

# Formative Assessment Report:

## Business Organization and Radio Station Marketing and Sustainability



June 2017  
Achieving Impact at Scale Project



## Acknowledgements

Farm Radio International expresses its profound gratitude to all persons and parties who made this report possible. We appreciate the participation of every respondent and the invaluable information and insight they contributed to the understanding of facts discovered during the research period.

Further appreciations are extended to the International Development Research Centre for funding the Achieving Impact at Scale project.

## List of Abbreviations

AIS	Achieving Impact at Scale
CEO	Chief Executive Officer
FM	Frequency Modulation
FRI	Farm Radio International
GHC	Ghana Cedis
GM	General Manager
IDRC	International Development Research Centre- Canada
ICT	Information Communication and Technology

## List of Tables

Table 1: respondent' breakdown

Table 2: Types of radio stations interviewed

Table 3: Number and percentage of FRI partner radio stations interviewed

Table 4: response by business organizations on the criteria for approval to support a new market-oriented agricultural program

Table 5: responses by radio stations as to why their agricultural radio programs are not able to attract advertisers or sponsorship

## Contents

Acknowledgements.....	2
List of Abbreviations .....	2
List of Tables .....	2
1.0 Background .....	4
Research Objectives.....	4
2.0 Methodology.....	4
2.1 Data collection sources/ Participants .....	5
2.2 Data collection tools .....	5
2.3 Data processing and analysis .....	5
3.0 Findings and Discussion .....	5
3.1 Business Organizations structured Interviews.....	5
3.2 Radio Station structured Interviews .....	7
3.3 Business Organizations structured Interview findings.....	8
3.4 Radio Station structured Interview findings .....	13
4.0 Summary and Conclusion .....	17
5.0 Appendices.....	18
Appendix 1: List of organizations interviewed.....	18
Appendix 2: List of radio stations interviewed .....	21
Appendix 3: Questionnaire for business interviews .....	22
Appendix 4: Questionnaire for radio station interviews .....	23

## 1.0 Background

The access to agricultural extension services by smallholder/low-income farmers in Ghana is highly inadequate. As such, many smallholder/low in-come farmers have little or no access to information which could help them improve upon their agricultural practices, or help them find new and innovative ways to diversify their farming to maximize yield and improve their income.

Radio is an excellent and cost-effective means of sharing knowledge, creating awareness, facilitating informed decision-making and supporting the adoption of innovative agricultural practices by smallholder farmers. Radio regularly reaches at least seventy per cent (70%) of rural households; it is affordable, accessible to those without formal education, it can use local languages and it can give voice to end-users. It is a preferred source for health, nutritional and agricultural information for the large majority of smallholder/low-income farmers.

Base on this premise, International Development Research Centre (Canada) **IDRC**, funded Farm Radio International in collaboration with Grameen Foundation and other partners are using their expertise in radio-based and ICT interventions and strategies to help smallholder/low-income farmers in selected districts of Ashanti, Brong Ahafo and Volta regions.

The two main objectives for this project are to:

1. Identify sustainable models for providing enhanced extension services to smallholders in Ghana and other countries where farmers receive minimal effective government extension; and
2. Assess whether a third party provider (long-term business owner) can sustain a process that uses direct-to-farmer channels and human agent networks to generate and realize economic value for private agribusiness clients and the smallholders they source from.

In order to solicit the interest and willingness of long –term business owners and radio station management teams to support and sustain the radio program, FRI, conducted this survey.

The process engaged in carrying-out this survey and the findings are presented in this report.

### Research Objectives

As typical of most formative research designs, this research was conducted as a prior initiative to inform FRI about the willingness and interest of possible business-owners and radio station management to support, sponsor and sustain the development and broadcast extension information to help farmers to improve on their farming practices which eventually lead to increase yield and better livelihood.

## 2.0 Methodology

This survey adopted a quantitative approach to collect data for analysis and decision making related to the objectives of the AIS project. A team of eight (8) researchers from the Farm Radio International Ghana Office, (see appendix 2 for details) were involved in this survey. The team interviewed business owners, managers and directors from the project districts and regions. Research tools were pre-tested before application and the data collected was analyzed using Excel and other relevant data processing mechanisms.

## 2.1 Data collection sources/ Participants

Participants were purposively sampled from the Ashanti, Brong Ahafo and Volta Regions of Ghana, particularly in the project implementing districts. A total of 40 participants were involved the business survey and 27 radio stations were surveyed.

## 2.2 Data collection tools

The main data collection tools were pre-tested key informant interviews (KIIs) using structured multiple-choice based questionnaire programmed onto the Mobenzi survey tool. 40 participants were interviewed for business organization and 27 radio stations were interviewed for radio media.

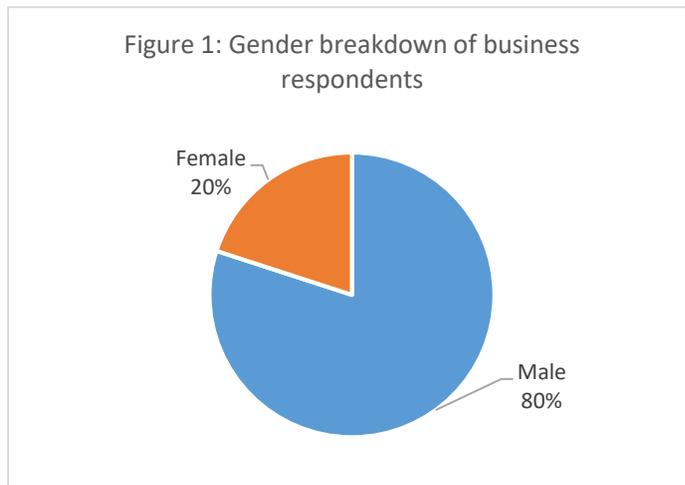
## 2.3 Data processing and analysis

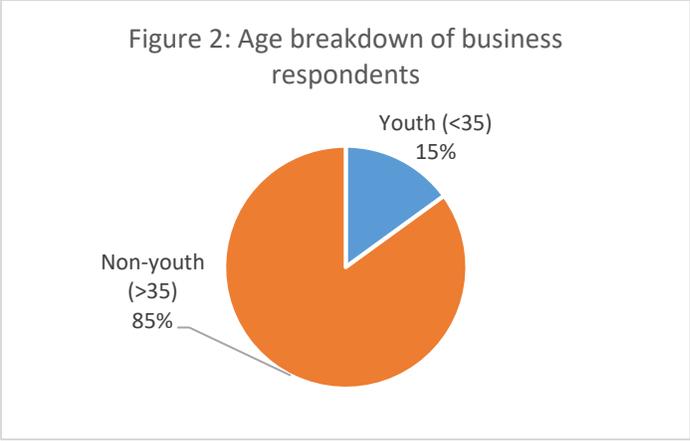
Both business organizations and radio stations interviews were analyzed using Microsoft Excel software. Patterns generated were then analyzed for the writing of this report.

# 3.0 Findings and Discussion

## 3.1 Business Organizations structured Interviews

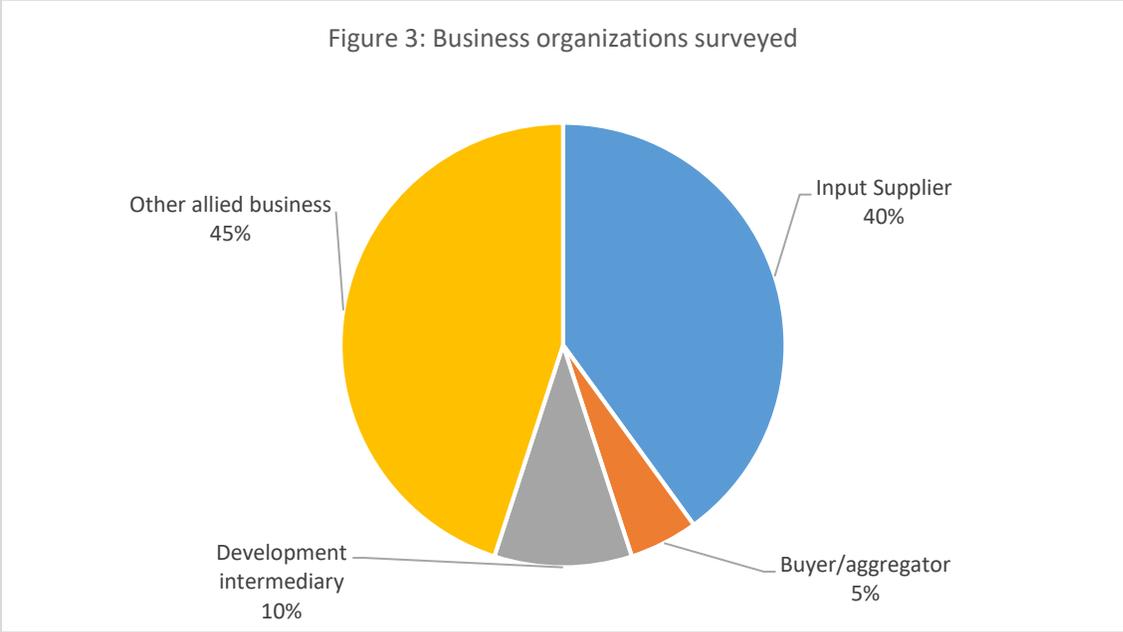
A total of 40 business organizations participated in the Key informant interviews with Mobenzi survey tool in the three regions (Ashanti, Brong Ahafo and Volta). Respondents were 80% (32) male and 20% (8) female. Fifteen per cent (4) of the respondents were youth (<35), 85% were non-youth (>35). The business organizations were divided into four categories: input supplier (40%), buyer/aggregator (5%), development intermediary (10%), and other allied business (financial/credit institutions) (45%). Each participant was asked a series of questions exploring their business type and model. The purpose of the survey was to determine the feasibility of the business organization funding Agricultural Radio Programming. *(See appendix 1 for list of organization interviewed)*





**Table 1: Respondent breakdown for business interviews**

Category	Number of respondents
Ashanti Region	4
Brong Ahafo Region	16
Volta Region	20
<b>Overall</b>	<b>40</b>
Males	32
Females	8
Youth (<35)	6



### 3.2 Radio Station structured Interviews

A total of 27 radio stations were surveyed with the Mobenzi mobile survey tool in the three regions (Ashanti, Brong Ahafo and Volta). Most of the radio stations were commercial based (81%), with some being community based (11%), and some being public (state owned) radio stations (7%). Just under half (48%) were FRI's partner radio stations while 52% were not FRI's partner radio stations. The respondents were 93% (25) male and 7% (2) female. Each participant was asked a series of questions to learn more about their agricultural radio programs, the cost and sustainability of creating and operating an agribusiness or farmer radio programs. The purpose of the survey was to determine the feasibility of the radio stations funding and sustaining Agribusiness Radio Programming. *(See appendix 2 for list of radio stations interviewed)*

Figure 4: Gender breakdown of radio station respondents

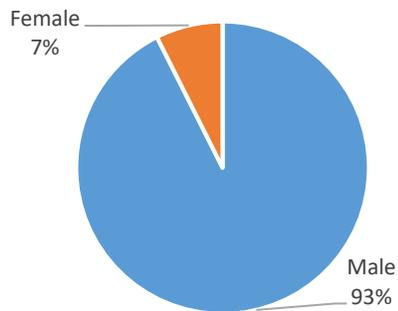
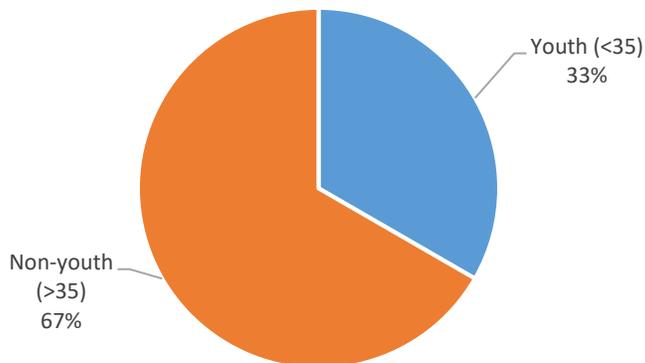


Figure 5: Age Breakdown of radio station respondents



**Table 2: Types of radio stations surveyed**

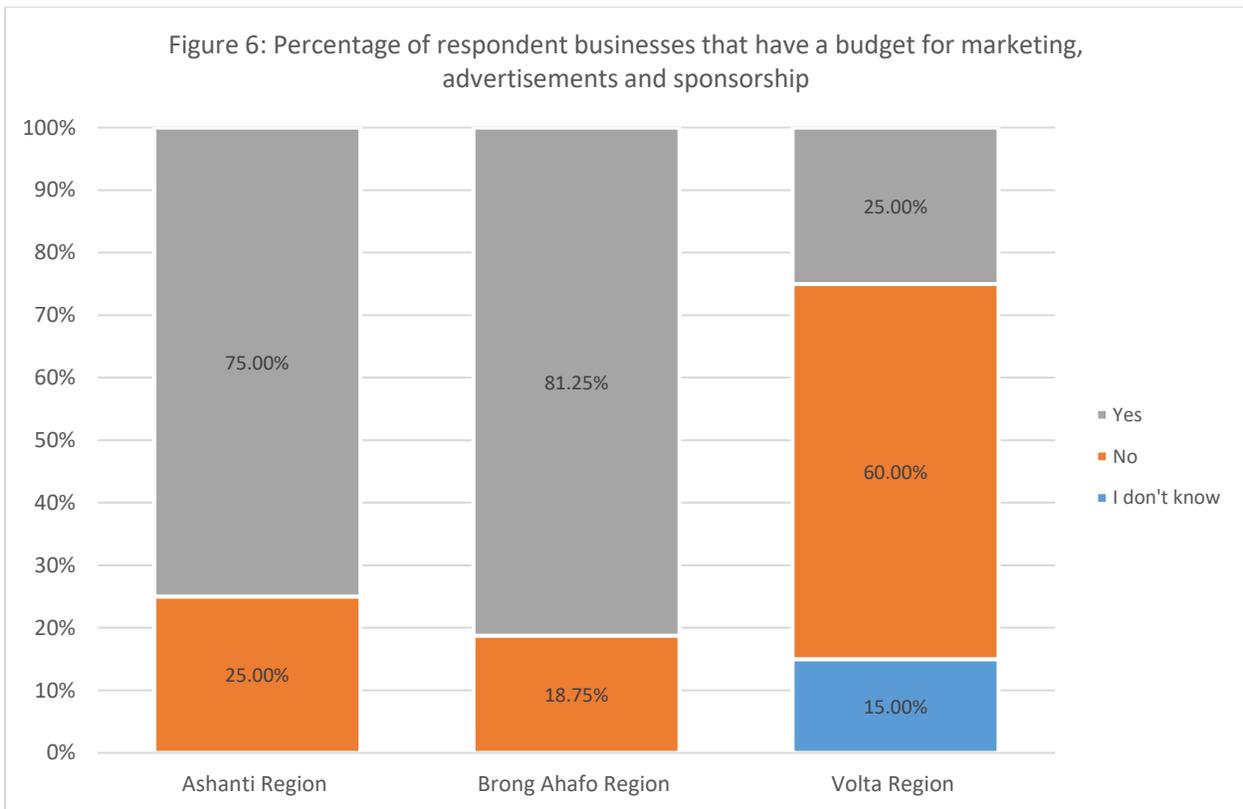
Types of Stations		
a. Commercial	22	81%
b. Community	3	11%
c. Public	2	7%

**Table 3: Number and percentage of FRI partner radio stations interviewed**

Farm radio partner radio station		
a. Yes	13	48%
b. No	14	52%

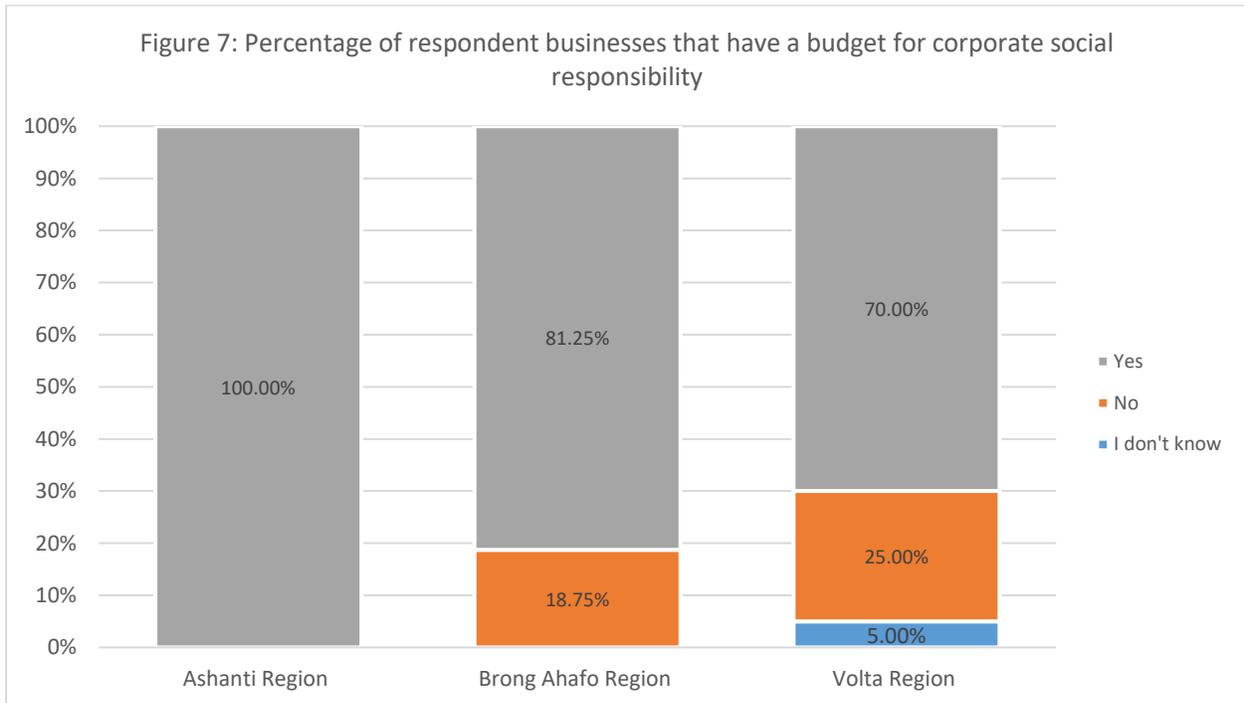
### 3.3 Business Organizations structured Interview findings

Out of the business organizations interviewed, 53% (21) of them stated that they have a budget for marketing, advertisements and sponsorship, while 40% (16) claimed that they do not have any budget for this and the remaining 7% (3) said they do not know if their organizations have a budget for them. This breakdown does differ significantly between region, with far more respondents in Volta responding that their business does not have a budget.



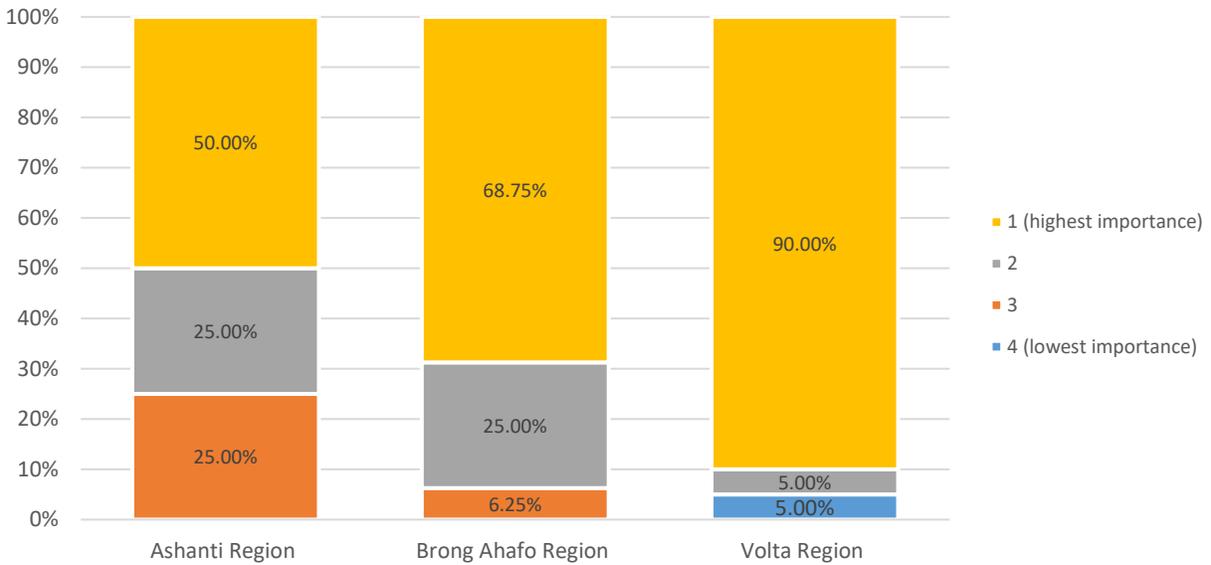
Of the 40 participants, 78% of the participants reported that they have a budget for corporate social responsibility (CSR), while 20% (8) said no and the remaining 2% said they don't know. 78% (31) claim that they have provided support for regular types of events related to CSR, and 18% (7) said no and 4%

didn't know. Most commercial business in Ghana do set aside some funds or budget for marketing, advertising, sponsorship, and communication or CSR activities. When asked about what their estimated annual budget for their organization's marketing, advertising, sponsorship, communication or CSR activities, 68% said it ranged between 5,000-10,000GHC. 2% said it ranged between 50,000-100,000GHC and the remaining 30% said they don't know.



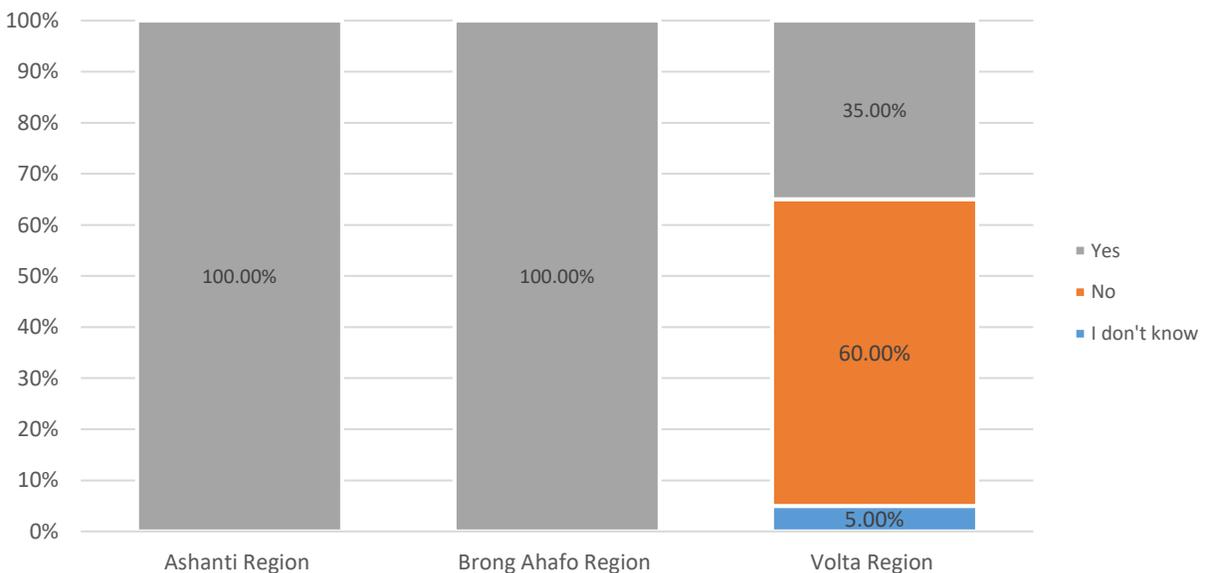
When the business organizations were asked how important smallholder farmers are for their business, 78% (31) claimed they are very important, and 15% (6) they were important, 5% said somewhat important and remaining 2% said not important. Volta region had by far the most positive view of farmers as important constituents to these businesses.

Figure 8: Percentage of respondent businesses that claim smallholder farmers are "an important constituent of your target group from which you can drive value for your business"



When asked about why they would support a market-based agricultural program, radio stations were more interested in helping farmers get useful information than they were in deriving benefit for themselves (direct or through associating their station with a worthy cause). Of the 40 surveyed business organizations, 68% (21) claimed they are currently or have previously used radio as a means of reaching their target audience in the past, while 30% (12) said no and the remaining 2% said they don't know.

Figure 9: Percentage of respondent business that have "used radio as a means of reaching your target audience"



When the organizations were asked for their criteria for the approval for new market oriented agricultural program, they responded with the following:

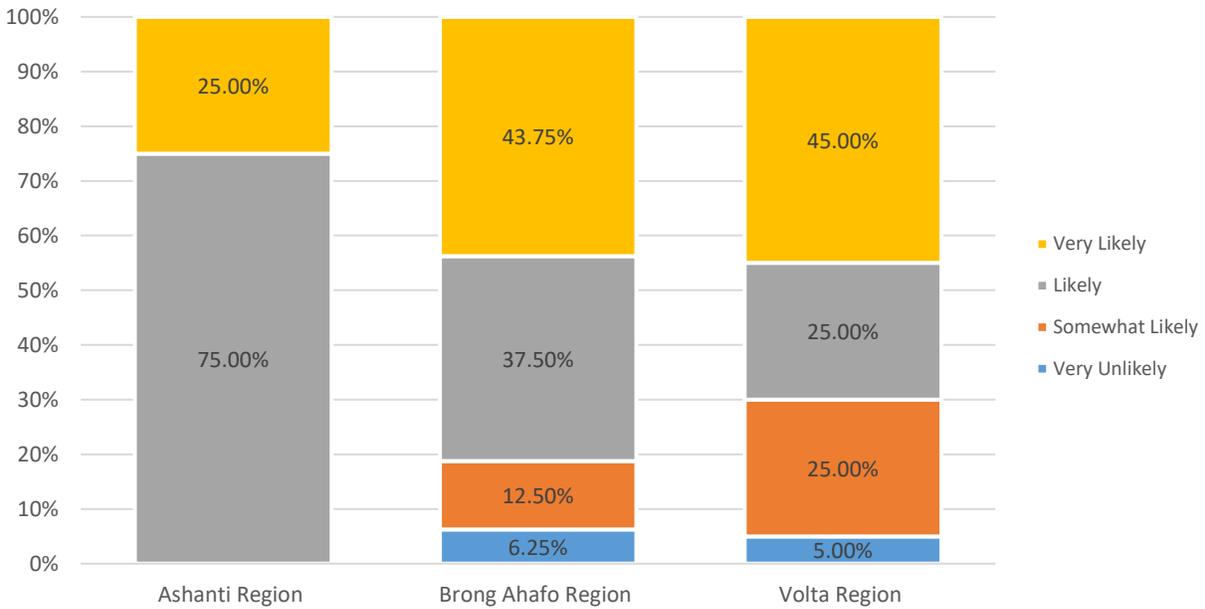
**Table 4: Response by business organizations on the criteria for approval to support a new market-oriented agricultural program**

Criteria for approval to support a new market-oriented agricultural program. The following are the reasons that the organization would support such a program:				
	YES	PERCENTAGE %	NO	PERCENTAGE %
1. To help farmers get information on the best farming practices	35	<b>87.5</b>	5	<b>12.5</b>
2. To help farmers learn about the best seed variety to plant for optimum yield	32	<b>80</b>	8	<b>20</b>
3. To develop the agricultural sector in Northern Ghana (with indirect benefits for our company through increased overall market activity) by sponsoring results-based program segments	21	<b>52.5</b>	19	<b>47.5</b>
4. To support farmers to gain profit from the produce	27	<b>67.5</b>	13	<b>32.5</b>
5. To help farmers learn sound financial management	16	<b>40</b>	24	<b>60</b>
6. To associate our company brand with an important and worthy cause and a quality program	10	<b>25</b>	30	<b>75</b>
7. To derive direct value for our organization (e.g. increase market share) through increased usage of our services or products by small-scale farmers.	13	<b>32.5</b>	27	<b>67.5</b>
8. To promote our company brand using ads on the radio programme	18	<b>45</b>	22	<b>55</b>
9. To fulfill our social obligations to the society in which we operate	15	<b>37.5</b>	25	<b>62.5</b>

43% (17) of the surveyed business organizations stated that they are very likely to consider investing (through advertising or sponsoring results-based program segments) in a new market-oriented agricultural radio program that targets farmers in southern Ghana which delivers measurable results for farmers and other market actors, 35% (14) said they are likely and 18% (7) said they are somewhat likely while 4% said very unlikely.

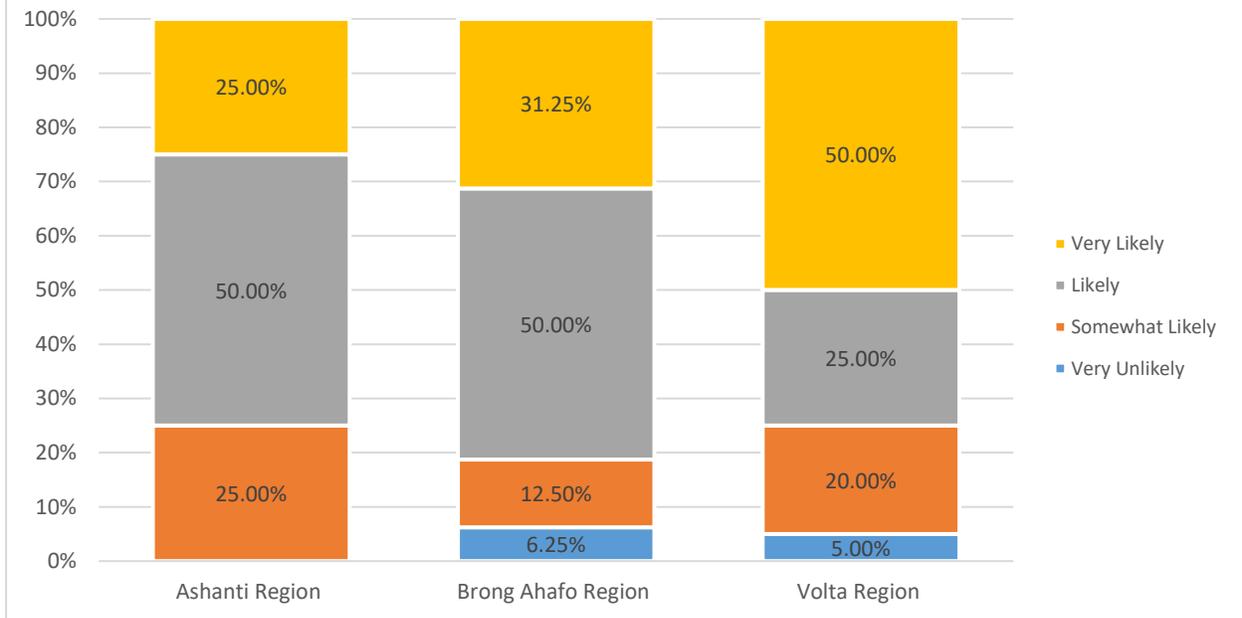
On a regional level, there were significant differences:

Figure 10: Percentage of respondent business answering the question: "How likely is your organization to consider investing (through advertising or sponsoring results-based program segments) in a new market-oriented agricultural radio program"



When asked if they would partner with Farm Radio International to develop a new market oriented agricultural radio program that targets farmers in the Ashanti, Brong Ahafo and Volta regions of Ghana, 40% (16) claimed they are very likely, 37.5% (15) said they were likely and 17.5% (7) they were somewhat likely to and 5% (2) very unlike. Of the 40 organizations interviewed, only 9 would not support such farming program. Out of the 9 organization, 78% (7) claimed it is because they do not have the resources to support the program while the remaining 22% (2) said it did not meet their strategic business objectives. Regional differences remain similar to the previous question.

Figure 11: Percentage of respondent business answering the question: "How likely is your organization to consider partnering with FRI to develop a new market-oriented agricultural radio program"

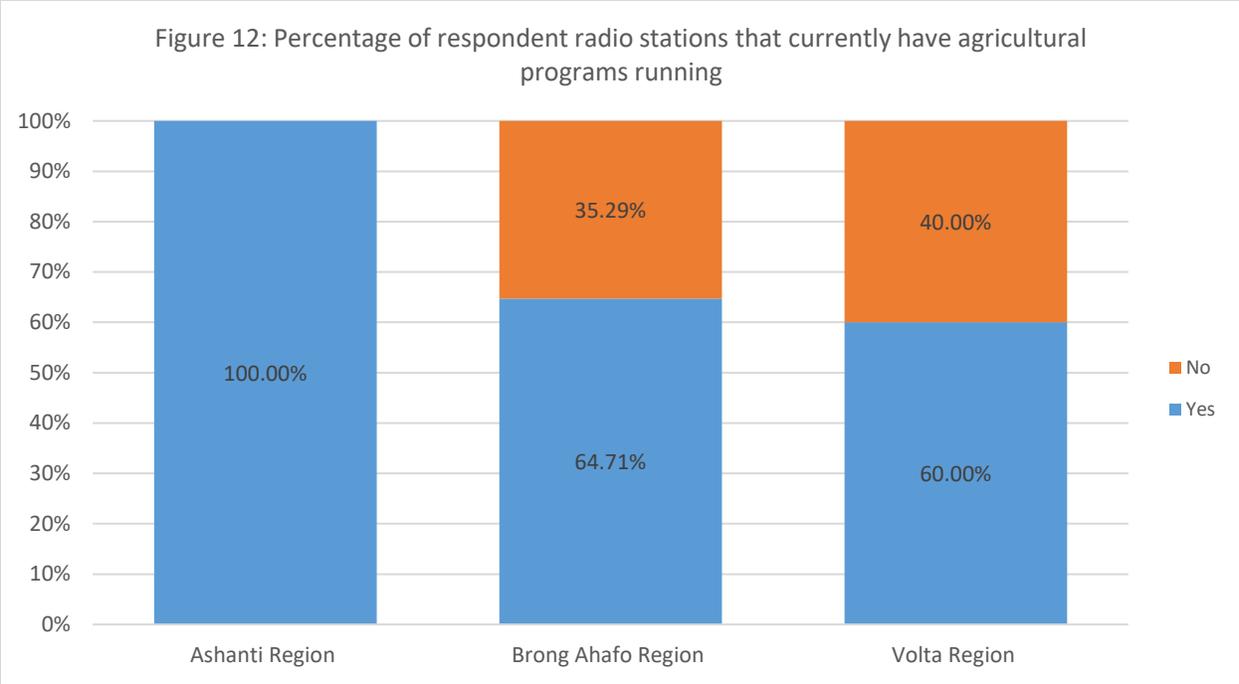


40% (16) of the business organizations stated that they allocate 10% of their marketing, advertising, communication, sponsorship or CSR budget to a new market-oriented agricultural radio program, 38% (15) said they would allocate 20% , 10% (4) stated they would allocate 40%. The remaining would 15% (4) will allocate from 50% to 70%.

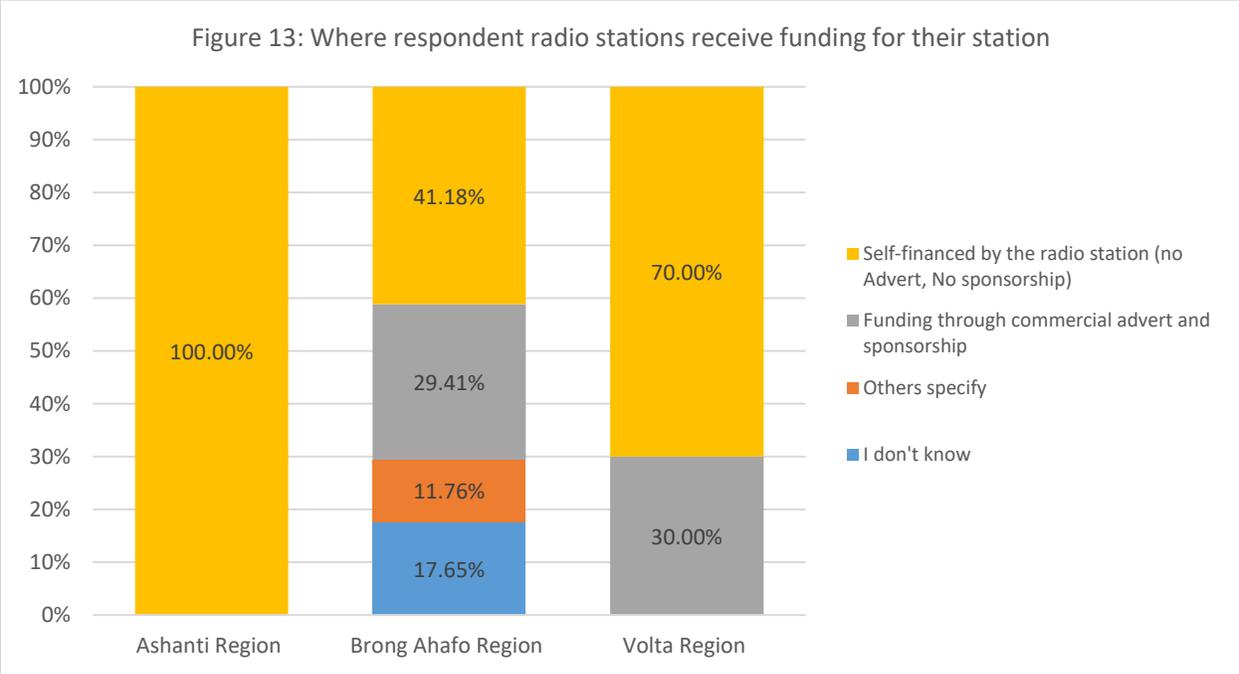
Participants who were asked how influential they are regarding budget allocation decisions, 28% (11) said they have some influence or very strong influence on such budget decisions while 81% (29) didn't have much influence. To conclude, 43% (17) of the surveyed participants hold a senior management position, and 30% (12) are either, owners, CEOs or directors, 18% (7) are mid-level manager and the rest 9% (4) of the business organization.

### 3.4 Radio Station structured Interview findings

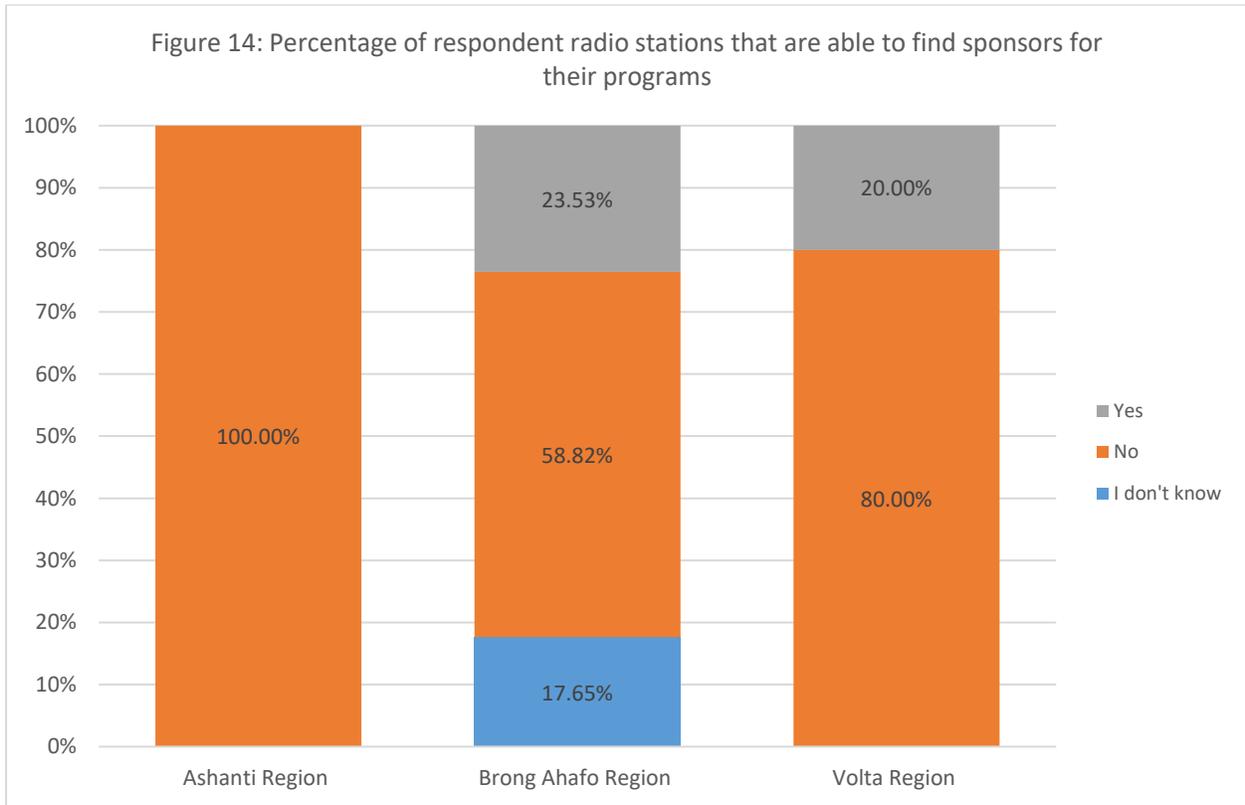
According to the survey, 67% (18) radio stations currently have an agricultural radio program while 33% (9) don't have any agricultural programs running. 85% (23) have had one agricultural program in the past while 15% (3) have never had an agricultural in the past. Of these agricultural radio programs running currently, 22% (6) are done in collaboration with Farm Radio International while the remaining are solely funded by the radio stations. Of the radio stations that are running agricultural programs, 48% (13) of these radio stations have been running their agricultural programs for more than 3 years, 22% (6) have been running for 1-2 year, 11% (3) have been running their agricultural programs for less than 6 months.



Concerning funding, 15% (4) of the radio stations stated that they are completely funded by a donor organization, 19% (5) are partially funded and 56% (15) are not funded at all by any donor organization. When the radio stations were asked how they get funds for their agricultural program and 52% (14) stated that they self-fund their radio program (no adverts and no sponsorship). 30% (8) radio stations reported that they get funding through commercial advert and sponsorship, while the remaining stated they are partially funded but did not specify their source of funding.



When asked if the radio station is currently able to sell advertisement spots on their agricultural programs, 41% (11) said yes and 48% (13) said that they are not able to. 67%(18) of the radio stations surveyed stated that they are not able to currently find sponsors for their agricultural radio programs, while 22% (6) said yes. This number is even more striking when looking regionally, with no stations in Ashanti being able to secure sponsors and only around 20% able to in BA and Volta. Three respondents did not know (11%).



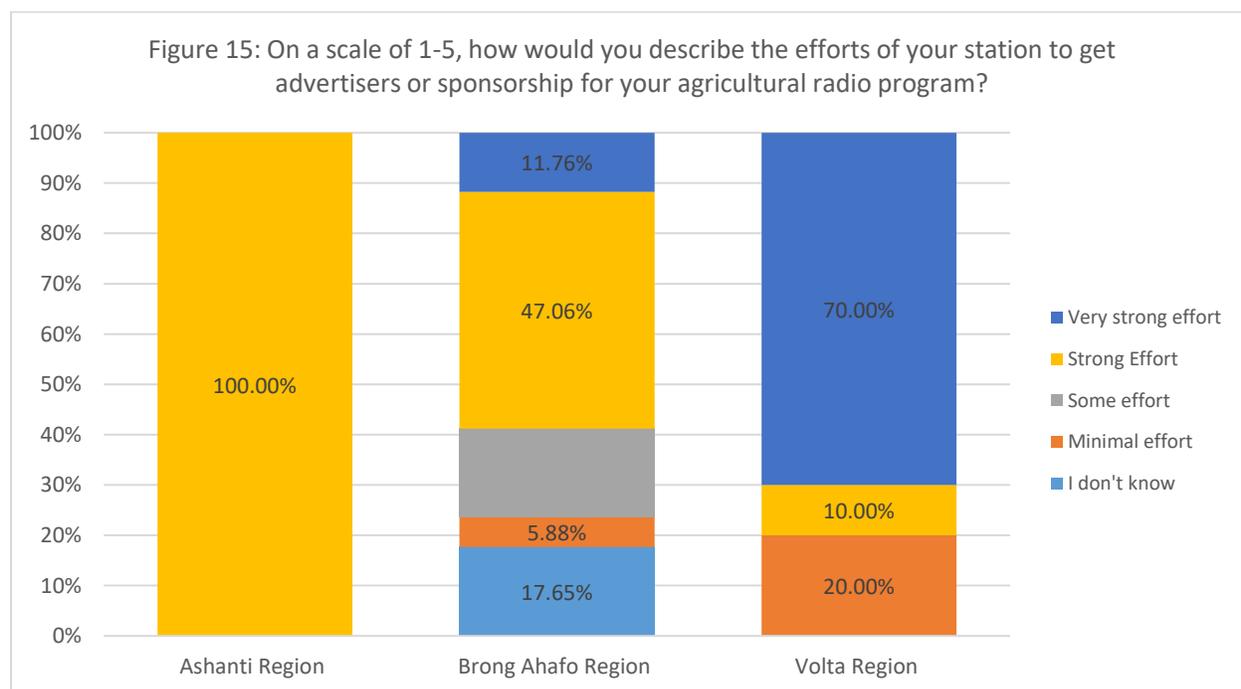
Most radio stations attributed their inability to attract sponsors for their agricultural programs to the belief that private businesses do not see a direct benefit for themselves in advertising on the programs. When asked if they are able to cover the costs of their agricultural radio program through advertisement or sponsorship, 78% (16) answered no, while 7% (2) affirmed they are able to.

When the radio stations were asked why their agricultural radio programs are not able to attract advertisers or sponsorship, these were the answers/reasons given: (see table 5)

**Table 5: Responses by radio stations as to why their agricultural radio programs are not able to attract advertisers or sponsorship**

Why do you think your agricultural radio program is not able to attract advertisers or sponsorship?			
	Yes (1)	No (0)	N/A
a. Private businesses and advertiser do not find the agricultural radio program attractive	9	15	3
b. The program is not professionally produced	1	23	3
c. The program presenters are not engaging	0	24	3
d. The time of day that the program are broadcast are not appealing	2	22	3
e. The producer and presenter are not well trained	3	21	3
f. The program is not interactive enough	1	23	3
g. Private business do not see a direct benefit for themselves by advertising	20	4	3
h. We do not reach a big enough audience of farmers	3	21	3
i. others, specify	3	21	3

FRI inquired on the average cost of running a 30 second advertisement spot on the radio stations' agricultural program, 41% (11) stated that it costs between 50GHC-300GHC, 48% (13) said it cost between 45GHC-5GHC while the remaining 11% (3) did not know. In regards of the radio stations' interest in advertising during their agricultural programs, 37% (10) said they were somewhat interested, 22% (6) said they were interested and 19% (5) said they were very interested while 11% (3) N/A, 2 (7%) uninterested, 1 (4%) very uninterested. According to the participating radio stations, 37% (10) claimed they are making strong efforts to get advertisement or sponsorship for their agricultural radio program, 30% (8) said they are trying very much and 11%(3) claimed they are putting some effort in, minimal and not applicable respectively.



When the radio stations were asked what their main costs associated with their agricultural radio program were, 48% (13) said the airtime cost, and 15% (4) claimed it was field visit costs while 11% (3) respectively claimed it was overhead and production cost and 4% (1) claimed it was personnel cost. 11% (3) was non-applicable because they have never run any agricultural radio program before.

On a range from 150-2000GHC, 67% (18) stated that the cost of one agricultural radio program is between 150GHC-500GHC while 22% (6) stated that the cost ranged from 900GHC – 2000GHC. On a scale of 1-10, 1 being the least likely and 10 being most likely to attract some of the same advertisers that sponsor shows such as entertainment, news and current affairs, religious programs etc., 30% (9) rated an 8, followed by 15% (4) who chose 5. Finally, the radio stations were asked the average cost of an hour of airtime at their radio station in the evening between 7:30pm-10:30pm, 30% (8) said 300GHC. 15% (4) said 400GHC and 15% (4) said 200GHC.

#### 4.0 Summary and Conclusion

The general findings from this research work indicate that most business organizations interviewed demonstrated an interest in partnering with FRI to develop a market-based agricultural radio program. Similarly, a majority of them are likely to invest (through advertising or sponsoring segments) in such a program.

Given the cost of agricultural programs and the amount businesses that are willing to invest, it is likely that multiple businesses would have to sponsor the same program to support it over the course of several months to ensure sustainability.

Almost half the businesses surveyed said they would consider investing 20% or more of their advertising budget in a market-oriented agricultural program. Assuming these organizations fall within the 68% who's advertising or corporate social responsibility budget is between 5,000-10,000GHC, they would be able to support or cover the cost of a 500GHC agricultural radio program.

Almost all the radio station surveyed have ran some agricultural radio program before and are willing to continue by making some efforts to bring on board some sponsors through advertisement to help sustain the programs.

In conclusion, both the business organizations and radio stations interviewed showed some level of interest in helping to sustain or develop an agribusiness radio program. However, it will require some effort from FRI to push them to commit to this.

## 5.0 Appendices

### Appendix 1: List of organizations interviewed

#### Ashanti Region

S/N	Company Location	Organization Name	Business Type	Company Designation	Describes Your Organization
1	Ejura/Sekyedumase	Otuasekan Rural Bank Limited	for-profit corporations	Branch Manager	Other Allied Business
2	Ejura/Sekyedumase	Ejuraman Rural Bank	for-profit corporations	Operations Manager	Other Allied Business
3	Ejura/Sekyedumase	Ejura Cooperative Credit Union	for-profit corporations	Manager	Other Allied Business
4	Ejura/Sekyedumase	Jehovah is faithful Enterprise	for-profit corporations	Manager	Input Supplier

#### Brong Ahafo Region

S/N	Company Location	Organization Name	Business Type	Company Designation	Describes Your Organization
1	Atebubu	World Vision	Nonprofit organization	Independent Nutrition Consultant	Development Intermediary
2	Atebubu	Sinapi Aba Company Limited	for-profit corporations	Branch manager Atebubu	Other Allied Business
3	Atebubu	Amantin&Kasei Community Bank	for-profit corporations	G. M	Development Intermediary
4	Kintampo North Municipal	Kintampo Rural Bank Ltd	for-profit corporations	Head of Credit	Other Allied Business
5	Kintampo North Municipal	Adehye Agro Chemicals	for-profit corporations	Ceo	Input Supplier
6	Kintampo North Municipal	Sky-3 Investments Limited	for-profit corporations	Operations Manager	Other Allied Business
7	Kintampo North Municipal	Ohumpong investment company limited	Non-governmental organization	Farm manager	Other Allied Business
8	Nkoranza South District	Nkoranza-Kwabre Rural Bank Ltd	for-profit corporations	General Manager	Other Allied Business

9	Nkoranza South District	Business advisory center	Governments	Nkoranza	Development Intermediary
10	Nkoranza South District	Unity Afforestation Project	for-profit corporations	Ceo	Other Allied Business
11	Pru District	Yapra Rural Bank	for-profit corporations	Operations manager	Other Allied Business
12	Sunyani Municipal	Yedent Agro Food Processing Company Ltd	for-profit corporations	Head of Production and Technical	Other Allied Business
13	Techiman Municipal District	North Gate Agro Ent.	for-profit corporations	Techiman	Input Supplier
14	Techiman Municipal District	WAAF Agro Limited	for-profit corporations	Deputy director	Input Supplier
15	Techiman Municipal District	Addai Munumkum Farms	for-profit corporations	Ceo	Buyer /aggregator
16	Techiman Municipal District	Agyaaku Farms and Trading Limited	for-profit corporations	Ceo	Input Supplier

### Volta Region

S/N	Company Location	Organization Name	Business Type	Company Designation	Describes Your Organization
1	Biakoye District	God Dey	for-profit corporations	Tractor Operator	Other Allied Business
2	Biakoye District	–	for-profit corporations	Tractor Operator	Other Allied Business
3	Biakoye District	Lorlorlonyo Business	for-profit corporations	Owner	Other Allied Business
4	Biakoye District	Otu Tractor company	for-profit corporations	Tractor Operator	Other Allied Business
5	Hohoe Municipal District	Business	for-profit corporations	Business	Input Supplier
6	Hohoe Municipal District	Grimplex Rice Mill aka John Miller	for-profit corporations	Business	Other Allied Business
7	Hohoe Municipal District	BUSINESS	for-profit corporations	Business	Input Supplier

8	Hohoe Municipal District	Sunset. Agrotech	for-profit corporations	Business	Input Supplier
9	Hohoe Municipal District	Efie ne Efie	for-profit corporations	Supervisor	Buyer /aggregator
10	Hohoe Municipal District	Greenshield Agro Input Company	for-profit corporations	Extension	Input Supplier
11	Hohoe Municipal District	Paradise Corporative Credit Union	Nonprofit organization	Manager	Other Allied Business
12	Hohoe Municipal District	Sweet Jesus	for-profit corporations	Business	Input Supplier
13	Jasikan District	Youth In agriculture	for-profit corporations	Owner	Other Allied Business
14	Kadjebi District	God is king	for-profit corporations	Business manager	Input Supplier
15	Kadjebi District	Farmers Friend	for-profit corporations	Business Manager	Input Supplier
16	Kadjebi District	Yao Ntimoah	for-profit corporations	Manager	Input Supplier
17	Kadjebi District	Isaac Osei Agro	for-profit corporations	Business Man	Input Supplier
18	Kadjebi District	Asana Shittu Agro	for-profit corporations	Business owner	Input Supplier
19	Kadjebi District	Mawuli Agro	for-profit corporations	Business Manager	Input Supplier
20	Kadjebi District	Prolink Organisation	Non-governmental organization	PROJECT MANAGER	Development Intermediary

## Appendix 2: List of radio stations interviewed

<b>Brong Ahafo</b>	<b>Ashanti</b>	<b>Volta</b>
1. Adars FM	1. Today FM	1. Beyond FM
2. Adepa FM		2. Jubilee FM
3. Agyenkwa Radio		3. GBC Volta Star Radio
4. Akina Radio		4. Kuul FM
5. Akyeaa FM		5. Lorlornyo FM
6. Ark FM		6. Radio Heritage
7. Asta FM		7. Radio Kpando FM
8. Atoobu FM		8. Tosh FM
9. Dinpa FM		9. Victory FM
10. Free FM		
11. Gaskiya FM		
12. GBC Radio BAR		
13. Jerryson FM		
14. Nkomode FM 102.7		
15. Orkema Burst		
16. Star FM		
17. Winners FM		

## Appendix 3: Questionnaire for business interviews

### AIS: Mobenzi for Business Organizations

1. Please enter the region that you are conducting this survey in.
2. Please enter the person's name.
3. Please enter the person's gender.
4. Please enter the person's age.
5. Do you own a mobile phone?
6. What is your mobile phone number?
7. Please enter the person official email address
8. Please what is the name of your organization/company/business?
9. What type of organization/company/business do you operate?
10. Your designation in the company/organization/business
11. In which district is your organization/company/business located?
  - a. Enter other District
12. Which of the following best describes your organization
13. Does your organization have a budget for marketing, advertising, and sponsorship?
14. Does your organization have a budget for Corporate Social Responsibilities (CSR)?
15. In the past, has your organization provided support for regular types of events in any form or a sponsorship or CSR?
16. In the past, has your organization provided support for pro-poor initiatives in any form or a sponsorship or CSR?
17. What is the estimated annual budget for your organizations marketing, advertising, sponsorship, and communication or CSR activities? Please select from the ranges below
18. There are an estimated 2,000,000 smallholder farmers in the 3 implementing regions (Brong Ahafo, Ashanti, and Volta). On a scale of 1 - 5, how important are these farmers to your business as an important constituent of your target group from which you can drive value for your business?
19. Do you currently, or have you in the past used radio as a means of reaching your target audience?
20. If you were to provide support for a new market-oriented agricultural radio program, what would be your criteria for approval? Rank from 1 to 9 the priorities for your organization to support this new agricultural radio program, with 1 being your highest priority and 9 being your lowest priority
21. How likely is your organization to consider investing (through advertising or sponsoring results-based program segments) in a new market-oriented agricultural radio program that targets farmers in Volta, Brong-Ahafo, and Ashanti region of Ghana and delivers measurable results for farmers and other market actors such as your organization?
22. How likely is your organization to consider partnering with FRI to develop a new market-oriented agricultural radio program that targets farmers in Brong Ahafo, Ashanti, and Volta Region of Ghana and delivers measurable results for farmers and other market actors? As a partner, your organization would be involved in designing and measuring program results, e.g. increased use of improved inputs; increased, better quality yields; increased sales.
23. Why would your organization not support this farm radio program?
24. If you were to allocate a percentage of your marketing, advertising, communication, sponsorship or CSR budget to a new market-oriented agricultural radio program, what percentage of this budget would your organization consider investing the new market-oriented agricultural radio program with?
25. How would you rate your influence over budget allocation decisions for marketing, advertising, communications, sponsorship or CSR?
26. Which of the following best describes your job or role or position in your organization

## Appendix 4: Questionnaire for radio station interviews

### AIS Mobezi Questions for Radio Stations

1. Please enter the region that you are conducting this survey in.
2. Please enter the person's name.
3. Please enter the person's gender.
4. Please enter the person's age.
5. Do you own a mobile phone?
6. What is your mobile phone number?
7. In which district is your radio station located?
  - a. Enter other District
8. What is the name of your radio station?
  - a. Enter the name of the radio station
9. What type of station do you operate?
10. Are you a farm radio partner radio station?
11. Do you currently have an agricultural radio program?
12. Have you had an agricultural radio programmes in the past?
13. Is the radio program done in collaboration with Farm Radio International?
14. Is this agricultural radio program funded directly by a donor organization?
15. How do you get funds for this agricultural radio program?
16. How long have you had this program on air for?
17. Are you currently able to sell Ad Spots on your agricultural radio program?
18. Are you currently able to find sponsors for your agricultural radio program, e.g. for specific segments or the entire show?
19. Why do you think your agricultural radio program is not able to attract advertisers or sponsorship?
20. Are you able to cover the costs of your agricultural radio program through advertising and or sponsorship?
21. What is the average cost of a 30 sec Ad spot on your agricultural radio program?
22. How would you describe the interest of advertisers in your agricultural radio program
23. On a scale of 1 - 5, how would you describe the efforts of your station to get advertisers or sponsorship for your agricultural radio program?
24. What are the main costs associated with your agricultural radio program?
25. What is the total cost of one agricultural radio program? (GH Cedis)
26. On a scale from 0 - 10, how would you rate the chances of agricultural radio programs being able to attract some of the same advertisers that sponsor shows such as entertainment, news and current affairs, religious programs etc. on your radio station?
27. What is the cost of an hour's airtime at your radio station for programs in the evening between 7:30 PM and 10:30 PM? (GH Cedis)