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## Broadcasting Partner Participation Agreement

Farm Radio International is a Canadian-based organization that supports broadcasters in Africa to strengthen small-scale farming and rural communities. We work with around 500 stations and organizations in 38 sub-Saharan African countries.

*A Broadcasting Partner is an organization that receives information from Farm Radio International in the form of mailed and/or e-mailed Farm Radio Resource Packs (FRRPs), newsletters, and invitations to participate in scriptwriting competitions, training activities, networking events, feedback and program sharing.*

Who can be a Broadcasting Partner?

*An African organization that uses radio to reach farmers and provide them with communication services, and that signs our Broadcasting Partner Participation Agreement.*

What does Farm Radio International offer its Broadcasting Partners?

- *Farm Radio Resource Packs which consist of: scripts, issue packs, broadcaster info docs and the Voices newsletter – electronically and/or by post.*
- *Opportunities to participate in workshops, training activities, electronic discussion groups, scriptwriting competitions, etc.*
- *An individual that belongs to an organization that is a broadcasting partner can be nominated to receive the annual George Atkins Communications Award.*
- *Subscription to Farm Radio Weekly (FRW) <http://weekly.farmradio.org/>.*
- *Subscription to Barza <http://www.barza.fm> – a social networking site for radio broadcasters*

Name of radio station/organization: \_\_\_\_\_

Mailing Address (post): \_\_\_\_\_

Physical location of radio station (if different from mailing address): \_\_\_\_\_

Station Email: \_\_\_\_\_ Website: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Person's Name \_\_\_\_\_ (the contact person should be someone in a senior position at the station/organization and who can fulfill the expectations outlined at the end of the document. The contact person is the one individual that will be sent material by post (should you wish to receive script packages by post) and will be responsible for filling out surveys in consultation with others at the station/organization that used the material.)

Male  Female

Contact person's Job Title: \_\_\_\_\_

Contact's email: \_\_\_\_\_ Contact's skype: \_\_\_\_\_  
Cell Phone 1: \_\_\_\_\_ Cell Phone 2: \_\_\_\_\_

Names and emails of other people at the station who would like to subscribe to Farm Radio Weekly, the electronic newsletter (we will automatically subscribe these people to FRW):

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Name: \_\_\_\_\_ Email: \_\_\_\_\_

Please provide a brief description of your station/organization's work:  
(We encourage you to enclose/attach newsletters, annual reports, programming schedules, etc.)

Please provide a brief description of why you want to partner with Farm Radio International:

How did you learn about Farm Radio International?

How should we send you Farm Radio International Script Packages? (all our material is made available on our website at [www.farmradio.org](http://www.farmradio.org))

- E-mail       Post (regular mail)       Both E-mail and post

What ONE category best describes your organization:

- Community radio station
- Private or commercial radio station
- Public or government-funded radio station
- Religious radio
- Radio network
- Government department with a radio project
- Farmers' organization with a radio project/program
- NGO with a radio project
- Production house
- Other: \_\_\_\_\_

Radio Frequency (e.g.: 99.3 FM): \_\_\_\_\_ Wattage: \_\_\_\_\_  
Broadcast range (e.g. 10 kilometres): \_\_\_\_\_ Hours of Broadcast per day: \_\_\_\_\_  
Estimated audience of your radio station (total number of listeners): \_\_\_\_\_

Broadcast languages (please include all): \_\_\_\_\_

What percentage of your programming is dedicated to agriculture and/or rural development?

- 0-25%
- 26-50%
- 51-75%
- 76-100%

What # of hours do you dedicate to agriculture and/or rural development programming each week? \_\_\_\_\_ hours/week

What sources do you use for developing your agriculture and rural development programs? (check all that apply)

National (e.g.: Ministry of Agriculture, NGOs) Please specify: \_\_\_\_\_

International (e.g.: Farm Radio International, CTA, IPS, FAO). Please specify: \_\_\_\_\_

Please describe your agriculture and rural development programming (include the names of the programs, a brief description of each program, its length and when it is broadcast, formats used, intended audience, how many months/years it has been running for, if it is produced by someone at the station or by an external group, and who funds the programme.) Please use as much space as required to answer this question.

#### Program 1

Name of program:
Brief description of program:
Duration of program:
Intended audience:
Format(s) of program:
When during the week is program aired:
How long (weeks/months/years) has the program been running
Who produces the program
Who funds the program

#### Program 2

Name of program:
Brief description of program:
Duration of program:
Intended audience:
Format(s) of program:
When during the week is program aired:
How long (weeks/months/years) has the program been running
Who produces the program
Who funds the program

*If you have more than 2 programs, please copy the program tables and fill out as required.*

Do you have regular access to the Internet?  YES  NO

How often do you access e-mail? \_\_\_\_\_

By signing this Agreement, I agree:

- a) to use the resources offered by Farm Radio International to serve, as appropriate, smallholder farmers and rural communities, and to share these resources within my organization with all who work on agriculture and rural development related broadcasting and/or initiatives
- b) to provide feedback and information to Farm Radio International using follow-up surveys and other evaluation tools. I understand that Farm Radio International expects me to return at least one completed survey per year, and that my participation as a Broadcasting Partner may be suspended if I consistently fail to provide this feedback.
- c) to consider contributing stories, news items, resources, and other information to Farm Radio International for distribution to other broadcasting partners
- d) to use any revenues derived from the use of Farm Radio International resources to enhance the farm radio activities of my organization
- e) to inform Farm Radio International if I leave my present organization, and to inform Farm Radio International of the name and contact information for my replacement.

I further agree and warrant that:

- a) I am committed to the empowerment of smallholder farmers in my country
- b) I have reviewed and am in agreement with Farm Radio International's Statement of Core Values (attached as an integral part of this Agreement)
- c) I am opposed to and in no-way condone the use of radio to promote or spread hate and intolerance of others based on their ethnicity, race, language, gender, religion, political affiliation, disability, or other general characteristic or attribute.

On behalf of [insert name of station/organization] \_\_\_\_\_,  
I give Farm Radio International permission to publish information in this application, and any letters, photographs and other information we may from time-to-time provide.

\_\_\_\_\_  
Name Signature Date



## **STATEMENT OF CORE VALUES**

**EQUITABLE DEVELOPMENT:** We encourage social and economic change that is beneficial to small-scale farmers and farming families and that is gender inclusive and respectful of cultural diversity.

**COMMUNITY SELF-RELIANCE:** We encourage community self-reliance and control of local development. We respect local cultures and the voices and decisions of farmers and their communities.

**SHARED KNOWLEDGE:** We encourage innovation and shared learning by exchanging knowledge.

**USE OF MEDIA:** We support the use of radio and its integration with new media technologies to ensure that knowledge is shared with the widest appropriate audience.

**PARTNERSHIP:** We collaborate with a diverse range of broadcasters and other stakeholders to make our work effective.

**INTEGRITY AND SOLIDARITY:** We encourage journalistic activity that is characterized by accuracy, fairness and balance. We defend media freedom.

**ENVIRONMENTAL SUSTAINABILITY:** We support practices, policies and technologies that promote sustainable and equitable development. We promote the conservation of natural resources and bio-diversity for the benefit of all.

**INTERNATIONAL SOLIDARITY:** We favour trade and aid policies that support the efforts of small-scale farmers to create sustainable rural livelihoods.