

Developing Radio Partners

Radio programming changes lives



What we do

DRP strengthens the quality of radio programming & stations. We work with community radio stations that have independent voices & explicit development objectives.

DRP provides complete radio consulting services, with a focus on program excellence that leads to more vibrant, participatory communities. We work alongside stations from project inception to completion.

Our Methodology

1. Engage with local partners
2. Survey technical capacity of radio stations
3. Assess programming content & needs



4. Create Program Toolkits that provide each station the tools they need to create their stories.

Program Toolkits include:

- Scientific facts on issue
- List of experts & officials to interview
- Audience interaction tools, such as text messaging

5. Ongoing monitoring, evaluation, & Program Toolkit creation

Why Radio?

Community radio is exploding across the developing world. In just 6 years, the number of community radio stations in Africa grew by 1,400%. Radio is often the only source of local, updated information for well

Radio is an effective tool for development:

89% of people in Madagascar receive HIV/AIDS info via radio

70% of government complaints made on air resolved in Malawi

85% of Tanzanian radio soap opera listeners changed behavior for better

over a billion people in the developing world. Radio is accessible, irrespective of age, gender, income or literacy. It is a proven, cost-effective tool for behavior change.

High quality radio benefits the entire community. Donors including Open Society Institute, Capital One Group, family foundations, & the World Bank recognize the powerful role radio plays in development & support us.

Leadership

President Bill Siemering was a member of the founding board of NPR & first Director of Programming. He has spent 17 years working in media development in Eastern Europe, Asia, & Africa.

Radio changes lives...

Proven success in *empowering women • increasing farmer income • reducing malaria solving community problems • enabling open elections • mitigating climate change*

