



Sustainable Radio

Michael Arbirk:

Income analysis for Radio Karagwe

Where shall the incomes come from?

My name is Michal Arbirk. I was the project coordinator on the donor's side implementing a support project for Radio Karagwe 91.4 (Sauti ya Wananchi (people's voice) in the most North Western District of Tanzania. The project ran from July 2010 to August 2013. Right now the Radio transmits 19 hours a day to most of Kagera Region – approximately 500,000 listeners.

The following form (table) was developed to help the leadership of Karagwe Media Association (KAMEA) to discuss the important issues around advertisements. E.g.: Do the radio station have dominant customers who can influence on the programs send from the radio? Does e.g. advertisements take up too long periods of the best sending hours? Do national advertisements / organisations dominate over local advertisements / organisations because the national ones can pay more and give longer contracts?

These are some of the questions the management and especially the listeners shall determine, when planning the schedule and agreeing to contracts. I developed a table format in which these decisions could be shown. Unfortunately I don't see how to upload files here.

In the accounts for the radio the division of income (as shown in the table) can be used to monitor the goals defined by the leadership of where incomes should derive from

In my view the most important columns are the two discussing the length of the various advertisements per week and per day. An example on how the form was used is included.

Michael Arbirk

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Marketing goals (lengo la mapato) Oktober 2011 – December 2012

Sales/income from where	Total income '000 Tanzania shs	% of Income	Seconds/minutes per week	Max seconds/minutes per day	Price	Comments
Big commercial companies	5000	30	315 sec x 2	45 sec x 2		
National NGO's	500	3	280 sec	40 sec		
Local/community businesses	1000	6	21 min 35 sec	3 – 5 min		
Local NGOs	4000	24	315 sec	45 sec		
Community Personal Messages	1000	6	70 min	10 min		
Greeting cards	200	1				During the greetings programme (1 h per day)
Sponsored programs	1000	6	210 min	30 min		
Serikali (government, District)	800	5	7 min	1 min		
Grants	200	1				
Partnerships (MoU)	2000	12	490 sec	70 sec		
Merchandise	200	1	245 sec	35 sec		
A.o.	1000	6	245 sec	35 sec		