**Table 1: Channel Characteristics**

| Channel Type | Reach | Type of Message (simple/ complex) | Adaptability | Cost | Possibility for interactive use |
|---|---|---|---|---|---|
| **Television** | Can reach very large audiences simultaneously if electricity and sets are available and reception is adequate. Reach differ between government and private channels, terrestrial and satellite channels. Availability of electricity key factor. | Because of broad scope primarily used to provide general information/ news/ entertainment to nation-wide audiences. Simple message preferable for spots, PSAs. Relatively more complex messages can be sent through drama, infotainment and talk show formats. | Caters to commonality of wide ranging dispersed audiences. Difficult to adapt to smaller and specific cultures, languages etc. Immediate audience feedback not available except phone-in shows, quizzes, letters, etc. | Production facilities expensive to install, operate. Production costs can be high. Buying air time to place contents can be prohibitive. At users' end, buying and running TV sets is costly in low income societies but watching often is free. | Quite high. Documentaries, Community based programmes, live call-in shows, discussions participated by cross sector of audiences are some of the possibilities. |
| **Radio** | Can reach very large audiences simultaneously if sets and batteries are available. Also depend on electricity. Radio is cheaper than TV. Availability of electricity key factor. | Primarily general information / news/ entertainment as above. Information can be more focused where multiple bands, local FM band and regional or community radio stations exist. | Same as TV except regional radio broadcast may cater to native issues in local language. Audience feedback available only through phone in programmes, letters etc. | Prices for radio sets are low but still considered an investment beyond everyday necessities for poor rural population. Buying batteries is a problem. Listeners' Club can lower costs. | Quite high. Through phone in programmes, community based participatory programmes, discussion programmes, reading and answering listeners letters etc. |
| **Film** | Can reach medium-sized audiences depending on availability of projection facilities (cinema halls, audio-visual mobile vans) Availability of electricity key factor. | Can be used/made for general or specialized audiences. General or very specific topics. Complex messages and scenarios can be depicted. | Once produced, not adaptable. Delayed audience feedback can be available. But with technological advancement, changing, editing, adaptation is easier. | Lengthy, costly production process. Viewing is reasonably priced through buying tickets to movie halls. DVDs relatively cheaper for middle, upper class audiences. | Variable. Generate discussion following screening. Q&A may be built into the programme. |

32

| Channel Type | Reach | Type of Message (simple/ complex) | Adaptability | Cost | Possibility for interactive use |
|---|---|---|---|---|---|
| **Video/DVD** | Can be used for broadcast or "home" viewing. Appropriate for both small and large audiences. | Can be used/made for general or specialized audiences. General or very specific topics. Complex messages and scenarios can be depicted. | Once produced, not adaptable. But with technological advancement, changing, editing, adaptation is easier. | Initial outlay variable according to quality of production desired. Copies of videos cheap to reproduce. | Quite high. Generate discussion after screening. Organize informal community viewing with dialogue. Q&A may be built into the programme. |
| **Slides** | Can be used effectively in interactive situation discussion groups, etc. Not suitable for rural and remote settings. | General or specific topics with small scale reach. Good advocacy tool for focused messages. | Audience and feedback available in small group settings. Easy to adapt. | Relatively inexpensive to produce with access to computer and accessories. | Quite high. Use of slides can make discussion points visible. |
| **Newspaper** | Can reach broad literate audiences rapidly. | Specific technical information/news/ information. | Once printed, not adaptable. But changes daily and web editions update constantly and are read by large numbers. | High publishing cost. Advertisements expensive. But information/news materials may be placed free. | Medium. Discussion of big news stories naturally takes place in the market places etc. Readers' forum. |
| **Magazine** | Can specifically target literate segments of public. | Can explain more complex health issues, behaviours. | Once printed, not adaptable. | Similar as newspaper. | Similar as newspaper. |
| **Poster** | Can have a good reach depending on numbers disseminated and placement. | Suitable for short and focused messages. Do not convey complex messages effectively. | Once printed, not adaptable. | Good design and graphic may be expensive. Usually reasonable prices for printing. Distribution may be costly. | May be used to generate discussion on a topic. |

| Channel Type | Reach | Type of Message (simple/ complex) | Adaptability | Cost | Possibility for interactive use |
|---|---|---|---|---|---|
| **Leaflet, flyer, brochure** | Depends on number and distribution. | Can explain more complex health issues, behaviours. | Once printed, not adaptable. | Similar as poster. | May be used to generate discussion on a topic. |
| **Billboard, wall painting** | Depends on placement. | Cannot convey complex messages effectively. | Once printed, not adaptable. | Inexpensive. Could be expensive if billboard needs to be installed | Limited. |
| **Interpersonal Communication (IPC)** | Groups or other individuals. | Good for specific, complex intimate information exchange. | Generally interactive with immediate feedback. | Cost factors include training, equipment, transportation, etc. | Highly interactive if not made top down. |
| **Folk media including Interactive Popular Theatre (IPT)** | Small to medium scale reach. With mobile units, the reach can be higher. Good for areas hard-to-reach for general media. | Simple, easily understood messages with local flavour and with entertainment. | Adaptable when interactive. Form may be too flexible and risk slipping from main messages. | Inexpensive. Cost factors include scripts, rehearsal, props and performance etc. | Quite high. Discussion with audience during or at the end of performance. Generate community dialogue. |
| **'Miking' and other mobile media** | Depends on mobility and regularity. Can reach people in inaccessible areas. | Simple, easily understood messages. | Easily adaptable. | Inexpensive. | If accompanied by leaflets, more information and can answer questions. |