

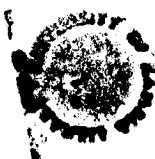
Impact of Radio Farm Forum Program on Agricultural Development Among Rural Farming Communities in Zambia – A Case Study of Petauke District

BY

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C.I.

Report submitted to the University of Zambia in partial fulfillment of the requirement for the degree of Master of Communication for Development.



UNIVERSITY OF ZAMBIA

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DECLARATION

I, **Mweembe Siamujompa**, declare that this dissertation:

- (a) Represents my own work;
- (b) Has not previously been submitted for a degree at this or any other University; and
- (c) Does not incorporate any published work or material from another dissertation.

Signed: M. Siamujompa

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CERTIFICATE OF APPROVAL

This report has been approved in partial fulfillment of the requirements for the award of Master of Communication for Development Degree (MCD) by the University of Zambia.

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ABSTRACT

The Ministry of Agriculture and Comparatives (MACO) has put a lot of effort in running Radio Farm Forum (RFF) program as a means and way to develop the Agricultural sector through information dissemination. In order to make the government responsive to the demands of rural agricultural development, the Republic of Zambia embarked on an economic development program to fill in the gap of illiteracy and introduced functional literacy.

The RFF was born out of the educational planning and integrated development of human resource in Zambia at independence. The approach is purely based on economic criteria for asserting the role of informal schooling as a source of skills geared towards the manpower required for economic growth of rural agricultural. However, the question remains: has this radio program been effective in making the rural community a participative society and has it assisted to entrench the tenants of economic development?

This case study of Petauke district is an investigation into the impact of RFF program on agricultural development among rural farming communities in Zambia,

Petauke district was purposefully selected because it has a high number of active radio listening groups to this radio program that is aired by Zambia National Broadcasting Cooperation but produced by National Agricultural Information Service in seven local languages.

The study used triangulation method for data collection; qualitative and quantitative surveys were used to arrive at the findings. The results of the research revealed that although radio farm listening groups exist as a participative mechanism, there is increased individual listenership and its collective participation with the rural community is relatively low.

The study recommends that in-depth studies should be performed to determine whether program objectives and approaches should be modified or extended in any way and develop publicity plans that will engage the rural communities in order for the radio program to become a better communication tool.

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My special thanks go to Emanuel Phiri and his family for the moral support during my stay in Petauke, without their compassion, my work was not going to be a success.

To God be the glory, great things he has done.

Mweembe Siamujompa

DEDICATIONS

This work is dedicated in lasting and painful memories of my late Mother and Brothers who should have loved to see me successful in my academic life and not forgetting my dear husband who has supported me through and through.

ACRONOMYS

CEO	-	Camp Extension Officers
CF	-	Conservation Farming
CSO	-	Central statistics Office
DAIO	-	District Agricultural Information Officer
ESAF	-	Enhanced Structural Adjustment Facility
FF	-	Farm forum
FNDP	-	Fifth National Development Plan
IMF	-	International Monetary Fund
LM	-	Lima
MACO	-	Ministry of Agriculture and Cooperatives
MMD	-	Movement for Multi-Part Development
NAIS	-	National Agricultural Information Services
RFF	-	Radio Farm Forum
SAP	-	Structural Adjustment Program
UNESCO	-	United Nation Independent Party
VCT	-	Voluntary Counseling and Testing
ZNBC	-	Zambia National Broad casting Services
UNESCO	-	United Nations Education Science and Cultural Organization

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CHAPTER ONE

INTRODUCTION AND BACK GROUND OF THE STUDY

1.0. Introduction:

This study investigated the impact of the Radio Farm Forum (RFF) on agricultural development in the fight to mitigate poverty and enhance sustainable development among the RFF (RFF) listening groups in rural and remote farming communities. The study was conducted in Petauke District, between June 2010 and August 2010.

Agriculture was chosen because it is the back bone of the economy and livelihood of many rural people who contribute about half of the food in Zambia (Central statics Office, 2000). The development of agriculture is not just an end in itself; it also has a great direct and beneficial effect on overall economic development.

The main governmental role is to create and maintain the infrastructure required for agricultural development. Extension and research services, input supply and credit arrangements, marketing structures and price systems as well as communication and transport networks, are basic features of this infrastructure (Daniel e tal, 1984).

The central concern of government in agriculture development is to ensure that farmers are continually exposed to attractive production options. However, they cannot respond appropriately and quickly unless they clearly understand both the most recent technologies applicable to their farm as well as to the broader agro economic environment in which they operate (Ibid).

The National Agricultural Information Services (NAIS) is the specialized information department of the Ministry of agriculture and Cooperatives (MACO). The main thrust of the department's mandate is to support the extension services of the Ministry through the dissemination of appropriate agricultural information to all players in the agricultural sector, particularly the rural communities. The use of mass media is to enhance the adoption of improved farming methods as a way to increase productivity and income among farmers.

Sibalwa (2000) argued that RFF was established as a result of educational planning and the integrated development of human resource in Zambia at independence. The conceptual methodology and empirical studies on non formal education concentrated on purely economic criteria for asserting the roles and functions of education. Informal schooling was a source of skills geared towards the manpower required for economic growth of society.

According to Kelly (1999) many Zambians at independence were illiterate and expansion of functional literacy was an element of economic development. In response to this situation, in June 1966, a UNESCO mission on agriculture broadcasting conducted a survey in Zambia to assess the existing broadcasting facilities and determine the adult educational needs with rural communities.

The mission recommended the RFF as a means of improving communication between MACO and the rural farmers.

In 1967, the government introduced the RFF program and it became a means of improving communication, in the dissemination of agricultural productivity to mitigate poverty and enhance sustainable development among rural farming communities. The program was fully sponsored by the government.

The program was broadcast in English and seven major languages of Zambia. These languages were Bemba, Tonga, Lozi, Nyanja, Luvale, Kaonde and Lunda. The RFF program would include a 30-minute radio discussion program on agricultural problems and techniques. Listening groups consisted of 15 farmers, in all agricultural areas where farmers are close. Farmers would discuss the problems mentioned in the program and their solutions as well as implementing the various techniques within their local communities. In this sense, a two-way communication system was established between MACO and farmers in the local communities (Mutava and Ngangula 1987).

The original motivation behind the program was to provide a means for the experts at MACO to communicate agricultural news and technical information, new farming methods, new varieties of seed, types and spacing of seeds, types and applications of pesticides, types and treatment of crop diseases, and answers to specific questions raised by farmers .Additionally, the attributes of the program included the ability of the listeners to do the following:

1. Correctly apply the technical information received
2. Correctly identify and describe some of the common crop and animal diseases and pests
3. Effectively advise other farmers on good farming practices

These attributes have remained the same since the inception of the RFFs because there was no in-depth study performed to determine whether they should be modified or extended in any way (Sibalwa, 2001).

This research report shows how communication through RFF serves as a link between individuals and agricultural development. The effects of mass communication should be viewed in terms of the role media play in enabling farmers to bring about more satisfying relationship between the farmers and their agricultural development.

1.1 Outline of the Report

This Report is divided into the following seven Chapters.

Chapter 1: Consists of an introduction and the back ground of the study, statement of the problem; purpose of the study, Assumptions of the study, and Research questions

Chapter 2: The back ground of the study; Living conditions in Zambia, and Mass media in Zambia

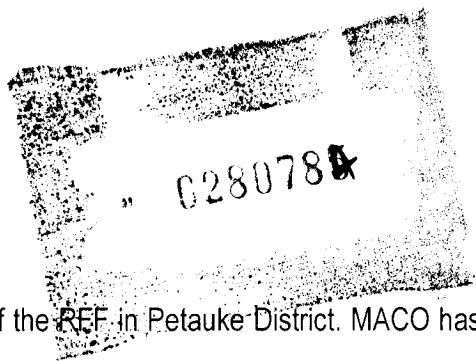
Chapter 3: Consists of the Conceptual frame work and theories

Chapter 4: Contains the Literature Review

Chapter 5: Consists of the Research Methodology and limitation to the study.

Chapter 6: Presents Data presentation and analysis.

Chapter 7: Presents Recommendations conclusions and of the study.



1.2 Back Ground of the Study

This Report brings in a sharp focus into the operations of the RFF in Petauke District. MACO has put a lot of effort to introduce means and ways to develop the agricultural sector through information dissemination in various ways; this is through the establishment of radio listening groups.

There have been general concerns that, radio listening groups are becoming weak. There is usually delayed feedback from the listening groups or actually no feedback reaching the program producers. This has reduced and eroded participative communication contribution from the community leading to an imbalance of the objective of listening group learning from the National broadcasts.

1.4. Statement of the Problem

Since the mid 80's RFF approach has weakened, mainly because of economical, political and social conditions. Farmers have not been able to afford to replace the broken radios; this is because of high poverty levels perpetuated by the declining economic status of the country. The third Republic adopted liberalized market economy policies, which led to the government withdrawing subsidies and the RFF were negatively affected.

It is more difficult for district information officers to visit the groups as frequently as before. This is because many farm forums are no longer active and have suspended meeting for discussions, thus the falling apart of many listening groups. The RFF programs from time to time also have not been aired because of lack or delayed feedback of materials from the provinces (Jere, Oct -Nov 2000).

With the weakening and falling apart of RFF, the whole idea of participatory development is defeated. The groups are failing to engage themselves in identifying projects of social transformation in collective building of a participative society. There is need to enforce participatory communication. It is more than just a technology or set of methodology. Participatory communication comprises a collective "word "for naming people's realities; it supports the creation of local group participating in a process of solidarity, identity and active production of cultural meaning rather than individuality (Freire 1970)

The mass media operating by themselves cannot be reasonably effective in directly making an impact on development: information, taste, images, does not have decisive influence on the development of skills, action and attitude unless reinforced by communal agencies to promote participatory communication.

It is very evident that despite, weakening and failing apart of some listening groups farmers still listen and benefit from the RFF program. Actually there is increased individual listenership because a good number of farmers listen to the program independently.

Farmers need updated advices that enable them to use their land, labor and capital in a better way. Radio broadcasting is a prerequisite to encourage farmers rapidly to adopt new technology and efficient practices based on continuous advancing research through the RFF program.

Although RFF programs have been aired since 1967, the impacts of the RFF on Agriculture development are not known. This prompted the researcher to engage in the study to establish the unknown impacts – A case study of National RFF program in Petauke District.

1.5 Purpose of the Study

This study, investigated the impact of the RFF on Agricultural development among the rural and remote farming communities.

In the late 1970s, Inglihart (1970) made the observation that society can experience change in values. According to his theory, the values of generations differ accordingly. The change in values may be caused by orientation. In this respect the researcher feels that, the generation of the rural and urban farmers who lived at the time the RFF were introduced did not experience very high levels of urbanization and education.

The present generation of farmers is experiencing high levels of urbanization and education which has since changed the values of this section of society. In this vain it is important to identify the attributes of the impact of this change by conducting a study that will help find out the impact of RFFs and explore the unexplored areas of social life of the rural remote farming community to find ways and means of reinforcing the idea of collective action in development.

1.6. Objectives of the Study.

In this research project, the researcher hopes to achieve the following objectives:

- Determine the extension officers' knowledge about the objectives of the RFF programs.
- Determine the attitudes of RFF towards group listening for collective action in development.
- Identify the impact of the farm forums programmes on participatory communication in mitigating poverty to enhance sustainable development participatory.
- Identify an alternative method to reinforce the communication listening and discussion groups to compliment with the existing structures of communication.
- Analyze and ascertain the level of participation and identify existing opportunities and challenges for technology adoption and adaptation
- Make an analysis and recommendations on how the existing RFF can contribute to increased uptake of the information.

1.7. Assumptions of the Study.

The study assumes that, the farmers do not understand the objectives of the RFF approach and that the attitude of farmers towards farm forums is negative. It further assumes that the impacts of farm forums on participatory communication to enhance sustainable development are not known, and that, there is need to identify an alternative method to reinforce the discussion and listening groups to complement the existing Farm forums.

1.8 Research Questions

The following Research questions were based on the objectives of the study.

1. How does the RFF program on ZNBC integrate local initiative expertise, flexibility, adaptability and feedback to the process of meeting local needs to maintain constant feedback and initiating social change?
2. What are the effects of the RFF on collective action for development?
3. Do extension officers fully understand the objectives and operations of RFF?
4. Are there any significant community sustainable developmental projects that farm forums practice to generate income in the effort to sustain the forums?

5. What are the radio listening group's attitudes towards participating in group's discussion?
6. How does the MACO encourage genuine dialogue and participation in creation of agricultural development plans?

CHAPTER TWO

LOCATION OF STUDY AREA

2.0. Eastern Province

2.1. Location and Size



Figure 1: Map of Eastern Province

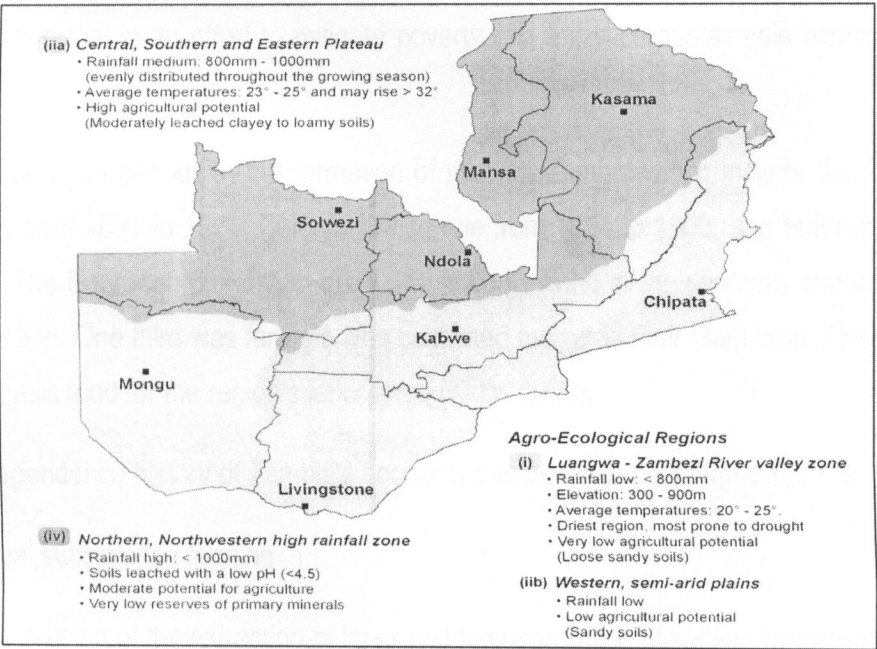
Eastern Province of Zambia is located between longitude 30 degrees east and 33 degree east and latitude 10 degrees south and 15 degrees south. The province lies between two international boundaries of Malawi and Mozambique in the south. The province covers an area of about 6900 square Kilometers and is served by the great east road which connects Zambia and Malawi. The presence of river source makes the Eastern Province contributory water shed mainly for Luangwa River which drains south wards into the Zambezi River (MAFF1995).

2.2 Climatic Conditions of Eastern Province

Zambia has a tropical climate which is modified by altitude, and latitude. The country is divided into three main agro - ecological regions which are defined on basis of climatic characteristics of which rain fall is the dominant factor. Eastern Province lies in region two.

The elevation in Eastern Province is between 900 to 1300 meters above sea level. Rainfall is between 800 and 1000mm and the length of the growing season at 70% probability ranges from 100 to 140 days. The Rain season in Petauke starts at the end of November and ends at the beginning of April. The district have a shorter growing season of about 125 days compared to the 135 days- 140 days in the eastern plateau-central systems. The natural vegetation of the province is predominately miombo and some munga woodlands. Dominance by grass species is an outstanding feature of the dambos . (ARPT-EP, 1993)

Map 2: Agro-Ecological Map of Zambia



2.3 Demography

The major ethnic groups in Eastern Province are Ngoni, Chewa, Senga, Nsenga, Tumbuka and Kunda. The Nsenga are found in Petauke district where the survey was conducted. According to CSO (November 2009). There are 235,879 people living in Petauke District. About 20% of the province's population lives in the valley area (ARPT-EP, 1993).

The extent to which rural people in Petauke depend on agriculture and non-agricultural employment to supplement their incomes varies considerably with the opportunity to earn cash income from farming (Halcrow, 1991).

2.4 Economic Agricultural Background of Zambia

Understanding the economic stagnation and decline in Zambia's economy helps the researcher give the reader the foundational background or environment of the decisions surrounding the introduction of RFF as a communication tool in an effort to mitigate poverty and enhance sustainable economic development in agriculture.

There are three main periods in the formation of modern Zambia which include the following: the mining company rule from 1891 to 1924, Colonial Office rule from 1924 to 1953; and federation from 1953 to the end of 1963. The European population grew, the majority living in the southern and central districts, close to the railway line. One third was farmers who cultivated maize as their main crop. These became the main providers of basic food for the region's labor force (Kelly, 1990).

The pre- independence history of Zambia's economy can be divided into three phases:

- (1) Pre colonial subsistence farming
- (2) The consolidation of the extraction of labor and the penetration of settlers farming and
- (3) The establishment of copper mining industry.

The first phase was marked by stagnation the second by steadily dislocation of African agriculture and traditional social structures and third by the rapid reorganization of the whole economy which created one of the most distorted economies in Africa (Kelly 1999).

In 1947 a Peasant Farming Scheme had begun in Eastern Province and in 1952 improved farming was begun. The scheme contributed to increased control over agricultural resources by a minority whites. The white farmers introduced new seed varieties and new methods of farming. This was done in order to promote food security for the white settlers (Halcrow 1961).

After independence in 1964, the Zambian heritage of imbalance and contrast were marked in the field of human development, racial disparities, urban and rural disparities in standards of living in the development of economic and political fields, delayed by lack of educational development.

The inevitable difficulties which beset the country through economic and social change were compounded by weaknesses which stunted the capacity to adopt changes in terms of high level man power to take up position of influence to drive the economy in order to meet the needs of the people.

Zambia like many African countries, suffered from economic stagnation and decline emanating from a development paradigm that gave the state a prominent role in production and negotiating economic activities. At that time Zambia was struggling to establish a new government structure in place and became over extended, particularly relative to weak institution capacity as it tried to build national unity and deliver on the promise of independence.

Industrialization became a key to rapid growth because of declining prices for primary commodities and because of the benefits of reducing reliance on imported manufactured goods. Agriculture, rather than being stocked as the engine of growth, was heavily taxed to provide the resource to build a modern industrial sector (Kelly, 1999).

Kelly further affirms that, Zambia began entering into economic reform agreements with the IMF as far back as the mid 1970s. More formal Structural Adjustment Program (SAP) efforts were under taken in the mid 1980s, but were not fully implemented by the UNIP government. Since the 1991 transition to the MMD government, Zambia was fully into SAP, and by the end of 1995 had signed agreements called an Enhanced Structural Adjustment Facility, involving additional responsibilities.

The agriculture sector suffered great shocks during the implementation of SAP. Despite abundant natural resource of good land and water, Zambia's agricultural potential has been very poorly developed, with only 14 percent of the available arable area presently cultivated and minimal irrigation developed. Of the

approximately 700,000 farmers, 75 percent are emerging' farmers producing marketable surpluses; and 8 percent are large commercial farmers who accounted for about sixty percent of the marketed output (Kelly 1999).

SAP meant a quick withdraw of the government from its heavy intervention in every aspect of agricultural activities such as; subsidizing of input of seeds and fertilizers, supplying credit, providing facilities for marketing and storage and cooperatives. Pre- mature market liberalization, credit squeezes, exorbitant interests rates from around 60 percent to a peak of 148 percent and payments in promissory notes at critical moment when cash was needed harassed farmers. Large and small scale farmers lost both productivity capacity and business (ibid).

The Second Poverty Reduction Strategy Paper Implementation Progress Report of 2003-2004 contended that, agriculture is one of priority activities under the theme "towards an agenda for sustainable development in Zambia". The proposed main areas of support were the input pack support program, out - grower scheme, land and infrastructure development, technology development, agriculture extension and maize marketing in support of small scale farmers' expansion and diversification of production by small farmers through market based incentives and alleviation of critical constraints. Indeed, stimulating production in the rural sector and raising rural incomes to widen Zambia's economic base.

Following this back ground, there is need for extensive education of the farming community to help them address the problems they face through the media. RFFs have been used to facilitate communication to the masses to disseminate agricultural innovations. The role of mass media is to help accomplish the transition to new practices. RFF can accelerate the process of development by making people aware of their needs and opportunities for meeting them. This would facilitate the decision making process and help put new practices smoothly and swiftly into effect.

The media has potential to focus attention, to raise aspirations and create a climate for development, confer status, to force social norm and affect high held attitudes. The media also are central to development and hold the power to account – this will only happen when the media are diverse, dynamic and free, working in a supportive regulatory environment.

2.5 Living Conditions.

According to the Central Statistics Office (2005, P.111), poverty levels in Zambia have been based on the Food -Energy intake approaches. Poverty line presents the minimum levels of basic needs, below which a decent material life style is not possible. The method attempts to establish monetary value at which needs are met.

Poverty is a serious problem in Zambia. Once a middle-income country, Zambia began to slide into poverty in the 1970s when copper prices declined on world markets. Nowadays, over 70% of Zambians live in poverty. Per capita annual incomes currently is at about one-half of levels at independence (US\$430), placing the country among the world's poorest nations (Kelly 1999).

In 2005, Zambia was rated 166th out of 177 countries rated on the Human Development Index with a Human Development Index value of 0.394. Low government expenditure on rural development resulted in the deterioration of primary schools and rural health centers to a deplorable state. The capacity of existing educational and health centers are not in tandem with the 2.3% annual population growth (2000 Census of Population and Housing, CSO (November, 2003)). Only 33.4% of the total population has access to clean and safe water, and within 15 minutes' walk.

Deteriorating socio-economic conditions of the people in the country over the years necessitated the government to put together a Poverty Reduction Strategy Paper (PRSP) in 2002.

According to the second Implementation Progress Report for July 2003 and December 2004, Ministry of Finance & National Planning (December, 2004), the current PRSP is focusing on agriculture mainly through the Input Support Program for the purchase of fertilizers, and seeds, as well as maize marketing for small scale farmers where a total of K79.6billion was spent in 2004. This program has continued up to date, and the targets are small scale farmers.

Agriculture the main occupation for the rural population has largely concentrated on subsistence monocropping of maize. Mono - culture is done at the expense of crop diversification, irrigation, out-grower schemes and livestock development. This culture has rendered a dependence syndrome on the fertilizer Support program for those few privileged farmers and has widened the gap between the perpetual beneficiaries and the non beneficiaries (MACO 2005).

Agriculture in Zambia has good potential for development, but only 20-40 percent of the fertile land is being cultivated, largely due to lack of infrastructure in rural areas of the country. Agriculture accounts for only 20 percent of Zambia's GDP, but employs about 75 percent of the workforce. Small-scale subsistence farmers do most of the farming, although large commercial farms are gradually appearing, often financed by private investors (Kelly 1999).

2.6 Mass Media in Zambia

The mass media communication comprises the institutions and techniques by which specialized groups employ technological devices (press, radio, films etc) to disseminate symbolic content to large heterogeneous and widely spread audiences. Mass media seeks an objective understanding of the consequences of communication and persuasion of human society.

Press, media came into existence during colonial period around the 1950s when African nationalists started agitating for change. The federal government controlled the radio and television outlets, which were used to disseminate information.

According to Kasoma (2002), all forms of media are shaped by the environment that surrounds it, such as economic, political, and social conditions. Media is able to shape things too. During the British Government, Northern Rhodesia undertook certain measures to promote agricultural production, to feed the workforce in urban areas, particularly on the mines on the Copper belt. Most of these measures, which included dissemination of important technical information, were targeted at the European settlers. The earliest newspaper was meant for the small white community. The federal government controlled radio and television outlets, which were used as propaganda of its viewers.

Development communication emerged as a field of mass communication during the post-world war II when the countries of Asia, Africa and Latin America were asserting their right to independence, self-reliance, and nonalignment. At this time, these countries were in a hurry to find solutions to the most urgent needs of their people- the eradication of poverty, illiteracy, and unemployment (Kasoma 2002).

Zambia was not unexceptional at independence. She inherited the imbalances from the colonial rule and there was a dire need to reposition the political, economic and social status of the country. Zambia National

Broadcasting Services (ZNBC) came into being as a single channel television and radio outlet, which were modeled after the British Broadcasting Corporation.

It became a state run institution and, the media had found its place first close to the state and the role of the media became collaborative for serving the state and other power institutions and monitoring on the government programs. The media depicted the characteristics of the authoritarian and a bit of libertarian model principles and run three radio stations.

With the coming of democracy in 1994, MMD took over from UNIP, there was a transition in the policies and privatization was encouraged. The media became capital driven hence, the introduction of private broadcasting stations that include Muvi Television, Mobi Television and Community radio stations such as Radio Phoenix, Yatsani Radio, Christian voice, and UNZA radio.

Eastern Province has Petauke Explorer; Chikaya, Radio Maria, Breeze FM, Pasme community radio. Copper belt province has Icengelo and Oblate. Liselil is in Mongu. Yangeni and Mano community radio stations are in Luapula. Maranatha is in Central Province and Sky; Namwiinga, Chikuni in Southern Province.

CHAPTER THREE

CONCEPTUAL AND THEORETICAL FRAMEWORK

3.0 Introduction

This chapter presents the concepts and theories that are related to this study. The concept and theories *explains how they have been used or interpreted. The concepts are a foundation, guide and an extensive* description of the conceptual and theoretical framework upon which the operations of community radio could be firmly anchored.

3.1 Participation

Participation is sharing in an activity or process that was traditionally organized and implementation in hierarchical or exclusive way. It is partnership, power delegation and empowering people define their world. White et al (1994) defines participation as the involvement of people in all stages of a communication project, interpersonal, mass media based, or traditional media based. It's emphasis is on communication that is planned, developed, organized, and implemented with outside help and in which the beneficiaries are not merely receivers.

In this study, participation was used to gauge the extent to which the RFF program has given the farm forums opportunities to identify their needs for meeting them and to the extent that the program has created a climate for development, in partnership and control of the learning content.

3.2 Empowerment

The researcher defines empowerment as a process through which people in culturally or socially disadvantaged position increase their awareness of participation in their communities in order to reach a level of control over their own environment.

In this study the concept of empowerment was used to measure the role which the RFF play in increasing awareness of participation of farm forums in the program in order reach a level of control over their own environment after applying the messages in real life.

3.3. Development

Rogers (1960) defines development as a type of social change in which new ideas are introduced into a social system in order to produce higher per capital income and level of living through more modern production methods and improve social organization.

The researcher defines development as a process of up lifting people's living standards to a level of sustainability and to live effectively and efficiently within their environment. In this study development is a measure of the social economic change that has taken place among the rural farmers after receiving and adopting messages on RFF programs running on ZNBC.

3.4 Poverty

Poverty is a condition in which individuals are considered poor when the resources they command are insufficient. The poor are unable to consume sufficient goods and services and achieve reasonable necessities required for human survival and welfare (Mwanawasa 2006).This study used the concept of poverty as a measure to the extent that the RFF have enabled people to consume sufficient goods and services to achieve a reasonable minimum human survival and welfare in rural Zambia.

3.5 Communication

The researcher defines communication as the process of encoding and decoding a message in order to be heard and understood, it is the management of message to create meaning to inspire action. Chali (2004) defined communication as a process of exchanging information between a sender and a receiver using verbal, non verbal symbols or any combination of these such that information shared is completely understood by two parties as intended.

In this study communication was used to gauge the extent that the RFFs have managed messages to create meaning to the development of agricultural cultural practices to improve productivity and enhance sustainable development. It further shows how communication serves as a link between individuals and their environment and the role it plays in enabling people to bring more satisfying relationship between themselves and their environments.

3.6 Participatory Communication

According to Brecht (1979) participatory communication is a political activity based on changed power equation by which a scarce societal resource of the means of communication and power is handled over to the people themselves so that that their voices can be heard. Communication process involves the people in addressing their needs based on realistic and pragmatic understanding of the potentials and limitations and allows people to become the subject of their own development and not simply objects of technology or process.

In this study, participatory communication measures the limit to which the farm forums are self-expressing, with an authentic voice to the extent that the media acts as a tool for diagnosis of ill agricultural cultural practices that needs a learning experience in increasing productivity. The concepts show the levels that the farm forums are taking share in the learning process.

3.7 Communication for Development

Brecht (1979) defined communication for development as a process which builds consensus and facilitates sharing of knowledge to achieve positive change in development projects .The building of consensus and the facilitation of sharing of knowledge are achieved through the use of appropriate technologies, addressing the role of technology, tradition and interpersonal communication. Communication for development in this study is used to gauge whether or not the RFF is acting as platform that is providing opportunities to farm forums to build consensus and facilitate positive change.

3.8 Sustainable Development

The researcher defines Sustainable development is a type of development that is manageable, irreversible and interdependent and ensures that the needs and aspirations of the current generation shouldn't disadvantage the ability of future generations to meet their needs. Sustainable development is concerned in preserving the natural environment and making sure the natural resources are not depleted.

Sustainable development concept was used to measure the extent that the RFF has managed the farm forum to instill and ensure that the attitudes of people have changed and they are able sustain RFF to a level whereby they meet their needs in the future generation.

3.9 Theories Applicable to the Study

3.1.0 Agenda Setting Theory.

The theory claims that, there is a relationship between the way the mass media treats an issue or event and the opinion that mass audience develops about this issue or event. Therefore if the news media attached particular significance to an event, then the public believes that the event is important.

The theory was developed by Professor Maxwell Mc Comb and Donald Shaw in their 1968 study .The study argues that, mass media set the agenda for public opinion by highlighting certain issues. Studying the way political campaigns were covered in the media, Shaw and Mc Combs found out that, the main effect of news media was agenda setting that is telling people not what to think, but what to think about. This theory explains the correlation between rates at which media cover a story and the extent to which people think that this story is important (Steinberg, 1999).

3.1.1 Diffusion of Innovation Theory.

The origins of this theory were in Ilowa, USA, where Ryan and Gross in 1943 conducted studies of agricultural innovation among farmers .Rogers however synthesized the field and diffused the process. The model identified four crucial elements in the diffusion process (a) the innovation, (b) its communication from one individual to another (c) a social system (d) over time (Rogers 1962, p. 12).

Diffusion of innovation theory explains the adoption process through which an individual passes through from first hearing to the final adoption. The diffusion of innovation theory teaches us that knowledge acquisition, risk evaluation, value acceptance, social/economic/political constraints, adoption to specific situation, time, money and expertise of change agent all influence the adoption of new ideas: like agriculture. Understanding relationship among culture, values, existing practices, and political/social/economic relations is a necessary element of the diffusion of new ideas (Rodgers 1962).

CHAPTER FOUR

LITERATURE REVIEW

4.0 Introduction

This chapter will highlight the works which different researchers have done. It includes relevance of their works to this study.

The early history of communication in extension was influenced by the emergence of the social scientific inquiry, the diffusion of innovations. Diffusion theory fitted well with the refocusing of development priorities on rural sector of the third world economies with underlying precepts of modernization theory. Modernization is the process by which individuals change from a traditional way of life to a more complex, technologically advanced, and rapidly changing style of life (White et al 1996).

The basic idea of modernization was diffusion of modernizing techniques and technologies from industrialized to developing countries. One means of effecting transfer was through a system of extension personnel operating at interpersonal level in a given social system. To this interpersonal approach, Schramm (1963, p. 38) added the notion that a modernizing of society requires mass media.

Schramm (1964) expanded on this notion, asserting that the mass media were essential for creating a climate for development intended to prepare populaces for the radical changes. The media were to become technological tools in educating people about imperatives of modernization. Radio in particular, with its capacity to penetrate the remotest of rural areas, became the tool of choice of a faction of development communication (White et al 1996).

4.1 Origin of RFF

RFF is a borrowed concept from Canada, which was recommended by UNSECO to Zambia (UNESCO, 1967). In Canada, RFF 1941 - 1965 was a national rural listening discussion group's project which was initially sponsored by the Canadian Association for Adult Education, the Canadian federation of agriculture. In Canada, the national RFF brought together groups of neighbors across rural Canada. Up to 27,000 persons met to listen to a weekly half hour program on a single farm issue. RFF were using broadcast printed back ground materials and pretested questionnaires as aids to discussion of social and economic problems (Shugy, 1954).

RFF provided an anti dote to the hard times of the 1930s economic depression and helped restore rural confidence, often leading to positive group action in the community. Farm forum innovations included a regional report - feedback system whereby group conclusions were collectively, centrally and broadcasted regularly across Canada. The regional reports were sent to appropriate government wings such as cooperatives, new forums and folk schools. Farm and community leaders said that these discussions provided useful training (ibid).

In 1952 UNESCO Commissioned a research, its report was published in 1954 and consequently India, Ghana and France begun using Canadian farm forum models in their programs. The Zambian RFF is a replica of the Canadian RFF. According to National Commission for Development Planning (1979) RFF became a means of improving communication by the MACO since inception.

The motivating factor for strengthening this communication link is to provide effective dissemination of agricultural information to a large, amorphous and widely dispersed population of rural farmers and increase agriculture productivity and there by create a form of sustainable economic development base for Zambians country wide.

Sibalwa (2000) argues that, agricultural development has been given high priority in successive national development plans, whose policy objectives include the following:

- Stimulating production in the rural sector and raising rural incomes to widen Zambia's economic base.
- Achieve self-reliance and self-sufficiency in staple foods, both nationally and regionally as well as to provide raw materials for the agro-industries.
- Stimulate and increase production for exports.
- Increase the contribution of the rural sector to GDP and to promote diversification of the rural economy.
- Improve rural standards of living and nutritional status and to create a self-reliant and progressive rural society.
- Create new employment and income opportunities in rural areas in order to reduce rural-urban migration and to improve infrastructural services related to increased productivity.

4.2. Information Diffusion Strategies.

MACO, adequately carry out the task of informing, educating/training and communicating appropriate, timely and accurate agricultural information—*vis-à-vis* the farming sector and its stakeholders. NAIS uses both electronic and print media strategies, which include the use of radio, television, magazines, newspaper and journals and audio-visual teaching aids to disseminate information to the farming community and other actors in the agricultural sector.

4.3. Methodology.

The NAIS department uses three-fold Information of electronic communication strategy that includes agricultural publications, press and public relations, and electronic media. These tools provide an integrated communications approach, *vis-à-vis* the different spheres of agriculture, in order to raise awareness of the various approved methodologies or approaches as part of the integration of its messages into the extension package throughout the country (MACO 2009).

Publications, Broadcasting (radio and television), and Press and Public Relations form an integrated communications management approach that is key to communicating these approved methodologies and/or policies to farmers in Zambia.

4.4. RFF Broadcast Organization in Zambia

The RFF is broadcast on ZNBC in English, Tonga, Lozi, Bemba, Lunda, Nyanja, Luvala and Kaonde. The material for the radio program is gathered from the provinces, and each province covers its own local problems and regional activities. At national level, there are at least three categories of production; one responsible for print media, one for video production and another for radio production. There is one NAIS officer in each district, gathering and producing material for all types of media. In this way the NAIS organization is parallel to the extension service it is supposed to support.

The radio programs were introduced when illiteracy was still high. The idea was that farmers should organize themselves in listening groups. These groups listen to the programs, discuss and act on the topic. At the start, many of these groups got radios for free, and they were often provided with batteries from their district staff who visited them regularly (Jere, 2000).

4.5 Listening Groups

The main target groups for the RFF are the (subsistence) rural and remote farming communities that are widely dispersed across Zambia. These groups are arranged in small groups of fifteen members who know and are aware of each other. Members of a RFF share common values and have a structural relationship maintaining stability over a period of time in which to achieve learning experience for a purpose of advancing an interest or opinion to attain economic empowerment (MACO 2000).

MACO develops the materials for the RFF programs, but it is the responsibility of the radio listening groups to gather in the afternoons to listen to the programs. They are in charge of determining how meetings are run, how discussions are conducted, responsible for communicating their discussions, concerns, and questions back to the MACO and actually putting what they have learnt into practice (Jere 200).

Member's involvement is integral in the effectiveness of the program. Although feedback from the farmers to the MACO is often delayed and sometimes lost, when it does go through it provides a means for the farmers to address the concerns of their own communities and in general the general framework of the programs allows for large-scale dissemination of ideas and best practices to farmers in all regions of Zambia. Each radio listening group can further disseminate the knowledge they have gained to other members of their communities thereby increasing the potential impact of the program (Erickson, 2001).

4.6 Capacity Building

The essential problem in development is the changing of people's minds and it is necessary to communicate on societal problems in order to educate people and give them the knowledge they need to develop themselves and their environment (Benor et al 1984).

MACO and the complementally task of the Ministry of Community Development and Social Services, helps illiterate communities to be taught through Non formal Education and provides them with the knowledge to narrow down the gap between the elites and the illiterate, peasant or subsistence farmers and build valuable tools they can use to improve the quality of their own lives and a strong economic base (Erickson, 2001).

Communication is centrally important in modernizing traditional communities therefore, economic development require attitudinal change. Communication is aimed at developing development of strategies that involve emphasis on self reliance and improve the ability to make decisions and plans, the design of the projects that must answer local initiative and expertise, flexibility, adaptability and feedback are critical to the process of meeting local needs, it is important to maintain constant feedback and initiating change (Feire, 1984).

4.7 Technology Transfer

Technology transfer refers to the movement of materials, knowledge, and skills from developed to developed countries. It has two primary components: the technology itself, the knowledge and skills provided through assistance to utilize the technology. Design transfer is concerned with the adaptation and replication of technologies – often within new ecological and cultural conditions for which they may not have been originally designed.

The second component includes design transfer and capacity transfer. This involves training people to use the new technologies and adapt them to fit circumstances (Liton 1936,p.324)

Technology can be coincidental factor or part of a systematic process. Technology or scientific innovations are a driving force of modern growth. Technology is an overwhelming force which can gradually create new developments. The radios have been used as a technology transfer medium (Chirot 1994).

Sadanandan, Whites (1994), argued that, one of the most pressing problems of agricultural and rural development is rejection of technological and ideological innovation, by the target group. There is abundant evidence that, adoption of new practices of innovation is often abandoned because it is inappropriate and incompatible with the social culture context. This imply that, there is no participation of the people in the decision process throughout the developmental efforts.

4.8 Factors Weakening the RFF:

Factors of human consciousness are related to the process of change that may inhibit development process. Community organizations can only occur through changes in values and structure. Inertia attributes are also a contributing factor to delaying development process (White et al 1994).

Carl Hovland (1953) a social scientist continued casting doubts on the great power of media in influencing people to change. His research on propaganda during the war and how people respond to persuasive messages reveals that people defend themselves against persuasive message in three ways: "selective exposure, selective perception and selective retention". By this he meant that people availed themselves selectively. If for example, items on the program appealed to their beliefs, ideas and values, then they availed themselves to the message.

Equally, if their perception of issues and events did not appeal to their beliefs, attitudes, values and needs in life, then they closed themselves up. This meant that people were not passive and readily absorbing mass media message. Hence, mass media had minimal effect on people. If mass media had little to do with their lives, they closed themselves, they did not corporate. This could be true with the implementation of the RFF programs in Zambia.

The screening aspect depends on many factors such as reach of media, accessibility, cultural acceptance, taboos as well as dependence. Dependence is characterized by a gradual realization of the existing of community problems, a feeling that only people with money and authority can solve community problem, belief that common people are not motivated to initiate activities, and by regarding workers as dispensers of material goods (White e tal 1996).

Erickson (2001) further argued that, rural farmers in Zambia are so dependent on the supplies, from the government. Many groups are not innovative, much that it is difficult for groups to provide the material needs of the group and this weakens the farm forums.

Apathy is basically characterized by non involvement in community programs, self interest and privatization, accepting one's situation as God's will and a general feeling of helplessness. This is depicted in traditional society were the levels of exposure and orientation to media are very low or do not exist (Rogers 1960).

Generally, the mass media employs technological means to communicate to the masses; they are founded on the idea of mass production and distribution. The limitation of mass media is lack of feedback from the audiences. Communication would be more realistically represented as a reciprocal process, with each party taking turns as source and receiver (Berlo, 1960).

The primary technical challenges of the RFF program include the unavailability of radio batteries and the difficulty of getting malfunctioning radios repaired and poor radio reception. This means that at the time when farmers face such challenges, there is communication break down and there is no feedback from either the producer or the target group. This weakens the RFFs (Erickson 2001).

The radio reception is so poor in some parts of Zambia that farmers in those areas need to tune their radios to frequencies of neighboring countries. As a result, they miss agricultural information that is geared towards their specific area. The consequences of technological failure or intervention of communication are themselves impeding speed of development. This discourages the RFF to continue operating effectively (Erickson 2001).

Other than technical challenges, there are also structural problems founded in the professional structures. This is in regards to social change agent's competence. The role of a change agent is promoting the diffusion of an innovation. A change agent is a professional person who attempts to influence adoption decisions in a direction that he feels is desirable and professional (Rogers 1971).

Erickson (2001) argued that in Zambia, there has been very little training or orientation in media and broadcast that has been given to the camp extension officers who are supposed to influence adoption decisions; and monitor the activities of the farmers, to motivate them or to help them technically. The carrier of new ideas and procedures from one culture to another must have special skills in the germination, nourishment, and development of innovations. Without proper training, there is a danger of failure in the diffusion process (Rogers 1960).

Every social system may face problems which impede diffusion of innovations. Rogers and Shoemaker (1962) argued that some peasant farmers were mostly laggards; change resistant, over conformers to traditions, their attention is rear-ward. David McLelland, e tal. (1970). further alluded that some farmers have mutual distrust in interpersonal relationship, perceived limited good, dependence on hostility towards government authorities, familism, lack of innovativeness, fatalism, limited aspiration, lack of deferred gratification, limited view of the world and low empathy. These entire elements contribute to limited diffusion rates.

Rogers (1960) indentified characteristics of non adopters and adopters of innovations. Adopters were generally literate and educated to some degree; they have considerable more contact with change agents and are exposed to modernizing influence as the mass media. Adopters demonstrate knowledge and skills associated with given innovations. Non adopters are mostly illiterates, lack contact with change agents. When dealing with illiterates it is difficult to diffuse and execute campaigns to produce the desired results.

In relation to Rogers' argument, Erickson (2001) observed that in Zambia, printed materials that were provided as part of the RFF were often useless in remote parts of the country in which peasant farmers were illiterate and could not read. This frustrates the efforts of the ministry because training aids are irrelevant to compliment the desire to produce expected results of RFF program.

In 1990's multi-party democracy was reintroduced in Zambia, state-oriented pricing and subsidies were abolished. As a result, the Zambian National Broadcasting Corporation increased the cost of transmitting the RFF radio programs, which in turn decreased the number of RFF radio programs that were aired. Among the 1000 RFF only a quarter is active while facing a lot of setbacks (Ericsson, 2001).

With the liberalized economy, there are many community radio stations that have come on board and these are based at the grass roots. Community radio stations address the real needs of people with a quick feedback. This has posed competition with ZNBC because farmers have now an option to make against the national broadcasting station. Therefore farmers miss out on the RFF (Ngangula, 1990).

4.9. RFF and Sustainable Development:

Sustainable development is concerned not to destroy the environment and to be sure that limited natural resources are not depleted. Improving the quality of life for rural as well as urban people has been given higher priority than previously. Dag Hammarskjöld (1970) argued that Sustainable development should be seen as more than industrial development, because it is a process involving the whole person, the self, the spirit, and the society, referring to it as 'Another Development'.

Mass media (the radio) has the potential to widen horizons, to focus attention to raise aspirations and create a climate in which new ideas are introduced in a social system, in order to produce higher per capital incomes and levels of living through more modern production method and organization in a development process (Kasoma 2001)

If people are given the opportunity to acquiring the appropriate RFF knowledge necessary to develop their own strategies, they can achieve or gain the ability to determine the course of their own lives. The sense of self confidence they develop is in itself empowering and hence RFF sustainable development can occur.

4.1.0 Conclusion

Radio farm program is a very important program which needs to continue running in order to enhance the development among the rural farmers. RFFs are faced with a lot of shortcomings which have impacted the functioning of the program negatively. The problems existing in program are both communication and structural driven which need corrective treatment.

CHAPTER 5

METHODOLOGY

5. 0. Introduction

In this chapter, the researcher describes in detail the research methods of the study and the procedures of how each of the research method was used. The methods were used as a tool in answering the research questions which were based on the objectives of the study. The chapter ends with a brief statement of the research limitations.

5.1 Research Design

In order to obtain a balanced result in the collection of data, the researcher used the triangulation approach to have a comprehensive study that is able to compliment weaknesses of both quantitative and qualitative methods of data collection.

5.2. Population

The population consists of all 125 active RFF groups, and program managers coordinating the activity. The sampling frame of the study was spread across to areas only where there are active farm forums – i.e., those that have existed for the past one year and above. This was done in order to portray a true picture of what is happening

5.3 Sampling Procedure

This study employed multi-stage sampling. The population was sub divided into hierarchical levels, which were selected through the process of purposive selection in order to narrowing down to a district sample in a logical manner. The researcher sub-divided the population in the district into blocks, camps and listening group units.

The process started by sampling the population which was general then the final one. At each stage random and purposeful sampling was done. Eastern Province's Petauke district was chosen because this is where there are leading active RFF, in the respective province.

5.4 Sample Size

There are six agricultural blocks in the district which include Chinika, Kapoche, Musanzala, Kaumbwe, Ungolwe and Nyika but only 3 Agricultural blocks were randomly included in the sample. These blocks include Chinika, Musanzala and Nyika.

There are 44 agricultural camps in the six blocks of which the sample of 56 RFFs were drawn from. Two radio listening groups from the 56 RFF were purposively selected for focus group discussion basing on their outstanding and successful organization of the RFFs. This included Chipatila and Chibolela RFF savings and credit cooperatives union.

The following were also selected.

- 100 farmers were randomly selected for a quantitative survey
- 1 district agricultural information officer - purposively selected as key informer
- 29 camp extension officers were purposively selected
- 1 program producer – purposively selected as key informer
- 1 program coordinator – purposively selected as a key informer

5.5. Data Collecting Methods

The study reviewed published data from other studies with related situation that are similar to the study on RFFs. Most Literature was collected from books and the internet, as well from a baseline survey conducted to collect primary data.

5.6. In-depth Interviews:

These interviews were based on interpersonal communication, where there was face to face interaction in which information was extracted in details and the interaction permitted the interviewer to encourage the informant to talk or express themselves about the subject under discussion. In- depth discussion aimed at asking questions and answering critically in a reflective and generative sphere.

The interviews were conducted as follows:

1. The researcher purposively selected the respondent who happened to be the program coordinator and Nyanja program producer, as key informants in the running of the program.
2. The interview was scheduled and conducted within a period of 30-60 minutes.
3. The interview was recorded using a cell phone, while the researcher listened and took notes as the interviews were progressing.

5.7 Focus Group Discussion:

This is a qualitative method of collecting data. In this method, group discussion of about 7–10 members of listening groups were interviewed. An enormous amount of information was gained from the respondents. The focus was on impact of RFF program on the agricultural economic development and the extent to which the community contribute to the production of the program.

1. The focus group discussion allowed about 60– 90 minutes of discussion.
2. The researcher moderated the discussion and also took notes of the proceedings of the meeting.
3. After the discussion the results were analyzed and processed qualitatively

5.8. Quantitative Survey:

This involved 130 structured questionnaires that were administered to respondents in order to establish the impact of the RFF program. The sample was carefully selected from the target population that was defined as RFF listening groups, district agricultural information officer and camp extension officers.

The survey technique allowed the researcher to examine the attitude preferences, perceptions, concern, practices, knowledge, values, and beliefs. The following were the steps taken:

- The population of 54 RFF listening groups from three blocks was listed and a sampling frame was established.
- Different RFF were categorized and named as active and non active RFF and only active listening groups were included in the sample
- Simple random sampling method was used to select the names of the RFF.

- Another random sampling to select the names of the respondents was conducted. The method used to select the name was the systematic random sampling where $K=N/n$ formula was applied (K = interval, N = total population, n = sample size from each RFF).
- To chose the starting point, random sampling was used .The program producer, district agricultural information officer and camp officers were purposely selected

5.9 Data Analysis

The data for listening groups and CEOs / DAIO were collected, arranged and analyzed using the computer software, statistical package for social sciences (SPSS) and Microsoft excel.

5.1.0 Limitations of the Study

It could have been important that, the study covered all the agricultural zones where the RFFs exist in the district in order to capture a comprehensive report. However only a representative sample of the district was captured because the time, financial and physical resources, available for the research were not enough to cover all the RFF listening groups in the district.

The study was restricted because of inadequate transport to meet the demands of the exercise in the district and although the researcher was awarded a scholarship by the department of mass communication, it could not suffice the cost of covering the remotest places of the farming communities because of limited number of running motor bikes at the district office.

At the time when the research was conducted, many farmers had moved out of their homes in search of maize market with FRA. This made work difficult because more time and resources were spent to trace the respondents.

CHAPTER 6

PRESENTATION OF FINDINGS AND ANALYSIS

Quantitative survey - Findings to the Questionnaire for CEOs and DAIOs

6.0. Introduction

This chapter presents and analyses the key findings of the study based on the objectives of the study. The presentation of data is both qualitative and quantitative in nature, percentages and graphs were used in presenting the results.

There were altogether 130 structured questionnaires administered.

30 for CEOs and DAIO,

100 questionnaires were administered to farmers.

2 focus group discussion

These methods provided very important information on the running of RFFs in relation to participatory communication

6.2.1. Sex Ratio

The study revealed that from the sampled population, 30% were female and 70% percent were male. This gives a sex ratio of 3:7

6.2.2. Age Range Structure of the Sample

According to the survey, the majority of the respondents were in the range of 25-34, making up to 48.1 %.

This range was followed by 35- 44 at 30 %. Age range 45- 54 had 22% while age range 15- 24 had 0%

6.2.3. Staff Ranks of the Sample

The survey showed that 96% of the respondents were CEOs and 4% were DAIOs

6.2.4. Educational Levels

The research indicated that all the respondents had attained tertiary education

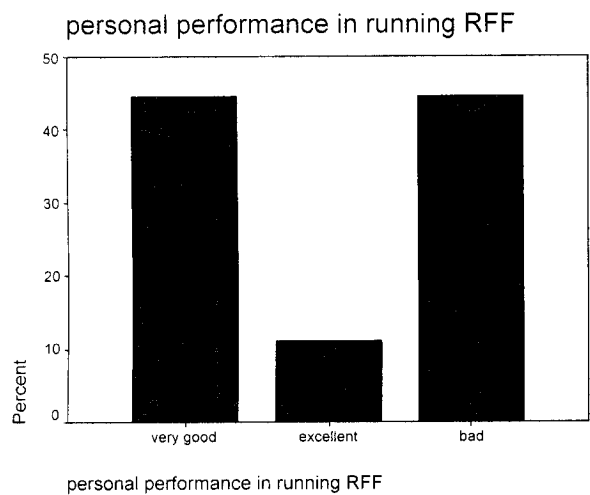
96% were certificate holders while 4% had a diploma and none had a degree

6.2.12. Training in Running RFF Sessions

According to the findings 15% of the respondents said were trained in the running of RFFs sessions and 85% were not trained.

6.2.13. Personal Performance Ratings in Running RFF

Graph 3



When interrogated how the respondents rate their performance in running RFFs in their operation areas; 44 % of the respondents indicated that their performance was bad; on the contrary another 44 % said that their performance was very good and 11 % indicated that their performance was excellent.

Table 1

Been Trained in Running RFF Sessions * Personal Performance in Running RFF Cross- tabulation

Count

		personal performance in running RFF			Total
		very good	excellent	bad	
been trained in running RFF sessions	Yes	3	0	1	4
	No	9	3	11	23
Total		12	3	12	27

When cross examined, 75% of the respondents who acknowledged that they were trained said their performance in running RFF was very good and 25% said that their performance was bad.

There were 23 respondents who said that they were not trained; out of this category

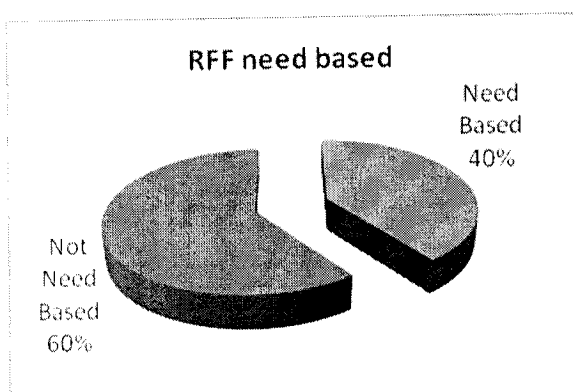
47, 8% said their performance was bad.

39.1% indicated that their performance was very good,

8.7% affirmed that their performance was excellent.

6.2.14. RFF Program Need Based:

Graph 4



The research revealed that 40% of the respondents said that the RFF program aired on ZNBC were based on people's local needs, while 60% were of a view that the program were not.

6.2.15. The Performance of RFF

With regards to the performance of the RFF, the study revealed that

51.9 % heighted that the RFFs were extremely encouraging

18.5% indicated that the performance of RFFs is moderately discouraging

14.8 % said the performance of RFFs is extremely discouraging

7.4% said that the RFFs program was encouraging while another

7.4% affirmed that the performance of the RFFs is discouraging

16.2.16. RFF Effectiveness

- 40.7% in the study cited that the RFFs are extremely effective
- 29.6 % said that the RFF performance is extremely ineffective
- 18.5% indicated that the performance of RFFs is ineffective
- 7.4% said that the performance of the RFFs is moderately ineffective
- 3.7% of the respondent said that RFFs are effective

6.2.17. Sustainability of RFF Performance

- 3.7% of the sample highlighted that RFFs were moderately not sustainable
- 11.1% believes that the RFFs are moderately sustainable and on the contrarily
- 11.1% of the people when asked, acknowledged that RFFS were sustainable
- 18.5 % of the respondents said RFFs were not sustainable
- 55.6% affirmed that RFF are extremely sustainable

6.2.18 RFFs Development Contribution to Agriculture

The pie chart below shows the opinion about the effects of RFF on collective action contribution for development

6.2.5 Religious Back ground

The study showed that 100% of the respondents were Christians and none were Hindus or Muslims.

6.2.6. Marital Status

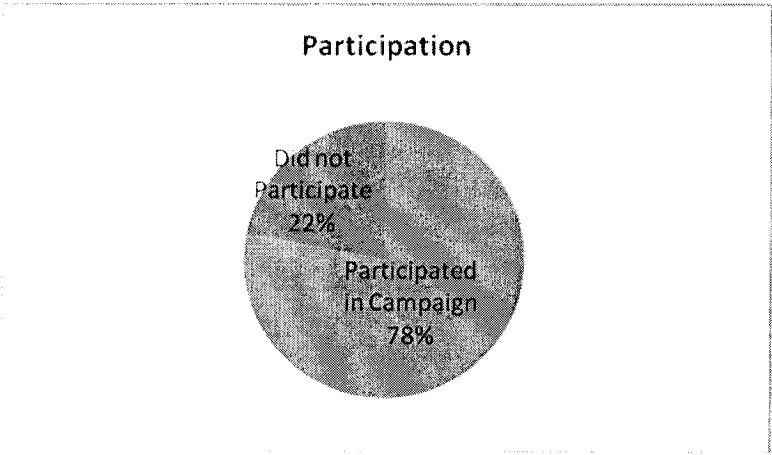
81% of the respondents were married, 7% were single and 11% were widowed/divorced

6.2.7. RFF Organization in the Job Description

The study showed that 48% of the respondents agreed that organizing RFFs is in their job description and 52% disagree that RFFs organization is not in their job description.

6.2.8. Participation in the Campaign of RFF

Graph 1 participation in the campaign



The respondents were asked if they have ever engaged themselves in the campaign to sensitize farmers on the importance of RFF. According to the findings 78% constitutes of those respondents who participated in the campaign and 22% of the respondents did not participate in the campaign.

6.2.9. Sustainability of Listening Clubs

According to the study

44% say that sustainability of RFFs is poor

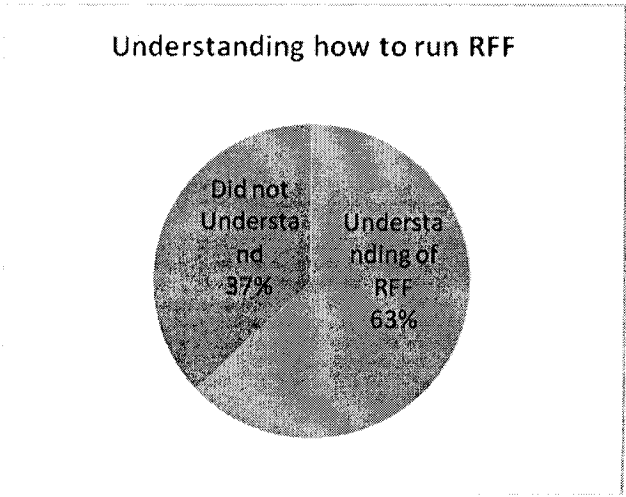
48% of the respondents say that sustainability of the RFFs is good

4% of the respondents said that sustainability of RFFs is very good

4% acknowledged that the sustainability of RFFs is excellent in their area.

6.2.10. Understanding Running of RFF

Graph 2



When asked if the respondents understood how to run RFFs, the following were highlighted

63% said, they understood the running RFFs and 37% indicated that they did not understand the running of RFFs.

6.2.11. Understanding Objectives of RFFs

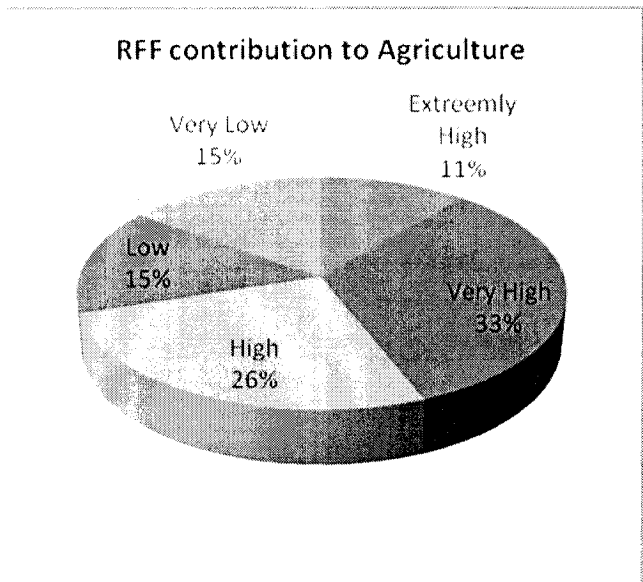
The study revealed that, among those who are facilitators of RFFs when asked if they understand the objectives of RFFs,

7% said they don't understand the objectives of the RFFs at all

44.4% said they have a crude idea about the objectives of the RFF

48.1 % said that they fully understand RFF objectives

Graph 5



When the sample was interviewed on their opinion about the RFF program's contribution to the development of agriculture;

33% of the sample acknowledged that RFF contribution was high

26% said the RFFs contributions were moderate

15% indicated that RFFs were extremely low

15% affirmed that RFFs were low, while

11% highlighted that the contribution of the RFF program was extremely high

6.2.19 Preferred Source of Information on Agriculture

22% ranked Lima time as their first priority source of information and another 22% ranked rural farmer's note book while 56% indicated RFF as their first priority

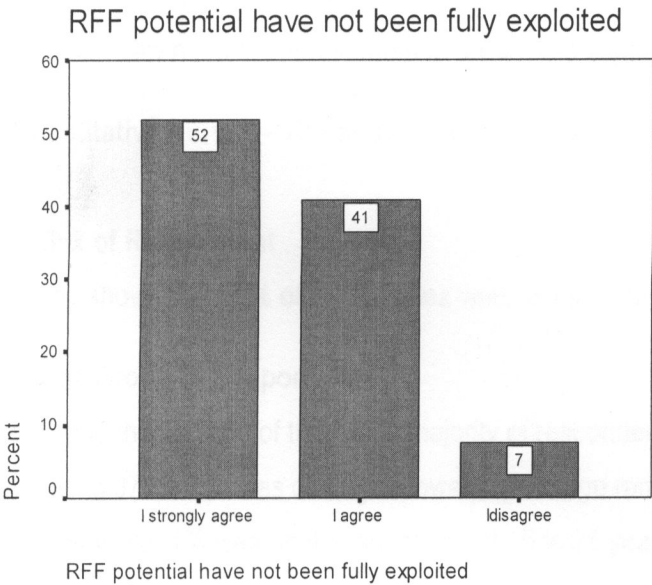
6.2.20. Preferred Source of Effective Methods on Information Dissemination

When interrogated about the most effective methods of information dissemination to rural farmers, the respondents to the study revealed the following;

59.3 % affirmed that, farmer groups were the most effective method, while 33.3 % supported individual visits and 7.4 % had a view that the most effective method of information dissemination to rural farmers was through RFFs.

6.2.21. Do you Agree that the Potential of RFFs have been fully Exploited?

Graph 6



According to the findings

52% of the respondents said that they strongly agree that RFFs are not fully exploited

41% agreed that the program have not been fully tapped while

7% disagree that the RFFs have not been exploited.

6.2.22. Suggestion on the Improvement of the RFF Program

When the respondents were asked to give their suggestions on the possible solutions of improving the RFF program

29 % highlighted that; the use of community radios would offer a solution of improving the RFF program.

25 % felt that there was need to improve the radio reception.

21 % suggested that there was need to orient camp staff in media and broadcast.

11.1 % indicated that there is need to improve funding on supervising of the program while another

11.1 percent saw need in improvement of solar radio supply by government.

6.3 Quantitative Survey – Questionnaire Findings for RFFs

6.3.1. Sex of Respondent

The study shows that 59% of the samples were female while 41% were male respondents.

6.3.2. Age Group of Respondent

According to the findings of this study majority of respondent were in the age range of 35 to 44 years of age, making 37%. This was closely followed by the age range 25 to 34 at 30% and 28% were in the range of 45 to 54 while 4% were in the age range of 15 to 24 years, yet only 1% were above 55years of age.

6.3.3. Highest Educational Level of Respondent

The survey revealed that 49% of the respondents had attained primary school education. 32% had at least achieved junior secondary school education while only 7% had attained senior secondary school and another 7% never attended school.

6.3.4. Religion of Respondent

The survey showed that 95% of the respondents were Christians, 2% Hindus, 1% Bahai faith and another 1% did not belong to any religious group

6.3.5. Marital Status of Respondent

Table 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	79	79.0	79.0	79.0
	Single	7	7.0	7.0	86.0
	Widow	14	14.0	14.0	100.0
	Total	100	100.0	100.0	100.0

6.3.6. Residential Agricultural Camp of Respondent

When investigated, the respondents to the study indicated that they were residing in the following residential places:

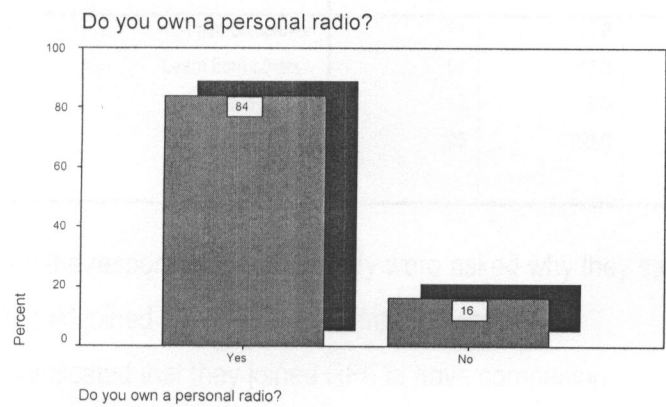
- 28% were from Kasero camp
- 19% from Mzumwa
- 15% from Nyanje
- 13% from Chinika
- 12% from Nyampande
- 7% from Ukwimi
- 6% from Chikalawa

6.3.7. Are you a Member of Radio Listening Group?

The study revealed that 90% of the respondents were members of a RFF and only 10% did not belong to any RFF group.

6.3.8. Do you own a Personal Radio?

Graph 7



The study revealed that 84% of the respondents owned radios while 16% did not own any.

6.3.9. Preference of Listening to RFF Program

With regards to preference of listening to RFF program, the study revealed that:

78% of the respondents preferred to listen in groups

16% said preferred listening to the radio with their family members and

6% of the respondents prefer listening alone.

6.3.10. Period of Membership in RFF

The findings of the study showed that:

59% respondent had attained 4 – 7 years of membership

36% said have been members of RFF for about 1 – 3 years while

5% respondents had attained more than 12 years of membership.

6.3.11. Reasons for Joining RFF

Table 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To have companion	11	11.0	11.0	11.0
	Learn from others	87	87.0	87.0	98.0
	To have fun	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

When the respondents to the study were asked why they sample joined RFF

87% said joined the RFF to learn from others

11% indicated that they joined RFF to have companion

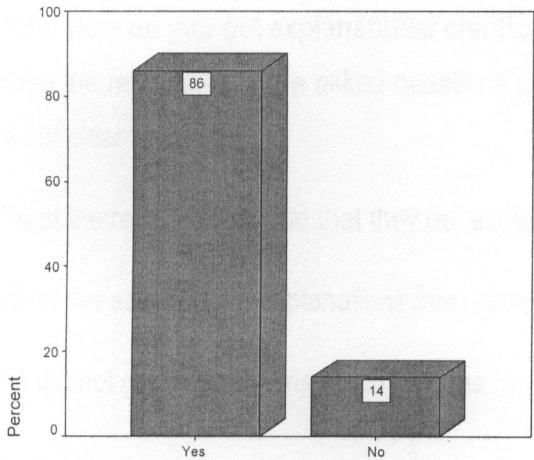
2% highlighted that they joined RFF for fun

6.3.12. Motivating Factor for Joining RFF Listening Group

Among those that joined the RFF, 65% were motivated to join because they wanted to learn from the program and 35% indicated that joined because they wanted to learn from others.

6.3.13. Did you Apply Messages after Listening to the Program?

Graph 8



The study shows that 86% applied the messages after listening to the program and 14% did not apply

6.3.14. Are there activities which you implemented from the lessons leant on radio?

Table 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	89	89.0	89.0	89.0
	No	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

The research reveals that 89% of the respondents said there are activities that they have implemented from the lessons they learnt on radio while 11 % did not implement any activities from the message they heard from the RFF program.

6.3.15. List of Projects Implemented from the Lessons Learnt from the Program:

The findings of the study showed that out of 100 respondents who participated in the study

- 50% said they were practicing conservation farming
- 30% indicated that they applied messages on crop production
- 10% said they implemented lessons on animal production
- 5% indicated that they adopted farm management messages into practice
- 5% highlighted that they adopted post harvest messages

6.3.16. How do you get explanations/ clarifications on issues that are not fully understood on radio?

When the respondent were asked questions with regards to clarifications and explanations on issues that are not clear on radio:

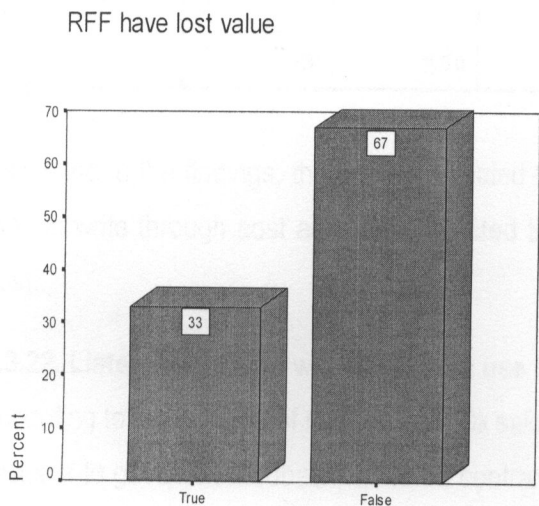
- 65% of the respondents said that they got explanations or clarifications by writing back to the producer.
- 23% of the samples got explanations from camp extension officers
- 17% did not get explanations by any means

6.3. 17. RFF on ZNBC is Boring, True or False?

When asked about the opinion about RFFs, 77% of the respondents indicated that RRF were not boring but 23% revealed that RFF were boring.

6.3.18. RFF have lost value, True or False?

Graph 9



When asked if the RFFs have lost value, 67% of the respondents indicated that RFFs have not lost value while 33% of the respondents were of the view that RFFs have lost value.

6.3.19. Group Listening is Backwards, True or False?

According to the survey, 51% of the respondents said it is false that RFF group listening were not backward ,while 49% acknowledge that it is true RFF group listening were backward.

6.3.20. Making the Program Live, we need feed back by Phoning the Producer, True or False?

65% of the respondents said it is true, they need feed back by phoning the producer to make the program live while 34% indicated that it is false that, they need feedback by phoning the producer to make the program live.

6.3.21. It is Cheaper to Phone in than Writing through post, True or False?

Table 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	True	49	49.0	49.0	49.0
	False	51	51.0	51.0	100.0
Total		100	100.0	100.0	100.0

According to the findings, the survey revealed that 49% are of the viewed that it is truly cheaper to phone than to write through post and 51% indicated that it is false that it is cheaper to phone than write through post.

6.3.22. Listening Groups will manage to use Emailing System to get Quick Feedback, True or False?

According to the findings of the survey 78% said it is false that listening groups will manage to use emailing systems to get quick feedback, while on contrary 21% indicated that it is true listening groups will manage to use emailing systems to get quick feedback.

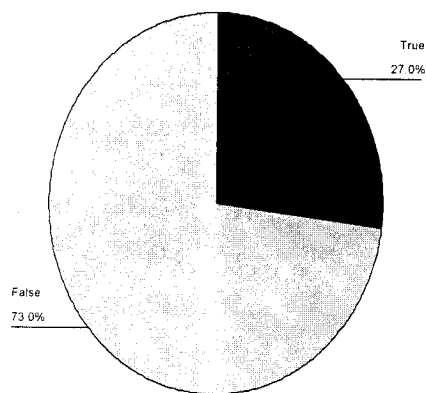
6.3.23. It Is Much Cheap and Affordable For Farmers to Use Email, True or False

The result of the study indicates that 76% of the respondents acknowledge that it is false that it is much cheaper and affordable for farmers to use email to get feedback from the producer while 24% are of a view that it is true that it is much cheaper and affordable for farmers to use email to get feedback.

6.3.24. Group Listening is Time Consuming than Listening to Radio from Home, True or False?

The study revealed that 73% of the respondents were of a view that it is false that, it is time consuming to meet in groups and listen to RFF program when one can afford to listen from home but 23% said is true, is time consuming.

Graph 10



6.3.25. Group Listening is Difficult to Organize and Leads to Group Division If the Benefits are not Seen, True or False?

55% of the respondents indicated that, it is true that group listening is often difficult to organize and leads to group division if benefits are not tangible, while 44% were of the view that it is false that group listening is often difficult to organize and leads to group division if benefits are not feasible.

6.3.26. RFF Messages Aired on ZNBC Address your Local Problems

According to the findings, 77% of the respondent revealed that RFF messages aired on ZNBC did not address the respondents' local needs, while 23% were of a view that RFF messages did address their local educational needs as indicated.

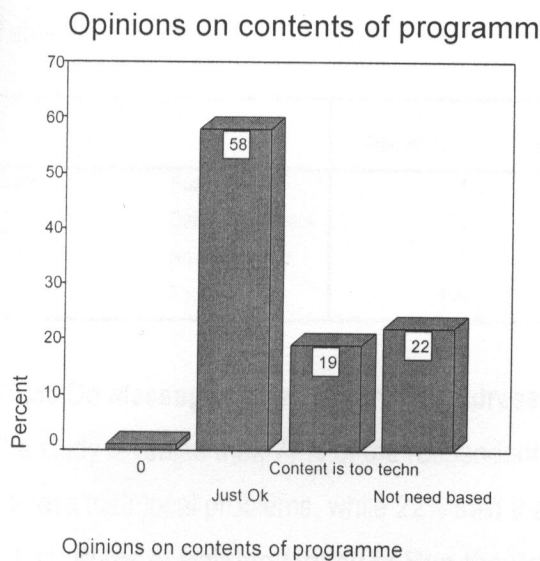
Table 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	77	77.0	77.0	77.0
	No	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

6.3.27. Opinions on Contents of Program

According to the findings of the study 19% of the respondents indicate that the content of the program is too technical, 23% indicated that the content was not need based and on the contrary 58% said the content of the program was just okay.

Graph11;



6.3.28. Do you Face Problems in the Programming of the RFF Materials on ZNBC?

The study findings reveled 24% of the respondents indicated that they did not face problems with the RFF programming while on the contrary 76% of the respondents said they encountered problems in the programming of RFF materials on ZNBC.

* Sex of respondent Cross tabulation with those who face problems in the RFF programming.

Table 7

	Sex of respondent		Total
	Female	Male	
Do you encounter any problems with RFF program?			
Yes	48	28	76
No	11	13	24
Total	59	41	100

The study shows that more women face problems compared to men. (48) 81.3% of women said they encounter problems while only (28) 68.2% of the men acknowledge that they too face problems.

6.3.29. Problems Faced in Presentation of RFF Materials on ZNBC.

Table 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor reception	64	64.0	64.0	64.0
	Delayed feed back	35	35.0	35.0	99.0
	No feed back	1	1.0	1.0	100.0
	Total	100	100.0	100.0	100.0

6.3.30 Do Messages Aired on ZNBC Address your Local Problems?

The study revealed that, 77% of the respondent highlighted that messages on RFF aired on ZANBC do address their local problems, while 22% said that the messages do not address their local problems.

6.3.31. Ways of Raising Money to Run the Program

When respondents were interrogated about ways of raising money to run the program, the study revealed that 74% of the sample raised money through donations to the group welfare, 18% of the respondents affirmed that they got money to run RFF through government support, and 6% said they raised money through NGOs support, while only 2% did not have any means of raising money at all.

6.3.32. Suggestion of what Communities should do to make RFF Program Vibrant

Table 9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Community participation	38	38.0	38.0	38.0
	Training of RFF listening groups	25	25.0	25.0	63.0
	Members should apply knowledge acquired	26	26.0	26.0	89.0
	no idea	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

According to the findings of the study:

38% of the sample population suggested that the communities should participate in the program by seeking clarification from the producer.

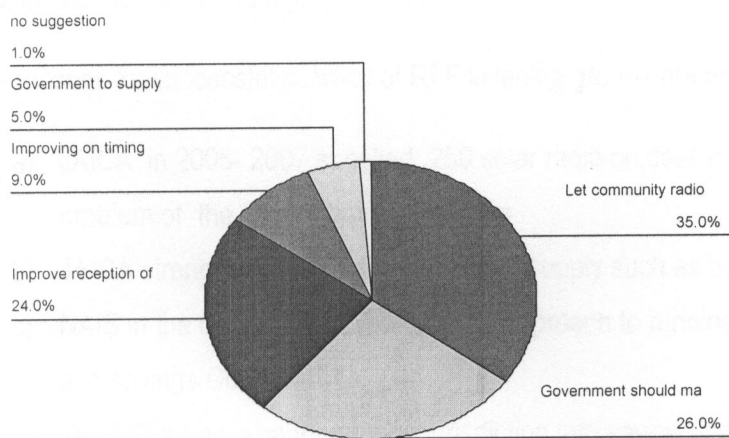
26% were of a view that members should apply the knowledge acquired from the program.

25% suggested that there should be extensive training of listening groups.

11% did not have any idea of what should be done.

6.3.33. Suggestion to the Government in Improving the Program

Graph 12



When interrogated about suggestion of how the government can improve the RFF program, the respondents highlighted the following recommendations

- 1 % of the respondents suggested nothing
- 5% of said that government should supply more solar radio
- 9% affirmed that ZNBC should improve on timing and programming
- 24% of the respondent recommended that government should improve reception
- 26% of the respondents are of a view that government should make follow ups to RFFs

35% of the respondents recommended that Community Radio stations should run the RFF program on behalf ZNBC.

6.4 Qualitative Survey – Focus Group Discussion Findings

Findings from focus discussion conducted at Chibolela and Chipatila RFF and credit saving cooperative.

There are one hundred and ninety-seven (197) RFFs of which 125 are active and 72 are non active with a total of one thousand and eighty memberships.

The reasons for successful survival of RFF listening groups are embedded in the following:

- a) JAICA in 2005- 2007 supplied 250 solar radio on cost sharing basis, which has solved the problem of the cost of buying batteries
- b) JAICA strengthens the RFF through input supply such as beans , sweet potatoes, and upland rice
- c) NAIS in the district has diversified the approach to running of the RFFs by turning RFFs into credit and savings Cooperatives.
- d) The RFFs has broadened their jurisdiction into saving and credit cooperatives, whereby they are able to access financial assistance for different types of investments and are able to access inputs from Fertilizer support program.
- e) It is easier for the RFFs to be linked to any financial institution because they are now legal entities who are able to receive loans from banks and also receive inputs from fertilizer support program using their position.
- f) There is collaboration and net working with other stakeholders who offer training to RFFs such as Community development who assist with learning materials for RFF listening groups. Forestry Department is engaged in trainings on bee keeping.
- g) The cohesion or sustainability of RFF listening groups is based on the savings in their respective cooperatives.
- h) The community radio stations have played a major supplementary role in reading the discussion reports and give feed back to the farmers timely.

- i) During agricultural support program, there was provision of resources on training, and follow-up visits. The content of these trainings helped RFF to have a vision of which the action plans they made help them to re-invest.
- j) The economic empowerment of these RFF (listening groups) has motivated many other farmer groups. The community came up with interest groups to tap the benefits of the participative communication approach.

6.4. Impact of RFF

There are now 72 RFF groups that are savings and credit cooperatives who are engaged into various economic investments activities such as:

- poultry
- piggery
- goat rearing
- Horticulture
- building iron sheet houses for members and
- drilling of boreholes through water affairs

6.5. Problems which RFF Face with the Radio Farm Program on ZNBC

1. Poor reception
2. Delayed or no feedback; According to the interviews, There have been no discussion reports which were sent to the producer in the past three years. This means that there is one way communication. This has led to RFF not a participative tool to facilitate development.
3. RFF have failed to do their obligation as partners in the production of the program because they are not operating within the terms of RFF references.
4. There is a bias in answering of question and presentation of the Nyanja program. Most of the questions and programs presented are from Lusaka Province and the RFFs in Petauke do not feel represented because programs are ascribed, and are based on latent needs.
5. Recycled and outdated programs are presented on Nyanja program
6. Irregularities in the programming of the RFF materials, for example cutting the program short , or putting songs instead of lessons

7. The time that the RFF is presented is 13:30hours, this time is believed to be inconvenient for groups especially women folks.
8. Usually the time allocated to the program is not adequate because of the news over run into the program.
9. Some time the language used on the program is improper or miss understood.

6.5. Qualitative Survey - Interview Guide Findings

6.5.0 Input of the Program Coordinator

A pilot program of using e-mail for correspondence of feed is being put in place in Northern Province.

In Northern Province farmers are being encouraged to engage in income generation activities to sustain the RFFs

6.5.1 Structural and Technical Demerits that Inhibit the Running of the RFF Program

- The structure of NAIS changed after structural adjustment and the Branch is now facing the consequences of this structural change which have left certain things hanging. The employing of journalist in itself was not a bad idea, the journalists are trained in broadcast and media but agriculture is a technical field which has its own technical language and orientation and because of this lapse, production is more rhetoric than technical.
- The camp extension officers are technical people and having pursued general agriculture they are expected to organize RFFs but they are not oriented in media and broadcast there by making it is a very ineffective venture because technically they have no media and broadcast capacity to produce quality products and guide the farmers in the running RFFs.
- The multipurpose role assigned to camp officers is closely related to the problem of inappropriate administrative organization and supervision. The work programs are ill defined and inadequately trained officers; so characteristic of ill defined and inadequately supported work priorities which are often changed frequently; too broad and vague programs. As result they can only perform the work

that is most closely monitored by supervisors and provide service to the most influential people in their jurisdiction.

- The most fundamental problem in extension service is lack of well defined organization with clear mode of operation and absence of a single, direct line of technical support. This actually affects the running of the RFFs which are not well funded, monitored and supervised due to lack of resources.
- There has been high turnover among the journalists who were employed in the ministry because the field of agriculture did not offer a competitive platform with other organizations in terms of reporting of exciting events and exposure is limited to the technical field.
- The ministry is ill equipped with equipment to use as need arise and is unable to produce programs as they wish because broadcast is dependent on ZNBC. ZNBC operates as an independent organization whose programming cannot be controlled by NAIS.
- There is inadequate funding towards the program thereby making it very difficult to produce reading materials for RFFs to supplement the topics covered on air, and this makes it very difficult to compound and cementing the messages for reference.
- Due to inadequate funding NAIS is incapacitated at district level because organizing, monitoring and evaluation of the programs is not done effectively because of limited resource.

6.5.2. Review of the Program Objectives to Reflect the Prevailing Situation

- There have been no evaluation reports on RFF program that have been conducted professionally to help the organization have information on if the objectives of the program need to be changed to suit the dynamic technology and society.

6.5.3. RFF Highlights of Achievements

- It is very difficult to measure or gauge the achievements of the RFFs in rural areas because agricultural information dissemination has many information conveyers and there are many variable which affect productivity in agriculture which may include climate, technology, information, soil and many more, therefore the achievements of RFFs cannot be isolated from other variables. Agriculture has very complex activities with many interacting factors making it virtually difficult to determine with precision what part of any increase is due to. However RFF program have manage to supplement agricultural information where extension service cannot reach.

Causes of Lack of Sustainability of RFFs

- Failures of farmers realizing the importance of the program as an economic base, until farmers realizes that information is an engine to growth , and farming is a business not just a way of life, will the RFFs be strong.
- The challenge of having no National Agricultural Broadcast Station makes it very difficult to iron out problems of programming and reception of which the ministry has no control over the existing facility of broadcast.
- The structural and technical weakness of the ministry has direct negative effect on the weakening of the RFFs
- Dependency syndrome of RFFs on government subsidies by listening groups
- There is communication break down between the program producer and the target group

CHAPTER 7

RECOMMENDATIONS OF THE STUDY

7.0 Introduction

Steaming from the results of the study, the researcher made recommendations on specific needs to be implemented by the MACO.

The study revealed that for the program to improve there is need to add value by doing the following:

7.1 Review of Program Objectives:

The organizational structure and fixed schedule of activities of the RFF enable NAIS to operate in a systematic way.

- For information dissemination to be effective; goals and strategies must continuously be re-evaluated and their implementation planned.
- Planning of information dissemination at every level must have specific goals and strategies.
- There is need of conducting a Needs Assessment survey of the society, so that convenient measures are put in place to reflect the prevailing social, political, and economic requirements of the rural Zambia.

7.2 Capacity Building

The ministry should sort out technical and structural problems that hinder the smooth running of the program such as:

- Training or orienting the agricultural camp extension officer in media and broadcast and also orient the journalist in the agricultural field to close the technical discrepancy which exist in the running of RFFs.
- The agricultural colleges should also include a component of media and broadcast in extension studies so that they produce officers who are able to work effectively and also offer shorts course to journalist and orient them in agriculture.
- The ministry should put a deliberate policy to introduce induction courses for the new staff on technical issues.

- The literacy levels among radio listening groups still exist and Community development is incorporated to assist farmers to know how to read and write through Non formal education, therefore, it is important that the department of NAIS produce reading materials for RFF listening literacy groups which can be used as reference material through the ministry of Community development the facilitator of literacy development.
- *Publications on different topics which are presented on RFF should be published and disseminated to radio listening groups for reference to cement the lessons on air.*
- At district / camp level, there should be a well equipped information unit that collects, prepares and circulate relevant information, and publications.
- At the head quarters the information unit should publish periodicals highlights, leaflets, charts, pamphlets technical discoveries, farmer's dairies to supplement the RFF.

7.3 Broadcasting

- The challenge of having no national agricultural broadcast station makes it very difficult to iron out problems of programming and reception. There is need of having a national agricultural broadcasting station where the ministry can have control of the convenient time to broadcast the programs and have control over the technical trouble shorting aspects which are experienced on ZNBC, such as program over running, inconsistency in programming and poor reception.

7.4 Technology

- To avert the problem of poor reception which is existing, there is need for NAIS to net work with respective community radio station by introducing e-mail communication, whereby copies of the published programs on ZNBC are sent to community radios stations for broadcast and the Community radio stations should also be able to send the questions or feedback to NAIS so that timely feed is able to reach the target group and break the one way communication cycle.
- Since farmers are complaining of poor feedback it is imperative for NAIS to devise a message page where farmers are able to ask questions directly to the program producer while the program is running. These questions may be able to be reacted to in the next presentation, where professionals will be able to give impeccable feedback.

- Open lines or phoning in program may be used for farmers to seek for clarifications from professionals invited on the program.

7.5. Organizing RFF

- The producer should avoid bias in the presentation of the program, by making sure that all district are represented at least in a quarter, and are able to send discussion records through internet and by doing this will be able to make a participative society. This will also avert the problem of recycled programs and also will provide for need based programs
- There is need to improve on the reporting systems in the department and making sure that all staff are able to play their part, ineffective reporting leads to information lapse and encourages communication breakdown hence affecting public programs that are meant for economic development.
- There is a great need of Improvement on funding for organizing and monitoring the RFFs in districts. The requirement of training programs, housing, vehicles, and equipment should be estimated using the norm of the organization.

7.6 Listening Group Sustainability

There is need to sensitize farmers about RFFs so that they begin to appreciate agriculture information through RRF as an engine for economic development by embracing RFFs as a vital tool for information dissemination and treat it as a business medium.

Listening groups must be encouraged to engage into income generation activities which will help to sustain their forum with an economic base. In Petauke the RFFs have expanded their objectives to saving credit unions but they do not operate as a cooperative where people buy shares and are able to contribute to the growth of the forum.

In this vain when the fertilizer support program is phased out, many of these credits and saving cooperatives will collapse because they are using the radio forum in the input gain not necessarily to build up sustainability of the RFFs.

7.7. Conclusion

The development of agriculture demands a well established and maintained communication infrastructure that ensures that farmers are continually exposed to attractive production options using appropriate technologies applicable to a broader agro economic environment.

RFF is a participatory communication tool convenient for homogenous rural farmers to supplement extension service.

It is worth noting that RFF was conceived in the wave to avert poverty among rural farmers. RFF was established as result of educational planning in Non formal education as a criterion to empower farmers with skills geared towards the manpower required for economic growth of rural sector of society.

The findings of the study revealed that although the program has a positive impact on society its participative attributes have been challenged by technical and structural problems of the program which needs remedial and collective measures. The solutions for making RFF an effective tool for participatory communication should include the following facets:

The ministry should evaluate the goals, objective, and approaches or strategies of running the program and come up with recommendations that will suit the environmental context in which the RFFs operate.

Technical and structural problems which interfere with the running of the program should be addressed.

The ministry should be working towards putting up an agricultural broadcasting cooperation which will work independently, so that there is total control of the program programming and other technical aspects.

There is need for capacity building of RFFs at the grass roots.

Implementing the above measure would revamp the full potential of the RFF as a participatory communication tool.

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APPENDICES 1

Focus Groups Discussion guide

1. What extension information dissemination approaches do you know and access?
2. What could be your idea about how and why RFF Listening groups exist?
3. In your understanding what is the role of a radio listening group?
4. What is your motivating factor for joining radio listening group?
5. Why do you think it is important for you to join a radio listening group?
6. What do you think are the reasons why some people have not joined Radio listening club?
7. What could be the benefits that you get from the listening group?
8. What could be the possible problems that you encounter in convening in these meetings?
9. What innovations have you put into practice after listening to the RFFs?
10. What are the indicators of the benefits of the listening clubs?
11. Have you put in place measures or mechanisms to sustain your Radio listening club?
12. What measures would you suggest to improve the RFF program?
13. What would you want the community to do in order to make the program more meaningful?
14. What do you think the program producers would do to enrich the program?
15. Do you think that the program aired on the radio reflect your local problems?
16. what has been the impact of the RFF program on agricultural development

APPENDIX

In depth interview guide for program coordinator

Introductory Courtesies

1. Kindly Explain about the operations of the RFF?
2. What is your input as a program coordinator?
3. What are the structural merits and demerits that promote or inhibit the running of the program?
4. Could you kindly explain the communication constraints that you encounter in coordinating the program?
5. How regularly do you review the program objectives to reflect the Zambian situation compared to the time it was initiated in the 1967?
6. What efforts have been put in place to create a participative society?
7. What could be your highlights of achievements?
8. What would you ascribe to be the cause of weakening and lack of sustainability of farm forums in Zambia?
9. What measures have been put in place to avert dependency syndrome on government subsidies to farm forums listening clubs?
10. What is the impact posed on society for failure of smooth programming of the program?
11. What do you suggest should be done to enhance a participative society, through the RFF?

(Quantitative Survey) Questionnaire for DAIOs and CEOs

**The University of Zambia
Department of Mass Communication**

Dear Respondent,

Ref- RFF Program

The Researcher have sent to you this questionnaire in confidence that you posses information which is critical to the success of this survey about RFF broadcasted on Zambia National Broadcasting services through the input of National Agricultural Information Service.

This study is purely an academic excise requirement, but it will provide cardinal contribution to the effectiveness of (RFF) RFF program. Through your participation, the study will also contribute a great service of the rural people in Zambia who are the target for this mass communication program. Kindly answer to all questions faithfully and critically but do not write your name. Your answers are confidential

SECTION A

Please answer by ticking in the right space provided according to what you think is the right answer.

1. What is your sex?

(1) Female { }

(2) Male { }

2. Which is your age range?

(1) 15- 24 Years { }

(2) 25 – 34 Years { }

(3) 35 – 44 years { }

(4) 45 and above { }

3. What is your rank in the Ministerial structure?

(1) Camp extension officers { }

(2) District Agricultural officers { }

(3) Provincial Agricultural officers { }

4. Highest Educational qualifications.

(1) Certificate { }

(2) Diploma { }

(3) Degree { }

5. Religion

(1) Christianity { }

(2) Hindu { }

(3) Muslim { }

(4) Others { }

6. Marital status

(1) Married { }

(2) Single { }

(3) Widow/ widower/ Divorced { }

SECTION B

SUBSTANTIVE ISSUES

7. Is RFF organization in your job description or terms of reference?

(1) No { }

(2) Yes { }

8. Have you ever engaged yourself in the campaign to sensitized farmers on the importance of RFF listening clubs?

(1) Yes { }

(2) No { }

9. How sustainable are listening clubs in your area?

- (1) Poor { }
- (2) Good { }
- (3) Very good { }
- (4) Excellent { }

10. Do you fully understand the running the RFF?

- (1) Yes { }
- (2) No { }

11. Do you understand the objectives of RFFs?

- (1) I don't understand at all { }
- (2) I have a crude idea { }
- (3) I fully understand RFF objectives { }

12. Have you ever been trained in running RFF sessions?

- (1) Yes { }
- (2) No { }

13. How do you rate your performance in running RFF?

- (1) Very good { }
- (2) Excellent { }
- (3) Bad { }

14 Do you think that the RFF program aired on ZNBC is based on the needs of the people in your area?

- (1) Yes []
- (2) No []

15. How do you rate the performance RFFs in your area?

- (1) Extremely discouraging []

(2) Moderately discouraging []

(3) Discouraging []

(4) Moderately encouraging []

(5) Extremely encouraging

16 How do you rate the effectiveness of RFFs in your area?

(1) Extremely ineffective []

(2) Moderately ineffective []

(3) Ineffective []

(4) Moderately effective []

(5) Extremely effective []

17 How do you rate the sustainability of RFFs in your area?

(1) Not sustainable []

(2) Moderately not sustainable []

(3) Sustainable

(4) Moderately sustainable []

(4) Extremely sustainable []

(18) How do you rate the contribution of the RFF Program to the development of agriculture?

(1) Extremely high []

(2) High []

(3) Moderate []

(4) Low []

(5) Extremely low []

19 Which of the following programs do you prefer as a best tool of information dissemination on rural agriculture?

- (1) Lima time []
- (2) Farmer's note book []
- (3) RFF []

20 Which of the following approaches to extension is the most effective method to disseminate information in your area?

- (1) Farmer groups []
- (2) Individual visits []
- (3) Radio listening clubs []

21. Do you agree that the potential of RFFs have not been fully exploited

- (1) I strongly agree []
- (2) I agree []
- (3) I disagree []
- (4) I strongly disagree []

22. What suggestion would you give to the improvement of the programs?

- (1) The use of community radio station to broadcast RFF program.
- (2) Increase funding to Districts for monitoring and evaluation
- (3) Train or orient Camp extension staff on media and broad cast
- (4) Orient DAIOS on agriculture
- (5) Improve reception
- (6) Avoid communication breakdown between the producer and the RFFs
- (7) Introduce phoning in program to the producer
- (8) Introduce message page to the producer
- (9) Broadcast need based program rather than re-cycling program

(23) Identifying impact of RFF on agricultural economic development in rural Zambia

1. Farmers are able to practice conservation Agriculture for sustainable agriculture
2. Improved crop and animal production methods are applied
3. Improved standards of living
4. Economic development among rural farmers

Questionnaire for RFFs

Dear Respondent,

The Researcher have sent to you this questionnaire, because of the faith and belief that you posses information critical to the success of this survey about RFF broadcasted on Zambia National Broadcasting services through the input of National Agricultural Information Service.

This research is a fulfillment of academic exercise and through your participation, the study will contribute a great service to the rural people of Zambia who are the target for this mass communication program and will provide cardinal contribution to the effectiveness of (RFF) RFF program.

Kindly answer to all questions critically and do not write your name. Note that your answers are confidential

SECTION A

Kindly tick the correct answer according to your opinion in the space provided

1. Sex

(1).Female []

(2). male []

2. Which is your age range?

(1) 15- 24 Years []

(2) 25 – 34 Years []

(3) 35 – 44 years []

(4) 45- 54 years []

3. Highest Educational Level

(0) None []

(1) Primary []

(2) Junior secondary []

(3) Senior secondary []

(4) College []

(5) University []

4. Religion

(1) Christianity []

(2) Hindu []

(3) Muslim []

(4) Baha'i faith []

(4) Others []

5. Marital status

(1) Married []

(2) Single []

(3) De jure (Widow/ widower) []

6. Agricultural Camp

1. Chinika

2. Kasero

3. Mzumwa

4. Nyampande

5. Nyanje

6. Ukwimi

7 Chikalawa

SECTION B

7. Are you a member radio listening group?

(1) Yes []

(2) No []

8. Do you own a personal radio?

(1) Yes []

(2) No []

9. What is your preference when it comes to listening of the RFF?

(1) Listening in group []

(2) Listening with my family []

(3) Listening alone []

10. How long have you been a member of a RFF?

(1) 1 year -3 years []

(2) 4 years – 7 years []

(3) 8 years -11 years []

(4) 12 years and above []

11. Why did you join RFF?

(1) To have companion []

(2) To learn from others []

(3) To have fun []

12. What was your motivating factor for joining RFF listening group?

(1) I learn from others []

(2) I learn from the program []

13. Are there any messages that you have applied in real life after listening to the program?

(1) Yes []

(2) No []

14. Are there any activities that you can show the researcher which you implemented from the lessons leant on radio?

- (1) Yes []
- (2) No []

15. If yes, List the activities implemented from the lessons learnt from the program:

- (1). None
- (2) Crop production
- (3) Conservation Agriculture
- (4) Horticulture
- (5) Farm management
- (6) Food processing
- (7) Crop diversification
- (8) Post harvest storage
- (9) Marketing and sales
- (10) Animal production

- (12) Disease, weed and pest control

16. How do you get things explained when you don't understand fully what is being said on radio?

- (1) By writing back to the producers of the program []
- (2) By phoning to the producer []
- (3) By emailing the questions to the producers []
- (4) By consulting the camp extension officer []

Answer 17- 25 on the table below, which phrase suit you best?

Tick true or false

Question	True	False
17. Radiofarm forums are boring	[]	[]
18. RFFs have lost value	[]	[]
19. Radio farm / group listening are backward	[]	[]
20 To make the program live, we need feed back through phoning in approach	[]	[]
21 .it is cheaper to phone in than writing through post	[]	[]
22. Listening groups will manage to use emailing systems to get quick feed back	[]	[]
23. it is much cheap and affordable for farmers to use email	[]	[]
24. It is time consuming to meet in groups to listen to a program when one can afford to listen from home.	[]	[]
25. group listening is often difficult to organize and this leads group division if the benefits are not much	[]	[]

26. Do messages aired on ZNBC address your local problems?

(1) Yes []

(2) No []

27. Do you have any opinion on the content of the program?

(1) Yes []

(2) No []

28. If yes, what is your opinion on the content of the program?

(1) Content just okay

(2) Content too technical

(3) Content is not need based

(4) No suggestion

29. Do you encounter any problems with the RFF Program running on ZNBC?

(1) Yes

(2) No

30. What problems do you face in the running or programming of the RFF materials on ZNBC?

(1) Poor reception

2) Delayed feed back

(3) No feed back

(4) Inconvenient timing

31. How do you raise money to run the program?

(1) Through donations from members []

(2) Through government support []

(3) Through NGO []

32. What do you think the community should do to make the program vibrant?

(1) Community participation in the program by seeking clarification from the producer.

(2) Community Improve on cost sharing with the government efforts

(3) Members should apply the knowledge acquired from the program

33. What would you suggest the government to do in improving the program?

- (1) Let community Radios run RFF program
- (2) Government to should make follow ups or improve on feed back of the programs aired
- (3) Improve / change on the time on which the program is aired on ZNBC
- (4) No suggestion

Time plan

Activity	June 2009	July 2009	Aug 2009	Sep 2009	Nov 2009	June 2010	July 2010	Aug 2010	Sep 2010	Oct 2010	NOV 2010	DEC 2010
Problem deification												
Submission of Topic to supervisor												
Writing Research proposal												
Submission of proposal												
Data collection												
Data Analysis												
Drafting the report												
Submission for corrections												
Corrections on the draft report												
Final Report submission												