

SHORTWAVE RADIO CASE STUDY

Okapi & Radio Ndarason Internationale

SUMMARY

Since 2015, Encompass has maintained a **successful partnership with Okapi and Radio Ndarason Internationale (RNI)**. Today, RNI relies on Encompass to help broadcast daily shortwave radio transmissions to an **audience of over 10 million people** in the Lake Chad region. Due to Encompass' superior coverage of the target area, RNI is able fight against instability in the region and **give a voice to the people** in order to help them find common solutions to their problems.



Kanuri Musicians



Island on Lake Chad

OBJECTIVES

- Radio Ndarason Internationale (RNI) is a regional radio service targeting roughly 10 million people in the four countries bordering Lake Chad in Africa. Those people are primarily Kanuri, Kanembu and Buduma speakers in Nigeria, Chad, Cameroon and Niger.
- The service was created to help restore peace in the Lake Chad region, an area where more than 2.4 million people have been displaced by violent extremism and instability.
- Okapi was looking for a partner to help broadcast RNI's two daily 3-hour shortwave transmissions to the Lake Chad region.

CHALLENGES

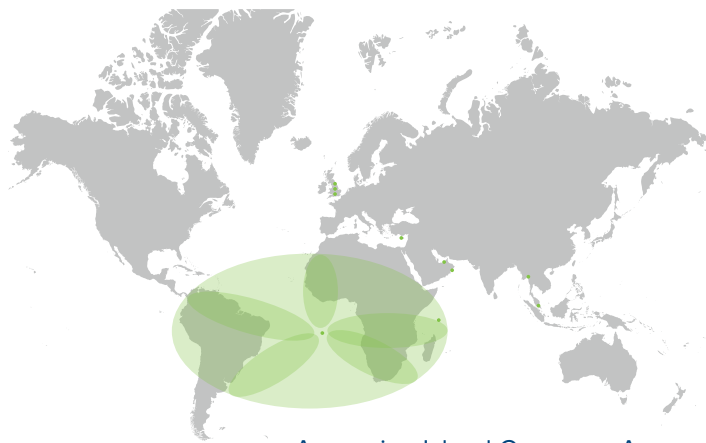
- In a region with some of the highest illiteracy rates, lowest income levels and almost no infrastructure development, radio is the only means of diffusing information to this extremely impoverished population.
- Shortwave is a vital part of the operation since the Lake Chad area suffers from extremely limited communications infrastructure. Even with the addition of FM relays, there are vast areas beyond the reach of the FM signal.
- The relay sites are strategic locations, which if taken under Boko Haram control, could lead to a wider destabilization of the entire country.

SOLUTION

- Encompass was chosen as the service provider due to its **superior coverage of the target area.**
- Okapi has been working with Encompass to broadcast RNI to the Lake Chad region on shortwave since **January 2015.**
- The transmitter, owned and operated by Encompass, is **purpose-built for coverage of the region.**
- The transmission station, located on Ascension Island in the Atlantic Ocean, **provides a clear signal from Niamey in the West to Khartoum in the East.**



Transmission Station
- Ascension Island



Ascension Island Coverage Areas

RESULT

- The result of enhanced transmission capacity is an increase in listenership, which has allowed RNI to develop into an instrument of cohesion across the vast community of Kanuri, Kanembu and Buduma speakers scattered across the 4 countries that border the Lake Chad area.
- The local language programming and trustworthy, relevant content allows people in the region to receive information from the world and has given a voice to those afflicted by violence.

“

Since the release of the RNI, there has been a big change in our community. We are in a village but divided into two different sub-prefectures. Thanks to these broadcasts, we are collaborating more and more.

- A man from Djermaya

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Buduma RNI Listeners
on Island in Lake Chad

