The Role of Mass Media in Local and Regional Economic Development (LRED)

Working Paper

by
Véronique Stolz
Tobias Stolz
with
Gavin Anderson, Springfield Centre

April 2008

CONTENTS

Introduction

1. Understanding mass media in development

1.1 Organisational communications and promotion, development communications, and media development

1.2 The roles of mass media in development

1.3 The potential negative role of mass media

2. Mass media in LRED processes

2.1 Mass media in the LRED Conceptual Framework

2.1.1 The LRED Conceptual Framework: Systemic Competitiveness

2.1.2 Mass Media in the LRED conceptual framework

2.2 Relevance of development communication to LRED

2.3 Relevance of media development to LRED

3. Key focal areas for enhancing the role of mass media in LRED

3.1 Building Government Capacity

3.2 Strengthening local/regional private sector institutions

3.3 Strengthening LRED intermediary institutions

3.4 Building organisational and entrepreneurship capacity in poor communities

3.5 Creating a favourable business climate

3.6 Locational marketing and investment promotion

3.7 Improving access to business and financial services

4. Approaches and tools for enhancing the role of mass media in LRED

4.1 Approaches and tools in development communication

4.1.1 Suggested guidelines for development communication

4.1.2 Tools for development communication

4.2 Approaches and tools in media development

4.2.1 Suggested guidelines for media development

4.2.2 Tools for media development

5. Summary and Conclusion

Annex: Tools for Media Development

Acronyms

BMO   Business Membership Organisations

EoPSD   Employment-oriented Private Sector Development Programme

GTZ   German Technical Cooperation

ILO   International Labour Organisation

LRED   Local and Regional Economic Development

PR   Public Relations

PSD   Private Sector Development

Introduction

The background of this working paper is the ongoing discussion between various GTZ programmes in Sub-Saharan Africa on tools and approaches for LRED interventions. The paper aims to explore the potential and need to integrate mass media into the conceptual framework and implementation tools of LRED as defined by GTZ[1]. As such the paper also aims to initiate discussion with and between LRED experts on the role of Mass Media in LRED.

Mass media in the context of this paper is defined as the channels which inform and reach mass audiences and include the 'traditional' media of print (newspapers and magazines), TV and radio. This paper is also relevant to the new media of internet and SMS although they are not explicitly referred to in the paper.

Across much of Africa, mass media industries have been liberalized. The state controlled media monopolies that once dominated have been largely replaced by diverse and predominantly private and commercially oriented media companies. This liberalization is an ongoing process and its stage of development differs between African countries. This is particularly true at sub-national level media (regional and local) where development is a result of regulatory, social, language and local economic factors. The approach to integrating mass media in LRED processes therefore has to be contextualized to specific national and local contexts.

This paper has been prepared by GTZ's Employment-oriented Private Sector Development Programme (EoPSD) in Abuja Nigeria as a result of work that it has embarked on in media development and local economic development. This work has built on similar work in other parts of Africa[2] and focuses on developing radio programmes on business and local economic issues. EoPSD has supported the launch of two local programmes focused on the local economic issues of two northern states in Nigeria (Nasarawa and Niger States) and is in the process of supporting a third station to develop business programming. This has provided EoPSD with a working insight into the potential role of mass media in supporting local economic development initiatives.

This paper is split into four main sections. The first provides an introduction to the role of mass media in the development context and as such provides the basis for further analysis. The second explores the role of mass media in the conceptual framework and core activities of LRED. The third section presents the key suggested focal areas where media can be integrated into the activities of LRED. The final section then explores the 'how to' and details tools and approaches that can be applied to make media work for local economic development.

1. Understanding mass media in development

Communication and Media Development, like private sector development, is a development field in its own right. There has been significant overlap between communication and media development with governance programmes (e.g. in building media as part of civil society) and in health programmes (e.g. with health communication and social marketing campaigns), but there has been limited overlap between the communications and media development field and private sector development (PSD). Mass media related activities in PSD have tended to be peripheral with media used as a convenient tool rather than viewed as a central institution for private sector development.

---

[1] The paper is based on the conceptualization of LRED as laid out in: Rücker, Anja; Trah, Gabriele (2007): 'Local and Regional Economic Development: Towards a common framework for GTZ's LRED interventions in South Africa', GTZ, Eschborn.

[2] For example the ILO FIT-SEMA (Small Enterprise Media in Africa) Programme in Uganda.

It is therefore important to explore and understand media in development as it is understood outside PSD as a basis for further exploration of the role of mass media in PSD and in LRED processes specifically.

1.1 Organisational communications and promotion, development communications, and media development

In established media and communications there are three discernable focal areas; organisational promotion and communications, development communications and media development. These focal areas are related but differ in their rationale and objectives.

<u>Organisational promotion and communications</u> is a form of public or corporate relations. In this context, mass media is viewed as an important tool to build the awareness and image (the brand) of development organisations and projects. The direct objectives are therefore internal organisational ones rather than directly aimed at wider development.

<u>Development communications</u> focuses on the dissemination of development al information e.g. information on HIV/AIDS or inoculation. The media in this context is also viewed as a tool but the direct objectives in this context are developmental rather than internal organisational.

<u>Media Development</u> differs from the activities in organisational promotion or development communication since its basis is in viewing the mass media not as a tool but as an independent and autonomous institution or industry that can contribute to developmental goals. In this context, the media is viewed as meriting capacity building to develop it as a potential sustainable, on-going agent of positive developmental change.

> **EoPSD Nigeria – from organisational promotion and development communications to media development**
>
> **Working with local radio was written into the EoPSD project plan in 2004. The original plan was to buy airtime from two local radio stations to disseminate business information to small entrepreneurs including information on the EoPSD programme activities. The aim was therefore to utilize media as a tool to raise awareness about the EoPSD programme as well as to communicate developmental messages. While it was effective in doing this the programmes were not sustainable and proved to be taxing on EoPSD's time and resources.**
>
> **In 2006, EoPSD revised their approach and brought in radio trainers from East Africa to capacity build the local radio staff to run their own programmes on business and local economic development. Purchase of airtime ceased and the stations were encouraged to seek advertisers. The resulting programmes are less supply driven and act as a platform for varied news on local business rather than as a promotional platform for EoPSD. Popularity has increased and the stations no longer rely on GTZ to finance or provide the content for the programmes.**

When working with the mass media, it is useful to clearly differentiate these three focal areas. For example, organisational promotion and development communication do not focus on sustainability whereas media development is intrinsically concerned with building sustainable institutions and industries.

This paper focuses primarily on development communication and media development and not on organisational promotion and communications from the GTZ perspective. In other words the paper does not endeavour to explore the approaches that GTZ could take in raising awareness about its own activities and programmes in LRED. Nevertheless, the paper does touch on organisational promotion and communication involving key permanent stakeholders in LRED e.g. local governments and private sector organisations.

1.2 The roles of mass media in development

The mass media can be seen to have three key roles to play in development:

- as a channel for **information** flow

- as a platform for opinion and debate and therefore **voice**
- as a **watchdog** for development e.g. on social, governance and economic issues

Mass Media as a channel for information flow
The mass media plays a potentially important role as a channel for information flow. Mass media acts as a bridge for information between those with information to audiences (readers, viewers and listeners). Mass media is particularly important for reaching mass audiences, and therefore scale of outreach, and for reaching groups that are disparate, scattered and remote. In the African context, broadcast media (in many countries specifically radio) is a critical media for giving rural and poorer groups access to mainstream information. Broadcast media effectively cuts across literacy and in many situations geographic barriers.

Mass Media as a platform to enhance voice
Mass media plays a potentially important role as a platform for public discourse and for bringing diverse opinions into the public arena. Media is playing an increasingly important role in giving voice in Africa with the growing diversification of media ownership and the move away from state controlled media that often previously represented primarily the voice of the state. Across Africa there has been a significant growth of interactive media with talk and discussion shows in broadcast media and letter and op-ed (opinion editorial) sections which reflect diverse opinions and perspectives. To be effective in development, this growing interactive media needs to be tempered by professionalism in journalism (for example giving the right to reply and verification of facts) and basic media ethics. These standards can move interactive media away from breeding and spreading unsubstantiated rumour towards fostering informed debate and public dialogue.

Mass Media as a watchdog
While mass media can be the bridge for information flow and be the platform for debate, it can also play an important autonomous role in development by independently investigating and questioning the activities of development actors. In-so-doing, the media potentially represents civil society and provides a check and balance to the power of government and development agents. When undertaken effectively and professionally, this can be a positive role that improves quality in policy and development intervention and increases public confidence in development processes.

1.3 The potential negative role of mass media
Conversely, mass media can also play a potentially destructive role in development processes. It can be a channel for misinformation, be the preserve of the views of elites and a tool for undermining development. These negative roles of media can be seen across many African countries. Nevertheless, even with mass media acting as a negative force in national and local development, it is important that media is factored into development programmes and initiatives. This should be done to maximise its potential as a positive catalyst and actor in development and, in some circumstances, to mitigate its potentially negative impact on development.

2. Mass media in LRED processes
The foundation of this paper is a belief in the importance of integrating mass media into the conceptualization and activities of development initiatives. From the LRED perspective, many of the roles laid out above can be seen as important in LRED since information and public-private dialogue are integral to LRED processes. This section analyses the role of media in LRED based on GTZ's work on developing a common framework for LRED interventions[3]. The role of media is therefore analysed through the

---

3 Rücker, Anja; Trah, Gabriele (2007): 'Local and Regional Economic Development: Towards a common framework for GTZ's LRED interventions in South Africa', GTZ, Eschborn

lens of 'systemic competitiveness', which is the basis of GTZ's conceptual framework for LRED, and applied to the implementation approaches of LRED.

2.1 Mass media in the LRED Conceptual Framework

2.1.1 The LRED Conceptual Framework: Systemic Competitiveness

The conceptual framework of LRED is defined by GTZ as being based on the 'determinants of systemic competitiveness' (see Figure 1: Determinants of systemic competitiveness).

Figure 1: Determinants of Systemic Competitiveness
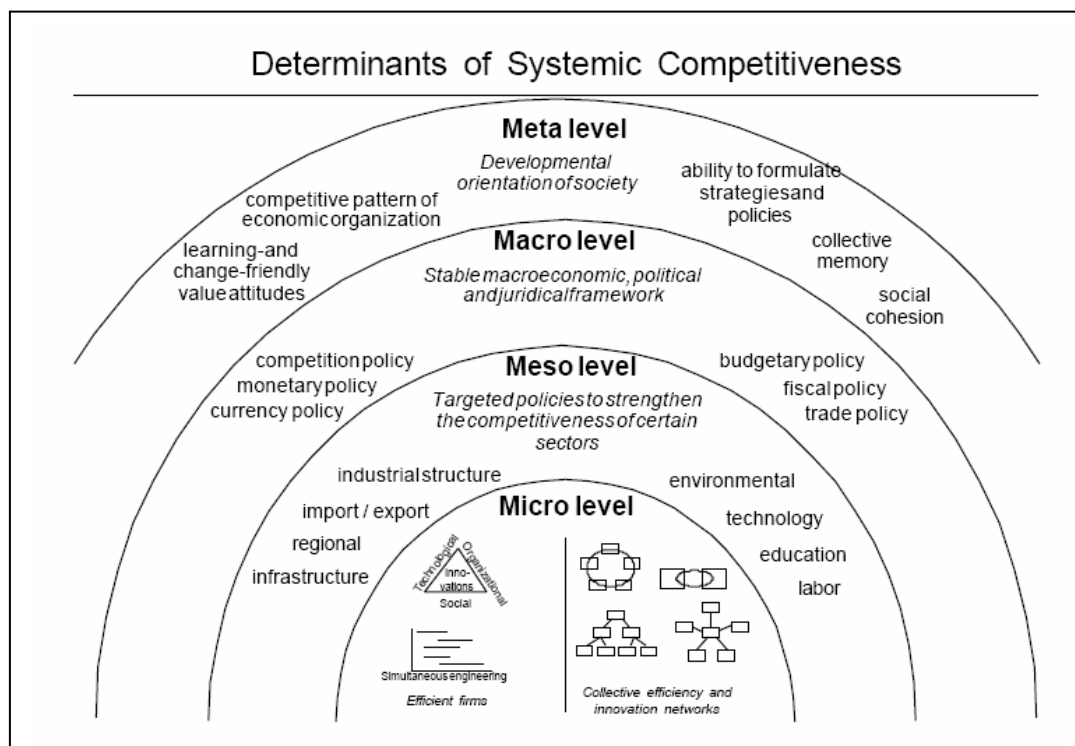
Source: Meyer-Stamer, Joerg (2005): "Systemic Competitiveness Revisited. Conclusions for Technical Assistance in Private Sector Development", Mimeo.

Joerg Meyer-Stamer explains systemic competitiveness as follows:[4]

Systemic competitiveness is the guiding framework for private sector development within the context of development cooperation. It analyses the growth potential of national and territorial economies. "Territorial" here refers to the spatial dimensions of an economy – the regional or local level. The concept of systemic competitiveness was developed to provide a more comprehensive view of factors influencing the growth of territorial economies. This framework distinguishes four interlinked levels of intervention: the micro- , the meso-, the macro- and the meta-levels of competitiveness.

– *The* ***micro-level*** *comprises of economic agents (enterprises, consumers, interest groups) who act in markets, hierarchies and networks.*

– *The* ***meso-level*** *is made up of regional infrastructure, supporting institutions, business services and the organisational landscape for targeted and selective interventions for enhancing economic competitiveness (through regional infrastructure, business service development, improving education and labour skills etc.).*

---

[4] Meyer-Stamer, Joerg (2005): "Systemic Competitiveness Revisited. Conclusions for Technical Assistance in Private Sector Development", Mimeo, 2005.

–   The **macro-level** includes economic policy and governmental institutions where structural framework conditions for economic actors are created (monetary, fiscal, trade and budgetary policies). A stable macro-economic framework and an enabling environment are necessary to contribute to competitiveness and growth.

–   The **meta-level** denotes the socio-cultural, political and economic mindsets, structures and dynamics (social values, the economic orientation of society, histories, etc.) of a country or culture. The capacity to create a favourable environment for economic development is often linked to long-term societal changes and dynamics.

The framework addresses the ability of societies to generate structures that are actually capable of creating functioning markets. Sound macroeconomic conditions – i.e. stable, predictable framework conditions and institutions – and functioning markets are necessary but not sufficient for dynamic economic growth and successful development.

2.1.2 Mass Media in the LRED conceptual framework

In the conceptual framework of Systematic Competitiveness for LRED media can be seen to potentially play an important role at all the various levels of the 'system'. These roles have been explored within various projects, for example the ILO Small Enterprise Media in Africa - SEMA project in Uganda, Swisscontact Indonesia and Katalyst Bangladesh. The GTZ EoPSD programme in Nigeria has also initiated work in media and LRED and is in the process of innovating new approaches to developing media as a platform to enhance open public-private dialogue.

These experiences provide tangible evidence of the potential role of the mass media at various levels of local and regional economic competitiveness:

Micro Level (enterprise level): Mass media is a local industry or sector but, more importantly, is also an industry that can stimulate the growth of other firms and enterprises. Mass media at local and regional levels increases local information flow and can therefore provide market and business information that can improve management and decision making in the private sector. The mass media also provides local advertising opportunities and potentially opens up new markets for business and links input and service providers to business consumers.

Meso Level (policies to strengthen competitiveness and service provision):

A functioning mass media can enhance and support policy formulation and reform processes. By providing a forum for public debate and opinion (voice), the mass media provides a platform through which government and policy makers can gain insight into issues in the business environment. Mass media can also be a platform for information from policy makers and provide a public platform for dialogue on policy issues.

At the service development level, media provides an important channel for service providers to advertise and promote themselves, therefore increasing the awareness and therefore purchase of business support services.

> **The role of mass media, and radio in particular, in policy processes was explored in a research paper presented at the Donor Committee Conference on 'Creating better business environments for enterprise development' in Ghana in 2007. This paper highlights the role of radio in building political economy, particularly at local government levels, and the ability of radio to support policy reform processes and be the catalyst for policy and regulatory reform.**
>
> Source: The role and impact of radio in reforming the rural business environment in Africa: A Study of Private FM in Uganda, G. Anderson and D. Elliott 2007

Macro level (macroeconomic, political and juridical frameworks): In a similar way to the meso level, mass media can impact on macroeconomic, political and juridical frameworks. This can work at the national media level with mass media playing a role in macroeconomic and political reform. The media can play an important role in providing an enhanced voice for the private sector, an additional channel to reach government and a public platform to put pressure on government for reform:

Meta Level (developmental orientation of society):
The mass media is recognised as having impact on public perceptions, attitudes and action. The media can stimulate both public support to and enhance public perceptions of development, both positively and negatively. Media is therefore often used for social marketing campaigns to change public perceptions. The role of media is also well understood in the field of public relations where media relations are perceived as integral to winning and maintaining public support and endorsement.

> **The potential role of media in development is explored in the Ugandan context in the publication 'Making Development Newsworthy: Getting development into the Ugandan mass media'** [1] **(G. Anderson and O. Kibenge, ILO-SEMA, 2004) and in the global context in the Panos publication 'Making Poverty the Story'**[1] **(Panos London, September 2007). Both publications highlight the need for improved communications and the role of media in bringing development up the public and political agenda.**
> [1]*See bibliography*

The mass media is therefore relevant at micro, meso, macro and meta levels. Media can contribute to building the micro level by being the catalyst for forming networks, linking service providers and service consumers and improving efficiency and skills at enterprise level. Mass media can impact on the policy processes and be the catalyst for reform at the meso and micro level. Mass media is also a recognised force in forming public perceptions at the meta level and can be used as a tool for changing public views, beliefs and understanding of developmental issues.

2.2. Relevance of development communication to LRED
One approach to integrating mass media into LRED is to focus on improving development communication by mainstreaming communication into the activities of key stakeholders and development agents in LRED. Mainstreaming communication involves building the capacity and mobilizing resources to enable individuals and organisations to interact more effectively with the existing mass media. This capacity building and communication mainstreaming can focus on two groups of stakeholders, the permanent LRED stakeholders and the non permanent development facilitators.

Permanent LRED stakeholders
Improved development communication can improve the capacity of LRED stakeholders, for example government, private sector organisations (e.g. BMOs) and civil society organisations, to:

- disseminate relevant local economic development information
- build public support for local development processes
- stimulate discourse and debate on local development issues

Non-permanent development facilitators
Development communication can also be used to support the activities of the non-permanent development actors (facilitators) such as GTZ. Mass media can be a potential tool and partner for development organisations promoting LRED, for example to:

- make the public aware of these short-term development activities and building public support for and understanding of these activities

- making contact with and mobilizing potential stakeholders (e.g. for seminars and workshops).

2.3 Relevance of media development to LRED
The mass media that is most relevant to LRED will predominantly be media that is locally and regionally focused (sub-national). Media at local level will predominantly be print (local newspapers) and radio (local FM radio), although in some contexts regional TV may also exist. But in many African countries the local media is not well developed or oriented towards local economic development. Media development is therefore an important area for LRED.

Media development is based on an understanding of mass media's potential positive role in development and that public and donor funded intervention can enhance this role. Much donor funded media development activity has focused on capacity building journalists and media professionals or media policy reform. This is a rather narrow intervention strategy that has often proven ineffective. Media development should be perceived in broader terms and with recent media liberalization across many African countries, it is increasingly a private sector development activity.

There are two potential areas for media development activity in LRED:

1) Supporting the emergence and/or growth of local media industries: This is important in areas where media has not developed. In some contexts, for example where media legislation is stifling investment in local media industries, this may be beyond the remit of local development actors. But in many contexts, local media is stifled through lack of entrepreneurship, understanding, investment and/or capacity. These factors, as with other industries, are potentially within the scope of local development actors. For example the support of local government and the local private sector (both potential advertisers) to the founding of new or expanded radio broadcasting or local publications can be a significant encouragement to investment in local media.

2) Improving the orientation of mass media to local economic issues: A second area of media development is to orient existing media towards covering and reporting on local economic development issues. This can be in the form of supporting innovation in economic, business and livelihood reporting and in formats that foster and enhance public debate on economic issues.

Media development can therefore be the focus of either the facilitator in LRED (e.g. GTZ) or integrated into an emerging local development plan. For a facilitator, media development can be seen as institutional development to enhance the fundamental structures that support and enhance LRED processes. For local development actors, enhancing the local media can be an effective strategy in improving local information flows, building entrepreneurship and supporting the growth of local advertising markets. Media could therefore become a target industry for enhanced local investment and support.

Example: Improving the orientation of mass media to local economic issues.
The GTZ EoPSD programme brought two East African radio trainers to Nigeria to support local radio stations in Niger and Nasarawa states to develop radio programmes for small business. These trainers built the capacity of radio journalists to:
- **format and plan a programmes on local economic issues,**
- **identify business and local issues by undertaking field based investigation and interaction,**
- **plan and run interviews and panel discussions on local economic issues.**
These activities were therefore focused on media development for LRED.

3. Key focal areas for enhancing the role of mass media in LRED

Based on the preceding analysis, this section provides an overview of the potential activities of LRED in building the role of media and the possible approaches that can be adopted in these areas. This is undertaken by looking at the focal areas for LRED interventions as defined in the GTZ publication on LRED in South Africa[5].

It is suggested that media related activities should be integrated into the following areas of the LRED implementation approach. These areas would involve recognising local mass media as a key local intermediary institution that merits capacity building (media development) and integrating capacity building in media relations into the work with government and private sector (development communication). It is understood that the breadth and depth of media related interventions in the LRED process will be subject to individual projects priorities, budget's, as well as specific local context.

3.1 Building Government Capacity

LRED interventions focused on capacity building government can include building capacity to use media as an effective tool to disseminate information and to interact effectively with local media as a platform for public-private dialogue. These activities would involve media and public relations training and support to build capacity within government (see section 4 for more information on media and public relations training). The suggested focus would therefore be on building the development communication skills of local government officials and institutions.

The mass media potentially provides the platform through which government can effectively interact and communicate with the private sector and wider civil society. As such, the mass media can build local political economy (the transactional relationship between government as providers of effective policy and the electorate).The ability of local government to utilize and interact effectively with the mass media can therefore significantly contribute to government's effectiveness in developing, communicating and fine-tuning development policy.

> **A local radio station in Western Uganda attempting to cover the economic impact of a foot and mouth disease outbreak was unable to identify any government officials at local level to comment on the outbreak despite local government being mandated to inform the public on the outbreak. Officials cited Ministry and local government rules as a reason for this highlighting the need for internal procedural change in information dissemination and media relations at local government level.**
> *Source: ILO FIT SEMA*

While this is particularly relevant for the traditional mass media of broadcast (local radio and TV) and print (local newspapers) in Africa, internet based media is becoming increasingly relevant to public-private interaction and dialogue. The use of the internet as a platform for public-private interaction is known as 'e-governance' and is an increasingly important focus for improving information flow from and transparency of government.

3.2 Strengthening local/regional private sector institutions

Similarly, building the capacity of private sector institutions, including business representative organisations, to use and interact effectively with the media is an important method of enhancing their ability to communicate and their voice in advocacy. Effective media relations skills can enhance the lobbying activities of

---

5 Rücker, Anja; Trah, Gabriele (2007): 'Local and Regional Economic Development: Towards a common framework for GTZ's LRED interventions in South Africa', GTZ, Eschborn

business representatives (BMOs, Chambers of Commerce) as well as increasing their reach and interaction with existing and potential members and wider stakeholders in local economic development.

This again focuses on enhancing development communication and would also use predominantly media and public relations tools and approaches.

Example: Importance of media in building the advocacy capacity of BMOs

BEST-AC (Business Environment Strengthening for Tanzania – Advocacy Component), a multi donor funded programme, works to build the capacity of private sector representative organisations to effectively advocate for policy and regulatory reform. In its first 4 years of operation, BEST-AC has increasingly recognised the importance of enhancing the capacity of the private sector to interact effectively with the mass media to improve their ability to advocate for policy change. As a result of this increasing recognition of the importance of mass media, BEST-AC is now designing a media component for its second phase of operations. Part of this will focus on media relations training for BMOs.
Source: G. Anderson Consultant to BEST-AC

3.3 Strengthening LRED intermediary institutions

Mass media can be viewed as an LRED intermediary institution that merits specific attention and capacity building due to its potentially important role in LRED. Interventions to strengthen media could involve:

- supporting the growth of local media in situations where media is poorly developed or lacks reach.
- support to innovation to provide coverage of economic and public-private dialogue more effectively

Supporting the growth of local media
Supporting the growth or improvement of local media industries is akin to developing other business sectors and would potentially involve an array of activities dealing with technical, internal business, investment constraints and regulatory and policy constraints.

Supporting innovation in local economic coverage
Publishing houses and broadcasters are often unaware of the demand and therefore potential for news, information and platforms for debate on the local economic issues that impact on the livelihoods of their audiences. Furthermore, the journalists, editors and producers in media outlets often lack the knowledge of how to develop and run programmes or segments focusing on economic issues which are relevant, lively and interesting. Interventions can focus on raising awareness of the potential for economic coverage and building skills and capacity in media houses to cover economic issues.

These interventions therefore focus on media development and in building a sustainable media that can operate as an ongoing actor in LRED processes.

Example: Supporting innovation in local economic coverage

EoPSD Nigeria is in the process of supporting two existing radio programmes focusing on small business to launch village level business debates linking to already formed public-private dialogue platforms on local level, so called Business Development Committees (BDCs). EoPSD is applying a model developed by Central Broadcasting Service (CBS) a radio station in Uganda. CBS has been successfully running monthly village business debates since 2004. These bring senior local government officials together with business representatives in open public debates focused on topical local business issues. These have been a proven platform for stimulating improvements in business regulation and policy and in improving private-public relations.
Source: GTZ EoPSD Nigeria

3.4 Building organisational and entrepreneurship capacity in poor communities

Mass media, and broadcast media in particular, is an appropriate channel to reach poor communities in large, disparate and scattered communities. Mass media has been used as an effective channel for entrepreneurship training, information dissemination and training and could be used in a similar way in LRED methodologies to increase outreach or to overcome geographic or logistical constraints to reaching the poor.

3.5 Creating a favourable business climate

As highlighted previously, the media potentially plays an important role in bringing about policy and legislative reform[6]. An effective local media that focuses on local economic issues can:

- provide information to policy makers on problems within the business environment
- enhance voice and therefore the leverage of the private sector to lobby for change in the business environment
- provide a platform for public-private dialogue that includes those who lack formal representation
- provide a channel for policy makers to inform civil society of ongoing reform processes and changes in the business environment.

Media development activities can enhance the media's roles in these areas while development communication activities can build the capacity of organisations and individuals in the public and private sector to effectively interact with the media.

3.6 Locational marketing and investment promotion

The ability to interact with and utilize the media as an effective promotional tool (development communication) can enhance LRED stakeholders' ability to promote locations and business opportunities.

3.7 Improving access to business and financial services

An established media that reaches local enterprises and has focused content (programmes and sections of publications) that cover business and local economic issues can be a powerful support in developing service markets. Such media can stimulate and develop demand for services by creating awareness and deepening understanding. Not only is media a potential channel for service providers to reach existing and potential consumers but it can also be a channel for consumers to influence service design and quality.

Examples of emerging impact of radio on LRED processes in Nigeria

GTZ-EoPSD's work has begun to highlight how radio programmes focused on business and local economics can have impact on small business people and farmers.

Information on failures with local distribution of fertilizer

Journalists from a radio station in Nasarawa State responded to complaints among farmers that fertilizer which was to be distributed by government never reached them. Farmers were angry at local government but the investigation undertaken by the radio station and the subsequent programmes highlighted that the problem did not stem from local government but with local committees that were mandated to distribute the fertilizers. These committees were chaired by traditional rulers in the locality. The programmes highlighted that fertilizer disbursed by government was not being distributed or was being sold to farmers rather than being distributed

---

[6] This has been explored in a separate paper 'The role and impact of radio in reforming the rural business environment in Africa' presented at the Donor Committee's Africa regional consultative conference "Creating better business environments for enterprise development. African and Global lessons for more effective donor practices", 5-7 November 2007, Accra, Ghana.

free of charge. The focus of complaints was therefore transferred from government to traditional rulers with the result that farmers have begun to receive fertilizer.

Changing public perceptions of the use of chemicals in river fishing
The Business Development Committee (a committee comprising of government and private sector representatives formed with the support of EoPSD) identified a problem with the use of chemicals which was a potential threat to the local fishing sector. They brought the issue to the attention of a local radio station in Nasarawa state. As a result, radio journalists interviewed fishermen, consumers and experts. The subsequent radio programmes highlighted the impact of chemical use in reducing fish population by killing small fish, health hazards to fishermen and health hazards to the consumers of fish killed with chemicals. The radio programmes also explained how consumers could recognize fish that has been killed with chemicals. The raised public and consumer awareness is reported to have substantially reduced the use of chemicals and has created pressure from consumers who are now aware how to recognize poisoned fish.

Illegal Structures in a local market
A market vendor used the radio to air his concern about illegal market stalls being erected in the main market of Minna, the state capital of Niger State. He complained that the illegal structures were blocking the alleys of the market and that in the event of a fire the fire brigade would be unable to access the market. When this issue was aired over the radio the complainant was threatened and locked into his market stall by market association officials who earn additional money by renting out illegal space in the market. He called the radio station who came to cover the story and in-so-doing forced the market association officials to release the vendor and stop threatening him. The public awareness of the issue has now resulted in the issue being investigated and addressed.

Source: GTZ EoPSD Nigeria

4. Approaches and tools for enhancing the role of mass media in LRED

This paper has explored the role of mass media in LRED and highlighted that both development communication and media development can significantly enhance these roles as summarized in figure 2.

To integrate these approaches in LRED activities, development projects will need to utilize and adapt existing tools and approaches and develop new approaches and tools. Media is an emerging, but under-developed component of private sector development. As such, there are limited tools that can be readily picked off the shelf, but there are generic tools that can be adapted for use in both media development and development communication.

Role	Focus	Intervention
Building government capacity	• Media relations skills and organisational capacity	• Development communications in local government
Strengthening local/regional private sector institutions	• Media relations skills and organisational capacity	• Development communications in BMOs and private sector.
Strengthening mass media as an LRED intermediary institution	• Developing local media industries • Supporting innovation and improvement in local economic coverage in media organisations	• Media development

Figure 2: Summary of the recommended focus of media development and development communication in LRED

4.1 Approaches and tools in development communication

4.1.1 Suggested guidelines for development communication:
Approaches to development communication can involve both financial and non-financial relationships with media organisations. In financial transactional relationships, organisations pay for media space and airtime, for example through advertisements or announcements. In non-financial arrangements, organisations endeavour to build relations with the media and ensure that the information that they have are mainstreamed into the news, programmes or articles of existing media.

Caution is required with approaches that involve buying or sponsoring media space (airtime in broadcast media and space in print media) for two reasons. Firstly, this approach is expensive and is inherently unsustainable. Secondly, and perhaps more importantly, such approaches can distort the role of independent media making it the messenger of one-sided information or propaganda. Media that is purchased by one actor (e.g. local government) is often not perceived as providing balanced or objective information or of fostering an independent platform for debate. While it is often possible in many African countries to buy news or media content (or sponsor it in such a way that the content is influenced) this goes against widely accepted best practices in media ethics[7]. Media ethics aim to make news and informative content factual, balanced and multiply sourced rather than conveying one perspective or point of view.

Advertising, on the other hand is accepted as the message of the advertiser or sponsor and buying advertising space is clearly not in conflict with media best practice. It is therefore recommended that the focus of LRED in development communication should be:

1) In capacity building LRED actors to interact more effectively with the mass media in a non-financial way. This would involve training in media and public relations techniques and in understanding the media.

2) But when purchasing or sponsoring media space and airtime, LRED actors should either focus on:
   - purchasing advertising space
   - sponsoring in a way that does not bias content or undermine media best practice

4.1.2 Tools for development communication:
There are a number of generic 'off-the-shelf' tools for development communication that can be taken and applied to LRED. There are also potentially many local and international experts, trainers and consultants with expertise in development communication. These include public and media relations consultants, development communication consultants and, in the case of social marketing, advertising consultants. Each of these will tend to use different tools and approaches. Some of the potential tools include:

- Media relations training packages
- Public relations (PR) training and consultancy packages
- Models for social marketing

Media and Public Relations training
Media and public relations training focuses on building organisational and individual capacity to understand and interact with the mass media. Media relations aims at

---

[7] See Panos report *At the heart of change* www.panos.org.uk/heartofchange and Making Development Newsworthy, Gavin Anderson and Owen Kibenge, 2004. http://www.bdsknowledge.org/dyn/bds/docs/206/Making%20development%20newsworthy.pdf

mainstreaming media and communications into an organisation's objectives, activities and structures to ensure that mass media can be handled in a way that:

- maximises its potential to contribute to the operational aims of the organisation.
- ensures that potentially negative publicity or misleading information is effectively managed

Media relations training and the media related components of PR training will often focus on:

- Organisational structures for managing media relations and information dissemination through the media,
- Building an understanding of the local media industry and media organisations and how they operate,
- Approaches to building contacts and networks with the media,
- Skills and approaches for preparing effective press / news releases,
- Methods of organising effective press conferences,
- Interviewing skills for broadcast and print journalism.

Social marketing

Social marketing involves the design and running of campaigns to bring about specific changes in public perception e.g. beliefs, understanding or habits. Such campaigns are often developed by professional advertising consultants (e.g. advertising agencies) who have experience of commercial product and service marketing. Social marketing is costly and usually utilizes a variety of communication channels and combines advertising with events, concerts and seminars that attract media attention. This therefore tends to be one-off, time-bound activities run by government and/or development programmes.

Health development has been most active in applying social marketing to development and models could be adopted and adapted from the health sector for private sector development initiatives. The International Labour Organisation is one agency that has adapted social marketing to private sector development and have designed and run campaigns for occupational health and safety in India, Sri Lanka and Ghana.

4.2 Approaches and tools in media development

4.2.1 Suggested guidelines for media development

With increasing media liberalization and therefore privatization throughout much of Africa, media development is increasingly a private sector development rather than public sector related activity. As such, the principles of private sector development apply as much to media development as it does in other areas of private sector development[8].

The key principles of media development are therefore:

- To base media development initiatives on an understanding of the existing media industry and sector as a whole (including the service providers and rules and regulations of the industry).
- Wherever possible, build on what already exists in terms of media organisations or specific programmes, publications etc.

---

[8] E.g. Business Development Services for Small Enterprises: Guiding Principles for Donor Intervention, Committee of Donor Agencies for Small Enterprise Development. February 2001.

- Leverage private sector investment into activities and maximise private sector ownership. For example maximise the media house's investment in new programmes, sections or publications on business and economics and avoid subsidy.

- Aim towards sustainability and therefore adopt the principles of facilitation when developing media markets.

4.2.2 Tools for media development
There are various tools available for the more conventional approaches to media development such as journalism training but these tend to be limited in scope and do not take a systemic approach to developing media as an industry. These existing tools are relevant and potentially useful, but additional tools are required that can foster investment, growth and innovation in local media industries.

This private sector approach to media development is relatively new and interventions therefore cannot rely on off-the-shelf tools. New tools and approaches therefore need to be developed and tested. The development of such new tools could be informed by the activities of a small number of projects working with local media in a private sector and sustainable manner (e.g. the emerging experience of GTZ Employment-oriented Private Sector Development Programme (EoPSD) in Nigeria and the ILO SEMA project in Uganda).

A) Suporting the emergence and growth of local media industries
Few tools exist in this area and need to be adapted from existing PSD approaches and tools (e.g. sector analysis). One area that has been developed is that of media finance. MDLF-The Media Development Loan Fund (see www.mdlf.org) have pioneered the provision of finance to media organisations as a strategy to encourage media growth and improvement of standards and quality.

B) Supporting growth and innovation in the coverage of business and economics in existing local media
Training packages have been developed that focus specifically on capacity building broadcasters to develop business and economic programmes (see annex 1 for two examples). These courses include:

- Orienting journalists and media managers towards why business coverage is important,

- Techniques and approaches to covering business stories,

- Formats for business programmes,

- Business Journalism Ethics and Law,

- Techniques for marketing business oriented programmes.

  Courses can be run for groups of media professionals in a shared training venue, but require access to equipment. Such training often only involves a small number of staff from each media and while it can work well as an introduction to the concept of business journalism is limited in scope. The approach that therefore often works best in creating increased buy-in from media managers and wider staff members is in-house training using the equipment within the stations or newsrooms.

5. Summary and Conclusion
Information flow and public-private dialogue are essential to effective local and regional economic development. This paper has highlighted that the mass media can play an important, if not critical, role in both enhancing the flow of information and improving public-private dialogue in the local context. The paper therefore recommends explicitly incorporating media into the approaches of LRED. This means working to build

government and private sector capacity to interact with the mass media and to build the media itself to be an effective institution that can be a catalyst to positive local economic development.

Applying both media development and development communication to private sector development, and particularly LRED, is a relatively new area of endeavour. As such, those who tackle this will need to be innovative and adapt existing tools or develop new tools and approaches to working with mass media in the LRED context. The potential benefit of taking this innovative approach will be in making LRED better understood, more participative and more relevant by involving mass media that is the channel for information to and from mass audiences and a potential platform for public debate.

Bibliography

Rücker, Anja and Trah, Gabriele (2007): "Local and Regional Economic Development. Towards a common framework for GTZ's LRED interventions in South Africa", GTZ, Eschborn.

Meyer-Stamer, Joerg (2005): "Systemic Competitiveness Revisited. Conclusions for Technical Assistance in Private Sector Development", Mimeo.

Panos London (2007): Making Poverty the Story,
http://www.panos.org.uk/PDF/reports/making_poverty_the_story.pdf

Anderson, Gavin; Kibenge, Owen (2004): Making Development Newsworthy,
http://www.bdsknowledge.org/dyn/bds/docs/206/Making%20development%20newsworthy.pdf

Hitchins, Rob and Anderson, Gavin: Expanding the poor's access to business information and voice through FM radio in Uganda (2007)
http://www.deza.ch/ressources/resource_en_155698.pdf

Elliott, David and Anderson, Gavin: 'The role and impact of radio in reforming the rural business environment in Africa' presented at the Donor Committee's Africa regional consultative conference "Creating better business environments for enterprise development. African and Global lessons for more effective donor practices", 5-7 November 2007, Accra, Ghana http://www.springfieldcentre.com/publications/sp0704.pdf

Further information

Media Development Loan fund: www.mdlf.org

Global Forum for Media Development www.gfmd.info

The Communication Initiative: A communication website that also includes information on various media development projects www.comminit.com

Internews: International media network involved in various media development and communication initiatives www.internews.org

Panos network: network of media development and communication organisations Access through: www.panos.org.uk

Contacts
Véronique Stolz, GTZ-EoPSD Nigeria, veronique.stolz@gtz.de

Tobias Stolz, GTZ-EoPSD Nigeria, tobias.stolz@gtz.de

Gavin Anderson, Springfield Centre, UK GAnderson@springfieldcentre.com

Annex: Tools for media development in LRED

1. Name of the tool
In-house training for business radio programmes

2. Objective: what is this tool designed to achieve?
To build the understanding and capacity of radio stations to improve existing business programmes or launch new programmes focused on local business and economics.

3. Target group: Who are the beneficiaries of the tool's implementation
The direct target groups are radio station managers, programme producers, journalists and presenters.

4. Description: What are the tool's main components and implementation procedures?
The courses are run in-house in the radio stations and involve a combination of teaching and practice and culminate in a participative session with existing and/or potential audiences. They are adapted to the needs and demand of the radio station but generally involve: **A) Training and orientation** - Participative assessment of the programme line up of radio stations to define whether they are responsive to the lives and demand from audiences. - Participative development of formats for business radio programmes. - Training in techniques for business programme journalism e.g. interviewing, hosting, sourcing. - Training in techniques for computer based sound editing (for pre-recorded materials) - Exploration of the approaches of marketing business programmes to advertisers **B) Practicals** - Group work to plan and develop record sections of a demo programme **C) Participative session with radio audiences** - Presentation of the demo programme to a focus group of radio listeners

5. Prerequisites: What are the minimum criteria required for successful tool implementation?
The training requires: - Full support of the radio management with the allocation of staff to the course and access to equipment and facilities.   - Participation of the radio station to organise a listener focus group   - Experienced trainers that have practical experience of radio in Africa   - Access to recording and sound editing equipment - field recorders, microphones, computer work stations with sound editing software (e.g. Adobe Audition) and where possible mixers. In many radio stations this equipment can be made available for the training.

6. Links to other tools
This training has sometimes been undertaken following a station's involvement in a group training course in business radio programme production. The first acts as an introduction to 1 to 2 radio staff and the second provides a more in-depth training to a wider group of radio staff and orientation of radio managers.

7. Costs (incl. time, material and consultant)
This course usually takes 10 to 12 days. This course requires: - the hiring of an experienced consultant trainer - where the radio station cannot provide it, a training room and hiring of equipment

8. Resource persons
Martin Ssemakula, Media Craft, Uganda martinssemakula@yahoo.com Gavin Anderson, Springfield Centre, UK GAnderson@springfieldcentre.com Véronique Stolz, GTZ, Nigeria Veronique.Stolz@gtz.de Tobias Stolz, GTZ, Nigeria Tobias.Stolz@eopsd.net

9. Further material and references

1. Name of the tool
Group training course in business radio and/or TV programme production

2. Objective: what is this tool designed to achieve?
To provide an introduction and basic skills in the production of small business and economic radio and/or TV programmes.

3. target group: Who are the beneficiaries of the tool's implementation
The target are technical radio and /or TV staff (producers, presenters and journalists). This course can be adapted for either radio or TV professionals.

4. Description: What are the tool's main components and implementation procedures?
This course is offered to a number of broadcasters and would involve 2-3 people from each station. The courses are modular in design and can be adapted to the specific needs of the radio station staff. The main modules include: • Why Small Business Coverage is Important   • Business Journalism Essentials   • Vox Pop Person-on-the-Street Interviews   • Finding the Small Business Angle   • Sourcing Small Business Stories   • Field Photography and Radio Recording Techniques   • Feature-Documentary Techniques   • Innovative Program Formats for TV   • Talk Show Tips   • Magazine Program Design for TV and Radio   • Business Journalism Ethics and Law   • Writing Small Business Stories for TV and Radio   • Interviewing Strategies for Small Business Stories   • Small Business News Bulletins   Some modules involve practical field work and production of demo programmes and segments.   Maximum participants on such a course would be around 20   This course is usually run over a 10-12 day period.

5. Prerequisites: What are the minimum criteria required for successful tool implementation?
This course requires: - For TV – access to a training centre with a recording studio, video editing suites and field recording equipment.   - For radio – field recorders, workstations (around 4 computers with appropriate audio editing software e.g. Adobe Audition), microphones and mixers. This equipment can be set up in a training room (unlike TV which requires formal training facilities).   - An experienced trainer with knowledge and understanding of the course and where possible a local trainer who can assist the lead trainer.   - Training seminar room.   - Transport for trainees to move out to gather materials for the demo programmes.   - Pre-organisation with broadcast managers to ensure that the correct people (and not junior people) attend the training.

6. Specialties and/or difficulties (incl. links to other tools)
Difficulty: The greatest challenge with this training is in getting the broadcast managers to allocate their more senior staff to attend a lengthy out-of-studio training course. Very good preparation is required to identify appropriate participants and build buy-in among the station managers.   This course has been used as an introduction which is then followed up with an intensive in-house training course involving senior managers and a wider group of trainees. This has proven to be the most effective formula rather than a one-off group training.

7. Costs (incl. time, material and consultant)
The greatest cost of this training is in hiring an international trainer to run the course. At present there are few trainers with knowledge of small business radio and TV production. It has been seen that it is beneficial to have the trainer arrive in country at least one week prior to the training to check and set-up the equipment and visit broadcasters to get an understanding of their set-up, equipment and procedures.   Other main costs include:

- Training venue
- Equipment hire

8. Resource persons

This course has been developed with the support of the ILO both in Uganda (ILO FIT-SEMA) and in Sri Lanka (ILO Enterprise for Pro-Poor Growth Programme)

Terry Fitzpatrick, Media Trainer, Cape Town South Africa terry@fitzpatrickmedia.com

Gavin Anderson, PSD and Media in Development consultant GAnderson@springfieldcentre.com

9. Further material and references

Deutsche Gesellschaft für
Technische Zusammenarbeit (GTZ) GmbH

– German Technical Cooperation –

GTZ Office Abuja
4, Julius Nyerere Crescent
Asokoro District
Abuja/Nigeria
T + 234 9 314 90 10
F + 234 9 314 90 10 Ext. 121
E gtz-nigeria@ng.gtz.de
I www.gtz.de