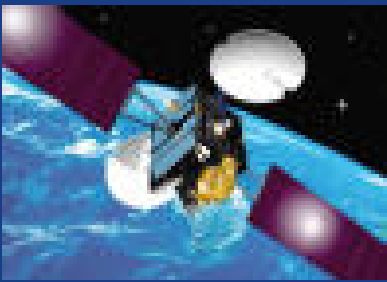


# First Voice International



February 2005



# The Power of Communication Technologies



Development  
Challenges

Information  
Communications  
Technologies

Increased Impact for  
Immediate Relief and  
Long-term Development



## The Importance of Information

# The Opportunity Gap

## Challenges

Poverty

Isolation/Lack of Infrastructure

Illiteracy/Poor Access to Information

Multisectoral

- Health
- Education
- Economic Development

## Response

Information Affluence

Bridging the Digital Divide

Delivering Audio/Multimedia Content

- HIV awareness and prevention
- Distance learning and education
- Micro-credit and enterprise success stories

The Burden of Information Poverty...  
is borne by those most vulnerable to disease,  
economic hardship and isolation

# Information Divide

	HDI Index Rank	Phones per 1000 people
<u>Asia</u>		
Indonesia	112	11
Nepal	135	12
Bangladesh	138	5
<u>Africa</u>		
Zambia	164	8
Ethiopia	170	5
Mozambique	171	5
-----		
South Korea	26	938
South Africa	119	107

***Target Zone: Isolated and Underserved Communities***

# Mission Statement

*First Voice International is dedicated to providing compelling, local and relevant 'first voice' information, knowledge, experience and solutions for the most pressing issues facing people across Asia, the Pacific and Africa.*



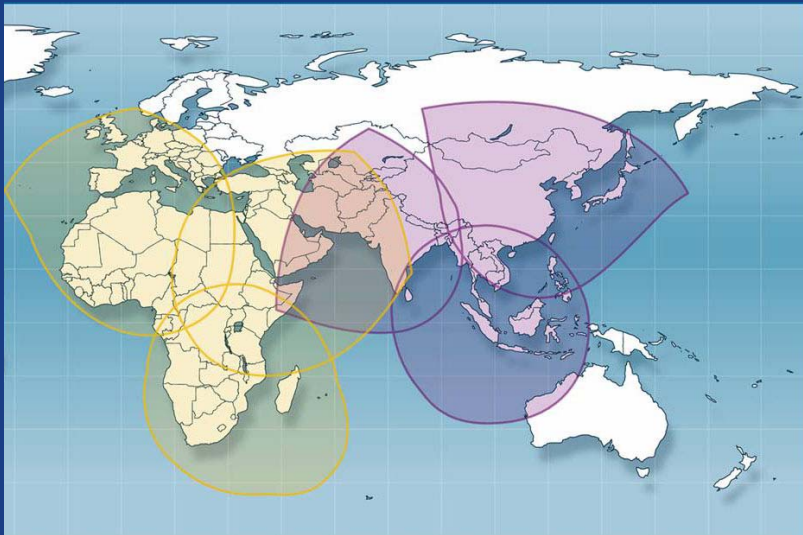
*Delivering Information - Improving Lives*

# Scope: Enhancing Information & Communication

First Voice owns five percent of the WorldSpace Satellite Network, and uses this capacity to disseminate non-commercial radio and multimedia content that can help improve the lives of isolated and impoverished people across Africa and Asia.

## Coverage Area

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## The Challenge

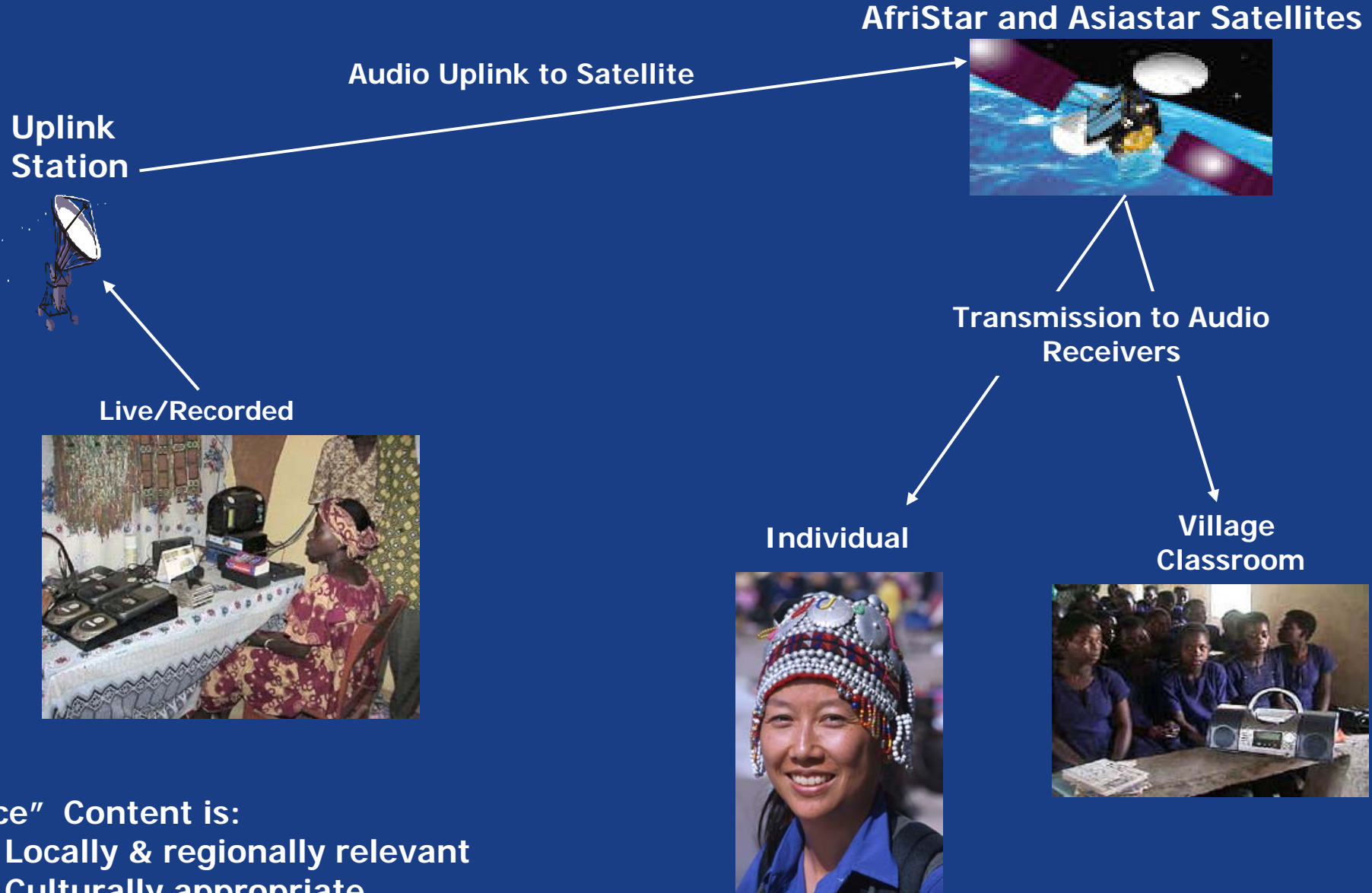
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- Several hundred million people in various countries
  - At or below poverty line
  - Illiterate and disadvantaged
  - Lacking information infrastructure and access

**Opportunity: Utilize this technology endowment to promote relevant initiatives and projects**

# How It Works

# Audio: How It Works



**“First Voice” Content is:**

- Locally & regionally relevant
- Culturally appropriate
- Practical & solution-oriented
- Balanced & accurate/non-political

# Community Radio Rebroadcasts

Asia Development Channels

Africa Learning Channel

Options for  
community  
broadcasters:

- Emergency Information as part of Early Warning Systems
- Rebroadcast programs as is
- Translate programs into local languages



Rebroadcast on FM/AM/Shortwave



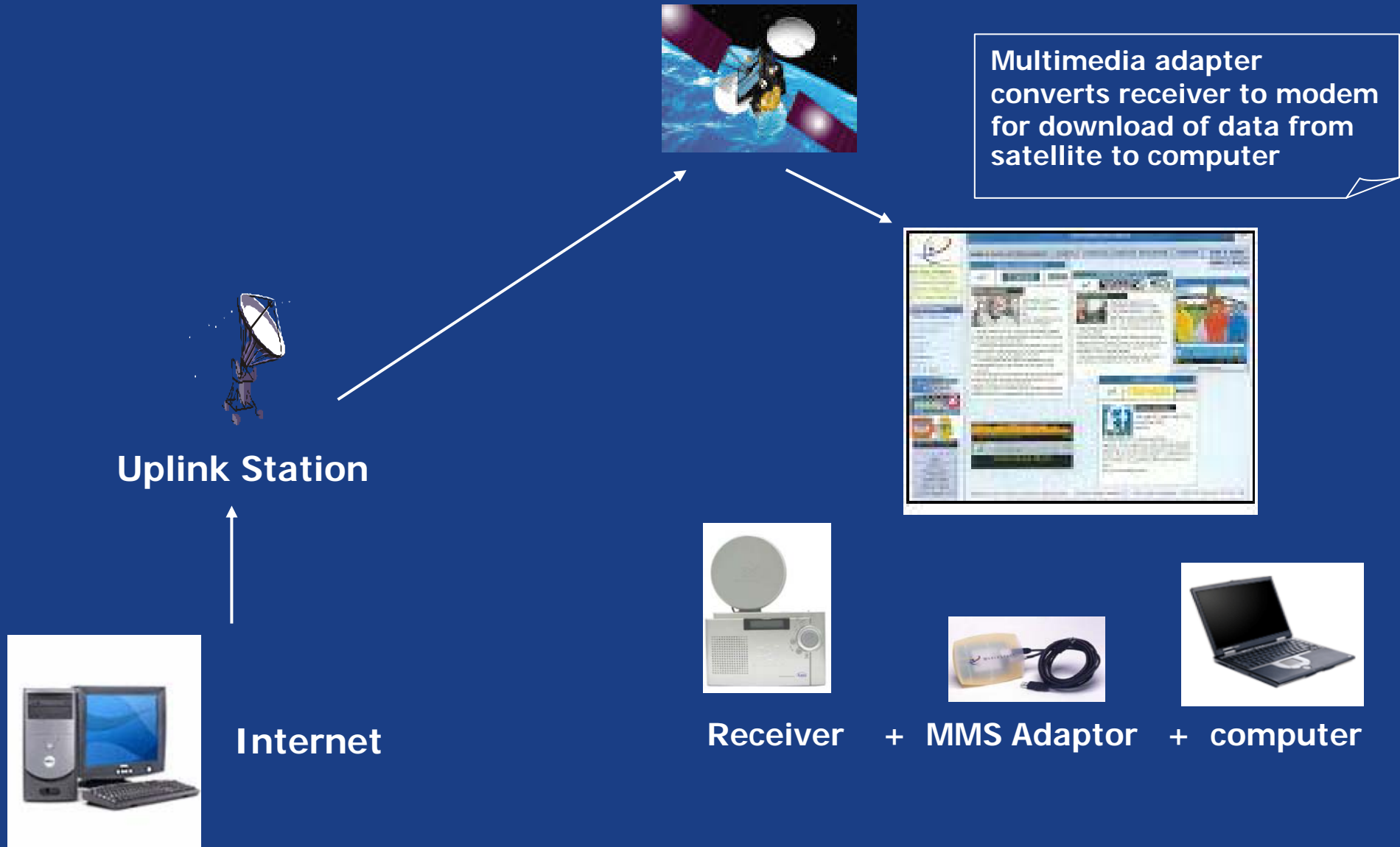
Many millions of individual listeners



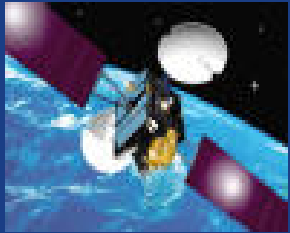
Community, School, Refugee and Relief Listening Centers

# Multimedia: How it works

Internet-type downloads without an Internet connection



# Multimedia Delivery



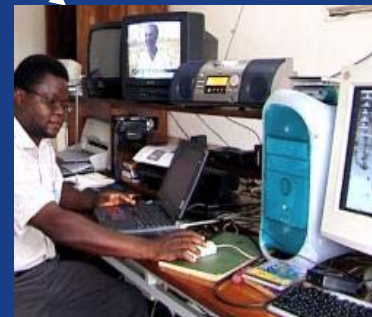
**First Voice Multi-Media Service in Africa and Asia**

Also on the service:

- Emergency Meteorological Information
- Governance
- Health
- Teacher training resources
- Agriculture



**Meteorologists and rural extension workers in Africa and Asia/Pacific Island Nations receive hourly updates of climate information**



**Community workers in 34 centers in rural Eastern Africa receiving NRM data**

# **A Few Examples of Specific Initiatives**

# FOCUS Project: Focus on New Emerging Regions

## Basic Education and Food Security in the Emerging Regional State of Somali in Ethiopia

### Audio: Distance Learning

- Broadcast Interactive Radio Instruction (IRI) curriculum to 56 formal and non-formal schools
- Literacy and math lessons using songs, question & answer and dramas
- Teacher training on technology use and curriculum enhancement



### Multimedia: Enhancing Agricultural Extension Information

- Establish Community Information Centers in 9 zonal agricultural extension offices
- Train Multimedia Officer to create and upload relevant content for zonal offices
- Equip and train Extension Officers to download and disseminate relevant food security, early warning, and development information

# RANET Initiative

## Radio and Internet for the Communication of Hydro-Meteorological and Related Information

Critical and timely information on:



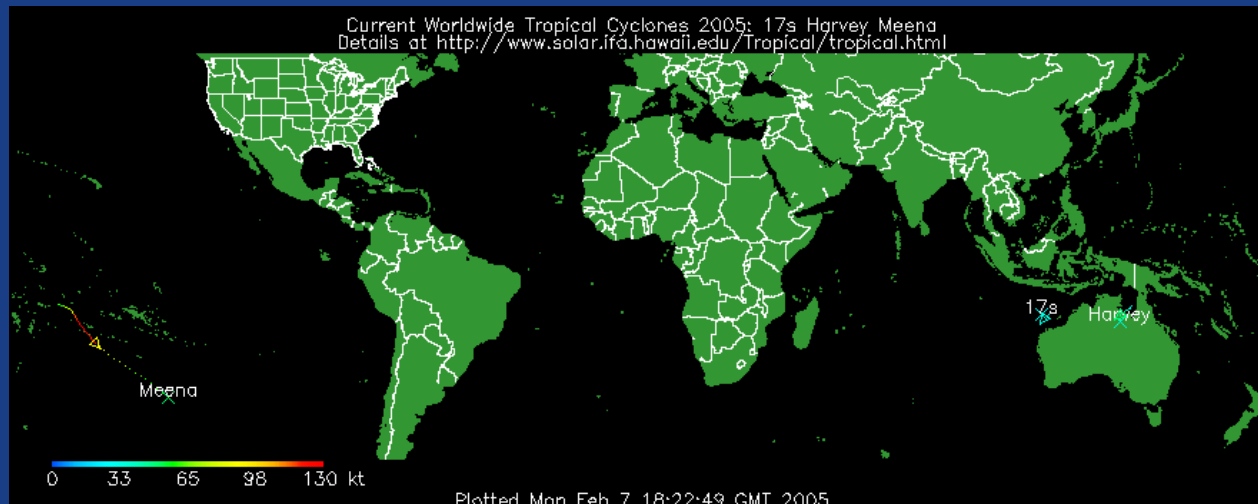
Climate



Meteorology



Via Multi-Media Service to many nations across Africa and Asia/the Pacific



# One World and M.S. Swaminathan Foundation: Open Knowledge Network (OKN)

## Local Multimedia Content (Tamil Nadu, India)

- Food Security
- Agriculture and Natural Resource Management
- Community Enterprise and Development

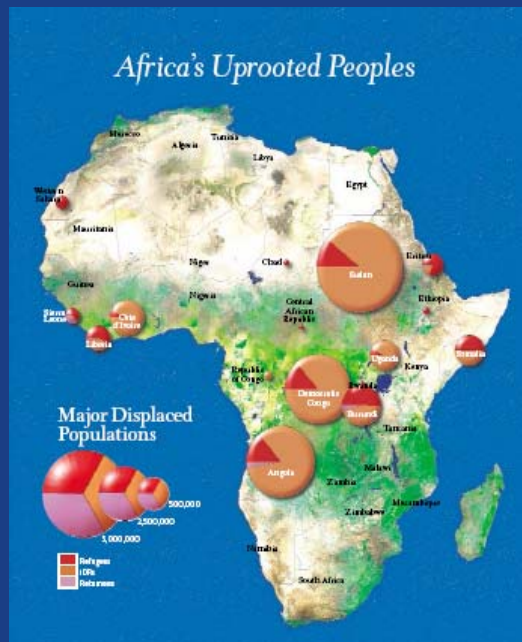


# UNHCR/First Voice Refugee Education Project

## 4 Refugee Camps in Kenya and Uganda

### Audio Programming

- Youth Leadership
- Reproductive Health
- Safe Living

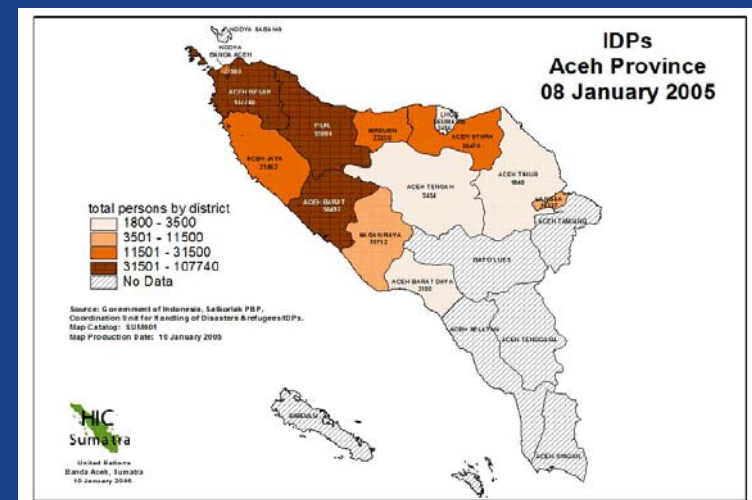


# First Voice/Internews/GoI Aceh Radio Relief Effort

## Immediate Response to Tsunami Disaster

### Audio Programming

- Health/Sanitation
- Trauma Response
- Education



# South Asia Tsunami

## Extraordinary Disaster

- 12 affected countries
- 1 million displaced - 5 million in need
- Ongoing urgent need for information

## Response

- First Voice with partners providing information lifelines to stricken communities - India and Aceh (to date)
- Post-disaster recovery information available
  - Hygiene Sanitation
  - Disease Prevention
  - Addressing Trauma
  - Missing Persons Alert



# Africare/FVI HIV/AIDS Initiative (2001-2003)

Increase awareness, reduce stigma & build capacity for long-term prevention

## The Project

- First Voice radio and multimedia programming in 40 communities in Zambia and Uganda
- Community Events – listening/discussion groups, local drama and entertainment
- Partnerships with community radio stations for rebroadcast

## The Results

- 55,000+ people in direct listening groups
- 17 one-hour radio shows produced
- Shows re-broadcast by 20 community radio stations



# In Conclusion:

Development  
Challenges

Information  
Communications  
Technologies

Increased Impact for  
Immediate Relief and Long-  
term Development



**First Voice International**

