



ATHGO

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Group 3 Business Model Proposal

Subject: Youth Radio Syndication for implementation in Tanzania

Addressed to: Granting agencies and/or investors.

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1. **Action forcing event:** Less than 10% of Tanzania's eligible youth attain secondary education (Mason et al 1996); there exists a strong need for an informal educational framework within this demographic bracket.
2. **Background analysis:** (a) Radio is the most-prolific media source in Tanzania (NBS 2002). On average, there is roughly one radio available to every two people (Swanson 2002). However, almost all existing national radio stations are commercial and intended for a general audience (Steadman 2005).
(b) Tanzania's National Strategy for Growth and Reduction of Poverty, scheduled for 2005-2010, attempts to achieve "improved quality of life and social well-being" (Tanzania Poverty Monitoring 2006).
(c) Given the problems in secondary education attainment, coupled with Tanzania's growth strategy for human development, this project aims to capitalize on the proliferation of radio media by syndicating open-source educational programming. There are no existing radio syndication platforms that engage the youth in investigative reporting and educational programming in Tanzania (AMDI 2006).
3. **Business model:** (a) This project employs a radio syndication model. Through this model, radio programming is intended to be sold to existing radio stations. The type of programming would engage the youth, through reporting, interviews and production, in topics such as education and social entrepreneurship using pop culture as an attractive medium. The differences in programming would be able to cater to different radio stations based on their respective overall themes and demographics.
(b) The radio syndication model of this project offers low start-up costs due to non-license based programming, and has a broad reach, across various radio stations as well as the possibility of expansion outside of Tanzania.
(c) Further, programming would target the youth demographic, thus providing incentive to existing radio stations because they would have the potential to increase their market share in listeners and advertising specifically with this demographic.
(d) Collaborators on this project would include: Secondary school students and faculty, existing radio stations, young business owners and professional and the University of Dar-es-Salaam.
(e) The main concern with this model would be government intervention concerning the possible airing or discussion of political topics. In order to manage this risk, programming would specifically relate to private sector youth development initiatives as opposed to politics.
4. **Cost/benefit Projections:** Implementation capital would come from investors or grants primarily concerned with youth development. The principle revenue stream would be through program sponsorship, advertising and the sale of programming to existing radio stations. Estimated costs are associated with production studio facilities, staff and general expenses.
5. **Niche:** The implementation team would be charged with the general business model direction; recruiting youth reporters; communicating with existing radio stations and schools; soliciting and managing sponsors and advertisers.

Appendix and Additional Notes

Current Radio Stations in Tanzania

The following is a list of *nationally* broadcasting radio stations in Tanzania in order of their audience share.

No	Station Name	Ownership Type	Audience share	Recently expanded?
1	Radio Free Africa (RFA)	Private/Commercial	61	Yes
2	Radio One	Private/Commercial	54	Yes
3	Radio Tanzania Dar-es-Salaam (RTD)	Public/State	52	Yes
4	Clouds FM	Private/Commercial	21	Yes
5	BBC World Service	International	19	(n/a)
6	Kiss FM	Private/Commercial	18	No
7	Deutsche Welle	International	12	(n/a)
8	Radio Uhuru	Private/Commercial	11	No
9	Tumaini	Private/Commercial	11	No
10	Abood FM	Private/Commercial	11	No

Source: Steadman 2005

Scope

Out of the entire Tanzanian population, 95% of people listen to radio at least once a week (AMDI 2006). There are 38 radio stations (national and regional/local), including those in the list above. As per Tanzania Communications Commission, no private radio station can cover 25% of the country in terms of frequency.

Relevant Definitions

This model defines “sponsor” and “advertiser” as the following:

Sponsor: An individual, group or business that contributes capital directly related to the creation of programs. Examples: Contributions of cash for program costs, resources or equipment for production and/or human resources would be considered sponsorship.

Advertiser: An individual, group or business that would like to target and position their goods and/or services to the youth demographic that this syndication model would target (ages 15-35) and would specifically like air time. Examples: Schools, scholarship institutions and/or counseling centers for HIV/AIDS patients would be considered advertisers.

A sponsor differs from an advertiser in that the advertiser *only* seeks airtime to market their product, while a sponsor would be advertised anyway but is primarily interested in assisting the production process.

Works Cited:

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