

Wednesday 29<sup>th</sup> April 2009

EVALUATING THE SOCIAL IMPACT OF COMMUNITY RADIO  
WORKSHOP AT THE 4<sup>TH</sup> PAN AFRICAN AMARC CONFERENCE  
HELD IN ABIDJAN COTED'IVOIRE 27<sup>TH</sup> -30<sup>TH</sup> APRIL 2009  
FACILITATED BY MARCELO

**PARTICIPANTS Workshop Expectations ARE AS FOLLOWS:**

To know what are the indicators for measuring the social impact of CR and how to ameliorate them. From that we can find a solution to the problems we are facing. One of the key elements is the appropriation by the community without which there will be no impact. One of the challenges is to see how the community can get appropriation.

To learn the tools for evaluation of community radio and the elements of social impact.

To see how we can make the community to participate more in the programmes and how we can get more local funding for the CR.

With dwindling resources for the CR due to economic recession, I want to see where we go next. There are things that are not easily quantifiable for example dissemination of information in emergencies

Attacks on CR are an indication of its impact and we can show that more clearly with data.

To learn how CR is impacting on our communities.

To learn how to evaluate the social impact of CR

To learn from other peoples experience.

To get clear ideas on how to write the evaluation of the social impact of my CR.

To learn processes of evaluating the impact of CR as well as learn how the community can evaluate their benefits from the CR

How to utilize the constant feedback both solicited and unsolicited that we get from the community to gain acceptance with the government and our professional colleagues.

To learn how to evaluate the impact of the CR and have the instrument to carry out the evaluation

That this workshop will bring more benefit for my radio and network

Monitoring and evaluation are very important; my expectation is to deepen my knowledge for evaluation of social impact of CR.

To learn clear methodologies for measuring social impact of CR and the indicators for doing so. We need also to evaluate our work especially because we support several projects in Africa to convince funders on why they should commit more funds to any project.

To understand the action research by AMARC to help me to carry out an evaluation.

To learn the instruments for evaluation of CR and to share knowledge with others. I also want to learn the indicators for carrying out evaluation.

The main concern is how we can take the local impact issues to reflect it nationally using participatory method.

We have a challenge to be evidenced based to find impact on behavior change.

To learn how to evaluate and show results of impact and demonstrate the evidence.

To learn monitoring and evaluation skills to carry out baseline survey on community radio especially providing evidence of how CR has handled governance and accountability issues.

## **APPROACHES TO EVALUATION**

We considered CR as a process for communication. But CR is not just an NGO that does a specific project but could be a public or private radio that

has an audience. So CR is a tool for an NGO to reach a community CR is also a project of its own to give voice to the voiceless, for the community to express itself.

CR is a different tire of communication, it is not better or worst. It is different because its mission and objectives are different.

When you go to research in terms of communication you use audience research.

The question is why making an evaluation?

It is essential. But how do you evaluate the communication process. There are several instruments for carrying out the evaluation.

Evaluation tools and Audience

You want to see how to evaluate the impact of CR by the CR operators.

What is the situation of the CR and the challenges, then evaluate them, using the mission of the CR as guide. There is need to confront the issue.

This will provide the material for the indicators

The application of idea of the communication process will determine the result. There has to be the engagement of the radio to analyze the relationship of the radio to its objectives. How do we use the feedback from the community? This question is very relevant because if you are doing a project of donors, it will depend on their indicators, the objectives and the problems that exist. For example if the objective of the radio is to reduce objective, the radio cannot do it alone but it could serve as a way to assist in achieving the objective. The CR can attribute, so the CR is a place of interaction for the community.

There is need to have evaluation tools to use in CR evaluation and explain it to the donors.

There are quantitative and qualitative (indicators) mechanisms for evaluation of CR for example, no of programs produced; no of audience.

## **RECOMMENDATIONS**

Evaluation is important and necessary, and should be ongoing and embedded in the Community Radio station because it creates the relationship with the listeners.

Participants suggested annual evaluation of CR programs, but this will vary depending on how long the expected change is expected to have taken place.

It was also suggested that at the end of each program, an evaluation could be carried out on a specific program.

Make a critical issues list divided into education, economic, announcements and reproductive rights and your CR programs to evaluate.

Each CR should request on a regular basis feedback from your audience and at the end of each program so as to ensure that you receive feedback on a daily basis.

Since evaluation means getting knowledge of what happens between your programs and the people, so to strengthen interaction/communication between CR and the community.

Communication is important in itself as a human right so there has to be constant evaluation of the interaction between the CR and the Community.

Donors are seeing evaluation for communication as very relevant but CR should reject proposals from donors that your CR will be instrumentalized or used for passing their messages.

From your understanding of your audience you can create ways of evaluation like inviting the audience to visit your station. Creative way

Develop the indications for carrying out your research and evaluation using your mission and objectives.

Evaluation should be an ongoing process in the CR communication process.

Notes taken by

**Miriam Menkiti**

Women Information Network (WINET) Nigeria

mee4399@yahoo.com;winet@winetng.org

