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People-to-People Radio Somalia

Internews Network

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Final Report



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Acronyms and Abbreviations

AMISOM- African Union Mission in Somalia

ASWJ- Ahul Sunnah Wa Jama'ah

CBO- Community Based Organization

CFR- Code of Federal Regulations

CSO- Civil Society Organization

CSJ- Conflict Sensitive Journalism

IN- Internews Network

LNGO- Local Non-Governmental Organization

MSF- Médecins Sans Frontières

NGO- Non-Governmental Organization

P2P- People-to-People Radio

PSA- Public Service Announcement

RJA- Resident Journalism Advisor

SMDC- Star Media Development Center (Non Profit Arm of Star FM)

SNA- Social Network Analysis

TOT- Training of Trainers

I. Executive Summary

“We have pinned our hopes for change and transformation on political leaders and military figures for so long without realizing that we hold the key. Change is up to the people and we enable them to realize that.”

--Ali Mohamed Ali, Star FM Journalist



1: SMDC Journalists getting ready for "The Public Opinion Show".

The “People-to-People Radio Somalia” program started February 8, 2012. This final report reflects all project activities and achievements between February 8, 2012 and November 7, 2013.

A successful conflict mitigation program provides space for democratic, grassroots-led dialogue to empower local populations. People-to-People Radio Somalia (P2P) has been successful in doing this by reaching its audience on a one-on-one basis, through various initiatives including journalism training, listener focus group discussions, direct civil society engagement and most importantly live daily and original radio broadcasts. The program empowers locals to better communicate their needs to

governments and civil society and supports inter-community reconciliation with a local media institution that speaks directly to the Somali population.

With support from CMM/USAID, Internews established two full broadcasting stations in Mogadishu and Guriel, as well as a production studio in Dhusamareeb. Taking advantage of the momentum, Internews' local partner Star FM established nine additional transmission relay stations. The reach of these stations include villages, towns and cities from Mudug to Lower Juba reaching populations in South/Central Somalia, Eastern Kenya and Southeastern Ethiopia. Such infrastructure developments help to bridge the information gap, providing localized and national programming to formerly information dark areas. Star FM currently has the largest geographical reach among the Somali speaking populations in the Horn of Africa.

This project focused on developing low-cost, sustainable and local broadcasting institutions. These institutions promote and train media and civil society to create solid concepts, innovative practices and, over time, discernable change. With the establishment of various live programs, including two, one-hour call-in programs (*Somali Voices* and *The Public Opinion Show*), Star FM was able to establish itself as a leader and facilitator. It works alongside communities, addressing grievances and needs.

According to Committee to Protect Journalists (CPJ), since 1992, 52 journalists have been killed in Somalia with over 40 percent of deaths occurring in Mogadishu in 2012 alone.¹ In this context of aggression towards journalists, it is imperative for content producers to be trained in security awareness. To address this, Internews provided ten journalists with intensive theoretical and practical training on how to develop and maintain safety and security measures and how to mitigate risks. Internews also assisted in developing a context-based Risk Mitigation Manual for Star FM employees to observe in Kenya and Somalia. Local community buy-in has also aided in establishing community-based security and safety structures to allow for each of the Star FM stations to work in a safe environment.

II. Activities Undertaken (Qualitative)

Objective 1: To provide people-to-people approaches to reconciliation and conflict resolution through access to community radio services in information dark areas of Somalia

“As a journalist, I’m no longer accountable to myself but I have a responsibility to my community to provide quality and factual stories”

--trainee, Abdirizak Mohamed

Internews' People-to-People Radio Somalia project, implemented with our local partner SMDC, Star Media Development Center (non-profit arm of Star FM), continues to produce and broadcast daily programs which provide a space for dialogue between communities in South Central Somalia after the life of the project. Two full broadcast stations were established during the 21-month project, one in Mogadishu and one in Guriel (Galgadud). A production studio was also instituted in Dhusamareeb to support the small SMDC team and to become a resource for other local journalists. Finally, SMDC was

¹ <http://cpj.org/killed/africa/somalia>

able to create several human resources and operational systems to ensure that the local organization and its staff abide by USAID rules and regulations. In addition, it became imperative for SMDC to abide by the laws and regulations governing NGOs in Somalia and Kenya.

Internews' close mentorship of SMDC allowed it to become exposed to the operations of an international NGO and its systems and management structure. Both programmatic and finance teams worked closely alongside each other, on a daily basis, during the implementation of the project.

Activity 1.1: *Installation and staffing of provincial radio production and transmission facilities*

Since embarking on the “People-to-People Radio, Somalia” program, Internews saw the successful installation and staffing of all three stations in Mogadishu, Guriel and Dhusamareeb, which now operate daily. Broadcasting includes programs that engage with both local and national discussions. The initial assessment mission undertaken by Internews' local partner SMDC was essential in determining the locations for the provincial community radio stations and also in providing a platform on which to engage the local community. The course of the project saw the procurement and successful installation of 80-meter tall masts, transmissions and radio equipment for Guriel and a production studio in Dhusamareeb. This enables the stations to provide a wide range of coverage, reaching several towns and villages in Galgadud, Hiiraan and Galmudug.

In the light of this expansive reach, Internews upgraded the technical capacities of the stations. Guriel is now a full production and broadcasting station and Dhusamareeb now operates as a production studio open to all journalists working in the area. Journalists from Galgadud were provided with additional conflict sensitive reporting and personal safety/security training in Mogadishu, Garowe and Guriel.

As a way of mitigating issues that come with peacebuilding programs, “soft” introductory topics were used to approach the issues which enabled the stations to build on the acceptance and participation of its audience. This approach was critical in creating a highly effective program that allowed SMDC and Internews to achieve their goal of empowering citizens. A significant mark of success can be seen in the establishment of nine additional FM relay stations that reach most of eastern and southern Somalia in addition to bordering communities in Kenya and Ethiopia.

Activity 1.2: *Expansion and staffing of Mogadishu production and transmission facility*

Given the prior existence of a Star FM relay transmitter in Mogadishu, it was decided to expand into a local radio station while also upgrading the transmitter and mast in order to augment the broadcast capability. Additionally, the experienced staff of the current facility were subsumed into SMDC's expansion and given three weeks of additional training and mentoring from a Resident Journalism Advisor. Further training was provided throughout the year and the Mogadishu station also assumed the role of the main hub for future trainings, workshops and meetings.

In this period, the team modified the *Somali Voices* program from a magazine to a talk show format. This modification was integral in allowing for a more direct people-to-people approach and ultimately culminated in more meaningful engagement from a wide spectrum of interest groups. This broad support is also critical in directing attention to *The Public Opinion Show*, another flagship program committed to providing people-to-people reconciliation and conflict resolution efforts. With the arrival of the

production equipment, the Mogadishu station was finally able to enhance both the quality and extent of its overall programming, as it now has the capacity to broadcast from 9am to 10:30pm on a daily basis.

STAR FM Mogadishu Program Schedule

Time	Program
9:00 am – 9:05 am	Quranic Verses
9:05 am – 9:25 am	Quran Translation/Hadith
9:25 am – 9:30 am	Jingles/Adverts
9:30 am – 10:00 am	Morning News
10:00 am – 11:00 am	Somali Voices (Live)
11:00 am - 11:25 am	Quran Regulation/Lifestyle
11:25 am - 11:30 am	Jingles/Adverts
11:30 am - 12:00 pm	World News
12:00 pm – 12:30 pm	Jingles/Call to Prayer
12:30 pm – 1:00 pm	Stories of the Prophets
1:00 pm –1:30 pm	Sports Updates
1:30 pm - 2:00 pm	Africa News
2:00 pm –2:30 pm	BBC Somali
2:30 pm –3:00 pm	Afternoon News Update/Business Update/Call to Prayer
3:00 pm –4:00 pm	Public Opinion
4:00 pm –5:00 pm	VOA Somali
5:00 pm –6:00 pm	BBC Somali
6:00 pm –7:00 pm	Somali Voices (Repeat)
7:00 pm –8:00 pm	VOA Somali
8:00 pm –8:30 pm	Evening News Update
8:30 pm –9:00 pm	Quran Translation (Repeat)
9:00 pm –9:30 pm	BBC Somali
9:30 pm –10:00 pm	World News Update
10:00 pm - 10:30 pm	Daily Recap

Activity 1.3: Star FM Organizational Development

As Internews' local partner, SMDC had to undergo organizational development training in order to comply with the subgrant agreement. Training was conducted in accounting and auditing procedures, cash flow, registration criteria as well as work plan and reporting schedules. The ultimate objective was

to cultivate SMDC's capacity to independently secure funding from the international community. Internews was able to lay this groundwork through its consistent support and training of the senior management. This included capacity building in a wide range of activities including administrative procedures, financial and programmatic reporting, USAID rules and regulations training in addition to streamlining their policies and manuals to be conducive to international agency regulations. The central goal was to contribute to the overall sustainability of SMDC beyond the completion of the P2P program.

Finally, in order to ensure a more consistent quality of financial reporting, Internews Somalia's Finance Assistant was assigned to work alongside administrative and finance personnel in SMDC offices in Nairobi. The continuous training and development offered to SMDC helped it to become one of the largest Somali speaking broadcasting companies over the course of this project.

Objective 2: To build sustainable media capacity that uses peace-building and conflict resolution and media safety skills

During the 21-month initiative, Internews provided over 5,000 hours of journalism training, ranging from basic to conflict sensitive reporting training. In Internews' experience, expanding the training to multiple media houses fostered community buy-in from the smaller communities and demonstrated impartiality to the journalists in the larger hubs. In many cases, engaging with civil society became the bedrock of the success of the project.

At the height of attacks on journalists in Somalia, especially Mogadishu, Internews provided detailed theoretical and physical security trainings to Star FM staff. As the insecurity continued, the need for continued support and updates on security in Mogadishu and other cities in Somalia remained evident.

Activity 2.1: *International standard journalism training*

Effectively discussing conflict sensitive issues in conflict zones requires extensive training for journalists. Several training sessions took place which covered basic journalism skills as well as more advanced topics of peace and conflict reporting. While covering other forms of reporting, including human rights and humanitarian issues, the training also emphasized journalism ethics. Ultimately, the aim of the training was to ensure that staff comprehended their roles as ambassadors of information and therefore, acted accordingly as facilitators of anti-conflict dialogue in Somalia. The use of exercises and



2: Trainees in the Garowe Workshop, October 2012.

real life examples, within a people-to-people approach, worked to strengthen the sessions and build on the international standards of journalism. So did the basic journalism training manuals and the Conflict Sensitive Reporting manual developed in partnership with the Sol Plaatje Institute for Media Leadership and the School of Journalism & Media Studies, Rhodes University.

The trainings were an 8-part series and offered to 45 journalists from across media houses in Somalia. The trainees noted the critical role they play, as part of the media, in either inciting the flames of conflict or in mitigating them. The training also allowed for journalists to gain practical experience by producing radio programs focusing on real local issues affecting their listeners.

The impact of these training sessions was measured using pre and post tests, media monitoring, and weekly production meetings. Internews provided additional training throughout the program when the standards were not met. Finally, with the goal of building a sustainable program, Internews also conducted Train-the-Trainer programs with senior Star FM journalists in Nairobi. These trainees continue to work with Star FM staff as mentors in Nairobi, Dadaab, and throughout Somalia.

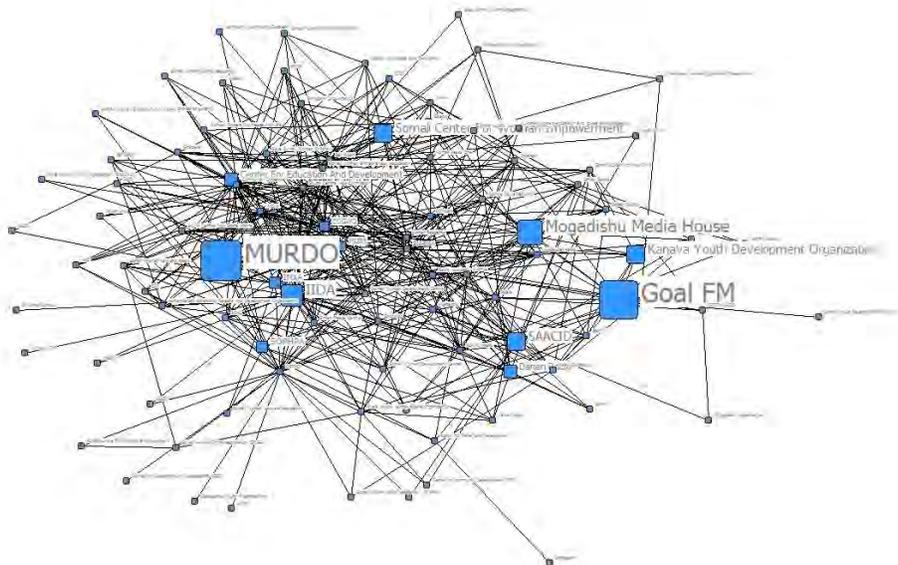
Activity 2.2: CSO media skills, literacy training and ongoing engagement

The CSO, radio and community members all play a collective role in the peace building and conflict resolution process as dialogue facilitators. Therefore, in seeking to increase their media skills and literacy, SMDC launched the *Somali Voices* program. The CSO coordinators were imbedded at each station and collectively brought a diverse range of civil society actors to their programs. This engagement provides them with a platform to voice opinions and concerns about the continuing conflict.



3: Media Literacy Session in Mogadishu, September 2013.

Internews also conducted a Social Network Analysis in order to gain a more profound understanding of the current role of media in Somalia. The two key findings of this assessment indicated a prevailing lack of formal coordination between the media and civil society organizations as well as an exclusion of media from the normative definitions of civil society.



4: Media Landscape Visualization

been excluded from the peacebuilding and conflict resolution process. As a significant portion of the Somali population, they have an immense role in the stabilization of Somalia. In light of that, the media needs to engage with them on a greater level. As a result of these findings, Internews changed its coordination and teaching methods for CSOs in Guriel and Dhusamareeb adapting the techniques to the more successful approach utilized by CSOs in Mogadishu. Consequently, greater practical support was given to enhance the communications skills and media literacy tools of the CSOs in Galgaduud and to raise their skills to the level of their counterparts in Mogadishu. SMDC continued to deliver media literacy trainings for CSOs, CBOs and LNGOs in Mogadishu and Guriel.

In conclusion, after comparing the baseline and end line findings, it is not a surprise that the Somalia media sector shows itself to be in a state of transformation. The figure on the left maps out the complex coordination and communication between civil society and media actors in Mogadishu, with the primary actors being media houses such as Goal FM, Mogadishu Media House, even though communication is mainly thru face to face meetings.

The entire network has not become more-dense over the life of the program, although organizations are reporting they have communicated more frequently. The most frequent form of communication is face-to-face with mobile usage as a close second. This type of communication is most likely due in part to the lack of infrastructure in which Somali media organizations work. However, over time as the network matures, it would be expected that this increase in communication would evolve into increased network density with new ties being forged between the organizations in the network. This would most likely happen as competition increases.

Activity 2.3: Journalism safety and security training

In consultation with several international security agencies and advisors, Internews conducted a week-long personal safety and security training, in November 2012, at SMDC Mogadishu Media House.

Several recommendations were made in order to increase the level of coordination and bridge the gap in understanding, including strengthening the linkages between radios and members of CSOs in order to improve the sharing of information and work relationship between the two groups. One recommendation encouraged focusing on empowering the voices of minorities, especially those of women and youth, who have often

Covering a myriad of topics, these trainings were led by a consultant with vast experience working in conflict zones especially in the Somalia context. Topics included; basic preparedness, civil matters and disturbances, assessing and responding to risk, natural disasters, information security, armed conflict, sustained risks, health epidemics, stress management and organized crime and corruption.

Although the training was primarily theoretical, it made the journalists more proactive in improving their personal safety. Committed to minimizing the physical threats present to journalists, Internews and SMDC provided training that focused on risk mitigation. This training was adapted to the needs of the stations in Mogadishu and Guriel. Simple security operational procedures were also developed for each relay station as SMDC staff were made aware of the most common threats and how to respond to them.

Objective 3: To stimulate and enrich public dialogue on peace-building issues through sustainable local radio programming and media based dialogue with national stakeholders

"I've never viewed a journalist as a peacemaker, I used to believe that was the responsibility of the elders, now I know, I have a role in creating and sustaining peace"
trainee, Ibrahim Osoble

Star FM was able to broadcast and produce both hyper-localized and national content through its various programs (*Somali Voices* and *The Public Opinion Show*) aired on a daily basis in Mogadishu and Guriel. Over time, the two, one-hour call-in programs found their audiences reaching the Somalia/Kenya and Somalia/Ethiopia borders via call-in and/or text messages.

Activity 3.1: Hyper-local radio service

Since the inception of People-to-People Radio Somalia, two key programs were launched including *Somali Voices* and *The Public Opinion Show*, both of which have seen significant listenership increases. The overwhelming feedback and engagement of the listeners is evident. An average of 400 text messages are received per show. Calls placed by listeners have increased as well. Through these two P2P radio shows, a wide range of issues have been introduced to enrich public dialogue on challenges facing women, youth, IDPs, local/regional and federal administrations and civil society. The positive responses generated from these discussions can be observed in several areas. This includes the participation of women activists in the program as they call for greater involvement from other women to support the stabilization of Somalia. Other topics on the programs addressed the viability of federalism and its compatibility with Somalia's traditional forms of governance.

The majority of negative responses to this program revealed the lack of understanding on the topic of federalism and the process for its implementation according to the Constitution of Somalia, highlighting the need to disseminate correct information on these processes. As the audience increased, SMDC also expanded its daily programming to a full 13-hour schedule and included segments such as BBC/VOA Somali programming, news, business and sports updates. Most importantly, issues covered on the programs were essential in encouraging the public to engage in vital issues that affect their daily lives.

Activity 3.2: National people-to-people dialogue loops

SMDC programming has garnered a significant local and international audience including listeners in the UK and US as well as along the Kenya Somalia border. In order to facilitate greater engagement from this expanding international audience, VSATs were installed to allow for live relays of programs and simultaneous broadcasts between stations. This enabled SMDC and Internews to relay both their *Somali Voices* and *The Public Opinion Show* programs throughout South Central Somalia which has been foundational in promoting dialogue between the different communities.

What this expansion has achieved is to shift the conversation from the local level to a national one as a broad range of issues including constitutional reform, repatriation and resettlement of Somalis and federalism are discussed from Galkacyo to Beletweyne to Merca.

Star FM/SMDC Somalia Reach

Somalia

Location/City	Transmitter Power (watts)	Height of Antenna (meters)	Reach in KM	Frequency (Radio Station)
Bulo Hawa / Dollo	1000	50	80	92.5
El Wak	500	30	40	89.5
Dhobley	50	20	30	89.5
Afmadow	500	30	40	89.5*
Kismayo	500	42	50	89.5*
Mogadishu	2000	50	110	97.0
Jowhar	From Mogadishu	N/A	N/A	97.0
Merca	From Mogadishu	N/A	N/A	97.0
Beletweyne	500	42	50	88.5
Dhusamareeb	From Guriel	N/A	N/A	89.5
Guriel	2000	84	120	89.5
Galkayo	500	42	50	88.5
Abudwaaq	500	42	50	89.5
Bossaso	300	42	40	88.5

Kenya

Location/City	Transmitter power (watts)	Height of Antenna (meters)	Reach in KM	Frequency (Radio Station)
Nairobi	5000	70	180	105.9
Garissa	2000	84	150	97.1

Dadaab	1000	60	90	97.1
Wajir	1000	72	100	97.3
El Wak	500	30	40	89.5
Mandera	1000	50	80	97.5
Kakuma	300	42	50	97.1
Isiolo	500	42	50	92.5

III. Results Achieved- Performance Monitoring and Evaluation

Performance Results (Quantitative):

Activity	Performance Indicator	Target	Final Results	%
Project Goal: Citizens in Somalia have access to a democratic space for dialogue that promotes reconciliation for historical conflict and support for national stability and unity				
Objective 1: To provide people-to-people approaches to reconciliation and conflict resolution through access to community radio services in information dark areas of Somalia				
1.1	1.1a: (2.4.2-5) Number of non-state news outlets assisted by USG	3	3	100%
	1.1b: (1.6.1-12) Number of new groups or initiatives created through USG funding, dedicated to resolving the conflict or the drivers of the conflict	2	3	150%
1.2 Expansion and staffing of Mogadishu production and transmission facility	1.2: Change in broadcasting capacity	90%	93%	93%
1.3 Star FM/SMDC organizational capacity development	1.3: Score on Star FM Sustainability Index	90%	108%	108%
Objective 2: To build sustainable media capacity that uses peace-building and conflict resolution skills				
2.1 International standard journalism training (Thematic Workshops and mentoring)	2.1a: (2.4.2-8) Number of person-hour trainings provided to journalists with USG assistance	300 (75 female)	5040 (993 female)	1680%
	2.1b: Degree to which standards of professional and conflict sensitive journalism are met (on 100-point scale)	85	83	98%
	2.1c: Change in skills level of trainees	20%	37%	185%
2.2 CSO media skills, literacy training and ongoing engagement	2.2a: # of training days provided to CSOs for organizational capacity	400	168	42%
	2.2b Density of network between CSOs and partner media outlets engaged in creating a space for dialogue	-	2.5%	-

2.3 Journalism safety and security training	2.3: # of journalists trained on safety and security	18 (6 females)	10 (2 female)	55%
Objective 3: To stimulate and enrich public dialogue on peace-building issues through sustainable local radio programming and media based dialogue with national stakeholders				
3.2 National People-to-People Dialogue Loops	3.2: (1.6.1-14) Number of media stories disseminated with USG support to facilitate the advancement of reconciliation or peace processes	40	144	360%

IV. Program Impact

The central impact of this project has been the ability to create an open space for dialogue in areas of Somalia where such space simply did not exist. This is premised on the nature of media based activities that will always deliver unparalleled reach in their target areas that cannot be achieved with word of mouth, poster/leaflet campaigns or village hall peace meetings. Outside of Mogadishu, space has been opened to more than hundreds of thousands of people for the first time. Meanwhile, by connecting the new local radio service in Central Somalia and programming from Mogadishu, disparate communities have been able to interface in a manner that previously did not exist but is essential for improved stability. Therefore, hundreds of thousands of individuals have access to media led people-to-people reconciliation in addition to critical information on the people-to-people conflict mitigation activities of other actors.

The program harnessed meaningful partnerships between media, civil society and other stakeholder groups. These relationships and networks have deepened the impact of the hard technical and capacity development achieved during the life of the project. With an expansion of the program to audiences from Mudug to Lower Jubba, this project has reached a broader audience and currently reaches the largest Somali speaking audience in the Horn of Africa.

Internews has been able to accomplish its core goals of:

- Breaking down barriers amongst parties through personal contact
- Identifying and addressing issues of mutual concern that establish common ground for cooperation and coexistence
- Establishing reconciliation for past violence and ongoing grievances
- Strengthening Star FM’s technical and organizational capacity

Success Stories: Somali Voices with an Impact

Story 1

Administration Day - The guest of the program was the Secretary of Kahda Administration. Kahda is the 17th district of Mogadishu which was announced as a district by the government six months ago. However, the development of the district has been very slow.

During the program, a listener called from Kahda District and asked the secretary why there is no police station at the district and why the district administration is doing nothing about the road problems?

In response to this, the secretary stated that the Mogadishu administration is responsible for the district setback, and has not provided any funding for district development. He added that Mogadishu administration provides a budget for the other 16 districts of Mogadishu. Moreover, he indicated that since Kahda was declared as the 17th district of Mogadishu, the administration has not provided salary or incentives to the district administration officers.

On the following day, the district commissioner of Kahda called SMDC Mogadishu's Station Manager and informed him that the *Somali Voices* program which aired the previous day made the Mogadishu administration change their attitude towards Kahda District.

He said, "We received a call from the Benadir Local Administration this morning, by the Administrative Secretary, stating it was wrong for the Kahda administration to talk to the media about the issue. He added that the Benadir administration would release funding shortly."

Story 2

Children's Day- SMDC brought a group of homeless children to the studio. They were four young, homeless boys between the ages of 9 and 12. Most of them lived underneath the Waberi Bridge and sniffed glue. The boys were featured on *Somali Voices* and shared stories about their harsh life. Some of the children had lived on the streets for three years or more but one of them said that he had joined the group just nine days earlier.

The boy, named Adam, explained that his family live in Merca Town, around 90 KM south of Mogadishu. He said that he became a street child to escape punishment after stealing a mobile phone battery from his mother. "The street life is very harsh. I'm constantly hungry and have become easily angry and nervous after sniffing glue. I also feel pain in the chest. I would like to go back home but I'm afraid of being punished" he added. The audience was very sympathetic and many of them who called the program said they'd pay the price of the mobile battery.

At the end of the program, the producer asked the street boy if he knew the cell phone number of his mother and the boy gave the number to the producer. The producer called the mother and asked her a few questions to confirm who she was. She informed the producer her son Adam had been missing for over 10 days. The producer let Adam talk to his mother. Adam told his mother that he is in Mogadishu but was afraid to come home and would only return if he was forgiven and wouldn't be punished. Halima promised her son that you he would not be punished if he came back home. Adam accepted the offer and told his mother that he would return home. SMDC staff decided to pay his return fare and Adam went back to Merca. SMDC have followed up and Adam is happy and at home with his family.

The show also impacted more street kids' lives, as a Saudi Arabian NGO provided full scholarships to a boarding school in Mogadishu for several of the children. The boarding school looks after 100 boys.

Story 3

Administration Day- Focused on the subject of Somali police and civilians, the program hosted guest speakers Col. Abdirizak Hurre, a member of the Somali police force and former MP Dahir Eero. The colonel stated that “That there is a cordial relationship between the police force and the local citizens”. Contradicting this, the MP said that the public is lacking confidence in the police force. He also stated that the level of corruption and bribery within the force is rising and urged the local residents not to participate in such acts.

The colonel denied any accusation of corruption within the police force and also indicated that certain politicians enjoy dishonoring the police. The show went on to take calls from the public. Many callers opposed the point the colonel had made. Most callers believed that a positive relationship between the police and the public simply does not exist. Other statements also included the unfriendliness of the police and their tendency to alienate local residents.

One caller named Aweys told the program that he had experienced an arrest along with a group of young men. During this process, he said, one police officer asked his commander “Sir, what’s the procedure if any of these guys try to escape?”

The commander replied “I would order the police to shoot anyone who tries to get out of line, let alone escape”.

Aweys said how shocked he was at the commander’s reply.

As the show approached its end, the colonel’s final statement expressed his concern over the information provided by the callers. He assured listeners he would speak to the Somali Police Commander and encouraged the public to continue to express their concerns and also agreed with the former MP about not participating in corruption and bribery.

Story 4

Women’s Day- SMDC focused on the issues within young and forced marriages effecting Somali women. The guests on the show included two Somali mothers as well as two women activists within the Somali community. The two activist opposed young and forced marriages. The more conservative mothers supported the idea of early marriage for young girls and also urged parents to give their daughters away while still young with or without their consent.

As the show progressed, it received a large amount of calls from young girls explaining their disapproval of young and forced marriages. They pointed out examples from their own destructive marriages as well as giving examples from friends and family experiences.

The callers requested Somali mothers to give their daughters the right to decide their own marriage partners as this would result in long lasting and more successful marriages. As the show approached the end, the two Somali mothers changed their way of thinking and said ‘We respect the caller’s opinions but we encourage our young girls to choose their husbands wisely’.

As the two mothers changed their attitude towards young and forced marriages it was evident that the mood of the studio became a place of laughter and smiles.

V. Challenges, Lessons Learned and Recommendations

Challenges

Security: Security has continued to be a challenge. The volatility of the situation in Somalia requires constant attention from both Internews and SMDC. While a Risk Mitigation Manual was developed for both teams, the spike in the killing of journalists in 2012 elevated concern, and to this day, continues to be unsolved. As programming continued, it became evident that not only would physical security be an issue but in some cases digital security would be needed.

Local Partner Capacity: Star FM was instrumental in developing an environment where civil society and the general public could express their grievances and establish a basis for solutions. However, their inexperience in working with international funding was a challenge throughout the project. Field staff were primarily journalists and had limited to no administrative skills. The close-working relationship developed between Internews and SMDC found many of the administrative issues decreasing overtime. A great emphasis was put towards capacity building of SMDCs management and administrative staff. In the end, SMDC was able to pass an internal audit performed by Internews' Regional Finance Division.

Local Communities: In most areas where Internews and SMDC broadcast there were visible clan and governing divides. This created difficulty in obtaining neutrality amongst the local community from the beginning. Once all parties became familiarized and the studios were operational it was easier to play the role of facilitator within the community. It has been said on many occasions that projects are implemented throughout Somalia without consistency and tangible results. Yet, after several meetings and programs were broadcast, we found that the local community became a security/safety blanket for Internews/SMDC as people began to realize the project was for them, and that the programs were developed from their conflicts, grievances and challenges. The local community eventually realized that Internews/SMDC was there to help facilitate a discussion to find solutions and to provide these various parties with a voice.

Other Media Houses: The program was initially designed to support one media institution, Star FM/SMDC, in establishing provincial community radio stations. At the time of the proposal, many of the areas which are now covered by the P2P program, had limited to no source of local and/or national information. But the opposite was the case in Mogadishu, which houses over 30 radio stations with varying reports and news. It became evident fairly quickly to Internews that content development and professionalization of journalism was a large issue in Mogadishu and Somalia in general. Internews began providing training and mentoring to journalists from all the media houses in Mogadishu, Guriel and Dhusamareeb. At that point, various media stakeholders began to think of Internews as a viable partner rather than a rival and as an organization which was contributing to the betterment of journalism in Somalia.

Lessons Learned

Sustainable Model: Working with a local NGO that is affiliated with a commercial entity caused speculation at the inception of this project. However, Internews found it to be a strong model for sustainability which would allow for programming to continue after the life of the project. Not only has SMDC/Star FM continued to broadcast similar programming seamlessly after the

project ended but they were also able to expand operations during the life of the project. SMDC was able to establish 9 relay stations to have the largest Somali-speaking audience reach in the Horn of Africa. This also allowed Star FM to operate without many of the typical issues of a local entity, including corruption, lack of governance, and lack of strategic direction due to funding influences.

The sustainability of the project was based upon the evidence that Star FM would be uniquely placed to fully adopt the ownership and sustainable operation of all three broadcast sites upon the completion of this action.

As outlined above, Star FM demonstrates unparalleled institutional capacity within the Somali media scene. Through anticipated continual growth in its own revenue, Star FM will be able to satisfy the ongoing operation and staffing costs of the new facilities. As such, the project represented a seed-funding period for a demonstrably sustainable media development approach. This counters the trend of many media development interventions which currently exist and are solely dependent on external funding sources for survival.

Levels of Conflict: Internews became engaged with various levels of government, both in support of and against the expansion of the current central government's federalism strategy including various clan leaders and civil society representatives. Somalia continues to be a failed state, with varying groups obtaining power through a variety of means which include elections, clan lineage and in some cases violence.

During the timeline of this project several key changes took place including; the first democratic election of a President for the Somalia Federal Government, change in the leadership of the Ahul Sunnah Wa Jama'ah (a religious group, which has control over a majority of Central Somalia), change in the Federal Council of Ministers, formation of a new state—Jubbaland Administration, and many other governance changes. All of these transformations became issues that the general public chose to discuss on our programs. This can be attributed to their perception that the *Somali Voices* program gave them an opportunity to take part in both a local and a national discussion on Somalia's future.

Community Buy-in: Internews and SMDC identified community buy-in to be one of the greatest priorities at the inception of the project. SMDC traveled to several towns in Central Somalia to identify the 2 project locations and to partake in focus group discussions and one to one meetings with local elders. Conducting various meetings with the local community prior to the establishment of the stations in Guriel and Dhusamareeb was critical in providing subsequent protection from local individuals opposed to the program.

Localized vs National Programming: Internews realized, while implementing this project, there was a great need for both a local and national conversation around previous and current grievances, conflicts and ongoing strife. By establishing both a national and local signal, live programming in Mogadishu and Guriel were listened to by both their local communities and communities throughout South and Central Somalia. This was demonstrated through the thousands of text messages and calls into the station. In order to reach the information dark areas, programming had to be tailored to target national news and issues.

Recommendations

Media Development: Somalia media continues to be a highly privatized industry with owners. Editors and even journalists are unaware of their responsibility to their listeners and the general public. A majority of media institutions are housed in the capital, Mogadishu, with multiple agendas and very diverse management policies and practices. It has come to Internews' attention that even the governing bodies in Somalia are unaware of the large number of radio stations, websites, and television stations that operate within their jurisdiction.

In response to Internews' entry point into Somalia through the People-to-People Radio Somalia project, Internews has been funded to develop a holistic Media Resource Center to allow already existing journalists to improve their craft in an environment rid of bias. Internews will work with journalists on a one-to-one and group basis to produce quality content for its listeners. Internews will also provide an environment to obtain correct sourcing of information and the skills and knowhow to continue their craft in a respectful and professional manner.

Somalia needs more international funding for media development. As a community based on oral traditions, most information is shared through radio and television, but many citizens do not believe that their radios provide accurate and trustworthy information. With the draft media law currently being shared with the public through an Internews-facilitated consultation process via town hall forums and call-in radio programs, a finalized federal media law is expected to be passed by the Federal Parliament before the fall of 2014.

P2P Programming in a volatile political environment: People-to-People continues to be a strong development practice amongst local communities and provides an opportunity for communities to speak about their concerns. Yet, in a perpetually changing political environment, Internews believes in the importance of having concurrent national and local conversations. Many of the topics discussed on *Somali Voices* and *The Public Opinion Show* were of both national and local focus, creating an opportunity for Somalis to converse across districts, regions, clans and political beliefs.

VI. Annex

A. Pre/Post Test Score Sheet

B. Editorial Checklist/Assessment + Final Score

C. SMDC Assessment Report

D. SNA Baseline + SNA End line

A. Pre/Post Test Score Sheet

OVERALL PRE & POST TEST SCORE IMPROVEMENTS

OVERALL Change: % 348

Location of training	TOTAL PRE Scores	Total Possible Pre-Scores	TOTAL POST Scores	Total Possible Post Scores
Dhusamareeb	69	105	98.5	105
Mogadishu	36	100	98.5	100
Guriel	94,5	189	180	189
Nairobi	7.5	18	15	18
	112.5	412	392	412

B. Editorial Quality Assessment/Checklist

Final Score: 98%

Internews Somalia Editorial Quality Assessment

OVERALL CONTENT (45%)

1. Program is rich in facts and background: Does the story describe and address the: history and development of an issue, causes of a phenomenon or problem being addressed?. 20%
2. Relevance: A program is relevant when it is appropriate to the target audience. Which of the following topics were discussed? (Is the story relevant to the community? Was the journalist able to utilize their training using a people to people approach?) 10%

Select the type of program:

- a) Community Based Stories
 - b) Conflict Mitigation/Resolution
 - c) Politics- Local/Federal/International
 - d) Gender Focused
 - e) General Content
3. What are the sources present in the story? Are they multiple? Does the story show evidence of research or unsuccessful efforts to get further sources. Did they interview people/quote documents? (Please indicate from what groups these voices are coming from and indicate how many of each there are) 15%

Sample of Groups include:

- Civil society (non-state actors, NGOs, community based groups, etc)
- Local leaders (Elders)
- Local Administration (ie: ASWJ)
- State or Federal Institutions (ie: Ministry of Health, Local Health officer)
- Others: (Businessman, Military, International Community)

ACCURACY & BALANCE (25%)

4. Does the story have any obvious factual mistakes? (Does the story have any misrepresentation of facts that are clearly seen?) 5%

Select one of the following and identify factual mistakes:

- a) Agree, high level of factual mistakes (6+)
- b) Disagree, low level of factual mistakes present (1-5)
- c) Disagree, no obvious factual mistakes
- d) Not identifiable

5. Does the writer give different viewpoints to the story? (Does the story provide the listener with different opinions to the main issue and thus with diverse or opposing viewpoints regarding the main topic?) 10%

Select one of the following and explain:

- a) No, only one viewpoint presented.
- b) Yes, low level of diverse viewpoints (1-2)
- c) Yes, high level of diverse viewpoints (3+)
- d) Not identifiable

6. Are opinions of others clearly separated from the journalists' opinion? (Has the journalist added their own opinion on the matter or issue apart from the facts and opinions presented by others? Has he/she indicated that it is their opinion? 10%

- a) No, opinion was not clearly separated
- b) Yes, opinion was clearly indicated and separated
- c) Not Identifiable

STRUCTURE (20%)

7. Is the Lead/intro clear or is it different from rest of story (Does the lead/intro set up the story and clearly and inform participants and listeners what the talk show will cover? Does the intro answer the questions: Who, What, Where, When Why & How?) 10%

Select one of the following:

- a) Low level of clarity
- b) High level of clarity
- c) Not identifiable as there is no introduction

8. Does story have logical links and is easy to follow or understand? 10%

- a) Disagree, it is not easy to follow
- b) Agree, but low level of logical 'flow'
- c) Agree, high level 'flow'

SOUND (10%)

Is the Radio sound effective? It is effective if: (10%)

_____ It is clear and easy to hear.

_____ People are not speaking over each other

_____ It is appropriate in level.

_____ Any music and natural sound should be relevant to and enrich the story.

_____ There is no dead air or echo.

_____ The reporter/presenter is speaking at the right speed to maintain comprehension and interest.

Internews Somalia

People to People Approach: Editorial Quality Checklist
Quarter X 2012/2013

NEWS PRODUCTION QUALITY		
Indicators on a scale of 1 to 5, with 5 being highest.		
Point Value: 5 pts. = strongly agree; 4 pts. = agree; 3 pts = average (neither agree nor disagree); 2 pt. = disagree; 1 = strongly disagree		
OVERALL PROGRAM CONTENT AND CONFLICT SENSITIVITY		Points
1	Program is timely, relevant and covers current themes and is well contextualized	
2	Program is appropriately rich in key facts	
3	Program features voices of affected communities, especially marginalized groups	
4	Program features voices of local civil society groups/actors	
5	Possible solutions to conflict and/or opportunities for mediation are highlighted	
6	Program provided community opportunity to engage in gender sensitive dialogue	
ACCURACY & BALANCE OF NEWS ITEMS		
7	News is accurate.	
8	Story is originally sourced (not 'lifted' from other media outlet) and contains multiple sources	
9	Story is objective and does not contain political or tribal/clan bias	
10	Story is sufficiently balanced, different viewpoints are presented	
11	Story sticks to the facts and avoids expressing opinion of the writer	
WRITING & STRUCTURE OF NEWS ITEMS		
12	Lead/intro of story is clear and reflects the story's content.	
13	Story follows a logical sequence.	
14	Story is complete: answers who, what, where, when, how.	

15	Writing is news-style (avoiding the styles of human rights reports, official press release jargon or academic work).	
16	Writer does not use sensationalist language	
17	Quotations or clips are used when needed.	
18	Quality of writing and presentation is maintained to consistent standard throughout the piece.	
PRESENTATION & CONTENT		
19	Audio quality is to a high standard	
20	Presentation style is to a high standard	

SMDC- PEOPLE- TO- PEOPLE-RADIO

ASSESSMENT REPORT

May 2012

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Members of Assessment Team

1. Mohamed Osman, CEO, Star FM Nairobi office
2. Rage Hassan, Star FM Nairobi office
3. Said Anteno, Star FM Nairobi office
4. Abdulqadir Abdirahman, Star FM Mogadishu office



- SMDC assessment team member Rage Hassan (center) poses with some of the journalists working at Radio Galgaduud in Guriel.

INTRODUCTION

This initial assessment report by Star Media Development Center (SMDC) as required under the “People to People –Radio Somalia Project” is primarily compiled through field visits to communities in Central Somalia that currently have little or no access to locally produced independent media.

The assessment mainly illustrates the findings of our evaluation on how best the project can utilize the airwaves to open up much needed space for people-to-people reconciliation between communities affected by the conflict. Including location scouting for the installation of two new local radio broadcasting and production centers in central Somalia and the upgrading of SMDC’S current transmission facility in Mogadishu, to which a production facility will also be added.

The assessment team traveled to four locations: Mogadishu, Dhusamareeb, Guriel and Beletweyne in Central Somalia.

DATA COLLECTION METHODS

The methods used by the team to collect data were primarily through Key Informant Interviews, Focus Group Discussions and Literature Review. The team also gathered information through observations of the visited communities.

PURPOSE

The purpose of this field assessment is to identify how best this project can provide people-to-people approaches to reconciliation and conflict resolution through community radio services in information dark areas in Somalia.

AREAS VISITED

The assessment team visited the following target areas for the project:

1. Mogadishu: This project aim is to upgrade Star FM’s existing transmission facility and set up a production facility.
2. Central Somalia: Dhusamareeb, Guriel both in Galgadud Region and Beletweyne, the capital of the Hiraaan Region, where the team assessed the viability of establishing new community radio services.

EVALUATION OF SECURITY CONDITIONS

The visited areas are all currently under the control of either Government forces or TFG allied militia groups. The security situation in each town or city continues to be volatile, yet during our visit all locations were fairly stable and operational.¹

Mogadishu

Most of Mogadishu has been under the control of African Union Mission in Somalia and Somali TFG forces since late 2011. With a continued presence and expansion of government ruled areas amongst the city, citizens feel a greater sense of security and stabilization. Yet while insurgent and militia groups are still within the city and its surrounding areas, guerilla warfare type tactics are likely to continue.

For operational purposes, there are well guarded areas near AMISOM camps which can be considered to host the project facilities. The facilities will require round the clock security for the project compound.

Dhusamareeb

Dhusamareeb is the capital of Galgaduud region, in Central Somalia about 550 KM Northeast of the Somali capital, Mogadishu. The town is currently under the control of Ahlusunnah Waljama (ASWJ) forces, which are currently allied with the TFG. The town has been the center of fierce fighting recently between Al-Shabaab militants and ASWJ forces and has thus changed hands several times in 2012. Although Al-Shabaab does not control the town, it is still active in and around the city. The militants actively control the surrounding villages thus allowing Al-Shabaab to easily conduct guerilla warfare tactics throughout the town.

Al-Shabaab mostly targets ASWJ locales, ASWJ forces and key city installations such as the police station. Historically Al-Shabaab has also targeted broadcasting facilities, which it views as being adversary to its interest in the region. It also briefly seized Radio Dhusamareeb in March 2011 during a temporary transition of power. ASWJ forces were able to regroup and recapture the town within the same day, thus denying Al-Shabaab the opportunity to vandalize or use the facility for its purposes. Traditionally, Al-Shabaab dictates the contents for radio stations operating in towns that fall under its control.

¹ Mogadishu continues to endure conflict in most areas of the city. SMDCs current location is under AMISOM security. There was a suicide bombing in Dhusamareeb on May 1, 2012, killing a number of parliamentarians and civilians.

Guriel

Guriel is a fast growing business hub in Central Somalia, just 60 km away from Dhusamareeb. It is a relatively more stable town currently controlled by TFG allied ASWJ forces. There have been no major incidents in the town for years, since the militant groups were defeated. Guriel is also one of the first liberated towns in Central Somalia, currently under the control of ASWJ with support of Ethiopian forces. There is a clear presence of Ethiopian military forces in Guriel and its surrounding villages. Among several focus group discussions and key informant interviews it became evident that the town's residents are at ease with the presence of the Ethiopian military. The Ethiopian military are currently providing training and logistical support to ASWJ militia, who have a great deal of community support.

The presence of both the Ethiopian military and ASWJ has made it more difficult for insurgent groups such as Al-Shabaab to launch attacks on the town. Due to its greater security and stability, most local and international organizations have housed their regional offices in Guriel.

There is a small airport located in Guriel; it is mainly used to import *Khat (Mira)*. It is also used for transport of humanitarian goods and staff through chartered flights by International organizations such as Medecins Sans Frontieres and International Committee of the Red Cross.

Beletweyne

Beletweyne, the capital of the central region of Hiraan, is 300 km North of Mogadishu. It is a strategic town that is just 30 km away from the Ethiopian border. The Shabelle River divides the town into East and West. By area, Beletweyne is the fourth largest city with the fourth largest population after Kismayo. It is also the most populated urban center in Central Somalia with approximately 150,000 inhabitants, according to the United Nations Development Program.

Beletweyne is currently under the control of the Ethiopian forces and TFG allied forces (ASWJ and Juba Valley Alliance). Unlike our observations in Guriel and Dhusamareeb, there continues to be a general dislike of the Ethiopian presence by most residents in Beletweyne. A foundation of the town's reaction to the Ethiopian forces is mainly due to the enforcement of a very strict curfew. There is also a general sense of insecurity among the city. During our assessment trip, there was a combined TFG and AMISOM mission assessing the possibility of deploying its personnel and setting up a local TFG administration.

MEETING WITH LOCAL AUTHORITIES AND CIVIL SOCIETY ACTORS

The assessment team secured an audience with local authorities in all areas visited to obtain formal approval for the setting up of community radios in the above mentioned target locations.

In Mogadishu, the team met with TFG officials including the office of Mayor, Ministry of Information, AMISOM, members of civil society and local traditional leaders.² In Guriel, Dhusamareeb and Beletweyne, the team met with ASWJ officials, respected local leaders as well as civil society members. The assessment team established the contact details of the key members of these groups for future cooperation.

After meeting with local officials and local leaders, SMDC was granted approval of installing radio production and transmission facilities. Local officials also granted permission for radio broadcasting. During our stakeholder meetings, it was critical for our assessment team to explain to the different stakeholders our programming approach of the ‘people –to-people dialogue’ and how it can contribute to community reconciliation from a grassroots’ level.

During our community meetings, SMDC was able to identify a number of local Civil Society Organizations (CSOs). Most of the CSOs' implementation and work is concentrated within their particular town and in some cases surrounding villages. Funding for these organizations is very diverse, with some being funded locally while others are funded by international organizations and/or the diaspora. One of key findings during our assessment was that most of these organizations don't have policies and guidelines that steer their activities. Although these CSOs claim to be independent, they are not exempt from government and business links.³

In order to develop buy-in and cooperation from the community and its civil society, SMDC's assessment team identified and coordinated with a civil society leader amongst the civil society actors in each target areas. The team was able to identify possible coordinators from within the CSO networks within each town. For example, in Guriel, our team was assisted by the chairman of UHUR organization to coordinate our future interactions with CSOs in Guriel as UHUR is the main umbrella of most CSOs in the district.

² The team met with among others Mogadishu Mayor Mohamud Ahmed, Information Minister Abduqadir Hussein

³ Some CSOs activities are funded by TFG

SITE IDENTIFICATION

The team identified spaces that can host offices and studio in Mogadishu and Guriel. Particularly in Mogadishu, SMDC signed a contract for rent with the landlords for a period of six months. The Mogadishu building is located in KM4 area less than one kilometer from the airport. It has 8 rooms some of which can be used as accommodation for the staff, one hall and with big walls surrounding the compound. Its current neighbors are the Turkish Red Crescent and the Qatari Red Crescent. The proposed building in Guriel is located at a newly developing neighborhood in the town. The building has 6 rooms, one spacious conference hall and sits on a spacious compound.

EXISTING RADIO FACILITIES IN THE TARGET AREAS

Radio is the most popular form of media communication in Somalia, according to a research done by BBC World Service Trust.

“Media matters in Somalia. The society arguably ranks among the most media literate in Africa. While much divides a deeply fractured, war-torn and now drought-stricken and famine-stricken country, an ancient love of poetry and a common language unite it. So, throughout recent history, has an avid consumption of news and information. Obtaining information and assessing its trustworthiness has, in this traditionally pastoralist and nomadic society, always shaped not just politics, society and culture, but the odds of survival.”-BBC WST policy briefing 2011: The Media of Somalia: A force for Moderation.

It is the most effective form of mass media for communicating news and information to the population. All radio stations broadcast in **Somali**. A few also carry some programmes in **English** and **Arabic**. The number of radio stations continues to grow since the collapse of Somali government 20 years ago. In South Central Somalia, most of the radio stations are smaller. Most operate from a single studio and FM transmitter with a typical range of about 30 km, usually operating in a residential building with small rooms converted into studios, offices and a newsroom.

In Mogadishu, there are over 20 radio stations operating, the largest concentration of radio stations in Somalia, with new radio stations forming every month. Some operate on regular basis while others don't. Some of the stations are owned by TFG, militants and other interest groups while others are completely independent.

There are many battlegrounds in Somalia, but the media is one of the most constant. If media did not matter, the forces seeking to control the country would not expend such energy suppressing, intimidating or co-opting it”- Somalia Media and Telecoms Landscape, January 2011

In Dhusamareeb there is one radio station (Radio Dhusamareeb) powered with a 200 Watt transmitter whose signal reception doesn't go beyond Dhusamareeb town. It is a privately owned radio station whose main revenue is through advertisement and contributions from the local businesses and clans. Staffed with only 8 employees (four of whom are not paid), the radio operates six hours a day with daily programming that includes current affairs, and news programs. Similar to many Somali radio stations there is a daily rebroadcasting of British Broadcasting Corporation and Voice of America Somali services. The station has editorial policy but largely remains not implemented. The station's news and program contents are not dictated by listener's demands as most of the news and program items are covered with national or international issues, which in some cases do not appeal to the local community. Having said that it is important to note that the perils of working in a conflict zone, technical challenges and the lack of financial and human resources to sustain regular broadcasts constitute major challenges to this and other radio stations in Somalia.

Figure 1(below): Nation link Telcom offices in Guriel. The center also houses Radio Galgaduud studios



Figure 2(above): Radio Bulsho

In Guriel, there are two radio stations; Radio Galgaduud and Radio Bulsho powered with 100 watt and 200 watt transmitters respectively. Both stations started operating in August 2011, both on air five hours a day. Running programs include news and current affairs programming some of which listeners call in to have their say. The programming also includes rebroadcasting of British Broadcasting Corporation and Voice of America Somali services. Most of the issues covered in the programs are political and social issues. The station's daily programming are not scheduled on regular basis due to the similar financial and human capacity challenges as Dhusamareeb radio

Beletweyne currently does not have an operating radio station. There was radio station 'Radio Darban' operating in the town from 2002-2007 but the station has been closed down for

unknown reasons. The residents' main information source is Somali speaking international radio services including BBC and VOA which are tuned via Short Waves.

Radio Station Needs

The radio stations visited in Mogadishu and central Somalia are mainly understaffed and underfunded. Due to the lack of resources there has been limited broadcasting.

In addition to that, the staff has limited capacity, with little to no formal training.. The majority of staff are trained on the job, which can affect the credibility of their journalistic ability. There is a need to build their capacity to help them better service their community, as local community based radio stations.

The two principal challenges facing Somali journalism – intimidation and lack of capacity – are intricately connected.

“Many of the professional journalists have fled the country in the last ten years or so and since 2007 they have been fleeing day after day. So those journalists working in Southern Somalia are mostly new journalists freshly joining the media.....many of them are trainees,” BBC WST research, 2011

Each station was greatly underequipped, causing a great difficulty to the staff while operating. For example, Radio Galgaduud currently operates from one room with one laptop in the studio used for all its broadcasting. All the available equipment necessary to run a radio station, i.e.: computers, mixers, recorders, edit software, etc, were all either in very poor condition or nonexistent. None of the studios were sound proofed as well. Radio Dhusamareeb was the only station that had internet, making it difficult to report immediately on any local or national breaking news.

HIRING RADIO STAFF

The team identified 6 prospective journalists for the three locations, one editor, 3 technicians, 3 CSO Coordinators, and security guards. The journalists and other staff are based in the project target areas. Some are currently working as freelance journalists for radio and/or websites.

RECOMMENDATIONS AND CONCLUSIONS

The assessment team recommends the following:

- Due to security considerations, Mogadishu studios and offices should be installed in AMISOM controlled areas of the city specifically KM4 areas near Aden Abdulle International Airport.
- All the project facilities including Mogadishu and Central Somalia sites should be put under strict 24 hours security surveillances by a security firm to be recommended by AMISOM to avoid unnecessary security disturbances and/ or vandalism of the project equipments.
- The first community radio service in Central Somalia can be located in Guriel, relatively more secure area than other nearby locations in central Somalia.
- Dhusamareeb is not ideal place for the second radio installation, not only because of the recent frequent security incidents, but also its physical proximity to Guriel, which is just 60 km away. So it is recommended that a larger transmitter is mounted in Guriel, allowing for the broadcasting to reach Dhusamareeb. The project can then set up small production facility in Dhusamareeb to help gather information from the town.
- All the staff of this people-to-people project including journalists, civil society coordinators, security guards, etc should be recruited locally. For example, journalist to work in Guriel should be recruited from the same town. Locally available equipment and services should be given to local contractors as well.
- The project, if possible, should extend the building of capacity to the existing radio facilities in the target areas by providing trainings and other support alongside with journalists working for this project.

CONCLUSIONS

This initial field assessment was intended to lay down the foundations for the implementation of the USAID- funded: 'People to People Radio' project. The assessment team is ambitious about the potential impact of this project in contributing to peace building and reconciliation efforts in a society ridden by conflict for over two decades. The assessment team believes if the project is planned accordingly, it can achieve its much needed success.

Annex 1:

LIST OF CIVIL SOCIETY ORGANIZATION MET

<i>CSO Name</i>	<i>Location</i>
<i>Uhur Organization</i>	<i>Guriel</i>
<i>Daryeele Group</i>	<i>Beletweyne</i>
<i>Youth for Peace</i>	<i>Dhusamareeb</i>
<i>Guriel Women for development</i>	<i>Guriel</i>
<i>Hope for Youth Organization</i>	<i>Mogadishu</i>
<i>Saacid Organization</i>	<i>Mogadishu</i>
<i>Youth coalition for peace</i>	<i>Beletweyne</i>
<i>Udaneeyo Umad Women Group</i>	<i>Mogadishu</i>

Annex 2:

LIST OF SMDC'S KEY CONTACTS IN THE TARGET AREAS

NAME	POSITION	LOCATION	CONTACTS
Nur Alle Barre	ASWJ Official	Guriel	+252615564666
Abdiqadir	Social Activist	Mogadishu	+252615589640
Abdullahi Gura	Chief Elder	Beletweyne	+252615532183
Abdikarim	ASWJ Official	Dhusamareeb	+252699910346
Abdifitah	Radio Owner	Guriel	+252615995044
Gutale	Radio Journalist	Guriel	+252615556881

Annex 3:

Additional field pictures:



Figure 3: A Dhusamareeb radio operating solely with a small production mixer and 1 computer.



Figure 4: SMDC assessment team member Anteno inspects a residential house in Mogadishu.



Figure 5: Assessment team member Abdiqadir met with a highly respected clan elder (*Ugaas*) in Beletweyne, Somalia



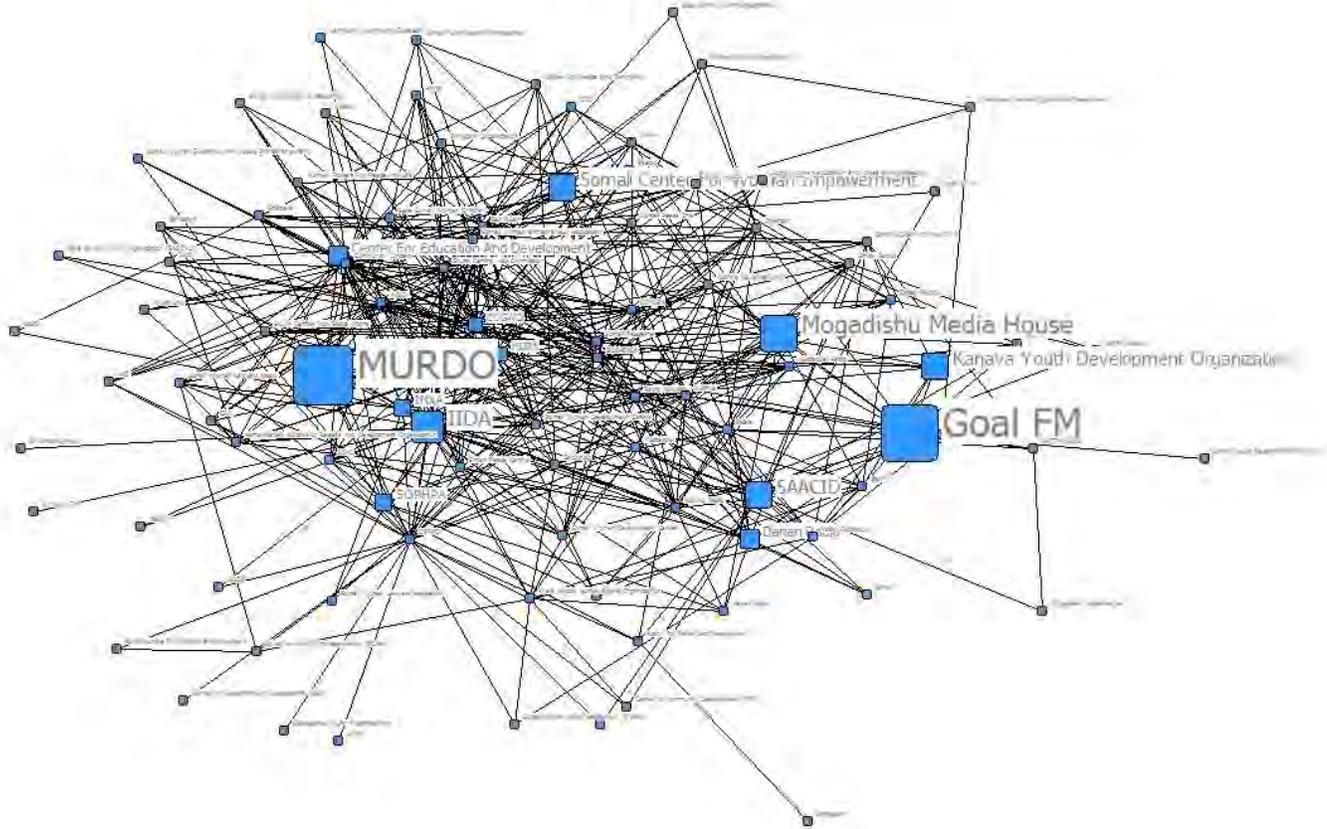
Figure 6: Dhusamareeb radio producer in action.

Annex 4:

Radio Stations in assessed areas-

Name of Station	Est. Date	Main base	Coverage area	Status	Ownership	Contact Information
Radio Shabelle	2002	Airport street , Mogadishu	Mogadishu, Lower and Shebelle regions	On-air	Private	Mob: +252 66 99 96 22 ; Email: hasanfantastic@gmail
Radio Kulmiye	2011	Mogadishu	Mogadishu	On-air	Private	Mob: +252 1 858 656 6 Email: cusmaanguure@hotmail.c
Radio Mogadishu		Ministry of Information building ,Mogadishu	Mogadishu,	On-air	TFG ,	Email: info@radiomuqdisho Mob: +252 1 0699 982 8.
Radio Hurmo	2004	Mogadishu	Mogadishu	On-air	Local NGO	Mobile: +252 61 550 39; Email: xurmoradio1@yahoo
Al-Andalus radio	2011	Eelasha biyaha	Mogadishu, Jowhar, Ceel bur	On-air	Al-Shabaab	Mobile: + 252 61 800 58 Email: abdirahman0100@yahoo.
Al-furqan radio	2009	Mogadishu	Mogadishu	Off-air	Al-Shabaab	Email: hsm.press@yahoo.
Al-Risala	2000	Mogadishu	Mogadishu	Off air	Private(Formerly Al-Shabaab)	Mobile: + 252 61 540 19; + 252 69 999 5633 Email: dahir_gele@hotmail
Radio Hamar	2003	Mogadishu	Mogadishu	On-air	Private	2521 620111
Radio Banadir	2000	Mogadishu	Mogadishu	On-air	Private	Email: info@radiobanadir.
Radio Simba		Mogadishu	Mogadishu	Off-air	Private	

Radio Tusmo		Mogadishu	Mogadishu	Off-air	Private	Email: info@tusmoradio.c
Horn Afrik		Mogadishu	South and Central Somalia	Off-air	Private	
Radio Dhusamareeb	2005	Dhusamareeb	Dhusamareeb	On-air	Private	Mob: +252 61 555 68 8 Email: ahmed_3111@hotmail.com
Radio Galgaduud	2011	Guriel	Guriel	On-air	Private	Mob: +252 61 599 504 Email: baariis09@gmail.com



People-to-People Radio Somalia

A Social Network Analysis



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Introduction

The People-2-People Radio Somalia project was made possible by USAID cooperative agreement #AID-623-A-12-00008; implemented February 2012 to November 2013. The 10-month project was intended to increase access to democratic space for dialogue in hopes of promoting reconciliation for historical conflict and supporting national stability and unity. The objectives of the project were to:

- Provide people-to-people approaches to reconciliation and conflict resolution through access to community radio services in information dark areas of Somalia;
- Build sustainable media capacity that uses peace-building and conflict resolution and media safety skills;
- Stimulate and enrich public dialogue on peace-building issues through sustainable local radio programming and media-based dialogue with national stakeholders.

The project attempted to unlock the potential of local community radio in Somalia while creating a space for people-to-people conflict resolution. People-to-people engagement demands that people and communities have the space to speak about their experiences, which are heard and acknowledged by other communities. Under the project, local and hyper-local radio programming served as this medium of information transfer.

The purpose of this social network analysis is to review the Somali media sector and analyze the media network as it evolved within the 10 months of the People-to-People project. The data for this social network analysis was gathered by media consultant Shukria Dini in Somalia in January and November of 2013. The data analysis and report was completed and written by Julie Moore, Senior Program Analyst at Internews.

This report outlines the methodology behind the study; explains basic measurements of network analysis and draws conclusions about the media sector in Somali as depicted by the data that was gathered. In the Annexes after the report include a complete list of participating organizations, the original baseline report and the survey used in the study.

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Introduction to Social Network Analysis

Social network analysis is a social science, based on statistics and matrices, which allows researchers to gauge the health, activities and actors' relationships in any given network. Networks can be found almost anywhere you look. In this case, the media landscape network in Somali is being analyzed. So, what does this mean in the context of the People-to-People project? The People-to-People project set-out to conduct a social network analysis as part of their implementation plan. Acknowledging that it was very low, the main goal of this endeavor was to assess the connectivity and strength of the sector in which they were working.

To gather all of the necessary data, surveys were conducted at the baseline and endline of the project. Through this data, the network becomes visible. To describe and measure networks a few core definitions are necessary to understand. Below are the basic terms and definitions of social network analysis.

A **node** is an actor in a network between which specific relationships and **ties** exist. Together the ties, nodes and relationships create a **network**. To gain basic knowledge of the network, measurements called **Density** and **Betweenness** are calculated. In network **Density**, the health of the network is assessed by counting number of actors who are linked to each other. Density represents the number of ties that exist in the network out of the total possible number of ties. Density is reported as a percentage of a whole, or 1.

Betweenness is another basic measurement of networks. Betweenness is a calculation based on the number of times an entity acts as a bridge for two other entities within a network. The higher a Betweenness rating, the more, well-placed an actor is to either share information and act as a bridge or withhold information and act as a gate-keeper. Therefore, Betweenness is essentially measurement of power.

Cliques are also used as a way of deciphering who is more closely connected within the network. A clique is defined as a group of individuals or organizations which interact with each other more than or more intensely than other individuals or organizations in the same content or setting. The analysis uses these social analysis measurements as well as basic statistical analysis to paint a picture of the entire media network and compare that network to the data that was found in the baseline.

The report utilizes these measurements to describe and quantify the network. The report also uses qualitative explanations, contextual insight, basic averages and organizational rankings to create a comprehensive view of the network. The ultimate goal in this analysis is to uncover which actors are communicating the most and have the strongest ties.

Methodology

Once the survey was created, Internews had to formulate a plan for which organizations would participate in the survey. It was decided that local radio stations and organizations including networks and umbrella networks operating in Mogadishu, Guricel and Dhusamareb which are legally registered,

active and involved in number of activities would be the population from which the participants would be chosen. Then, the organizations were randomly selected to participate in both the baseline study and the endline.

Note that some of the organizations reported having some relationship with Star FM radio, Internews' partner station. Also, Internews was straight forward about who and why they were conducting the study. It is possible that, in some cases, this information had an impact on the responses. Also, organizations which were selected were invited to participate in both the baseline and endline surveys. However, some organizations that previously participated in the baseline study were not available to participate in the final study. Therefore, new organizations that did not participate in the earlier baseline study were approached and participated in final survey.

The survey was designed in a way that allows for participants to add organizations to the network of media institutions, which they feel are important. This allows for the most comprehensive view of the entire network. However, there are a few draw backs to this method. For one, organizations which are added to the network list are only scored by those who chose to add them to the list of organizations in the network. Therefore the total number of responses rating these organizations is much smaller than those which were on the core list. For this reason, most of these organizations were not included in average tallies such as average trust scores and collaborative rankings.¹

Once all of the data was gathered, the numbers were then analyzed using common social network analysis software called UCINET. [UCINET](#) is a software package designed to analyze data specific to social networks. The final report includes, network measurements, averages ratings of organizations reputation as well as qualitative explanations.

Survey Data Analysis

I. Density

Density calculations are based on the idea that network growth will be some percentage of a whole until all ties in a network are made. At this point, the densities can no longer increase, all ties in the network are made and the measurement would be 1. Therefore, it can be said that a network's density is increasing the closer it comes to being whole. (For example, 0.87 is a *very* dense network and 0.20 is not.)

The density of the network data gathered in Somalia was calculated by averaging the densities of communication networks of the survey. The overall density was **0.0218²**. This shows a slight decrease from the baseline density of 0.0245. Because the time between the baseline and endline was 10 months, it is expected that this number would not be drastically impacted.

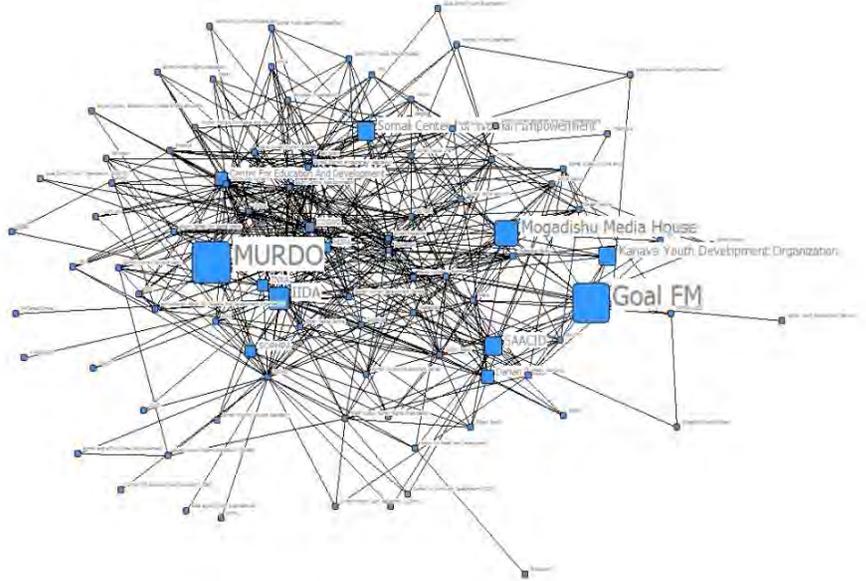
However, it was clear in the individual responses that more communication overall was the trend when the endline was compared with the baseline. For example, in the baseline, **271** respondents stated that they were communicating with other media organizations at least once or twice a week or more. In the endline, this number jumped to **340**, which shows that organization are communicating 21% more during the short time of the program. The reason that people are communicating more but the density

¹ The threshold for inclusion in averaged measurements was 20 responses.

² Calculated based on question 1 and 2 of the survey

of the network did not increase could be that organizations are not branching out and making new connections with in the network; rather, they are only speaking to the same organizations, just more frequently.

The more the network matures and organizations begin closing links and competition pushes out various organizations from the network; it would be expected for the density measurements to become greater. At this point, it is clear that organizations are communicating more, which will lead to reasonable increases in density.



II. Betweenness

Betweenness is a measurement of power. The organizations with the highest Betweenness scores are actors with the highest access to information. The top ten organizations are ranked based on their Betweenness in the network. The figure on the above and list to the right show the landscape of the network. In the figure, the actors are sized by their Betweenness ranking, the higher the Betweenness score, the larger their node and name.

The finding in the baseline was that IIDA had the largest Betweenness score, now 10 months later that has changed. The data shows MURDO as having the highest Betweenness score in the endline. In the ten months between the baseline and the endline, the drastic changing of Betweenness rankings shows the volatile state of the media network. The organizations with the most information and therefore potential influence in the media sector are changing at a fast pace. In the lists to the right, the top ten rankings for both the baseline and endline are shown.

MURDO, Goal FM and IIDA remain in the top ten in both instances, meaning that these three organizations are the few media organization remaining consistently in influential positions within the network. However, as explained later, Betweenness does not equate to a positive perception of an actor. It simple means that that particular node has the *potential* of influencing the network because of the large amount of information it has access to. Basically, an actor could act as a gatekeeper and have a large impact on which information is dispersed increasing its impact and importance to the network.

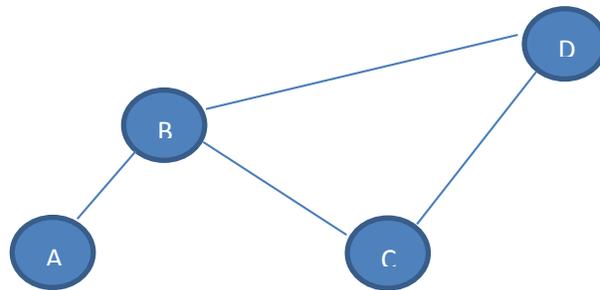
Endline Betweenness Rankings

1. MURDO
2. Goal FM
3. Mogadishu Media House
4. IIDA
5. SAACID
6. Somali Center for Women's Empowerment
7. Kanava Youth Development Organization
8. Danan Radio
9. Center for Education and Development
10. INXA

Baseline Betweenness Rankings

1. IIDA
2. CRD
3. Goobjoog
4. Goal FM
5. Simba
6. SERDO
7. Midnimo
8. Somali Women Lawyers Association
9. MURDO
10. Elman Peace Center

To explain the concept of a gatekeeper further, consider the image below. In this context, actor B is a gatekeeper. Actor B can either decide the share A's information with C and D or not. Similarly, Actor B could easily shut off A's communication or information from C and D. A is only connected to C and D through Actor B, the gatekeeper.



Gatekeepers are important because they can either 1) more tightly connect an otherwise fragmented network or 2) they have the possibility of not sharing the knowledge they gain through their position in the network at all essentially. Their decisions to act as connectors or not can drastically affect the others in the network by controlling the amount of information being shared.

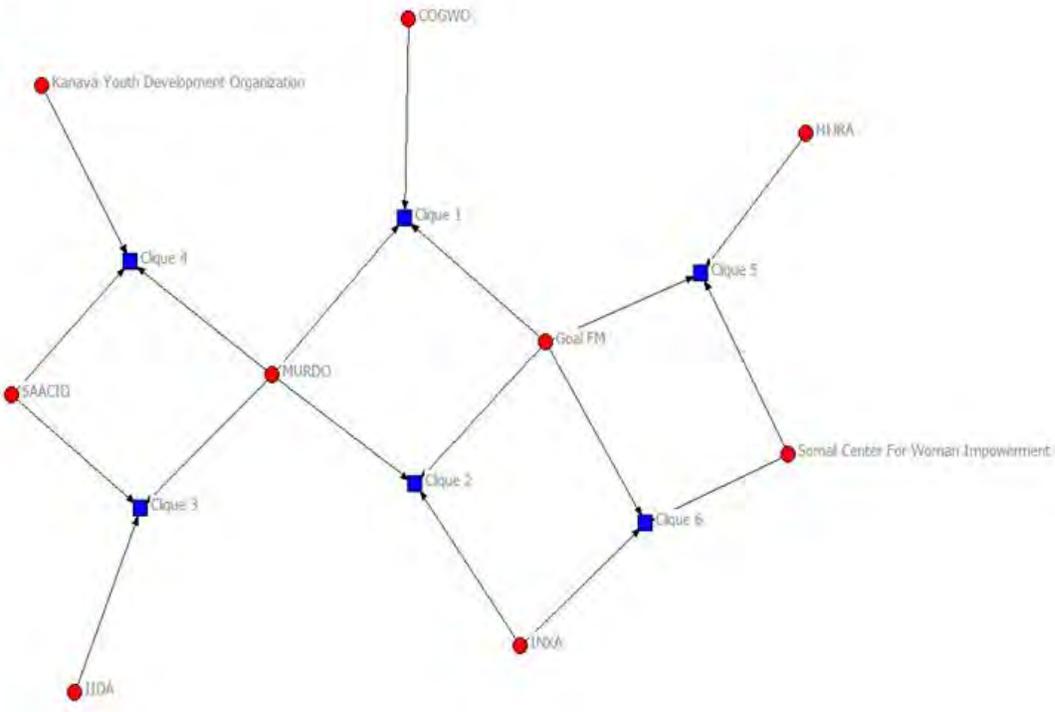
III. Cliques

A clique is defined as a group of individuals or organizations which interact with each other more than or more intensely than other individuals or organizations in the same context or setting. In Social Network Analysis, cliques are easily identified. In the context of the endline, the various subgroups/cliques were recognized.

1. Goal FM, COGWO , MURDO
2. Goal FM, INXA, MURDO
3. IIDA, MURDO,SAACID
4. MURDO, Kanava Youth Development Organization, SAACID
5. Goal FM, HIJRA, Somali Center for Women's Empowerment
6. Goal FM, INXA, Somali Center for Women's Empowerment

This endline network, laid out below, is in contrast to the cliques found in the baseline. In the same analysis with the baseline data, 33 cliques were found, compared to the endline of 6.

This shows a clear paring down and a widening gap between those who have stronger relationships amongst the top of the network. As the media sector in Somalia grows, it is clear that the specified 6 cliques are working more closely that the other organizations in the network. As the network continues to strengthen and competition grows, it would be expected for this group to continue getting smaller. Also, note that MURDO and Goal FM belong to all 6 cliques. This finding is evidence that both MURDO and Goal FM are at the core of the media landscape in Somalia as they are also listed as the top two organizations in Betweenness ranking as well. The important thing here is that the same organizations are coming up at the top of multiple analyses, creating a picture of the hierarchy of the Somali information network. A diagram of the 6 cliques is illustrated on the next page.



IV. Trust

The survey asked participating organizations to rate the level of trust they had in other media organizations. The scale was from 0 to 5 and is specified as such:

- 0- I don't know
- 1- Strongly disagree
- 2- Somewhat disagree
- 3- Neutral
- 4- Somewhat agree
- 5- Strongly agree

For the purposes of this survey, the most trusted organizations were analyzed in both the baseline and the endline. The results show a very dynamic network in which trust is strongly in flux. Using the scale above, the analyses ranked the organizations listed in the textbox to the right as the most trustworthy.³ Somali Peaceline, SOSHENZA and COGWO held fast in the top five rankings in both the baseline and endline. SOSHENZA had the largest jump in trust rankings, dropping from number one in the baseline to number four in the endline.

BASELINE- Trust Rankings

- 1) SOSHENZA (3.5)
- 2) Kulmiye (3.2)
- 3) Somali Peaceline (3.2)
- 4) Radio Mogadishu (3.2)
- 5) COGWO (2.8)

ENDLINE- Trust Rankings

- 1) INXA (3.5)
- 2) Somali Peaceline (3.3)
- 3) SOYDEN (3.1)
- 4) SOSHENZA (3.2)
- 5) COGWO (3.2)

³ It is important to note that only response rates above 20 were considered valid, which constitutes about 50% of the perceived total network of 45 organizations. Due to the nature of the survey organizations were able to add other perceived important organizations to the list, varying response rates.

Taking into consideration the previous analysis of Betweenness, Density and Cliques, it is important to note that trust does not seem to align with the same rankings. This could be for various reasons. The finding is that the most active outlets in the network are not the most trusted. Therefore, trustworthiness and by extension quality of the outlet has not yet been integrated into the way organizations choose to interact. The organizations which have access to the most information are not necessarily the most trusted.

These trust averages can be combined with how collaborative each organization is to better understand how the organizations are using their positions within the network. In the baseline, the top five collaborative organizations were 1) SHOSHENSA; 2) SOYDEN; 3) COGWO; 4) INXA and 5) SSWC. In the endline, the rankings stood as 1) SHOSHENA; 2) Somali Peaceline; 3) Kulmiye; 4) Radio Mogodishu; and 5) COGWO. It seems as though trust is more aligned with collaboration than it is with an actor's position of power (Betweenness) within the network.

Conclusions

After comparing the baseline and endline findings, it is not a surprise that the Somalia media sector shows itself to be in a state of transformation. Although the entire network has not proved to become more-dense in the time of the program, organizations are reporting to have communicated more frequently. The most frequent form of communication is face-to-face with mobile usage as a close second. This type of communication is most likely due in part to the lack of infrastructure in which Somali media organizations work. However, over time as the network matures, it would be expected that this increase in communication would evolve into increased network density with new ties being forged between the organizations in the network. This would most likely happen as competition increases.

Trustworthy organizations are not revealed as being the best connected in the media sector. Consistently, the organizations SHOSHENSA, COGWO and Somali Peaceline have been in the top 5 most trusted rankings in both the baseline and the endline. If the top 10 most trusted organizations are analyzed, SOYDEN and SSWC are also in that group. This finding is interesting when coupled with the Betweenness rankings because it shows how access to information has the ability to affect trust in a network. For example, the organization IIDA jumped from 4th to 1st place in the Betweenness rankings from the baseline and endline; meaning that the organization had placed itself in a more advantageous position in the network to access information. In this time the same organization climbed up the trust scale from #12 in the baseline and #6 in the endline.

In the same way, organizations with high Betweenness scores and therefore information access do not always materialize into improvements in content quality and trust. The organization MURDO is a perfect example of this. MURDO jumped from #9 in the baseline analysis in Betweenness rankings to #1 in the endline. However, the trust ranking of the organization fell from #19 in the baseline to #25 in the endline. In the cases of both IIDA and MURDO, it could be the case that they use their position within the network in different ways i.e. hoarding or sharing information which impacts their reputation as a media organization.

ANNEX A: Participating Organizations

RESPONDENTS

BASELINE

Action for Relief and Development (ARD)
Badbaado Youth Group Guricel
Bani-Adam Org.
Brado
Center for Education and Development
Community Concerns Org. (COCO)
COGWO
Centre for Peace and Democracy (CPD)
Centre for Research and Dialogue (CRD)
Dalsan Radio
Danan Radio

Deex Relief Somalia
Dhusamareeb Youth Org.
Elman Peace Centre
Galgadud Regional Education Board (GGREB)
Goal FM Radio
Goobjoog Radio
HIJRA
Iftin
IIDA
INTERSOM
Kaah Foundation for Community Concern

Kaah NGO
Kanava Youth Development Organization
Kulmiye News Network
Khalif Hudow Human Rights Org.
Midnimo
Mogadishu Media House
Mubaarak
Murdo
National Committee of Nationlink
Nomadic Heritage Aid (NOHA)
Organization for Somalis Protection and Development (OSPAD)
Radio Bulsho
Radio Galgadud
Risala Radio
SAACID

SAHED

ENDLINE

Action for Relief and Development (ARD)
Barkulan Radio
Bani-Adam Org.
Center For Peace And Democracy
Centre for Education and Development
Coalition for Grassroots Women Org. (COGWO)
Community Concern
Dalson Radio
Danan Radio
Goal FM Radio
HIJRA
Humanitarian Action for Relief and Development Org. (HARDO)
IFITIN RADIO
IIDA
Intersom
INXA
Kanava Youth Development Org.
Khalif Hudow Human Rights Org.
Kulmiye News Network
Mogadishu Media House
MURDO
Mustaqbal Radio
Organization for Somalis Protection and Development (OSPAD)
Radio Goobjoog
SAACID
Save Somali Women and Children
Save Somali Youth Organization (SASOYO)
Simba Radio
Somali Centre for Women Empowerment
Somali Human Rights Association (SOHRA)
Somali Peaceline
Somali Women Development Center

Women's Education and Voices Entrepreneurs (WEAVE)
Somali Women Entrepreneurs Assoc.
Somali Women Lawyers Association
Somali Youth Development Network (SOYDEN)
Somali Public Health Professional Assoc. (SOPHPA)

South Central Aids Commission

RESPONDENTS

BASELINE

Save Somali Youth Org. (SASOYO)
South Central Aids Commission (SCAC)
Social Empowerment, Relief and Development Org. (SERDO)
Shabelle Radio
Simba Radio
Somali Center for Women Empowerment
Somali Human Rights Assoc. (SOHRA)
Somali Peaceline
Somali Women Development Centre
Somali Women Lawyers Assoc.
Somali Public Health Professional Assoc. (SOPHPA)
Somali Rehabilitation Development Org. (SORDO)
South Central Non-State Actors (SOCENSA)
Somali Youth Development Network (SOYDEN)
Star FM
Towfiq Relief Development Org.
Urban and Rural Development Org. (URDO)
Urk anaafad degmada dhuusamareb
Women's Education and Voices Entrepreneurs (WEAVE)
Women and Child Initiative (WCI)
Xamdi
XURMO Radio

ENDLINE

South Central Non-State Actors (SOCENSA)

Urban and Rural Development Org. (URDO)

Wanlawayn Human Rights and Development
Women and Child Care (WOCCA)
Women Pioneers for Peace and Life
XURMO Radio

ANNEX B: Original Baseline



~~People to People Radio Somalia~~
~~Social Network Analysis-Baseline~~

Summary: This social network analysis is based on the media network in Somalia. The project surveyed 65 participants about their organizations' relationship with and perception of over 34 media organizations. The results show the structure and fragmentation of the Somali radio network.

To gain basic knowledge of the network calculations called Density and Betweenness are run. In Network Density, the health of the network is assessed by counting number of actors who are linked to each other. Density represents the number of ties that exist in the network out of the total possible number of ties. Betweenness is another basic measurement of networks. Betweenness is a calculation based on the number of times an entity acts as a bridge for two other entities within a network.

For the purposes of the People 2 People program, density was calculated based on the communication frequencies questions of the survey, Questions 1 & 2. The density was calculated at .0245, meaning that based on those surveyed, about 2.5% of all total possible communication is currently happening. After running Betweenness measurements based on the same communication network, it becomes clear the IIDA is the organization who most other organization are sharing information with or the most popular recipient of information. (Betweenness=2008.874). On the other hand, IIDA was also shown as being the most willing sharer of information (Betweenness= 1984.695).

Which organizations sharing information?

Based on the triangulated data, the SNA shows that the organizations with the strongest communication networks are:

~~MRO~~

~~HIJRA~~

~~Somali Radio Line~~

~~Dalsan~~

~~COGWO~~

~~Somali Women Lawyers Assoc.~~

~~Midinimo~~

~~CoCo~~

~~Mbarak~~

~~Shabelle~~

~~Risala~~

Which organizations are working together?

Based on the triangulated data of respondents who cited "Strongly Agree" to the statement, "This organization works with my organization", it becomes evident that a core group of organizations work together routinely.

They are:

~~IIDA~~

~~Hima~~

~~SSWC~~

~~COGWO~~

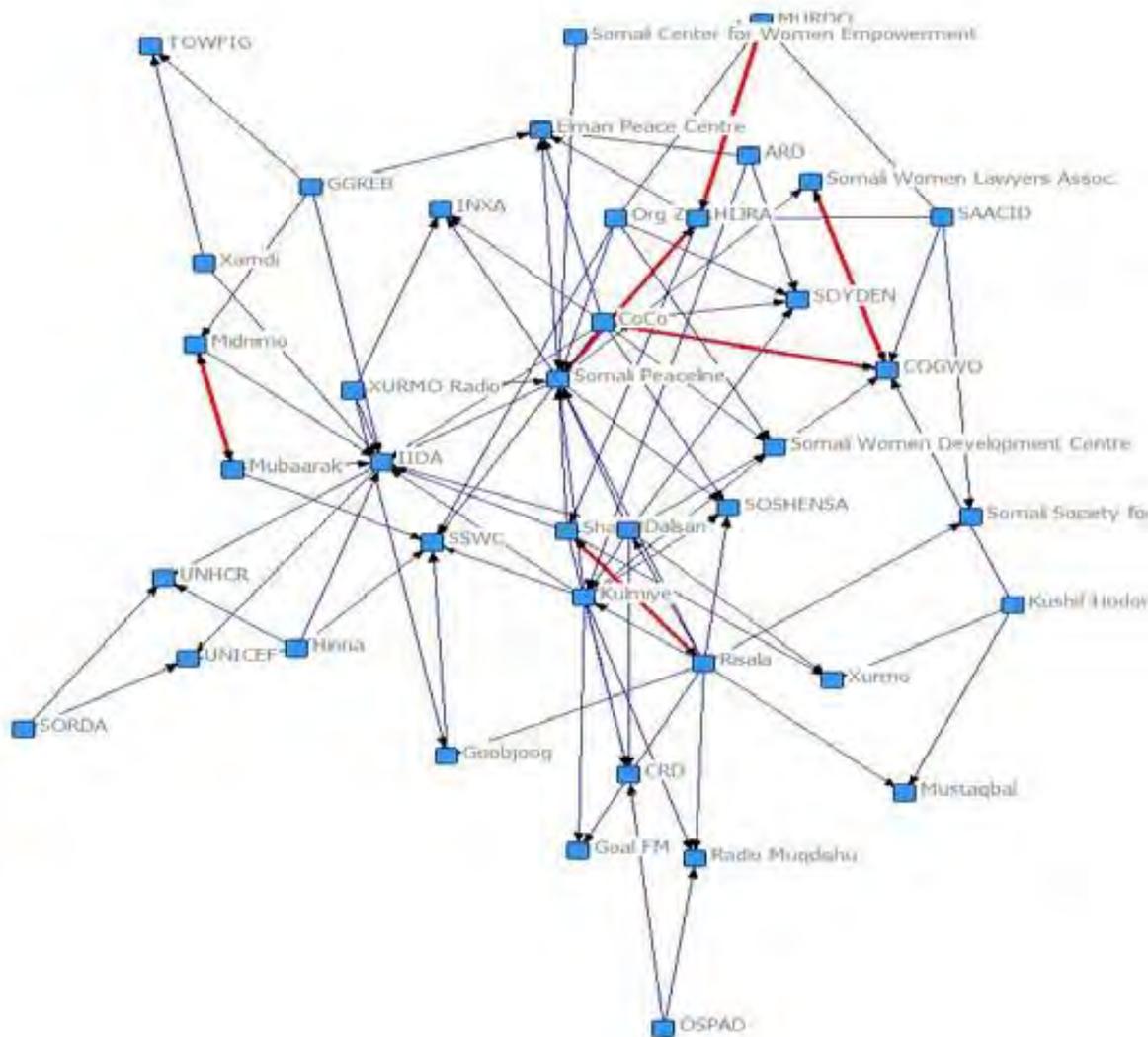
~~Kulmiye~~

~~GGREB~~

An interesting note about GGREB, though, is that they are an avenue for multiple, less-collaborative organization to the large whole network. It seems as though they work with DYO, Murdo, Mubaarak, TOWFIQ and Dhusamareeb Youth Org while the other core group of collaborators do not. Based on those who “Strongly Disagreed” to that same statement the top three non-collaborators were, Simba, IIDA and Internews.

Image: Daily Communication Outgoing

This network shows the organizations which claimed “Everyday” to the question, “How often does your organization share information with this organization?” Triangulated data can be identified by the red ties, meaning both organizations claimed to communicate every day with the other.



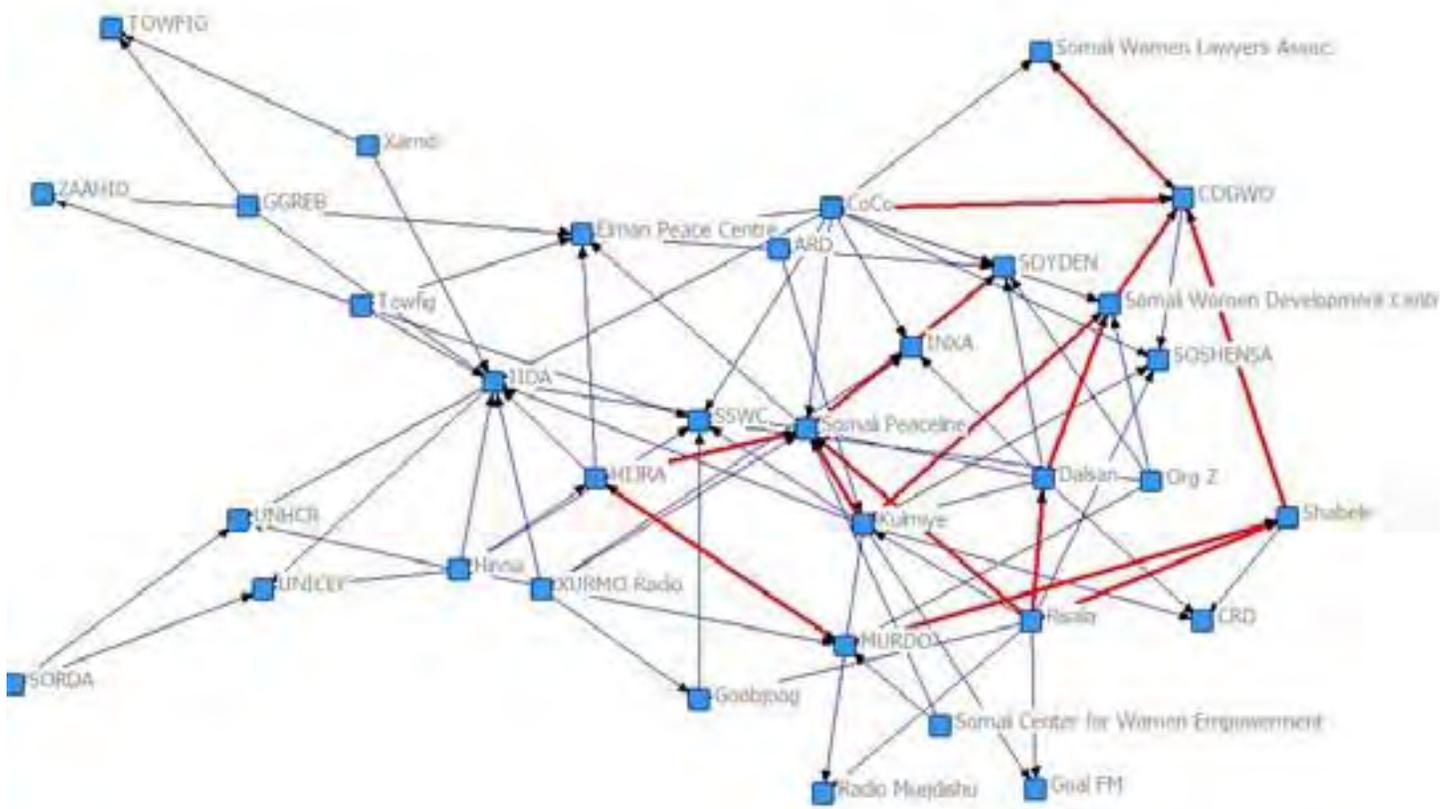


Image 2: Daily Communication Incoming

This network shows the organizations which claimed “Everyday” to the question, “How often does this organization share information with your organization?” Triangulated data can be identified by the red ties, meaning both organizations claimed to communicate every day with the other

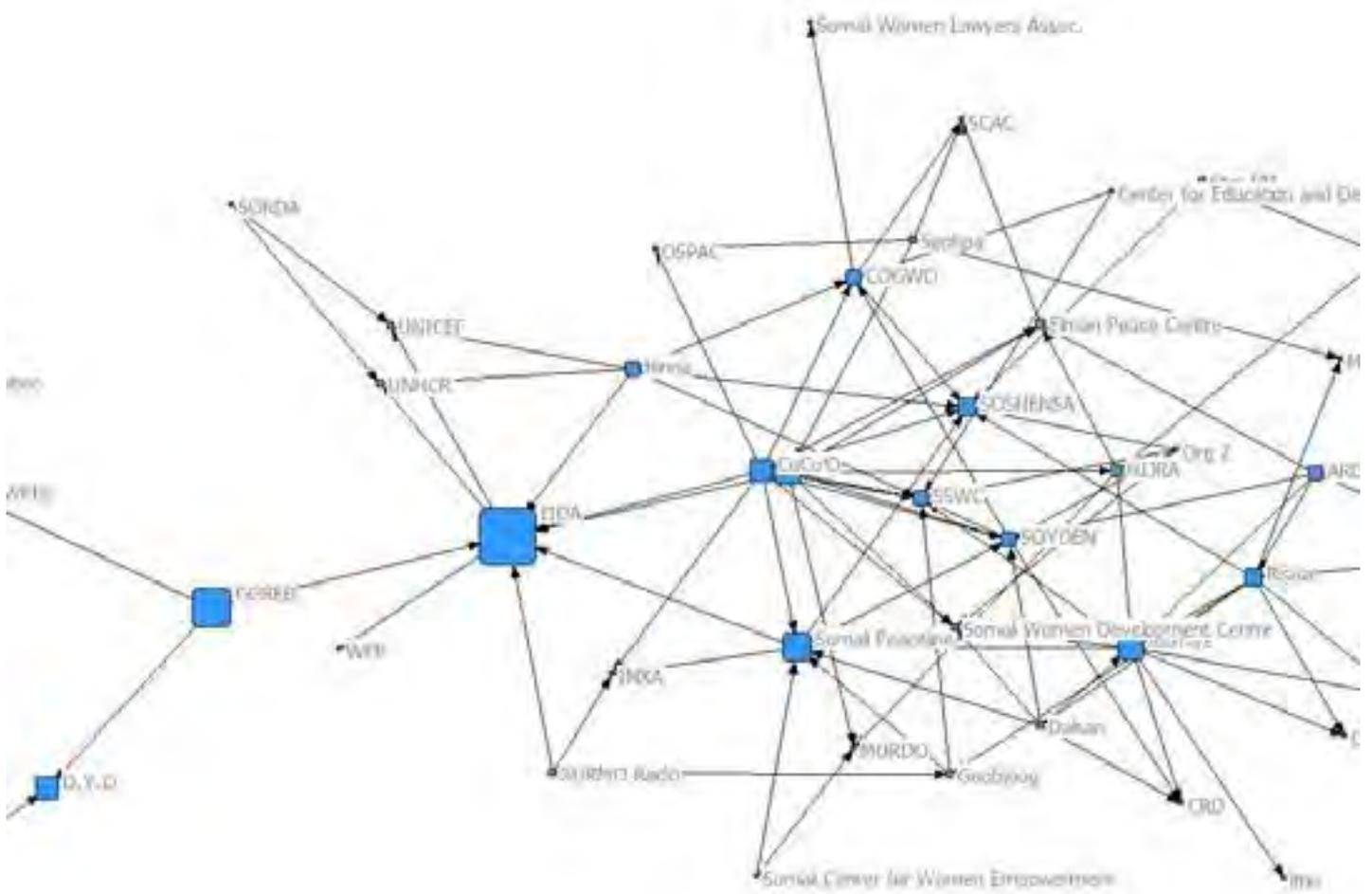


Image 3: Collaboration

This image shows the Betweenness (shown by size) of the organizations which cited “Strongly Agree” to the statement, “This organization works with my organization.” The image illustrates the idea that GREB and IIDA are between most other ties of organizations, making them the biggest bridges of collaboration within the network. This is helpful to know when reaching out to organizations. For example, by targeting these two organization in media development efforts, it would theoretically be much easier to collaborate with the rest of the network because most all of the organization are either collaborating with IIDA or GREB.

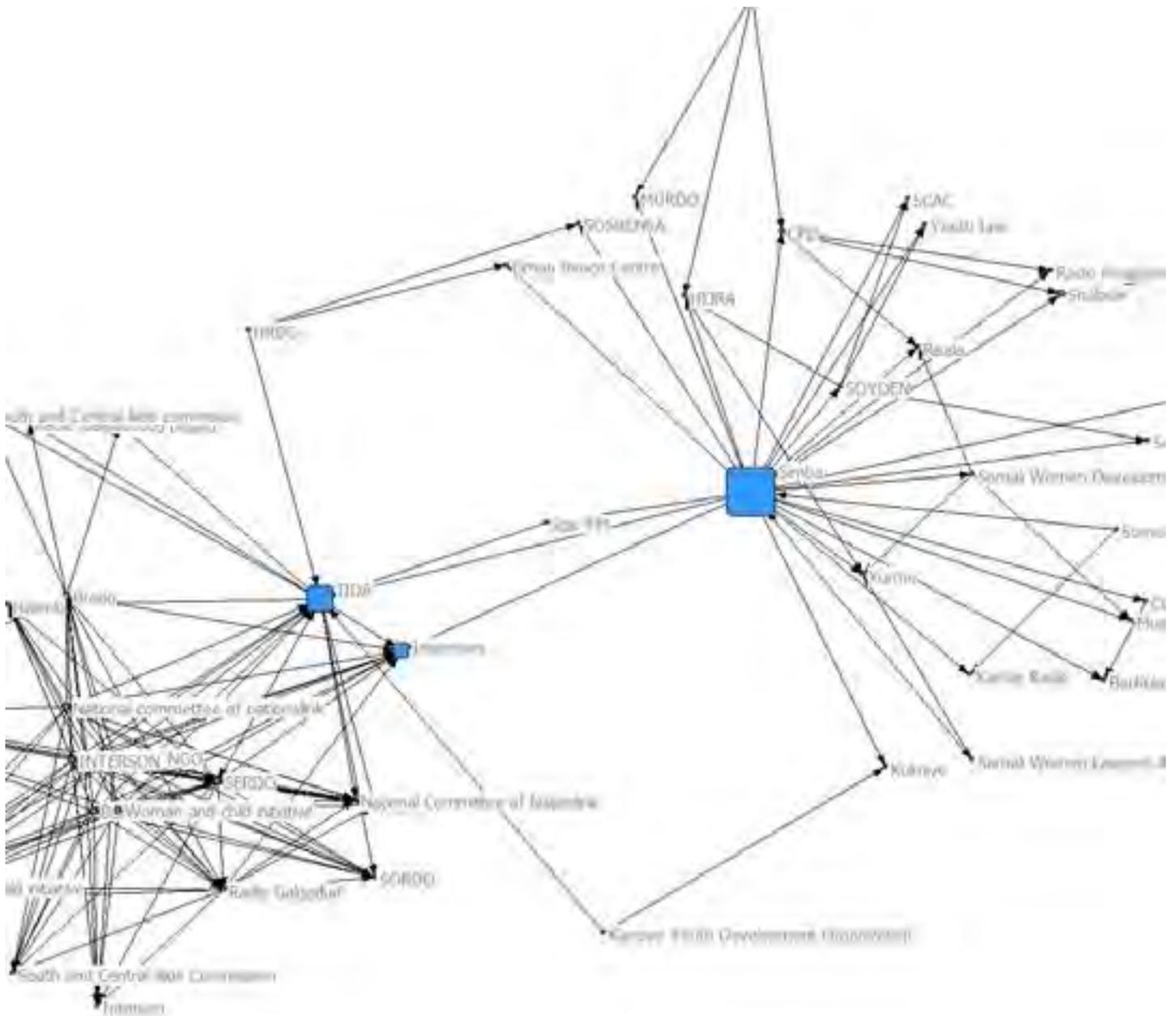


Image 4: Non-Collaboration

This image shows the Betweenness (shown by size) of the organizations which cited “Strongly Disagree” to the statement, “This organization works with my organization.” Similar to the previous image, this shows the lack of collaboration. It is apparent that Simba, IIDA and Internews are the organizations which most others cited as not working with.

Image 5: Trust

Based on the responses of “Strongly Agree” to the statement “My organization trusts information from this organization,” a clear network of trusts becomes visible with IIDA being the most centrally trusted actor in the network.

ANNEX C: Baseline and Endline Survey Questions

Network Analysis Tool:

This survey is being conducted by Internews (<http://internews.org/>), an international media development organization. We are working in Somalia to support local radio. In that capacity, we are interested in learning more and understanding the ways various civil society organizations and media organizations communicate with each other, share information, and value that information. We ask that you, as a representative of your organization, answer this survey. It is designed to help us understand the overall networking that may or may not be happening among the broader civil society.

We are interested in seeing how your whole organization related to others in the area. If you do not directly engage in communication with other media sector organizations but someone else in your organization does, we ask that you pass this survey along to that person or persons to complete this form. If you have any questions about this survey, please contact Shukria Dini.

Thank you for your time.

Your Name:	
Your Organizations' Name:	
Name of Interviewer:	
Today's Date:	

Section 1: Organization and Media Sector Information:

1. When was your organization established?
2. How many people does your organization have on staff?
3. What is the mission of your organization?

The next section of the survey assesses **your organization’s communication ties with other organizations**. Tables 1 and 2 contain a list of various organizations that are part of civil society in Mogadishu. We are trying to understand information sharing and coordination among key organizations, including yours. We are also interested in understanding how you view organizations in terms of the nature of information you glean/extract from these organizations. We have included some blank spaces for all categories, in case we have failed to include organizations or freelancers who should be included. Please write-in if you think we’ve missed someone and respond to the question for them.

Section II: Communication Ties:

Table 1 Instructions

- For those organizations with which your organization has direct communication, please highlight their names and then answer some general questions about the named organizations in the columns.
- Every column has a specific question or statement with directions on how to respond. Please use the scales provided.
- We’ve left blank rows, in case we have missed any organization that should be included. Please write in their names and respond to the questions wherever appropriate.
- If your organization works with freelancers, please write their names in the Freelancers section and respond to the question for each of them.

Organization	How often does your organization share information with the following organizations? <i>Never: 0 Less than once a month: 1 Once or twice a month: 2 Once or twice a week: 3 Everyday 4</i>	How often does this organization share information with you? <i>Never: 0 Less than once a month: 1 Once or twice a month: 2 Once or twice a week: 3 Everyday 4</i>	This organization works with my organization. <i>I don't know: 0 Strongly disagree: 1 Neutral: 2 Somewhat agree: 3 Strongly agree: 4</i>	My organization relies on this organizations for important information. <i>I don't know: 0 Strongly disagree: 1 Neutral: 2 Somewhat agree: 3 Strongly agree: 4</i>	My organization trusts information from this organization <i>I don't know: 0 Strongly disagree: 1 Neutral: 2 Somewhat agree: 3 Strongly agree: 4</i>
Internews					
Star FM					
BarKulan					

Radio Muqdishu					
Shabelle					
Kulmiye					
Risala					
Dalsan					
Xurmo					
Simba					
Xamar Radio					
Goal FM					
Mustaqbal					
Goobjoog					
Iftin					
CRD					
COGWO					
SSWC					
IXNA					
IIDA					
Somali Women Lawyers Assoc.					
Somali Youth Development Network (SOYDEN)					
Somali Peaceline					
Elman Peace Centre					

South and Central Aids Commission (SCAC)					
Youth Link					
Somali Society for the Blind					
Somali Women Education and Voices Entrepreneurship					
HIJRA					
MURDO					
Somali Women Development Centre					
SOSHENSA					
Centre for Peace and Democracy (CPD)					
Centre for Community Development					

Table 2 Instructions:

- Below are some ways for how representatives of your organization can interact with the named organization. Mark with an x on all forms of the interaction/communication that apply.
- Leave blank if there is no information exchange or no communication between representatives of your organization and the named organizations.
- Again, we have left blank spaces in case there are organizations we have failed to include. Please add them if appropriate. If you add any organizations in Table 1, please also do so in Table 2.

Representatives of my organization communicate with the named organizations using (check only those communication tools that apply)							
Organization	My organization has received funding from this organization	My organization has provided funding to this organization	Talking on the phone	Mobile Phone Texts	Email	Face-to-face meetings	Facebook, Linked in, or other social networking
Internews							
Star FM							
BarKulan							
Radio Muqdishu							
Shabelle							
Kulmiye							
Risala							
Dalsan							
Xurmo							
Simba							
Xamar Radio							
Goal FM							
Mustaqbal							
Goobjoog							
Iftin							
CRD							
COGWO							
SSWC							

IXNA							
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Somali Women Lawyers Assoc.							
Somali Youth Development Network (SOYDEN)							
Somali Peaceline							
Elman Peace Centre							
South and Central Aids Commission (SCAC)							
Youth Link							
Somali Society for the Blind							
Somali Women Education and Voices Entrepreneurship							
HIJRA							
MURDO							
Somali Women Development Centre							
SOSHENSA							
Centre for Peace and Democracy (CPD)							

Centre for Community Development							