The Use of Radio to Reach Remote Audiences. Edition No. 1

Description: Radio remains to be a major source of information to millions of Ethiopians. Although community radios are yet to flourish in the country, there are attempts to use radio to address groups of listeners. This work examines a radio project aimed at listeners in the rural Janamora district, Gondar. The manner the project is organized and the extent of participation it allows is examined. Attempt is also made to highlight how the radio project is perceived by the target listeners. This book can be a useful resource for researchers, students and policy makers in media and related fields.


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