵ Republic of Madagascar. *Enquête Périodique Auprès des Ménages 2005 Rapport Principal*. Avril 2006, p. 202.

III. The Information and Communication Needs Assessment

Based on the above general introduction to the media and communication situation in Madagascar, the following two sections of the report will present the pilot research carried as well as an analysis of it, identification of the core findings, extraction of recommendations and finally proposed ways forward.

METHODOLOGY

Sample research was carried out in three sites in the central part of Northern Madagascar which, , are relatively close to the capital (Antananarivo). Their close proximity to the capital made them good candidates due to limited time and money..

Research Location Selection:

Three *communes* were chosen within the Districts of Antsirabe, Moramanga and Tsiroanomandidy using the following criteria:

- in each commune two villages could be chosen, one with good access to media and another with little access to media;
- poor and vulnerable people were present.

At the same time it has to be remembered that this study is a small pilot project with limited funds and, therefore, limited time available. For this reason the selection of pilot research sites had to be within reasonable reach from Antananarivo (Tana) – while still observing the general site selection criteria mentioned.

Due to the above logistical and time limitations, in two of the districts only one commune was researched:

Site 1: Antsirabe

District	Commune	Village	Number of Participants
Antsirabe	Manandona	Ambano	2
		Ambohimirary	17
		Ampasika	2
		Androakavato	3
		Anjanaka Haut	4
		Antsiresy	1
		Maharivo	1
		Total Number of Interviews :	

Site 2: Moramanga²⁶

District	Commune	Village	Number of Participants
Moramanga	Beforona	Marozevo	7
		Marozevo Kely	7
Total Number of Interviews :			14

District	Commune	Village	Number of Participants
Moramanga	Ambohibary	Ampitambe	15
Total Number of Interviews :			15

²⁶ One name of village was missing (Form No: 5) most likely a villager from the commune of Beforona

Site 3: Tsiroanomandidy²⁷

District	Commune	Village	Number of Participants
Tsiroanomandidy	Ankadinondry	Antsahatanteraka	5
		Antsahatselatra	1
		Antsahavelatra	9
		Mahatsinjo	14
Total Number of Interviews :			29

Qualitative Research

Focus groups discussions were held with local leaders and local media representatives. Discussion points were provided by the UNDP and were facilitated by the local consultant.

Each focus group lasted approximately 2-3 hours, and feedback and discussion points were noted. An average of nine people attended each focus group and included representation from the local authorities, teachers and pastors, women's associations and traditional leaders:

Antsirabe	7 women and 5 men
Beforona (Moramanga)	4 women and 4 men
Sakay (Tsiroanomandidy)	2 women and 7 men

A total of 13 women and 16 men = 29

Responses were documented and are presented in each site profile section below.

Quantitative Research

Individual semi-structured interviews were carried out using a questionnaire provided by the project management. Individuals were approached following an initial meeting with the community representative. This person then relayed the message of the survey to the community, and the survey took place on the following day.

Three research assistants were hired for each *commune* -- men and women -- who were selected on the basis of previous research experience and the fact that they came from the different areas in question and were thus at ease working with the local populations.

It was agreed that each site would require three days for the research to be undertaken.

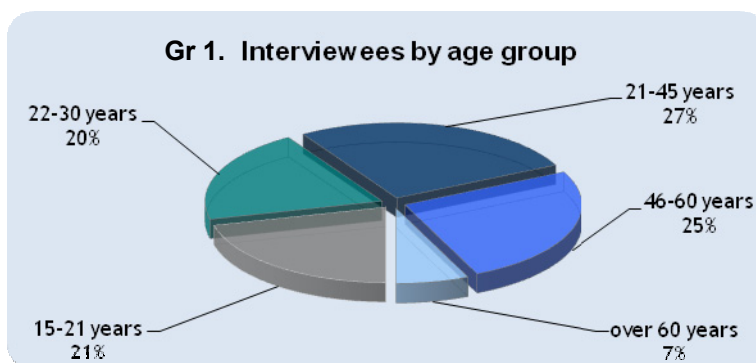
- day 1 : arrival by national consultant and core researchers in the village, meet the local authorities, meet the previously identified research assistants and train them on the individual interview questionnaire, set up meetings at the different villages
- day 2 : Research in one village
- day 3: Research in a second village

At some point during the three days when the research assistants were well into their work, the national consultant would carry out the focus group discussions with local leaders and the discussions with local journalists in the district capital.

²⁷ No name of village was given for a village in Firaisantsoa, commune Ankadinondry (Form No 4).

Sampling

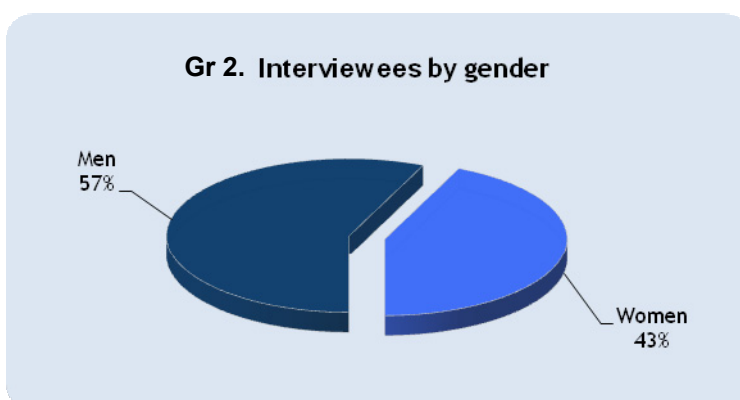
The participants were chosen to be amongst the poor and vulnerable population, and were selected by gender and according to five age groups..



The team agreed that it would be preferable to have more women being interviewed than men. However, most of the questionnaires were carried out in the afternoon, after travel to the sites, and many women do their housework, fetch water and/or prepare supper at this time of day. Consequently it was difficult to find women who were willing to receive researchers. Due to local work patterns, only nine women were interviewed In the Commune of Ankadinondry, District of Tsironomandidy.

Site 1 : (Antsirabe) Manandona	19 women / 11 men
Site 2 : (Moramanga) Beforona et Ambohibary	11 women / 19 men
Site 3: (Tsironomandidy) Ankadinondry Sakay	9 women / 21 men

In total, therefore, the sample ended up being biased towards men, with 39 women compared to 51 men.



Poor and vulnerable people were approached and included in the sample; one indication is that very few had mobile phones. However, some relatively well off members of the community were also included represented by people who owned a TV. As for radio ownership, radios are now available for 3000 – 10,000 Ariary, so have become more accessible to the poor.

Data Entry

Given there was very little difference in the actual findings between the two communes in Moramanga (one with media access and one without), data was entered collectively. Data may have been similar because, even where there was no *local* media such as Beforona, national and other regional radio signals were accessible. In the two other sites only one commune was visited for each sample research.

The limited time available for surveying meant also limited time to train the research assistants on the questionnaires, e.g. test them and train them practically in the field. There were, therefore, examples of questions where the research assistants appear to have misunderstood what was being asked, or were unable to make the questions clear enough for the interviewees.

Because of the complexity of local language and local conditions in Madagascar, especially in rural areas, pre-test and adaptation of questionnaires can take considerable time to refine for most effective use. This would also call for additional time for each of the interviews. It will be important to consider that in future research activities.

SITE PROFILES²⁸

Site 1 : ANTSIRABE

Situated 170 kilometres south of Antananarivo, Antsirabe is the capital of the Vakinankaratra region ; it is the second largest Malagasy town in terms of population size and is also considered an industrial town. Several successful Malagasy factories and production units are based here.

The economy of the region itself is dominated by agriculture, principally dairy and the cultivation of fruits and vegetables which the local farmers dedicate themselves to throughout the year. Thanks to these activities the development of the local rural population is relatively high compared to the national average.

The local population in rural Antsirabe are largely farmers with only approximately 5 percent regular earners or independent professionals. In the urban area of Antsirabe the population are largely wage earners and local independent professionals. The town is relatively wealthy with a thriving economy in fruit production, milk produce and also tourism including the famous local hot water spa.

Antsirabe is also an intellectual town; in addition to the schools within the region and other professional training colleges, there is Catholic University. Thanks to its proximity to Antananarivo, Antsirabe receives all the newspapers published in the capital.

Manandona is a commune in the rural part of Antsirabe II the region Vakinankaratra, in the province of Tana. It is surrounded by mountains from the northwest right across to the east. There is no electricity and no main drinking water source. There is only one Centre de Sante de Base (health clinic) CSB11, run by a state doctor and a midwife. There are public primary schools and a private primary school run by the Catholic mission.

There is CELTEL and Orange phone networks available – CELTEL in particular has good coverage as its antenna is placed high on a hill.

The population in Antsirabe adopt the official language of the Merina (High Plateau) and, therefore, have little difficulty in understanding communication from the capital including radio and TV re- broadcast from Antananarivo (or "Tana"). Most types of media are available in the town including television (TVM), national radio broadcasters (RNM, MBS, Radio Don Bosco), and local radio stations. Newspapers from Tana arrive daily and there is a proliferation of internet. However for rural communities only radio reaches the population. (More data on the three sites to be found in Annex 4.)

SITE 2 : MORAMANGA

Moramanga is situated a few hundred kilometres east of Antananarivo within the region of Alaotra-Mangoro. Like other typical Malagasy towns, Moramanga is surrounded by countryside. Rice cultivation is the principal economic activity of the local population. The district is also known for its exploitation of coniferous forests and eucalyptus plantations found on the western part equipped with wood treatment factories like Fanalamanga. There is also mining in the area.

In contrast, the eastern part of the district is beginning to be affected by massive exploitation of local primary forests with the ancestral practice of *favy* (slash and burn agriculture) and the production of wood used for fuel. Ginger, banana, rice and manioc are the principle resources of the population.

²⁸ Madagascar is divided into Regions, Districts, Communes, and Fokontany, the latter being the primary administrative unit within the community. The Chef du Fokontany is nominated by the Chef du District following nominations from the local Mayor who proposes five people, all elected by the Fokontany.

A local radio station with relatively low power is operational in the principal town of the district, but the majority of the population can listen to the programmes from Tana or other towns when there are no radio disturbances from signal shadows resulting from the region's mountainous topography.

The newspapers that do arrive from Tana are only read by the few families that have subscribed. It is the same case for television as the broadcast strength is very limited.

In Beforona, the population comprises a mainly farming population with a small percentage of people employed in local jobs (approx 15 percent). The language of the local population is the local dialect of Betsimisaraka though the vast majority of the population understand the official language.

In this region access to information is via the radio, the marketplace or local meetings. The church also plays a role in disseminating information. There are no local radio stations operating. One small independent station had been set up by an environmental programme funded by USAID (Akon'Ambanivolo) but the station ceased to function due to lack of radio staff.

The national radio RNM does reach the population, as do Radio Don Bosco and MBS from Tana and an Adventist station, but the quality of reception is very poor because of the topography. Beforona is situated in a depression and, therefore, cannot easily pick up a FM signal. Of the radio broadcasts that are received, programming is largely music and entertainment (approx 75%) with some educational and information broadcast by RNM (25%). Most of the information broadcast is the national news – there is no local news but there are evangelical broadcasts.

SITE 3: TSIROANOMANDIDY

The district of Tsiroanomandidy is situated in the central western part of Madagascar, the principal economic activity of the local population is cattle rearing, rice and manioc cultivation. The produce of this region is exported to Tana to help feed the capital city.

Situated in the far eastern point of the district, Sakay (150 kilometres west of Tana) is the entrance point to this vast district and to the region of Bongolava, of which Tsiroanomandidy is the capital.

The geographical makeup of the district is constituted by a huge plateau which enables the local population to listen to FM radio stations (generally broadcasting from the capital). However, several *communes* within the district have set up their own radio stations, for example the station in Sakay seeks to improve communication in the region which is still blighted by insecurity due to regular cattle thefts.

Access to newspapers is not yet democratised as the distribution and availability of newspapers is still very limited. Television sets are still considered a luxury item owned by a minority of people in the principal town, and a few rural *communes* where state television sets have been distributed for free.

The majority of the population are farmers with just approximately 10 percent civil servants and independent wage earners/professionals. The main language is the official Malagasy language.

There are a number of operational media in the area including national radio and television stations, including TVM, MBS, RNM, Radio Don Bosco; local radio FM stations, and weekly delivery of newspapers and a bi-monthly newsletter amongst teachers and professors at the state school.

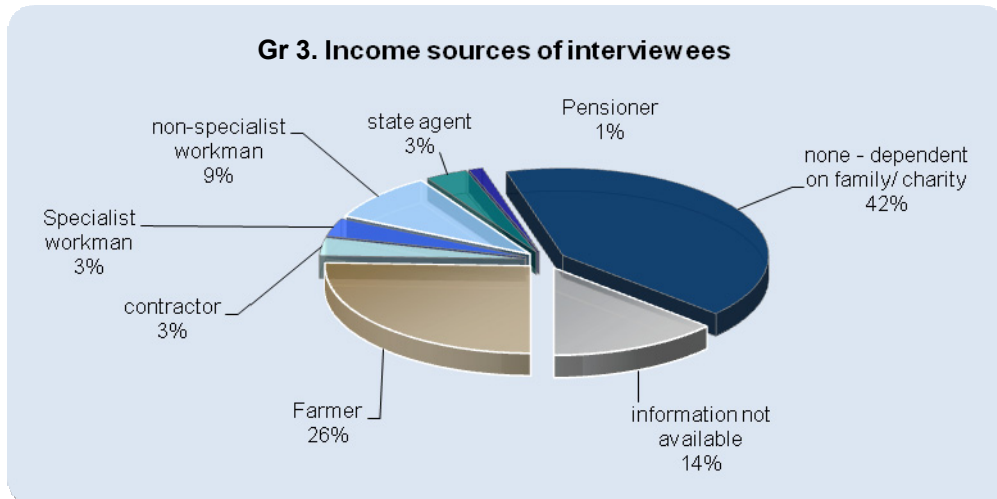
MBS is the most popular television channel as there are problems with signal quality for TVM as well as for some FM radio stations. There are frequent power cuts which interfere with broadcasts but the main sources of information are the radio, markets, meetings with local authorities and churches.

ANALYSIS AND DISCUSSION

The research was carried out in three areas just a short distance from the capital, Antananarivo (Tana). The sites were selected primarily because of time and travel constraints and are considered pilot areas to

gather information, test the methodology, and provide insights and findings to help orient discussions about how to address information and communication gaps in Madagascar, and particularly for people who are most poor and marginalised.

The majority of rural population represented in this study are non-wage earners, living essentially from agriculture and rearing livestock. Approximately half of them have a primary school level education and are able to understand the official Malagasy language which is taught in the state's education syllabus.



Due to the profile of the sample groups, and given the reasonable representation of both men and women, some of the findings can be construed as typical, particularly for rural populations. However, the data samples represent a snapshot of a small segment of the population who benefit from close proximity to the capital, and whose local dialect is similar to the official (Merina) language, so they are not necessarily representative of all the regions of Madagascar.

This analysis will aim to highlight the localised from the generalised picture and, where it is deemed useful, will include references and information from other experiences and media research carried out in other parts of the country²⁹.

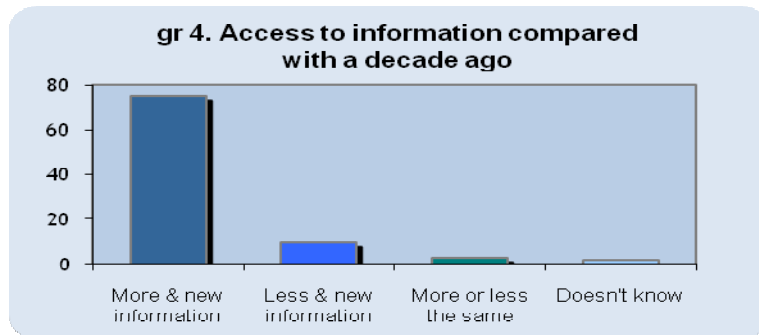
Access to Media

Over the last decade, there has been an explosion of new FM radio stations across the country. Appreciatively 200 stations are currently registered with the Ministry of Communications. Since the new administration came to power in 2002, the number of newspapers published has increased.

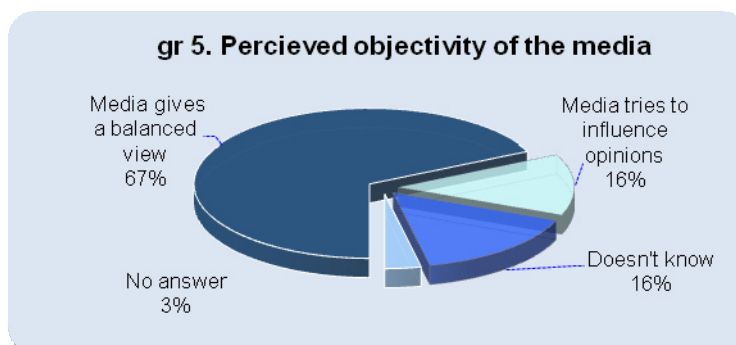
The new President launched his own radio network MBS in 2001 and his own television and print networks (circa 2002). A World Bank-funded national HIV/AIDS awareness campaign has distributed approximately 10,000 wind-up solar radios throughout the 22 regions of Madagascar in the last four years, catalysing local listening groups and providing training initiatives for journalists in programme production for HIV/AIDS themes.

The media savvy administration has resulted in increased interest in media and improved access to information generally in Madagascar. This is reflected in the findings where over two-thirds of the respondents felt that access to information has improved (in the last decade).

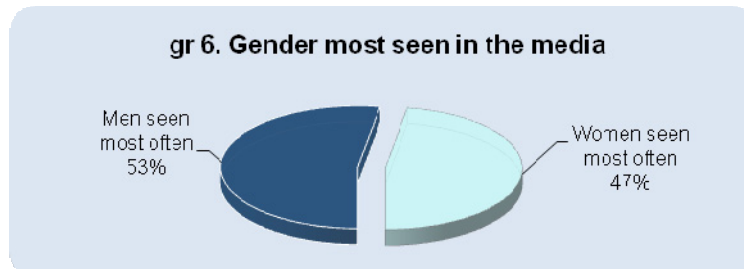
²⁹ This analysis section has calculated average percentages from the site profiles in order to highlight general trends. The diagrammatic figures represented in this section, however, show actual percentages taken from data across all three sites



The increase in media has inevitably improved news coverage and three-quarters of those interviewed in this study felt that news provided by the media was of greatest importance to them. Furthermore, over two-thirds (67%) thought that the media gave balanced views rather than seeking to influence opinion, demonstrating high levels of confidence in the media.



In terms of gender balance, the media was seen to represent men only slightly more than women and only one person out of 90 interviewed thought women were negatively represented (e.g. as sexual objects).



Press

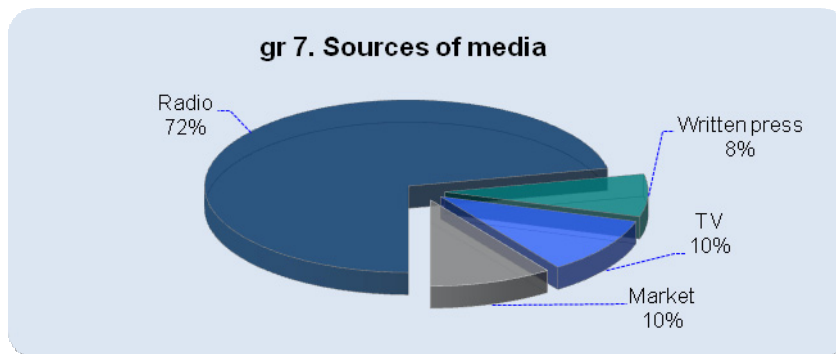
The findings demonstrate that though the number of national newspapers published in Madagascar has increased under the new administration, distribution around the island is still relatively poor.

Many provincial towns have limited numbers of newspapers available; they are sometimes delayed by transport problems, and rural areas in particular have no direct delivery of newspapers. Consequently newspapers are inaccessible to the majority of the people covered by this study.

Local press is almost non-existent. There are no printing presses outside of Tana, and the limited numbers who would read/purchase newspapers means that local publishing is not financially viable.

Poor distribution of newspapers, together with illiteracy levels within the rural population, reduces the power of the press and this is reflected in the findings where on average only 6.67 percent of those interviewed cited printed press as a primary source of information.

Those that said they read a newspaper more than once per week were a small minority (the average across the three sites was 8%) and many reported that newspapers were simply not available



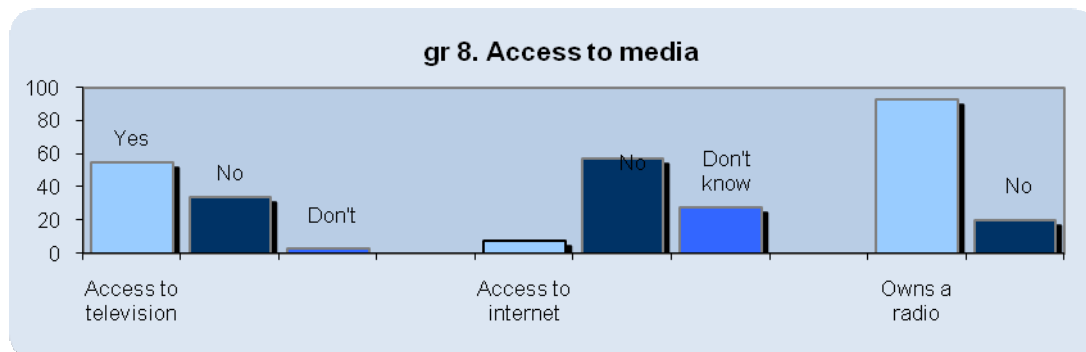
It could be argued that improved access to written materials may help to maintain basic literacy following primary education. However, in the immediacy of delivering development action and services on the ground within the current rural context, many local authorities, NGOs and local services minimise their use of written information to their beneficiaries, and focus on audio and visual supports.

Internet

Internet is mostly available only in urban centres of Madagascar. The government launched a telecentres initiative in 2003 to open internet centres in many provincial towns but these are not used by the most poor and marginalised people who lack the literacy and the IT skills to benefit from telecentres.

This research showed that a number of people in Antsirabe said they had computers in their homes but this was contradicted by reports from the local consultant who observed the interviewees were living in mud floored houses with no electricity, so the results for this question may be considered erroneous.

The majority of respondents said they had no access to internet at all (average of 63.33%).



Respondents in this study who mentioned access to internet *in their locality* were minimal: just 3.33 percent and 6.67 percent in two sites, and none in the third site.

Internet is still a relatively new media for many people outside of the capital city and larger towns, since it has only become available in many smaller towns recently. The government's telecentre initiative, coupled with improved telephone connectivity, and more recent competition in the sector, has helped to improve the performance of service providers and increased choice and access to internet services for those who have the means and skills.

Internet is currently the preserve of the educated and outside the reach of most rural people. Given the potential growth of this sector, opportunities to expand and imaginatively integrate internet into communications initiatives for development need to be fully explored.

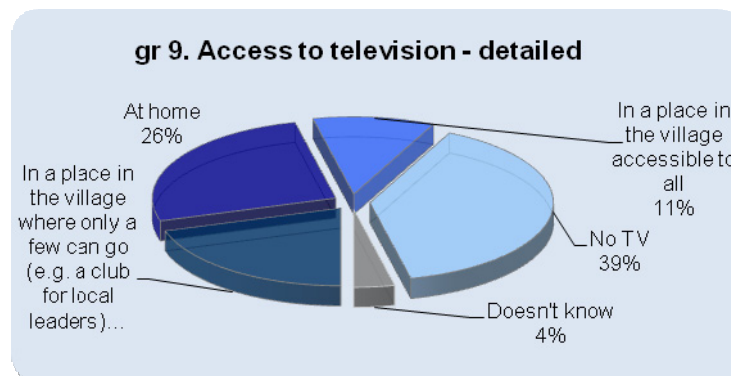
Television and Audio visual

People in Madagascar are attracted to television and audio visual media, the same as anywhere else in the world. Unfortunately, access is very limited for the most poor and marginalised people. Despite cheap Asian electrical goods imported into Madagascar, the purchase price of a television is beyond the means of all but the wealthiest households. Most people can only access television via a public place like a bar/café or a video club.

If purchasing a TV was affordable, electricity is still only available in urban areas. Cheap generators would require fuel to be purchased regularly which is not a viable option for rural families, many of whom already struggle to meet the cost of buying batteries for their radios, as reflected in this study.

There is a great deal of interest in developing television at regional levels and some provinces have either developed local programming for national broadcasts or have enjoyed the availability of privatised local TV stations like Fianarantsoa and Tulear, who are able to cover local events and topics.

Though some respondents claimed they had TV at home, in reality there is limited access to television for the majority of rural people; approximately 11 percent of respondents on average said they can actually access TV in the rural setting. This situation reflects the larger reality in Madagascar.



There is a growing popularity of video clubs³⁰ which appear to be more accessible and affordable ways for local people to enjoy the visual medium of TV and video. However, much of the material shown in these clubs is often uncensored and unsupervised. There are no age restrictions to the clubs, where violent B-rated movies from overseas are frequently aired.

Though not researched in this study, cinemobiles have been introduced to many parts of Madagascar by the CNLS HIV/AIDS awareness campaign to show educational films, but their saturation into the more remote and rural areas may not yet be sufficient. They do have the potential to be an immediate source of audio visual information for very isolated populations USAID has launched a cinemobile initiative to take education about health and STDs to villages.

Video clubs and cinemobiles are currently the more accessible and obvious vehicles for showing audiovisual material to rural populations. Participatory video projects could help explore local opinions, lifestyles and development challenges for wider dissemination via these popular media.

There is undoubtedly high interest in audiovisual media and a need to explore the potential and create opportunities for the use of video and TV as communication and educational media for development.

³⁰ A video club is a small cabin set up like a mini cinema but employs a television instead of a screen and uses video recorders to project audiovisual materials – e.g. TV programmes and films. Villagers are charged a nominal fee for entrance. Many video clubs show action and martial arts films which are popular in Madagascar; ADRA, an NGO in Moramanga, uses video clubs to show educational videos.

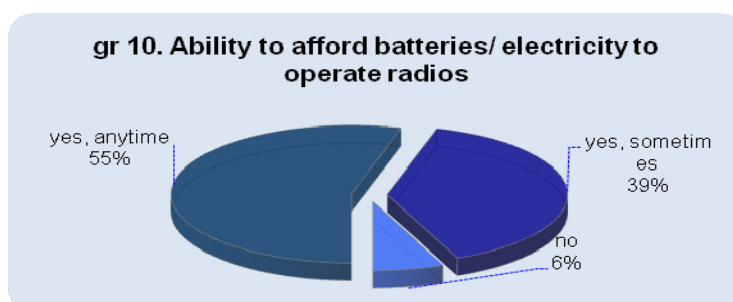
Radio

For the majority of respondents radio is still the primary source of information (90%).

Listening

In the last ten years approximately 33,000 wind-up/solar powered radios have been distributed to village listening groups by the CNLS, UNICEF and NGOs. Due to this technology and the influx of cheap transistors from China (available in the markets for as little as 3,000-10,000 Ariary, or \$2-6), access to radio has most certainly increased.

This study shows that almost half of those interviewed (48%) stated that the men in the family own a radio, though only 29 percent of the women owned a radio. In one site, however, as many as 30 percent said there was no radio ownership in the family at all. When it comes to listening, half said the decision to play the radio was democratically spread between all members of the family.



Though radios are accessible, batteries are still costly for most of the rural population and only approximately half of the respondents said they could easily afford batteries/use electricity to play the radio. This percentage could be much lower in more isolated and impoverished areas. In many rural communities, radio listening can be seriously disrupted because of the cost, or lack of access to batteries. Inefficient supply of electricity can also limit radio stations' broadcast times, or interfere with regular listening.

Though many people in the survey mentioned they had or could afford wind-up solar powered radios, this result was thought to be erroneous given the non-availability of wind-up radios in the market place and their prohibitive cost. (see also notes in site profile sections above)

However, radios distributed to radio listening groups, e.g. via the CNLS, will certainly reach beyond the immediate listener group members. Oral traditions are still strong in Madagascar and surveys in the south have demonstrated that even those who are not directly within a listening group also benefit from information by radio, as such information is shared and transmitted through traditional meetings and word-of-mouth within the local community (Smith, 2000, and Vadgama, 2006)

Radio Listening Groups have the potential to create improved communication within a community. They provide a setting in the village where local people can discuss and debate information broadcast and agree on practical development action. In some cases, the setting up of listening groups can extend to developing local associations. For example, in the Androy: In three villages participants revealed undertaking a practical exercise together after hearing something on the radio: "When the LG hears important programmes they organize a village meeting to announce the information and put into practice that which is said; thanks to this our lives evolve bit by bit as does the village" 'After the programmes broadcasting we meet with the village in order to put into practice things in agriculture, livestock rearing and especially on health. Thanks to these programming we know many things and the LG can give advice, and help create an association."

Three out of the 10 LGs declared having created an association around the LG and the creation of a village association was mentioned by two of these LGs as being the biggest impact the radio has had, in one case adding that the LG "can create an association but also help advise other villagers (how to) create associations" (FGD 5). These associations can apply to participate or receive funds from development projects Bank's PSDR (Programme of Support for Rural Development)

<http://www.andrewelestrust.org/Reports/10%20Androy%20Report%20-20L%20Metcalf.pdf>

In this study, an average of half the respondents thought radio provided the most reliable information and explained this by saying that it was based on fact and dispelled rumours (37.14% average), so it has a powerful position in shaping opinion and beliefs.

Research carried out in other areas of Madagascar corroborate these findings, and demonstrate the effectiveness of radio at improving governance (Francken 2006), and catalysing change to attitudes and practise towards achieving Millennium Development Goals (Metcalf, Harford, Myers 2007).

Radio for development and governance

Franckens's research exposes a direct correlation between the availability of information through local media and local people's ability to monitor the distribution of government funds intended for local schools. A mass media campaign (one of four elements employed by the government to monitor the dispersal of education funds), was used to "stimulate monitoring from the intended recipients of the education fund i.e. the local schools and parents." The media campaign included newspapers, radio and TV. Awareness created through this media campaign created a bottom up monitoring process that prevented "apture" of funds, i.e. ensured that government resources were not diverted.

The study noted that:

The impact of local radio access on reducing capture is more important when illiteracy is more widespread; overall results indicated that corruption can be successfully contained. A large share of the funds arrived (were received) at the school level in (the) 2003-2004 programme in Madagascar and while there was a significant delay, 98% of the total budget allocated by the central government arrived at the district level and 90% of the total sum of intended grants by all district officers arrived at school level.³¹

This process of local monitoring becomes significant when considering the role that media can play in the decentralisation process currently underway in Madagascar, not only because it can act as a serious conduit of public information – especially in respect of details of the Madagascar Action Plan – but also because it can help to ensure that local administrative processes are transparent and well monitored by people in the community who are thereby empowered to hold the relevant authorities to account.

In the Metcalf Harford Myers report there is also evidence that radio can also have a significant impact on people's ability to access information that empowers them to improve their lives and reduce the effects of poverty. Part of the research specifically measures differences between villages in Androy that have access to radio and those that do not have access and concluded:

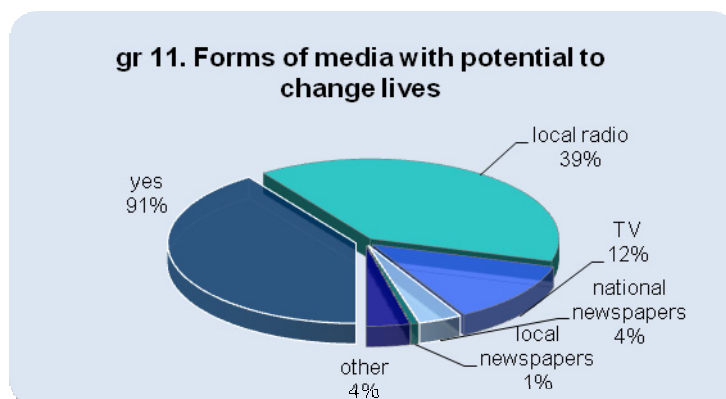
- ❑ *Consistent and clear differences in women participants' knowledge of topics relevant to poverty reduction from the programmes, with levels of knowledge rising with increased access to radio broadcasts.*
- ❑ *Clear indications of impact on behaviour from the programmes, in the case of child vaccinations, fuel efficient stove use, men's visiting of clinics to ask questions on vaccinations and women's visiting of clinics to ask questions on family planning.*
- ❑ *Broader impacts on populations' attitudes, giving people confidence to give answers and not automatically declare ignorance, and to talk about sensitive topics (such as tortoise eating) that are considered taboo.*
- ❑ *The far inferior access to information sources that women had compared to men and how this was vastly improved with the arrival of radio broadcasting'*

This particular Androy study also undertook extensive information source mapping and provides a detailed example of how rural people access information in the wider community.

³¹ [For the full report visit the DCERN website at <http://www.dcern.org/portal/document.asp?ContributionID=132>]

Both these recent studies show clearly that the presence of media – in this instance radio – can positively affect people’s lives in rural Madagascar.

In this study almost all (91%) of respondents also felt that that media could help improve their lives, or that of their family and community. Radio was identified as the main medium most able to do this work, and responses were split fairly evenly between national and local radio stations in respect of delivering such programmes, though a third of respondents thought that programme content was “not yet good enough”.



Radio resources

The reality in many areas is that local FM radio stations struggle to sustain their operations. Lack of resources means poor equipment which impacts on broadcast quality and reliability. Journalists do not have the means to undertake regular reporting activities beyond the town and rarely interface with rural populations. Few have had the necessary levels of training or can access the equipment to achieve professional levels of programme production.

Although, on average, nearly half the respondents mentioned that journalists had visited their village or district to report on local problems, few had engaged with journalists. Also the figure seems unusually high as rural journalists generally lack the means to report in the field.

Research carried out in the south and in the north (ALT/Globecom for UNICEF) in 2007 included data from more than 50 FM stations, and shows poor resources in most local radio stations with many journalists working without salaries and therefore reliant on independent support (e.g. NGOs or local authorities) to assist any field reporting activities outside the urban towns where most of them are based. Production capacity, more especially in the northern stations researched, was generally low (Note: Many southern FM stations have benefited from support/equipment from ALT Projet Radio communication initiative since 1999).

Another constraint is the weak signal strength of many rural stations. Quite apart from the legal restrictions to limit FM signal to 500 watts, many rural stations fail to broadcast beyond 250 watts at best. This is partly due to poor and aging equipment, and partly due to lack of technical expertise at maximising transmission potential. Some stations also suffer from regular lightning strikes that can seriously damage their equipment. Consequently, in many rural areas local FM signal strength carries at best between 30 -100 kilometres, leaving vast areas of countryside and the people that live within it, beyond radio access. (Studies of stations in the north in 2007 by ALT/Globecom for UNICEF show this to be a common problem).

In this study, one of the study sites reported approximately ten different radio signals are available to the local interviewees. This is unusual, and would be rare in most rural areas of Madagascar where communities outside the perimeters of a large provincial town are more likely to be serviced by one local FM radio station, and could experience limited access to RNM because of topographical constraints.

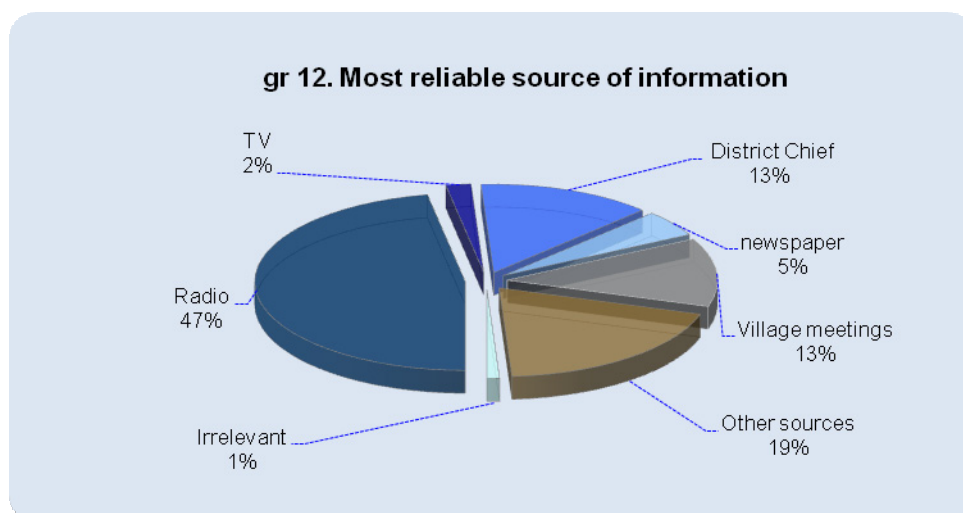
Of all the media in Madagascar, radio currently has the greatest potential to reach local people - being widely accessible and considered the most reliable source of information.

Other Access to Information

This study demonstrates that local people are resourceful at accessing information and assistance from many local sources such as local authorities, health centres, Head of District, teachers, pastors, police, elders and NGOs.

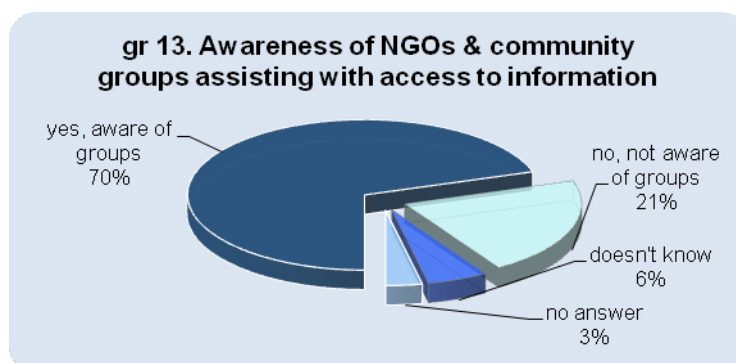
One of the main traditional sources of information is the village meeting. Chef du Fokontany, Head of District, and other leading elders are expected to bring information to their communities and advise people on how to go about dealing with many problems and issues of daily life from infrastructure (e.g. water supplies) to land litigation.

Traditionally it is expected that information is shared with the community in this way. Although radio was rated most highly as a main source of information for many respondents in the needs assessment, it is likely there is still a dependence on village meetings and local elders when it comes to providing more detailed and practical advice on important local issues. The tables provided at the end of each site profile above reflect the extent of these channels of discussion and assistance.



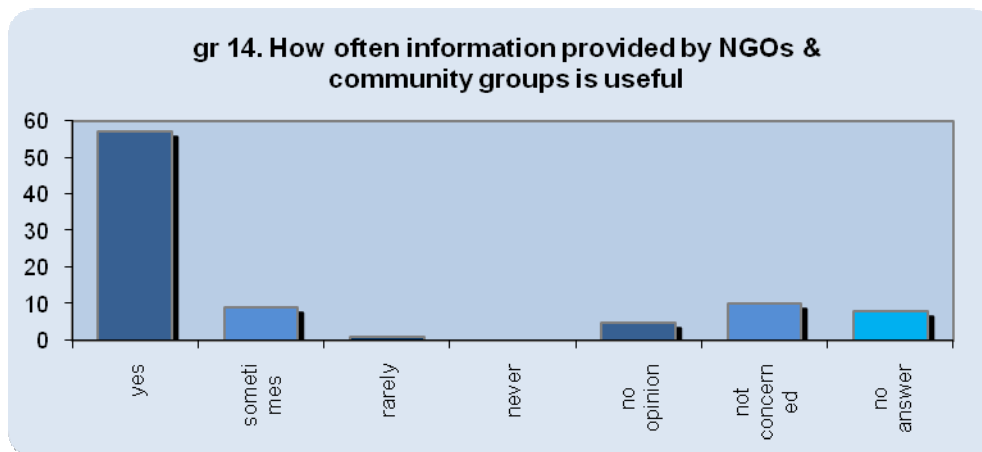
The marketplace is also a traditional place for exchanging information and finding out about news. In the first part of the questionnaire most people mentioned the media as their main sources of information and few mentioned the marketplace; this may have been because they understood the research was about media and therefore focused their responses accordingly. Traditionally word- of-mouth at the marketplace still plays a role in transmitting information, debate and exchange of ideas about news, and this was highlighted by local leaders during focus groups in all three sites.

NGOs were not cited initially (unsolicited) as a main source of information in the needs assessment, but when the question is raised later respondents demonstrate there is a strong presence of NGOs in each of the three sites and that their role is potentially significant.



For example, as many as 90 percent of people interviewed in Beforona said that NGOs helped them gain access to the information they required. In this particular area ADRA was mentioned by 80 percent of

respondents, all of whom believed them to be trustworthy and 93 percent thought the information they gave was useful, showing a particularly high level of awareness and effectiveness of this local NGO.



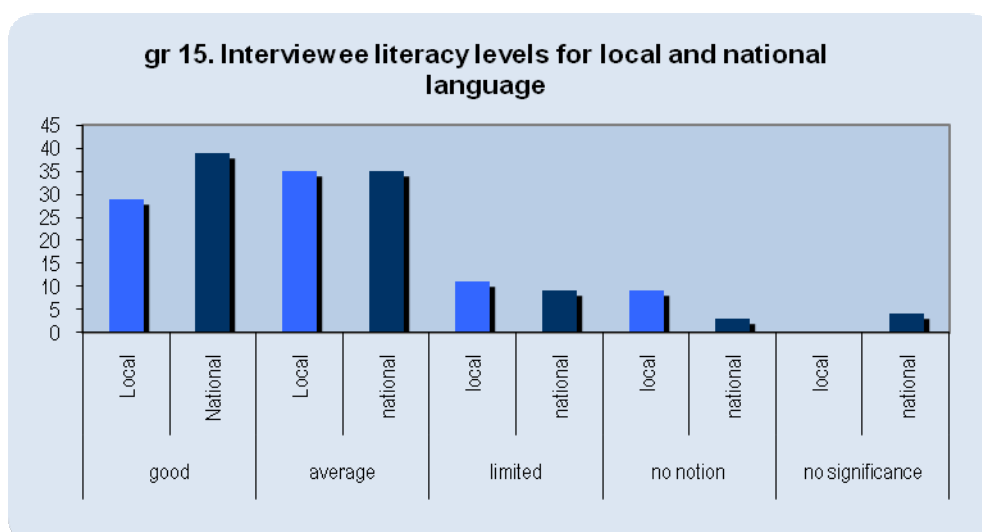
The other two sites also showed a reasonable presence and trust in NGOs, and on average more than half of the respondents said that their information was useful.

NGOs use a variety of media to reach their beneficiaries, including video (e.g. ADRA in Moramanga) and radio (SAHA in Fianarantsoa, and extensively through the ALT PCID network in the south). Their advantage is that they are in close contact with their beneficiary groups and can therefore provide face-to-face follow up with villagers to answer questions, facilitate debates and research and assess needs. In many areas NGOs have also distributed wind-up radios to village listening groups.

The findings highlight the potential for NGOs and local community leaders to positively impact on local communication by using the media to provide education and information, promote local services, and engage villagers in participatory communication activities.

Language and Understanding

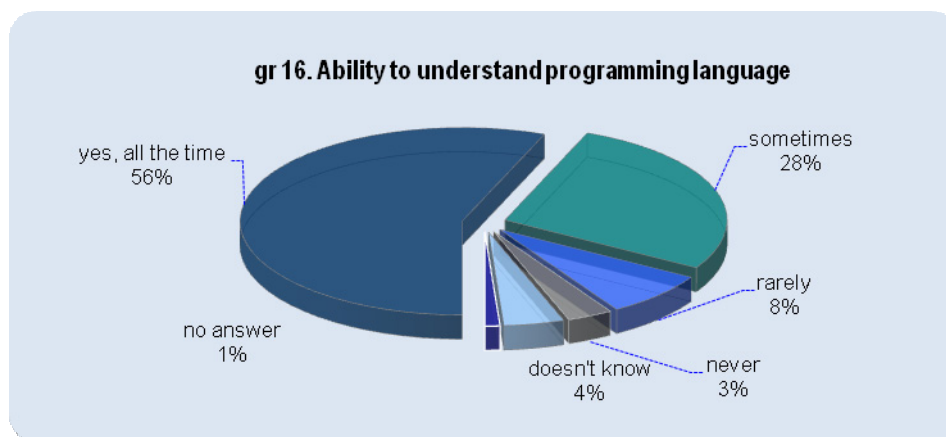
This study showed an average of 50-60 percent literacy rates at primary school level within the sample population, which reflects approximately the national average. Some of those interviewed had participated in an adult literacy class, others had attended school, but levels of reading and writing ability may in fact be poorer than reported due to "lack of practise."



The Malagasy official language is taught in schools and one would therefore expect to see higher levels of literacy in the national language than in local dialect, which is not used in formal education. In this particular research sample, being so close to the capital, the majority of respondents highlighted the fact that the "official" Merina language was very similar to their own local dialect and the findings registered little difference between literacy levels in local dialect and official language.

However, literacy levels vary around the country according to access to education, poverty levels and infrastructure. In remote rural areas literacy levels can be as low as 37 percent in the south (PAM 2006). In a survey carried out in the Androy to analyse the attendance at adult literacy classes (Lellelid 2006), more than half the participants had enrolled in order to learn how to sign their names to avoid being cheated in legal matters, and to achieve a minimum of social enfranchisement.

Given the similarity between the official language and the local dialect of the respondents there should be little difficulty in understanding nationally or locally broadcast programmes in the three sites. Nevertheless, only two-thirds of the respondents from two of the research sites said they could "always" easily understand the language used in the media (mostly radio). In the third site just more than one quarter stated they could "always" understand the language used (57% average for the three sites). Overall, approximately one quarter of respondents said they understood just "sometimes."



It should be noted, therefore, and taken strongly into consideration when planning communication work at local and regional levels, that the 18 different ethnic groups around the island all have distinct dialects; in rural coastal regions these are usually the main language of daily life.

As well as varying levels of literacy across the regions, women are generally less literate than men, as reflected in this study. Language can thereby become a critical issue when providing information via the media on vital development issues such as sexual health, HIV/AIDS and family welfare – especially where women are responsible for children and nutrition.

Language often links to cultural practise and beliefs which have strong meanings for local people. Using locally sensitive language, and taking into consideration local taboos and customs, can significantly influence the acceptability and outcome of messages broadcast through any medium.

A number of studies have shown that rural people do not always understand the official (Merina) language or are not disposed towards listening to it in radio programmes. In the Androy area particularly, the popularity of locally made radio programmes is attributed primarily due to their use of local language: *“we hate the programmes that are not in Antandroy dialect.”* (Vadgama 2006)

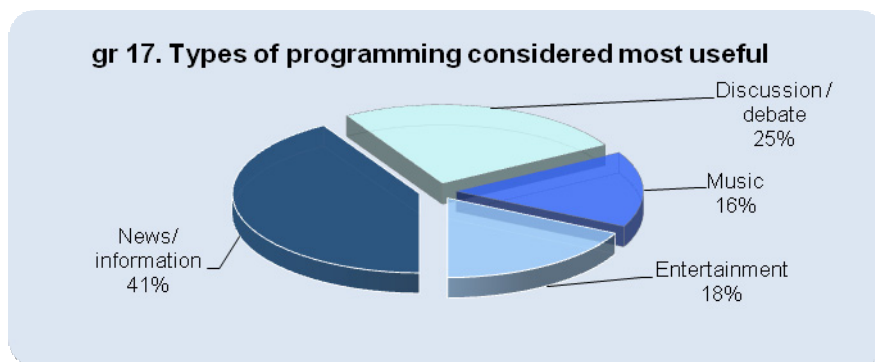
However, many broadcasters and programme makers have strong views about language and insist on using the official language to communicate their information. During an extensive review of radio stations in Fianarantsoa Province in 2004 (Globecom/ALT for USAID) one journalist explained that official Malagasy is perceived to be the language of the modernist, looking forward whereas local dialect was perceived to be something of the peasantry. This viewpoint is not unusual, nor is it helped by the fact that few local FM

radio stations conduct audience surveys or have the means and skills to monitor and evaluate feedback from rural listeners on a regular basis.

Levels of literacy, and opportunities to practise reading and writing after basic learning, should be taken into account especially when considering the printed media, and governance mechanisms; Local dialect is key to communicating effectively with rural people on development issues.

Programming and Quality of the Media

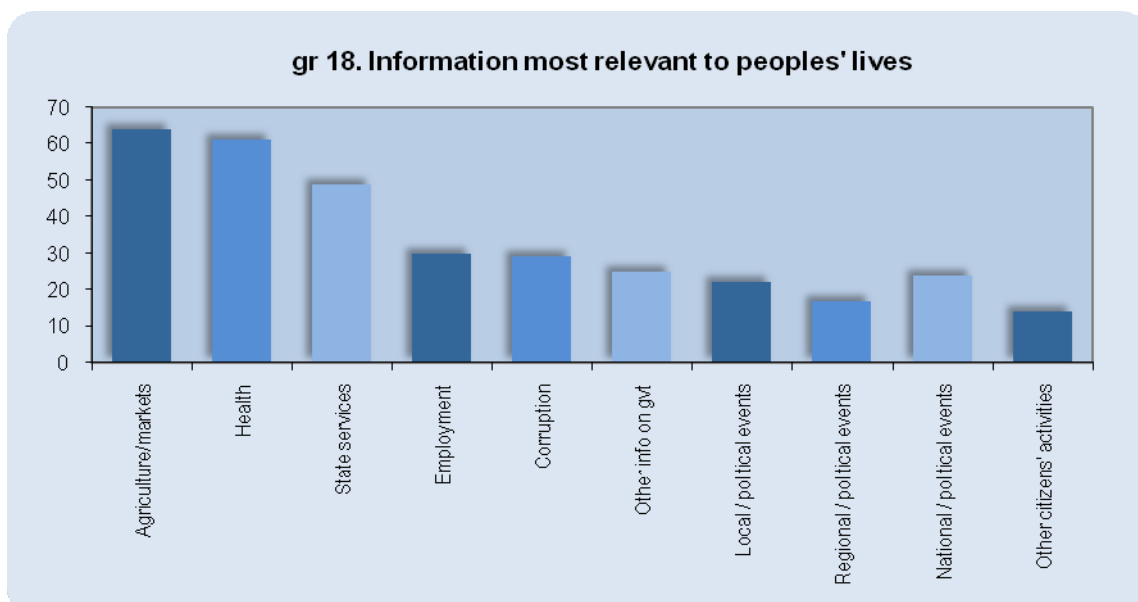
News is considered of high importance to local people (69.9% on average), but most of the news programmes are produced in the capital and either re-broadcast through national affiliate stations (local FM stations receiving satellite transmission e.g. MBS or RNM from the capital) or read (from transcripts or newspapers) by a local FM radio station live to the local populations.



News is considered very important by the local population as are programmes that air debate and discussions, but poor resources and skills mean that local capacity to produce and broadcast local news is extremely limited.

However, local radio can offer important local messaging services and weather warnings especially when there is a catastrophe or security problems such as stealing of cattle and other illegal deeds, cyclones, outbreaks of fire etc. These types of stories are of vital importance to local populations. The FM stations are also very important for local communication between the community and are used to send messages to inform parents and friends about social and family events such as births, marriages or deaths, the news of which would otherwise involve days of travel on foot.

Otherwise, local programming and broadcasts tend to focus mainly on music and entertainment and, though many listeners clearly feel this is important (approx 42.8%), the programmes cited as most relevant to their daily lives and in keeping with their demands and need for information are:



On average, across the three sites, and *in order of importance*:

Agriculture and markets	74.44 %
Health	64.44 %
Local services	54.44 %
Corruption	32.22 %
The state/gov	27.77 %
Employment	36.66 % - though this was only mentioned in two of the sites

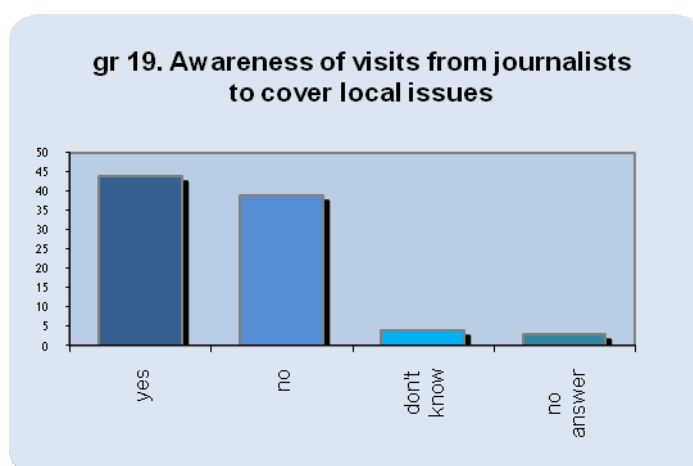
Most respondents felt that current programming was "not yet good enough" and much of the essential information needed by local people is not broadcast. The survey produced lists of programme subjects which listeners believed deserving of attention, largely reflecting the same priorities as above, though themes were not detailed (see *Information Gaps section below*).

Opportunities to participate in the media

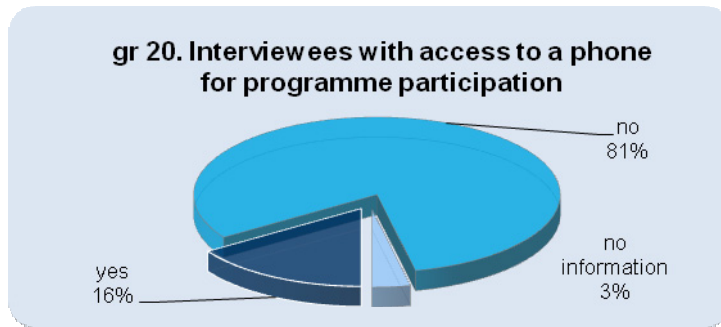
The main opportunities for participation offered by local media are via the radio stations who provide airtime for audience dedications; slots where the public are allowed to send messages to each other. However these must be paid for and tend to be of a personal/family nature rather than in relation to any broader development, social or political theme.

Local radio stations do not rebroadcast for free any programmes requested by listeners, and generally offer no clear means for listeners to contact them such as phone numbers or other contact details.

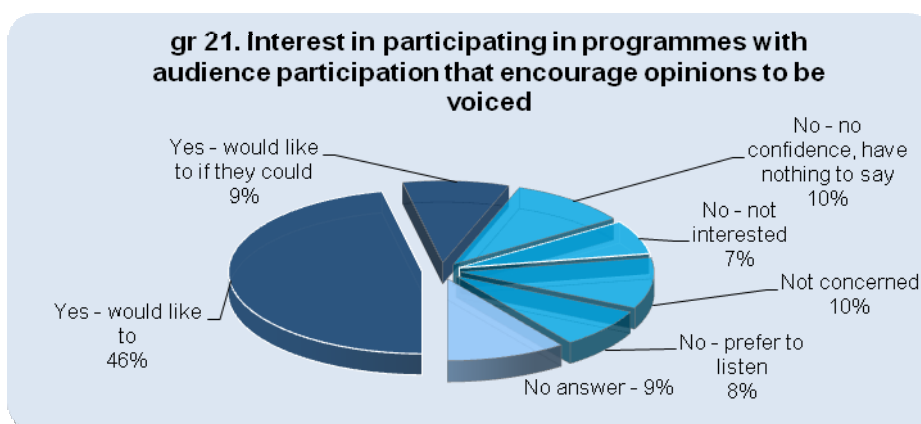
Generally radio station journalists have few resources for local programme production, however just less than half the respondents in this study stated they were aware of visits into their community from local media. This figure seems extremely high given the budgetary constraints of most FM stations in rural areas and could be particular to station(s) in this district. In the Androy where radio stations have actually been associated in a network for many years and trained to make programmes in participation with villagers, only 8 percent of villagers reported having contact with radio journalists (Vadgama 2006).



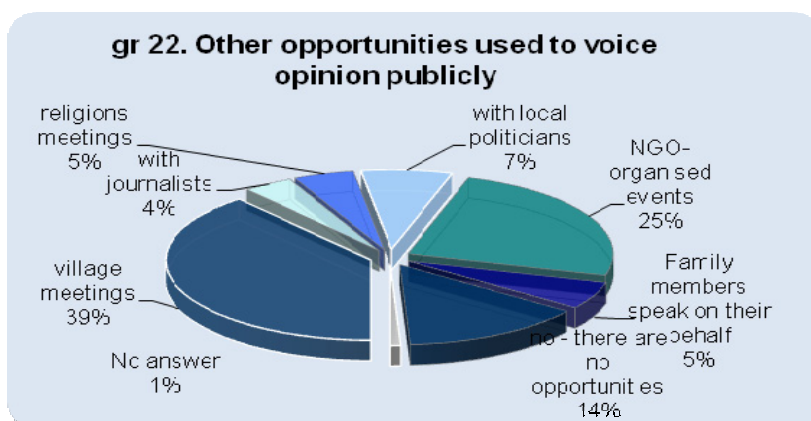
Despite the apparent awareness of journalists' visits, it is clear that these do not necessarily translate into opportunities for local people to participate in local media communication;



Less than half the respondents were aware of any programmes that promote audience participation, and more than three-quarters had no access to mobile phones. However, given the opportunity, nearly half the respondents showed interest and enthusiasm at the idea of audience participation in radio programmes and said they would participate. When pushed further on this point, many replied that they prefer to listen or lacked confidence to speak.



Rural people are more used to engaging face-to-face with their local leaders and NGOs if they wish to discuss issues or express opinions, particularly those related to local development, and are likely to consider this process of interaction more in keeping with their traditional social practises and patterns.



Social customs and barriers to communication

Local custom can have significant impacts on communication. Within the village settings it may be considered highly unacceptable for anyone other than the village president or elders to speak publicly on matters that concern the community, and these hierarchical practises run deep within the accepted norms of daily life.

By way of example, in focus group research carried out by WWF in the south, male villagers were reluctant to explain the traditional *Dinas* and *Fady* applied to their local forest management because they felt this was the role of the president of the village.

The Dina is a pact which is decided by the inhabitants of a village or group of villages to govern the lives of their community. It is a custom practiced since the reign of King Andrianampoinimerina, whereby a *Dina* is ratified following a validation meeting to which all the concerned members of the community have participated. Nowadays, the *Dina* is generally linked to rural insecurity (e.g. cattle theft, banditry). For a few years now the *Dina* are also applied for the protection of the environment. Traditionally a community would sacrifice a cow to further cement the *Dina* pact.

The Fady - Madagascar is considered a country full of *Fady*'(taboos). These *Fady* play an integral role in traditional Malagasy ancestry. *Fady* are generally linked to local beliefs (it is forbidden to bury the dead on Tuesdays, forbidden to eat the legs of palmipeds etc.). Malagasy believe and respect all *Fady*. In fact the notion of "Ala *Fady*" (literally translates as forbidden forest) was initiated to contribute to the protection of the environment, especially of natural reserves and other protected areas. In many villages *Fady* are an elaborate means of ensuring social cohesion and protecting natural resources and are often based on sound practical reasoning. For example, in a village in Anosy (Ambinanibe) local *Fady* deter people washing meat in the river. This prevents dirtying of the water and aims to maintain a clean supply for drinking. As outsiders currently break this taboo the village experience growing health problems.

The way in which communication is affected by social taboos and customs in Madagascar is a far-reaching subject for further, in depth research and discussion, not least because *Fady* can vary from village to village, region to region. Moreover the Malagasy culture enjoys a wealth of spiritual and cultural beliefs and expressions that contribute towards a sense of self respect and cultural pride. Some of these encompass the importance of the ancestral spirits and the *Hasina* (sacred power) which could be undermined by external influences and perspectives.

A study written by Øyvind Dahl of "Malagasy Meanings" (published by the Centre for Intercultural Communication School of Mission and Theology 1993) provides many insights to the more complex aspects of local communication processes in Madagascar and highlights interesting differences between the ways that westerners and Malagasy communicate and interpret meaning, and how these can colour behaviour and expression.

In one chapter Dahl looks at the different approaches to time (linear, cyclic, event-related) and demonstrates the stronger event related and cyclical perception of time in Madagascar, as opposed to the westerner's linear approach. For example, how a simple event exposes two distinct perceptions: a local garage orders new stocks of petrol *only* when the existing supply has completely run out. The western perspective may conclude : "The Malagasy never plan the future. They are losing time and money; the lack of planning causes a lot of problems for development." Whereas the Malagasy may conclude that "the westerners are always in a hurry. They don't give priority to the art of living. They are possessed by money. They do not give priority to people."

Dahl also tries to explain the broader philosophy which influences Malagasy society. Several observers have contended that the Malagasy do not like extremes. The philosopher Rahajarizafy puts the relative principle as following: "this is the abc of wisdom: not too much here, not too much there, not too tight and not too slack. *Antonontonona* (medium) is a good ideal."

This quest for the harmonised and balanced way of living is further unravelled in Dahl's explanations about *Tsiny* and *Tody*, a complex system of beliefs that influence and moderate communication and behaviour.

The Tsinyis the blame that one risks every time one acts or speaks, deliberately or not. The blame may manifest in sanctions, as accidents, illness even sudden death.

The Tody may mean to return to the starting point, or the result, response or return according to one's acts. If someone has done something wrong without being punished by a neighbour, Tody - an impersonal force - will come and sanction the wrongdoer. Thus to respect Fady is to respect a world order. "Ota fady," to break taboo, is dangerous. You will have Tsiny and most probably be hit by Tody. Disrespect of Fady may block communication. In practical terms a Fady can be lifted but this requires ceremony, which often involves the slaughter of a cow, and ritual agreements with the ancestors.

When applied to development scenarios in rural areas, local systems of belief play an important part in defining approach and resolution to obstacles. In order to advance building on land that is taboo, first the Fady must be lifted. In 1999 in the south, ALT Projet Radio requested the lift of Fady in Androy villages in order to broadcast programmes about sexual health to village listening groups, because at that time it was considered taboo for men and women to discuss sexually related topics in the same room. The importance of protecting men and women from the threat of disease was considered important enough by the ancestors for the Fady to be lifted.

Furthermore, understanding the underlying focus of the message has to be married with identifying and respecting a cultural frame of reference. For example, a teacher is not performing correctly at school; the western approach may be to simply say the person should be fired. The Malagasy may take the position that he must be re-elected. According to Dahl the norms underlying these positions may be interpreted as follows:

- | | |
|------------------|---|
| Western: | public sphere is separate from private sphere
Men have interchangeable roles
Competence is valued |
| Malagasy: | Public sphere is not separate from private sphere
Concern for others face
Non-confrontation is valued |

Respect for the elders is paramount. In a recent communication exercise in the south (ALT/PANOS Nov 2007), a number of villagers were trained to record interviews with members of their community and they were asked to include women and young people in the activity. These groups were overlooked when the trainees began work in the villages - all started by interviewing village elders (male), as anything else would have been perceived as disrespectful. They only interviewed women and others in the village after the local protocol had been observed.

Women and young men in village communities are often excluded from village decision-making processes, reducing their opportunities to express their needs and opinions. In this study women were shown to have less ownership of media (radios) and in rural settings are often largely reliant on men, especially local elders, for obtaining information and expressing their needs.

In the south this pattern is beginning to change where Radio Listening Groups are headed up by women who now cite radio as their primary source of information (66%), as opposed to women in villages with no radios who are still reliant on male elders (75%) (Metcalf, Harford, Myers 2007)

Cultural traditions also influence audience preferences in media formats: rural people tend to enjoy songs, poems, mini-dramas/storytelling. Traditional lifestyles also influence behaviour in relation to the media. Because the majority of the population are rural producers, listening times are more popular in the evening after people have returned from the fields, in particular just before or just after the evening news.

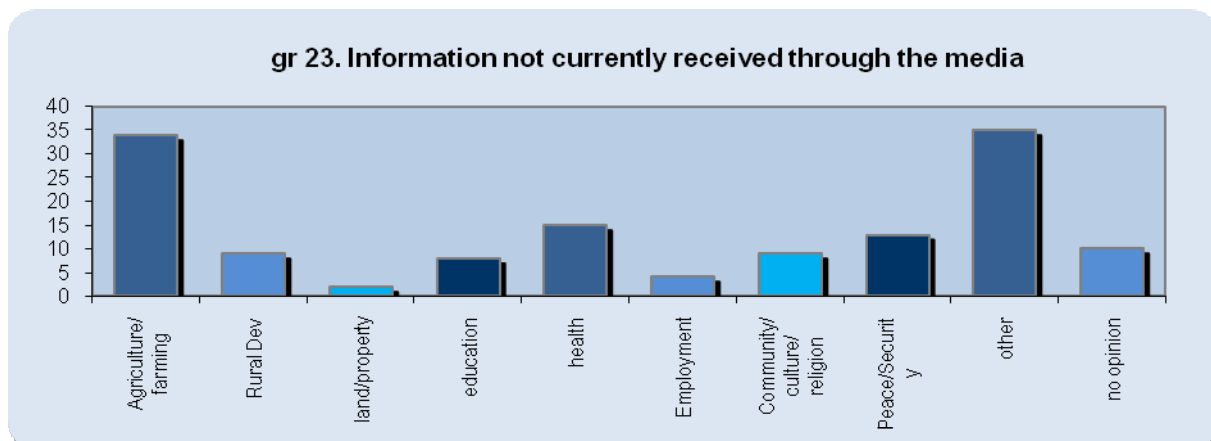
Women are more likely to be in the village during the day and able to listen to radio at alternative times, such as lunchtime and mornings, except in the planting and harvest seasons when all members of the

family must assist in the fields. Men often have to move cattle (*transhumance*) to find pasture and are more likely to leave the village for periods of time to find work in cities. Important ceremonies such as funerals can last many weeks and families may not gather to listen to the radio. Hence regular listening to radio may be interrupted by social or economic events.

Local people are keen to express their views but are hampered by lack of opportunity through the media. Lack of experience in publicly voicing opinion, local political atmosphere, social customs and traditions may also impact on local people's ability to express themselves in public. Communication initiatives that set out to increase opportunities to empower the most vulnerable and marginalised people of Madagascar should fully research and consider local beliefs, practises and constraints and ensure these factors are taken into account.

The essential topics about which the population needs to be informed are:

- access to drinking water
- agriculture and stock farming
- access to landed property
- health
- environment



These themes are currently more or less treated during:

- visits at home and awareness raising campaigns by the NGOs
- visits on-site of the decentralised public services
- meetings of the local authorities (mobile quarters and President of Fokontany)
- between the members of the village community
- at the market
- on the national radio

(Note: for estimated stats provided by local leaders/local consultant see *annex 1*)

Spoken news and debates were also mentioned by some respondents, as well as programmes on security /peace.

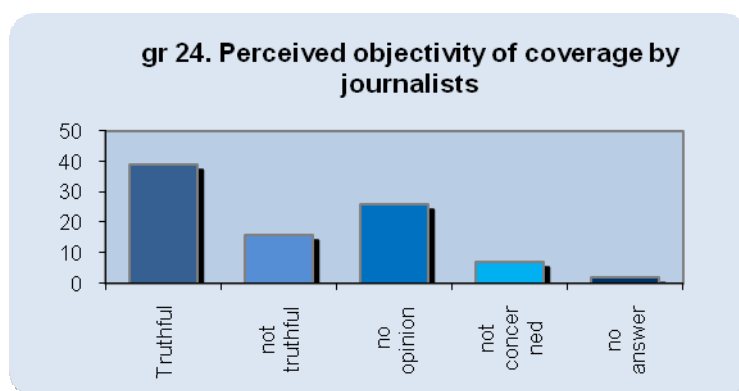
As demonstrated above, the emphasis is still largely on local leaders and local word-of-mouth to provide information and respond to questions.

However, the range of subject matter is substantial and it cannot be assumed that local leaders are technically proficient in a range of development topics. Similarly, NGOs tend to specialize in one or two areas of technical expertise and therefore may not be able to respond to all information demands. Local journalists are often untrained, and thus find it hard to master development themes in any technical detail.

The bias of most of the factual information broadcast through the media is still largely focused on national issues – news, weather and political information. Some national broadcasts address themes such as HIV/AIDS, and environmental issues like forest fires, but these address general themes and are not tailored or specific to the locality, nor are they produced in local languages (see above) about clearly identified local and regional issues.

Cultural traditions, customs and taboos, available infrastructure, environment and language all play a part in the appropriateness and effectiveness of development education and information messages via the media, so national communication initiatives, though important, are unable to take into account these localised challenges.

Reporting on local news and issues is limited, though the results of this needs assessment suggest that the audience found what reportage had occurred locally was true to the situation, reinforcing once again the powerful perception of the media as a provider of valued factual information and a means to improve people's lives.



Though educational radio programming is currently reflecting the main audience priorities in terms of themes broadcast, including agriculture and health,, most people thought that programming was not yet good enough.

There is a strong and growing need for increased and improved local production of news and educational programming to meet local information needs. This requires significant inputs to local media infrastructure and capacity.

COMMUNICATION GAPS

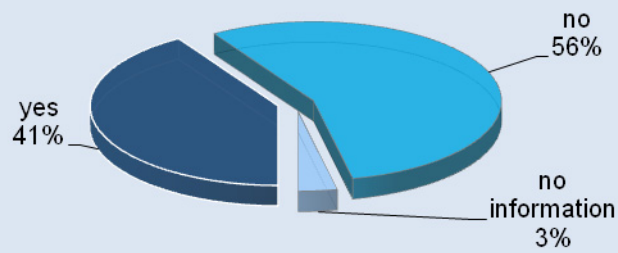
Media operators – local radio and regional TV stations – focus on entertainment, music and news. There is little by way of opportunity or formats that allow local people to enter into debates or other kinds of programmes where they can express themselves.

The majority of local radio stations do not offer airtime with phone-ins for debate and comment from the general public.

Most significantly it is clear that in general, the majority of rural listeners have little interaction with the station beyond song dedications and placing small family adverts/communiqués – such as announcements of births, deaths or marriages. They are also largely unaware of opportunities to participate in media through radio phone-in programmes.

Less than half of the respondents knew about programmes that promote participation from the audience, despite living in an area where there is substantial radio signal coverage from national and local stations, and where it appears such programming is broadcast.

gr 25. Interviewees aware of programmes that promote participation and opinions to be voiced from audiences in the locality



Space is available to publish articles in the paper, but again this must be purchased, and the cost is prohibitive for most of the population. Literacy levels, together with financial constraints, do not make newspapers a viable channel for self expression. Furthermore, broader concerns exist about how the press can be used to publish articles of a highly personal, sometimes inflammatory nature when they have not been sufficiently scrutinised to ensure balanced or accurate reporting.

Television programmes do include coverage, interviews and reportage of local events but these opportunities are driven and controlled by the reporter/broadcaster and local people have no means of influencing television programme content.

Access to the internet is generally poor, so most people are unable to link to the internet for participation in other forms of interactive media communication. However, the growing network of mobile phone signal in Madagascar could open up opportunities for wider communication across media and social boundaries.

Currently, for the majority of the population, the main channels for expressing opinion and raising issues are through village meetings, in debates with NGOs, or in the community with local leaders. In general, the media does not yet play a role in amplifying the voices of the local populations.

IV Findings, Recommendations & Future Frameworks

KEY FINDINGS AND RECOMMENDATIONS

Findings

Access to Media

1. The majority of people feel that media has the potential to help change their lives, or that of their family and community
2. Most people demonstrate belief and trust in information provided by the media, which they feel is more useful and accessible than a decade ago.
3. The media is largely perceived to be objective.
4. Radio provides the main access, and is perceived as the most *reliable* source of information for the majority of rural populations.
5. Fewer women than men own radios, but all members of the family can decide what to listen to on the radio.
6. People feel that gender is more or less equally represented in the media, and that women are presented in a variety of roles from wife, friend and mother, to business woman and decisionmaker.
7. The poor can now afford to purchase radios, though access and cost of batteries, as well as access and reliability of electricity supplies, can significantly reduce regular listening.
8. Radio is the media that most people think can help to change their lives
9. Research has demonstrated that radio used as a tool for development can positively affect local governance (Franken) and impact on outcomes of the Millennium Development Goals (Metcalf, Harford, Myers)
10. TV and internet are still the preserve of the wealthy and the educated respectively.
11. Newspapers are produced in Tana and there are no local printing presses outside of Tana.
12. Newspapers are not widely distributed in rural areas and literacy levels reduce the readership potential of the press.
13. Video clubs present a growing opportunity for viewing audiovisual materials but the clubs are unregulated in respect to censorship, age restrictions or content.

Programming

7. Media currently focuses on broadcasting news, music and entertainment with just a quarter of air time (approx) dedicated to development information and educational programmes
8. News is produced mostly in the capital, Antananarivo, and rebroadcast through local stations. There is limited production of news locally.
9. Listeners consider news, followed by programmes that include discussion and debate, to be the most important programmes, though people also want music and entertainment.
10. Media programmes do not currently meet all the information needs of the population and the content is "not yet good enough."
11. Programmes that are relevant to the daily lives of the listener are, in descending importance: agriculture, health, employment, corruption, government information, local and political events, national politics, other citizens' activities.

12. Just slightly more than half the listeners understand the language in media programmes all the time.

Participation

9. In general the media do not currently provide opportunities for people to participate or voice their opinions in local or national broadcasts, and where such opportunities exist most people remain unaware of the opportunities.
10. Given the opportunity, nearly half those interviewed were keen to take part in media programmes that promote participation, and that afforded them opportunities to voice their opinions.
11. Local journalists visit local communities sometimes, but rarely do they involve local people in programme production, debates, or formats that encourage self expression.
12. The majority of rural people have no access to a mobile phone
13. Few rural people know where to access internet or how to use it.
14. Local meetings with NGOs and local leaders are the best channels of communication for people at local level.
15. NGOs are perceived to provide useful information at least half the time.
16. Some cultural barriers exist to voicing opinions publicly, and some people feel they do not have the confidence to express themselves in the media.

Recommendations

In order to meet information needs *and* empower local people to communicate, some wide ranging measures are required.

Overall there is a need to develop dialogue and consultation in order to set up mechanisms of exchange between three groups:

- the audience (local population)
- the media (radio, and others)
- the local and national information sources (local leaders/services providers/NGOs/government agencies)

Much of what will be possible is dependent on funding opportunities, local infrastructure, resources and local capacity, as well as government policy and international support.

For the purposes of this report, the recommendations will focus and build on the premise that radio is the most accessible, affordable, and reliable media for the majority of the population.

Further recommendations to increase the use of TV, internet and print will require more detailed research, and future inputs from professionals with expertise and experience in those media.

1. Improve capacity of local people to access and participate in local media

Local people are keen to participate more actively in the media and remain hungry for more and better quality information. Radio alone, broadcasting in a void, is not able to effect long-term change in people's attitudes and practise and should be accompanied by face-to-face support, training and services from local authorities, NGOs and service providers. Therefore we recommend:

village listening groups

- ❑ Distribute solar-windup radios and set up village Radio Listening Groups headed by women, or local development associations
- ❑ Engage villagers through audience surveys and focus groups (separately with men/women/young men)
- ❑ Train village listening groups to debate programmes and develop questions for further programme content
- ❑ Promote opportunities in village meetings to identify information needs

active participation and media action

- ❑ Set up village post boxes for requests, suggestions and feedback to local media (there will usually be members of the village who can assist those who do not have the literacy skills or , identify an individual to take on the function of rapporteur for the community)
- ❑ programmes, pre-test and evaluate programmes with villagers and use feedback to orient future programme content
- ❑ Provide training and equipment to local people to pilot village interviewing and recording of concerns/questions/opinions to broadcast to decision makers (radio and TV, internet)
- ❑ Set up production dates with mobile production units to record programmes with villagers
- ❑ Incite local leaders to actively participate in a local communication platform and to bring community opinions and needs
- ❑ Set up phone access points in communities at specific times of the week to link with local radio station programming (as agreed with stations)
- ❑ Identify ways of adequately – increasingly – involve marginalised and vulnerable communities in programme production
- ❑ Consider longer term development scenarios increasing community-owned and community-run radio, taking the empowerment through community action and community control further

2. Improve capacity of media

National media initiatives are important and do have identifiable audiences, but they are not always able to reflect local or regional priorities or adapt programming to take into account language and social nuances. Local media is currently inadequate to respond to local needs and requires significant inputs, especially if people are to be afforded opportunities to engage in debate and discussion about their opinions. Therefore we recommend:

National level – legal and regulatory environment

- ❑ The legal and regulatory framework would benefit from media and access to information laws
- ❑ The 1992 law on abolition of censure in press should be fully enforced
- ❑ Broadcast laws should either be enforced or reformed. Current legislation that limits the reach of radio and television stations is being infringed at the expense of the wider broadcast community. .
- ❑ Strict libel laws may benefit from revision as they have a chilling effect
- ❑ Journalist associations should do, and be allowed to do, more to protect their members, especially in an environment of self-censorship.

- ❑ Standards of journalism should be raised through capacity building and sensitization

National Level – reach and programming

- ❑ Improve coverage of national radio signal into rural areas through relays
- ❑ Increase radio and TV programming /coverage of regional events and news
- ❑ Promote and develop more development and educational programming
- ❑ Survey impact of national programmes at local levels
- ❑ Explore opportunities to re-broadcast effective national educational programmes in local dialects through networks of local FM radio stations and regional TV stations
- ❑ Launch pilot programmes with audience participation (leadership by example)

Local FM radio stations – capacity building

- ❑ Improve technical and transmission capacity
- ❑ Provide training in management of stations for sustainability and effective use of resources
- ❑ Provide training in audience surveys
- ❑ Provide training in participative programme production
- ❑ Develop local news-making capacity – techniques of journalism, ethics etc.
- ❑ Identify longer term development of community radio for development and empowerment

Programming and audience participation

- ❑ Link radio stations with Radio Listening Groups and local associations
- ❑ Promote increased participation of audiences through community events, radio games/competitions, village or radio listening group post box for ideas and requests,
- ❑ Develop phone-in programmes, live debates, coverage of village meetings, groups discussions, and other formats which amplify the voices of local people
- ❑ Promote use of local dialects for targeted development programmes
- ❑ Increase re-broadcast potential of local stations by using internet connections at regional centres (access to Interworld radio/CTA/ and other internet sources of programme material)
- ❑ Provide training in accessing information/programme material for local journalists
- ❑ Set up national and regional programme libraries for programme exchange
- ❑ Increase direct links/network with NGOs and local service providers

3. Develop collaboration between local leaders, NGOs and local media

Meetings, and face-to-face contact with local leaders and NGOs represent two of the most direct and accessible channels for local people to increase their understanding of local development issues and express their opinions. Therefore we recommend:

Local stakeholders – structures

- ❑ Identify and promote engagement of local service providers and NGOs, willing to participate in communication activities and who can provide follow up practical demonstrations, services and training
- ❑ Create platforms for communication with stakeholders at local/regional level including NGOs, radio stations, community leaders, village representatives
- ❑ Formally associate regional network and launch local information centres with production studios (edit facility) /library/internet connection centre which acts as facility for local communication strategic development for partners (see future frameworks below)

Meeting local needs

- ❑ Identify local needs through focus group research, needs assessments, rural appraisal
- ❑ Train NGOs and service providers to make radio programmes using participative techniques

- ❑ Train NGOs and service providers to set up and work with Radio Listening Groups
- ❑ Provide cassette recorders to identified NGOs/local associations for communities outside of radio signal to replay important educational programmes and record views
- ❑ Mobilise cinemobiles in isolated areas in association with local NGOs /service providers
- ❑ Develop interactive programme making, record views of local people on local themes using mobile production units/NGO visits
- ❑ Initiate participatory video projects to record local opinion, lifestyles, development challenges
- ❑ Develop audiovisual materials locally in local languages/with local actors to transmit via video clubs, cinemobiles, TV

A regional centre that affords networking opportunities and facilities for local communication initiatives could provide the necessary support and structures to maximise existing local potential and resources, and to focus creative solutions and donor interest towards developing communication capacity at regional level.

See below for further discussion.

Future Frameworks

Regional Centres for Communication and Information for Development (CCID)

Each region would identify a key geographical base for setting up an information and communication resource centre that would service the local region and environs. The centre would be a base for strategic communication partnerships, a local platform comprising local stakeholders, such as radio stations, local community leaders, NGOs and service providers or village representatives.

This centre would aim to increase access and flow of information in the region, create learning opportunities, support regional and rural development work, and act as a regional training centre and could comprise a number of units that interact, and feed into each other:

- ❑ Training/meeting room for stakeholders' activities in agricultural or health training
- ❑ Development library (teaching and learning resources in all media)
- ❑ An advisory/advocacy office for local citizens (in particular to assist non-literate rural populations to access local funds, understand civil rights or land tenure law)
- ❑ Regional production unit for developing audio and visual materials
- ❑ An internet resource
- ❑ Mobile production unit to record programmes in villages
- ❑ Cinemobile that would tour the region working in parallel to service provision and other initiatives (like. condom distribution)
- ❑ Trained extension workers/counsellors (male and female) to provide face-to-face support, training, answer questions and record concerns/direct individuals to local services
- ❑ In a longer term with smaller community radio stations on air, the regional centre would be a facilitating support centre in all areas.

This centre would be well advertised in the region via radio in order to create access to its services and encourage participation in the communication opportunities it will afford to local people.

Multi-sector/Multi Disciplinary Approach

Local partners - Networking

The Centre would rely on a number of local partners and stakeholders to realise its aims.

A partnership would be set up with local leaders, radio stations village representatives, NGOs and civil society to act as a platform to develop regional communication strategies in synergy with local development initiatives, and to produce information and educational radio broadcasts (following training) that respond to local needs.

The partners could be trained to develop a variety of communication opportunities with local beneficiary groups such as participatory production cycles for radio programming, participatory video, focus groups techniques or oral testimony..

The partners would agree on the local process for use of the centre resources and work closely together.

Training and Advocacy

Local training on important local development themes such as agricultural, health and HIV would be held at the centre. This training can then be recorded and broadcast – as well as stored on DVD /CD – for sharing the information with other development groups across the region. They could also be replayed in video clubs and via the cinemobile so that a wider local audience can also access the information and training.

Other local stakeholders can use the centre resources and facilities to increase the number and skills capacity of rural development extension workers in the region.

Local people can benefit from the centre to learn about a range of local activities, government policies and events, and to participate in radio debates recorded in the centre's production unit.

Issues raised with counsellors at the centre can form the basis of needs assessments for further local programme making – ensuring greater governance in the region as well as opportunities for wider advocacy for rural populations who are more isolated.

Radio Stations

The centre would support exchange and training for local radio stations whose capacity would be built to improve their participatory production techniques and networking skills.

They would be trained to generate greater opportunities and participation of local communities in their own broadcast schedules as well as agreeing to airtime for transmitting programmes made by stakeholders in the centre.

The centre can act as a resource for local stations to train journalists and to develop their own management and radio network potential.

A networked group of local and community stations, including national affiliate stations, with technical support, could have sufficient power to broadcast to target groups across a region. The stations would use the centre's access to internet to download programmes and development information (perhaps via Interworld Radio or CTA initiatives) and translate them for broadcast locally (themselves or with NGO partner assistance).

The regional programme library would duplicate programmes for distribution to local FM stations in and outside of the network for rebroadcast at different times of day – ensuring a flow of information across the region. The regional library can also send and receive programmes from the capital using the Internet resource.

Internet resource

Providing essential web access, this unit can help people research and identify important national and international news and other information items online that would be of interest to local populations and pass these to the radio station and the library.

The internet point can also be a research facility for local services and development agencies and improve communication locally, regionally and nationally.

This resource can also create opportunities for training school leavers and rural producers in web research, identifying trade and employment opportunities, funding or training opportunities.

Mobile production unit (MPU) /Cinemobile

The mobile production unit can collect locally produced radio programmes for sharing with the regional library and – more importantly – record programmes, debates and feedback from village populations (and listening groups) in response to what they are receiving from the stakeholders' and regional library broadcasts.

The cinemobile will carry important education videos to isolated villages and work alongside village meetings on community issues such as HIV/ AIDS. The unit could also deliver condoms to distributors, and other materials into remote areas.

Added value

The centres would maximise existing resources and capacity in the region. A wide group of stakeholders can bring a variety of technical knowledge, resources and skills to share within the centre, thus capitalising on local potential for developing information and communication activities.

Next steps: A full assessment of the infrastructural and equipment, training and human resource needs of a centre for communication and information for development (CCID) would be required together with a breakdown of budgetary requirements, cost analysis, business plan for income generation from Internet/library and potential funding sources.

Identification of ways of generating – over time – spaces for community dialogue and debate, providing a voice and the resulting empowerment. This could be through community access programmes in existing local stations and in the longer run through development of community radio stations.

Planning exercises would be required to identify the best sites for a regional CCID and to identify the main players in the execution of such a strategy. Other considerations and factors should be considered such as road access, Internet servers, electricity power supplies, telephone speeds and local security.

Time scales for introducing all the component parts of such centres may delay start up of local activity so it is recommended that some elements of the centre are launched first; setting up local platform of stakeholders, producing local programming, networking of radio stations.

Regional production units that provide edit and meeting facilities for networks of local stakeholders (NGOs, service providers, radio stations) are already functioning in Tulear, Ft Dauphin, Ambovombe and Fianarantsoa under the EC funded ALT Projet Radio and can provide a working model to feed into discussions about possible next steps, alongside the methods and experiences of other communication initiatives in Madagascar.

Current Development Communication Initiatives in Madagascar

A number of initiatives are underway in Madagascar to improve communication for development at local levels and it is worth fully investigating those that demonstrate positive impacts in order to understand

tested models and methodologies, and to share and apply lessons learnt³² and to ensure maximal collaboration and synergy. Some examples follow.

Ministry of Communications – rural communication programming nationwide

Ministry of Education – distributing wind-up radios in schools and promoting primary education

CNLS – National HIV/AIDS awareness programme – distribution of wind-up/solar powered radios, training of journalists, cinemobiles, programme production, film production, publishing of leaflets and other visual materials, sponsorship of local association activities, sponsorship of local community events, banners, advertising materials, partnerships at local and national levels

AEPA - UNICEF –communication initiative within national sanitation programme: to develop radio broadcasts and production capacity in three areas for health and hygiene programmes. Increase capacity of radio stations through equipment and training, set up listening groups

UNICEF supports initiatives of the Ministry of Communications, Health, Education and Youth:

- Health: radio workshops

- Youth and Communication : 15 Junior Reporters Clubs

- Education : 22,000 wind-up radios distributed to schools and a programme of education to reinforce capacity

SAHA – Swiss Development Cooperation, Fianarantsoa Province – support of rural development following requests from village communities, using community radio for communication

Projet Radio - Andrew Lees Trust – Rural Radio Network for development – Tulear and Fianarantsoa provinces – regular monthly production of educational broadcasts made by 48 local NGOs and service providers, radio broadcast via 21 stations, radio distribution, 3,000 listening groups, 4 regional programme libraries and production facilities, capacity building and training of local NGOs and journalists, networking, equipment for partners and radio stations (EC funded).

ACORDS – EC - local administrative units, UADELS, currently produce programmes to promote the ACORDS processes and improve governance of this community development funding.

ATEC – USAID - supporting teachers through use of radio support – e.g. Tulear, Fianarantsoa

Project Cinemobile – USAID delivering health education to rural areas through mobile cinemas.

ADRA_ - in Moramanga use of video projection cabins to show educational materials.

For further research publications and information about communication for development projects in Madagascar, and worldwide, visit:

<http://www.comminit.com/> or <http://www.dcern.org>

³² The consultant has limited information about some of the following communication projects; there may also be other initiatives or previous studies not identified here that merit research and inclusion in future reviews, discussions and exchange processes for C4E in Madagascar.

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ANNEX 1 – COMPLETE LISTING OF 198 RADIO STATIONS

Listing of 198 radio stations, showing region, frequency, broadcast capacity and actual broadcast penetration.

Permission to reproduce the following was granted by the author, Mr. Andriantsoa Rakotonavalona Pascal. This report owes much to him for his excellent work.

Note: Some stations with weak broadcasting power may broadcast further than others with similar power due to the absence of natural obstacles, such as mountains.

	Name	Region	District	Commune	Frequency	Broadcast Capacity in Watts	Actual broadcast (Watts)	Distance in kilometres
1	R.T.A.	ANAL/GA	ANT/REV	CUA	102.00	1500	300	90
2	MAFM	ANAL/GA	ANT/REV	CUA	105.20	1200	500	150
3	RADIO DON BOSCO	ANAL/GA	A/DRATRIMO	IVATO Aéroport	93.40	1000	500	150
4	TOP RADIO	ANAL/GA	ANT/REV	CUA	102.80	300	50	15
5	MESSAGERS RADIO EVANGELIQUE	ANAL/GA	ANT/REV	CUA	95.00	250	200	30
6	RADIO MADAGASIKARA HOAN'I KRISTY	ANAL/GA	ANT/REV	CUA	102.40	250	25	3,75
7	RADIO MADA	ANAL/GA	ANT/REV	CUA	100.80	500	500	150
8	RADIO ACEEM	ANAL/GA	ANT/REV	CUA	103.40	1000	300	90
9	RADIO VAOVAO MAHASOA	ANAL/GA	ANT/REV	CUA	106.80	1000	380	114
10	RADIO FREQUENCE PLUS MADAGASCAR	ANAL/GA	ANT/REV	CUA	92.80	1000	500	150
11	RADIO FANAMBARANA ANTANANARIVO	ANAL/GA	ANT/REV	CUA	98.40	2000 ?	300	90
12	RADIO RECORD	ANAL/GA	ANT/REV	CUA	92.40	500	500	150
13	RADIO MISSION PAR VISION	ANAL/GA	ANT/REV	CUA	103.80	500	10	3
14	RADIO FARIMBONA	ANAL/GA	ANT/REV	CUA	104.60	100	100	30
15	RADIO FAHAZAVANA	ANAL/GA	ANT/REV	CUA	88.60	1200	500	150
16	RADIO FM FOI	ANAL/GA	ANT/REV	CUA	107.40	300	300	90
17	RADIO FEON'IMERINA - SCOPE S.A.R.L.	ANAL/GA	ANT/REV	CUA	101.60	300	300	90

	Name	Region	District	Commune	Frequency	Broadcast Capacity in Watts	Actual broadcast (Watts)	Distance in kilometres
18	RADIO BALSAMA	ANAL/GA	ANT/REV	CUA	100.40	50	13	3,9
19	RADIO NY ANTSIVA	ANAL/GA	ANT/REV	CUA	97.60	500	350	105
20	RADIO ADVENTISTE TANA OASIS	ANAL/GA	ANT/REV	CUA	106.40	1000	450	130
21	RADIO "O" OLIVASOA FM 91	ANAL/GA	ANT/REV	CUA	91.00	100	25	3,75
22	RADIO LAZAN'IARIVO	ANAL/GA	ANT/REV	CUA	106.00	2000	300	90
23	RADIO TECHNIMAD	ANAL/GA	ANT/REV	CUA	104.20	250	18	5,4
24	RADIO RAVINALA	ANAL/GA	ANT/REV	CUA	98.80	1000	400	120
25	RADIO MBS ANTANANARIVO	ANAL/GA	ANT/REV	CUA	95.40	500	500	150
26	RADIO DE L'AMITIE	ANAL/GA	ANT/REV	CUA	96.50	100	25	3,75
27	RADIO TANA	ANAL/GA	ANT/REV	CUA	94.40	1000	500	150
28	RADIO ANJOMARA	ANAL/GA	ANJOZOROBE	CR.AN/ZOROBE	95.40	500	100	30
29	RADIO DES JEUNES	ANAL/GA	ANT/REV	CUA	96.60	1000	500	150
30	RADIO SOA AFAFY	ANAL/GA	AVARADRANO	CR.A/HIGAKELY	93.80	100	100	30
31	RADIO LOHARANO VELONA	ANAL/GA	ANT/REV	CUA	90.20	500	240	72
32	RADIO VOIX DE LA SAGESSE	ANAL/GA	ANT/REV	CUA	90.20	500	400	120
33	RADIO SAMBAINA MANJAKANDRIANA	ANAL/GA	MANJAKANDRI ANA	CR.SAMBAINA	91.80	500	500	150
34	ASSOCIATION ALLIANCE FM 92	ANAL/GA	ANT/REV	CUA	92.00	500	500	150
35	RADIO SERASERAN'NY ASA	ANAL/GA	ANT/REV	CUA	90.00	500	NC	NC
36	RADIO FIAINANA ANDRAMASINA	ANAL/GA	ANDRAMASINA	CR A/MASINA	90.40	500	250	75
37	RADI O HERY FITIAVANA FAHAMASINANA	ANAL/GA	ANT/REV	CUA	97.20	100	40	12
38	RADIO IARIVO HOAN'I KRISTY	ANAL/GA	ANT/REV	CUA	105.60	500	180	54
39	RADIO VAKINIADIANA	ANAL/GA	MANJAKANDRI ANA	CR M/DRIANA	91.60	500	300	90
40	RADIO HAJA	VAKINA	ANTSIRABE	A/BE I	100.00	500	250	75
41	R.T.V.A.	VAKINA	ANTSIRABE	A/BE I	102.00	500	500	150
42	RADIO FM SANTATRA	VAKINA	ANTANIFOTSY	CR A/FOTSY	103.20	50	5	1,5
43	RADIO ASSOCIATION DU CHRIST RADIO EVANGELIQUE (ACRE)	VAKINA	ANTSIRABE	A/BE I	104.00	100	40	12
44	RADIO SOANIVO	VAKINA	ANTSIRABE	A/BE I	107.80	500	100	30
45	RADIO M.R.E. ANTSIRABE	VAKINA	ANTSIRABE	A/BE I	95.00	100	25	3,75
46	RADIO RURALE ANTSALY	VAKINA	AMBATOLAMPY	CR A/TOLAMPY	93.20	500	300	90

	Name	Region	District	Commune	Frequency	Broadcast Capacity in Watts	Actual broadcast (Watts)	Distance in kilometres
47	RADIO TANTSAHA IMERIN'AKANGA (R.T.I.A.)	VAKINA	AMBATOLAMPY	CR A/TOLAMPY	94.00	100	25	7,5
48	RADIO FEON'NY MPITILY	VAKINA	ANTSIRABE I	A/BE I	92.00	500	100	30
49	RADIO FANDRESENA	VAKINA	ANTANIFOTSY	CR A/FOTSY	97.00	100	10	3
50	RADIO ZARASOA	VAKINA	BETAFO	CR BETAFO	97.00	500	300	90
51	RADIO FANAMBARANA ANTSIRABE	VAKINA	ANTSIRABE	A/BE I	100.60	100	30	9
52	RADIO FEON'I FARATSIHO	VAKINA	FARATSIHO	F/TSIHO	94.20	500	500	150
53	RADIO FEO MEVAN'I VAKINANKARATRA	VAKINA	ANTSIRABE	A/BE I	105.00	100	50	15
54	RADIO MBS ANTSIRABE	VAKINA	ANTSIRABE	A/BE I	95.40	500	500	150
55	RADIO FEON'NY BETAFO	VAKINA	BETAFO	CR BETAFO	93.00	50	12	3,6
56	RADIO BONGOLAVA	B/GOLAVA	TSIROANOMAN DIDY	TSI/DIDY	100.00	100	80	24
57	RADIO EVANGELIQUE LAZAN'I TSIROANOMANDIDY	B/GOLAVA	TSIROANOMAN DIDY	TSI/DIDY	97.00	50	20	6
58	RADIO TANTSAHAN'I SAKAY	B/GOLAVA	TSIROANOMANDIDY	CR SAKAY	96.20	50	10	3
59	RADIO AKO KANTO MAHASOLO (AKAMA)	B/GOLAVA	TSIROANOMANDIDY	MAHASOLO	103.60	50	20	6
60	RADIO EKAR TSIROANOMANDIDY	B/GOLAVA	TSIROANOMANDIDY	CR TSI/DIDY	94.60	500	500	150
61	MAH-RADIO	B/GOLAVA	TSIROANOMANDIDY	CR TSI/DIDY	98.60	500	300	90
62	RADIO FANILO SY FAHAZAVANA	ITASY	SOAVINANDRIANA	CR S/DRIANA	91.20	50	10	3
63	R.T.S. ex RADIO RAVINALA	ITASY	SOAVINANDRIANA	CR S/DRIANA	97.00	500	100	30
64	RADIO FEON'ITASY AMPASAMBAZAHA	ITASY	MIARINARIVO	CR M/RIVO	105.00	500	100	30
65	RADIO TANORAN'ITASY	ITASY	SOAVINANDRIANA	CR S/DRIANA	102.80	100	15	4,5
66	RADIO ALTA FREQUANZA SOAVINANDRIANA	ITASY	SOAVINANDRIANA	CR S/DRIANA	93.80	500	100	30
67	RADIO AINA SY FAHAZAVANA	DIANA	ANTSIRANANA	A/RANANA I	103.00	500	100	30
68	RADIO EKAR HAFALIANA AMBANJA	DIANA	AMBANJA	AMBANJA	88.40	500	500	150
69	RADIO AVOTRA NOSY BE	DIANA	NOSY BE	NOSY BE	97.40	100	20	6

	Name	Region	District	Commune	Frequency	Broadcast Capacity in Watts	Actual broadcast (Watts)	Distance in kilometres
70	RADIO LAZAN'ANKARABE AMBILOBE-RLA	DIANA	AMBILOBE	CR A/LOBE	95.00	100	25	7,5
71	RADIO DS FM	DIANA	ANTSIRANANA	A/RANANA I	90.00	500	250	75
72	RADIO ANKOAY AMBANJA	DIANA	AMBANJA	AMBANJA	105.00	100	35	10,5
73	RADIO EKAR ANTSIRANANA	DIANA	ANTSIRANANA	A/RANANA I	105.40	500	500	88,4
74	RADIO EKAR AMBANJA	DIANA	AMBANJA	AMBANJA	93.60	500	500	150
75	RADIO MBS ANTSIRANANA	DIANA	ANTSIRANANA	A/RANANA I	95.40	500	300	90
76	RADIO FEON'NY AKOMBA DARAINA	SAVA	VOHEMAR	CR DARAINA	100.00	500	500	150
77	RADIO NY ANSIKA ANTALAHA	SAVA	ANTALAHA	ANTALAHA	102.00	100	25	7,5
78	RADIO CANAL 9 ANTALAHA	SAVA	ANTALAHA	ANTALAHA	95.40	150	70	21
79	RADIO Z FM VOHEMAR	SAVA	VOHEMAR	VOHEMAR	90.60	500	300	90
80	RADIO VANILLE SAMBAVA	SAVA	SAMBAVA	SAMBAVA	93.00	500	200	60
81	RADIO RAVINALA VOHEMAR	SAVA	VOHEMAR	VOHEMAR	96.20	500	120	36
82	RADIO MBS SAMBAVA	SAVA	SAMBAVA	SAMBAVA	95.40	500	300	90
83	RADIO AIDE FM ANTALAHA	SAVA	ANTALAHA	ANTALAHA	91.30	500	153	45,9
84	RADIO RAVINALA MANAKARA	Vato/Fito	MANAKARA	MANAKARA	97.60	100	55	16,5
85	RADIO SAMBATRA	Vato/Fito	MANANJARY	M/JARY	94.00	500	300	90
86	RADIO SOLEIL MANANJARY	Vato/Fito	MANANJARY	M/JARY	92.40	500	500	150
87	RADIO SOANALA VOHIPENO	Vato/Fito	VOHIPENO	VOHIPENO	90.60	100	55	16,5
88	RADIO RAKAMA	Vato/Fito	VOHIPENO	VOHIPENO	NC	NC	NC	NC
89	RADIO AVOTRA VOHIPENO	Vato/Fito	VOHIPENO	VOHIPENO	97.40	500	300	90
91	RADIO EKAR MANANJARY - RADIO AINA	Vato/Fito	MANANJARY	M/JARY	93.60	500	500	150
92	RADIO TARATR'I VATOVAVY MANANJARY	Vato/Fito	MANANJARY	M/JARY	100.00	500	300	90
93	RADIO FHAVANANA	Haute/Mtra	FIANARANTSOA	FIANAR I	101.00	500	250	75
94	RADIO MAMPITA	Haute/Mtra	FIANARANTSOA	FIANAR I	94.00	500	500	150
95	RADIO EVANGELIQUE JIRO SY FANASINA	Haute/Mtra	FIANARANTSOA	FIANAR I	106.20	50	13	3,9
96	R.T.V. SOAFIA	Haute/Mtra	FIANARANTSOA	FIANAR I	104.20	500	500	150
97	RADIO "FY" ECAR DIOSEZY	Haute/Mtra	FIANARANTSOA	FIANAR I	105.00	500	300	90

	Name	Region	District	Commune	Frequency	Broadcast Capacity in Watts	Actual broadcast (Watts)	Distance in kilometres
98	RADIO NY AINGA	Haute/Mtra	FIANARANTSOA	FIANAR I	102.60	50	7,5	2,25
99	RADIO AKON'I TSIENIMPARIHY	Haute/Mtra	AMBALAVAO	CR A/VAO	95.00	500	200	60
100	RADIO SAKAIZAN'NY VAHOAKA	Haute/Mtra	FIANARANTSOA	FIANAR I	91.00	500	130	39
101	RADIO TOHIVAKANA	Haute/Mtra	FIANARANTSOA	FIANAR I	90.00	500	500	150
102	RADIO MBS FIANARANTSOA	Haute/Mtra	FIANARANTSOA	FIANAR I	95.40	500	500	150
103	RADIO EKAR FIANARANTSOA	Haute/Mtra	FIANARANTSOA	FIANAR I	93.60	500	500	150
104	RADIO FEON'I MANIA	Am/mania	AMBOSITRA	A/SITRA	104.60	100	25	7,5
105	RADIO FEON'I FANDRIANA	Am/mania	FANDRIANA	CR FANDRIANA	105.80	100	20	6
106	RADIO RIJAN'AMBATO	Am/mania	AMBATOFINAN DRAHA	CR A/DRAHANA	102.40	500	250	75
107	RADIO EVANGELIQUE FITIAVANA	Am/mania	AMBOSITRA	A/SITRA	95.00	100	20	6
108	RADIO ONJAN-DRANOVELONA	Am/mania	AMBOSITRA	A/SITRA	107.00	100	25	7,5
109	RADIO SAMBATRA SADY SALAMA	Am/mania	AMBOSITRA	A/SITRA	102.20	500	500	150
110	RADIO EVANGELIQUE FANILO F/GANA	Atsi/Atsinan a	FARAFANGANA	F/GANA	95.80	100	18	5,4
111	RADIO KATOLIKA MAZAVA ATSINANANA FARAFANGANA	Atsi/Atsinan a	FARAFANGANA	F/GANA	103.40	500	150	45
112	RADIO SOANALA VANGAINDRANO	Atsi/Atsinan a	VANGAINDRAN O	V/DRANO	102.40	100	45	13,5
113	RADIO FANILON' I MAGNANARA V/DRANO	Atsi/Atsinan a	VANGAINDRAN O	V/DRANO	94.40	500	500	150
114	RADIO AVEC	IHOROMBE	IHOSY	IHOSY	94.00	500	500	150
115	RADIO MADAGASIKARA MISSION IHOSY	IHOROMBE	IHOSY	IHOSY	104.00	500	250	75
116	RADIO MAHERILAHY ILAKAKA	IHOROMBE	ILAKAKA	ILAKAKA	NC	NC	NC	NC
117	RADIO JUPITER ILAKAKA	IHOROMBE	ILAKAKA	ILAKAKA	96.00	100	20	6
118	RADIO REVEIL IHOSY	IHOROMBE	IHOSY	IHOSY	98.40	100	30	9
119	RADIO FEON'IHOSY	IHOROMBE	IHOSY	IHOSY	96.00	100	40	12

	Name	Region	District	Commune	Frequency	Broadcast Capacity in Watts	Actual broadcast (Watts)	Distance in kilometres
120	RADIO FANAZAVA IHOSY	IHOROMBE	IHOSY	IHOSY	104.80	100	20	6
121	RADIO M3FM MAHAJANGA	BOENY	MAHAJANGA	M/JANGA I	105.00	500	300	90
122	RADIO CAVEM	BOENY	MAHAJANGA	M/JANGA I	97.00	500	190	57
123	RADIO FEON'I MAROVOAY	BOENY	MAROVOAY	MAROVOAY	104.20	500	150	45
124	RADIO TELEVISION KALIZY	BOENY	MAHAJANGA	M/JANGA I	103.00	500	500	150
125	RADIO FANAMBARANA AMBATO-BOENY	BOENY	AMBATO-BOENY	A/BOENY	98.40	100	18	5,4
126	RADIO LA BAIE DES ANGES	BOENY	MAHAJANGA	M/JANGA I	102.40	500	500	150
127	RADIO MESSENGER RADIO EVANGELIQUE	BOENY	MAHAJANGA	M/JANGA I	101.00	500	300	90
128	RADIO FAHAZAVANA MAHAJANGA	BOENY	MAHAJANGA	M/JANGA I	96.40	500	280	84
129	RADIO MBS MAHAJANGA	BOENY	MAHAJANGA	M/JANGA I	95.40	500	300	90
130	RADIO DON BOSCO	BOENY	MAHAJANGA	M/JANGA I	93.60	500	500	150
131	MAEVA-RADIO	BETSIBOKA	MAEVATANANA	M/TANANA	91.00	500	500	150
132	MAEVA-RADIO	BETSIBOKA	MAEVATANANA	M/TANANA	91.00	100	18	5,4
133	RADIO LAZAN'I BETSIBOKA	BETSIBOKA	MAEVATANANA	M/TANANA	102.00	500	150	45
134	RADIO FEON'I MAMPIKONY	SOFIA	MAMPIKONY	M/KONY	103.20	100	30	9
135	RADIO MBS ANTISOHIHY	SOFIA	ANTSOHIHY	ANTSOHIHY	95.40	500	300	90
136	RADIO FEON'I BORIZINY	SOFIA	PORT-BERGE	PORT BERGE	104.60	100	50	15
137	RADIO Feon' ANTISINGY ANTALOVA	MELAKY	ANTALOVA	ANTALOVA	NC	NC	NC	NC
138	RADIO Feon' ANTISINGY MAINTIRANO	MELAKY	MAINTIRANO	MAINTIRANO	NC	NC	NC	NC
139	RADIO TV SOA SAFA MAINTIRANO	MELAKY	MAINTIRANO	MAINTIRANO	NC	NC	NC	80
140	RADIO MBS MAINTIRANO	MELAKY	MAINTIRANO	MAINTIRANO	95.40	500	280	84
141	RADIO REFI (EVANGELIQUE FIAINANA)	ATSINANAN A	TOAMASINA	TOAMASINA I	96.00	500	350	105

	Name	Region	District	Commune	Frequency	Broadcast Capacity in Watts	Actual broadcast (Watts)	Distance in kilometres
142	RADIO MAFM TOAMASINA	ATSINANANA	TOAMASINA	TOAMASINA I	105.20	500	500	150
143	RTT TOAMASINA	ATSINANANA	TOAMASINA	TOAMASINA I	102.00	500	500	150
144	Société Nouvelle RADIO VOANIO	ATSINANANA	TOAMASINA	TOAMASINA I	98.20	1000	1000 (?)	300
145	RADIO UNIVERSITE-CICOR	ATSINANANA	TOAMASINA	TOAMASINA I	91.40	500	100	30
146	RADIO FEON'I TOAMASINA	ATSINANANA	TOAMASINA	TOAMASINA I	101.00	500	400	120
147	RADIO TOAMASINA EVANGELIQUE	ATSINANANA	TOAMASINA	TOAMASINA I	94.60	100	25	7,5
148	RADIO FEO MAZAVA ATSIANANA	ATSINANANA	TOAMASINA	TOAMASINA I	90.00	500	500	150
149	RADIO NY ANSIKA TOAMASINA	ATSINANANA	TOAMASINA	TOAMASINA I	95.00	200	100	30
150	RADIO MBS TOAMASINA	ATSINANANA	TOAMASINA	TOAMASINA I	95.40	500	480	144
151	RADIO SKY FM	ATSINANANA	TOAMASINA	TOAMASINA I	100.00	500	300	90
152	RADIO AKON' I MAROANTSETRA	AN/JFO	MAROANTSETRA	M/TSETRA	103.00	100	25	7,5
153	RADIO FM 2000 MAROANTSETRA	AN/JFO	MAROANTSETRA	M/TSETRA	96.60	500	500	150
154	RADIO LAZAN'I LADOANY MANANARA NORD	AN/JFO	MANANARA NORD	M/NORD	100.00	250	100	30
155	RADIO FANANTENANA VAOVAO (R.F.V.)	AN/JFO	MANANARA NORD	M/NORD	102.00	500	200	60
156	RADIO FEON'NY TANTSAHA	AN/JFO	MANANARA CENTRE	M/ CENTRE	90.00	100	25	7,5
157	RADIO FORUM	AN/JFO	FENERIVE-EST	F/RIVE EST	102.00	50	3	0,9
158	RADIO ASSOCIATION FELAMAMY FENERIVE EST	AN/JFO	FENERIVE-EST	F/RIVE EST	93.80	500	200	60
159	RADIO VAHINIALA	ALAOT/Mgro	ANDASIBE	ANDASIBE	103.00	50	10	3
160	RADIO RELAX	ALAOT/Mgro	A/DRAZAKA	A/DRAZAKA	103.60	100	65	19,5
161	RADIO QUARTZ	ALAOT/Mgro	MORAMANGA	M/GA	104.20	100	50	15

	Name	Region	District	Commune	Frequency	Broadcast Capacity in Watts	Actual broadcast (Watts)	Distance in kilometres
162	RADIO BARAWA	ALAOT/Mgro	A/DRAZAKA	A/DRAZAKA	101.00	500	200	60
163	RADIO BEFORONA AKON'AMBANIVOLO MORAMANGA	ALAOT/Mgro	MORAMANGA	BEFORONA	100.00	500	250	75
164	RADIO FEON'I MORAMANGA	ALAOT/Mgro	MORAMANGA	M/GA	105.80	100	15	4,5
165	RADIO MAMI-FM	ALAOT/Mgro	ANDILAMENA	ANDILAMENA	104.00	100	30	9
166	RADIO AMOMIX A/DRAZAKA	ALAOT/Mgro	A/DRAZAKA	A/DRAZAKA	96.00	500	150	45
167	RADIO DON BOSCO MORAMANGA	ALAOT/Mgro	MORAMANGA	par faisceau TNR	90.40	500	500	150
168	RADIO MBS A/DRAZAKA	ALAOT/Mgro	A/DRAZAKA	A/DRAZAKA	98.40	500	500	150
169	RADIO RURALE MAZAVA ANKILILAOKA	Atsim/and	TOLIARY II	ANKILILAOKA	97.00	250	100	30
170	RADIO SOLEIL	Atsim/and	TOLIARY	TOLIARY I	90.00	500	500	150
171	RADIO SAY	Atsim/and	TOLIARY	TOLIARY I	103.4	500	500	150
172	RADIO FANDRESEN'I KRISTY	Atsim/and	TOLIARY	TOLIARY I	97.00	500	500	150
173	RADIO FANILO AMPANIHY	Atsim/and	AMPANIHY	AMPANIHY	102.00	500	250	75
174	RADIO RAGNALAHY	Atsim/and	SAKARAHA	SAKARAHA	92.00	500	500	150
175	RADIO TANTSAHA AKON'I MANAMANA	Atsim/and	ANKAZOABO SUD	A/BO SUD	91.20	500	300	90
176	RADIO LONGO FEON'NY LINTA	Atsim/and	AMPANIHY OUEST	A/OUEST	95.00	500	500	150
177	RADIO UNIVERSITE TOLIARA	Atsim/and	TOLIARY	TOLIARY I	91.40	250	100	30
178	RADIO FEON'NY ATSIMO	Atsim/and	BETIOKY ATSIMO	B. ATSIMO	101.00	500	250	75
179	RADIO EKAR TOLIARA (DON BOSCO)	Atsim/and	TOLIARY	TOLIARY I	93.60	500	500	150
180	RADIO SAKATOVO (R.N.M. locale)	Atsim/and	AMPANIHY OUEST	A/HY OUEST	98.20	NC	NC	NC
181	RADIO JOSVAH	ANOSY	FORT-DAUPHIN	FORT D	90.00	500	100	30
182	RADIO KALETA FORT-DAUPHIN	ANOSY	FORT-DAUPHIN	FORT D	92.00	100	25	7,5
183	RADIO KALETA AMBOASARY	ANOSY	AMBOASARY SUD	A/ SUD	90.00	200	100	30

	Name	Region	District	Commune	Frequency	Broadcast Capacity in Watts	Actual broadcast (Watts)	Distance in kilometres
184	RADIO JET "A"	ANOSY	FORT-DAUPHIN	FORT D	95.40	500	250	75
185	RADIO EKAR TAOLAGNARO (DON BOSCO)	ANOSY	FORT-DAUPHIN	FORT D	103.00	500	500	150
186	RADIO MBS FORT DAUPHIN	ANOSY	FORT-DAUPHIN	FORT D	NC	500	500	150
187	Radio Association MAGNEVA Andakabe Morondava	MENABE	MORONDAVA	M/DAVA	94.00	500	300	90
188	Radio Association MAGNEVA Andakabe Morondava	MENABE	MORONDAVA	M/DAVA	102.00	500	300	90
189	RADIO IMANOELA	MENABE	MORONDAVA	M/DAVA	98.40	25	7	2,1
190	RADIO SOA ALOKY MENABE	MENABE	MORONDAVA	M/DAVA	93.20	100	30	9
191	RADIO ANTSIVABE	MENABE	MORONDAVA	M/DAVA	101.20	500	500	150
192	RADIO MASOANDRO FANANTENANA	MENABE	MIANDRIVAZO	M/VAZO	96.20	100	25	7,5
193	RADIO EKAR MORONDAVA	MENABE	MORONDAVA	M/DAVA	93.60	500	500	150
194	RADIO MATSEROBOLA BELO TSIRIBIHINA	MENABE	BELOTSIRIBIHINA	BELO T	100.20	500	500	150
195	RADIO FEON'I TSIRIBIHY	MENABE	BELOTSIRIBIHINA	BELO T	99.20	NC	500	NC
196	RADIO CACTUS AMBOVOMBE ANDROY	ANDROY	AMBOVOMBE	AMB/BE	91.00	NC	NC	NC
197	RADIO HODOHODO AMBATOSOA TSIHOMBE	ANDROY	TSIHOMBE	A/TOSOA	100.00	500	500	150
198	RADIO TV MENARANDRA BEKILY	ANDROY	BEKILY	BEKILY	97.00	NC	NC	NC

ANNEX 2 – LISTING OF JOURNALIST ASSOCIATIONS

The following is not intended to be exhaustive

- **Ordre des Journalistes de Madagascar (OJM)**
- **Concorde**
- **Club des Journalistes Doyens (CJD)**
- **Association des Femmes Journalistes (AFJM)**
- **Association des Journalistes Radios Privees (AJRP)**
- **Associations des Journalistes pour l'Environnement (AJE)**
- **Club des Journalistes d'Investigation (CJI)**
- **Association des Chroniqueurs Politiques (ACHROPOL)**
- **Association des Journalistes du Moyen Ouest (AJMO)**
- **Association des Journalistes de Mahajanga (AJM)**
- **Club des Journalistes Economiques (CJE)**
- **Association des Sortants de la Formation en Journalistique (ASFJ)**
- **Amicale des Reporters Photographes de Madagascar (AMIPHOM)**
- **Association de Journalistes du Culture**

ANNEX 3 –LISTING OF TELEVISION AND PRINTED PRESS AS OF DECEMBER 2007ⁱ

Press

1. [Midi-Madagasikara](#)- Antananarivo daily
2. [Madagascar-Tribune](#) - Antananarivo daily
3. [L'Express](#) - Antananarivo daily
4. [La Gazette de la Grande Ile](#) - Antananarivo daily
5. [Les Nouvelles](#) - Antananarivo daily
6. [Gazetiko](#) - Antananarivo daily
7. [Le Quotidien](#) - Antananarivo daily
8. [Ny Vaovaontsika](#) - Antananarivo daily
9. [Telo noho refy](#) - Antananarivo daily
10. [Ao raha](#) - Antananarivo daily
11. [Taratra](#) - Antananarivo daily

12. [Lakroa](#) (Cross) - Catholic weekly
13. [Dans Les Media Demain](#) - Antananarivo weekly
14. [L'hebdomadaire](#) : Antananarivo weekly
15. [Feon'ny Merina](#) (Voice of the Merina) - Weekly for Merina people of Malay origin
16. [Jureco](#) - privately-owned, monthly
17. [Revue de l'Ocean Indien](#) - Monthly, also covering other Indian Ocean islands

Television

1. [Television Malagasy \(TVM\)](#) - state-owned
2. [Radio-Television Analamanga \(RTA\)](#) - privately-run, Antananarivo and 6 cities
3. [Madagascar TV \(MATV\)](#) - privately-run, Antananarivo
4. [MBS TV](#) - commercial, owned by President Ravalomanana
5. [Viva TV](#)- commercial, Antananarivo owned by Mayor of Antananarivo
6. [OTV](#) - commercial, Antananarivo
7. [TV Record](#) -commercial, Antananarivo
8. [TV Plus](#) - commercial, Antananarivo

ⁱ Sources: BBC

Communication for Empowerment Information and Communication Audit

Carried out in three pilot districts in Madagascar

SITE PROFILES

A brief introduction

This annex to the overall Madagascar Communication for Empowerment (C4E) research report presents the detailed findings from the three research processes carried out in the three pilot districts in Madagascar during ten days in November 2007. The three pilot districts are:

- Site 1: (Antsirabe) Manandona;
- Site 2 : (Moramanga) Beforona and Ambohibary;
- Site 3: (Tsiroanomandidy) Ankadinondry Sakay

While the overall project is presented in the introduction to this overall report, the national research process was managed, implemented and reported upon by a national consultant contracted by the national UNDP office. The national consultant in Madagascar was the Andrew Lees Trust.

In each of the three sites the national consultant identified, trained and worked through three research assistants. It was agreed that each site would require three days for the research to be undertaken:

- day 1 : arrival by national consultant in the village, meet the local authorities, meet the previously identified research assistants and train them on the individual interview questionnaire, set up meetings at the different villages
- day 2 : Research in one village (a total of 15 interviews, 5 per person per day)
- day 3: Research in a second village (again: 15 interviews, 5 per person)

At some point during the three days when the research assistants were well into their work, the national consultant would carry out the Focus Group Discussions with local leader and the discussion with local journalists in the district capital.

The following profiles present the 1) feedback from the focus groups and 2) data from the questionnaire responses.

A full analysis of these findings is presented in the next section entitled '*Analysis and Discussion*'

Notes in italics below set out to provide commentary on specific data findings

The villages that participated in each site profiled below are listed in the '*Methodology – research location selection*' above. They are detailed in tables that also denote the Districts and Communes where they are situated.

In order to guide the reader to understand the administrative structures of Madagascar, and how they are composed and managed, the following brief explanation is provided:

The Administrative Divisions in Madagascar

Since the adoption of the new constitution by referendum, Madagascar is currently subdivided into Regions, Districts, Communes and Fokontany.

Madagascar is composed of 22 administrative Regions
Each Region is divided into Districts, Communes and Fokontany.
The Regions and Communes are territorial collectives
The Districts and Fokontany are decentralised administrative districts.
The Fokontany is the primary administrative organisation within the community.

Regions each led by a **Chef de Region** who is nominated by the council of ministers. However, according to the existing constitution, the Chef de Region will be elected by universal suffrage from 2008 at the same time as the elections for Regional Advisors (Conseillers Regionaux). The number of advisors elected is yet to be determined. The Chef de Region is the direct representative of the State and is responsible for Districts, Communes and Fokontany within the Region.

Each Commune is headed by a **Mayor**, who is also elected by universal suffrage during the Municipal Advisory elections

The **Chef du District** is nominated by decree by the council of Ministers. He is under direct authority of the Chef de Region. The Chef du District nominates the **Chef du Fokontany** following nominations from the local Mayor who proposes five people, all elected by the Fokontany.

Site 1: ANTSIRABE

Situated 170 Kilometres South of Antananarivo, Antsirabe is the capital of the Vakinankaratra Region ; it is the second largest Malagasy town in terms of population size and is also considered an industrial town. Several successful Malagasy factories and production units are based here.

The economy of the region itself is dominated by Agriculture, principally dairy and the cultivation of fruits and vegetables which the local farmers dedicate themselves to throughout the year. Thanks to these activities the lifestyle of the local rural population is relatively high compared to the national average.

The local population in rural Antsirabe are largely farmers with only approximately 5% regular earners or independent professionals. In the urban area of Antsirabe the population are largely wage earners and local independent professionals. The town is relatively wealthy with a thriving economy in fruit production, milk produce and also tourism including the famous local hot water spa.

Antsirabe is also an 'intellectual' town, besides the schools within the region and other professional training colleges, there is Catholic University. Thanks to its proximity to Antananarivo, Antsirabe receives all the newspapers published in the capital.

Manandona is a commune in the rural part of Antsirabe II the region Vakinankaratra, in the province of Tana. It is surrounded by mountains from the North West right across to the east. There is no electricity and no main drinking water source. There is only one Centre de Sante de base (health clinic) CSB11, run by a state

doctor and a midwife. There are public primary schools and a private primary school run by the catholic mission.

There is CELTEL and Orange phone networks available – CELTEL in particular has good coverage as its antenna is placed high on a hill.

Feedback from the Focus Group with Leaders and Media Representatives

The population in Antsirabe adopt the official language of the Merina (High Plateau) and therefore have little difficulty in understanding communications from the capital including radio and TV re- broadcast from Antananarivo (or 'Tana').

Most types of media are available in the town including television (TVM), national radio broadcasters (RNM, MBS, Radio Don Bosco), and local radio stations. Newspapers from Tana arrive daily and there is a proliferation of internet. However for rural communities only radio reaches the population.

Access to media has improved over the last ten years with the creation of several private radio stations. Additionally, improved electricity supplies have increased the ability of local people to use electrical apparatus such as video players, and indeed many video clubs have been set up in villages to provide local entertainment.

The cost of radios is also now low thanks to cheap imports and at approx 3,000-10,000 Ariary are more readily available to poorer members of the community.

The participants claim that over two thirds of the population are literate; however there is still only a small proportion of the population who read the written press.

Most media focuses on entertainment with approximately a quarter of airtime dedicated to education or information. The majority of information programming is national news (approx 60%) with local news representing approximately 30% of airtime, and religious or other information occupying just 5% of airtime.

There is very low participation of local people in the media. Access is considered difficult for the disadvantaged levels of society, and rural people hardly participate at all.

The population feel that the most important information needs focus on:

- Agriculture and livestock
- Access to drinking water
- Access to land and property
- Health

However, there was no specific demand to increase the amount of this type of programming. According to the participants' feedback approx 25% of media should be devoted to education, while they still expect the media to focus largely on entertainment e.g. music.

Having said this, participants reported that 95% of people believe what they are told on the radio suggesting that this is one of the most powerful means to communicate information, improve access to educational programmes, and open up general communications at local level.

Local people rely on meetings with local leaders e.g. Chef de Fokontany, in order to communicate and access the information they need (approx 40%), with radio an important source (approx 30%), and video projections and word of mouth following as additional channels.

Data from individual questionnaires with sample population

Radio is the primary source of information for 83.33 % of those interviewed, with the marketplace the second most important source (30%), followed by TV (13.33%), and press (6.67%).

Word of mouth is also still important at village level. People often share news and information prior to village meetings, while they wait for the elders, Chef du Fokontany, or others to arrive and speak. This is why almost 13% of respondents perceived village meetings to be a source of information – the same is true for exchange that takes place in the fields, and at local events.

Of the main sources of media available, 6 radio stations are broadcasting into the area, including the national radio RNM and a local radio station Haja who compete for the highest listenership of between 72-80%, though RNM was reported to have better quality sound and programme content.

The Gazetico is the most popular newspaper at 15%. However, only 16.67% of respondents said they read newspapers (5 out of 30, and 4 of these had a good level in both reading and writing). Of the national television stations, TVM was most popular at 46.67%

The majority of respondents felt that access to information had improved in comparison with over a decade ago in Madagascar (83.33 %); only a few (6%) thought it had not improved, and most people feel that information is more useful than before (86.67%).

Radio still came out top as the main media source that provides the most important information at 64.71%. The reason given for the media's prominence was that it reports real facts (34.78) and is understandable by everyone (17.39).

A large proportion of those interviewed felt that media could help to improve their lives (86.67%), and that of their family and community. However, only a few made the connection between media and rural development (13.04%) and a third thought that programmes were 'not yet good enough'.

News and information was considered the most useful programming (34.25%) followed by debates and discussions (26.03%), and national radio was considered the best source of news (73.33%) with local radio only slightly less important (66.67%). National press was only mentioned by 6.67%.

Almost all the respondents thought that programming on agriculture and market prices were the most relevant to their daily life (93.33%) followed by health programmes (83.33%), national and political events (63.33%) and state services (60%). Almost half (46.67%) thought programmes about corruption and other information about the government (43.33%) were also relevant.

When asked about which subjects they require more information, there was a diversity of responses though almost a quarter held no opinion. Agriculture and rural development and health were most frequently cited.

Best media coverage is considered to come from TV radio and newspapers (77.78%) but only 2.78% mentioned that programmes with audience participation were important

The media was thought to provide a balanced view on the topics they broadcast (60%) and only 6.67% of respondents felt the media tried to influence them. However a third felt unable to say one way or another.

Women were perceived as equally represented in the media as men, and were not perceived to be portrayed as sexual objects but within a variety of roles from mother and wife through to business woman and decision maker.

Approx two thirds felt that the language used in media programmes was easy to understand 'always', with almost a quarter reporting that language was only 'sometimes' easy to understand. Almost half of the respondents estimated that between 50-75% of their community could read and write up to a basic level of education. Women were reported to have lower literacy rates with just over a third able to read and write.

The local consultant has noted that of the sample respondents, 22 people who reported as having 'good' to 'average' literacy levels all had been to school but were having problems with reading and writing due to 'lack of practise'. 8 respondents with 'limited' literacy had attended a CRS literacy programme for adults, so are able to read and write but not very well

Despite their estimated literacy levels, newspapers were only read by 10% with just under a quarter reporting that they were not interested in them, and over a third stating that access to newspapers was poor.

Radio ownership is higher amongst men with twice as many men owning a radio at home than women (41.18% and 20.59% respectively.) *The figures also show that some respondents replied more than once to this question – suggesting the possibility of more than one radio in the house, though unlikely.* Over a third of the respondents said that anyone in the family was responsible for deciding what was played on the radio (37.50%)

Almost half the respondents said they could afford to buy batteries or use electricity (43.33%) though a third reported they were only able to do so 'sometimes'. Of those questioned, almost a quarter (23.33%) said they had a solar/wind up radio. Responses to whether they could purchase wind-up/solar powered radios in the market seemed erroneous with 43.33% saying 'yes', and over half mentioning they could also afford to buy one.

It is noted that these responses are questionable. Solar powered wind-up radios are not commercially available in Madagascar and, even if they were, would be beyond the financial reach of most rural people. Those that do exist have been distributed to listening groups by projects such as the government's current HIV AIDS campaign run by the Committee Nationale de Lutte contre le SIDA (CNLS), the Ministry of Education (in schools) and by communications for development projects such as Andrew Lees Trust 'Projet Radio' in the south (1998-present), Dodwell Trust's Saravolana programme (1996-2000). Alternatively these are radios that have found their way into an individual's house through poor distribution techniques or local political pressures. It is also possible that people believe they could afford them based on current prices of 'normal' radios in the market place.

Three people out of 30 mentioned they had TV at home - most likely wage earning urban dwellers represented in the sample;

A very small percentage of those interviewed said they have access to TV in their village through clubs or a neighbour (6.66 %) *Most rural villages have no access to electricity and could only run a TV from a fuel driven generator.*

Over half the respondents (53.33%) reported that there was NGO presence, groups or organisations that could help communities gain access to information. Most of those who mentioned NGOs were able to provide the name of a local group or organisation and 43% replied positively when asked if they trusted such groups. Almost half of respondents said that the NGOs and local associations gave different points of view (46.67%) – not just their own, and half thought that the information they provided was useful.

Internet access is limited. Only 5 out of 30 respondents mentioned they had internet at home as opposed to 21 who said they did not.

Nevertheless, five seems a very high response from a vulnerable or marginalised population and suggests electricity, maintenance capacity, literacy and IT skills – all of which are not possible for average rural producers. The local consultant noted that none of the respondents had internet in their houses which were clay floored with no phone line or electricity. Suggesting that the responses were those thought required by the researchers rather than appertaining to the real situation – though some respondents may have thought that access in town enabled them to say 'yes'. Alternatively the question may have been badly translated.

Participation with Media

When asked about their awareness of local programming which included debates, and phone-ins, the interviewees' responses were almost clearly split between approximately a third who said that such programming did exist (36.67%), and the remaining two thirds who said that it did not (63.33%). Of those who responded positively, 20% reported listening to them 'always' or 'often'. Almost half said they would like to participate (46.67%) in such programmes, however a small number responded that they prefer to listen or that they did not feel confident to have something to say (10%). The same number said they were not interested. This is possibly a reflection of the greater reality which demonstrates that only 3 out of 30 respondents had access to a phone.

The local consultant noted that during the interviews not even the representatives of the local authorities had mobile phones with them. He also noted that though Telma was present in Antsirabe there are no public phones in working order. There may however be access to 'taxi phone' where street vendors sell call minutes on a mobile to passers by.

Participation in local programming is further limited by the lack of visits to the community by local journalists. Over two thirds of respondents said there were no visits by journalists in their locality (70%), the rest claimed they had been visited by journalists but responses were split equally as to how truthful the coverage of the local situation had then been (20/20)

Other opportunities for communication

Opportunities to express opinions or share views within a local or regional context are limited.

Over a quarter (27.78%) of respondents said they had an opportunity to share their views on public matters when attending village meetings; but only 3 out of 30 (8.33%) said they could talk to journalists about public issues. Visits and meetings organised by NGOs provided the next best opportunity to express views (22.22%). No-one mentioned direct contact with local politicians and over a third (38.89%) said there are no opportunities to speak – which may also be due to social, cultural, or gender issues (see Analysis and Discussion section below).

When asked who people go to when they have a problem, or a question to ask, responses varied according to the issue – see *table below*.

Notably, in this area, there were no avenues of governance or discussion when the problems related to corruption or housing

N=72	Number	%	Details
Health	20	27,78	(6) Village animator (HIV/AIDS) (14) Basic Health Center II (CSB II) (1) District Health Service (SSD) Antsirabe
Local infrastructures	6	8,33	(5) Locality Manandona (1) Person in charge of the local infrastructure
Accommodation	0	0,00	
Education/teaching	17	23,61	(7) Chief ZAP (10) School or teachers
Employment/land litigation	3	4,17	(1) District chief (2) Administrative Delegate (Civil servant)
Land litigation	3	4,17	(2) District chief (1) Leading citizens (1) Special programme (no contact)
Corruption	0	0,00	
Other public services	10	13,89	(9) Locality (1) Justice (1) Administrative Delegate
Your rights as a citizen	3	4,17	(1) Leading citizens (1) Mobile quarter (1) District chief
Other answers	10	13,89	(10) District chief (1) Leading citizens

SITE 2: MORAMANGA

Moramanga is situated a few hundred kilometres East of Antananarivo within the Region of Alaotra-Mangoro. Like other typical Malagasy towns, Moramanga is peripherally surrounded by rural countryside-rice cultivation being the principal economic activity of the local population. The district is also known for its exploitation of coniferous forests and eucalyptus plantations found on the Western part equipped with wood treatment factories like 'Fanalamanga'. There is also mining in the area.

In contrast, the East of the district is beginning to be affected by massive exploitation of local primary forests with the ancestral practice of 'tavy' (slash and burn agriculture) and the production of wood used for fuel. Ginger, banana, rice and manioc are the principle resources of the population.

A local radio station with relatively low power is operational in the principle town of the district, but the majority of the population can listen to the radio programmes from Tana or other towns when there are no radio disturbances from signal shadows resulting from the mountainous topography of the region.

The newspapers that do arrive from Tana are only read by the few families that have subscribed. It is the same case for television as the broadcast strength is very limited.

Feedback from the Focus Group with Leaders and Media Representatives

One focus group was conducted in the commune of Beforona and another held in Moromanga town.

In Beforona, the population comprises a mainly farming population with a small percentage of people employed in local jobs (approx 15%). The language of the local population is the local dialect of Betsimisaraka though the vast majority of the population understand the official language.

In this region access to information is via the radio, the market place or local meetings. The church also plays a role in disseminating information. There are no local radio stations operating. One small independent station had been set up by an environmental programme funded by USAID (Akon'Ambanivolo) but the station ceased to function due to lack of radio staff.

The national radio RNM does reach the population, as do Radio Don Bosco and MBS from Tana and an Adventist station, but the quality of reception is very poor because of the topography. Beforona is situated in a depression and therefore cannot easily pick up FM signal. Of the radio that is received, programming is largely music and entertainment (approx 75%) with some educational and information broadcast by RNM(25%). Most of the information broadcast is the national news – there is no local news but there are evangelical broadcasts.

Overall the participants felt there was an improvement in access to information in the last ten years. People are listening to radio though the purchase of batteries, due to cost, is a problem for many families.

People do not read the press although the participants report a 50% literacy rate in the region (to primary school level). The newest form of communication is the introduction of 'video club' in various villages.

The priority information needs of the population were discussed and identified as

- access to drinking water
- Agriculture and stock farming
- Access to landed property
- Health

Access to traditional media (TV, radio and press) is difficult. In rare cases where people have to pass a message by radio, they have to go to the nearest towns, Moramanga or Brickaville, to do so.

The main medium for communication is meetings with local administration representatives e.g. Chef du Fokontany but radio plays a role, as do the video clubs. Word of mouth is also a traditional conduit for news and information. Participants felt that educational and awareness raising programmes were important but music and 'advertisement' (this is usually local family messages, dedications) was also important. Radio was deemed less important (30%) than village meetings (50%), but this may reflect the current lack of access, especially given that participants agreed that almost everyone believes what they hear on the radio.

A Video club is a small cabin set up like a mini cinema but employs a television instead of a screen and uses video recorders to 'project' audiovisual materials – e.g. TV programmes and films. Villagers are charged a nominal fee for entrance. Many video clubs show action and martial arts films which are popular in Madagascar; ADRA, an NGO in Moramanga, uses video clubs to show educational videos.

In Moramanga town, feedback differed largely due to the presence of active media in the town and a Ministry of Communications representative present at the meeting. There is also the presence of an NGO- ADRA

who actively uses local dialect and local media to disseminate information and convey educational messages to their beneficiaries.

Access to information is evenly split between radio, local meetings, the market place, and with local churches also providing some avenues for dissemination. There is one active local radio station (Radio Quartz) but RNM, MBS and Don Bosco from Tana are also broadcasting. The national television TVM is also available with some local programming produced by the local Ministry of Communications Delegate in Moramanga.

Newspapers from Tana are available though most have to be ordered for subscribers, with an insufficient number available for open sales.

Video projection has become increasingly popular as a new means of communication and is also used by certain local associations e.g. the Adventist NGO ADRA.

Participants here also felt that access to information had improved especially due to the opening of private radio stations and the accessibility of cheap Chinese imported radio receivers which are readily available. Batteries are still a problem due to the cost, though an increasing number of the urban population are able to afford generators for electricity thanks to competitive prices of Asian products coming into the market.

The majority of the population listen to radio for music and entertainment, though a proportion (approx 25%) value the educational and information broadcasts – most of this is national news on politics, the economy etc.

Local news is considered insufficient; written press, which is printed in the official language, is reserved for a small proportion of the population, mostly civil servants, though each newspaper is shared with at least three people. Radio Quartz attempts to mitigate the poor access to newspapers by providing a daily summary of the newspaper that is broadcast live.

The main channels of communication are the local and national radios, TV, word of mouth, posters and banners, meetings with local administration, video projections and preferred formats are theatre or serial dramas on the radio, dedications and small announcements, news on radio and TV, songs, videos and posters.

Information needs in town are much the same as for the rural population. However, despite increased media access in the town, local participation of the population is very limited. Access for local people to the media is difficult. People do not dare to express themselves on the radio or television, though listeners are attracted by interventions from people they know and recognise.

The cost of announcements and dedication on the radio is deemed too costly in relation to local people's spending power, and the same is true about press announcements. Radio Quartz provides some free advertising airtime; NGOs such as ADRA have funding to pay for airtime.

Local traditional forms of communication offer more access for participation – such as local meetings and market place exchange.

Data from individual questionnaires with sample population

Three of the thirty people interviewed were regular wage earners, one who had a job within the local community and two civil servants. Seventeen of the respondents were arable farmers. No information was available on the remaining interviewees.

In this area, people felt they were more literate using the national language than the local dialect (70%), though for 'average' level of literacy, use of the local dialect became stronger at 30% as opposed to 13.3% using national language.

Radio was the primary source of information for 86.67% of the respondents, with television (26.67%) scoring higher than press (16.67%). Out of the eight respondents that mentioned television as a source of information, six said they owned a TV at home and the others watch TV in a place in the village which is accessible to them.

Other forms of traditional communication still play a role, such as 'Kabary' (local discourse), village meetings and visits from external entities such as NGOs.

Of ten possible radio signals available to the population RNM was the most popular (70%) followed closely by MBS (56.67%) and Radio Don Bosco (40%), - all from Tana. Other stations broadcasting from nearby districts were less popular, spread across 5-6 FM stations.

The number of available radio signals in this region is very high, mostly due to the proximity to Tana. The preference for Tana stations may be due to better quality sound and programming, and is possible due to the harmonised language of this region with the 'official' Merina language of Tana. It was noted that there were interferences and programming deficiencies with more locally available FM signals.

Three newspapers are available but the number of people who read or have access to them is very low at just 6.67%. Access to newspapers is limited not least because of delays in transporting them from Tana.

Just over half the respondents said that TVM, the national station, is the most popular of the television broadcasters, with a quarter preferring MBS.

Almost all of the respondents felt there was improved access to information compared to a decade ago (90%) with only 6.67% thinking there was less information available. Of those who responded positively, 83.33% thought the information more relevant with almost a third saying there was an improvement in knowledge; almost a quarter said that daily news had increased.

The sources of reliable information were equally attributed to the radio (30%) and village meetings (30%), and the village president (26.67%). 16.67% of respondents thought that this information was coming from established facts. This was deemed the most useful aspect to the improvement in access and reliability of information in that it prevented the spread of rumours (23.33%) and improved knowledge (23.33%). A further 20% thought it increased development and improved the lives of the farmers (10%).

Indeed 96.67% of the respondents felt that the media could help improve their lives, and that of their families and the community. Of the information programmes available, news and information was considered the most useful (45.16%) with a still highly popular demand for music (22.58%) and interest also in debates and discussions (17.74%).

Local and national radios were seen to be equally the best media for providing useful information (38.71%) followed by television (17.74%) – again reflecting a wider availability and access to radio in the region.

The respondents thought there were a variety of topics that could be addressed in programming, including spoken news with interviews (40%) and programmes where the guests and audience can participate by calling in directly (26.67%).

The most relevant current programming relates to agriculture and markets (90%), health information (76.67%), information on state services e.g. education (73.33%) followed by information about employment (43.33%), corruption awareness, information on the government and on local political events, as well as citizens activities and regional and national events.

A wide variety of topics were identified as needing increased coverage ranging from health and agriculture, HIV AIDS to business and young people's programming.

The best media coverage, considered the most important, was thought to come from news (radio, TV and newspapers) then local cultural programming (36.67%) and in general respondents thought that the media gave a balanced view on current subjects (86.67%). Respondents felt that men were slightly more

represented (49.17%) in the media than women (33.83%) but none thought women were negatively represented.

Literacy amongst men was reported to be highest in the official language (50%) rather than in local dialect (36.67%). *Official language is usually taught in schools so is more likely to be the language of reading and writing.* For women the percentages were much the same.

The language used in programmes was only 'sometimes' understood by the majority of respondents (50%), and only a quarter reported being able to 'always' understand. Little clarification was offered on these language issues.

Despite the literacy rates, only 30% reported to read newspapers but less than once per week and 14% admitted to being unable to read them. Almost half said that newspapers were not sufficiently available (43%). *Of those who said they did read the papers, it is likely they could only access them directly in Moramanga town.*

Radio ownership is highest among men (60%) though women also reported owning radios (40%) and most reported that anyone in the family could decide to play the radio (76.67%). Almost two thirds of the respondents said they could easily access electricity or afford batteries at any time (60%) and 13% reported to have a wind up/solar powered radio. 36.67% of respondents thought they could buy a wind up /solar radio in the market and over half said they would be able to afford one (53%)

The local consultant noted that there was no clarification about where the wind up radios came from (e.g. CNLS/ Ministry of Education/ or other) or the prices at which they are believed to be sold in the market. As already motioned above, the purchase of wind up radio is impossible because they are not available on the local market.

A third of respondents said they had television at home. *The local consultant noted that given only three of the persons interviewed had regular salaries, this was a questionably high number of positive responses and calls into question the validity of the result.* Almost a quarter (23.33%) said they had access to a TV in the village. *Though no clarification is offered, this is most likely due to the presence of a video club or café/bar with a generator.*

NGOs were a good source of information for almost all the respondents (90%) ADRA have the highest profile (80%) followed by SEECALINE (nutritional education) (20%). Thirteen other external associations/organisations were mentioned though some interrelate e.g. USAID/ERI/Koloharena (environment and adapted farming programmes), and there was a high level of trust towards these organisations (80%). The majority of respondents felt they promoted different views and not just their own and almost all felt that the information they provide is useful (93%)

No-one has access to internet in the interviewed communities though almost half did not respond to the question, or did not know.

Participation with Media

It appears there are live radio programmes with phone in debates but they are broadcast direct or re-broadcast from Tana. MBS has a Sunday morning call in programme which focuses mainly on family messages from different parts of the country. Radio Don Bosco has a programme called 'Karajia' which allows audience to call in on a variety of topics. One of the researchers reported hearing discussions on land purchase issues, blockages to land tenure process and corruption issues. Another followed up the story of a false announcement to secure jobs in the Bahamas, which catalysed debate about the state's position of intervention when such 'scams' occur.

Almost a third of the respondents said they always listened to such programmes, and 16.67 % said they listen occasionally. However over half (53%) wanted to participate in programmes with just 10% voicing their

concern that they would not be confident enough to know what to say. However when pushed to say if they would call in to these programmes, only 3.33% said they would with the majority 'preferring to listen' or not having access to a phone (86.67%).

Two thirds reported that journalists do come to their villages to make programmes and almost the same number thought their coverage of local issues was truthful. However, only 6.67% mentioned that radio journalists provided opportunities to participate in public debate.

Other opportunities for communication

In terms of speaking openly in public, local meetings provide the best forum (80%), with events organised by NGOs running second at 63.33%

In order to find information and or discuss subjects of concern to them, most respondents went to a variety of local sources – see the table below for details:

N=30	Number	%	Details
Health	27	90,00	(1) Traditional healers (12) Basic Health Center II (CSB II) (17) Dispensary
Education/teaching	26	86,67	(4) CEG (25) Teachers (3) CISCO
Employment/land litigation	20	66,67	(2) District chief (5) Locality (2) Administrative delegate (Civil servant) (1) District Moramanga (5) Employer (4) Person in charge of recruitment (1) Employment bureau (2) Domain service (1) Public service
Local infrastructures	16	53,33	(13) Locality Beforona (3) District chief
Land litigation	16	53,33	(2) Locality (1) District Moramanga (13) Domain service
Accommodation	15	50,00	(12) District chief (1) Locality (1) Teachers
Other public services	15	50,00	(9) Locality (1) Justice (1) Administrative delegate
Corruption	12	40,00	(2) District chief (2) Locality (3) Police (2) Gendarme (3) Mobile quarter (2) Tribunal
Your rights as a citizen	10	33,33	(1) Tribunal (2) Mobile quarter (7) District chief (4) Post office
Other answers	0	0,00	(10) District chief (1) Leading citizens

SITE 3: TSIROANOMANDIDY

The district of Tsiroanomandidy is situated in the Central Western part of Madagascar, the principle economic activity of the local population is based on cattle rearing, rice and manioc cultivation. The produce of this region is exported to Tana to help feed the capital city.

Situated in the far Eastern point of the district, the commune of Sakay (150 kilometres West of Tana) is the entrance point to this vast district and to the region of Bongolava, of which Tsiroanomandidy is the capital.

The geographical makeup of the district is constituted by a huge plateau which enables the local population to listen to FM radio stations (generally broadcasting from the capital). However, several communes within the district have set up their own radio stations, for example the commune of Sakay; the principle objective of this station is to improve communication in the region which is still blighted by insecurity due to regular cattle thefts.

Access to newspapers is not yet democratised and generalised as the distribution and availability of newspapers is still very limited. Television sets are still considered a luxury item owned by a minority in the principle town, and a few rural communes where state television sets have been distributed for free.

Feedback from the Focus Group with Leaders and Media Representatives

Nine people from professional backgrounds participated in the discussion including teachers, a pastor, local authorities, a women's association representative, and radio staff.

The majority of the population are farmers with just approximately 10% civil servants and independent wage earners/professionals. The main language is the official Malagasy language

There are a number of operational media in the area including national radio and television stations, including TVM, MBS, RNM, Radio Don Bosco; local radio FM stations, and weekly delivery of newspapers and a bi-monthly newsletter amongst teachers and professors at the state school.

MBS is the most popular television channel as there are problems with signal quality for TVM as well as for some FM radio stations. There are frequent power cuts which interfere with broadcasts but the main sources of information are the radio, markets, meetings with local authorities and churches.

As much as three quarters of the participants felt there was improved access to information compared with ten years previously thanks to the existence of many private radio stations, but the cost of batteries to run radio receivers is prohibitive. Also time slots for broadcasting are limited due to frequent power cuts.

There has been a distribution of wind up radios in the area; it appears some schools have been in receipt of wind up radios from the Ministry of Education and share the information they have heard on the radio.

The participants estimate that 50% of the population are literate to primary school level, but reading of written press is very limited. New forms of media communications include video clubs and the increased availability of mobile phones with CELTEL.

On the whole the main information available through the media is the news, and this is largely national rather than local. The majority of broadcasts are music and light entertainment with perhaps just a quarter of airtime covering educational or information programming.

Local people find it hard to access and participate in mainstream media such as TV, radio or press, though radio is used when it is affordable (slots must be paid for), and they find the more traditional routes of village meetings, word of mouth, video projection rooms are their main channels of communication.

Information needs were identified as:

- Access to drinking water
- Agriculture and stock farming
- Access to land and property
- Health
- Environmental protection

Education and awareness raising programmes in the media were considered important by approximately a quarter of the participants, though half feel music and entertainment is still important, along with news (approx10%). Radio is a principle medium because almost everyone has great trust in the information provided by radio.

Data from individual questionnaires with sample population

Over half of those interviewed were arable or livestock farmers (70%) and the majority of respondents were more literate in the official language (46.67%) than in local dialect (30%).

All of the respondents used radio as the main source of information with just 6.67% using written press, and no-one watching television. *In this area there were at least 9 FM radio signals reported to be available to the different respondents – an unusual situation for any area of Madagascar, except in or around the capital.*

Two newspapers were available to the interviewees, Lakroa and Isika Mianakavy both of which are produced in Tana by a catholic press and distributed via the churches.

TVM and MBS are both broadcasting but only one respondent reported to watch TV.

There seemed to be confusion about the question relating to how people receive information. When asked, most people cited radio as their main source of information but then had no opinion when asked a later question as to how they received information. This was most probably a translation issue or respondents thought they had already answered this question.

Just over three quarters of the respondents thought that they now received more information than a decade ago, and almost all (96.67%) felt that the information was more useful than before. This was attributed mostly to the presence of radio (60%) though village presidents and development extension workers also contributed (16.67% and 13.3 % respectively).

The radio was given the highest priority because it was felt that the information it broadcasts is true (53.33%) though a quarter still held trust in the village leaders, particularly in respect of local development programmes.

Almost three quarters felt the most useful programming is the news and information (73.33%) with music and entertainment still playing a vital role for almost half the respondents (43.33% and 23.33% respectively). Discussions and debates are also valued (13.33%).

Almost everyone believed that the media could help improve their lives or that of their family and community (90%), especially through national and local radio, though half thought that programmes still needed

improvement in order to achieve this aim. Only 10% thought television could be helpful with even less support for written press (6.67%)

The most relevant information provided by the media that is connected with the daily life of the respondents is agricultural and market information (40%) with health almost as important (33.33%) and information on state services (30%). Employment information was also rated by a third of respondents and 16.67% mentioned the topic of corruption, regional and political events.

When invited to suggest other topics to be covered, a number identified social peace/security (20%) as important, and more information was required on agriculture (43.33%) health and rural development.

Two thirds of respondents thought the best information comes from the mainstream media (radio, TV and newspapers) and 20% thought programmes with direct phone-ins could also be useful. Over half believed that the media gave balanced coverage of events (56.67%) but almost a third thought they tried to influence opinion.

The perception is that men are more represented in the media than women (42.57/34.67) but generally respondents felt women were respected in a variety of roles. Only one out of 30 respondents thought that women were treated as sexual objects by the media.

Almost two thirds thought that programmes were made in a language that they understood easily (60%) though almost a third said that they could understand the language only 'sometimes'.

When asked to rate the literacy levels in their community, almost three quarters of the respondents thought that between 50-75% of men could read and write the official language, whereas only half thought the same percentages were literate in the local dialect. Similar differences were recorded for women though there was slightly less gap between perceived ability in national or local language (46.67% – 40% respectively)

Despite the literacy levels claimed, few read the newspapers. Only 10% claimed to read a paper more than once a week and two thirds said there was little access to newspapers in the area.

Radio ownership is highest among men (43.33%) though women also own radios (26.67%) but anyone in the family could select programming (40%) though often it would be the man (30%). Less than half of the respondents thought it was easy to purchase batteries/use electricity and most did not own a wind-up solar powered radio (83.33%). Two thirds did not think it possible to purchase a wind up radio in the market though a third seemed to think this was possible and half thought they would be able to afford one if they were available. (see also notes in site 1 and 2)

Just over half the respondents (53%) said they could access a TV in a particular place in the village and a third claimed they had one in the home. *Again, 10 out of 30 people with a TV in a rural area seems unlikely though researchers did not provide any further clarification on these responses.*

Two thirds of the respondents reported there were NGOs working in their community that helped them to access information and the same number trusted these organisations, and most felt they provided different views. Almost half thought the information provided by NGOs was useful.

For almost a quarter however there was no NGO presence. Some respondents thought that NGOs promoted only their own opinion (10%), and a quarter thought the information they provided was useful only 'sometimes'.

Almost three quarters of respondents stated they had no access to internet (70%) and over a quarter had no idea if they had access or not (26.67%). Only one person replied positively that there was access somewhere in the locality.

Participation with Media

There appears to be little opportunity for audience participation in programmes with just over a quarter of respondents saying that such programmes exist, and only 30% listening to them often.

However a larger number said they would be interested to participate, especially if it were possible (up to 53.33%). Only 10% felt they did not have the confidence to participate in such programming and almost two thirds said they preferred to listen.

Half of the respondents reported that journalists visit their community to cover local subjects, whereas 43.33% said there was no contact. Local journalists were thought to give truthful coverage of local issues by 46.67% of respondents with just over a quarter feeling the opposite.

Other opportunities for communications

In general the village meetings remain the biggest opportunity for expressing an opinion (50%) and 26.67% also said they had opportunities to discuss issues with local politicians, or that members of their family did (23.33%). Church and NGO meetings equally provided opportunities for debate (13.33%) – particularly NGOs AFA and SEECALINE. For all other issues or questions, a variety of organisations and institutions were cited as sources – see the table below:

N=30	Number	%	Details
Health	19	31,67	(1) District chief (16) Basic Health Center II (CSB II) (3) Community pharmacy (1) Free doctor
Local infrastructure	10	16,67	(10) Person in charge or manager of the public pump
Accommodation	1	1,67	(1) District chief
Education/teaching	8	13,33	(2) Chief ZAP (5) CISCO
Employment/land litigation	2	3,33	(1) District chief (1) Leading citizens (1) Local committee
Land litigation	1	1,67	(1) Local authority (1) Leading citizens
Corruption	1	1,67	(1) Bianco (1) District chief
Other public services	4	6,67	(1) Locality (1) District chief (1) Authority
Your rights as a citizen	9	15,00	(9) District chief
Other answers	4	6,67	(2) District chief

The Communication for Empowerment Project

In the context of UNDP's work on Access to Information, **Communication for Empowerment** is an approach that puts the information and communication needs of disempowered and marginalized groups at the centre of media support. The approach is rooted in the knowledge that one of the challenges facing developing countries is the lack of inclusion and participation of poor and vulnerable groups in decisions that impact on their lives. Many factors hamper inclusion, one of these being the lack of available information on issues that shape their lives, and a lack of capacity to communicate their interests into public and policy debate.

In 2006, UNDP through the **Oslo Governance Centre** developed a guidance note on *Communication for Empowerment* in close cooperation with the **Communication for Social Change Consortium**. The purpose of this guidance note is to turn the above insights into mainstream planning tools. These tools will in turn facilitate an understanding of the information and communication needs of the impoverished and marginalized. It is also suggested that *Communication for Empowerment Needs Assessments* should become a permanent fixture in the national development plans and programs of governments, civil society organisations and international development partners.

This report is part of a series of pilot Needs Assessments in five Least Developed Countries, to be followed by a global synthesis report. The global report will also contain tools for implementing *Information and Communication Needs Assessments*, and it will develop a strategy for incorporating **Communication for Empowerment** into national planning strategies and development projects. Both the national reports and the global synthesis report are part of a project undertaken by the **UNDP Oslo Governance Centre** and the **Communication for Social Change Consortium**, with funding provided by the **UN Democracy Fund**.