



# Developing Foundation Market Systems

---

Embedding the rural audience at the centre of Radio Business in Uganda

# Evolution of FIT-SEMA Project

2006

**Developing  
foundation  
market  
systems**

Inefficient or  
Missing  
functions in  
industry  
understood

1999

**SEMA  
Introduced**

New  
provider,  
new  
program

2005

**Broadening  
to market-  
wide systems**

- Established dd for Biz infor
- Programs fragile, audience the looser

2001

**Acceptance**

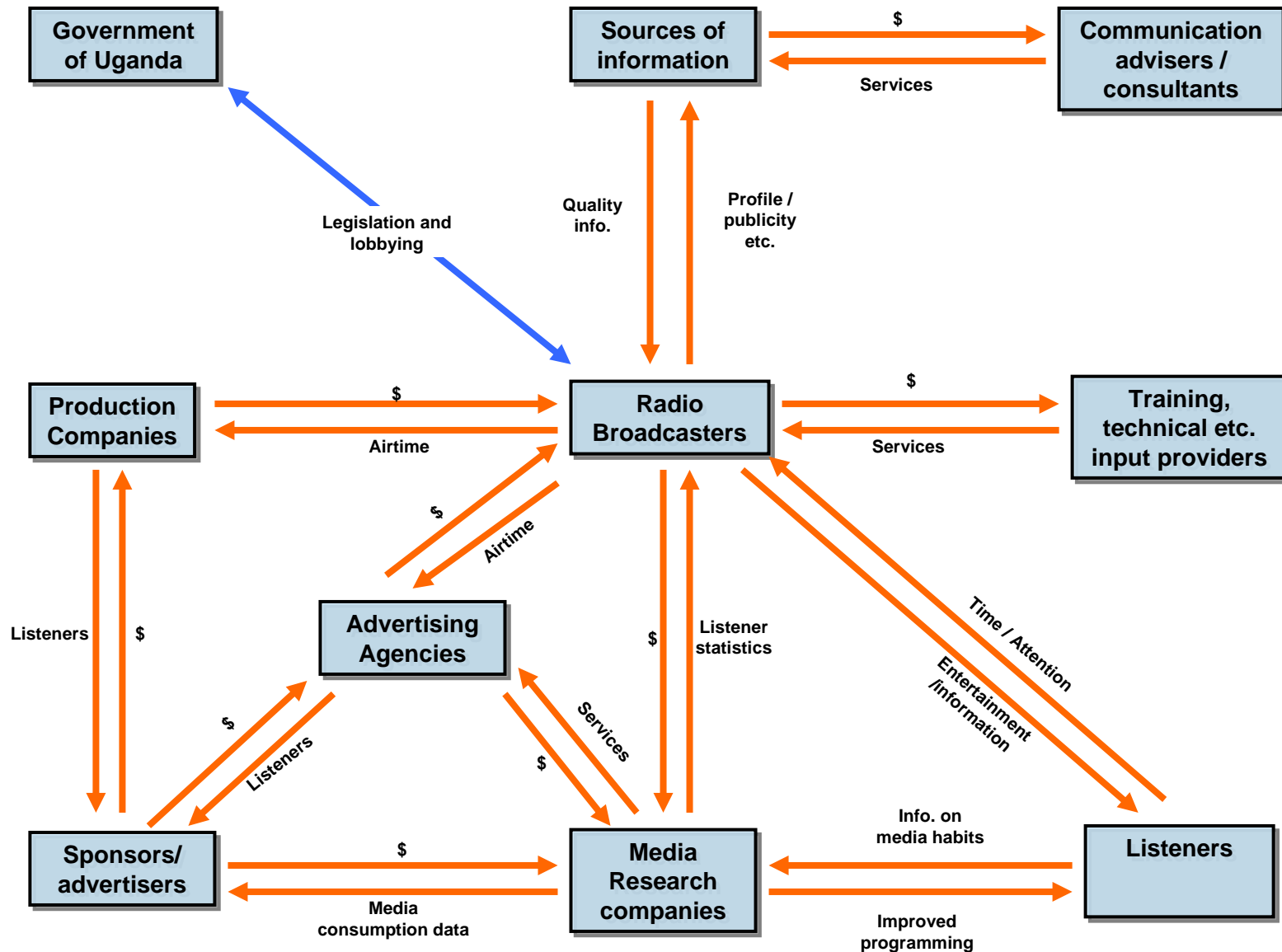
Programs  
taken up,  
minor  
adaptations

2003

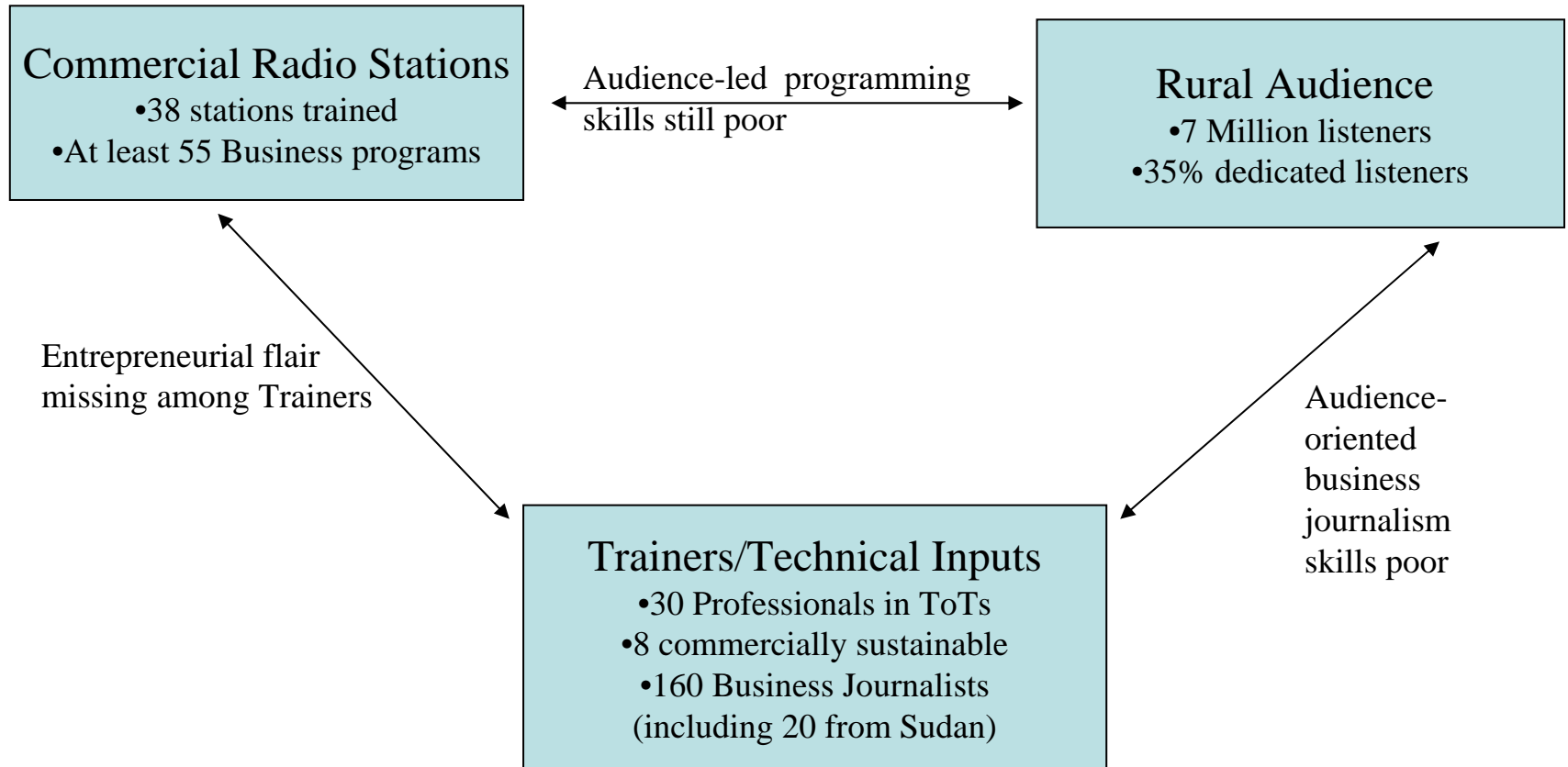
**Focus on  
Programming**

- Scaling up training in programming
- 1<sup>st</sup> audience survey

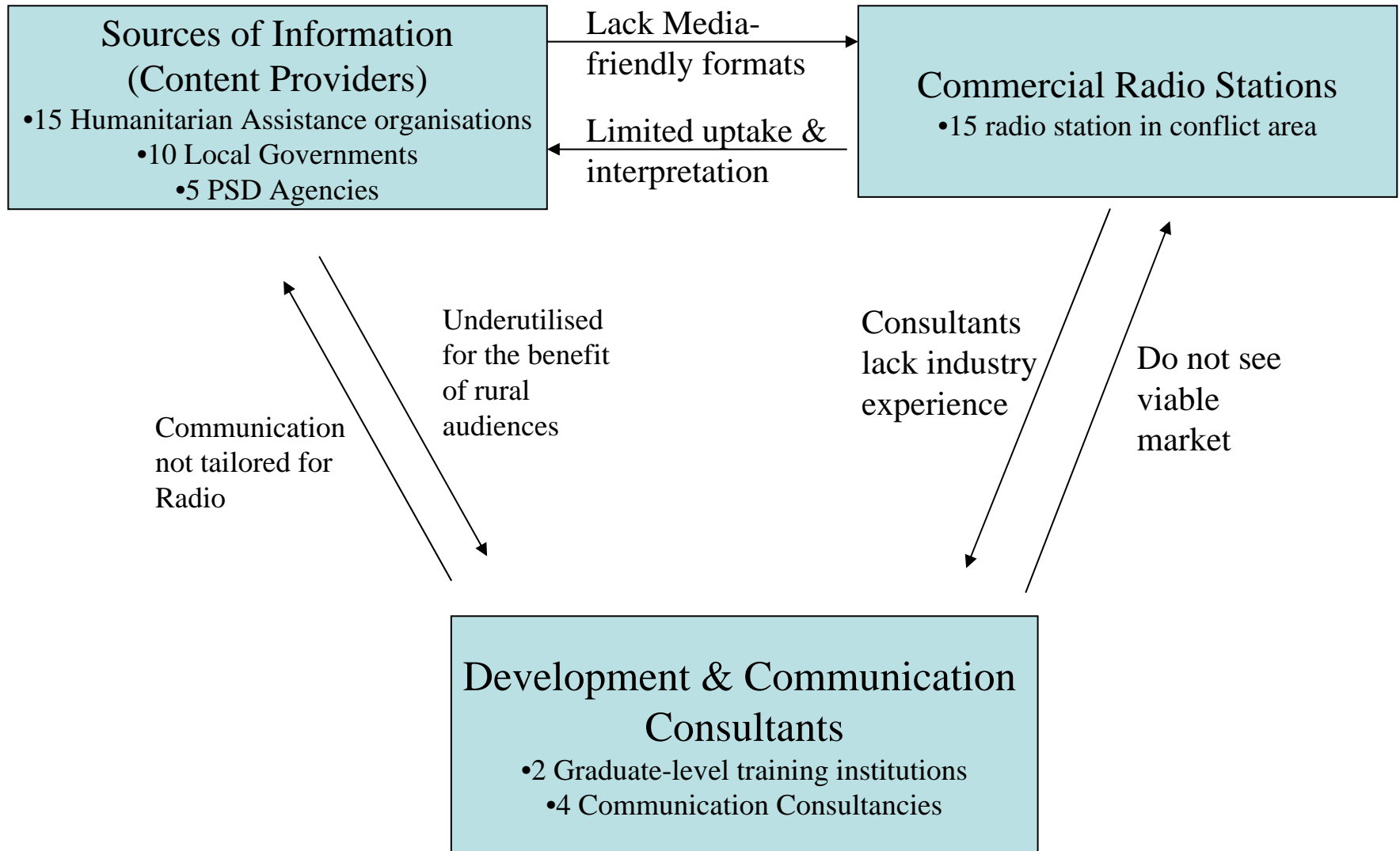
# Radio Broadcast "system" in Uganda



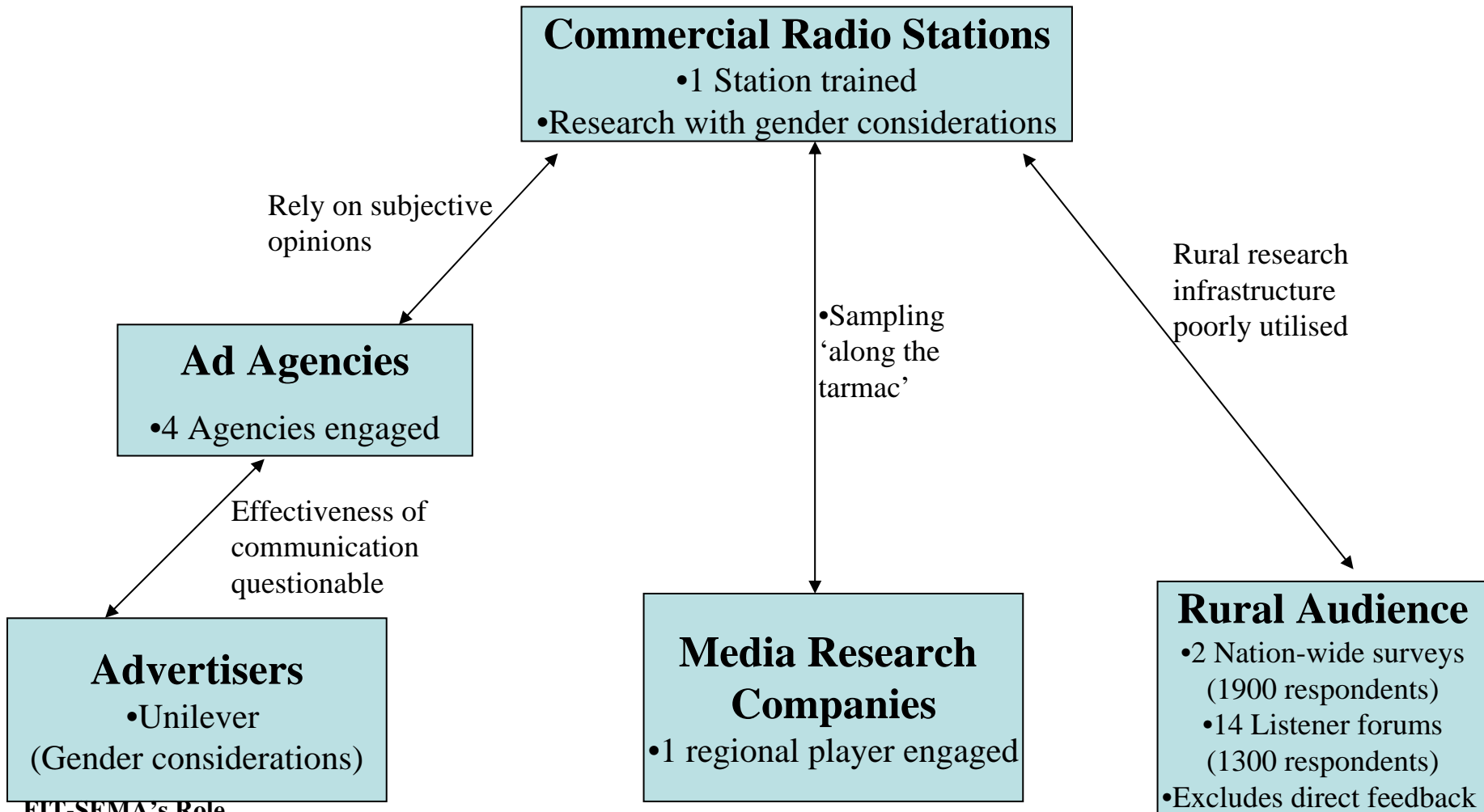
# Programming Function: Enhancing In-House Capacity



# Programming Function: Making Development Newsworthy



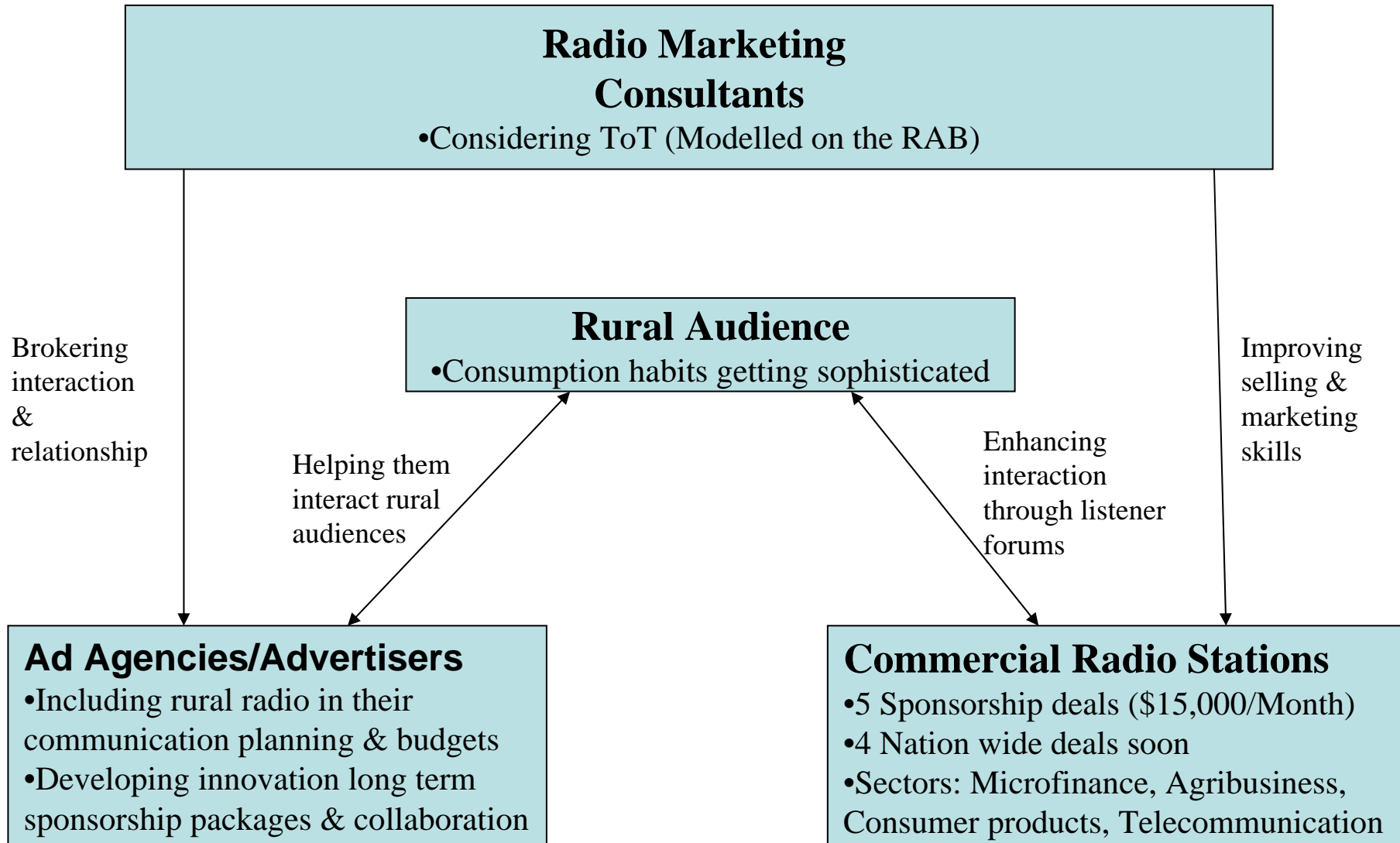
# Research Function: Media & Audience



## FTT-SEMA's Role

- Developing in-house capacity for audience research among partner stations
- Maximising productivity of existing audience research infrastructure (Agents, letters, listener forums)
- Facilitating direct contact between partners stations & advertisers in developing innovative collaborations
- Carrying out independent research incorporating rural listeners & disseminating to industry
- Working with existing Media Research company to improve sampling & reporting of Media survey

# Radio Marketing Function: Enhancing In-house capacity





# Examples of Impact Created

---

- CBS Radio producer gives detailed explanation on the following case studies.
- Nalongo Semwogerere a beekeeper and poultry farmer on improved yields after listening to radio programme
- CBS mobile radio programme on cassava farmers in Rakai district the programme highlighted the need for organised farming as result they have 3 hectares of cassava due for harvest
- Mzee Lwanga a rice farmer in the Sese Islands on the serialised rice growing Programme aired on CBS.