

REPORT ON THE SELECTED RADIOS AND COMMUNITIES IN MALI

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I. Introduction to the London School of Economics:

The London School of Economics and Political Science, abridged as follows: (LSE), London School of Economics is more renowned through its initials. Today, it is, one of the earliest institutions in the milieu of education and the global community of socioeconomics. Thanks to private donations to their organization, in particular the legacy of the £20 000 made by Henry Huntchinson, it was founded in 1895 by the pioneering work of Sidney and Beatrice Webb, Graham Wallas and George Bernard Shaw- members of Fabian Society. Sidney and Beatrice were inspired on the model by the Private school by political sciences and the French national colleges of business to build the course of LSE. Since 1902, LSE is on Houghton Street in central London, around Aldwych, close by the royal Court of Justice.

As a small and atypical school, LSE quickly became a famous institution. It joined the University of London in 1900 as a faculty of economics, and quickly widened its program to include other social sciences: international relations, history, philosophy and sociology. In addition to the University of London, LSE belongs to Russell Group (the English equivalent of Ivy League American).

However, the research project on the junction of ICTs and the Community Radio on rural communities is the initiative of the Media and Communication Department of the Economics and Political Science at LSE which will be carried out in Mali, Mozambique, and Uganda during 100 days. It is under the direction of Doctor Linje Manyozo of the LSE Media and Communication Department, and Professor Gorette Nassanga of the University of Makerere in Kampala/Uganda, and Claudia as a facilitator. Importantly too, the project has been conducted with the institutional support of Malian Community Radio Alliances, (ARCOM and the technical support of Mali Cultural Heritage Agency, (Agence du Patrimoine Culturel du Mali-SARL). In the next sections, prior to introducing briefly the reader to Mali, the document provides a cursory descriptive page on ARCOM and Mali Cultural Heritage Agency. Mali Heritage Agency is a nascent non-governmental organization that is active in the areas of Socio-cultural Anthropology, Cultural Heritage, Applied Research and Consultancy throughout Mali.

II. The Malian Community Radio Alliances (ARCOM)



Due to the 1991 revolution in Mali, democracy is now institutionalized. Mali is a landlocked country located in the kernel of West Africa. Mali has about 12,000,000 inhabitants and (74%) are in rural areas. A large number of the population was not literate as well, and Mali is an oral tradition country. Today, the importance of radio industry is playing a major role by sharing information, empowering education and development tools that target the population by and large. The aftermath of the revolution is experiencing a political will that is furthering the opening up the space for MF Waves. Also, a National Policy of Communication for Development is empowering the space for emerging private and public radios stations. Today, there are more that 245 radios that are broadcasting information nationwide to date.

Since 2000, ten community radios got together and led to the creation of a community radios network that will be able to lobby political decision-makers to institute a single harmonized central radio programmes stepping out of a network of rural community radios. The Malian Community Radios' Alliance is now an active initiative. In order to represent the ethnic and geographical diversity of the country, these ten community radios cover a large geographical area of Mali. Through its projects and actions, the Malian Community Radios'

Alliance is developing a raising mutual interest for rural radios.

What’s MCRA doing?

Mali Community Radios’ Alliance (ARCOM) aims to enhance sustainable cooperation and partnership ties between various community, associative and peasant radios in Mali, and then with the other African community radios with those in the north throughout exchanges at all levels.

Mission: Mali Community Radios Alliance (*L’Alliance des Radios Communautaires du Mali*) is a voluntary organization which actively contributes to the emergence of a strong and committed civilian society.

Target population: 2/3 of population in Mali is predominantly illiterate

Vision: MCRA (ARCOM) participates in the capacity building of its member radios at the radio output level and scales up communities mobilization capacity. In doing so, it contributes to consciousness awareness of the population, to competency and knowledge sharing through inter-cultural exchanges for the development of a mobilized civilian society.

Overall objectives:

- Contributing to create a proactive and active civilian society through its community, regions actions and then creating a nationwide synergy.
- Contributing to prioritize issues and difficulties experienced by the rural communities and sensitizing policy-makers for a pragmatic search for solutions.

- Contributing to educate, to teach and to inform the population on their rights and duties.
- Contributing to promote health for all and an increased sensitization about environmental issues.
- Promoting new technologies and basic initiatives.

Specific objectives:

- Creating and implementing a national programming from the harmonization of rural community radios member programming.
- Contributing to a synergy of actions between populations, development partners and technical services.
- Demystifying information in order to intensify local involvement in its own development.

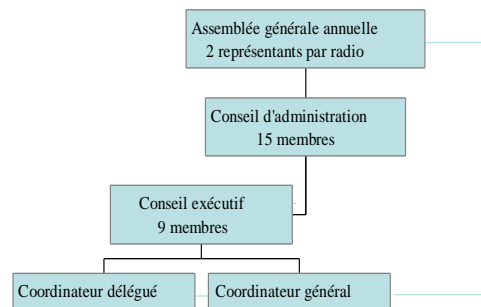
Addressed themes:

- Agriculture, stockbreeding and fishing
 - Health
 - Environment
- Rights and duties of the citizen
 - Gender and development
 - Democracy
 - Culture and religion
 - Education and literacy
 - Child rights
- Current events, news, sports and music
- South-south and South-North exchange

The General Annual Assembly gathers once per year. The Boards of Director include 15 members and meets every month. The Executive Board assures the daily management of Mali Community Radios Alliance (*Alliance des Radios Communautaires du Mali*) includes 9 members. All MCRA “ARCOM” authorities are under the general coordinator responsibility. The delegated coordinator takes over in case the general Coordinator is held up.

Management Unit, -*Organisme de Gestion*

Alliance des radios communautaires du Mali
Structure organisationnelle



MCRA ‘‘ARCOM’’ targeted Interventions

- Utilization, dialogue and consultation work with the rural area population radios affiliated.
- Committee support created for radios so that to stimulate the participation of all the population groups and to create local synergy.
- Radio members training in work technique at radio broadcasting level, on air, the production and the management according the Alliance’s objectives.
- Sensitization and training on the roles and objectives of each member and their functions as the network agent. Creation of the key leading radio in Bamako, the capital city and the et recruitment of a project support team offering a national programming through the local member community radios programming harmonization.

Impacts

- Owing to the creation of the network, community radios are more sensitized and aware of local population actions and the audience they are offering programmes.
- The population is more active, mobilized and its effective participation in decisions-making and its community development is emphasized.
- The sensitization of decision-makers concerning local population through an interaction on radio between policy-makers and the target population.
 - Populations are informed about the stakes and problematic affecting them directly, notably at health and education level.
- Effective representation of various groups concerned by decisions-making in the community: women, men, youth.
 - Constant improvement of population living conditions, citizenship execution and a better communication between decision-makers and population.

Management¹ Board of Committee
Mali Community Radios Alliance
Organizational chart

Annual General Assembly
2 radio representatives

Boards of Directors
15 members

Executive Counsel
9 members
Delegated Coordinator

General Coordinator

¹ L’Alliance des radios communautaires du Mali est une organisation bénévole qui contribue activement à l’émergence d’une société civile forte et engagée

MCRA ‘ARCOM’ achievements since its creation

- Welcoming of 10 volunteers for the institutional support and the capacity building of MCRA ‘ARCOM’ radio members;
- Training in broadcasting techniques and journalism in MCRA 10 radio members;
- Training in Information and Communication technologies (ICTs) in 3 radio members (Fana, Bougouni et Niono);
- Supply of a training guide in broadcasting and journalism ;
- Assignment of a community radio female journalist to Burkina Faso for traineeship and exchange;
- Creation of a web site;
- Production of programmes with the NGO Kilabo on the environmental management, Agriculture, association life, role and place of female in the community, revenue creating activities for women, women and communal elections;
- Connection of 2 radios on World Space (Selingué et Fana) ;
- Technical support of radios (Kerouane, Nonsombougou, Gourma Rharous, Kremiss) ;
- Participation in peoples Forum ‘Forum des peuples’ in Kita and Fana;
- Assignment of 3 MCRA ‘ARCOM’ participants to Canada for a training in community radios;
- Tapes broadcasting on the fight against excision of Sini Sanuma body in the MCRA ‘ARCOM’ member radios;
- Training of a volunteer from the university of Halifax on the study and social movements in Africa (case of peoples forum ‘forum des peuples’)



Future achievements

- Strategic five year planning with MCRA member radios participation and the female volunteer of the International Canadian Carrefour ‘Carrefour Canadien International’;
- Training in broadcasting and journalism within 3 MCRA ‘ARCOM’ member;
- Training in maintenance, creation of web, digital production within 2 member radios of MCRA ‘ARCOM’;
- Launch of MCRA ‘ARCOM’ Web site;
- Assignment of 2 female broadcasters to Canada for a three -month training in community radio;
- Sub -regional project Mali, Togo, Ghana in video production on the theme ‘communication for development’;
- Welcoming of 7 young peoples from Quebec in the framework of the project radio ‘sensitization on HIV/AIDS’

Partnerships

MCRA ‘ARCOM’ has tied a fruitful cooperation with the Malian NGO Kilabo and International Canadian Carrefour ‘Carrefour Canadien International’ (CCI). Some contacts were made with the following various radio and body groupings:

- World Community Radio Association,
 - Quebec Community Radio Association (ARCQ),
 - The Micro Traveller,
 - Canada Community Radios’ Alliance (ARCC),
 - American-Francophone Network (RFA),
 - Association of Community Radios and Acadians of New-Brunswick (ARCANB),
 - International Institute of the Environment and Development (IIED),
 - Developing countries’ radio Network (RRPD),
 - Embassy of Canada in Mali,
 - Training Axe
- (www.penserpouragir.org)

MCRA ‘‘ARCOM’’ is also a member of Debt and Development of African alternative correlation in Mali ‘‘Coalition des Alternatives Africaines Dette et Développement du Mali’’ (CAD-MALI). It assures the Communication secretariat in the National Secretariat of its Coordinator.

MCRA ‘‘ARCOM’’ MEMBER RADIOS

Cities/ Villages	Name of Radios	Heads
Bafoulabé	Radio Communautaire	Yamadou Diallo
Bamako	Tabalé	Tiemoko Koné
Bougouni	Radio Kafo Kan	Oumar D Cissé
Bougouni	Bediana	Abdoulaye Coulibaly
Bougouni	Banimonotié	Néné Coulibaly
Dioila	Maradèmè	Oula Ousmane
Dioila	Baninko	Philip Fomba
Dioila	Jamako	Moussa Traoré
Djéma	Radio Communautaire	Lamine Diarra
Djidjéni	Radio Communautaire	Drissa Diarra
Dountza	Dandé	Amadou Maïga
Fana	Fanakan	Modibo G Coulibaly
Gourma Rharous	Radio Communautaire	Mohamed Gakou
Kerouane	Dambe	Issa Diarra
Konobougou	Konotié	Amadou Guindo
Koro	Radio Communautaire	Ousmane Sagara
Koulikoro	Nianankan	Lassine Diarra
Koumantou	Radio Communautaire	Abdramane Sacko
Koutiala	Yeredon	Yacouba Konaté
Krémiss	Radio Communautaire	Adama Traoré
Macina	Radio Mandi	Michel Fane
Macina	Mandi	Amadou Plea
Niono	Cesiri	Lassine Keita
Niono	Delta	Néné Dia
Niono	Colon	Binké Diabaté
Nonsombougou	Radio Communautaire	El hadj Konaré
Ouélessebougou	Djitoumou	Abdoulaye Doumbia
Sélingué	La voix de Sélingué	Abdramane Bah
Sikasso	Tropic FM La voix du Mamelon	Bekaye Koné
Tombouctou	Radio Lafia	Modibo Keita

Agence du Patrimoine Culturel du Mali-SARL is a nascent non-governmental organization that is active in the areas of Socio-cultural Anthropology, Cultural Heritage and Tourism, Applied Research and Consultancy.

III. Introduction to Mali.

Located between the 10th and 25th parallel, Mali is situated in West Africa. It covers up an area of 1, 241,231 km². It shares 7,200 km of frontier lines with Algeria in north, Niger in the east, Burkina Faso in the south east, Ivory Coast and Guinea in the south, Mauritania and Senegal in the west. It has a Sub-Saharan and desert climate. From the South to the North, Mali stretches through the timbered savannah woodlands to the Sahara desert. Administratively and politically, the country is divided into 703 communes, 8 regions and 1 District. The eight regions are Kayes, Koulikoro, Sikasso, Ségou, Mopti, Tombouctou, Gao, Kidal, and the District of Bamako, which is elevated as a region. Each region is subdivided into 49 substructures, (*circles*). The *Circles* are then subdivided into 703 counties (*Communes*). Overall, there are 684 rural counties and 19 urban counties. In the Bamako District, there are 6 urban *Communes* that have the rank of a *circle*.

In Mali there are more than twenty ethnic groups. Mali is experiencing a worldwide social heterogeneity that subsumes millennia. In 2004, a population census data gave a figure of .13 million inhabitants. The Malian population is increasing at a rate of 2.9% per year. The geographical distribution of the communities displays 70% rural populations; also nearly 45% of the populations include young people that are under 20 years old.

Mali is one of the poorest countries in the world, and is ranked 175th out of 177. The index of human development is 0.338. Life expectancy was 48.1 years in 2004. Infant death rate is 121 per thousand; Adults illiteracy rate mitigation is 19 percent. GNP per inhabitant in 2004 was 988 US dollars. The Gross National income per capita was estimated at 380 US Dollars in 2005. Also, records are indicating that 59.3 percent of the populations are poor people, including 21 percent that are under the poverty rate. Today, the women represent 50.5 percent of the population.

French is the official language of Mali. It is spoken only by a minority of the population. Out of the numerous vernacular languages, the 1996 decree grants the statute of national languages to 13, namely: Bambara, Bomu, Bozo, Dogon, Khasonke, Mamara, Syénara, Soninke, Songhoy, Tamasheq, Fulfulde (Fulani), Malinke and the Moor. Since the ninety nineties, an experimentation called “convergent pedagogy” has made it possible to teach children at the fundamental school, enabling them learn how to read and write in their native tongues at the basic levels. They naturally speak their mother tongues at home, and then at school gradually while they are learning to read and write in French.

The economy of Mali is primarily based upon the agricultural sector which speaks to 80 percent of the rural population, and approximately stands for 40% of the GDP. Cotton is the major cash crop. The agricultural sector is marked by cattle husbandry and the cereal production as well. The food production basically depends upon the rain fall. Yet as to rice production, it rests mainly upon irrigation by simple gravity, particularly in the Inland Niger Delta. There are secondary and tertiary sectors that respectively contribute for approximately 22 percent, and 36 percent to the GDP. Gold, cotton and the cattle husbandry constitute the major export earnings.

To date, there are surveys on oil are under way in the North of Mali. However, Mali has the biggest irrigation potential in West Africa thanks to the presence of two rivers, which are the Niger River and the Senegal River. Moreover, it has 10 lakes. The development of this hydraulic potential would confer it a broad development in hydroelectricity, agro-pastoral, and fisheries and faunal resources. The results of the surveys confirm that the quantity of the underground water reserve is abundant.

A/ Geographical location of Mali

The major part of the country covers up vast plains and plateaux of low altitude (namely, the Mounts Mandingues, Adrar of Iforas and the cliffs of Bandiagara) which are not higher more than 300 meters: (**Cliffs of Bandiagara (length 200 km, height 200 to 400 m).**)

The Sahara covers one third of the northern part of the country. There are three climate zones from the north to the south: the north is part of the Sahara zone; the Inland Niger Delta covers the semi-arid sub-Saharan zone, and presents a sort of the transitional zone between the desert and the immense savannah stretches out. As to the South it covers up a Sudanese climate. Apart from the Sahara areas, the climate of Mali is hot and dry in the South, with average temperatures that range between 24 and 32 C; the average temperature rises further north.

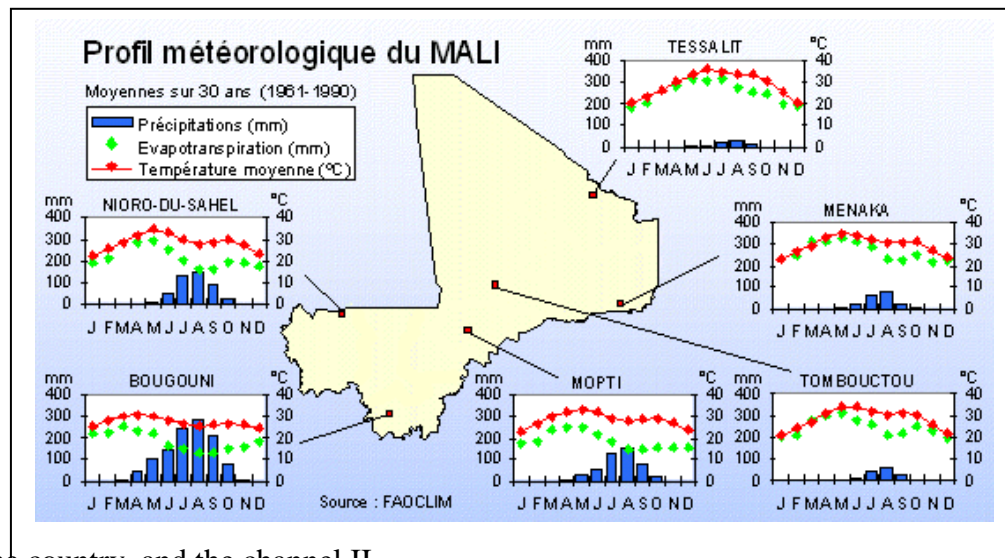
The records indicate that the annual precipitations are approximately 1,400 mm in the South, 1,120 mm in Bamako, and less than 127 mm in North.

Maximum altitude: MT Hombori 1,155 M. Laterite and flat Plateaux in the north.

Borders: with
Mauritania,
Algeria, Niger,
Burkina, Ivory
Coast, Guinea
and Senegal.

B. Evolution of Radio operator in Mali

The Radio operator Sudan was created in 1957, and became the National Radio of Mali in 1960. It is composed of the national radio, the rural radio with its branches in the country, and the channel II.



1. Private local radio stations:

The 1991 revolution, the advent of the newer current of democracy, and the policy of decentralization brought up a deep transformation into Mali and ushered the country into a newer media environment. The Hertz waves were released and the government worked out a National policy of communication for the media development. Thus, more than 245 private local radio stations are operational nowadays.

2. The rural radio stations

The associative radios have the role of designing, producing, realizing, and broadcasting popularization, education, sensitization, information, and entertainment programmes to the populations. The first experiment of Community rural radio was initiated in 1988, and since, there exists more than two hundred independent local radio stations in Mali, of which more than one hundred are rural associative, co-operative, Community, and denominational radios. Their set up made it possible to deal with a large number of communication issues in their respective coverage areas.

3. Introduction to some general features

The private services of broadcasting per terrestrial hertz waves, in frequency modulation, are divided into two categories: associative radios and commercial radios.

In addition, as stated in the regulations, the resources of the associative radio must mainly derive from the contributions of the members, the community association, and the specific revenues generate from the broadcasting of sensitization programme, messages, and official statements of social order or collective interest, the territorial community, the government and the partner aid, subsidies, gifts and legacy.

Today, Mali owns more than thirty professional media associations.

The number of radios in Mali keeps on increasing. Mali, recently, has 2023 radio frequencies with an average of 3 per rural district (in addition to that, 245 are already added).

The communities, where work the rural radios, have little or no means to ensure training sessions of their personnel. (Library, resource centre, documentary, access Internet)

To date, there is no impact study of the radios upon the Community development in Mali.

IV. Specific aims of the research:

This research project is articulated on the following specific aims:

- (1) Setting up the level of ICT integration within rural and community radio broadcasters: Finding out the types of ICTs that are being accessed and used by the management committees, radio broadcasters, and audiences involved into community radios in Mali, Mozambique, and Uganda respectively.

- (2) Investigating how such access and usage levels (or penetration) of ICTs is changing the strategies of revenue generation, ownership, management, and sustainability of rural and community radios.

- (3) Assessing how the level of access to the use of ICTs influences the research and production capabilities of the journalists, and the staff working for rural and community radios.

- (4) Stating whether the level of access to the usage of ICTs by rural and community radio audiences is influencing the aura's patterns and behaviours.

- (5) Analyzing the potential and opportunities that exist to integrate rural information and communication system that combine ICTs with rural and community radio stations

- (6) Assessing the opportunities and threats to ICT integration in rural and community radio broadcasting in Africa

V. Report on the fieldwork activities of the research project:

The fieldwork activities include:

1. A 6-day workshop in Kampala / Uganda on the methodology, and the exercise test questionnaire administered. 500 questionnaires of listening, two communities who listen to two community radios (250 community radio listeners). A community radio station based in a semi-urban areas, where community members have access to ICTs (cell phones, internet, computers, digital TV).
2. Conducting interviews with journalists from two community radios

3. Conducting a focus group of discussion with the management committees of the two community radio stations
4. Translating/ transcribing interviews and focus group discussions in English available.

V. Sample methodology of the target communities and radio stations

A 5-day workshop that was held from 11 to 15 September 2010 in Kampala, (Uganda), adopted the following methodological steps to conduct the survey:

1. Investigators sent back a list of radio according to the defined criteria
2. Claudia and Linje selected two radios
3. Data collectors reported on target communities and their characteristics that had yet to be investigated
4. Claudia Linje selected communities
5. Researchers then began the survey

VI. Criteria for the choice of radios and communities

Criteria for the choice of the communities and radio stations have been identified in collaboration with the heads of radio partners ARCOM Mali. These criteria focused on the geographic, demographic, socio economic features to define the target communities, and the selection of the management committee, and the geographical interests for community, representing the interests of a political or ideological institution, and their location within the community as compared to the radio stations.

The basic criteria that define the choice are:

A/ Choice of community radios

- (a) Must be managed by a community or a community association
 - Do the committee members come from the community?
 - How many are they?
 - Do they meet regularly?
- (b) Serves the interests of a geographical community
 - Do the broadcasters attempt to interact with communities?
 - Are the broadcasters known in the community?
 - Do communities know the programmes and producers + DJs?
- (c) Must not represent the interests of a political or ideological institution
 - Can the people distinguish their station from public/commercial broadcasters?
- (d) Must be located in a community
 - Have you seen the radio being actually located in that community?
 - Are community members allowed to visit, volunteer or interact with the station and the broadcasters?

B/ Choice of the target communities for the survey

- (a) Access and availability of social services (schools, hospitals, etc) (Consider radios of approximately 10 kilometres from central place in community)
 - How many schools (pre-primary, Secondary, post-secondary), health clinics/ hospitals?
 - How many banks, police stations?
 - Can the people access to a large primary Health care centre?
 - What is the distance to the nearest and big/ primary Health care centre?
 - Are these services affordable for the community members?
- (b) Dominant economic activity

- What are the 3 major economic activities in community?
 - Are many people subsistence farmers?
 - Have many people got a paid employment? A business activity?
 - What are the unemployed doing?
- (c) Size and quality of households
- Are there many thatched houses? Or houses with corrugated iron?
 - Do they have running water? Electricity?
 - Type of roads to the community – Km of tarred roads, no tarred roads
- (d) Access to ICTs
- How many cell phones do family members have on average?
 - How many public pay phones are there in the area?
 - Is there any local internet stand or multimedia centre nearby?
 - Do they have television or DSTV?
 - No channels can be accessible without pay
 - Are they media/ICT literate? Do they know what internet is?
- (e) Distance from the station
- How far is it from the station to the capital city and regional town?
 - Can they recognise the broadcasters?

Thus, three communities were proposed by areas covered by the radio. The choice proved to be a productive exercise as the similarity between communities is great. We took into account some empirical elements. For example, the access to some communities is very difficult because of the bad state of their roads. It should be noted that the television centres and DSTV are not well developed in Mali. Below, the next pages display descriptive charts that provide details on the profile of the radios stations and their associated target communities. Subsequent to these descriptive charts, a summary note is providing a rough qualitative and quantitative analysis on the target communities and the research questions as well.

VII. Profile of the Radio stations and description of the target communities

1. Profile of the radio station

a. Rural stations

Name of station	Community management	Geographical community	Non political	Geographical location
Nietaboulon Community Radio of Koula	Community members: 17 persons. Meeting : three times per annum	90 km from Bamako State of the road: Quite practicable. Population: 24,166 habitants, Distance coverage of the radio: 40 km	Yes, the communities cannot distinguish the radio from the commercial ones. or public ones	Accessible by the communities The communities know some programs
Welena Community Radio of Nossombougou	Members of the community and shareholders: 22 persons Meeting : two times per annum	70 km from Bamako State of the road: Well, for tarred excellently practicable Population: 21. 112 habitants on Coverage distance of the radio: 40 km	Yes The communities cannot distinguish the radio and from other commercial or public ones	Accessible by the communities The communities exchange with the moderators. The communities know the programs

Djitoumou Community Radio of Ouelessebouougou	Members of the community and shareholders: 22 persons Meeting : once per annum	75 km from Bamako State of the road: Tarred well Population: 50,056 habitants Coverage dist. of the radio: 70 km	Yes The communities cannot distinguish the radio from the commercial or public ones	Accessible by the communities The communities exchange with the moderators The communities know the programs well
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b. Semi urban stations

Name of station	Community management	Geographical community	Non political	Geographical location
Fanaka Community Radio of Fana	Member of the association of the community: 7 persons Meeting : 3 at 4 times per annum	120 km from Bamako. State of the road: tarred and very satisfactory Population: Coverage distance of the radio: 100 km	Yes The communities distinguish the radio from the other commercial or public radios	Fanaka Community Radio is accessible by the communities The communities exchange with the moderators and producers The producing moderators/and technicians have almost all of the friends in each village.
Kafokan Public Rural Radio of Bougouni	Community members: 7 persons. Meeting : Once per annum	150 km to Bamako Population: 459,509 habitants. State of the road: very satisfactory. Ray of cover of the radio : 90 km	Yes, the communities cannot distinguish the radio from the other commercial or public ones	Accessible by the communities The communities exchange with the moderators and producers The communities know the programs well
Jamako Community Radio of Dioïla	Community members : 22 persons Meeting: 2 times per annum.	160 km from Bamako State of the road: very satisfactory. Population: 491 210 habitants. Coverage distance of the radio: 100 km.	Yes, the communities cannot distinguish the radio from the other commercial or public ones	Accessible by the communities The communities exchange with the moderators and producers The communities know the programs well

2. Description to the target Communities

Communities in Nietaboulon area: Community Radio of Koula

Community name	Access and availability of social services	Dominant economic activity	Size and quality of households	Distance from the station	Access to ICTs
Tombougou	Primary School Big hospital: regional hospital in Koulikoro at 47 km.	Agriculture, Livestock breeding and Small Business Officials: Teachers. After rainy season Activities: Gardening and Crafts	Mud, Terrace, thatch. Sources of Water: Pumps, large diameter traditional wells Type of electricity supply: Battery	17 km State of the road: Not satisfactory Population: 1080 habitants Households: 108	cell phones, Radio
Dialakoro	Primary School Big hospital: regional hospital in Koulikoro at 47 km.	Agriculture, Livestock and Small Business Officials: Teachers. Cons season Activities: Gardening and Crafts	Mud, Terrace, thatch. Sources of Water: Pumps, traditional wells and large diameter Type of electricity supply: Battery	17 km State of the road: Satisfactory Population : 1 156 habitants Households : 101	Cell phones, Radio
Bougounisaba	Primary School Big hospital: regional	Agriculture, Livestock and Small Business	Mud, Terrace, thatch. Sources of	12 km State of the road :	Cell phones, Radio

	hospital in Koulikoro at 42 km.	Officials: Teachers. After rainy season Activities: Gardening and Crafts	Water: Pumps, traditional wells and large diameter Type of electricity supply: Battery:	Satisfactory Population : 657 habitants Households : 89	
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Communities in Welena area: Community Radio of Nossombougou

Community name	Access and availability of social services	Dominant economic activity	Size and quality of households	Distance from the station	Access to ICTs
Warala	Primary School Big Hospital: Hospital Circle of Kolokani at 58 km.	Agriculture, Livestock breeding and Small Business Officials: Teachers. After rainy season Activities: Gardening and Crafts	Mud, Terrace thatch. Sources of Water: Pumps, large diameter traditional wells Type of electricity supply: Battery	7 km State of the road : Satisfactory Population : 2 645 habitants Households : 147	Cell phones, Radio, National TV
Tamani Soba	Primary School Big hospital: Hospital Circle Kolokani at 63 km.	Agriculture, Livestock breeding and Small Business Officials: Teachers. After rainy season Activities: Gardening and Crafts	Mud, Terrace thatch. Sources of Water: Pumps, traditional wells and large diameter Type of electricity supply: Battery	12 km State of the : Satisfactory Population : 2 817 habitants Households : 86	Cell phones, Radio, National TV (very difficult to get access)
Diarrabougou	Primary School Big hospital: Hospital Circle of Kolokani at 62 km.	Agriculture, Livestock and Small Business Officials: Teachers.	Mud, Terrace thatch. Sources of Water: Pumps, large diameter	11 km State of the road : Not satisfactory Population : 1	Cell phones, Radio, National TV (very difficult to get access)

		After rainy season Activities: Gardening and Crafts	traditional wells Type of electricity supply: Battery	073 habitants Households: 89	
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Communities in Djitoumou area: Community Radio of Ouelessebouyou

Community name	Access and availability of social services	Dominant economic activity	Size and quality of households	Distance from the station	Access to ICTs
Tinkélé	Primary and secondary schools, community health centre Big hospital hospitals in Bamako at 52 km.	Agriculture, Livestock and Small Business Official: see social service After rainy season activities: Vegetable growing, and hiring	Mud, Terrace, thatch Water Source: pumps and traditional wells Type of electricity supply: The Malian Agency for the Development of Rural Electrification	18 km State of the road : Satisfactory Population : 2 427 habitants Households : 126	Cell phones, Radio, National TV (very difficult to access)
M'Piébougou	Primary and secondary schools, community health centre Big hospital hospitals in Bamako to 69 km.	Agriculture, Livestock and Small Business Officials: see social service After rainy season activities: Vegetable growing, and hiring	Mud, Terrace, thatch Water Source: pumps and wells traditional Type of electricity supply: The Malian Agency for the Development of Rural Electrification	11 km State of the road : Satisfactory Population : 2 109 habitants Households: 102	Cell phones, Radio, National TV
Sérékoroba	Primary and secondary schools, community health centre Big hospital hospitals in	Agriculture, Livestock and Small Business Officials: see social service Cons season	Mud, Terrace, thatch Water Source: pumps and wells traditional Type of	7 km State of the road : Very Satisfactory Population :	Cell phones, Radio, National TV

	Bamako at 63 km.	activities: Vegetable growing, and hiring	electricity supply: The Malian Agency for the Development of Rural Electrification	1 486 habitants Households : 70	
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b. Semi urban communities

Communities in Fanaka area: the FANA Radio Community

Community name	Access and availability of social services	Dominant economic activity	Size and quality of households	Distance from the station	Access to ICTs
Ballan	Primary school Big hospital: primary Health Centre in Fana 5 km	Agriculture, livestock, trade Officials: Teachers After rainy season activities: gardening	Mud, Terrace, thatch Type of electricity supply: The battery, bulb Water Source: pumps and the traditional wells	5 km State of the road : Satisfactory Population : 1 939 habitants Households : 110	Cell phones, Radio, National TV
Dien	A primary school, a literacy centre and a “Medersa” /Coranic school Big hospital: primary health centre in Fana 7 km	Agriculture, livestock breeding, trade Officials: Teachers After rainy season activities: gardening	Mud ,Terrace, thatch Type of electricity supply: The battery, bulb Water Source: pumps and the traditional wells	7 km State of the road : very satisfactory Population : 1 447 habitants Households : 73	Cell phones, Radio, National TV
Tingolé	Primary and secondary schools, literacy centre, market, health center, school Koranic Big hospital primary health centre in Fana 20 km	Agriculture, livestock breeding, trade Officials: Teachers and nurses After rainy season activities: gardening	Mud, Terrace, thatch Type electricity: Battery, Solar Water Source: pumps and the traditional wells	20 km State of the road : Very satisfactory Population : 19 864 habitants Households : 350	Cell phones, Radio, National TV

Communities in Kafokan area: the Bougouni Public Rural Radio

Community name	Access and availability of social services	Major economic activity	Size and quality of households	Distance from the station	Access to ICTs
Koumantou	Primary, secondary, post-secondary schools, savings and credit bank, health centres and health clinics and police (security). Big hospital: hospital of Bougouni: 45 km	Agriculture, livestock, trade Officials: see the different social and health work in the village. Cons season activities: The gardening and crafts	Mud, terrace, thatch Type of electricity: The National Electricity Company Water Source: pumps, large diameter and traditional wells	45 km State of the road : Tarred excellent Population : 24 830 habitants Households: 638	Cell phones, Radio, National and international TV, computers
Sido	Primary, secondary, schools, savings and credit bank, health centres and health clinic Big hospital: hospital Bougouni 45 kms	Agriculture, livestock, trade Officials: see the different social and health work in the village. Cons season activities: The gardening and crafts	Mud, terrace, thatch Type of electricity: The Malian Agency for the Development of Rural Electrification and solar Water Source: pumps, large diameter wells and traditional wells	30 km State of the road : Tarred excellent Population : 5 280 habitants Households : 368	Cell phones, Radio, National TV
Madina	Primary, secondary, schools, health centre Big hospital: hospital of Bougouni: 25 kms	Agriculture, livestock, trade Officials: Teachers and nurses After rainy season activities: The gardening and crafts	Mud, terrace, thatch Type of electricity : battery, solar Water Source: pumps, large diameter wells and traditional wells	25 km State of the road : Tarred excellent Population : 275 habitants Households : 185	Cell phones, Radio, National TV

Communities in Dioïla area: Jamaka Radio Community

Community name	Access and availability of social services	Dominant economic activity	Size and quality of households	Distance from the station	Access to ICTs
Kola	Primary and secondary schools, a community health centre, a savings and credit bank. Big hospital: Hospital of Dioïla at 20 km.	Agriculture, livestock and petty trade. Officials: see workers and health and social services professionals in the village. After rainy season activities: The gardening and crafts.	Mud, and thatch Type of electricity: Battery Water Sources: pumps, large diameter and traditional wells	20 km State of the road : Quite satisfactory Population : 2 777 habitants Households: 200	Cell phones, Radio, National TV
N'Djilla Fignana	Primary school, community health centre Big hospital: hospital of Dioïla only at 7 km.	Agriculture, livestock and petty trade. Officials: Teachers After rainy season activities: The gardening and crafts.	Mud and thatch Type of Electricity: Battery Water Sources: pumps, large diameters and traditional diameters	7 km State of the road : Quite satisfactory Population : 2 269 habitants Households : 102	Cell phones, Radio, National TV
Fadabougou	Primary school, community health centre Big hospital: hospital of Dioïla at 15 km.	Agriculture, livestock breeding and small trade. Officials: see workers and health and socio-professional services in the village. After rainy season activities: gardening and crafts.	Mud and thatch Type of Electricity: Battery Water Sources: pumps, large diameter and traditional wells	15 km State of the road : Not quite satisfactory Population : 339 habitants Households : 86	Cell phones, Radio, National TV

c. Questionnaire analysis

Basically, the Nonzombougou private radio station is located in a rural sociocultural environment while the Fana radio station is located in semi-urban sociocultural milieu. Nonzombougou is the seat of a rural commune located north of Bamako. Nonzombougou commute to the capital thanks to the national High Way N. 3. The commune has 22 villages. Based upon the records of the latest population census data, the county has a population size of 16700 inhabitants². There are eight (8) ethnic groups, namely, Bamanan, Malinke, Soninke, Mosi, Peulh, Senufo, Minianka and Bobo, which make up the major communities in the commune. As to the Fana, it is the seat of a semi-urban commune known as *Guegneka*. This commune is connected to the capital by the national High Way n°. 6. The seat of the commune is Fana. Fana is an attractive emerging town because of the sociocultural capital that includes but is unlimited to cotton mill, administrative services and its growing market place. The county has 26.394 inhabitants based upon the records of the 1996 population census data. It has a cosmopolitan population that includes primarily Soninke, Dogon, Moors, Miniankas, Bobo and Dafing communities. Throughout the above-mentioned sociocultural environment, the distribution of the labour cover agriculture, cattle husbandry, small scale trade and business, transportation, craft and art works. The practice of rural exodus remains a secular experience throughout the two selected radio communities.

An anthropological gaze is revealing that the organic life of the Nozombougou commune is still rudimentary. It is regulated by a rural city hall and the traditional institutions, (village chief) on the day to day basis. As to the *Guegneka* commune, it is mostly regulated by conventional institutions; albeit this regulation partake a visibility of the traditional institutions. In each commune, there are elementary schools; however, the rate of those who can read and write has yet to be improved considerably. The communes own community health centres. If people can commune easily throughout the two communes via the above-mentioned national highways, the streams of the information networks are basically driven by gossips, rumours and newer media: radios, cellular phones and television as well.

To date, they are daily newspapers; however, throughout the two socio-cultural environments, only a handful of ordinary people care about reading these newspapers. The subjects that are mostly useful for these communities include but are unlimited to religious information, obituary bulletins, sports, commercials, meteorological information, and health care information.

The research questions have been placed before respondents who are part of the target population that includes farmers, housewives, retired civil servants, and other ordinary people irrespective of their socio-cultural background. The respondents have been randomly selected to administer the questionnaire. In every single survey area, 250 individuals have been subjected to the questionnaires. Overall, the Nonzombougou and Fana surveys have been administered to 500 female and male persons. These individuals range from elderly individuals to younger subjects. Among those who have been subjected to the questionnaire, the youngest informant is ten years old while the oldest individual is seventy years old.

On a key note, in the Fana survey area, these male individuals can roughly be distributed into three (3) age groups, (three strata):

- From 19 years old to 40 years old, (an age group that include 119 males, 47, 6%);
- From 40 years old to 60 years old, (covering 52 individuals, 20, 8%), and
- From 60 years old and beyond, (covering 7 individuals, 2, 8%).

² USAID-Mali. 2007. Plan de Sécurité Alimentaire Commune Rurale de Nonzombougou: 2007-2011. Novembre 2007. USAID-Mali.

As to the female respondents, they can be categorized into two (2) age groups and or strata:

- From 19 years old to 40 years old, (overall 52 females are in this age group, 20, 8%) and;
- From 40 years old to sixty old, (an age group that displays 20 individuals, 8%).

To return to the Nozombougou survey area, the same age group rule applies with a slight change:

- From 10 years old to 40 years old, (comprising 104 males, 41, 6%);
- From 40 years old to 60 years old, (covering 42 males, 16, 8%), and
- From 60 years old and beyond, (a group that includes 42 males, 16, 8%).

The female group that has been subjected to the survey comprises 10 individuals that are 50 years old or more. Overall, the results of the survey can be sorted based upon the visibility of each age group in each of the survey area.

Forthrightly, based upon the collected data in the Fana area, it can be note that among the individuals of the first age group, 111 individuals, (44, 4%) possess radio receivers while 15 individuals, (6%), possess a TV receiver. Importantly too, 114 individuals, (45, 6%) are owners of cellular phones. The most common brand of cellular phone which is used is Nokia. Among these 119 individuals, (47, 6%), 111 persons, (44, 4%), listen to the radio on the day to day basis.

Concerning the programs that are broadcasted, the variables speak to first and second rate choices. Overall, the collected data are revealing that among the 119 individuals, (47, 6%), 94 persons, (37, 6%) listen to the news while 19 respondents, (7, 6%), listen mostly to music. In terms of second rate choice, 78 individuals, (31, 2%) listen to programs on sport while 10 individuals, (4%) listen to religious programs. Also, 20 people listen, (8%) to *Sumu* programs, (musical event). In terms of the impact caused and or benefits brought about by the radio stations, 44 individuals, (17, 6%) out of the 47, 6%, (119 respondents), are asserting that the radio stations are boosting development. Additionally, 37 individuals, (14, 8%) mentioned that the radio stations are making community solidarity and mutual experience more visible. Also, 12, 4%, (31 individuals) are stressing that the ICT is empowering their access to information networks.

In terms of the visibility of the community radio stations and the associated favourite programs, 20% of respondents, (50 informants) are asserting that the *Kolombada* radio station is broadcasting the most attractive musical programs. Next, 14, 4% of the respondents, (36), are indicating that the *Fanaka* radio station comes next while 8,4% of the informants are indicating that the *Sigidolo* radio station comes out as 3rd station. As to *Guegneka* radio station is said to be the 4th ranked station as substantiated by 4%, subjected to the survey, (10 respondents).

Concerning news broadcasting programs, 20% of the informants are indicating that *Kolombada* radio station is their favourite station. Next, the survey is also revealing that 14, 8% are rating *Fanaka* radio station as the 2nd ranked station. As to the *Sigidolo* radio station, it is ranked 3rd station by 8% of the respondents. *Guegnekai* is rated 4th station by 4% of the informants.

Among the first age group, concerning the radio station that is most listened to, the *Fanaka* radio is the pick of 45,6% of the respondents, (114 informants). Also, 0, 8 % of the informants are asserting that *Kolombada* radio comes 2nd while 0, 4% are ranking *Sigidolo* radio station as 3rd. At the level of the second age group, 55 informants, (22%), are asserting that *Kolombada* is their favourite station while 49 individuals, (19,6%) are indicating that *Guegneka* radio station is their favourite station. *Sigidolo* radio station is the pick of 4% of the respondents, (10 individuals). *Fanaka* radio

station is the pick of 0, 8% of the respondents. As to the national radio channel, (*Chaîne nationale*), it is the favourite station of only 0, 8 of the respondents.

As to the 3rd station that is the most listened to, 22% of the respondents, (55) are asserting that *Guegneka* radio station is their choice. Next, 17,6% of the respondents, (44) are substantiating that *Kolomùbada* radio station is their favourite station while 2,8% of the respondents are indicating that *sigidolo* radio station is their favourite station. As to *Chaîne Nationale*, it is the favourite station of only 2,4% of the respondents. As to *Fanaka* radio station, it is the pick of 1, 2% of the respondents.

Speaking of telephone operators, Orange Mali is the operator for 37, 2% of the respondents, (93 individuals) while Malitel-SOTELMA is the operator for 7, 6% of the respondents, (19 informants).

As a matter of fact, these communities use their cellular phones to run their business, their basic communication and socializing purposes. Overall, 112 informants, (44, 8%) use cellular phones to run their business, while 44% use cellular phones for socialization. As to basic information delivery, that speak to 44, 8% of the communities. As the results indicate, only 2% of the communities have a basic notion of computer utilization.

At the level of the strata of the respondents who are in the age group that ranges from 40 years to 60 years old, 20, 8%, (52 respondents) partook into the survey. Among these individuals, 8, 8% have bicycles, 20% have radios, 5,6% television receivers and 17,2% have cellular phones.

As a matter of fact, the brands of the radio set that are mostly used, the results are revealing that 7, 2% of the community members preferably use Amsua while 3, 6% use Sharp. It is also notable that 3, 2% of the communities use Kaiwo. In terms of TV-sets, only two brands are available and 2, 4% of the communities use Philips and 1, 2% are preferably using Samsung. Speaking of cellular phone, the Nokia brand is the popular brand as 10, 8% of the respondents are indicating that the Nokia is their favourite pick. On the day to day basis, 18, 8% of the community members listen to the radio sets.

Essentially, 20, 4% of the respondents are also indicating that the radio will remain one of the leading futuristic CIT items in their localities while 1, 6% are rating internet networks as 2nd choice. As to MP3, only 0, 8 % of the respondents are viewing it as part of a futuristic kit while it is also notable that 3, 2% of the respondents are making computer their pick. Also, 19, 2% of the respondents are indicating that cellular phones will be playing a key role in the future.

The results are also displaying the visibility of each of each rural radio audience throughout the communities. Music is what drives people and 10% of the respondents are asserting that *Fanaka* radio station that plays favourite music. *Kolombada* radio station stands out as the best pick for only 6, 4% of the communities while *Guengeka* radio station is rated as the best by 2, 4%. It is also notable that only 2% of the communities listen to the music offered by *Sigidolo* radio station.

It is clear that all rural radio stations are active in the area of the quest of communication. They broadcast news on the day to day basis. Herein again, 10% of the respondents are indicating that *Fanaka* radio station is their favourite station that broadcast the news. According to 5, 6% of the respondents, *Kolombada* radio station is then the best station that broadcast the news while *Sigidolo* radio station is being rated by 2,8% of the respondents. As to *Guegneka* radio station, only 1, 2% of the respondents are asserting that it makes their pick when listening to the news.

In terms of opinion poll on the top head stations that people listened to most the answers are clear. *Fanaka* radio station stands out as the top head station, with 19,2%, *Kolombada* radio station, 2nd with 0,8% while *Chaîne 2* stands out as 3rd with only 0,4%. As to the stations that come ranked

next, *Kolombada* stands out with 10%, *Gunegneka* , 6,4%, *Radio Nationale* 1,6%. The stations that are rated on the 3rd rank are, *Gunegneka*, (8%), *Kolombada*, 6%, *Radio Nationale*, 1,6% .

As the results substantiate also, the programs that listened to are rated into three choices. Overall, the first choice is revealing that 16% of the surveyed population listen to the news; 2, 4% listen to religious information while 0, 8% listen to *Sumu* programs.

As to the second choice of programs, 8% of the communities are rating music. Also, 3, 6% are making religious programs their choice. News are rated by 4% while sport is rated by 3, 2% of the communities. Additionally, 0, 8% of the communities have story telling, (*manman*) as their pick.

The third choice of the programs is indicating that 8% of the communities look at religious programs as their favourite pick. Music stands out 5, 2%, *Sumu*: 1, 6%, sports, 0, 8 %, *manman* 2,4 %.

Speaking of the advantages that these programs bring about, 10% of the community's members are asserting that the programs are boosting development work throughout the study zone while 5, 6% are contending that these programs are fostering community brotherhood. Mutual assistance is rated by 9, 6%; as to solidarity the results are showing 5, 6%.

Based upon the results, it appears also that people use cellular phones for numerous purposes including but unlimited to business, quest of basic information, socialization. The situation is therefore displaying the following figures: 17, 6% for business, 17, 6% for information and 16, 8% for socialization.

d. Interviews with journalists, radio management committees and policy makers.

These interviews were conducted respectively Fana 6 and 7 June 2011 and Nossombougou 8 and 9 June 2011. They were led by Mr. Dramane Tounkara, Assistant of the study under the supervision of Mrs. Goretti Nassanga, Professor at Makerere University in Kampala (Uganda) and coordinator of the study for Mali.

A Fana, interviews hit the journalists and the Management Committee of the Community Radio Fanaka, the partner organizations on the radio as the Malian Company for Textile Development (CMDT), the Local Chamber of Agriculture, the City Council and sub-prefecture (government official). Journalists and the Management Committee of the Community Radio Welena, the City Council and the Sub-prefecture (government official) were interviewed Nossombougou.

The questions related to journalists, access to ICTs and ICT performance on the work of journalists and radio, community participation in the activities of the radio, the use of electronic information sources and social networks by journalists, capacity and sustainability of the Management Committee to the media to overcome the problems. Access to and use of ICTs, ICTs and community participation, use of electronic information sources and networks, ownership and management of radio and radio capabilities and contribution to sustainable development the community were the elements of questions sent to members of the Management Committee of the two radios. Three fundamental issues have been addressed to policy makers and structures that are partners radios among other things, the role of community radio, the membership of the radio to the community and its participation in radio and then the policies up of community radio.

Fana virtually all ICT excepted fax and iphone / blackberry, are available to journalists. One of the ten (10) radio journalists received training in computer maintenance through a partnership between

the radio Fanaka, the Alliance of Community Radio in Mali (ARCOM) and Canadian Crossroads International (CCI). The radio journalists use the following packages: The Frontline SMS, digital recorders MP3 (SANSa, OLYMPUS, MARANTZ) and email. If journalists are struggling to make a choice of ICT they use less, they feel as if the computer is still essential to their work. It is through this that they have access to several sites like yahoo, google, skype, facebook, webpage, Email, Orange Mali, Farm Radio International, SurveyMonkey, malijet, Maliweb, windows live, hotmail, etc via the internet VSAT they access 24/24 hours from the project Initiative for Research on Farm Radio Africa Farm Radio International. This also means that the computer like other ICT plays a significant impact on the work of journalists in particular in the advanced search for information, easy recording quality interviews, processing of information quality, feedback easy on community programs, to produce radio programs for quality and easy archiving and exchange, obtaining new projects with other NGOs, etc.

The training undertaken with AFRRI Mali VOICE including the method allowed us to focus their work on communities. This training promotes and facilitates feedback from many communities because programs are sent upon completion to a revised before release. Moreover, this three (3) target groups (youth, women, men) are endowed by radio and a mobile phone units to enable them to call at any time especially during the broadcast to make remarks, comments and suggestions on programs and encourage their participation in the radio.

Despite all the impacts of ICTs, there are still challenges that journalists face among them are: the instability of the internet because the network is low flow, lack of qualified human resources often causes data loss The lack and inadequacy of IT equipment, lack of locally adapted to the temperature of equipment, lack of quality anti-virus, etc. The Challenges on which the Management Committee responds quickly with limited resources. However, they suggest solutions to the staffing of the radio of new computer equipment adapted to current realities, wireless broadband and capacity building for journalists in using ICT tools.

Regarding some answers provided by the management committee and related to ICT access and use of ICTs and community participation, use of electronic information sources and networks, management problems that occur during labor and recommended solutions to overcome them are identical to those raised by journalists. But the management committee added that the radio is owned by the community and is managed by a community association and community members.

Unlike Fana, all actors interviewed Nossombougou (Journalists, the Management Committee of the radio, policy makers), confirmed the inaccessibility of the city and especially the radio to ICTs other than the mobile phone. They evoke the one hand, the difficulties associated with the inaccessibility and propose other solutions to overcome these difficulties. We can cite as problems: the lack of electrification of quality, availability of ICT equipment, lack of financial means to afford such equipment, inadequate to ICTs, lack of qualified human resources etc.. Solutions or recommendations in this regard include: develop a radio broadband connection and hardware information from the new information technology and communication, training communities to encourage them to use of these ICTs, put the city under a blanket quality electrical and radio as an electric blanket to solar panels for economy to reduce its cost of electricity, etc. Regarding the mobile phone remains the only tool available to ICT community as a whole, unanimity is made on his imminent role in facilitating contacts and exchanges and the rapid availability of information and reducing distances between the communities themselves, on the one hand and between communities and the radio, on the other. On this point, difficulties are found with respect to the weakness of telephone networks, the poor quality of telephone sets (Chinese brand), the high cost of units, confusion over telephone lines for reporters communities time of their participation in radio programs, etc.. It is necessary therefore to cover wide areas of the community in telephone networks, to make available to the communities of telephones and quality of low cost

and to provide radio and a fixed telephone line free to facilitate the participation communities and feedback to improve their radio programs.

IX. Concluding Notes:

From the fieldwork findings, it appears that the ICTs have a notable impact on the target communities. It is possible to assert that ICTs are part of their day to day life. Out of the 500 sampled individuals subjected to the survey, 427 subjects have got radios, (85.4%), 113 own television sets, (22.6%) and 318 have mobile phones (inclusive of all brands), (63.6%). ICTs are integrating our communities' life. To date, information about stolen things and other related information formerly given from one person to another, or given to a *griot* to be spread, is now then broadcasted to larger audiences at a larger scale at the same time. In doing so, then people who didn't have or were not in the secret of such information are becoming potential sources of information nowadays. Also, with mobile phones and rural radios, those who had to move in order to give pass out messages are now shifting their communication habits and practices; due to ICTs. Also, national and international news are now easily delivered at the level of the communities. On one hand, music and stories are enabling various people to avail to themselves their cultural identity; on the other hand they are enabling various individuals to express their solidarity and socialize linking their life to other communities.

Messages through ICTs keep people informed, and make them think over their day to day concerns. And then, thanks to ITCs, (in the field of agriculture), programmes on agricultural techniques and practices are very important and appreciated by all the communities. Currently, the newer information and practices are then replicated to further communities' experience and experimentation. Likewise, commercial transactions are becoming easier to handle due to daily, weekly, monthly information that is broadcasted on radios and television and even sent by mobile phones.

However, it is necessary to highlight that one of the major impediments in the use of mobile phones and television sets remain the non-availability of power supply, (electricity). Communities have yet to get the necessary resources to be able to afford solar batteries, given that the network of power is not covering sufficiently the communities that have been subjected to the survey.

Tellingly, this is an experimental research experience that has been conducted through an invaluable network of institutional and technical partnership. However, without the support and the contribution of the target communities and the informants, the experience would not be thriving and productive. On a key note, this an unusual opportunity to extend unique word gratefulness to the London School of Economics and Political Sciences for both the invaluable institutional and financial support granted. Also, a special note of thanks goes to the project Doctor Linje Manyozo of the LSE Media and Communication Department, Professor Gorette Nassanga of the University of Makerere in Kampala/Uganda, and Claudia as a facilitator.

IX. ANNEXE(S)

INSTITUTIONAL PARTNER(S)

London School of Economics and Political Sciences

Agence du Patrimoine Culturel d Mali-SARL, (APCM-SARL):

Mali Cultural Heritage Agency, culture-areas@orangemali.net

Documentation Centers and information Sources

ARCOM (Alliance of the Mali Community Radios)

radioscommunautairesdumali@yahoo.fr

AFRRI Mali (African Farm Radio Research Initiative) www.farmradio.org

City Halls: Fana, Dioïla, Bougouni, Ouelessebougou, Koula and Nossombougou

Sub-Regional Office of Statistics,(Bougouni)

LIST OF INFORMANTS: OUELESSEBOUGOU

Sylvain Sissoko, Adjoint au Maire
Souleymane Bagayoko, Secrétaire Général de la Mairie
Abdoulaye Doumbia dit Crossby, Directeur des Programmes de la Radio
Daniel Doumbia, Président Comité de Gestion de la Radio
Soumaïla Traoré, Animateur à la Radio
Amadou Touré, Animateur à la Radio

LIST OF INFORMANTS : KOULA

Balla Diarra, Maire
Kader Soma Coulibaly, Adjoint au Maire
Souleymane Diarra, Président Comité de Gestion de la Radio
Soumaïla Sidibé, Secrétaire Général Lobbying et Mobilisation du Comité de Gestion de la Radio
Ousmane Dama, Secrétaire Général Administratif du Comité de Gestion de la Radio
Konimba Diarra, Trésorier Général du Comité de Gestion de la Radio
Tiécoura Diarra, Directeur de la Radio
Mamadou D. Kanouté, Directeur des Programmes Radio

LIST OF INFORMANTS : NOSSOMBOUGOU

Issa Konaré, Adjoint au Maire
Cheickna Camara, Régistreur Mairie
Sory Kéïta, Directeur Radio
Mamadou Camara, Régistreur Radio
Djénèba Konaré, Animatrice Radio
Madou Cissé, Animateur Radio
Abdoulaye Konaté, Animateur Radio
Issa Cissé, Animateur Radio
Lassine Coulibaly, Radio Broadcaster

Questionnaire**1. Identification of the Target Group(s) :****Field Data Collector:****Name and First Name: TOUNKARA Dramane****Names of informants by target group:**

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12	

Introduction to survey Area	Name of the Area
	Radio Station
	Region _____ Cercle _____
	Commune
	Ethnic groups within the community
	Spoken Languages
	Distance from Bamako
	State of the Road

1. Selection of the radio communities

- a. whose radio is it?
- a.1. The Community / _____ /
- a.2 / An Association of the Community / _____ /
- b. Who is running the radio?
- b.1. The Community / _____ /
- b.2. Members of the Association / _____ /
- b.3. How many are they ? / _____ /
- b.4. Where do they come from ? / _____ /
- b.5. Do they regularly meet?
- How often/Month? / _____ / Year? / _____ /
- b.6. Does the radio broadcast in all the community ? / _____ /
- What is its coverage capacity? / _____ /

b.7. Do radiobroadcasters communicate with the communities on air time ?/_____/

b.8. Do the communities know the radiobroadcasters?/_____/

b.9. Do the communities know the names of the programs?/_____/

-If Yes, which? /_____/

-What is/are the name (s) of the broadcaster(s)?

/_____/

b. 10. Does the radio represent any political or religious interests?/_____/

If yes, which?/_____/

b.11. Through the broadcasters, do the communities identify if their radio is public or commercial?/_____/

-How?/_____/

b.12. Have the communities easily access to the radio?/_____/

b.13. Have the communities visited the radio yet?/_____/

b.14. Are the communities allowed to visit the radio ?/_____/

Questionnaire: (Interview Guide) for the fieldwork data collection on the selected radios and villages in the scope of the survey on the radio Communities and ICTs convergence in Mali.

1. Selection of urban and semi-urban communities

1.1. Nature of the Target Group:

1.1. a. Introduction to the data collector:

Name and First Name: TOUNKARA Dramane

1.1. b. Names of the informants from the target group(s):

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Introduction to the community	Name of the community
	<i>Radio station</i>
	<i>Region _____ Cercle _____</i>
	<i>Commune</i>
	<i>Ethnics within the community</i>
	<i>Spoken languages</i>
	Distance from Bamako
	State of the road

1.1. c. Accessibility and availability of socio-health care services within the community

- **How many schools are available in the community?**
 - Primary/_____/Secondary/_____/Post-secondary/_____/
 - Private hospitals/_____/Health care centre/_____/Hospitals/_____/
 - Banks/_____/ Credit and Savings banks /_____/
 - Police Stations/_____/Gendarmerie/_____/Customs offices/_____/
- **Have the communities an access to a big hospital? /_____/**
- **How far is the community from that hospital? /_____/**
- **Are its services affordable for the communities? /_____/**
- **What are the three (3) major economic activities within the community?**
- 1. /_____/2. /_____/3. /_____/
- **What are the three (3) dominant economic activities within the community?**
- 1. /_____/2. /_____/3. /_____/
- **Are there many peasants within the community? /_____/**
- **Are there many civil servants within the community? /_____/**
- **What are the unemployed doing? /_____/**
- **How is the households' size and quality? /_____/**
- **Has the community access to water? /_____/what type of water supply? /_____/**
- **Has the community access to electricity? /_____/ what type of electricity supply? /_____/**

1.1. d. Accessibility to ICTs

- **How many cell phones on average do families get? /_____/**
- **How many persons pay for the public phone? /_____/**
- **Are there any multimedia/internet commercial stands nearby? /_____/**
- **Where have the communities access to the TV or DSTV? /_____/**
- **How many TV channel do the communities have access to? /_____/**
- **Can the communities read or write on the media/ICTs? /_____/Are they familiar with the internet? /_____/**
- **Can the communities know the radiobroadcasters? /_____/**