

Impact of Radio Broadcasts in the Mali-South Region Follow-Up and Evaluation

by

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Biography

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He served as:

- Correspondent at the National Assembly, and then at the Ministry for Mines, Hydraulics, and Energy
- Editor-in-Chief at RTM (Mali Radio and Television)
- Technical Counselor at the Ministry for Human Rights and Relations with Institutions
- Rural Radio Division Head, and in charge of the first phase of the Rural Radio Revival Project

Since 1997, Oumar Sangaré has been National Coordinator of the second phase of the Rural Radio Revival Project (GCP/MLI/020/NET).

Publications

- The State of Commerce in Mali, 1960 - 1972
- Critical Reflections on the North - South Dialogue - 1983 Brandt
- Inventory of the Rural Radio Stations in Mali, 1996
- Analysis of the Rural Radio Station Programmes (ACCT) : 1996
- Inventory of Communication at the CILSS : 1997
- Analyses of Audience Survey Methods in Mali : 1997
- GCP/MLI/020/NET Mission Reports
- Collaboration in the GCP/MLI/020/NET Experience (in progress).

Abstract

This paper will deal with :

- The framework of the project
- The methods and techniques used by the different radio networks in the Mali-South region within the framework of the GCP/MLI/020/NET project, in order to gather the reactions of listeners
- The methods used following the introduction of newer methods and techniques
- The follow-up and evaluation of the broadcasts within the framework of the Radio Revival Project
- The experience gained
- The need for follow-up and evaluation.

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I. CONTEXT OF THE GCP/MLI/020/NET PROJECT

1. Introduction

The second phase of the Mali-South Rural Radio Revival Project was carried out in 1997, two years following the end of a first phase (T.C.P.), which had been financed by FAO, with the support of UNICEF between 1993 - 1995.

An important point to remember, is that the political context was quite favourable for this project following the end of the one-party government regimes, under whose auspices the State jealously guarded its total monopoly of all communication information, and which was characterised by systematic control, and the outright management of all the media, effectively blocking all freedom of expression.

After 1991, there began a new era in Mali, which was favourable for the blossoming of the information media, an era which witnessed the proliferation of the radio and the press. This newly-gained freedom signalled an end not only to thirty years of total government control of the media, but the end of an autocratic regime, as well.

1.1. The Situation in the Media Before 1991

Beginning with the year 1960, when Mali gained her independence, until March, 1991, when the last one-party regime fell from power, the radio, television and press were blindfolded by the State, and operated as puppets controlled by the Government. The captive media all had as common characteristics, stilted and unimaginative language, a one-track, uniform philosophical outlook, slogans that were clumsy, evasive and unconvincing, and upright messages. In brief then, they reflected a world where ideas were prefabricated, as part of a totally demagogical absurdity.

To summarize, following thirty years of independence, the Republic of Mali lived with the propaganda of the national radio and television network, and with L'ESSOR, the national newspaper, which joined together to carry out the Government's media show, and its mobilisation of public opinion. "His Master's Voice", as listeners and readers of the two national newspapers described this situation.

At the beginning of 1991, Radio Mali only covered 60% of the country's territory, and L'ESSOR was read by less than 5% of the population, and both continued to completely ignore the nationwide need for information and communication, trampling under foot the linguistic and cultural diversity of the nation's minorities, in a vast country that measures 1,240,000 sq. km.

1.2. The Media Situation After March, 1991 The Government's Political Will

After March, 1991, the country's new political authorities put an immediate halt to the Government's outright monopoly of the media. A new era had begun.

With the help of the political authorities, a full-fledged media explosion took place in Mali, and particularly in the radio sector. Ten years later, that is, in the year 2000, there are more

than 120 radio networks broadcasting in Mali, and among these, ninety are operational, of which fifteen are in the nation's capital.

As concerns the press, thirty newspapers are now being published, fifteen of them in the capital. With regard to radio, the 1991-2000 decade represented the period of full expansion; alongside the search for an appropriate way to encourage creativity, emphasis has been placed upon professionalism, and the management of neighborhood radio networks.

This period has also seen the establishment of a national communication policy for Mali, the carrying out of the first phase of the revival of rural radio within the framework of a TCP, financed by FAO, with the support of UNICEF. as well as the second phase of this rural radio revival.

In a parallel manner, other activities for promoting the development of radio in Mali have been encouraged by the development partners.

2. Partners' Intention to Support Mali's Communication Policy

The period following March, 1991, was characterised by the development partners' willingness to support the democratisation process that was under way in Mali. In the communication sector, this has taken the form of:

- The financing of a workshop for the establishment of the national policy of communication-development that has been funded by FAO and UNDP
- The financing of the first phase of the rural radio revival project in Mali between 1993-1995, thanks to the aid of FAO, with the support of UNICEF
- The installation of four local rural radio networks, financed by the ACCT, the Cultural and Technical Cooperation Agency (1993-1995)
- The study on the creation of a directional plan for the development of radio in Mali, financed by UNDP, UNESCO and ITU (1993-1995)
- This first phase was followed by a second phase of the rural radio revival project, financed by the Netherlands, known as the GCP/MLI/020/NET.

2.1. The Workshop for the Creation of the National Communication Development Policy (4-11 October, 1993)

Following the restoration of democracy, Mali's partners in development, including FAO and UNDP, have, beginning in October, 1993, supported the workshop for the creation of the national policy of Communication for Development.

The general principles of this national policy of Communication for Development included the objective of creating a permanent and genuine dialogue between the different actors in the development sector, one that would, in point of fact, create the type of concerted management that is considered indispensable for the success of development activities.

Based upon these fundamental principles, the objective of Communication for Development is to allow rural communities to manage and master their environment, including agriculture,

health care, the habitat, as well as all the other factors which the quality of their life depends upon, by working in liaison with the activities of the Government.

The functions of Communication for Development can be summed up as follows:

- Promoting dialogue, working together, reflection, participation in analysing situations, making decisions, planning, and management of development and mobilisation. These are all part of the "social communication" aspect of the question.
- Accompanying the making of decisions and the development actions with education and training, and in knowing how to share knowledge. These are all part of the "educational communication" aspect of the question.
- Creating a flow of information both within and between the different ministries, the semi-governmental establishments, and the multi-sectorial development programmes, in order to coordinate and manage development policy as coherently as possible. These are all part of the "institutional communication" aspect of the question.

It has been firmly established that while "social communication" allows us to reach a consensus with regard to the type of development actions that must be undertaken, "educational communication" must provide the information and the technical know-how which the people need, in order to be able to act in consensus.

Finally, "institutional communication" is essential, in order to have a communal understanding of objectives and needs, and it constitutes the basis that is needed in order to achieve good teamwork.

2.2. The Directional Plan for the Development of Radio in Mali (1993)

In 1993, the need to develop a directional plan for the radio sector in Mali was asserted, with the assistance of :

- The UNDP (United Nations Development Programme)
- The ITU (International Telecommunications Union)
- UNESCO (United Nations Organisation for Education, Science and Culture), in collaboration with Sotelma (Mali Telecommunications Company), and the Mali National Radiobroadcasting Office, decided to carry out an inventory of all the radio and television FM frequencies, in order to promote neighbourhood communication throughout all of Mali's 1,240,000 sq. km.

The study carried out for this purpose identified 102 sites for the installation of FM radio and television transmitters.

This directional plan was already obsolete by the year 2000, inasmuch as Mali possesses at least 130 radio stations, 106 of which are operational.

It is planned that a new study will be carried out in the very near future, in collaboration with ITU, the same partner.

2.3. The First Phase of the Rural Radio Revival (1993-1995)

The first phase of the rural radio revival began in May, 1993, with a TCP financed by FAO, and was completed in June, 1995.

The objectives that had been sought were as follows:

- Formulating both a short-term and a long-term rural radio development plan, integrating the objectives with regard to creating regional and local radio stations
- Training the rural radio personnel at the regional and local levels
- Defining the juridical, administrative and financial modalities relating to rural radio, with a view to perpetuating them
- Establishing a follow-up and evaluation system, that would lead to a study of the rural radio audience.

With regard to the project's accomplishments:

- 102 sites have been identified for the creation of regional and local stations.
- 106 radio agents have been trained .
- A study has been carried out, in order to define the manner in which rural radio operates.
- The establishment of a follow-up and evaluation system that would lead to a study of the rural radio audience has, nevertheless, not as yet been effectively carried out.

Inasmuch as the results of this first phase were judged to be satisfactory, a search began for partners for the second phase, the objective of which was the installation of neighbourhood radio stations. In this manner, the Netherlands, which had been contacted by both Mali and FAO, agreed to take over, within the framework of a GCP/MLI/020/NET.

2.4. The Installation of Four Local Rural Radio Stations (1993-1995)

The workshop to establish the national policy of Communication for Development was immediately followed by the installation of four local rural radio stations, namely, at Niono, Kadiolo, Bandiagara and Kidal.

The availability of development partners such as the ACCT (Cultural and Technical Cooperation Agency), and the political will of the Mali Government authorities, are responsible for the installation of these four radio stations.

The Cultural and Technical Cooperation Agency has financed:

- The study of the radio station installation sites in North and South Mali
- the training of the agents of these four radio stations, as well as those of the ORTM of the rural radio stations
- the training of the Management Committee members of these four localities, as well as the equipment of these four stations, and its installation.

This, therefore, constituted one of the first experiences in the area of the management and operating of rural radio stations, created with the international cooperation funds that had been made available in March, 1991.

2.5. The Second Phase of the Rural Radio Revival Project - Mali South II (1997-2000)

2.5.1. Introduction

At the conclusion of the first phase of the Rural Radio Revival Project which was financed by FAO between 1993 and 1995, the Netherlands, upon the request of the Mali authorities, and with the support of FAO once again, agreed to take over the co-financing of the second phase.

In this manner then, the Government of the Kingdom of the Netherlands decided to grant the sum of 700,000 US dollars, for the creation and continued activity of four community rural radio stations, namely, Bougouni, Bla, Kolondieba and Koutiala, in the cotton-producing region also known as Mali-South.

The time needed for the carrying out of the activities in this project has been estimated at three years. FAO has been designated as the prime contractor for the project. The Ministry for Communication and the CMDT (Mali Company for Textile Development) will constitute the Mali counterpart, offering unambiguous support to the project, while guaranteeing its total independence in relation to the Government.

2.5.2. Principal Objectives of the Project

The creation of four rural radio stations equipped with the necessary management structures that would serve to assure their perpetuity was considered to be fundamental.

In order to achieve this objective, the local population have been involved as much as possible in the management of the radio stations, by means of :

- A campaign involving information, and the sensitization and mobilization of the local communities
- The creation of Management Committees, and programmes
- The designation of teams to carry out broadcasting, production and the exploitation of the equipment provided by the community.

The absence of any regulations with regard to radio broadcasting in the Mali Republic has made it necessary to carry out a study dealing with the adoption of a juridical status for this sector, as well as the specifications recognized by the Government.

FAO, within the framework of this project, has collaborated with the Ministry for Communication with regard to the drafting of a juridical status document, as well as the specifications for radio broadcasting in Mali, which would then be adopted by the Council of Ministers.

The local communities which would be the proprietors of these radio networks will participate in an active manner in the production of radio programmes, and in their monitoring, in order to promote the development of social, economic and cultural activities.

These are the principal objectives of the Mali South II Rural Radio Revival Project, also known as GCP/MLI/020/NET.

II. FOLLOW-UP AND EVALUATION TECHNIQUES ON THE IMPACT OF THE RURAL RADIO NETWORKS IN THE MALI-SOUTH REGION

GCP/MLI/020/NET RADIO NETWORK EXPERIENCE

1. Presentation of the Mali South Region

In the Republic of Mali, the Mali South region is known as the cotton industry area, or the CMDT (Mali Textile Development Company) area.

The annual precipitation rate remains fairly normal here, and the vegetation is not damaged, in relation to the rest of the country.

The CMDT or Mali South area, with its 500,000 tons of cotton produced in 1999 (making it the second largest African cotton producer), is also the country's leading agricultural and fish producer, with an average total of 1,000,000 tons per year. It has a land surface area of 138,000 sq. km, and a population of 2.5 million.

The four community rural radio networks of the GCP/MLI/020/NET have been installed in the Mali South region. They were financed by the Government of the Netherlands, in the amount of 800,000 US dollars. FAO is the organisation charged with the carrying out of the project.

2. Definition of Follow-Up and Evaluation

2a. Follow-Up

Follow-up is a continuing and regular activity, which allows us not only to quantify results, but also to identify both the strong points, and the weaknesses that arise in carrying out a programme, project or any other activity.

2b. Evaluation

Evaluation is the critical analysis of the benefits, in relation to the results of the project. It determines the pertinence, the effectiveness and the final effect of the impact of the activities involved with regard to the project's objectives.

Follow-up and evaluation is therefore a techniques used to determine and quantify the results of an activity, or of a number of activities, in relation to objectives; whether they are positive, or not, and whether they have an impact, or not.

3. Techniques Used by the Radio Networks of Mali South Before Training

Prior to the introduction of the Follow-Up and Evaluation techniques, the radio networks used the normally-current practices in order to obtain listener's reactions to the programmes.

The Current Practices Used by the Radio Networks

At Bougouni

The Kafo-Kan radio station normally made use of the mail sent in by listeners in order to become familiar with their opinions, and those of other listeners, in general. It also based itself upon the comments of its representatives in each village, of which there are more than 400 in the area. Inasmuch as the radio station's broadcasts were supposed to cover the entire district, its teams, when they went out into the field, requested information with regard to the reception problems of the station's radio signal, basing themselves upon the comments made to them by listeners. Finally, the visits made by listeners to the radio station in order to mention some fact, or to express their opinion about a programme, served to complete this general review.

At Koutiala

The Kaira network uses the mail sent in by its listeners, the radio clubs, and the monthly coordination meetings held by the 280 clubs in its network to obtain audience reactions to their broadcasts. The network has also organised criticism meetings with regard to the programme content of its broadcasts, within the framework of its support of the radio and community activities.

At Fana (Fanakan Radio)

Mail from listeners is the most important method used by this station to obtain the reactions of its audience. There are also the visits by listeners to the station, trips to the field, and the radio friends' club, which Fanakan Radio has actively developed into an area-wide system.

At Koutiala

Jamana radio bases itself primarily upon its listener mail and field trips. One of its programmes entitled "Frankly Speaking" asks listeners to telephone the station during a full week at the end of each year, offering their personal opinions, in order for the station to be able to take stock of audience attitudes to their programmes. The station also sends out a mobile radio van into the field, so as to allow listeners who do not have access to a telephone to express their opinions over the microphones of their programme, "Frankly Speaking".

At Bla

Bendougou Radio generally uses listener mail, and field trips.

At Kolondieba

Benso Radio bases its information-gathering upon:

- The listener mail broadcast on the half-hour programme "Mail from the Audience", since the station receives an average of five to twenty letters per week
- Listener visits to the station when they become aware of technical problems. We know that fifteen villages out of a total of 224 which should be covered by the station are not able to receive its radio signal. These villages have been identified.
- Field trips.

At Koutiala

Uyesu Radio uses the opinions that have been expressed during listeners' visits concerning the content of the programmes, and the performances of the animators. Field trips also allow the station to obtain additional feedback. A programme entitled "Listeners at the Microphone" is broadcast for one hour every Thursday. Programmes involving radio games are also used in order to obtain audience reactions.

At Bougouni

Banimonotie' Radio uses the reports made by listener groups, and in addition, the individual points of view expressed by listeners.

III. TECHNIQUES USED FOLLOWING THE TRAINING IN FOLLOW-UP AND EVALUATION ON THE IMPACT OF RADIO STATIONS

Introduction

In January, 2000, the Rural Radio Revival Project introduced a new methodology for follow-up and evaluation during the course of a training session led by Mr. Jean-Pierre Ilboudo, an FAO official. This training group revealed the following established fact.

Without follow-up and evaluation, a radio station is nothing more than a deafening sound box, since its only true value is reflected in its impact on its audience. This is especially true when we are dealing with community rural radio stations, whose objectives are clear and well-defined.

Each radio station has a great deal to gain by establishing a regular system of follow-up and evaluation, in order to improve its performance in the field, correct its errors and insufficiencies, and answer the needs of the population with regard to information and communication.

On the basis of the experience garnered by the Mali South radio stations, the ten-day training programme that was held at Bougouni revealed the need for a simple methodology that would not break with the previous one, but would nevertheless introduce new forms. The training programme on the follow-up and evaluation of the impact made by the radio stations accentuated three techniques:

- The mail sent in by listeners
- The evaluation records showing the impact on listeners and their understanding of the programme, on the one hand, and those relative to the identification of information, on the other, in order to understand exactly what the programme provided.
- The focus group, with structured discussions and interviews, in order to evaluate the manner in which the programmes affected the behaviour of the listening audience.

1. Mail from Listeners

This consists of letters from listeners that include greetings to the personnel at the station, and to friends, parents and other relatives, as well as comments on the problems relating to the contents of a programme, or to the station's programming.

Listener mail remains the predominant source of the feedback used by the local rural radio stations in the Mali South area.

The only letters taken into account are those which ask questions regarding the contents of the programmes that have been broadcast, the reception quality of the station's radio signal, or the hours when the programmes are broadcast. We will now deal with how this mail is treated, in accordance with the three following themes.

1.1. Analysis of Listener Mail

- Identifying the key words (author's name, verbs ...);
- Identifying the events (key words, and their frequency ...) This analysis enables us to understand the dominant tendency of the mail's contents, and the letter's orientation.
- Identifying the manifest contents of the mail.

1.2. Identification of the Themes and Problems Brought Up in the Letter

By analysing the letters' contents, we can easily identify the subjects, or the problems raised by the listeners.

1.3. Documentary Treatment

The listeners' mail must be filed. Documentary treatment is carried out in function of the letter's origin, and its subject matter.

Origin of the letter:

- *Urban Environment*
 - Partner
 - Local technical services
 - Administration (Government Delegate)
 - Listeners
- *Rural Milieu*
 - Village
 - . Village associations
 - . Groups
 - . Animators

Subject of mail:

- *Social*
- *Development issues*
 - Agriculture
 - Animal breeding
 - Environment
 - Gender
 - Health Care
- . Radio
 - Time of broadcast
 - Day of broadcast
 - Programme contents
 - Reception
 - Programme's animation
- . Other: to be specified
 - Date letter was written
 - Date letter was received
 - Date letter was handled
 - Date of broadcast
 - Date of re-broadcast

2. Follow-Up and Evaluation Charts

All rural radio programmes must include one or more objectives to be achieved, which might be designated as "Goals to be Attained". This explains the need for the programme to be well-prepared and conceived. The goals to be attained must be carefully defined. The contents, conception, and the type of programmes broadcast must be adapted to the goals that one wishes to attain.

The Follow-Up and Evaluation of the Programme's Impact

Following-up and evaluating the impact of a programme involves measuring, in time and in space, the positive or negative consequences that the programme has had among the population, namely, the consequences with regard to attitudes and behaviour.

The following pages indicate the different charts that are used by the radio stations in the Mali South region, in order to carry out the follow-up and evaluation of the radio stations. (Page 14 to Page 18).

Name of Radio Station :

IDENTIFICATION: DEFINITION

PROGRAMME

SUBJECT

DATE OF BROADCAST TIME

PRODUCTION LOCALITY

ORIGIN

PROGRAMME : News News Specials

Talk Show - Debates

Public Affairs Programme

Open Microphone Programme

TARGET AUDIENCE

EXPECTED OUTCOMES

- Information:
- Training:
- Sensitization:
- Motivation:
- Mobilization:

IMPACT FOLLOW-UP AND EVALUATION

- **LEVEL I for evaluating the listening and comprehension level**

The analysis should be carried out within eight days at the most following the broadcast.

- a) Did you listen to the programme on (date) concerning
- b) What was the programme about?
- c) What in particular interested you in the programme?
- d) In your opinion, what value did the programme have, and what message, if any, did you retain?

LEVEL I EVALUATION SUMMARY

According to answer a),
the programme was heard Yes No

According to answers b), c), d) ,e),
the programme was :

Well understood

Understood with difficulty

Not understood

Comments and criticisms on the programme's conception and broadcast :

- **Level II for judging the programme's contribution**

Short-term analysis

The follow-up and evaluation procedures on impact will considerably vary, depending upon the goals to be attained by the programme.

Two examples of programmes whose objectives were INFORMATION and SENSITIZATION are presented here, and will serve as MODELS with regard to impact analysis.

The same impact analysis methodology should be applied with regard to all other programmes that have not been indexed, whose goals were MOBILIZATION, MOTIVATION or TRAINING.

PROGRAMME TITLE

EXPECTED OUTCOME: Information

INFORMATION GATHERING/FOLLOW-UP / EVALUATION

MODE a) Questions (interview)

Positive

Negative

5 positives : goal attained
- 3 positives : programme failure

Positive

Negative

MODE b) Observations

Positive

Negative

Positive

Negative

If the impact was negative

Positive

Negative

The programme evidently did not meet the people's needs

- * Programme ill-conceived
- * Inappropriate broadcast time
- * Other

**Concertation with the
National Coordinator**

PROGRAMME TITLE

EXPECTED OUTCOME: Sensitization

INFORMATION GATHERING/FOLLOW-UP

EVALUATION

MODE a) Questions (interview)

Positive

Negative

6 positives = goal attained
- 3 positives = programme failure/
programme inappropriate

Positive

Negative

Positive

Negative

MODE b) Observations

Positive

Negative

Positive

Negative

If the impact was negative

Positive

Negative

- The programme does not
meet the people's needs

- Or the programme meets their
needs, but is ill-conceived, or
is broadcast at inappropriate
times.

MODE c) Other information sources

Concertation with the
National Coordinator

- **Level III for judging the programme's contribution in social or economic terms, at the level of a group, or a locality: Positive or negative consequences on attitudes and behaviour**

Four basic steps enable us to select the target behaviour in accordance with a participating process:

- Identifying "ideal behaviour"
- Carrying out a study during the course of a field trip with "those persons who are active" (men and women who now have ideal behaviour), and "those who are not active" (men and women who do not have ideal behaviour now)
- Selecting and negotiating target behaviour
- Developing strategies.

3. The Focus Group

3.1. Definition

The focus group is a qualitative research technique. During the course of a focus group, a facilitator or radio broadcaster has a conversation with a small homogeneous group of interlocutors, and discusses a specific subject with them.

During this conversation, the facilitator or broadcaster uses a list of pertinent questions, with a view not merely to collect information, but also to allow the participants in the group to speak freely and openly on a subject, perhaps a chosen subject, such as Aids, for example.

The focus group constitutes an exchange between the participants of the group. The facilitator or the broadcaster has the responsibility to assist them in stimulating this exchange of ideas. It might be preferable for men to be the exclusive facilitators with male groups, and for women to be the exclusive moderators with women's groups.

3.2. The Number of Participants in a Focus Group

Five to twelve persons may participate in a focus group. The ideal number for a group would be five to seven persons.

3.3. Selection of Participants for Each Focus Group

The group should be homogeneous. In selecting the participants, one should take the following variables into consideration: age, marital status, geographic differences, as well as gender.

The following elements should prove useful in carrying out a survey, or holding a focus group

- Leading at least two focus group discussions
- Selecting the place where the group will meet, by choosing a location where the participants can speak without being observed by outsiders
- Determining how the discussion space will be organised (the participants should be seated in a circle, or semi-circle)
- Making certain, as a facilitator, that one does not dominate the discussions, that all the participants are allowed to contribute to the debate, and that no single individual hogs the floor for himself

- Creating a discussion group guide book, which all facilitators or radio broadcasters can follow, in order to arrive at standardised information.

IV. EXPERIENCE GAINED WITHIN THE FRAMEWORK OF FOLLOW-UP AND EVALUATION OF THE GCP/MLI/020/NET RADIO STATIONS

Bougouni and Kolondieba

We would like to present the surveys carried out at Bougouni and Kolondieba. At Bougouni, an analysis of the mail received allowed us to evaluate the radio agents, and to measure the impact which the radio programmes had in three villages : Dieba, Babougou and Galamina. The chart used at Babougou concerns the survey carried out on the use of Sipama flour (Mali Food Products Company).

1. Evaluation of the Mail Received at Bougouni

The last analysis of the mail received took place in October, 2000. Following the training held in January, 2000, on the follow-up and evaluation of the impact of the radio stations at Bougouni, the radio stations that were part of the project made their own evaluation in September and October of the impact of their programmes, in order to:

1. Define the population's needs in information and communication, and to have their suggestions with regard to the radio stations' activities
2. Evaluate not only the radio stations' agents by means of the productions created during the months of August, September and October, but also the quality of the programmes
3. Evaluate the impact of the programmes that were broadcast by means of simple and effective surveys, using the focus group method.

Listeners' Mail

The mail received at Bougouni is registered and examined every week during the "*Listener Mail*" programme, and it is then handled by the head of the station.

Two months after having completed its new programming schedule, Radio Kafo-kan received 123 letters requesting, on the one hand, an increase in the station's broadcasting time, and on the other, an increase in the length of time allotted to each programme, since in the opinion of their audience, twenty-six minutes was judged to be too short for a programme.

Listener Mail Statistics by Area (Rural or Urban), Age Group and Gender

September - October 2000

123 items of mail

Rural milieu : 101 items

Adults : 12 items

Young people : 71 items

Women : 18 items

Urban milieu : 22 items

Adults : 3 items

Young people : 10 items

Women : 9 items

Listener mail also allowed the station to evaluate the agents, and to arrive at the following conclusions:

1. Two localities, Sanso and Manankoro, cannot receive the station's radio signal.
2. There are health problems in the area, namely, malaria, illnesses linked to agriculture, such as cotton-growing, and the conflicts between cattle breeders and farmers, as well as maternal and infantile health problems.
3. The radio stations must increase and enrich their informational broadcasts.
4. There is insufficient time allotted to the station's broadcasts.
5. The music that is broadcast is considered to be too rural by young people, although it apparently satisfies village folk and adults.
6. It would be advisable to change the broadcasting times of the programmes that are geared to the womens' audience.

An Evaluation of the Kafo-kan Radio Station's Agents

The Kafo-kan audience has very often criticized the quality of the work done by the station's broadcasters and producers. They believe, for example, that certain programmes, such as those featuring announcements and public communications, should not be broadcast by all the agents, and they have stated their preferences. They also feel that the broadcasters talk too much. Finally, the listeners indicated which their favourite programmes were, and why.

2. Evaluation of the Impact of the Programmes Broadcast

Survey method : A focus group composed of six to ten persons

Villages : Dieba, Dialabougou, Babougou, Galamina, and Tora in the Bougouni circle.

- At Dieba, the study focused on the straying of farm animals, and on the impact of the programmes that attempt to sensitise people, and prevent conflicts between cattle breeders and farmers.
- At Babougou, the particular concern involved measuring the impact of the micro-programmes on the consumption of local flour.
- At Galamina and Tora, the study's objective was measuring the rate of audience listening, and the radio's impact on the local population.

The results of the survey proved that Kafo-kan radio has the highest number of listeners of the four radio stations indicated, due to the following parameters: the clarity of the broadcast signal, the ability of the station's broadcasters and producers, the area its broadcasts cover,

and the quality of the programmes (programmmes on health care or agriculture, traditional music and information).

The evaluation of programmes on the consumption of SIPAMA (Mali Food Products Company) flour, in the village of Babougou (approximately 1,000 inhabitants).

Ten focus groups of six persons each were created in this village, in order to evaluate the impact of radio programmes. Seven of the ten groups were made up of women, whose ages ranged from fifteen to thirty-five.

Survey results (cf Survey Chart)

Of the sixty persons questioned, forty-six had heard the message on Radio Kafo-kan, fifty had seen the flour in question, while thirty-eight had purchased and used it. The remaining twenty-two persons had not bought the flour for financial reasons, but they indicated that they were nonetheless ready to try it. As for the impact of this flour on their daily lives, the persons interviewed indicated that the flour provided them with a choice of food possibilities beyond the millet which they normally used. The interviewees reaffirmed their desire to use the Sipama flour.

Conclusion

The inhabitants of this small village had been informed and sensitized concerning the use of the local flour. They feel that it can contribute to their diet and to local eating habits.

PROGRAMME TITLE

Flour Consumption

EXPECTED OUTCOMES: Information

INFORMATION GATHERING/FOLLOW-UP /

EVALUATION

MODE a) Questions (interview)

1. Have you ever heard about local flour made in Mali and have you ever seen it?

Yes No

5 positives = Goal attained
-3 positives = Programme failure

2. If you heard about it, was it through Kafo Kan radio?

Yes No

MODE b) Observations

3. This is flour we use to make some cakes.
It is clean and refined.

Yes No

If the impact is negative

Obviously, the programme did not meet the needs of the farmers

4. Have you ever used/eaten his flour?

Yes No

- The programme is ill conceived
- Broadcasting is inappropriate
- Others

5. What is the impact of this flour on your daily life?

We will try to find out how we can refine our millet flour locally.

Yes No

Meeting with the National Coordinator

**Community Rural Radio
"Benso" FM 93.7 MHZ
KOLON DIEBA**

**FOLLOW-UP AND EVALUATION REPORT
ON RADIO PROGRAMMES BROADCAST
September - October 2000**

Village Concerned : KOLOGO

Community of Kolondieba

COMPLETED FROM 24 TO 30 OCTOBER 2000

Kolondieba, 31/10/2000

Follow-Up and Evaluation Tools

The follow-up and evaluation tools and the programmes concerned for the month of October 2000 are included in the table below.

Follow-up and Evaluation Tool	Programme concerned	Expected Outcome
Level I Listening, comprehension	. Health (malaria)	Comprehension

Follow-Up and Evaluation Charts

The charts for *Levels* I and II have been used for the follow-up and evaluation of the radio programmed broadcast at Kolondieba. Survey method: The focus group.

- For level I, the follow-up and evaluation dealt with the question of health care: malaria (see the chart on malaria).
- For the level II charts, two subjects were chosen, corresponding to different expected outcomes.
 - Subject 1: Cotton processing, infant weaning - Expected outcome: To inform
 - Subject 2: Animal straying and the question of unclean water –
Expected outcome: To sensitize.

Transcription of Results

Level I Chart (Malaria)

Method used for level I: Focus group of five persons (two men and three women)

Of the five persons surveyed, three had well understood the programme. In a general manner, the programme was better understood by men than by women.

Level II Chart

1 - Programme whose expected outcome was sensitization - Method used, a *focus group* made up of five persons.

a) Animal Straying

The expected outcome with regard to this programme was achieved in the case of the five persons surveyed. The programme corresponded to the needs of the farmers. The broadcast times were appropriate, and can be maintained.

b) Unclean Water (five-person focus group)

Expected outcomes: Sensitization - Information

Among the five persons surveyed, three were women. The expected outcome was reached. The programme corresponded to the audience's needs. The broadcasting times are appropriate.

c) Weaning infants (four-person *focus group*)

Expected outcome: Information

Women are more concerned by this subject than men.

Four persons were questioned : three women and one man. The expected outcome was reached. The program was well-conceived. The listeners fully understood and retained the contents of the programme, i.e., the advice that was given. The broadcast time was also appropriate.

Remarks

- It was not possible for us to carry out a community interview during this field trip, since we lacked the appropriate sound recording equipment.
- The number of listeners tuning in to the programme is fairly limited, since the women do not always have access to their husbands' radio.

Conclusion

Generally speaking, Benso Radio's programmes are favourably received by listeners. The broadcast hours are satisfactory. The programmes correspond to the needs of the audience.

N.B. This follow-up and evaluation was carried out by Djoukamadi Dembele (technician) and Lamine Mariko (broadcaster-producer).

IMPACT FOLLOW-UP AND EVALUATION

Level I : (Listening, comprehension) - A maximum of eight days after broadcast

- a) Did you listen to the programme on (date).....
on *malaria*?
- b) What was the programme about ?
The causes of malaria, and its prevention
- c) What part of the programme interested you the most ?
The prevention of malaria
- d) In what way was this programme useful, in your opinion ?
What message or messages did you retain ?
 - * Usefulness: *The information on malaria prevention*
 - * Message (s): *Use mosquito nets, in order to avoid being bitten.*

LEVEL I SUMMARY AND EVALUATION

According to answer a), the programme was listened to Yes x No

According to answers b, c, and d, the programme was :

- well understood x
- understood with difficulty
- not understood

Observations and criticisms on the conception and broadcast of the programme:

Programme well-conceived, clear contents, comprehensible

N.B. *Woman interviewed*

IMPACT FOLLOW-UP AND EVALUATION

Level I : (Listening, comprehension) - A maximum of eight days after broadcast

- e) Did you listen to the programme on
on *malaria*?
- f) What was the programme about?
How people contract malaria. Its prevention.
- g) What part of the programme interested you the most?
The causes of malaria, and how to protect yourself from this disease.
- h) In what way was this programme useful, in your opinion?
What message or messages did you retain?
- * Usefulness: *Showing how malaria is transmitted.*
 - * Message (s): *To avoid dirty, stagnant water, and weeds near the house.*

LEVEL I SUMMARY AND EVALUATION

According to answer a), the programme was listened to Yes x No

According to answers b, c, and d, the programme was :

well understood x
understood with difficulty
not understood

Observations and criticisms on the conception and broadcast of the programme :

Programme well-conceived, clear contents, comprehensible

N.B. Man interviewed

IMPACT FOLLOW-UP AND EVALUATION

Level I : (Listening, comprehension) - A maximum of eight days after broadcast

- i) Did you listen to the programme on
on *malaria*?
- j) What was the programme about?
The causes of malaria, its transmission, its prevention
- k) What part of the programme interested you the most?
Prevention against malaria
- l) In what way was this programme useful, in your opinion ?
What message or messages did you retain?
- * Usefulness : *The information on malaria during the rainy season*
 - * Message (s) : *Clean the area around the house, use mosquito nets, and avoid dirty, stagnant water*

LEVEL I SUMMARY AND EVALUATION

According to answer a), the programme was listened to Yes x No

According to answers b, c, and d, the programme was :

well understood x
understood with difficulty
not understood

Observations and criticisms on the conception and broadcast of the programme :

Programme well-conceived, clear contents, comprehensible

N.B. Man interviewed

IMPACT FOLLOW-UP AND EVALUATION

Level I : (Listening, comprehension) - A maximum of eight days after broadcast

- m) Did you listen to the programme on
on *malaria*?
- n) What was the programme about?
- o) What part of the programme interested you the most?
- p) In what way was this programme useful, in your opinion?
What message or messages did you retain?
- * Usefulness:
 - * Message (s):

LEVEL I SUMMARY AND EVALUATION

According to answer a), the programme was listened to Yes No x

According to answers b, c, and d, the programme was :

well understood
understood with difficulty
not understood

Observations and criticisms on the conception and broadcast of the programme :

The woman questioned does not have a radio. She is usually busy when the programme is broadcast, and she is located at some distance from her husband's radio.

N.B. *Woman interviewed*

IMPACT FOLLOW-UP AND EVALUATION

Level I : (Listening, comprehension) - A maximum of eight days after broadcast

- q) Did you listen to the programme on
on
- r) What was the programme about ?
- s) What part of the programme interested you the most ?
- t) In what way was this programme useful, in your opinion ?
What message or messages did you retain ?
- * Usefulness :
 - * Message (s) :

LEVEL I SUMMARY AND EVALUATION

According to answer a), the programme was listened to Yes No x

According to answers b, c, and d, the programme was :

well understood
understood with difficulty
not understood

Observations and criticisms on the conception and broadcast of the programme :

The woman questioned does not have a radio, nor does she have access to her husband's radio. She occasionally hears programmes on her neighbor's husband's radio.

N.B. Woman interviewed

PROGRAMME TITLE

Animal Straying

EXPECTED OUTCOME: Sensitization of farmers and breeders

INFORMATION GATHERING/FOLLOW-UP

EVALUATION

MODE a) Questions (interview)

1. Do you know why you have to bring your animals inside before the rainy season, so as to prevent them from straying?

Yes No

5 positives = goal attained
-3 negatives = programme failure

2. How do you know this?

They tell us about it every day.

Yes No

Goal attained

3. Do you intend to keep your animals in an enclosure ?

Yes No

I have no cattle of my own. They belong to the men.

If the impact is negative

- The programme does not meet the needs of the farmers

MODE b) Observations

4. Have you noticed that many people keep their cattle in an enclosure?

Yes No

- Or the programme meets the needs of the farmers, but it is ill-conceived, or broadcast at inappropriate times.

5. Have the conflicts between breeders and farmers decreased?

No Considerably

Meeting with the National Coordinator

7. MODE c) Other information sources?
The radio talks about this

How do you know about all this?
I heard my husband talk about this with his friends.

NB : Woman interviewed

PROGRAMME TITLE

Animal Straying

EXPECTED OUTCOME: Sensitization of farmers and breeders

INFORMATION GATHERING/FOLLOW-UP

EVALUATION

MODE a) Questions (interview)

1. Do you know why you have to bring your animals inside before the rainy season, so as to prevent them from straying?

Yes No

6 positives = goal attained
-3 negatives = programme failure

2. How do you know this?

The village head keeps us informed

Yes No

Goal attained

3. Do you intend to keep your animals in an enclosure?

Yes No

I only have two goats. I keep them tied up.

If the impact is negative.

- The programme does not meet the needs of the farmers

MODE b) Observations

4. Have you noticed that many people keep their cattle in an enclosure?

Yes No

The cattle are guarded, but not the goats.

- Or the programme meets the needs of the farmers, but it is ill-conceived, or broadcast at inappropriate times.

Meeting with the National Coordinator

5. Have the conflicts between breeders and farmers decreased?

No Considerably

The owners of the peanut, rice and maize fields are always complaining about the goat breeders.

8. MODE c) Other information sources?

The radio talks about this

How do you know about all this?

They give me a report on the meetings held about this.

NB : Woman interviewed

PROGRAMME TITLE

Animal Straying

EXPECTED OUTCOME: Sensitization of farmers and breeders

INFORMATION GATHERING/FOLLOW-UP

EVALUATION

MODE a) Questions (interview)

1. Do you know why you have to bring your animals inside before the rainy season, so as to prevent them from straying?

Yes No

6 positives = goal attained
-3 negatives = programme failure

2. How do you know this?

From the radio.

Yes No

Goal attained

3. Do you intend to keep your animals in an enclosure?

Yes No

If the impact is negative

- The programme does not meet the needs of the farmers

MODE b) Observations

4. Have you noticed that many people keep their cattle in an enclosure?

Yes No

- Or the programme meets the needs of the farmers, but it is ill-conceived, or broadcast at inappropriate times.

5. Have the conflicts between breeders and farmers decreased?

No Considerably

Meeting with the National Coordinator

9. MODE c) Other information sources?
The village council

How do you know about all this?
I heard about it during the meetings of the farmers and breeders.

NB : Man interviewed

PROGRAMME TITLE

Animal Straying

EXPECTED OUTCOME: Sensitization of farmers and breeders

INFORMATION GATHERING/FOLLOW-UP

EVALUATION

MODE a) Questions (interview)

1. Do you know why you have to bring your animals inside before the rainy season, so as to prevent them from straying?

Yes No

6 positives = goal attained
-3 negatives = programme failure

2. How do you know this?
- From the radio programmes
- From the village council
 Yes No

Goal attained

3. Do you intend to keep your animals in an enclosure?

Yes No

If the impact is negative

- The programme does not meet the needs of the farmers

MODE b) Observations

4. Have you noticed that many people keep their cattle in an enclosure?

Yes No

- Or the programme meets the needs of the farmers, but it is ill-conceived, or broadcast at inappropriate times.

5. Have the conflicts between breeders and farmers decreased?

No Considerably

Meeting with the National Coordinator

9. MODE c) Other information sources?
The village council

How do you know about all this?
I listen to the radio programmes and I go to the farmers and breeders meetings.

NB : Man interviewed

PROGRAMME TITLE

The use of stagnant waters

EXPECTED OUTCOME: Sensitization of villagers

INFORMATION GATHERING/FOLLOW-UP / EVALUATION

MODE a) Questions (interview)

1. Do you know why you have to avoid the use of stagnant water?

Yes No

6 positives = goal attained
-3 negatives = programme failure

2. How do you know this?
From Benso Radio

Yes No

Goal attained

3. Do you intend to treat your drinking water if it comes from other sources than your well?

Yes No

If the impact is negative

- The programme does not meet the needs of the farmers

MODE b) Observations

4. Have you noticed that many people treat their drinking water if it comes from other sources than their wells ?

Yes No

- Or the programme meets the needs of the farmers, but it is ill-conceived, or broadcast at inappropriate times.

5. Has the use of well water increased?

No Considerably

Meeting with the National Coordinator

11. MODE c) Other information sources?
Meetings with the health agents who come to see us.
How do you know about all this?
From the project agents and the radio.

NB : Woman interviewed

PROGRAMME TITLE

The use of stagnant waters

EXPECTED OUTCOME: Sensitization of urban and country people

INFORMATION GATHERING/FOLLOW-UP / EVALUATION

MODE a) Questions (interview)

1. Do you know why you have to avoid the use of stagnant water?

Yes No

6 positives = goal attained
-3 negatives = programme failure

2. How do you know this?
From Benso Radio

Yes No

Goal attained

3. Do you intend to treat your drinking water if it comes from other sources than your well?

Yes No

If the impact is negative

- The programme does not meet the needs of the farmers

MODE b) Observations

4. Have you noticed that many people treat their drinking water if it comes from other sources than their wells?

Yes No

- Or the programme meets the needs of the farmers, but it is ill-conceived, or broadcast at inappropriate times.

5. Has the use of well water increased ?

No Considerably

Meeting with the National Coordinator

12. MODE c) Other information sources?
The members of the health committee keep us informed.
How do you know about all this?
From talking to other people, and the radio.

NB : Woman interviewed

PROGRAMME TITLE

The use of stagnant waters

EXPECTED OUTCOME: Sensitization of villagers

INFORMATION GATHERING/FOLLOW-UP / EVALUATION

MODE a) Questions (interview)

1. Do you know why you have to avoid the use of stagnant water?

Yes No

6 positives = goal attained
-3 negatives = programme failure

2. How do you know this?
From Benso Radio

Yes No

Goal attained

3. Do you intend to treat your drinking water if it comes from other sources than your well?

Yes No

If the impact is negative

- The programme does not meet the needs of the farmers

MODE b) Observations

4. Have you noticed that many people treat their drinking water if it comes from other sources than their wells?

Yes No

- Or the programme meets the needs of the farmers, but it is ill-conceived, or broadcast at inappropriate times.

5. Has the use of well water increased?

No Considerably

Meeting with the National Coordinator

13. MODE c) Other information sources?
Meetings with the health agents
How do you know about all this?
From the radio, and the members of the village health committee

NB : Woman interviewed

PROGRAMME TITLE

The use of stagnant waters

EXPECTED OUTCOME: Sensitization of villagers

INFORMATION GATHERING/FOLLOW-UP /

EVALUATION

MODE a) Questions (interview)

1. Do you know why you have to avoid the use of stagnant water?

Yes No

6 positives = goal attained
-3 negatives = programme failure

2. How do you know this?
From Benso Radio, and the health agents

Yes No

Goal attained

3. Do you intend to treat your drinking water if it comes from other sources than your well?

Yes No

If the impact is negative

- The programme does not meet the needs of the farmers

MODE b) Observations

4. Have you noticed that many people treat their drinking water if it comes from other sources than their wells?

Yes No

- Or the programme meets the needs of the farmers, but it is ill-conceived, or broadcast at inappropriate times.

5. Has the use of well water increased?

No Considerably

Meeting with the National Coordinator

14. MODE c) Other information sources?
How do you know about all this?
From the radio, and the health agents

NB : Man interviewed

PROGRAMME TITLE

The use of stagnant waters

EXPECTED OUTCOME: Sensitization of villagers

INFORMATION GATHERING/FOLLOW-UP

EVALUATION

MODE a) Questions (interview)

1. Do you know why you have to avoid the use of stagnant water ?

Yes No

6 positives = goal attained
-3 negatives = programme failure

2. How do you know this ?
From Benso Radio

Yes No

Goal attained

3. Do you intend to treat your drinking water if it comes from other sources than your well ?

Yes No

If the impact is negative

- The programme does not meet the needs of the farmers

MODE b) Observations

4. Have you noticed that many people treat their drinking water if it comes from other sources than their wells ?

Yes No

- Or the programme meets the needs of the farmers, but it is ill-conceived, or broadcast at inappropriate times.

5. Has the use of well water increased ?

No Considerably

Meeting with the National Coordinator

15. MODE c) Other information sources ?
Meetings with the health agents
How do you know about all this ?
From the radio, and the village health committee

NB : Man interviewed

PROGRAMME TITLE

Infant weaning

EXPECTED OUTCOME: Information for nursing mothers

INFORMATION GATHERING/FOLLOW-UP /

EVALUATION

MODE a) Questions (interview)

1. Do you know how and when to wean your baby ?

Yes No

5 positives = goal attained
-3 negatives = programme failure

2. If yes, how do you know this ?
From radio programmes presented by the health agents

Yes No

Goal attained

MODE b) Observations

3. Do breast-feeding mothers follow the advice they are given ?

Yes No

If the impact is negative

- The programme does not meet the people's needs.

4. Is the infant who has been correctly weaned at the right time in good health ?

Yes No

- * Programme ill-conceived
- * Inappropriate broadcast times
- * Other

5. Has the number of infants who have been correctly weaned increased ?

Yes No

Meeting with the National Coordinator

NB : woman interviewed

PROGRAMME TITLE

Infant weaning

EXPECTED OUTCOME: Information for nursing mothers

INFORMATION GATHERING/FOLLOW-UP /

EVALUATION

MODE a) Questions (interview)

1. Do you know how and when to wean your baby ?

Yes No

5 positives = goal attained
-3 negatives = programme failure

2. If yes, how do you know this ?
From the health agents

Yes No

Goal attained

MODE b) Observations

3. Do breast-feeding mothers follow the advice they are given ?

Yes No

If the impact is negative

- The programme does not meet the people's needs.

4. Is the infant who has been correctly weaned at the right time in good health ?

Yes No

- * Programme ill-conceived
- * Inappropriate broadcast times
- * Other

5. Has the number of infants who have been correctly weaned increased ?

Yes No

Breast-feeding mothers have been following the advice of the health agents more and more

Meeting with the National Coordinator

NB : woman interviewed

PROGRAMME TITLE

Infant weaning

EXPECTED OUTCOME: Information for nursing mothers

INFORMATION GATHERING/FOLLOW-UP /

EVALUATION

MODE a) Questions (interview)

1. Do you know how and when to wean your baby ?

Yes No

5 positives = goal attained
-3 negatives = programme failure

2. If yes, how do you know this ?
From the radio and the health agents

Yes No

Goal attained

MODE b) Observations

3. Do breast-feeding mothers follow the advice they are given ?

Yes No

If the impact is negative

- The programme does not meet the people's needs.

4. Is the infant who has been correctly weaned at the right time in good health ?

Yes No

- * Programme ill-conceived
- * Inappropriate broadcast times
- * Other

5. Has the number of infants who have been correctly weaned increased ?

Yes No

Many mothers have been following the advice of the health agents.

Meeting with the National Coordinator

NB : woman interviewed

PROGRAMME TITLE

Infant weaning

EXPECTED OUTCOME: Information for nursing mothers

INFORMATION GATHERING/FOLLOW-UP /

EVALUATION

MODE a) Questions (interview)

1. Do you know how and when to wean your baby ?

Yes No

5 positives = goal attained
-3 negatives = programme failure

2. If yes, how do you know this ?
From the radio programmes

Yes No

Goal attained

MODE b) Observations

3. Do breast-feeding mothers follow the advice they are given ?

Yes No

If the impact is negative

- The programme does not meet the people's needs.

4. Is the infant who has been correctly weaned at the right time in good health ?

Yes No

- * Programme ill-conceived
- * Inappropriate broadcast times
- * Other

5. Has the number of infants who have been correctly weaned increased ?

Yes No

In my family, all the children were weaned following the advice that was given.

Meeting with the National Coordinator

NB : Man interviewed

Conclusion: The Need for Follow-Up and Evaluation

Without follow-up and evaluation, a radio set is no more than a mere noise-box.

It is indispensable for us to carry out continual evaluation of the work of our radio stations, in order to improve their performance in the field, and to correct their insufficiencies.

Following-up and evaluating the impact of a radio programme allows us to measure, in time and space, the positive or negative consequences of a programme, as well as its effect on the attitudes, behaviour and general knowledge of our listeners.

The Mali-South radio stations have made enormous progress in their realisation of the importance of follow-up and evaluation. In order to do this, they have been using new, simplified and accessible methods, such as listener mail and field trips.

A radio station that does not make use of Follow-Up and Evaluation is like an aircraft flying blind, or without a pilot on board. The result is very predictable!

Follow-Up and Evaluation is one of the activities that the Mali-South radio revival project (GCP/MLI/020/NET) has included in its planning, and its principal objective is the perpetuity of its radio stations.