Making broadcasting useful: The African experience

The development of radio and television in Africa in the 1980s

George Wedell

editor

James Kangwana and Lawrence Lawler assistant editors



Manchester University Press European Institute for the Media

Contents

	Maps page	? VII
	Contributors	viii
	Foreword and acknowledgements George Wedell	X
Part I	Current issues	
1	Programme building on limited budgets Segun Olusola	3
2	Progress in programme exchange Kassaye Demena	17
3	Reaching the audience: problems of transmission and reception William Coleman	28
4	Broadcasting and multilingualism Paul Ansah	47
5	Manpower development for broadcasting organisations Chen Chimutengwende	66
6	Radio as a tool for development Daudi Mwakawago	81
7	Broadcasting and cultural change Sid-Ahmed Nugdalla	91
8	Broadcasting as a tool for education	
	Wilfred Chilangwa	105
9	Towards better radio David Ghartey-Tagoe	129
10	Broadcasting for health education Amie Joof-Cole	151
11	The organisation and management of a broadcasting service Levison D. Nguru	166
Part II	Some country studies Lawrence Lawler editor	
12	Ethiopia Gedamu Abraha	179
13	Kenya Dawson Marami	187
. 14	Lesotho Joyce Molapo and Tseou Ntsane	192
15	Liberia Alhaji G. V. Kromah	198
16	The Seychelles Antonio Beaudoin	207
17	Swaziland Tars Makama	210
18	Tanzania David Wakati	212

vi	Contents

· 19	Zambia E.M. Lubinda and Roger Ng'ombe	
20	Zimbabwe Tirivafi John Kangai and Charles Ndhlovu	240
Part III	An agenda for the future	
21	Making programme policy James Kangwana editor	257
22	The management of human resources James Kangwana editor	266
23	The management of technical resources James Kangwana editor	278
24	Three priorities for action George Wedell	285
25	Recommendations George Wedell and James Kangwana	2 96
	Bibliography	301
	Index	303