Communication Profile

The Role of Provincial Radio Stations in Providing Locally Relevant Information [1]

Provincial differences in culture, language and development challenges mean that populations are looking for varied information that is suited to their local needs. Radio looks to be the best way to provide that information. More here. [1]

Regional Focus

Central Provinces: Flooding, Drought and Cholera [2]

Northern Provinces: Low Economic Development and Influx of Refugees [3]


Even though mobile phones are not as prevalent in Mozambique as in other African countries, the number of mobile phone users continues to grow, and users are becoming more receptive to mobile phone-based development communication campaigns. Read who these people are and what they are doing.


HIV/AIDS represents a national emergency for the Mozambicans because of its potential to destroy human life and potential to cripple economic and social development. Here AudienceScapes makes some recommendations on how to reach this vulnerable group.

HIV/AIDS Target Groups:
For Women In Mozambique- Radio Coupled with Interpersonal Communication Might Be the Way To Go [7]
For Youth and Young Adults, Radio And Some New Media Can Be Used For HIV/AIDS Communication [8]

Understanding Mozambique’s Radio Market [9]

- The strong national reach of the state run radio has thwarted the growth of commercial and community radio stations who find it difficult to sustain themselves or reach a wider audience. However, these non-state radio stations could prosper by targeting a niche audience and providing them relevant local information within their community.

Photos Courtesy of Flickr and tonrulkens [10], sugu [11], and Mark Surman [12].

Mozambique

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