

VALUE FOR YOUR MONEY WITH... LRCN

With LRCN's low introductory rates, you can reach more people at lower cost than in any other way. For example, you can talk for fifteen minutes to all Kpelle speakers in Bong County and in adjacent counties for just \$12.50. And if they weren't listening the first time, then you can repeat the message—free of charge! How else could you communicate with so many for so little?

If you want to make your messages a regular feature in the lives of rural communities, then sign up for six months. It will cost you only \$275 at the moment. At last you can overcome gasoline shortages, impassable roads and all the impediments to extension services and reach right into the homes of your clients. You can talk directly to thousands of people *in their own languages* for a whole year for just \$500.

Suppose you reach 100,000 people each week. That would cost you just half a cent to talk to each person for a whole year. And at fifteen minutes a week you would be talking for more than twelve hours during the year. You can say a lot in twelve hours!

For more information contact your local Station Manager or, in Monrovia, Mr. James Wolo, the LRCN Community Relations Coordinator.

Contact LRCN. Can you afford not to?



● THE LIBERIAN RURAL COMMUNICATIONS NETWORK

INVESTING
IN
RADIO

WHEN...

Should You Use Radio?



When you want to reach many people at the same time

When you want to pay as little as possible

When you want to talk to people who are far away and hard to reach (a long way from a road, for example)

When time is important to you; radio messages can be prepared quickly and you can reach people instantly

Of course, once a message has been transmitted, people can forget it just as quickly. There are two strategies that you can follow to overcome this problem:

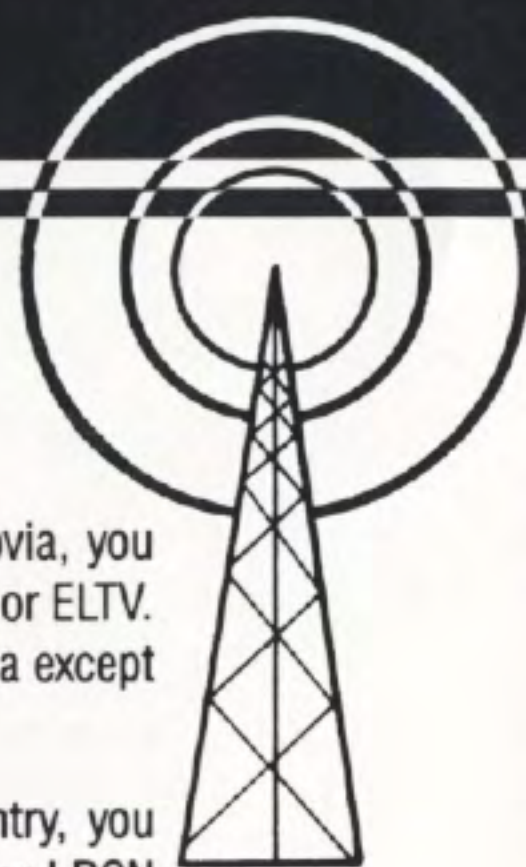
- Prepare your message carefully, so that it is as effective as possible
- Transmit the message more than once, maybe several times a day for many days

Even so, there are some messages that are better communicated personally or carried in a printed form—a list of prices, for example. Often, a mixture of different media is the best solution.

In Liberia, we do not have many options. Most rural people cannot read very well, so printed material is not always effective. The extension services are hampered by shortages of funds for gasoline and spare parts, so face-to-face communication is less reliable. But you have several choices in radio.

WHICH...

Radio Station Should You Use?



If you want to reach people in Monrovia, you can choose from ELBC, ELWA, ELCM or ELTV. LRCN does not broadcast to Monrovia except through ELBC.

If you want to reach the whole country, you can use ELWA, ELBC on shortwave, or LRCN stations. But you should remember:

- While they have some programs in local languages, ELBC and ELWA are essentially English language stations. LRCN is broadcasting primarily in local languages.
- No station reaches every corner of Liberia, although ELBC, ELWA and LRCN stations reach most areas.
- The ELBC and ELWA broadcasts are strongest in Monrovia because that is where their transmitters are located. The LRCN stations, ELRG, ELRV and ELRZ are strongest around Gbarnga, Voinjama and Zwedru, and can be heard well for about 75-100 miles.

If you want to reach one rural region, Bong and Nimba Counties for example, or one language group, Kpelle speakers for example, then choose LRCN. You will reach them loud and clear, and you can be sure that they will be listening to you on their particular LRCN station.

WHAT...

Services Will You Get For Your Money?



LRCN staff will do everything for you, if that is what you want. This includes:

- Audience research. LRCN knows how many radios are in rural areas; what people like to listen to; what they already know about some technical areas; how many clinics, schools, football teams there are in every town; and we have set up groups in selected towns to help us find out what we don't know.
- Message design. All LRCN producers have been trained to analyze the content of messages into a series of communications objectives and then to translate those objectives into simple, clear statements. This process results in well-organized programming that listeners understand and remember.
- Testing. LRCN tests the programs with listeners to make sure the message has been well-designed. If the programs do not communicate adequately, then they are revised.
- Production. LRCN provides full production services if you want them, whether it is for a 30 second spot, special music for a signature tune, or for a series of 30 minute programs with interview and dramatic segments.
- Transmission. Programs can be produced either in Monrovia or in the regional radio stations. They can be transmitted from Monrovia to the regional stations, but are broadcast only from the regional stations.