

Farm Radio Online Community (Barza): An Interactive Website for African Radio Broadcasters

Final Technical report presented to IDRC

December 20, 2011

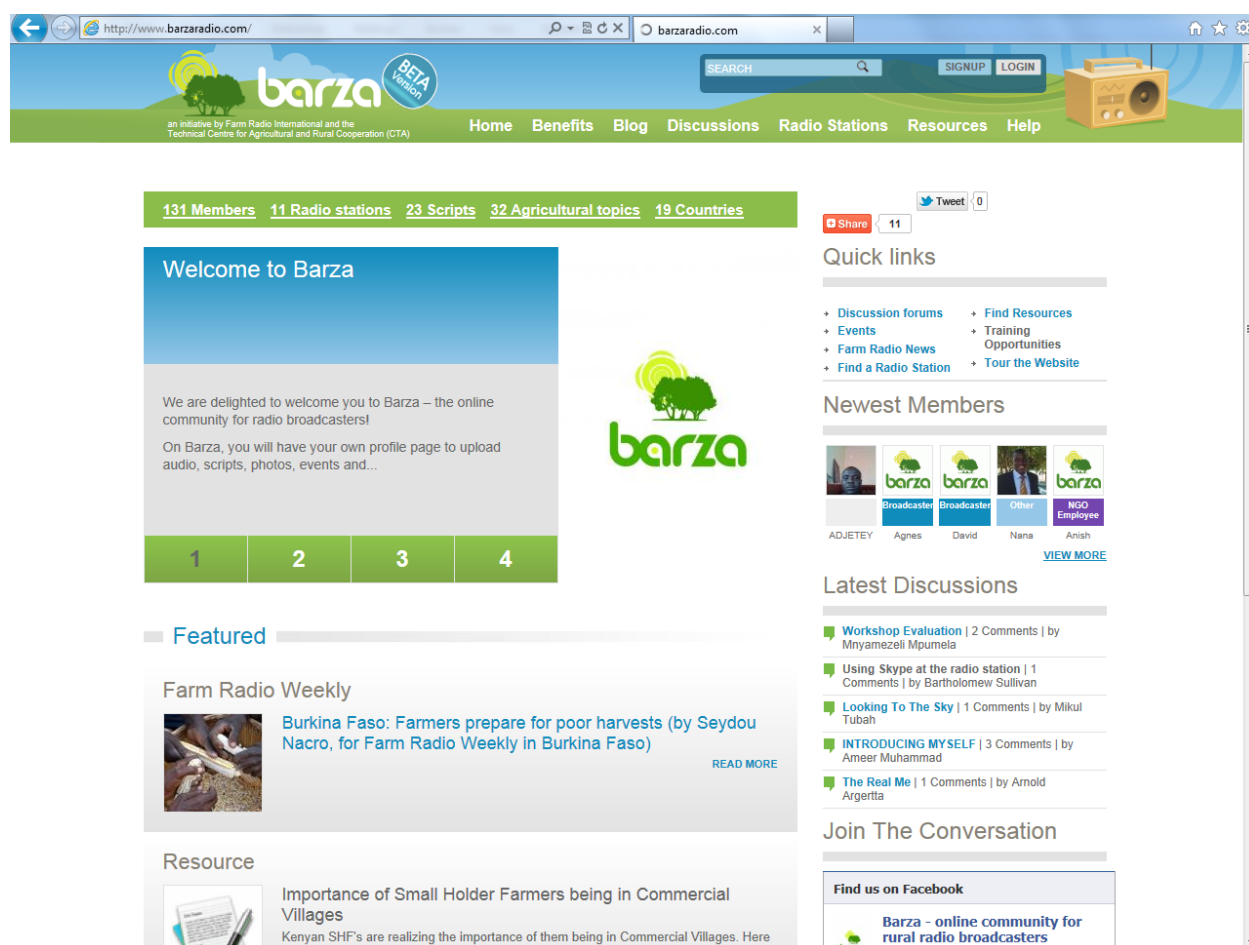


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1.0 Introduction to the project

Nowadays many African radio broadcasters have regular access to the internet, and this access continues to grow. As a result Farm Radio International felt the timing was right to experiment with an interactive website for African rural radio broadcasters. In late November 2009, Farm Radio International received funding from IDRC to carry out this initiative. With this support from IDRC, Farm Radio International was able to leverage additional support for the initiative from the Technical Centre for Agricultural and Rural Cooperation (CTA).

The aim of the site is for broadcasters to connect with peers, access and share relevant and appropriate resources and information in order to increase the extent to which rural radio helps African small-scale farmers meet their food security, farming and livelihood goals.

Specific objectives included:

- 1) To enable at least 100 African broadcasters to connect with peers, access and share relevant and appropriate resources and information, and participate in discussions and forums on a specialized farm radio social networking space
- 2) To enhance access to and use of Farm Radio International's services by African rural radio broadcasters
- 3) To increase the extent to which Farm Radio International content services are shaped by the needs and talents of member broadcasters
- 4) To promote the participation of women in the Community by creating topics relevant to them, and engaging African woman role models as facilitators for at least one discussion group topic.
- 5) To discover and share learnings about the potential for on-line communities to help development media serve the needs of low income people.

2.0 Activities and outputs

2.1 Design and develop the social networking site

Engaging designer

Farm Radio International distributed a call for proposals for website developers in early February. Four organizations were shortlisted, and South African web developer Digital4Good (D4G) was engaged in early April 2011.

Forming and activating an advisory group

To help shape the site, Farm Radio International formed an advisory group. We wanted people with a mixture of backgrounds ranging from African radio broadcasters to people with expertise in radio for agricultural and rural development as well as social networking. Farm Radio

International sent an invitation letter to people we thought would be useful members asking them if they would be interested in getting involved.

Advisory group members and their organizations are:

- Ken Lohento, CTA, The Netherlands
- Luca Servo, FAO, Italy
- David Mugo, a web developer, Kenya
- Kofi Larweh, Ghana Community Radio Network, AMARC Africa's Training and Capacity Building Officer
- Grace Amito, Mega FM, Uganda
- Bart Sullivan, Farm Radio International, Tanzania
- Hyppolite Dossou Yovo, from Panos Institute of West Africa
- Modeste Shabani, Radio Sauti ya Mkaaji, Democratic Republic of the Congo
- Georgette Koala Naze, Radio Pengdwendé, Burkina Faso, AMARC Africa representative
- Franklin Huizies, vice president of AMARC for Africa (newest addition to the advisory group following a meeting with Blythe McKay in South Africa)

So far, the advisory group has carried out the following:

- Provided feedback on the Request for Proposals (RFP) distributed to site development companies
- Distributed the RFP to their networks
- Commented on proposals submitted by website development companies
- Helped with final hiring decision.
- Publicized the contest to name community.
- Publicized voting on online community name.
- Feedback on site

In addition to the advisory group several other individuals from Farm Radio International and other organizations have been providing feedback on Barza including Ian Pringle from the Commonwealth of Learning and Samuel Mikenga from CTA.

Naming the site

Farm Radio International surveyed around 1000 Farm Radio Weekly subscribers and broadcasting partners, asking them to suggest names for the online community. We chose six of the best and asked the 1000 subscribers and broadcasting partners to choose between them. Barza was the winner. Barza is a French Congolese word with Kiswahili roots which means, “The place where people in a village meet under a tree to talk and sort out questions concerning the community.”

Creating and testing a prototype of the site

There was extensive communication between Farm Radio International staff and D4G to create the site.

Anouk Janssens-Bevernage, an expert in eLearning, was hired and has trained two African site moderators (Busisiwe Ngcebetssha and Oge Ogbechie). Both moderators were also facilitators during Farm Radio International's most recent online course for our Scriptwriting Competition on Healthy Communities. All three experimented with the different components of the site and discussion groups, helping Farm Radio International staff to identify bugs and problems with site functionality.

Farm Radio International staff, the d-group facilitators and their mentor tested the site extensively in the months prior to launch providing feedback on how to improve it to D4G. This took longer than initially anticipated given the many tools that the site offers to broadcasters. In particular, extensive time and effort was required to develop and test the "discussion forums" feature of Barza. The initial forum developed by D4G was too basic, so D4G installed a new forum program which took several weeks to customize for Barza. Unfortunately, this made the site unstable. Therefore, D4G returned to the original forum design and improved it with several new features such as WYSIWYG, forum digest, the ability to move posts between different forums, and the ability to reply with a quote from a previous post. One of the positive features of the new forum tool is that it is searchable.

At the beginning of October, we emailed 100 broadcasters who had previously indicated they were interested in testing the beta version of the site, to sign up and try out the features. Around 50 did so. A few people indicated that they had trouble with the Captcha code they needed to complete when setting up their account. We have explained to people to try several times because some of the codes are easier to read than others. We have also subscribed some people that were not successful after several attempts. Other feedback received is that they would like to see the post they make on a wall visible right away. In order to see it you need to leave the page and then return to it. This is a bug that D4G is working to fix.

Barza features

Barza has the following features: a user profile for each member, user status updates, an interactive map of radios involved and space for radio stations to create their own profiles, discussion forums, audio upload and download functionality, a resource page, e-mail alerts, links to other web 2.0 platforms such as a Facebook Page for the Barza community, content rating system and much more.

Below are the various aspects of Barza with descriptions of how they can be used.

Registering on Barza: Members can create their own user profiles by filling out a registration form (See Appendix 1.1)

User profiles: After registration a user profile is created. A registered user can: update their status, upload a script, upload an audio file, upload a photo, upload a video and share an event. They can also follow other members and invite their colleagues to join the site. (See Appendix 1.2)

Radio Station Profile: Once a radio station has registered, it gets its own radio station profile, with its own unique URL which it can share with others. A radio station profile allows each member station to share basic information about itself, including the type of station, its frequency, the number of staff, and the language of broadcast. The station also has a “wall” where it can post messages and where people can leave messages for it. The wall can also include: a list of station staff; the station schedule; uploaded scripts; uploaded audio clips, videos and photos; event announcements, and blog posts. (See Appendix 1.3)

Find a radio station: By doing a search for a radio station by name, type of radio station, country or even by clicking directly on the interactive map, radio broadcasters will be able to find what other radio stations are registered on Barza. If the radio station is not registered yet, they can fill out a form which will allow them to be part of the list of radio stations. (See Appendix 1.4)

Discussions: The “Discussions” (or d-group) section of Barza is a place where members can interact with each other on various topics of interest to them and their listeners, and where they can exchange ideas and learn from each other. The d-groups also allow people to:

- gain new knowledge from the resources provided through the site and from the other participants in the d-group
- challenge each other to consider perspectives they hadn’t previously considered
- encourage action such as producing radio scripts that can be shared on the topic that is discussed
- share ideas for and experience with program formats that can work well with the topic that is being discussed
- share other resources they are aware of and have used to address the theme (i.e. going beyond just the resources we provide through the site)

Within the discussions, users have the:

- ability to reply with a full rich text WYSIWYG editor
- ability to subscribe to a daily or weekly digest of discussion topics (based on their preference)
- ability to "quote" what a previous member has written earlier in a thread

There are currently four main discussions that are being moderated on Barza:

- An introductions discussion where people can meet and greet
- A climate change adaptation discussion which provides probing questions and resources on the topic
- A community participation discussion about how to engage the audience in radio programming.
- A broadcasting tips discussion that provides useful information about varying broadcasting technologies.

These discussions are a launch pad. With guidance from the site moderators and email digests, users are encouraged to create their own spin off discussions. (See Appendix 1.5)

Resources page: The resources page is a space where Barza users can find information uploaded to the site pertaining to agriculture and broadcasting. Barza users can search by topic as well as

resource types: audio, scripts, photos, Farm Radio Weekly news feed and featured blog posts. The page also features a tag cloud that allows Barza users to visually see what topics are available and which ones are most popular. (See Appendix 1.6)

Finding an event: This is a place where Barza users can search for events through an interactive map, a clickable calendar, or by entering the date, place or name of the event. (See Appendix 1.7)

Barza email digest: The Barza email digest is a round-up of the latest activities of the Barza VP. (See Appendix 1.8)

Refining and finalizing the site

The funding we have received from IDRC and CTA has enabled us to complete the initial phase of developing Barza. There are still many more features we would like to add to it.

Changes we would like to see to the design and functionality of Barza include:

- making the following friends thumbnails less cluttered by removing the topics they are interested in
- Adding the possibility to like posts in a discussion forum
- Adding the date or time stamped on all content (front page features, news items, etc.)

Below are some tools that our broadcasters said they would like to see on Barza through the initial survey we conducted with them. These tools were not seen as an immediate priority so we have decided to integrate these functions in phase 2 of Barza.

SMS Linkages: As many people in Africa are increasingly accessing information through their mobile phones, it makes sense to make some content SMS'able. Using the SMS, we can enable interaction between mobile users and Barza. Features would include:

- Sending SMS messages
- Collecting, confirming, and storing mobile information for Barza users
- Sending batch messages to Barza users

We also want to see how content can be emailed via mobile phone and directly uploaded to Barza. This would allow users to, at the very least: update their status, comment on posts, submit questions and reply to forum posts.

Phone-casting/ audio publishing: This would allow broadcasters in the field to conduct interviews for radio by using their mobile phones. There are a variety of solutions available. Users can record the interview and email the MP3 or subsequent sound file to an email address. Alternatively they can attach a sound file to an MMS message and send to a dedicated mobile number. D4G will investigate solutions like iPadio for live broadcasts. It would be ideal to integrate as much as possible as the process would involve registration of a phone number and the selection of a password. Ideally, a toll free number would be provided. Then, it would be a question of entering a password and start recording. The idea is that the recording would

instantly be available as a phlog (phone blog) on a platform like ipadio. D4G would need to investigate how ipadio could be integrated with Barza.

2.2 Recruitment and orientation of members to the site

Creating and circulating announcement inviting people to join site

We developed and circulated an announcement to our more than 1700 Farm Radio Weekly e-subscribers, which includes all of our broadcasting partners (stations that receive our script packages), to sign up to Barza. The invite was also sent out to CTA, AMARC (International Secretariat and AMARC Africa), FAO and other organizations for them to share with their networks. All our advisory group members were sent the announcement and asked to share it with their networks. (See Appendix 2 for announcement)

We also published the announcement in the December issue of *Voices*, our newsletter for broadcasting partners. Broadcasting partners are radio organizations that receives our script packages and benefit from other services we offer. We distribute *Voices* as part of our script package. The December issue is being mailed and distributed electronically to 400 broadcasting partners in 38 countries in sub-Saharan Africa.

Blythe McKay, Farm Radio International's Manager of Resources for Broadcasters, was in Cape Town, South Africa from September 11-19, 2011 for a meeting on *Media for development and healthy communities* supported by the Commonwealth of Learning and hosted by the Media and Training Centre for Health. She presented Barza to the 20 organizations from around the Commonwealth represented at the meeting. Many of the organizations were community media networks or those working closely with radio stations including AMARC Africa, Story Workshop, Kenya Community Media Network, and the Community Radio Forum (Mozambique). They were all interested in Barza.

Farm Radio International's country offices in Ghana, Ethiopia, Tanzania and Mali are encouraging stations they work with to sign up to the community. Other organizations that FRI works in partnership with such as JADE Productions in Burkina Faso, Farm Radio Malawi in Malawi, and Cameroon Link in Cameroon are also encouraging people at radio stations to join Barza.

Creating and offering an orientation package for new members

We initially anticipated using a slide cast video orientation package to provide people with an overview of the site. However, we opted to use screenshots and text to explain to users how to use different parts of the site. We thought this would be easier to use for members with low bandwidth.

Providing direct support to new subscribers

Anytime a new user signs up to the site the African moderators post a greeting on their wall and encourage them to create their profiles and upload their photo if they haven't already done so. They also encourage them to post in the Welcome Forums.

2.3 Managing Barza

Adding new resources

A Farm Radio Weekly feed has been set up to feed news stories directly into Barza as they are posted every week

The hired African moderators have uploaded and continue to upload resources to the site. Farm Radio International staff are also uploading resources to the site. For the first time ever, Farm Radio International has translated 15 of its most popular scripts into Kiswahili. All these scripts were posted under the Resource page on Barza in mid December.

With pro Bono support worth the equivalent of \$5,000 CAN the Canadian law firm Blake, Cassels & Graydon LLP developed terms and conditions for participation in the Barza site.

Monitoring use and responding to questions and requests for assistance

Farm Radio International staff and the African moderators are monitoring site use and responding to questions and requests for assistance. In the Discussions page, there is a forum where users can post questions regarding technical support they would like to receive. The screenshots, available as part of the FAQs and Help page, also offer support to users.

Creating and moderating discussion groups

Based on feedback from radio practitioners we initially decided to have a dgroup on climate change adaptation another on broadcaster tips/technologies, and a third on general questions about the site. After several meetings involving the site moderators, their mentor and Farm Radio International staff we decided to launch the discussions by encouraging people to introduce themselves in the Welcome forum and participate in an ice-breaker activity. We also added another discussion group area on how to engage the audience in radio programming.

Our aim is for the discussions to eventually be initiated by users based on interest. Farm Radio International recently carried out a five-week online training followed by a five day face to face training on producing radio pieces of relevance to small-scale farmers. This group of 20 broadcasters were keen on continuing the exchange ideas and experiences and we have responded by setting up a space for them to do this on Barza.

Farm Radio International's managing editor, Vijay Cuddeford, has developed a series of questions, resources and messages for the discussion on climate change adaptation. This discussion is being moderated by Oge Ogbechie. Oge will also be moderating the French discussion groups (except for the one on technical support which Nelly is moderating in English and in French) once they begin.

Bart Sullivan, based at Farm Radio International's office in Tanzania will moderate the English group on broadcaster tips. Busisiwe Ngcebetsha is moderating the discussion on how to engage the audience in radio programming.

2.4 Monitoring and evaluation

Farm Radio International engaged an external evaluator, Anish Parmar to carry out the evaluation of the site. His report is attached. His findings will help us improve the site.

3.0 Successes, challenges and outcomes

Although Barza has not been running for very long there are several successes, challenges and outcomes we can highlight.

3.1 Successes

As of December 2011, more than 100 people have signed up to Barza. Barza users have been for the most part able to upload pictures, fill out their information (their location, the languages they speak, what they do, the agricultural and broadcasting topics that interest them), update status, follow friends, post messages on walls, upload scripts and stories, upload audio and create events. (See Appendix 1.9 for example of user profile and explanation of user's use of Barza)

The introductions forum is a space in the discussions section of Barza where members can get to know each other. There, they introduce themselves and their work. Also, we have created a space for them to exchange stories. This has worked well so far, giving people the ability to explore how to create posts on discussion forums as they familiarize themselves with Barza.

3.2 Challenges

Only a small percentage of users are women. This is not that surprising given that the majority of rural radio broadcasters are men. In the coming months we will devote energy to encouraging women broadcasters to join the site and providing them with extra orientation support.

Community participation has been hard to keep constant. When people first sign up they are very enthusiastic and want to fill out their profiles and introduce themselves in the introductions forum. However, it seems that the initial enthusiasm wanes.

There are a few factors that might be influencing community participation:

- 1) Users access to the internet
- 2) Cost of internet access
- 3) User's time
- 4) User's understanding of Barza

Farm Radio International will be dedicating more time and energy in helping users understand how best they can use the varying functions of Barza, especially when it pertains to user-generated content, as it is an important aspect of Barza – moving from a top down (Farm Radio International to user approach) to a more vertical approach (broadcaster to broadcaster exchange)

D4G has taken a lot longer than anticipated to create the Barza site. This significantly delayed the launch of the site.

3.3 Outcomes

With Barza, new users are signing up nearly every day. Currently over 130 people have signed up, and approximately 100 of these are African radio broadcasters. While many of these users are our broadcasting partners, others are completely new to Farm Radio International. Through Barza we are establishing new connections with other media people who are interested in and dedicated to agricultural media. When Farm Radio International started in 1979 (known back then as Developing Countries Farm Radio Network), information and knowledge management was top down – we disseminated scripts written in Canada. Barza creates the potential for more horizontal, user developed knowledge management.

Although this hasn't happened yet since it's still too early in the process to assess this objective, Farm Radio International is hopeful that through Barza people will produce better programs for their farming audiences.

Appendix 1

1.1 Registration form

The screenshot shows a web browser window with the address bar displaying `dev.barzaradio.com/account/register`. The page title is "Register | Barza". On the left, a vertical red bar contains the text "BARZA DEVELOPMENT". The main content area is titled "Register" and contains the following fields and instructions:

- Username:** * [text input]
Spaces are allowed; punctuation is not allowed except for periods, hyphens, and underscores.
[Check username](#)
- E-mail address:** * [text input]
A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.
- Password:** * [text input]
- Confirm password:** * [text input]
Provide a password for the new account in both fields.
- Name:** * [text input]
- Surname:** * [text input]
- Terms and Conditions of Use**
☐ Accept Terms & Conditions of Use *

A green "Create new account" button is located at the bottom of the form.

On the right side of the page, there are social media sharing buttons: "Me gusta", "Tweet" (0), and "Share". Below these is a section titled "Already Registered?" with the following options:

- Username or e-mail:** * [text input]
- Password:** * [text input]
- [Log in](#)
- [Log in using OpenID](#)
- [Create new account](#)
- [Request new password](#)

Below this is a section titled "Why Register?" with the following text:

Registration with BarzaRadio takes less than 2 minutes and you can join a thriving African broadcasting community and get access to a host of benefits. Among them are:

» 25 reads

→ ↻ dev.barzaradio.com/member/4/edit ☆ ⚙

More about your work

Radio station or organisation you work for:

- None -

Other station or organisation:

If your Radio station or organisation does not appear in the list above, please add it here.

What do you do?:

Farm Radio Employee

I'm working on...:

What are you working on? What are you interested in?

Website:

Community

What I expect from this community...:


What topics are you interested in?

Broadcasting:

1.2 User profiles

www.barzaradio.com/member/176

Google



Ismaila Senghore

the routine management of the FM Station Management and the administration of programmes of the Education and Development Unit. I also broadcast and produce educational and development programmes. right now, i am implementing the Audio visual Documentation of The Gambia's National Forest Programme (NFP), as Ad-Hoc Coordinator of The National Network of Communicators on Climate Change (NNCCC))

Hi Busi, Thanks! I can't still figure out how the secret word at forums is recognized and entered. so i chose to reply to your message here. i to figure everything out soon. all the best! Ismaila.


[Follow](#)

[WALL](#) [FRIENDS](#) [RADIO STATIONS](#) [SCRIPTS](#) [MEDIA](#) [TOPICS](#) [EVENTS](#)

Leave Ismaila A Message


Type your message here.

[Send](#)




Ismaila Senghore has added forum **Climate Change and The Gambia**.

2 weeks ago [Comment](#) [Like](#) [Delete](#)




Ismaila Senghore posted on their wall:
Hi Busi, Thanks! I can't still figure out how the secret word at forums is recognized and entered. so i chose to reply to your message here. i to figure everything out soon. all the best! Ismaila.

2 weeks ago [Comment](#) [Like](#) [Delete](#)



Ismaila Senghore now follow Nakaseke Community Radio 102.9 FM

2 weeks ago [Comment](#) [Like](#) [Delete](#)



Ismaila Senghore has added forum **Ismaila's intro**.

[Like](#) [Tweet](#) [Share](#)

More About

BIRTHDAY: 04 February 1960
LANGUAGES: English, French
WHAT DO YOU DO?: Station Manager
TOPICS FOLLOWING: Audio, [Commercial Villages](#), [Crop production](#), Gender, new item, TB Treatment, Broadcasting techniques, Climate change, Equipment, Community development, HIV/AIDS, Manuals, Health, Tips, Malaria, Video, Food processing and storage, Polling, Land grabs, Livestock and beekeeping, Market information, Soil health, Trees and agroforestry, Water and sanitation





MEMBER SINCE: 18 Nov 2011
LAST LOGIN: 05 Dec 2011

[3 Followers](#) [4 Following](#)

Contact Me

Send Email
E-mail: isenghore@hotmail.co.uk
Telephone No.: +220 9967 916
Mobile No.: +220 3655 704
Facebook: [Ismaila Senghore](#)

Following



[Farm Radio Employee](#) [Farm Radio Employee](#) [Farm Radio Employee](#)

Nelly Kevin Blythe Oge

[VIEW MORE](#)

1.3 Radio station profile



an initiative by Farm Radio International and the
Technical Centre for Agricultural and Rural Cooperation (CTA)

SEARCH YOUR ACCOUNT
Welcome Nelly Bassily

Home Profile Blog Discussions Radio stations Resources Help

Rite 90.1 Fm

"Working as ONE, for Agricultural change and Development in Ghana"

LOCATION: Ghana
TYPE OF STATION: Public
FREQUENCY: 90.1
STAFF: 0
AUDIO STREAM:
<http://www.ritefmonline.net/ritefmonline/Rite90.1FmStreaming.htm>
LANGUAGES: English, Other



0

Quick Links

- Discussion forums
- Events
- Farm Radio News
- Find a Radio Station
- Find Resources
- Training Opportunities
- Tour the Website

Contact Us

Telephone No.: 0342550466 / 0244317322 / 0244478496
Address: Sra
Somanya
Ghana
Email contact form
Website: <http://www.ritefmonline.com>

Followers



Farm Radio Employee



Farm Radio Employee

You are following this Station

ABOUT WALL STAFF SCHEDULE SCRIPTS BLOG MEDIA EVENTS

The approach was simple promote farming business through the medium of Radio i.e. Use radio to focus on Agricultural and social development issues but this time to a broader group by reaching some parts of the Greater Accra, Volta and Eastern regions.

The eventual aim of programs running and those yet to come are to highlight mainly anything that feeds directly/indirectly into the Agricultural industry/chain i.e. food production, Agro processing, Agro chemicals, Agric machinery/Equipment, Transportation, packaging, Government policies, Non governmental organisations, Consultants, Educational and research institutions and other stakeholders in the agricultural sector.

1.4 Finding a radio station

Radio Stations

Search for radio stations close to you, by type of radio station or if you know the station's name, type it in. If you don't see your radio station listed here, complete the [application form](#) and we can list you on the map.

Like


Tweet 0

Share

Quick Links

- [Discussion forums](#)
- [Find Resources](#)
- [Events](#)
- [Training Opportunities](#)
- [Farm Radio News](#)
- [Tour the Website](#)
- [Find a Radio Station](#)

Closest To Me



Search

By name:

Start type in a name. A list of matches will appear from where you can select a name

By type of station:

All

By country:

[Search](#)

Don't See Your Station?

[Add your station now!](#)

1.5 Discussions

Discussions			
DISCUSSIONS HOME		ACTIVE TOPICS	UNANSWERED TOPICS
		NEW TOPICS	MARK ALL READ
If this is your first visit, be sure to check out the FAQ by clicking the help link above. You will have to register before you can post: click the signup link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.			
Welcome Forums		Topics	Last post
56 Posts	Introduce yourself here Introduction forum	18	Introducing myself! by Gladson Makowa 2 Dec 2011 - 8:45pm
16 Posts	After you introduce yourself, please join us here to participate in an icebreaker activity! Icebreaker instructions: 1. Share an amazing adventure in which you were involved or something sensational that happened to you. It would be great if this were radio related, but if you have another amazing story to tell, please feel free. Aim at approximately 10 lines. Click on 'reply' to share your story! 2. Find a story that really inspires you. Indicating why you would or wouldn't have liked to be in your colleague's shoes. To reply to any of the postings, click on 'quote' or type @(the writer's name) so we know who you are replying to.	5	The power of radio by Mikul Tubah 21 Nov 2011 - 9:34pm
Agriculture		Topics	Last post
0 Posts	Climate Change Adaptation Want to know more and discuss ideas around how farmers are adapting to climate change in your area? This forum is the place to ask questions and get resources on this very important topic.	0	n/a
0 Posts	Can you share with us what you think of when you picture "climate change"?	0	n/a
1 Post	What's one of the things you have always wanted to know about climate change adaptation?	1	How will the Durban UNFCCC COP17 summit help finance African climate change adaptation?

1.6 Resources page

Resources

Welcome to the Resources page - a place where you can find any information relating to Agriculture, Broadcasting or any other Miscellaneous topic. Listed here are scripts, photos, news, blog posts and Farm Radio Weekly articles. Enjoy!

Browse By



Agriculture

Crop production	TB Treatment	Climate change
Community development	Food processing and storage	Land grabs
Livestock and beekeeping	Market information	Soil health
Trees and agroforestry	Water and sanitation	



Broadcasting

Audio	Broadcasting techniques	Equipment
Manuals	Tips	Video



Miscellaneous

Commercial Villages	Current Affairs	Gender
new item	HIV/AIDS	Health
Malaria	Polling	

Farm Radio Weekly 



Quick Links

- + Discussion forums
- + Find Resources
- + Events
- + Training Opportunities
- + Farm Radio News
- + Tour the Website
- + Find a Radio Station

MOST POPULAR CONTENT

- + Introducing myself!
- + Welcome to Barza
- + Organic cotton under threat from GM cotton
- + Benin: Young entrepreneurs touted as the future of agriculture (IPS)
- + Sali Samake's journey from literacy class to weather reports

MOST COMMENTED

LATEST NEWS

HOT TOPICS

EVENTS

AFRICAN FARM NEWS

1.7 Finding an event

Events

Search for the latest events near to you, by name or by date. If you would like to add your own events, go to your profile page and click on the add event icon.

Like


Tweet 0

Share

Quick Links

- Discussion forums
- Events
- Farm Radio News
- Find a Radio Station
- Find Resources
- Training Opportunities
- Tour the Website

Search For Event Nearby



Search For Events

December						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Search By Month, Year Or Event

Search by year:

Search by month:

All

All

Search by name:

Start type in the name of an event. A list of matches will appear from where you can select a name

Search by event type:

All

Search

1.8 Barza email digest

Barza forum digest

DISCUSSIONS HOME	ACTIVE TOPICS	UNANSWERED TOPICS	NEW TOPICS	MARK ALL READ	MODERATOR PANEL
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Latest topics

Forum: [Can anyone share stories about what attitude farmers and other rural people in their areas have toward climate change?](#)

[Looking To The Sky](#)

Mikul Tubah - 30 Nov 2011 - 10:03pm

[4 comments](#)
[3 new](#)

Yes , as we see that the greatness of the polar ice is melting and we know, there will be more rain ...somewhere , sometime . The question of sometime is what's important , because...

Most active topics

Forum: [Introduce yourself here](#)

[Introducing myself!](#)

Nelly Bassily - 17 Oct 2011 - 11:04pm

[11 comments](#)

Hello fellow Barza members!

I'm Nelly Bassily. I work with Farm Radio International in the Ottawa office. I have been working on the Barza online community from its inception. I'm very...

[Hello from newest Kenyan Barzaddict](#)

James Karuga -9 Nov 2011 - 10:57pm

[2 comments](#)
[2 new](#)

Hello I am James from Kenya. I report on agriculture though I am a print scribe not a radio journalists like most of You. Hopefully You will welcome me nonetheless. I have written agri-business for...

Forum: [How does your station collect feedback on programs? Give us examples of how you use this feedback.](#)

[Radio Programs Feedback](#)

Busi Ngcebetsha - 17 Oct 2011 - 11:04pm

[4 comments](#)
[3 new](#)

Radio stations provide a service to the community. They are sources of information. As a radio station, your mandate is to deliver accurate information to your listeners. The...

Why don't you [start a discussion of your own?](#)

Thank you
The Barza Team

1.9 Example of Barza user James Karuga

James Karuga
Writing scripts and agricultural stories for various publications
a story am proud of <http://www.howwemadeitinafrica.com/kenyan-poultry-entrepreneur-turns-6-i...> shows possibilities in Africa Dark Continent no MOOORE

You are following James

Unfollow

WALL FRIENDS RADIO STATIONS SCRIPTS MEDIA TOPICS EVENTS

Leave James A Message

Type your message here.

Send

James Karuga posted on their wall:
a story am proud of <http://www.howwemadeitinafrica.com/kenyan-poultry-entrepreneur-turns-6-i...> shows possibilities in Africa Dark Continent no MOOORE
1 day ago [Comment](#) [Like](#) [Delete](#)

James Karuga posted on their wall:
Indigenous Fruit Trees alter fortunes of Kenya Arid Land Farmers <http://www.africagoodnews.com/development/agriculture/2776-indigenous-fr...>
1 week ago [Comment](#) [Like](#) [Delete](#)

James Karuga posted on their wall:
nice story on bio-prospecting pitch accepted work for next week
2 weeks ago [Comment](#) [Like](#) [Delete](#)

James Karuga posted on their wall:
first day of extension and rural innovation conference Nairobi went super great and met a couple of
2 weeks ago [Comment](#) [Like](#) [Delete](#)

More About

LOCATION: Nairobi , Kenya
BIRTHDAY: 10 April 1982
LANGUAGES: English, Swahili, Other
WHAT DO YOU DO?: Field Reporter
TOPICS FOLLOWING: [Crop production](#), Gender, Community development , Malaria, Food processing and storage, Livestock and beekeeping , Soil health

MEMBER SINCE: 08 Nov 2011
LAST LOGIN: 15 Nov 2011

10 Followers **9** Following

Contact Me

Send Email
E-mail: james.karuga@gmail.com
Telephone No.: +254 725 448 438
Twitter: [@karugaj](#)

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James Karuga is a 29 year-old freelance journalist from Kenya. He writes for various publications including the *New Agriculturalist* and Kenya's *Business Daily*. James has used his Barza profile to promote his written work through updating his status and creating an event (the Extension Innovation Conference in Nairobi) which he has shared with the community. James has even written as his introduction to the Barza community that he finds Barza very useful and that he considers himself a 'Barzaddict'!

Appendix 2: Barza announcement distributed to broadcasters

Introducing Barza, the online community for radio broadcasters

We are delighted to announce the launch of Barza (www.barzaradio.com) – the online community for radio broadcasters!

On Barza, you will have your own profile page to upload audio, scripts, photos, events and video. There is a Discussions page where you can participate in various discussions such as the introduction forum, the climate change adaptation forum and the broadcasting tips forum. On the Resources page, you will find audio, text and video resources on topics ranging from climate change adaptation to equipment for recording programs. Radio stations can have their own page where they can highlight the work they do.

Why is the site called Barza?

Farm Radio International surveyed around 1000 Farm Radio Weekly subscribers and broadcasting partners, asking them to suggest names for the online community. We chose six of the best and asked the 1000 subscribers and broadcasting partners to choose between them. Barza was the winner! *Barza* is a French Congolese word with Kiswahili roots which means, “The place where people in a village meet under a tree to talk and sort out questions concerning the community.”

Please join Barza!

You can join Barza by going to: <http://www.barzaradio.com/account/register>.

As you create your account and set up your profile, make sure you fill out the form thoroughly and upload a picture of yourself!

Once that’s done, we invite you to go to the Discussions page: <http://www.barzaradio.com/forum>. There, in the Welcome forums, you can introduce yourself and then join the icebreaker activity with other Barza community members.

We invite you to explore the site. If you have any questions about the different tools and features, don’t hesitate to post a message in the technical support forum on the Discussions page <http://www.barzaradio.com/forum>.

Also, if you are a Facebook user, we encourage you to “like” the Barza Facebook page: <https://www.facebook.com/pages/Barza/136418766438517>

Please send all comments and suggestions to barza@farmradio.org.

We would like to thank the International Development Research Centre as well as the Technical Centre for Agricultural and Rural Cooperation (CTA) for supporting this initiative. We would also like to thank Digital4Good, a web development company based in Cape Town, South Africa, who worked with the Farm Radio International team to develop Barza.

We look forward to interacting with you on Barza.

-The Barza team

Nelly Bassily, Oge Ogbechie, Busi Ngcebetsha, Blythe McKay, Bartholomew Sullivan, and Mark Leclair