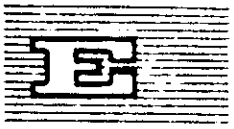
64527

UNITED NATIONS
ECONOMIC
AND
SOCIAL COUNCIL



Distr.
LIMITED

E/CN.14/EP/8
10 September 1963

Original: ENGLISH

ECONOMIC COMMISSION FOR AFRICA
African Electric Power Meeting
Addis Ababa, 21-31 October 1963

METHODS OF PROPAGANDA USED TO STIMULATE THE CONSUMPTION OF ELECTRICITY

(by the Federation of Rhodesia and Nyasaland)

63-3361
GE.63-13062

METHODS OF PROGPAGANDA USED TO STIMULATE THE CONSUMPTION OF ELECTRICITY

1. Other information supplied to the ECA secretariat has indicated the diversity of undertakings which exist in Northern and Southern Rhodesia, and methods of propaganda designed to stimulate consumption of electricity are devised individually by electricity undertakings.

2. In connection with this aspect of electricity development the Southern Rhodesia Electricity Supply Commission was consulted, and the following notes are based on the experience of that organization.

3 An advisory service has gradually been built up by the Southern Rhodesia Electricity Supply Commission over a number of years, and this service is available to all electricity consumers supplied by the Commission to give advice on all aspects of the utilization of electricity.

4. The Commission does not sell or hire any apparatus or equipment, but by co-operation with the retail trade keeps in touch with the availability of equipment, its sources of supply, and the retail prices prevailing in Southern Rhodesia.

5. The Commission is a member of the British Electrical Research Association, and the British Electrical Development Association, and as a result it keeps abreast of all development work undertaken in connexion with electricity in Britain. The Commission studies literature provided by the United Nations, and by the United States of America, and therefore maintains contact with the latest developments in the electricity field in both western Europe and America. Information obtained through these sources which can assist in load building in Southern Rhodesia is then disseminated to the Commission's consumers and potential consumers through the following channels:-

(a) Articles in Magazines.

Most Editors have proved most co-operative and have been prepared to give space to any article either on the work of the Commission as a whole or on specific applications or write-ups on what various consumers are doing electrically. The National Press will also give space to any news item. The best results appear to come from articles in specialist magazines such as the Rhodesian Farmer and Chamber of Mines Journal. The response to this type of propaganda has been good.

(b) Direct Mail Circulars

This medium has been used to a limited degree but it is not thought to be highly satisfactory and the response to any specific circular has been very poor. It is in competition with much other advertising media of a similar nature and appears to have a very limited use.

(c) Press Advertisements

Space has been taken in the various magazines, national and provincial press. It is generally divided into two sections, one prestige and the other hard selling. It is always difficult to judge the effects of such campaigns, but generally the prestige advertisements have done good work and since sales in the classes to which the "hard selling" is directed continue to increase there must be some good results. In any event the basic idea behind this has been that it should support and back up the work done in the field. The two are completely complementary.

(d) Shows and Exhibitions

Every advantage has been taken of the various Agricultural Shows throughout the country to put on exhibits designed to show the farm consumer how electricity can help. A portable Show Caravan is used which can be easily moved from Show to Show throughout the two months show season. A permanent pavilion has been constructed at the Bulawayo Show Grounds where the Annual Trade Fair is held.

(e) Attendance at Meetings

Whilst these are generally arranged in the interests of consumer relations, to answer queries on tariffs, policy and so on, the opportunity always presents itself of putting over some good propaganda. It has been the Commission's experience that "good consumers" are far more likely to be satisfied consumers and it is almost a point of honour that the Commission will attend any sort of meeting, anywhere in the country to answer questions and give help and advice.

(f) Lectures at College and University

For some years the Commission has been included on a panel of outside lecturers at the Gwebi Agricultural College and is ready to do the same at Chibero College when required. This lecture takes the form of a talk on electricity supply economics, comparative costs and installation design. A demonstration of overhead line construction, simple cable joints, motors and starters is also arranged. A similar lecture is also given to students taking Agricultural Science at the University and a visit to an electrified farm is also arranged.

(h) Liaison with Official Bodies and Government Departments

Much of this work really comes under Consumer Relations but this sphere is so closely allied to Sales Development that in many cases there is considerable overlap. It is found for instance that close liaison with bodies such as the Rhodesia National Farmers' Union and the Chamber of Mines often gives leads and ideas directly connected with selling electricity. Close ties with the Agricultural Department of Government lead to similar results and the Commission is a member of the Government Agricultural Engineering Committee.

Supplies to Africans

10. Since this class of consumer has the biggest potential of any in the country, there is an African member on the Commission's Sales Staff whose duties are similar in nature to other members but directed to the African consumer where his knowledge of the various dialects and customs is of inestimable value.