

**INTERNATIONAL
CO-OPERATIVE ALLIANCE**

Regional Office for East and Central Africa

**REPORT ON THE PROCEEDINGS
OF THE ICA**

**CO-OP. INFORMATION
AND PUBLICITY SEMINAR**

NAIROBI 28th JANUARY - 6th FEBRUARY, 1974



**ICA Regional Office for East and Central Africa
P. O. Box 946 - MOSHI - Tanzania.**

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

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PREFACE

Co-operatives, more than any other form of business enterprise, are operated in accordance with the principles of democracy. Indeed, democratic control, as spelt out in one of the Co-operative principles, is said to be the life blood of Co-operative development. In this way, members, through their general meetings have supreme authority over all important matters of their society. In practical terms, this means, among other things, that the members have inalienable rights to:

- define the objectives of their Society
- establish rules and regulations governing it
- control and supervise its affairs
- elect representatives who will take care of the day to day work on their behalf.

In the Region of East and Central Africa, where a large number of the population is still illiterate and Co-operative philosophy an unknown phenomenon, effective Co-operative democracy can be rather difficult to achieve. Under such circumstances, effective democratic control can only be exercised when members and their representatives (the management committee) are properly informed about their rights and responsibilities, as well as the practical application of co-operative ideas to their society. This important work is taken care of by the education and training programme of the Co-operative Education and Publicity Officers (CEPOS).

As a result of the establishment of single-channel marketing systems for certain agricultural produce, Co-operatives in East and Central Africa have been called upon to handle crops from all farmers, members and non-members alike. This responsibility has put Co-operatives in a rather difficult situation. It has been established through a study carried out in Tanzania, for example, that the establishment of single-channel marketing system had been the cause of a lot of misunderstanding and apathy which had been observed amongst the membership in many agricultural Co-operatives in the country. "Farmers" the report said, "tend to view Co-operatives as government entities and view them with some suspicion". In order to clear such misunderstandings and to protect Co-operatives from unjustified and misguided accusations, Co-operative information and publicity have an important role to play.

Lastly, since Co-operatives are part of the community at large, they have a duty to influence and create a positive public opinion. It has been observed in the Region of East and Central Africa that despite positive government attitude and support to Co-operatives, a large percentage of the population, including high ranking government officials, remains misinformed about Co-operatives. Already, as a result of this state of affairs, there is a growing awareness among co-operators that hostility against Co-operatives is mounting day after day. Unfortunately, and this is more serious, even the daily press in these countries have, oftentimes carried negative, derogatory and even hostile publicity on Co-operatives. To counteract such publicity and to build a good image of Co-operatives, Co-operative Information and Publicity work is a necessity.

2.

It is in the light of the problems mentioned above that the ICA - Regional Office organized this seminar for Co-operative Information and Publicity Officers as a felt and an urgent need. The main objective of the seminar, besides providing a forum for the exchange of ideas for those engaged in the dissemination of Co-operative information and publicity, is to improve professional skills and standards in Co-operative information and publicity work in the Region.

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SPEECH BY THE PERMANENT SECRETARY, MR. J.N. OLUOCH AT THE OPENING OF THE I.C.A. REGIONAL SEMINAR ON CO-OPERATIVE INFORMATION AND PUBLICITY ON MONDAY, 28TH JANUARY, 1974, AT THE KIKUYU ADULT EDUCATION CENTRE.

Mr. Chairman, Participants, Ladies and Gentlemen,

I am very pleased to be here today and, indeed, I am grateful to the Organisers for inviting me to open this Regional Seminar on Co-operative Information and Publicity. The Government is pleased that the International Co-operative Alliance has found an opportunity to arrange for a discussion of Co-operative Information and Publicity since this is one of the most important functions which must be properly organised and carried out if we are to boost the public support and confidence in the Co-operative Movement as a whole.

In Kenya, for example, the total number of Co-operators throughout the country is estimated at about 600,000 in a population of twelve million people in our nation. It will be seen, therefore, that the number of co-operators is relatively small in comparison with the total population of Kenya and that those responsible for propagating and promoting the Co-operative Movement have a big challenge before them in convincing the masses as to the benefits of the Movement and thereby attracting them to join Co-operatives. What then must be the aims of the Co-operative Information and Publicity which is the theme of this seminar?

First, it seems to me that the existing membership of the Movement, including its officials and employees should be well conversant with the principles and objectives of the Movement and what they are expected to achieve, because if they are not clear as to the objectives, it will be difficult for them to convince the general public of the need for Co-operatives. Those responsible for promoting co-operative information and publicity should therefore use such media and methods that will convey the knowledge designed to enlighten the membership as to the objectives of the movement. In this context, the media may consist of Radio, T.V., Newsletters, Posters, Brochures, Visual-Aids and several others, including discussion groups, seminars and conferences. Once the general membership and its officials are fully convinced of what they are striving to achieve and how to achieve it, they will be better placed to act as Co-operative apostles and preach the good word to the general public. The general public, in turn, will look at the Movement critically and enquire as to whether it is well organised, honest and effective in pursuit of its economic and social objectives. Co-operative Information and Publicity must be seen, therefore, in the context of overall Co-operative education in which important subjects are taught,

such as co-operative management and budgeting, Co-operative administration, including the conduct of meeting and how to carry out evaluation of programmes and results.

An important aspect of Co-operative Information and Publicity will be geared to inculcate good public relations between the Movement and the general public and therefore the Movement will want to employ personnel who have been trained in communication media and Public Relations. The success of a large Movement such as yours will very much depend on effective communication and feedback, as well as efficient management of your enterprises.

I observe from the programme of your seminar that you will cover most of the points I have touched upon so far and I need not bore you with a long discourse of details.

Before concluding, however, I wish to convey the greetings and good wishes of my Minister, The Hon. Masinde Muliro to you all and to welcome you to Nairobi. I hope that during the duration of this seminar you will find time to visit Co-operative Movements in and around Nairobi. The Kenya Movement originated after the first world war and since then has expanded gradually to its present stage from which should lead from primarily marketing activities into processing agricultural products and also in the distribution of agricultural inputs and general merchandise.

With these broad aims indicated, I now have much pleasure in declaring this I.C.A. Regional Seminar on Co-operative Information and Publicity to be officially open and wish the participants and the course leaders a fruitful stay at Kikuyu. We will await the results of your deliberations with interest.

Thank you.

Ministry of Co-operatives and
Social Services,
Nairobi.

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

1. INTRODUCTION:

- OBJECTIVE

The seminar was organised with two main objectives in mind:

- a) To provide an opportunity for those engaged in the dissemination of Co-operative information and publicity work to meet and exchange experiences and ideas as well as discuss common problems they face in their day to day work.
- b) To improve professional skills and standards in Co-operative information and publicity work in the Region of East and Central Africa.

- ORGANISATION AND WORKING PROCEDURE:

Most of the seminar programme consisted of instructive lectures and practical training tasks. Step by step, through case studies, lectures and group discussions, the seminar threw light on problems and techniques connected with Information and publicity work. The seminar took the participants through different stages of planning and preparations of a campaign. These included:

- Analysis of objectives
- Definition of target groups
- How to present the message
- How to measure the impact of a campaign and
- other aspects connected with the financial implication of such a campaign.

The idea behind such an approach was to prepare the participants technically and practically to understand different methods and techniques involved in carrying out information and publicity work in their Co-operative Organisations.

In order to measure the level of understanding of the participants, the seminar wound up its programme by giving them assignments consisting of the following topics:

- a) To prepare and launch a country - wide campaign with the objective of creating a favourable climate for a rapid expansion of new types of Co-operatives as well as for the Co-operative Movement in general with emphasis on Consumer and Savings and Credit Co-operatives,
- b) Non-members to be informed and convinced about the advantages of becoming a member and
- c) To plan and launch a campaign to inform and convince non-members about the advantages of becoming members of Savings and Credit Co-operatives.

These assignments were evaluated by a panel of judges composed of lecturers who had participated in the seminar and the final results were discussed in the plenary session. For purposes of further evaluation and guidance for similar seminars in the future, the assignments, in their original form, are presented in the appendix of this report.

Finally, in order to get some feed-back as to the usefulness and relevance of the seminar to participants' work in the field, each participant was required to fill a questionnaire. The evaluation of the questionnaires, together with important deliberations which came up during the seminar have been summarized in this report.

-LECTURES:

The Regional Directors' introductory lecture on "Problems of Co-operative Development in the Region of East and Central Africa", aimed at giving the participants a solid Co-operative foundation and a frame-work within which to see the scope and role of Co-operative Information and Publicity work in improving Co-operative efficiency and effectiveness.

It will be observed that some topics which appear in the seminar programme have not been reproduced in this report. This is so because most of the seminar sessions were conducted in the form of discussions so as to make them as problem oriented as possible.

2. EVALUATION AND DELIBERATIONS OF THE SEMINAR*

A. Usefulness of the Seminar

The participants wish to register their satisfaction as regards the relevance and usefulness of the seminar to their work as Information and Publicity Officers and, in particular, they wish to underline the following benefits which they feel they have been able to gain from it.

-Survey of Problems

It has enabled them to survey problems which they face in their day to day work, thus, improving their understanding of the work situation, a factor which, doubtlessly, will make them better prepared to face the challenges in the field.

-Study of basic ideas and techniques

It gave them an opportunity to study basic ideas about modern techniques of information and publicity work, thus, arming them with the tools of their trade. This was looked upon as an important step towards improving the efficiency and effectiveness of Co-operatives.

* As recorded from the discussions and questionnaires filled by participants.

-Exchange of Ideas

It gave them a useful forum for the exchange of ideas and experiences.

-Information and Publicity as a Vital Tool for Co-operative Development

The seminar wishes to underline the important role played by information and publicity in Co-operative development and, in this respect, urges Co-operative Organizations to establish information and publicity departments as a step to strengthen democracy and improve effectiveness and efficiency of Co-operatives.

B. Problems facing Information and Publicity work in the Region

The seminar wishes to draw the attention of the policymakers to the following problems:

-Lack of facilities

So far facilities placed at the disposal of information and publicity officers seem to be far from satisfactory. It has been observed that lack of transport and such vital aids as tape-recorders, film projectors, etc., have been experienced in many Co-operative Organizations.

-Personnel

It was observed that information and publicity departments were, normally, rather poorly staffed in many Co-operative organizations. Worse still, even those who were employed to carry out information and publicity work were found to lack proper training in the techniques of communication.

-Financial backing

It came to the notice of the seminar that, in most cases, the financial resources placed at the disposal of information and publicity departments were not adequate.

-Moral support and collaboration from management

Several cases were cited where information and publicity work did not receive the necessary backing and collaboration from management of Co-operative Organizations. Such attitudes have affected the planning and implementation of campaigns very adversely.

C. Appreciation of the Work of ICA Regional Office

The seminar appreciates the efforts of ICA Regional Office to improve the standard of information and publicity work in the Region of East and Central Africa and it appeals to it to make such training programmes for information and publicity officers a common feature of its work.

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

CO-OPERATIVE INFORMATION AND PUBLICITY ACTIVITIES IN 1973

Country Report from Kenya:
(by: P. Mwiricia)

I-0 INTRODUCTION: in

After our Independence/1963, the system of collecting news in the country was reorganised to speed up the transmission of news to the public. The major aim to intensify this system was that the rapid economic growth and the modernisation of the nation cannot fully be achieved without the effective and comprehensive system of information dissemination to awaken the entire population to the need for change and hard work in all the development sectors of our Nation.

Therefore, the government nationalised the broadcasting corporation and placed it under its control. The Information House was set up in Nairobi and was linked to all Provincial Information Offices by Teleprinter circuits (except in North Eastern Province where Telegraphic facilities have yet to be expanded).

This exercise was continued at district levels by the establishment of District Information Officers, so as to bring nearer the information to the people. The ultimate aim of our government is to open information offices at the locational level.

This move has intensified press coverage of the Harambee projects, self-help and co-operative activities in the rural and urban areas. Special rural development projects have been given prominence over the Radio and in the Newspapers. It is gratifying to place in record that an average of 50 News item are transmitted daily from the Provinces. This is more news material than the Voice of Kenya and the Local Newspaper can publish on any given day.

In line with other development sectors of the Nation, Co-operative activities have been given publicity in several local newspapers, Magazines, Bulletins, Newsletters and in its own quarterly newspaper - Mshiriki wa Kenya.

I-I CO-OPERATIVE INFORMATION AND PUBLICITY ACTIVITIES:

- The Co-operative News service through the Mass-media such as Kenya News Agency, Voice of Kenya and the Daily Local Newspapers is firmly established and has been functioning well in the whole of last year (1973).
- Co-operative development in various fields has been given a affair publicity by all massmedia. This has included activities of the apex organisation (Kenya National Federation of Co-operatives), country-wide co-operatives such Kenya Creameries Co-operative, Unions and co-operative societies.

- Closer links between the Information Offices and Co-operatives in the Districts have been established where co-operative news events are passed through to Kenya News Agency for distribution to Voice of Kenya News forum and K.H.F.C. for distribution to overseas and local Newspapers. All news materials are communicated in Swahili and English.

RADIO SERVICE:

Mshiriki wa Ushirika Programme:

At the moment, the radio division of the Voice of Kenya is putting out 85% locally produced materials including features, current affairs and general interviews. Radio is by far, the most popular medium and to this end co-operative radio development programmes has been established since 1967. The proposal for radio programmes was first initiated by the Department of Co-operatives Development. The V.O.K. schedules this programme on every Saturday at 7.30 p.m. Apart from co-operative teaching by radio, programmes were based mainly on interviews conducted and presented by various people from the movement and Officers of the Department of Co-operative Development.

At the beginning of 1973 a proposal for a new plan for Co-operative Radio programmes was carried out by Department Education Division, Co-operative College and the Kenya National Federation of Co-operatives in consultation with Education Teams and Education Secretaries. A working group for transforming the ideas and proposals into a draft was setup. The scheme for Radio programme for 24 series of programmes lasting 6 months - July December was firstly transmitted on Sunday 1st of July, 1973 at 8.00 a.m.

During the planning of the scheme, we had to consider the situation of the Radio listeners in our nation and at the sametime we had to consider how many of these were members of Co-operatives. Out of Kenyas population of 12.5 million in 1972 nearly 80% are Radio listeners. This was determined by an audience survey carried out in 1972 and it indicated that on the average the number of listeners was 3.7 per set in homes and 9.9 in public places.

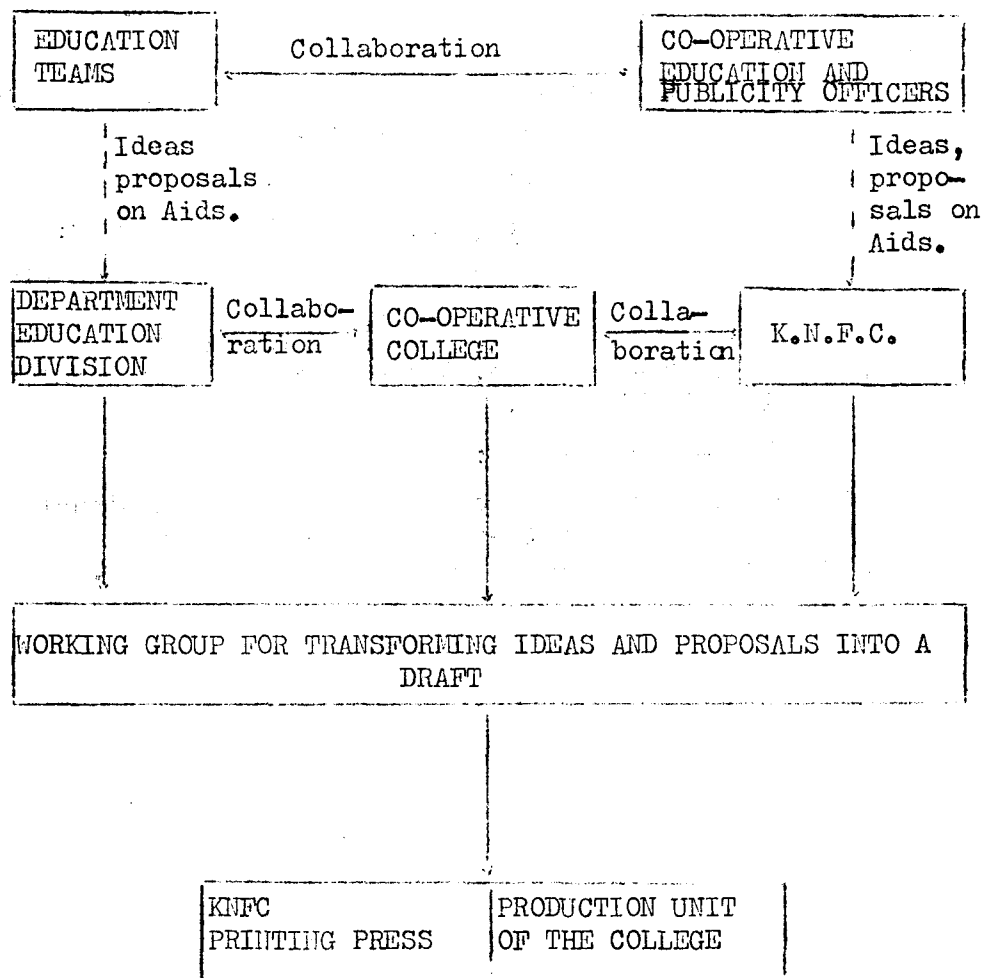
At the sametime the total Radio set Ownership was 1,050,000 compared with only 900,000 in 1971. It would generally be said that there is 1 radio set per 12 people or 1 set per 6 adults.

Purpose for the Programme:

- The programmes are educative as well as informative, written and transmitted in the dialogical form.
- These programmes have been and will be used for Co-operative members days by the C.E.P.O. in the field and
- as reference to teaching various topics on Co-operatives.

PUBLICATION OF CO-OPERATIVE MATERIALS:

The situation of co-operative publicity in Kenya can best be described by a simple diagram:-



Proposals for publications to be produced can, within this set up, originate from any of the bodies either on national level or from the educators in the field (Education Teams). Normally the idea is discussed and scrutinized in the co-ordination group for co-operative education and if it is worthwhile to consider it, a working group is appointed to deal with it.

The working group transforms the idea into a draft form and hands it over to the Printing Press/Production Unit of the College. Such publications are only those which affect the nation as a whole.

MSHIRIKI WA KENYA NEWSPAPER:

This Newspaper is widely read by members of Co-operatives. It is a quarterly newspaper and the demand last year (1973) was as follows:-

December issue	36.000	Copies
March issue	50.000	"
June issue	65.000	"
September issue	55.000	"
December issue	50.000	"

Purpose of the Paper:

- Inform the Co-operators and the public about co-operative activities in the country and abroad.
- A Visual Aid to Co-operative Education.

Agricultural Society of Kenya (A.S.K.) and Nairobi Shows:

The Federation has given tremendous assistance to planning and participation in Agricultural Society of Kenya shows in different parts of the country. Also in collaboration with the department of Co-operative, the Federation has annually put a stand in Nairobi shows.

International Co-operative Day:

The Federation also makes good use of the International Co-operative Day to inform Co-operative members and the general public about Co-operative ideas and activities.

Short Review of Co-operative Information and Publicity
Activities in Tanzania Mainland:

(by: Dr. P. Mgembe)

1. INTRODUCTION:

Co-operatives being economic as well as social institutions involve active and full business exercises as any other economic and business enterprise. Operating amidst and around people, their images and activities, should be brought to the public they come in contact with. This move and effort by the ICA Regional Office in Moshi to organise this seminar must be seen as an important step to help to improve publicity efforts of the Co-operative Movements in the Region and, in this way, make Co-operatives and their activities better known to members and the public at large.

There is, indeed, a need to view the subject seriously during this seminar. We have drawup our balance sheet and analyse what we have covered so far and what lies ahead of us. Although Co-operatives have achieved very much in helping the common man better his social and economic conditions, they still face a lot of opposition internally and externally. Even in Tanzania, where, for instance, the policy of our ruling party (TANU) has clearly underlined the role of Co-operatives in combating exploitation of the workers and peasants, there are still a large number of people who have negative attitude towards them. Quite a lot of unfounded criticism has been directed to Co-operatives by the so called intellectuals who have in many cases tried to present distorted picture of Co-operatives without backing their statements with facts and figures. This only serves to draw our attention, as people connected with information and publicity work, to the tough work ahead of us.

2. CO-OPERATIVE PUBLICITY IN TANZANIA:

Co-operative publicity in Tanzania has not yet developed to a satisfactory standard as it should have been because publicity and information channels have not improved at the same pace as the expansion of co-operative activities in the country.

As in the other sister member countries of this Region, Co-operative Information and Publicity is handled by three main institutions viz. the Co-operative Union of Tanganyika Limited (CUT) and its affiliated Unions, the Government Rural Development and Co-operative division and the Co-operative College/Co-operative Education Centre.

Subject matter and objectives of Co-operative Publicity:

In the first place, the philosophy of Co-operatives or the ideology or what some theoreticians call co-operativism has to be understood by the public as a whole and Co-operative members and Ujamaa Villagers (Communal Villages) in particular. Secondly, publicity has to point out successful Co-operative results from all possible corners and it has to throw light on unsuccessful attempts, pointing out why such attempts have failed. It has to draw the attention of, and convince workers and peasants about the importance of Co-operatives as tools for economic and social development. Last, but not least, Publicity and Information must aim at imparting knowledge to management cadres of Co-operatives so as to improve their efficiency.

3. MEANS AND METHODS OF PUBLICITY:

The means and methods applied are limited to the natural and other conditions prevailing: (a) Through radio, (b) Periodicals; newspapers, news letters etc. (c) Films and photographs, (d) exhibitions, public meeting and seminars etc. (a) For the last 12 months the Co-operative Development Division and Co-operative College/Co-operative Education Centre have been running regularly two repeated, 15 minutes, radio programmes per week under the title of "Shoulder to Shoulder" and Learn Co-operation".

These are aimed at encouraging and stimulating co-operators, Ujamaa Villagers and the public at large about Co-operative development programmes. The programmes were prepared by the concerned staff travelling extensively in the regions with tape recorders interviewing villagers. This method proved to be much successful and became popular in the rural areas since villagers are too ready to listen to their own conversations over radios and also hear what other villagers talk about.

(b) News letters are circulated mostly for co-operative leaders and staff to exchange views and experience. The Co-operative Union of Tanganyika Limited publishes a swahili monthly newspaper "Ushirika". This acts in real sense as a media for education as well as publicity to co-operators throughout the country. Infact it keeps the banner of co-operatives high by propagating the movement's achievements and problems. It publishes views of groups or individual farmers, information on general agricultural policies or any changes coming up.

Some examples of co-operative experiences from developed countries are also published in simple language for ordinary farmers to understand. "Ushirika" is one of the most popular papers in the country. During the last 12 months its circulation went up from 35,000 copies to 37,000 copies per month. Unions subscribe for the costs of publishing the paper so that farmers can get it free of charge.

(d) As regards films, the Co-operative Union of Tanganyika Limited presents its co-operative and other films in the Tanzania National film library for easy circulation to the people all over the country, whereas Unions and Co-operative education wings organise mobile co-operative film shows in the field.

(e) Exhibitions are one among the most extensive publicity activity undertaken by the institutions. This is especially done during the "Saba Saba" shows where various Co-operative products; agricultural, hand craft etc. are displayed at Co-operative Union of Tanganyika Limited and government co-operative division Pavilions. In the last 12 months C.U.T. spent about 28,000/= for exhibitions alone.

4. PROBLEMS CONFRONTING PUBLICITY:

According to the dialectical law of nature there is no progress without bits of obstacles. In spite of all endeavours to improve Co-operative publicity in Tanzania, there are several setbacks that make the exercise still undeveloped to the required standard. There are both objective as well as subjective problems viz: (a) The institutions are in most cases under staffed and lack skilled manpower.

(b) The number of readers of newspapers, pamphlets etc. is much low due to high illiteracy still prevailing. This problem will soon be solved since extensive campaign has been launched to eradicate illiteracy.

(c) Our co-operators are so scattered in the country that informative material either rarely reaches them or reaches them when it is too late and outdated as a result of poor transport and other communication facilities. To this applies also the difficulties of getting in touch with sources of news. (d) C.U.T. having a smaller capacity printing press has to print its Ushirika paper at Printpak, a government press acquired from former capitalists. Even so the facilities at Printpak are far from satisfactory. There recently came about a nation wide lack of printing papers which has made it doubtful whether we shall be able to publish our papers as planned. (d) As regards publicity through radio, though the average figures show that there are about ten people per one radio, the distribution of those radios are not evenly. In some areas radios are considered to be luxurious items.

/not (e) Most of publicity facilities are government or party owned and are, therefore, giving priority to Co-operative publicity. To avoid duplication of work or minor contradictions the co-operative institutions leave out some matters which should have been done by them. Although this is a positive problem, as far as development of Co-operative publicity is concerned, it could have, in some way, some negative influences.

5. FUTURE EXPECTATIONS:

For the coming 12 months it is intended to expand and intensify information and publicity services to catch up with the present Co-operative development. Examples of such efforts are the "Ujamaa leo" issue will be launched at the government co-operative division. The C.U.T. Ushirika issue will be published weekly instead of monthly if things turn out as planned. The C.U.T. Press will be equipped with an off-set web machine and expand its printing activities. This year, the ruling party (TANU) is to commemorate its 20th anniversary and /on this occasion, national and international shows and exhibitions will be organised. Our movement is preparing to take this opportunity and publicise its activities to the highest degree possible.

To conclude, it is our belief that one is always safe and justified when he informs the public his own, not only successes, but also failures than wait till others publicise them because it is quite doubtful whether they would do it in the right way. It is, therefore, very important that Co-operatives indulge in publicity activities seriously. In spite of all these and many other problems, our struggle should try more and more to look for solutions. What we gather from this seminar, therefore, should be one weapon to our struggle.

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

The Role of Publicity and Member Information in Co-operative Development in Uganda.

(By; Sali Sekitoleko)

All of us are constantly hearing the terms "Publicity" and member Information. Most of us have some vague idea of what both mean. But for purposes of our discussion today, let's take a new look on both terms to find out what exactly we have in mind when we say Co-operative Publicity or Co-operative Public Relations and member Information.

Perhaps the simplest and best definition I know is that "Publicity" (as used in co-operatives to mean public relation) are those things we do or say to make people know and like us. Publicity is the sum total of all our relationships with our members, our suppliers, our dealers, our buyers, our employees, our stockholder and the general public. A publicity programme works to harness the opinion of all these people, plus many others on behalf of the co-operative organisation or in closing a sale of any business. We know, too, that favourable public opinion is gained from many sources other than advertising in newspapers, Radio programmes and television^s only. Some of these channels we shall explore in a few pages to follow.

And now what do we mean by member information? We daily hear of member information campaign or information days These terms are very popular in co-operatives only, they are not popular terms used by private firms. I will therefore, define member information in a co-operative context as carrying out educational activities through mass medias. My definition for member information leaves quite a lot to be desired but at least it is the only sensible way I could endeavour to define it as understood by co-operators. Through member information we conduct courses, we hold meetings, we show films, we teach even employees of the movement so we do not reach only a specified section of people. Member information is therefore a section of public Relations Office. Our remarks on publicity and public relations could therefore directly cover much of member information. Gentlemen, this definition I have just coined today is open to you for discussion and I will respect your definition and your views.

This publicity of ours we are involved in is not new. It has existed for centuries, but all along it has undergone some changes. Even in the Greek and Roman Civilization, public criers proclaimed news of articles and services for sale. Early signboards were used to designate stores and illustrations were placed on walls to indicate items for sale.

Up till the middle of the fifteenth century, publicity was usually done by human voice just as we still do in most of our areas in East and Central Africa. With the invention of the printing press and the resultant newspapers, books, Radio and Television, we have tended to do much of our publicity through these channels. What we intend to discuss today therefore is nothing but modern publicity. I intend in this paper to leave that part which involves the lecturing method or teaching to the teachers and we shall plough on that part of information carried through mass media.

Let us now look into the major channels used in carrying out Publicity and member information campaigns.

1. Radio
2. Newspapers
3. Television

The above are the major channels through which we can communicate with our members and the public as a whole. The ones below are very helpful channels of communication but they are often forgotten by many publicity men; and in most cases overlooked.

1. Meetings
2. Invitations by organisations
3. Package inserts
4. **Trucks** and Co-operative cars
5. Envelope enclosures
6. Letter heads
7. The back of the display piece
8. The factory or ginnery
9. The reception room
10. Co-operative employees cards
11. Seals for posting on letters, packages etc.
12. Dividend enclosures
13. The product itself
14. Old advertising materials
15. Price tags, direction cards, and instruction booklets
16. End papers of booklets (at least incorporate the trade mark into and end paper design)
17. The use of a permanent colour
18. Uniforms, clerks and attendants
19. Fairs; floats and exhibits
20. Fairs, clothers
21. Donations to charity organisations
22. Organised parties
23. Person to person communication
24. Staff Public Relations.

THE TRUTH IN PUBLICITY, Because of the importance of truth in publicity, I want to devote a few lines on this item.

There are those of us who feel that before a press release or any form of publicity is issued for consumption through any media, the author should be compelled to appear in a court of law and swear by all that he holds secret

that the "truth, the whole truth, and nothing but the truth". The solution to the problem of untruthful advertising or press releases is not as easy as people think, primarily because of the difficulty in defining "truth" AND "untruth".

This is perhaps the seed of the trouble, the "truth" of a press release as the press release beholder sees the press release.

A mother usually will say "my boy is the finest boy in the whole world". Is her statement true or false? What is the truth of advertising?

The truth of the matter is that most press releases and advertisements are now essentially truthful. The Information Officers who are deliberately misleading, careless with the truth and constantly practicing to deceive are in the small minority. Unfortunately, the sins of the minority are widely publicised. It is a truism that the good that people do is seldom publicised, only their evils are apparently newsworthy. Substantially, this is the case with some publicity we carry out. There has been and there will continue to be untruthful and unethical advertising in all sorts of publicity. But my humble advice is that let companies and other commercial sectors do so but we as governmental, parastatal organisation need disseminate as far as possible the truth. Do not purge lies when you know it is lies—when your conscience at least tells you so, and when you are in position to correct the situation.

It is only my last sentence here that has something to explain to the daily life of a practising Publicity man when you are in a position to tell the truth please tell it. Many of our works we are required to dish to the press, you well know as well as I do, is not our brainchild they are a brainchild of our bosses who often tell us merely write back and refute the allegation. Sometimes we have few facts to refute some allegations and sometimes we lamely do it with a few reasons but please avoid this cheap publicity.

Abraham Lincoln is supposed to have said that "you can fool some of the people all the time, and some of the people some of the time, but you can-not fool all of the people all of the time". Though Lincoln's statement was pertinent to politics, it is equally relevant to our usual Publicity. Every manufacturer or producer who thinks in terms of long term continuity of his business rather than of the fast buck is aware of the truth of Lincoln's statement. For this reason, the majority of the Information Officers reflect the truth as the truth.

Co-operative Information and Publicity in Uganda During the Past Twelve Months.

There are two main institutions carrying out Co-operative Publicity on a national level in Uganda. The Co-operative Alliance and the Co-operative Department. All these two institutions come under the National Education Committee which sits usually once a month to draw up Co-operative Publicity and educational programmes.

This committee is chaired by the Commissioner for Co-operative Development or his Assistant. His Assistant is often the Assistant Commissioner (Education). The Secretary to this Committee is the General Secretary of the Uganda Co-operative Alliance. Other members on this Board are the Senior Officers working on Co-operative Education in the Department of Co-operatives, the Information and Publicity Officer of the Uganda Co-operative Alliance and his Assistant, the Visual Aid Technician, the Principal of the Co-operative College and often the Heads of the National Co-operative Organisations also attend.

Besides drawing up programmes for educational activities this Board also points out some of our short-comings and suggest means and ways for future developments.

Let us look into the main activities we have been engaged in throughout the year. Many of our figures, we shall give, together with other details, will be based on the Uganda Co-operative Alliance's Financial Year which started from August 1972 to August 1973. These are the most recent figures.

Co-operative Information and Publicity in Uganda was carried out in the following channels during the above period:-

1. Co-operative News Papers and Newsletters.
2. Radio Talks.
3. Posters.
4. Booklets.
5. Handouts.
6. Badges.
7. Television.
8. Commercial News Papers.
9. Lectures.
10. One Day Courses, Residential Courses and Seminars.
11. Entertainments.
12. Meetings (Annual General Meeting and Other Meetings) (International Co-operative Day).
13. Photographs.
14. Regular Feature Articles.
15. Letters.
16. Study Visits.
17. Donations.
18. Sports.
19. Shows.

1. CO-OPERATIVE NEWS-PAPER AND NEWSLETTERS:

The Co-operative Newspaper is produced by the Uganda Co-operative Alliance Ltd. It is known as "Uganda Co-operative News". This paper is not meant for every co-operator in the country, neither is it meant for every society to receive a copy. But it is meant to bridge the gap between the Co-operative Movement and the rest of the public in Uganda and abroad. It is also meant for mutual discussion on Co-operative matters. The ordinary members and societies, are taken care of by Co-operative Newsletters produced at the District level or by each Co-operative Union. Today, the Co-operative Newsletter published in the local languages of each District number about 18.

The "Uganda Co-operative News" is published in English and the cost for it is about U. 2,500/= with a circulation of six hundred copies.

PROBLEMS:

Problems regarding publicity of the "Uganda Co-operative News" and the newsletters are mainly finance and less response from Education Secretaries who are supposed to send in news items. Other problems are those of distribution. At times the paper is distributed to wrong people who do not need it.

Newsletters are also published monthly but at times experienced Education Secretaries are given jobs other than education work by the authorities in their Unions, and this results in failure to publish these Newsletters monthly.

RADIO TALKS:

We have twenty six co-operative programmes of 15 minutes duration every week throughout the year. The twenty five programmes represent twenty six languages spoken in Uganda. This means that we have one co-operative programme every week in each language.

Our problem is the feedback. We do not have organised study groups at the moment in Uganda. We hope that organised study groups would be the best means of getting a feedback. We have in the past introduced questionnaires after each radio programme, but received very little response.

Time of the programme which is 10.00 p.m. is another imposed problem, because, we in the co-operatives know it is not a suitable time for our co-operators, especially farmers who by that time are in bed after long hours of work.

3. POSTERS

During the year we produced the following posters:-

	<u>Copies</u>
1. Difference Between Private and Co-operative Business	14,000
2. Co-operative Eliminates this exploitation	14,000
3. Farmers Calendar for Cotton Production	14,000
4. The Goats (Co-operation)	11,000
5. We are members are you?	11,000
6. What is going on into Co-operative Movement	11,000
7. Join the Rural Savings Scheme	600
8. Save part of what you earn	300
9. Regular Saving Help ^s you	300
10. Celebrate International Co-operative Day 1973	10,000
11. Co-operative Principles	10,000
12. The True Co-operative Movement	10,000
	<u>96,200</u> =====

All the above Posters are being distributed to all Co-operative Organisations free of charge to be used as educational co-operative visual aids for members and non-members. Also at times individual members are given copies of these Posters to take home, so we hope that the next generation will surely go co-operative.

4. BOOKLETS

The following are the Booklets which have been revised and reprinted during the year:-

	<u>Copies</u>
1. Omulimu gun gwaffe (This business is Ours)	5,000
2. Facts about Uganda Co-operatives	13,000
3. Akakiiko (Committee)	5,000
4. Members Responsibilities	10,000
5. Co-operative Principles	12,000
6. Gates (Text Book for Primary Societies)	4,000
7. We are celebrating Co-operative Day	5,000
8. Co-operative Development Bank Limited	5,000
	<u>59,000</u> =====

5. Handouts or Flyers

During one Day Courses handouts are given to the participants for their future reference. And the following are some of the Handouts:-

	<u>Copies</u>
1. Obweggasi (Co-operation)	12,000
2. Certificate for Uganda Co-operative Alliance, General Meetings	500
3. You are Internationally Represented	9,000
4. Facts about Uganda Co-operative Alliance Ltd.	9,000
5. Our Co-operation	9,000
6. The Principles of Co-operatives	3,000
7. What is Going on in the Co-operatives	3,000
8. Promotion of Education	4,000
9. Open Membership	4,000
10. How we started our Co-operation	6,000
11. Welcome to Savings and Credit Society	3,000
12. International Co-operative Alliance Declaration.	1,000

6. BADGES

Badges were produced by the Uganda Co-operative Alliance Ltd. for the International Co-operative Day Celebrations as indicated below:-

1. Co-operative Day Badges for Cars	10,000
2. Pin on Badges for Co-operative Dairies 1973	30,000

Miscellaneous:

1. Co-operative Dairies 1973	4,000
2. Co-operative Calendars 1973	3,000
3. Co-operative Flags for Co-operative Celebrations	
4. Correspondence Course Booklets for Co-operative College	1,000
5. Co-operative T-Shirts for International Co-operative Day.	

TELEVISION

In Uganda today we have about 2,000 television sets. Many of these sets are owned by people who live in towns. It is estimated that 80,000 people view television every day. We have done very little in this field, but we feel we could do something more. We have been on the screen only on a few occasions.

8. COMMERCIAL NEWS PAPERS:

We have written weekly articles in some of the local commercial news papers in Uganda.

9. LECTURES:

Co-operative Lectures are given to students of Senior Secondary Schools as well as students at Governmental Institutions.

Problems:

The big problem concerning co-operative lectures is transport. The Lecturer has to provide himself with the means of transport to the venue of the lecture which makes it a bit expensive for the organisation.

10. One Day Courses:

In Uganda every Co-operative Union was advised to employ an Education Secretary. So far eighteen Unions have appointed Education Secretaries who are charged with the responsibility of carrying out member education in collaboration with the Government Departmental Co-operative Instructor at the Co-operative Education Wing. The former organises One Day Courses whilst the latter, besides organising One Day Courses, organises also One Week to Two Weeks Residential Courses at his Wing.

11. Study Visits:

Co-operative Departmental Instructors arrange study visits for either committee members or Secretary Managers of primary societies to visit progressive societies and unions in other Districts within Uganda.

12. Games and Sports:

The Uganda Co-operative Alliance as well as the Government Department of Co-operative Development are both keen supporters of the Uganda Co-operative Football Club. Also some of the District Unions have formed Football and Netball Clubs. These football and Netball clubs are considered to be a means of co-operative information and publicity to non-co-operators.

With these few words, we hope that the participants of this Seminar have an idea of how Co-operative Information and Publicity is carried out in Uganda.

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

PAPER ON CO-OPERATIVE INFORMATION AND PUBLICITY IN ZAMBIA:

(By; M.A.C. Phiri)

Before 1970, Co-operative Information and Publicity work in Zambia was under the responsibility of a Co-operative Department Training Officer. Its functions then was to inform the public about Co-operatives and how they function. Through Newsletters, the Training Officer was able to disseminate Co-operative Information and ideas to all provinces. The newsletter very often included articles on successful Co-operatives and important events on Co-operative activities.

About 1970 it was found necessary to intensify Information and Publicity work by putting more emphasis on the Education of Co-operative members. Following the formation of a considerable number of Agricultural and non-agricultural Co-operatives, it was necessary to inform the people about what Co-operatives can do to their members and how they can bring about economic and social development in the rural areas.

In order to carry this work effectively the Co-operative Training Department had to assume more responsibilities so as to enable it to cope with the problems in the field. It had to use more sophisticated methods and facilities to reach members and non-members in the districts and villages. One of the ways in which this was done was through a radio broadcast which consisted of a five-minute programme carried out twice a week on Tuesdays and Thursdays. The subject matter included topics about what Co-operatives were, how to form them and how they function with particular emphasis on management and administration. Occasionally mention was made on a few successful Co-operatives.

A Co-operative news-paper called "Co-operative News" was established in 1970. The first issue of this paper was published in October, 1970, with an introductory foreward by the Minister of Rural Development Mr. R.C. Kamanga and the Director of Co-operatives Mr. S.B. Mwamba. In its early stages, the co-operative News was more of an educational paper intended for the co-operative members rather than for publicity in its proper sense.

Problems which the publicity section encountered:-

- (a) Area of coverage by the newspaper, the TV, and by radio is limited because language used, English, is understood by a few of the intended people (co-operators)
- (b) The problem of communication to transmit news items from provinces and distant places to headquarters for publication, made it difficult to publish intime.

- (c) Un availability of trained personnel in journalism and publicity work, made it even more difficult for frequent publications. Hence the decision to print co-operative News monthly, use of the radio twice a week and occasional use of TV, was not followed.
- (d) Because of the illiteracy problem amongst the majority of the co-operators particularly in the rural areas, the assembly of news items from rural areas was slow and difficult. News items had to be collected in the local languages then translated into English by the departmental staff who had no training in journalism.
- (e) Zambia has about 72 languages and of these, seven are used officially for transmission of information nationally. The fact that co-operative publicity was done in English, required that the same information be translated into the main seven languages in order to make the rural population benefit from the information. This brought about the problem of shortage of staff and funds for this purpose. In view of this, feed back with a view to ascertaining the effectiveness of the radio and TV, broadcast and the publication of the co-operative News has been difficult to accomplish.

Solutions for some of the problems:

- i) A few members of staff have been sent out to be trained in publicity work. One of them had completed a course in journalism in 1971 and was immediately attached to the publicity section. He is, however, only one amongst the many other trained officers required to man an effective publicity section. The department of co-operatives is continuing, if funds allow, to look for training facilities of Information and publicity officers.
- ii) An attempt had been made to publish provincial newsletters in local languages thus, attempting to meet the multi-language problem. This has not been very successful due to shortage of funds.
- iii) The department of co-operatives as a result of a number of investigations, researches e.t.c. is undergoing considerable reorganization in as far as training and publicity are concerned. A co-operative Centre for the Co-operative Movement in Zambia is being established. It is intended that all training and publicity matters for the co-operative movement in the Country will be under the co-operative centre. This means that the Co-operative Centre will have a publicity and production unit which we hope will go along way in improving publicity work in the country.

Long live the Zambian Co-operative Movement, long live the Republic of Zambia.

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

Marketing Research and Defining the Target Group:

(By: R. Catlet - University of Nairobi)

What Is Marketing Research?

Marketing is the selling of products or services. Marketing is an impossible task unless based on facts. A market is a fact - it is a real and material thing and consists of real people, some of whom transfer products or services and most of whom "buy".

Everything about a market is factual, thus the gathering of facts about the market is what marketing research is all about.

How is marketing research done? In simple terms, the seller of the goods or services must go and find out the characteristics of his market, i.e.

- (i) Who is the customer or target group?
- (ii) Where is the target group? (Where can they be reached)
- (iii) What do they do?
- (iv) What do they own?
- (v) What do they earn?
- (vi) What do they like and dislike?
- (vii) What are their needs, i.e. what gives them satisfaction?

Point (vii) is perhaps of greatest importance in marketing. The needs of the target group are what motivate them to buy your product or purchase your services. People look for satisfaction of their needs when they go to the market place. This leads us to some general axioms of marketing.

Five Principles of Marketing:

- (1) The customer/target does not buy a product, he buys expectations of satisfaction. What motivates a buyer is not your service or product, but what he expects to gain from the purchase. A father does not join a Co-operative Credit Society because it is a Co-operative Credit Society, but because he expects it to benefit him in some particular way like paying school fees for his children.
- (2) What Co-operative leaders think they know about the target group and the market is more likely to be wrong than right. The only person who really knows is the customer and we can discover what he knows by examining his behaviour. We can't sell things or services to the target group until we know about its preferences. We can't determine its preference until we have good information about the kind of things it buys, and the kind of needs it has which will persuade it to buy something new, or to put it another way - to behave differently.

- (3) Your competitors are not necessarily those people who are offering the same products and services on the market, but competitors are those catering to the same satisfactions. What satisfactions does the co-operative movement offer? After knowing this, you are in a better position to recognise that there are more competitors than you at first realised. What do they offer that you can offer more effectively?
- (4) What the supplier of a service thinks is the most important feature of the services he is giving may be relatively unimportant to the buyer or member. "What does this do for me", is what the buyer wants to know. The quality you think you have put into a product or service may be quite unimportant to the buyer. This is why getting feedback from the target is of critical importance. You cannot afford to assume that people get out of your service what you think you have put into it.
- (5) A buyer is rational, but it may not be the same rationality as that of the producer. Inconsistency in behaviour may well result from (a) the different expectations the customer has about what he is getting at different times and (b) the different role situations in which the buyer acts, e.g. a woman may be very careful in using the money she has to purchase goods as a mother, but she may spend more excessively if she is acting in the role of a woman who wants to be attractive to her husband or appear smart in society.

What Is the Target Group?

We have thus far said quite a lot about the target group without clearly defining what is meant. The market, as we said earlier, consists of people. And people as everyone knows, are different. Some are young and some are old. Some are married and some are unmarried; some are wealthy and some are poor; some are highly-educated and some are uneducated; some live in cities, some in the rural areas; some have large farms, some have small farms, etc.

These differences which characterise people also have a large affect on their behaviour. A woman behaves differently than a man because of biological needs, sexual role, and social role. People with children are motivated more strongly to take steps to care for their children. Rural people need organised opportunities to meet with their neighbours and communicate as so many channels of communication are not available to them.

It is the job of the market researcher to define the many different parts of the overall market, i.e. the many target groups that make up the market. This is done because it facilitates the identification of specific markets for specific services. It pinpoints those sectors where the product is sold or the services are offered. Target groups are sections of the overall market characterised by specific buying preferences.

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINARHOW TO PRESENT THE MESSAGE:

(By: Mr. P. Hinstaedt)

COMMUNICATION

I shall have to start my lecture by saying a little about communication, because whatever you do, in publicity and advertising, you do it with only one purpose - to communicate a message or concept to a number of people.

So what always must be kept in mind is WHO you are "talking" to!

- (1) You cannot communicate with people who speak another language!
- (2) You cannot communicate matters which the receiving end is not familiar with. If I talk about "snow" to you -- you may have an idea about it from books and pictures -- but you don't "feel" it the same way as I, who have rolled in snow every winter since my childhood.

There is not much point in talking about the difference between a Toyota and a Mercedes to a nomad from the N.F.D. -- just as you won't get a lot of understanding about ticks on cattle -- or fertilisation of soil -- from a slick city gentleman.

- (3) Different vocabulary! You can not use sophisticated language to people with little or no education. Just as you should not use too simple language to more sophisticated readers. They would lose interest -- and some might even feel bored!

This is why it is so important to define your target groups -- and more -- to learn as much as possible about their habits before you think of how to formulate your message.

BACK TO OUR CASE STORY

You have already defined your objectives and target groups.

Now let us go through these one by one. We want to define:

- (a) Basic message
- (b) Language
- (c) Copy Platform
- (d) Media =
 - (i) Articles, newspapers.
 - (ii) Leaflets.
 - (iii) Advertisements.
 - (iv) Posters.
 - (v) Radio (interview).
 - (vi) Cinema.
 - (vii) Others.

- (e) Visuals

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINARADVERTISING:

(By: P. Mwaura)

Generally speaking advertising standards in Kenya are remarkably high. Compared with other developing countries in Africa, there is a wide range of media for the advertisers to choose from, as many as a dozen agencies.

Printing is also of a high order:

1. AVAILABLE MEDIA:a) Press:

There are two English dailies and one in Kiswahili. There are also two English Sunday papers as well as two major Kiswahili weeklies.

In addition there exists a series of magazines - some technical - with relatively high circulation figures. The following notes apply only to the leading publication (A.B.C. Figures):

<u>TABLE NO. 27:</u>	<u>Circulation</u>	<u>Cost per single colum</u>
	<u>1972</u>	<u>cm. Contract (Sh).</u>
Dailies		
Daily Nation English (T)	70,443	20/=
E.A. Standard English (BS)	32,562	10/50
Taifa Leo Swahili (T)	24,709	8/=
Weeklies		
Sunday Nation English (T)	69,242	22/=
Sunday Post English (T)	27,633	5/60
Baraza Swahili (B/S)	47,480	10/50
Taifa Kenya Swahili (T)	54,831	10/=
Monthly		
Drum English (MAG)	100,000 *	65/= sc inch
Trust English(MAG)	35,000 *	32/= sc inch

* East Africa

T. = Tabloid B/S = Broadsheet MAG = Magazine

With the exception of the Sunday Post, all the publications listed above accept up to four colour advertising. The Sunday Post offers a second colour.

Total advertising expenditure in the Press during 1972 amounted to approximately £ 750,000. This figure takes into account only acknowledged branded display advertisements. It does not included government advertising, personnel selection, classified columns and advertisements for cinemas, theatres, shops and hotels.

b) Radio:

All radio and television broadcasting in Kenya is Government controlled through the Ministry of Information and Broadcasting. The Voice of Kenya accepts commercials for the National Service (Swahili) and the General Service (English). There are also various regional services which broadcast in the vernacular, including Kikuyu, Luo, Kikamba and Hindustani. All of these services accept advertising.

According to the Central Bureau of Statistics' 1973 Economic Study, there were about 1,050,000 radio sets in Kenya at the end of 1972 - roughly one to every 12 people, or one to every 6 adults. Air time on the National and General Services is divided into three segments - A, B and C - + A being peak time. Some typical costs in respect of radio advertising are listed below:-

<u>SERVICE</u>	C	O	S	T
	60'spot	30'spot	15'spot	30'News Ad- jacency.
V.O.K. National Swahili				
A Time	625/-	450/-	325/-	525/-
National B Time	300/-	225/-	150/-	---
National C Time	200/-	150/-	100/-	---
General English				
A Time	250/-	200/-	150/-	
General B Time	200/-	150/-	100/-	
General C Time	150/-	100/-	70/-	
Regional Services				
Luo, Kikuyu and Mombasa Stations	250/-	200/-	150/-	

N.B. There are no peak segments in the Regional Services.

Sponsored programmes are charged as under:-

<u>SERVICE</u>	COST OF 30 MINUTE PROGRAMME		
	A TIME	B TIME	C TIME
V.O.K. National Service Swahili	1,875/-	900/-	600/-
V.O.K. General Service English	750/-	600/-	450/-

All the spot rates quoted above are at basic rates. Volume discounts of up to 30 % are awarded by V.O.K.

During 1972 expenditure in respect of products and services advertised over V.O.K. radio amounted to approximately £ 475,000. The breakdown of expenditure by service is listed below:-

TABLE NO. 30:

National Service	£ 360,000.
General Service	£ 74,500.
Central Kikuyu	£ 12,850.
Western	£ 15,075.
Others	£ 12,575.
Total Radio Advertising	<u>£ 475,000</u>

In terms of spot output, V.O.K.'s National Service is possibly one of the busiest stations in Africa.

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

USING MASS MEDIA FOR CAMPAIGNS

(By: Mr. P. Mwaura)

The following is just an outline of the steps to be taken while harnessing information for certain objectives, e.g. selling the co-operative idea or other development-generating ideas. The outline is not an attempt to present a paper but to provide some talking points. A more comprehensive survey of the available mass media will be discussed later to give the necessary background for the discussion.

Target Groups:

Before any campaign can be launched it is necessary to define your objectives very clearly as well as to have a very clear idea as to the sort of people you want to reach. Some of the possible target populations are:-

1. The elite - this includes government officials, planners, decision makers, technicians and other experts as well as opinion leaders.
2. The masses - this is argely made up of illiterate people living in the rural areas.
3. Special audiences, e.g. co-operators, teachers, school children, etc.

Launching a Campaign:

A campaign should be well planned and co-ordinated and should employ the most effective media or combination of media for the appropriate target group.

Above all the following point should be taken into account:-

1. Before people can adopt new ideas they undergo various sequences.
First they become aware of the idea, second they become interest in the new idea, ie., realising its possible benefits, third they become convinced or accept the new idea and claims made about it as true and beneficial, fourth they enter a stage of trial and experiment with the idea on a small scale, and finally they adopt the idea if the idea proved satisfactory during the trial.

Media Analysis:

There are different types of media available and each has its own advantages and disadvantages. In a campaign they complement one another. A campaign, any campaign, is a co-ordinated use of all the available media.

The different types of media include:-

1. Electronic - film, radio, TV, grammophone, record.
2. Print - newspaper, book, leaflet, magazine, letter, telegram.
3. Face-to-face or word of mouth - speech, rally, baraza, theatre, conversation.
4. Others include extensions agents, messengers, etc.

The electronic media is usually instantaneous and in the case of film and TV combines the auidial as well as the visual aspects of communication which enhances its impact and effectiveness. But the electronic media can be expensive and in some instances can distort messages. Radio is relatively cheap and can reach millions with little outlay of capital. But its messages are transitory; usually they cannot be recalled. The print media provides a more permanent record of the message and the possibility of distortion of messages is lessened. The print media is ideal for detailed, how-to-do-it messages. The print media reinforce what has been communicated through the electronic media such as the radio. But the print media requires the effort of the receiver to read and understand the message. Here communication can be distorted or broken down.

Face-to-face communication or word of mouth lessens the possibility of distortion as the source can see the reactions of the audiance and may even repeat the message. The message can be heard and seen, even touched and smelt. Feedback is clear in most cases.

Getting in touch with editors:

Since in most cases you may have to depend on the available media to carry out your information campaigns it is necessary to enter into a good working relationship with editors. It is necessary to build up a good reputation, of reliability, accuracy and competence. Make regular visits to newspaper editors, keep in touch with them and make yourself, as much as is possible, indispensable to them!

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CO-OPERATIVE INFORMATION AND PUBLICITY SEMINARPREPARING A SPEECH:

(By: T.D. Masharani, Lecturer-in-English, University of Nairobi).

In your preliminary attempts at speech-making you may find that notes are more hindering than helpful. In overcoming your nervousness, short narratives and descriptions - spoken essays, in fact - will serve as the best exercises. From these you may progress to short criticisms of, or replies to, other persons' speeches. But at this stage the necessity for brief notes will make itself apparent; and as soon as you feel confident enough to discuss a subject at some length, this preparation of the necessary notes must engage your attention.

In roughing out a speech there are several rules to be remembered. The point to be established must always be borne in mind, and every argument used should bear directly upon and lead rationally up to that point.

Digression of any kind must be rigidly excluded. Excursions into bypaths tend to distract the minds of your hearers, and possibly your own mind, from the main theme. They also use up time unprofitably. Every fresh fact or argument should proceed easily and logically from that preceding it; and it is in enabling you to ensure this that notes are of greatest value.

It has been said that the best advice on making a speech is embodied in the injunction to "stand up, speak up, and shut up". And very truly, too, for there is a great deal more in the phrase than is at once apparent. To stand up physically you will have already learnt. But you have still to stand up to your subject, to deal with it fairly, squarely, and thoroughly. Speaking up, also, applies as much to the substance of your discourse as to the manner of its delivery; you must ensure that your method of treatment is worthy of the subject you expound and the audience you address. And to shut up is not the easiest part of a speaker's task. Simply to dry up because your supply of ideas has run out will undo any good you may have achieved. Your various arguments have to be brought together and rounded off in a climax, which will leave your hearers with a clear-cut impression of unassailable logic arriving at an absolutely right conclusion. Having reached your culminating point, you should never on any pretext return to go over old ground.

The arrangement of your notes should conduce to all these desired excellences. A few ideas jotted down anyhow will be much more likely to confuse than to assist you. Care expended in preparing notes will help you in two ways. The preparation will serve practically as a rehearsal of the speech, fixing the ideas strongly in your brain; the notes themselves, when referred to, will be immediately intelligible, and a real help.

Before proceeding, however, with the preparation of notes, a clear understanding of the essential component parts of a speech must be obtained. These parts may be regarded as being six in number, each following rationally from that preceding, all in direct relation to each other and the whole. They are as follows:-

- (1) General introduction of subject.
- (2) Statement of the particular proposition which is to be expounded.
- (3) The evidence in detail.
- (4) The summary of evidence.
- (5) Exposition of the conclusion logically to be drawn from such evidence.
- (6) The appeal for support, or the "peroration".

Under these headings your notes may most conveniently be set down. Naturally, certain of the divisions are capable of further subdivision. Evidence in detail, for instance, may well have six divisions of its own, the number being mainly dependent on its bulk.

Let us suppose, for the purpose of a practical example, that you have to deliver a speech on "The Need for Prison Reform". Having acquired a fair knowledge of your subject, you come to the preparation of your notes.

First comes the question of how to open. Your introduction must be of a nature to arrest attention. Some topical or personal reference will generally achieve this end, and is the method very frequently adopted. In the present instance it will do very well.

Now, then, for the first note. Since the question is of prisons, recent police proceedings will supply a topical reference. Select a case that has received a fair amount of press comment, and under the first of the headings mentioned above, write down—

- (1) John Smith, burglar. 3 years.

Having mentioned this case in opening your speech, you have to lead up to the subject of Prisons. On prisons few people have very definite ideas. You may bring this home to them by asking whether they have any idea where and to what John Smith is going. Very good; write as a second note, under the same heading—

Where is he going?

You will probably be able to enlarge on this, either by describing a personal visit to a prison or, failing that, by quoting from the report of a recent Parliamentary Committee. Here is a further note to make. Under your heading of General Introduction you have, then this—

- (1) John Smith, burglar. 3 years.
Where is he going?
Personal visit (or Parliamentary Report).

Passing to heading (2) you have to set out your "argument" or the proposition you wish to prove. For this, bearing in mind that you wish to show that our prisons need reform, you had best give some reasons why as at present constituted they are wrong. You think, perhaps, that it is because they are out of date. Society's attitude to criminals has changed, but parallel changes in prison buildings, and, to some extent, the system, have lagged behind. Most of our prisons were built before the idea of reformation and rehabilitation of prisoners was generally accepted; and prison administration, while greatly improved, is still in need of reform. Under (2), then, write down--

- (2) Prisons need reform.
 - Buildings no longer suitable.
 - Administration needs modernisation.

With (3) we come to the presentation of the evidence you have acquired by reading up your subject, or in other ways. Its quantity will be governed by your time-limit to a certain extent; but if the time allowed you is short, you should economise it by compressing details rather than by omitting them. Your notes of evidence may appear something like this:

- (3) Physical overcrowding.
 - Poor hygiene and sanitation.
 - More "open prisons" needed.
 - Stultifying influence of unnecessary petty restrictions.
 - Inadequate provision of useful employment.
 - Lack of proper educational facilities.
 - Insufficient classification and segregation of prisoners.
 - Insufficient constructive reformatory work.

On each of these sub-headings you should be able to discourse for two minutes or more, forcing your hearers to realise what these things mean.

For the summary of this evidence it will merely be necessary to make a note thus--

- (4) Overcrowding and bad conditions.
 - Repressive influences.
 - Insufficient rehabilitation.

The logical conclusion of all the foregoing is that the system is out of date and fails to put into effect present-day ideas on the treatment of criminals. Make a simple note to the effect:

- (5) System out of date.
 - Theory not put into practice.
 - Vast improvement necessary.

Your peroration should have all the eloquence of which you are capable; and, as a keynote, you might jot down as a final aid—

- (6) Ignorance of the facts alone could permit the continuation of these conditions in a really progressive community!

As a whole, your notes will appear thus—

- (1) General Introduction.
John Smith, burglar. 3 years.
Where is he going?
Personal visit (or Parliamentary Report).
- (2) Statement of Particular Proposition to be Expounded.
Prisons need reform.
Buildings no longer suitable.
Administration needs modernisation.
- (3) The Evidence in Detail.
Physical overcrowding.
Poor hygiene and sanitation.
More "open prisons" needed.
Stultifying influence of unnecessary petty restrictions.
Inadequate provision of useful employment.
Lack of proper educational facilities.
Insufficient classification and segregation of prisoners.
Insufficient constructive reformatory work.
- (4) Summary of Evidence.
Overcrowding and bad conditions.
Repressive influences.
Insufficient rehabilitation.
- (5) Exposition of Logical Conclusion from Evidence.
System out of date.
Theory not put into practice.
Vast improvement necessary.
- (6) Peroration.
Ignorance of the facts alone could permit the continuation of these conditions in a really progressive community!

If your memory is good, or if you have had some little experience, the above could advantageously be cut down to—

- (1) John Smith. Personal visit.
- (2) Reform. Buildings unsuitable. Administration out of date.
- (3) Overcrowding. Hygiene. "Open prisons". Restrictions. Employment. Education. Classification. Constructive work.
- (4) Overcrowding. Repression. Rehabilitation.
- (5) Out of date. Theory — practice. Reform.
- (6) Ignorance — progressive community.

A beginner would be ill-advised, however, to attempt a speech from notes cut down to this extent. The longer form is clearer, and if well spaced and arranged can hardly mislead him.

In part (2) of a speech it is usually necessary, besides stating your proposition, to define the terms used therein. In the example used this was not necessary; but had your subject been, say, "Flaws in Social Security", it would have been necessary to explain what you meant by "flaws" and by "social security". Omitting to define your terms will almost invariably ensure your being misunderstood.

The "peroration" is the appeal to the heart made after all possible has been done by appealing to reason. Speakers who do not possess the gift of rhetoric are best advised to close with a quiet request for a verdict on the evidence shown.

Before leaving the subject it must be admitted that some authorities advise that a beginner should write out the whole of his speech, commit it to memory, and have the whole of the manuscript with him for reference when his ordeal arrives. It is true that some of our most brilliant speakers have followed this practice; and it is also true that the most striking phrases of any speech are more often the result of deliberate preparation than of the inspiration of the moment. The practice is, nevertheless, not commended herein, as it so often leads to flat monotonous delivery, and to complete confusion in the event of the speaker "losing his place".

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINARHOW TO BECOME A GOOD PUBLIC SPEAKER:

(By: T.D. Masharani, Lecturer-in-English, University of Nairobi)

THE FUNDAMENTALS OF CORRECT SPEECH:

TWENTY years ago the average man had rare occasion and little inclination to make anything resembling what is called "a speech". Nowadays, however, consequent upon the growth of trade union organisations, the growing popularity of debating clubs and the like, and the widespread interest taken in public affairs, the desire to be able to express himself comes to every man. He realises that socially, in business—in every sphere of his activities, in fact—a good speaking voice and a command of good English Form a valuable, almost indispensable, asset. Long-standing bad habits of speech, and, above all, that species of nervousness—akin to what is known as "stage fright"—which assails us all in our endeavours to address an audience, may seem almost impossible to overcome; but study of the right use of the vocal organs, and of the science of articulation, inflexion, modulation, and pitch, will enable the poorest speaker to become, if not an orator, at least a good conversationalist. Time spent in this study can never be considered as wasted; clear, intelligible, expressive utterance of what you have to say never fails to exert an influence in your favour when those with whom you come in contact are forming their judgment of you.

Oratory is an art; speech, of whatever nature, is always a science—and it must, primarily, be studied as such. The overcoming of the beginner's nervousness referred to above is, obviously, largely a question of screwing up sufficient courage to take, as it were, the first plunge. If, when you have decided to take the plunge, you are wise enough to make your speech a short one, and to choose for its subject a question wherein you have genuine convictions, you will find that, once having started, the desire to make clear your arguments will banish all your embarrassment.

The study of elocution will prove itself of value in enabling you to avoid many of those awkward lapses which ever seem to lie in wait for the unwary. Here it may be emphasised that few people realise the vital importance of correct breathing as a fundamental necessity to all good speaking, although its importance in regard to good singing is more generally understood.

The question of correct respiration is of such importance that we will consider it first, and in some detail. The vocal organs consist primarily of the lungs, the trachea or windpipe, and the larynx. The lungs, acting exactly as bellows, force air through the trachea into the larynx, where the most delicate muscular mechanism, directed by the brain, forms (and controls as to key and intensity) the vocal sound. This sound is still further moulded in its passage through the mouth by the relative positions of the uvula, palates, tongue, teeth, and lips.

Inspiration should be frequent, and sentences should be so phrased that fresh breath may be taken before the actual necessity arises. To do all this, the rib muscles which regulate the action of the lungs must be under complete control, and for this the adoption of what is known as costal breathing is recommended.

There are three methods of breathing, known as clavicular, costal, and abdominal. The second method, undoubtedly the best, consists of what is aptly described as "throwing out the chest". There is considerable increase in the middle and lower diameters of the thorax, and the abdomen should be slightly concave. It has been proved mathematically that by far greatest use of the capacity of the lungs can be made in this way, and it will be found that the regulation of the outgoing air is easier in this method than in any other.

Inhalation should be, as far as possible, through the nose; but the point of paramount importance to be remembered is that the taking of a breath must be accomplished with absolute silence.

Let your diction be slow; correct respiration will be easier, you will be more impressive, and you will have more time to think.

The student who understands the significance of correct breathing and resolves to pay some attention thereto should next turn his attention to those of the vocal organs, existing above the larynx, which mould the various sounds and form the quality or timbre of the voice. There are eighteen distinct vowel sounds in English, and the actual laryngeal sound for all of them is the same, the various shades of difference being made by the positions of those organs situated within the cavity of the mouth. Of these the tongue, teeth, and lips are most worthy of attention.

Probably the commonest faults of English-speaking people are inadequate opening of the mouth and failure to use the teeth and lips sufficiently in articulating. It is by no means difficult to remedy these defects, and a little time and care expended in practising articulation will produce surprising results in regard to the speaker's "range", besides relieving his throat of a good deal of strain.

To correct faults in enunciation and articulation it is a good idea to practise speaking before a mirror, taking careful note of the position of the teeth and lips when making the various component sounds of a word. Needless to say, the words must be spoken very slowly; and the exercise may be reasonably confined to words which you suspect yourself of clipping or slurring. At the same time, make it a habit to observe good speakers. All speech is acquired/imitation, and correct speech no less so than any other sort. But your study of a good speaker should not be confined to listening—watching his mouth will help you in imitating him as will nothing else.

In connection with mirror practice, the following table will be found useful, as giving some indication of the lines practice may take:-

Sounds	Nature	Exercise
Ah, Oc, O A, E, and Aw	Vowel	Note varying shape of mouth and amount of teeth covered by lips.
I, Ou, and Ow Oi and Ai	Diphthongal (mixed vowels)	Note two rapid positions of tongue and mouth; and that I = Ah plus E Ow = Ah " O Oi = Aw " EE Ai = A " E
P, B, M	Labial	Observe contact of lips, and nasal sound in M.
F, V	Labio-dental	Observe difference of position of lower lip in touching upper teeth.
J, D Th, Dh (as in with) S, Z, Sh, and Zh	Dental	Note position of tongue in relation to teeth.
Th, Sh, W L, N R (trilled)	Miscellaneous	Note protrusion of lips. Note position of tongue at back of upper teeth. Pay special attention to tongue.

Resonance, pitch, inflection, and modulation are subjects of which far more can be learnt from experience and study of good speakers than from textbooks.

Resonance may be defined, somewhat inefficiently, as that resounding quality of the voice resulting from the reverberation of the vocal sound in the cavities of the nose, mouth, and chest (the latter can be felt vibrating in the production of "Chest" Notes).

The question of pitch, too, is one of some difficulty; the middle notes of the speaker's compass, as those obtaining most resonance from the chest, are the most useful to him; and the lowest of the middle four is probably the best upon which to commence a speech. Changes of key or pitch should, however, be effected in order to give variety of utterance; and these should coincide with changes of subject.

That power of vocal expression depending on inflection and modulation is the hall-mark of the speaker of excellence, and it is only manifested when inspiration is coupled with the skill obtained by long study and experience.

The main points of this chapter may be with advantage recapitulated as injunctions to practise at every opportunity, to inhale silently and frequently ("throwing out" the chest), and to speak slowly, framing each word carefully and distinctly.

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

DELIVERING AN ADDRESS

(By: T.D. Masharani, Lecturer-in-English, University of Nairobi)

WHEN a man has something to say and when he has an opportunity to say it, there are four methods of making a speech for him to select from.

- (a) He may write out his address and read it from a manuscript boldly held in his hand.
- (b) He may write out his remarks and commit them to memory.
- (c) He may write out his opening words, his closing sentences and such other salient passages as he wishes to make sure of, while extemporizing the rest.
- (d) He may extemporize the whole, appearing before the audience with no visible manuscript, and apparently talking out of the fullness of his heart.

Each of these methods has its advantages and its disadvantages. Each has points of superiority for certain occasions. Each requires about an equal expenditure of time and trouble. Whatever the method chosen, the speaker must make up his own mind, first of all, as to just what it is he wishes to get into the minds of his hearers. He must decide on the best means of achieving this end. He must pick out his point of attack, mass his arguments, and move straightforward to the assault. He may even have what he wishes to say clearly planned before he decides which of the four methods of speech-making he will employ.

The first method is to write out his address and to read it from a manuscript boldly held in the hand. For an inexperienced and a timid speaker this is probably the most advisable, as it is the easiest. Its advantage is obvious; the speech is ready; and all the speaker has to do is to read it as best he can. Its disadvantage is equally obvious; reading is not speaking; and the reader loses the potent effect of looking at his hearers, and holding them with the impelling power of the eye.

Yet there is much to be said in favor of the frank and open manuscript. On an important occasion, a dedication, for example, or a commemoration, a manuscript is the outward and visible sign of adequate preparation; its presence seems almost to be demanded by the dignity of the event. And the inconveniences of a manuscript can be reduced to a minimum by adopting a couple of simple devices—by writing, not in the manner of the essay, but with the emphasis and rhythm of actual speech, and by a preparatory study of the manuscript until the reader is so familiar with it that the words fall trippingly from the tongue. When he is thus at home with what he has written, he can read with **far more** effect, for he need not keep his eyes glued to the paper, but can raise them to range over the audience, thus gaining one of the advantages of the speech actually spoken.

A speaker who stumbles in the reading of his own manuscript, and who thus reveals that he has not yet taken the trouble to familiarize himself with his own words, is a sorry spectacle, as wearisome as he is offensive.

The second method is to write out the remarks you wish to make, and commit them to memory. This is the most difficult method of all; and it has been employed successfully only by a few consummate masters of delivery. The result is disastrous if the hearers suspect that the speaker is relying on his memory and that his impassioned appeals have been prepared at leisure. Its chief disadvantages are the strain it imposes on the memory and the histrionic power it requires to lend ease and lightness to what is really cut-and-dried. Its advantage is that in the hands of an accomplished craftsman who can write as he would like to speak, and who can deliver the prepared words as though they were the spontaneous generation of the moment, the orator can give to what seems an improvisation on the platform all the finish and the polish of the essay in the library.

The third method is to write out the salient passages and to extemporize the rest of the speech. This is really a compromise between the second method and the fourth. Its advantage is that it enables the speaker to make sure that he will say exactly what he wants to say, no more and no less. Its disadvantages are twofold; it gives the memory work to do when the speaker needs the help of all his mental faculties, playing freely, if he is to hold the attention of the audience, and it puts an added strain on him to keep the tone of the passages spoken extempore on the same key as those delivered memoriter, so that there shall not be a sharp break as he passes from one to the other. The effect is fatal if the attention of the audience is called to the point of junction. There is one prominent after-dinner speaker in New York who is always lightly colloquial when first he gets upon his feet, descending even to comic anecdotes and harmless personalities, but who at last—like an organist who pushes in one stop and pulls out another—soars suddenly to a peroration stiff with lofty rhetoric.

But there is no denying the popularity of this third method with speakers of the first rank, at whose hands its possibilities have been adroitly improved. John Bright used to write out certain parts of his more important speeches. So did Mr. Gladstone. Daniel Webster, a far greater orator than either of them, had stored his capacious memory with arguments and illustrations that might lie there for years ready for his use.

The fourth method is to extemporize the whole speech, having no purple patches in the memory and no scroll of paper in the hand. This may seem to many the most difficult of the four; but it is indubitably the best. In no other way can the speaker get the full benefit of a direct personal appeal, as of man to man, facing each other squarely. Thinking only of what he wants to say, he who makes an extempore speech can hold his hearers with the eye, dominating them with all the force and weight of his own personality, and exerting upon them an influence which may almost be called hypnotic.

This sympathetic contact it is which gives to speaking without notes its overwhelming advantage over reading from manuscript and over reciting from memory. The sole disadvantage of this method is that it calls for far stricter self-control. A man on his feet and talking freely, with no restraining manuscript, is often tempted to wander off and to digress, to linger and to loiter, to repeat himself again and again. The remedy for this is simple and within the reach of all; it consists in so thorough a preparation that the speaker, having discovered which is the shortest road to the point he is seeking, takes that unhesitatingly and cannot be turned aside into any byways, however alluring. There is no need that the auditors should be conscious of the firm skeleton of argument which sustains the words of the speaker; but if this logical framework chance to be lacking, they will swiftly discover the feebleness of the speech.

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

WRITING SCRIPT FOR RADIO:

(by B.S. Iwakugu - Farming and Adult Education Section
Voice of Kenya)

By observing the title 'writing scripts for Radio', you may wonder and ask yourself why? but before we embark on the answer, let us see how many Radio programmes you listen to?

You may be listening probably to only one, two or three programmes, and could be you have a special reason. This is probably why one keeps on switching from one station to another.

In listening to a radio talk programme, one may find the programme content very educative, and interesting, but at the end of such a talk you may find you have picked very little from it.

When such a thing happens, a programme planner has to have a lot of factors to put in consideration, such as the voice quality of the presenter, delivery of the material content, and the art of scripting. Therefore, if your programme is not well planned, well presented, and clearly scripted, it will not be easy to have your message put across. This is one of the factors towards the vitality of scripting for radio programmes.

By scripting your programme, you will be able to plan what to talk and how to begin, and you will be able to time your programme.

Radio, is one of the tools used in conveying messages and it does not matter how long one keeps on listening, as I said when planning for a radio programme, you are required to have effective tactics for conveying information, and descriptive material in a given length of time.

Before you write anything down, have a clear idea of what you are trying to convey to your listener.

Remember radio is a 'blind medium', therefore, a listener cannot have time to ask you questions, so you have to make your conclusions as to what you are going to talk about, how to start your programme and how to end it. If you don't put up your ideas clearly, paint a picture of the subject, and illustrate your facts, you will make your listener switch off his radio set, because of the string of facts, and unillustrated figures.

When such things happen, what will go home, will be only a few major points which have been clearly illustrated. So, always try to find a strong start to attract your listeners' attention. Follow it up with a simple logical progression of ideas and finish well.

HOW TO CONVEY YOUR IDEAS:

Use simple language, the sort you yourself use when talking. It is a good idea to think of what you want to say, say it aloud and next write it down, then say it aloud again.

1. (a) Be personal; Use 'I' and 'you'.
- (b) Do not generalize - back up points with your own observations and experience.
- (c) Avoid purely literary words and sentence constructions, for example you might read an English book.
- (i) "I do not comprehend", but you would probably say:- I do not understand.
- (d) Avoid 'correct grammer' eg. if you say 'Having spent all his money he tried to borrow some from a friend. The sentence would sound too long and your listener can be confused, therefore, say:- 'When he spent all his money, he tried to borrow some from a friend'.
The table on which I am sitting in conversation, it become, "The table I am sitting on".

Always try to avoid repeating pronouns, and omit the word "that", for instance:-

"I know that you are always clever and work hard"
Instead say:- I know you are all clever and you work hard".

Avoid the passive voice, eg.

"The match was being described by Njuguna Waihochi", but say:- "Njuguna Waibochi was describing the match". Remember that what you read from the script over the radio is what matters most to your listener, because he does not care how your script looks like. So do not use words like - former or later.

2. When writing a radio script do not assume that your listener knows everything, so paint a picture of what you are talking about, but do not overload your materials.

THE PRESENTATION:

1. Very few people have pleasant voices, but all voices can be improved by correct training. Few people pronounce words fully or give correct pronounciations.

In the busy every-day life, most people are careless, they slur their words, they mumble, cut words short, and drop syllables.

It is considered smart by teenagers and others to use slang words or talk shorthand.

2. Voices:

Normally, most people are shocked when they hear the recording of their own voices. This is owing to the fact that we normally hear our own voice through our head bones and not our ears.

At times, you will find that some people have no sense of voice volumes, they either speak too loudly or whisper. We all speak too fast.

3. (a) The first lesson in speaking is to secure a well written text, and read it slowly, fully pronouncing all words. Especially, paying attention to words such as, 'talking' 'swimming' etc.

(b) Avoid ending such words with, 'in' 'ink'. A good low resonant voice is the best for broadcasting.

(c) Pay attention to the resonants, Y, W, L, R, H, NG.

It is very pleasant when you hear a scottish "burr" speak the consonants slowly, eg. 'rrabbit'.

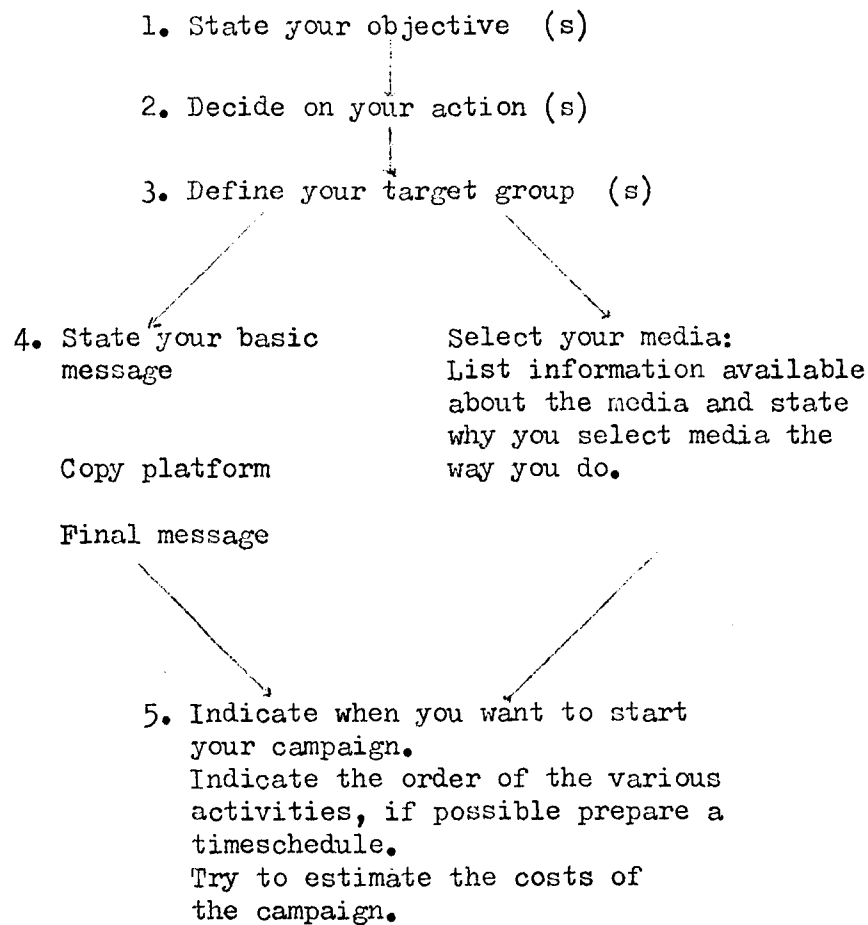
Therefore, remember when broadcasting, open your mouth and move your lips for vowels, stand up or sit up straight when addressing the microphone.

(d) Moisten and exercise your lips and tongue, work your jaws.

(e) Your voice comes from vocal chords. These exercises relax your vocal chords and increase the size of the resonance cavities and helps to produce a deeper richer voice, therefore "Remember on practicing your presentation, write on top of your script "SLOW and LOW".

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINARGUIDE FOR FINAL PREPARATION OF A CAMPAIGN:1. CHARACTERISTICS OF GOOD OBJECTIVES:

1. They should be functional, definite, and attainable.
2. They should indicate the specific changes that are to be made in the behavior of the people being educated.
3. They should be accepted by the people as their objectives and provide an opportunity for a large number of the people to move some distance in the direction that they want to go.
4. They should be so formulated that the degree of their achievement may be evaluated.
5. They should lead toward the general aims of education, of the movement or of the organisation.
6. They should usually be stated in terms of knowledges, understandings, abilities, skills, interests, appreciations, ideals, practices, or habits.

2. IMPORTANT STEPS TO FOLLOW WHEN PREPARING A CAMPAIGN:

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINARHOW TO MEASURE THE IMPACT OF A CAMPAIGN

(By: Miss. Catherine Barmes)

SUMMARY:

- A. Why Measure the Impact:
- B. Steps in Planning, Executing and Evaluating:
 - 1. Decide objectives
 - 2. Decide target group
 - 3. Decide means of communication to reach target group
 - 4. Decide what data to use to indicate reaching the desired objective and target group
 - 5. Design campaign schedule
 - 6. Launch campaign
 - 7. Collect data
 - 8. Analyse and interpret findings
 - 9. Feedback findings into planning system
- B. 4.
 - 1. Kind of results sought (objectives)
 - 2. Area of activity (geographic)
 - 3. Target group(s)
 - 4. Time period within which results sought
 - 5. Cost (finance and personnel)
 - 6. Amount of desired result brought about by other factors
 - 7. Factors hindering greater achievement of objectives
 - 8. Side effects (positive and negative)
- B. 4. Selecting Information to be Measured:
 - 1. Information Learned
 - 2. Change in Attitude
 - 3. Action
- C. Types of Knowledge:
 - 1. Awareness
 - 2. How-to-do
 - 3. Principles
 - 4. Reinforcement

D. Types of Data:

1. Already available records
2. Additional simple records to be kept by individuals or organizations
3. Systematic questioning
4. Feedback from target groups or their representatives and from field level staff through informal meetings, discussions, etc.

Baseline data to allow for before and after Comparison/
Existing Records/Control Areas.

D. 3. Systematic Questioning:

1. Select persons to be interviewed
 - a. Random Sampling
 - b. Cluster "
 - c. Transect
2. Devise Questions
3. Test the Questions
4. Administer Questionnaire

E. Analysis and Interpretation of Findings:

1. Cause - Effect Relationships
2. Statistical Analysis
3. Interpretation - include other relevant information

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

PAPER NO I.

INTRODUCTION:

ZAMTANKENYUGAN is a republic with approximately 10 million inhabitants. About 70% of the population are directly dependent on agriculture for their day to day living, and the majority of these people are living on very small farms. The income from these farms is generally very low, too low to feed adequately a family of the most common size. Consequently, there is an increasing stream of unemployed people moving towards the towns. In the towns there is a small but growing middleclass with a reasonable level of income. Lower categories of staff in various industries are generally receiving very low wages. A few people in the country are owning very large farms, another relatively small group of people is doing very well in various kinds of business.

A strongly pronounced government policy in the country is to develop various types of co-operatives in order to achieve a better utilization of the natural resources and to secure a significant increase in the standard of living among the less well to do people both in rural and urban areas. For this purpose there is established a Department for Co-operative Development which shall support and advise the Co-operative Movement. The Movement is organised in Primary Co-operative Societies, Co-operative Unions which are rendering various services to the Primary Societies and an Apex Organisation supporting Unions and Primary Societies.

The Apex Organisation of Co-operatives in Zamtankeniyugan wants to speed up the starting of new consumers co-operatives, mainly in urban areas, and savings- and credit societies in towns as well as in the countryside, simultaneously with the continuous work of improving the marketing co-operatives which have been in operation for several years.

The plan is to prepare and launch a countrywide campaign with the objective of creating a favourable climate for a rapid expansion of new types of co-operatives as well as for the co-operative movement in general.

ASSIGNMENT: Discuss and find out how you would form such a campaign.

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

PAPER NO II.

Some of the problems experienced over the past years:

- some people with significant influence within politics as well as business are against the Co-operative Movement.
- a great many business men of various categories feel the expansion of co-operatives as a threat to their private interests.
- a few people were believed to look for support from members of co-operatives for personal purposes such as being elected as MP, etc.
- some few people have tried to make their private business profitable through influential people within the Movement.
- some rather ignorant farmers have been convinced by greedy middlemen that they can profit more from selling their products to these middlemen than through their co-operative societies.
- reports from the field indicate that quite a few members of co-operatives are lacking interest in the activities of their society. They complain about too low profits and no entertainment, and the attendance in meetings is very low.
- it is the impression that a great proportion of well educated and well to do people are against co-operatives, not only because of private interests which in some cases are threatened, but also because of inadequate knowledge and in some cases because of certain social attitudes.
- school leavers know nothing about co-operatives because nothing is being taught about this in the schools.
- a wide range of people are spreading rumours and other negative public relations about co-operatives. Effects of this are particularly noticeable when efforts are made to start new types of co-operatives.
- it is feared that negative public relations also can influence members of parliament with very unfortunate consequences for the allocation of money for support of co-operatives.
- from time to time it is expressed by MP's that co-operatives too often prove to be inefficient, and that the Government policy should rather aim at supporting private traders than co-operatives. Even some few ministers seem to be influenced by these allegations.
- newspapers, to the extent they are presenting information about co-operatives, do mainly write about mismanagement, conflicts, embezzlement, etc. Such negative and derogatory publicity is difficult to counteract, partly because the local newspapers tend to be reluctant to present rectifying articles from the Movement, partly because readers seem to be more interested in reading about what is going wrong than what is going well.

Publicity work, with the objectives of giving the public proper information about the co-operatives as well as uplift the image of the Co-operative Movement, has been going on for a few years, partly carried out by the Apex Organisation, partly by the Co-operative Department. It is believed that the various and more or less sporadic actions which have been taken so far almost exclusively have reached those who are already fairly well informed, who in most cases already are active members of the Co-operative Movement and who are maintaining a positive attitude to co-operation. Those acting on the basis of vested interest have not been influenced and the rest of the public have generally not paid any attention at all to the information passed on.

The work now ahead of us is the very first attempt of launching a country-wide, comprehensive publicity campaign.

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

DISCUSSION GROUP ONE:

MEMBERS: Mr. M. Kagosha - Chairman (K)
Mr. C.N. Mbewe - Secretary (Z)
Mr. S. Sekitoleko - Member (U)
Dr. P. Ngembe - Member (T)

ASIGNMENT:

To prepare and launch a countrywide campaign with the objective of creating a favourable climate for a rapid expansion of new types of Co-operatives as well as for the Co-operative movement in general with emphasis on Consumer, and Savings and Credit Co-operatives.

1. OBJECTIVE OF THE CAMPAIGN:

Non-members to be informed and convinced about the advantages of becoming members (farmers, employees).

2. TARGET GROUPS WE WANT TO REACH:

- (a) Peasant farmers
- (b) Workers
- (c) Professionals
- (d) Women Clubs
- (e) Youth in organised institutions.

3. DECIDE ON YOUR ACTION:

To launch a Countrywide Campaign to propagate the Co-operative movement.

7. MEDIA:

We will use a Combination of medias in order to reach our various target groups.

<u>Name of target group</u>	<u>Types of Media.</u>
(a) Peasant farmers	Radio Posters Groups Speeches Mobile Cinemas Outdoor advertising Direct mail Newspapers Gimmicks Shows.

<u>Name of target group</u>	<u>Types of Media.</u>
(b) <u>Workers</u>	Televisions Pamphlets Radio Posters Groups Speeches Mobile Cinemas Outdoor advertising Direct mail Newspapers Gimmicks Shows.
(c) <u>Professionals</u>	Televisions Radio Newspapers Gimmicks Direct mail Show exhibitions Outdoor advertising Spechcers.
(d) <u>Women Clubs</u>	Speeches Dailies Radio Televisions Mobile Cinema Gimmicks Outdoor advertising Show exhibitions Forums.
(e) <u>Youths in Organised Institutions.</u>	Mobile Cinema Dailies Radio Pamphlets Posters Gimmicks Television Forums inform of debates Direct mail.

Why we have Selected the above medias:

Radio - 1 radio for every 12 people or every 6 adults.

Television - 30,000 sets but only 2% in african homes.

Mobile Cinema - 650,000 viewers every month.

Newspapers - Dailies - Sunday Nation	-	69,842
Sunday Post	-	27,633
Baraza	-	47,480
Drum E.A.	-	100,000
Trust	-	35,000
Taifa Leo	-	27,709
E.A. Standard	-	32,562
Taifa weekly	-	54,831

Posters - About 25% of the Nation
Direct Mail - About - 5,000 letters
Forums - 100,000 groups.

TIME REQUIRED TO CARRY OUT THE PLAN AND THE ORDER OF THE CAMPAIGN:

- Possibly 2 months, or as soon as materials are ready.
- First Internal meeting to discuss the plan. The meeting will be attended by all members of staff in that particular department.
 - Second meeting of top executives to discuss the plan.
 - Prepare all the necessary materials to be used in the campaign.
 - Hold Seminars with Co-operative personnel from provincial and district levels.
 - Briefing the Permanent Secretary through the Commissioners (Directors) and the outcome of the seminars, so that he can negotiate with other permanent secretaries on the help we might require from them when carrying out the campaign.
 - Now the Education Secretaries go out to hold one day courses, show films, radio programmes, newspapers, Gimmicks etc.

COSTS OF CAMPAIGN:

The group did not come to any fixed figures, but agreed on the following statement:-

That our costs will depend upon the money which can be made available from the Government and movement out of their miscellenious funds. Otherwise the Campaign may have to wait until the Parliament has approved the funds for the following year.

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

DISCUSSION GROUP TWO REPORT:

FINAL PREPARATIONS OF THE CAMPAIGN

<u>MEMBERS:</u>	Mr. S.M. Karugu	- Chairman	(K)
	Mr. M. C. Kuria	- Secretary	(K)
	Mr. J. Lutwama	- Member	(U)
	Mr. J. Byaruhanga	- Member	(U)
	Mr. S. Karobia	- Member	(K)

Objective:

Non-Members to be informed and convinced about the advantages of becoming a member of Savings and Credit Co-operatives.

Target Groups: Civil Servants.

Total 100,000 Non-members made up as follows:-

- (a) 70,000 Non-members residing in Five Urban Areas with approximately 15,000 each.
- (b) 30,000 Non-members scattered all-over the Rural Areas.

Action:

- (a) To create awareness.
- (b) To convince non-members to join Society.
- (c) Adoption of the plan.

All of the above (a) to (c) to be done through "Personal Contact" with some of the existing members. The Co-operative Officer together with a few existing members should meet the Head of Departments, or Sections, i.e. Commissioner of Social Services to inform him of our message, so that if he is convinced he can arrange meetings with his juniors. The existing members will reinforce the message—that has been put across—to the target group. At the end of the meeting this should be followed-up by relevant film show, Hands-outs, Radio, Newspapers and T.V.

Basic Message:

"Join Savings and Credit Societies!!"

- (1) You mobilise your money and get loans without usual security.
- (2) Your money will be used to benefit you and your neighbour and vice versa.
- (3) The society helps members to educate their children by giving Loans.
- (4) The society gives members Loans to pay for dowry.
- (5) The society helps members to buy Lands and build houses or buy houses.
- (6) The society creates a feeling of togetherness of people from various groups.

Copy platform:

"Do a way with Financial Strain!!"

Final Message:

Demostration - Three Pillars

(1) Save

(2) Borrow

(3) Pay.

The Starting of the Campaign and Estimates:

To start our Campaign we require the followings:-

- (1) 1 Public Relations Officer
- (2) 5 Co-operative Officers for the 5 Urban Areas-Each Urban Area with approximately 15,000 non-members.
- (3) The same Co-operative Officers will also cater for the Rural Areas.

Other requirements would also be:-

Stationaries, 5 Vehicles, A typist, one furnished Office, and Duplicating Machine.

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

DISCUSSION GROUP THREE REPORT:

FINAL PREPARATIONS OF THE CAMPAIGN

<u>MEMBERS:</u>	Mr. A.H. Macha	- Chairman	(T)
	Mr. P.M. Mwiricia	- Secretary	(K)
	J. Bagarukayo (Miss.)	- Member	(U)
	C.P.J. Chemirmir (Miss.)	- Member	(K)
	Mr. M. Kasozi	- Member	(U)
	Mr. E.K. Biribonwa	- Member	(U)
	Mr. F.B. Komen	- Member	(K)
	Mr. R.A. Mwaihojo	- Member	(T)

1. OBJECTIVE:

Non-members to be informed and convinced about the advantages of becoming a member.

2. ACTION TO BE TAKEN:

National Campaign:- Integration of Government Officials and Influential Leaders.

3. DEFINITION OF THE TARGET GROUPS:

In our target groups we classified them in:-

a) Rural Communities

b) Urban Communities

a) Rural Communities:

Large scale farmers

Peasants/small scale farmers

Fishermen

Poultry Keepers

Professionals and elite

Organised groups such as youth clubs, schools, Literacy classes etc.

Farm employees (such as Labourers)

b) Urban Communities:

Civil Servants - Local

- Central

- Statutory boards

- People working in private sectors

- People in parastatal organisations

- Artisans e.g. Handcraft; tailors etc.

- Professionals - Lawyers, Doctors etc.

- Organised clubs such as Maendeleo ya Wanawake or Umoja wa Wanawake etc.

- Schools, Colleges, Institutions.

4.1. BASIC MESSAGE:

Join co-operatives to overcome your economic and social problems.

4.2. SELECTED MEDIA:

a) Rural Areas:

Personal contact - with Leaders and Chiefs
Radio
Direct mail
Mobile Cinema
Show exhibits
Out-door advertising
Gimmicks.

b) Urban Area:

Newspapers
Radio
Television
Cinema/Film shows
Outdoor Advertising
Stickers
Personal contacts - Trade Unions organised bodies
Direct Mail.

4.3. INFORMATION AVAILABLE AND REASONS FOR THE MEDIA:

1. Personal Contact:

Information available:- Local leaders;

Reasons:- The Local leaders are nearer to the target groups.

- Use influential people.

They know social structure - Language habits such as faiths clans etc.

The Media is economical - meaning that it is cheap to run.

RADIO:

Information available:-

1. The average Radio Listeners is 1:15
2. Public listening points
3. Institutions like Schools, Markets, Community Centres and Ujamaa Villages.

Reasons:-

- It is the quickest medium
- Reaches many people at a given time (both literate and illiterate)
- Cheap medium available to our target groups meaning that Radio sets are available in both rural and urban areas.

DIRECT MAIL:

Information available:- people and resources

Reasons:- It stimulates awareness
Attracts attention
It supports other media.

Mobile Cinema/Cinema:

Information available: - Mobile equipments for film shows.

Reasons: - Very effective, target group are captive.
It has sound, colour and movement.
It reaches more people.

NB: These types of media can be used in both rural and urban areas.

4.4. COPY PLATFORM:

- a) Improve social Development
- b) Improve your production through co-operatives
- c) Good market for your products
- d) Avoid exploitation - Join Co-operatives
- e) Assured loans for production, housing, education etc.

5. FINAL MESSAGE:

- a) For better living
- " " farming
- " " marketing
- " " Animal husbandry
- " " Savings and Credit
- " " Education.

Join the Co-operative movement.

b) When to start Campaign:

1. After harvest seasons in rural areas
2. After rainy season - in urban communities.

c) THE ORDER OF ACTIVITIES AT THE NATIONAL LEVEL:

Stage 1: Inform the policy makers about the campaign to get their support and approval

Stage 2: Actual Launching of the campaign:

- a) Meetings with provincials/Regions, District Teams.
- b) Mass meetings followed by film shows posters and Radio programmes.
- c) Follow up by seminars/conferences at the grass-root level to measure the impact of the Campaign on:-
 - a) Need for the formation of new societies.
 - b) Increased membership to the existing Co-operatives.

d) TIME SCHEDULE:

12 Months.

e) Estimated Costs for the Campaign:

1. Radio programmes	400,000/=
2. Publication of posters etc.	
3. Transport and Travelling subsistence	120,000/=
4. Seminars and Conferences	100,000/=
Total	<u>620,000/=</u>

Programme:

FROM 28TH JANUARY TO 6TH FEBRUARY, 1974
 AP KIKUYU - NAIROBI.

Monday 28.1	Tuesday 29.1	Wednesday 30.1	Thursday 31.1	Friday 1.2	Saturday 2.2
8.00 Registration Presentation of participants Introduction by Director of Seminar (Mr. Premstad)	Groupwork	III Definition of Target Groups (Lecture) (Mr. Catlett)	Communication (cont.) (Mr. Macharia)	VI <u>Media: By what means can we talk to the individuals in our target groups</u>	6. Direct mail
9.00 Official opening (Mr. Oluoch)	Plenary session	Groupwork	Groupwork and Plenary Sessions	Plenary session: 1. Media available 2. Media analysis	7. Gimmicks
10.00	C o f f e e				
10.30	O r				
10.30 Lecture on Co-operative Development (ICA) (D.J. Nyarjom)	II <u>Analysis of Objectives</u> (Mrs. Awori) (Lecture) Groupwork	Groupwork (cont.) Plenary session	Communication (cont.) (Mr. Macharia)	3. Principles for selection of Media (Mr. Mwaura) 4. The writing of articles, news- letters, press releases Eval. of part. articles	8. Other media
12.30	L				
14.00	U				
14.00 Presentation of Country Papers: - Kenya - Uganda - Tanzania - Zambia	Groupwork (cont.)	IV <u>Communication</u> (Lecture) (Mr. Macharia)	V <u>How to Present the Message</u> (Lecture) (Mr. Nimstaedt)	How to approach the press Photographs 5. The writing and presentation of speeches (Mr. Masharani)	Free
15.30	N				
16.30	H				
I <u>Introduction of Case</u>	Plenary Session	Groupwork	Plenary Sessions Participants write short articles		

Monday 4.2

Tuesday 5.2

Wednesday 6.2

8.00

9. Radio:

How to Write Scripts

The Presentation of a Programme

(Mr. Mwakungu)

VII Final Preparations of the Campaign

(Miss. Catherine)

VIII How to Measure the Impact of a Campaign

(Miss. Catherine)

10.00

C o f f e e

O r

T e a

10.30

10. T.V.: The duties of an Information Officer in the preparation of a program

(Mr. Amori)

Plenary session

Preparation of a budget and time schedule for a campaign

Evaluation and closing

12.30

L

U

N

C

H

14.00

11. Summary of media

12. Final selection of media Groupwork

The role of Information and Publicity in maintaining Co-operative Democracy

(Mr. Nilstedin)

Departure

15.30

Plenary session

16.30

CO-OPERATIVE INFORMATION AND PUBLICITY SEMINAR

List of Participants:

KENYA:

- Mr. M. Kagosha - Department of Co-operative Development,
P.O. Box 40811,
NAIROBI,
Kenya.
- Mr. M.C. Kuria - Department of Co-operative Development,
P.O. Box 40811,
NAIROBI,
Kenya.
- Mr. D. Karobia - Co-operative College of Kenya,
P.O. Box 24814,
KAREN,
Nairobi,
Kenya.
- Mr. P. Mwiricia - Kenya National Federation of Co-operatives Ltd.,
P.O. Box 49768,
NAIROBI,
Kenya.
- C. Chemirmir (Miss.) - Kenya National Federation of Co-operatives Ltd.,
P.O. Box 49768,
NAIROBI,
Kenya.
- Mr. S.M. Karugu - Kenya National Federation of Co-operatives Ltd.,
(Muranga),
P.O. Box 49768,
NAIROBI,
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- Mr. F.B. Komen - Kenya Farmers Associations Ltd.,
P.O. Box 35,
NAKURU,
Kenya.

TANZANIA:

- Mr. S. Masawe - Co-operative Education Centre,
P. O. Box 3091,
MOSHI,
Tanzania.
- Dr. P. Mgembe - Co-operative Union of Tanganyika Ltd.,
P.O. Box 2567,
DAR ES SALAAM,
Tanzania.

- Mr. A.H. Macha - P.O. Box 3021,
DAR ES SALAAM,
Tanzania.
- Mr. R.A. Mwaihojo - Co-operative Union of Tanganyika
Ltd.,
P. O. Box 2567,
DAR ES SALAAM,
Tanzania.
- UGANDA:
- Mr. S. Sekitoleko - Uganda Co-operative Alliance Ltd.,
P.O. Box 2215,
KAMPALA,
Uganda.
- J. Bagarukayo (Miss) - Uganda Co-operative Alliance Ltd.,
P. O. Box 2215,
KAMPALA,
Uganda.
- Mr. J. Lutwama - East Mengo Growers Co-operative
Union Ltd.,
P. O. Box 7092,
KAMPALA,
Uganda.
- Mr. M. Kasozi - Department of Co-operative
Development,
P. O. Box 3585,
KAMPALA,
Uganda.
- Mr. E. Biribonwa - Department of Co-op. Development,
P. O. Box 3585,
KAMPALA,
Uganda.
- Mr. J. Byaruhanga - Uganda Co-operative Alliance Ltd.,
P. O. Box 2215,
KAMPALA,
Uganda.

ZAMBIA:

- Mr. C. Mbewe - Department of Co-op. Development,
P. O. Box 1229,
LUSAKA,
Zambia.

ICA STAFF:

- Mr. D. J. Nyanjom - Regional Director
- Mr. A. M. Kimario - Training Officer
- D. H. Opondo (Mrs.) - Training Officer
- Mr. Ilkka Puupponen - Seminar Organizer
- Mr. K.C.W. Verhagen - Research Officer