

Civil Society and Media Leadership Program (CSML)



Final Survey Report to Measure Percentage of Liberian Population Reached by Community Radio Partners

Submitted to:
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IREX Liberia

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1. Executive Summary

The USAID-funded Civil Society and Media Leadership Program (CSML) is focused on supporting Liberians as they build a new citizen-state relationship. Post-conflict Liberia is shifting focus from stabilization to development. Strong civil society and media sectors are needed to drive the informed civic participation that leads to good governance, dynamic democracy and economic growth. The CSML five-year goal is to sustain peace in Liberia through greater inclusion, giving a voice to, informing, and engaging Liberian citizens. The International Research and Exchanges Board (IREX) in partnership with The Carter Center (TCC), Social Impact (SI), the Liberia Women Action Committee (LIWOMAC) and the Liberia Media Center are working together to address the capacity needs of Liberian civil society and media organizations. The program objectives incorporate a series of deliverables designed to strengthen the capacity of civil society and media organizations to address citizens' participation in and ownership of government policy formulation and implementation. Overall, the program will reinforce the strategic message of good governance through an empowered citizenry, building peace and democracy through a robust culture of participation.

The Civil Society and Media Leadership Program (CSML) has two overall sub-objectives:

Sub-objective 1: CSOs have the capacity to foster democratic development and good governance

Sub-objective 2: Independent media has the capacity to foster democratic development and good governance

This survey seeks to address Sub-objective 2 with specific focus on improving community radio stations in seven target counties engage with communities, diversify listening audience and improve reach.

2. Introduction

CSML provides strategic trainings, one-on-one mentoring, small grants, and other resources to Liberian Civil Society Organizations and independent media institutions to include and engage the Liberian population in the creation of inclusive, peaceful and sustainable development. The program is also working towards changing the institutional culture of Liberian Civil Society Organizations and independent media institutions. CSML targets 60 CSOs, 21 community radio stations, and ten national media outlets for the duration of the program. These institutions receive training, mentoring, and small grants as a way of building their capacities. The program is carried out in seven counties – Montserrado, Bong, Nimba, Lofa, Grand Bassa, River Gee and Grand Gedeh.

The purpose of the survey is to measure the reach of independent community radio partners in engaging with or reporting to Liberian citizens. The survey measures the percentage of the target population in seven counties receiving news, assesses which stations citizens have access to, and which stations they consistently use as resources for information and news.

The report is structured using both quantitative and qualitative data from the findings collected from the survey.

As CSML reaches its final year of program implementation, the findings of the survey will help the program measure progress towards the accomplishment of targets for its Intermediate Results as follows:

- Sub-objective 2: Independent media has the capacity to foster democratic development and good governance
- **Intermediate Result 2.2:** Community radio represents diverse citizens' interests
- Sub IR 2.2.1: Community radio has extended reach
- Sub IR 2.2.2: Community radio has improved community engagement
- Sub IR 2.2.3: Community radio has improved programming

The indicator targeted by the survey is:

1. Percentage of Liberian population reached by targeted community radio partners

CSML has earlier collected baseline information on this indicator from July 30-August 18, 2012, for its Intermediate Results 1.3.

This mid-term survey was conducted from September 5-15, 2013 using a standardized set of questionnaires (see Annex II) administered to 1,200 citizens in the capital and commercial cities of CSML's seven targeted counties. This report summarizes the findings of the survey.

3. Methodology

To achieve the purpose of the survey, the following methodology was applied:

3.1 Identification of Target Population

The target population for the citizens' survey to measure the percentage of people reached by community radio stations was defined as citizens residing in the seven targeted counties. Specifically, the questionnaire was administered to a randomly selected group of citizens of 18 years or above residing in the capital and other commercial cities of the targeted counties. The large communities within those capital and commercial cities were selected for the survey. The various survey sites were selected based on the level of socio-economic and political activities as well as population density.

3.2. Sampling

For the survey, an optimal sample was drawn from the targeted population using the Raosoft online sample size calculator. With a 3% margin of error and a 95% confidence level, the general sample size was 1080. An additional 120 (constituting 10% of the sample size) was included to compensate for non-response. Accordingly, the total persons targeted were 1200.

The number of persons targeted in each county was then drawn from this general sample size (1200) based on the proportion of their respective populations to the general population. Sixty percent (60%) of the respondents were males and forty percent (40%) females. Sixty five percent (65%) of the respondents were thirty six (36) years old and above and thirty five percent (35%) were thirty five (35) years old and below. Seven percent (7%) of the overall respondents had some form of disabilities.

3.3 Data Collection

Data was collected in the seven counties between September 5-15, 2013. Twenty three (23) trained Enumerators collected data for the survey, employing standardized questionnaires. The M&E Department conducted the training for the Enumerators, and supervised the data collection process.

Data collection in each county took between 3-5 days depending on the sample size. The number of Enumerators assigned to a particular county also depended on its sample size. On the average, it took 20 minutes to administer each questionnaire. The Enumerators administered a total of 1200 questionnaires to randomly selected citizens in the seven counties.

3.4 Data Entry and Analysis

The survey data was entered, processed and analyzed in Excel. The M&E Department developed an Excel database and the M&E Associate entered the data. The M&E Manager checked the data to ensure good quality.

The M&E Manager used the data and made various types of analyses of the data across several categories as seen in the report. The data was analyzed through the conduct of frequency and percentage analyses of the various responses given for the various questions. Qualitative data were analyzed by identifying themes or pattern and categorizing them into clear categories.

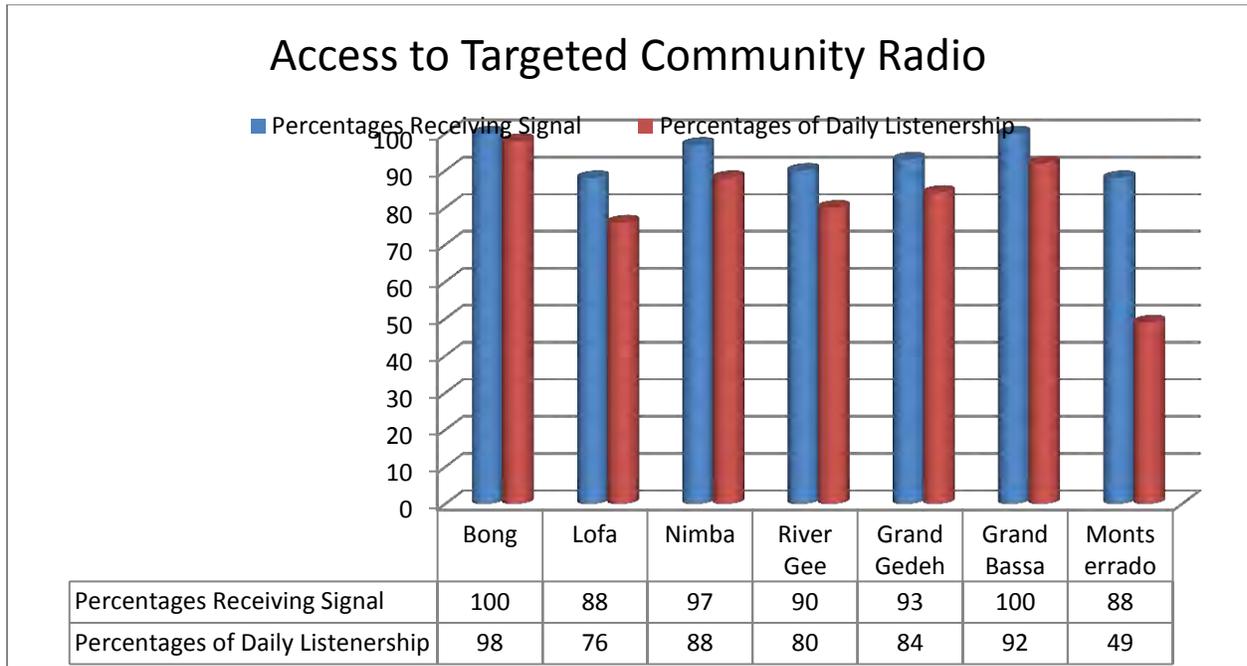
4. FINDINGS

The findings of the survey are summarized under six main categories below:

4.1. Citizens' Access to Targeted Community Radios

Generally, 94% of the respondents indicated that they can receive signals of the targeted radio stations, while 81% of respondents who receive signal reported that they listen to the targeted radio stations daily, and 14% listen sometimes. The percentages of responses vary with county as shown below in Figure 1.

Figure 1.

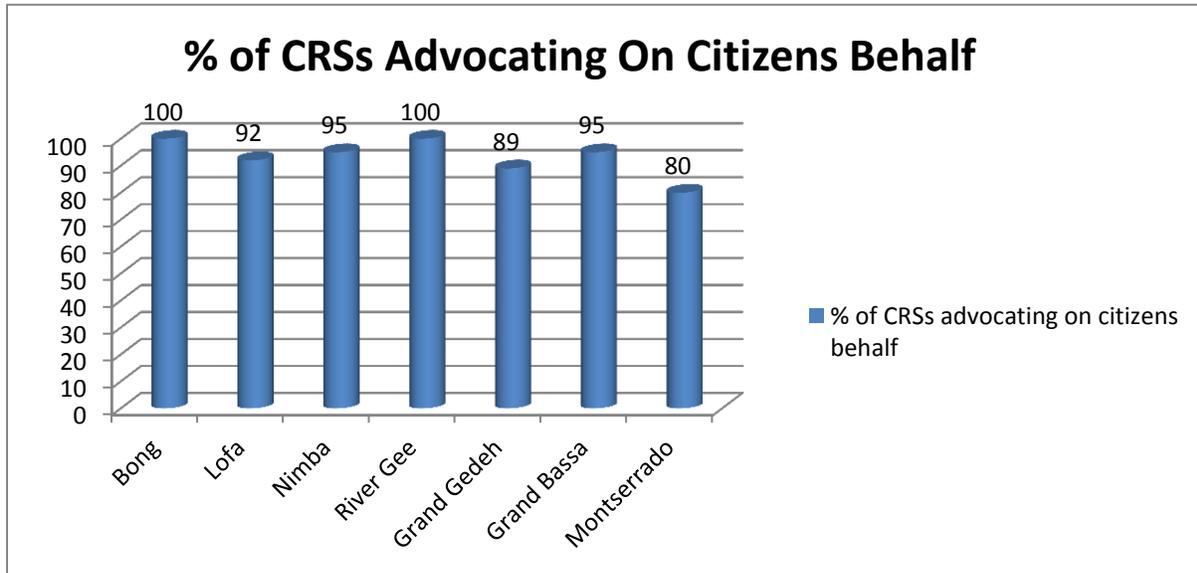


The findings for this category reflect data from all seven counties in the project’s target counties. Data was collected only in the capital and main commercial cities of the targeted counties.

4.2. Community Radio Stations' Advocating on Citizens Behalf

On the average, ninety three percent (93%) of the respondents from the seven counties indicated that the community radio stations are advocating on behalf of the citizens. Figure 2 below shows the county breakdown.

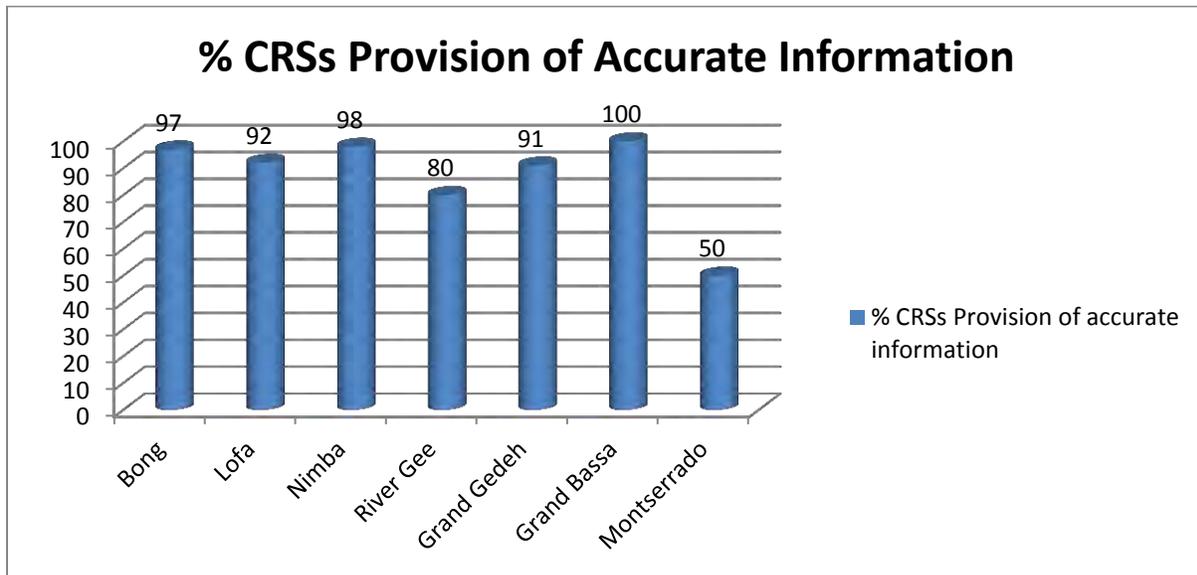
Figure2.



4.3. Percentage of Community Radio Stations' Provision of Accurate Information

Eighty seven percent (87%) on the overall average of the respondents from the seven counties indicated that they are convinced that the community radio stations are providing accurate information to the community. Figure 3 below shows the county breakdown.

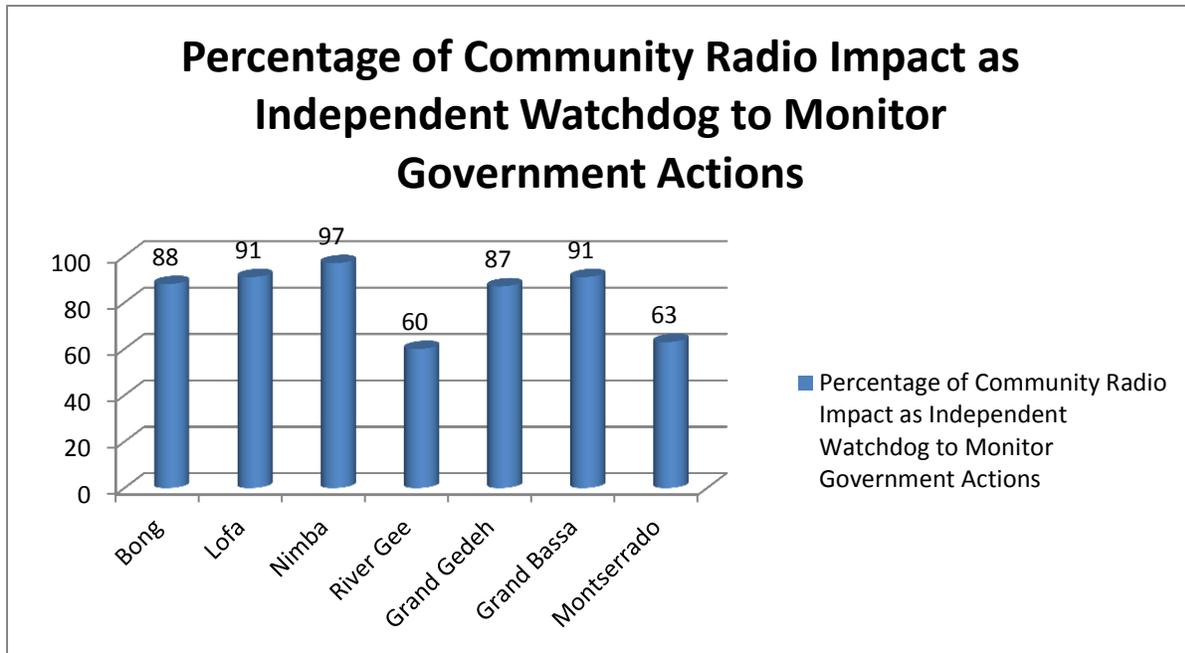
Figure3.



4.4. Percentage of Community Radio Stations' Impact as Independent Watchdog to Monitor Government Actions

Eighty two percent (82%) on the overall average of the respondents from the seven counties reported that the community radio stations are serving as Independent Watchdog in monitoring the government's activities. County breakdown can be seen in the Figure 4 below.

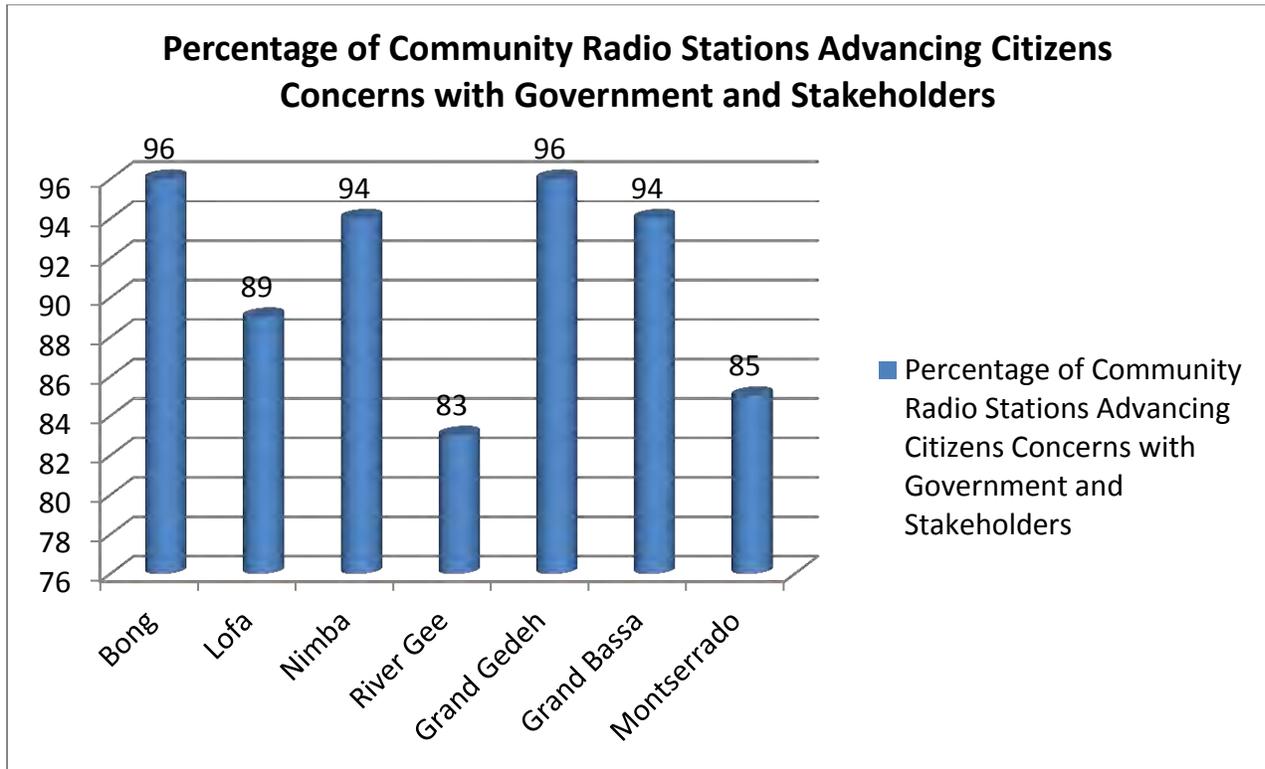
Figure4.



4.5. Percentage of Community Radio Stations Advancing Citizens Concerns with Government and Stakeholders

Findings from the survey show that on the average, ninety one percent (91%) of the respondents from the seven counties indicated that the community radio stations are advancing Citizens Concerns with Government and stakeholders. Community radio stations are a bridge between communities, local authorities, national government and non-developmental organizations. Figure 5 shows the breakdown per county.

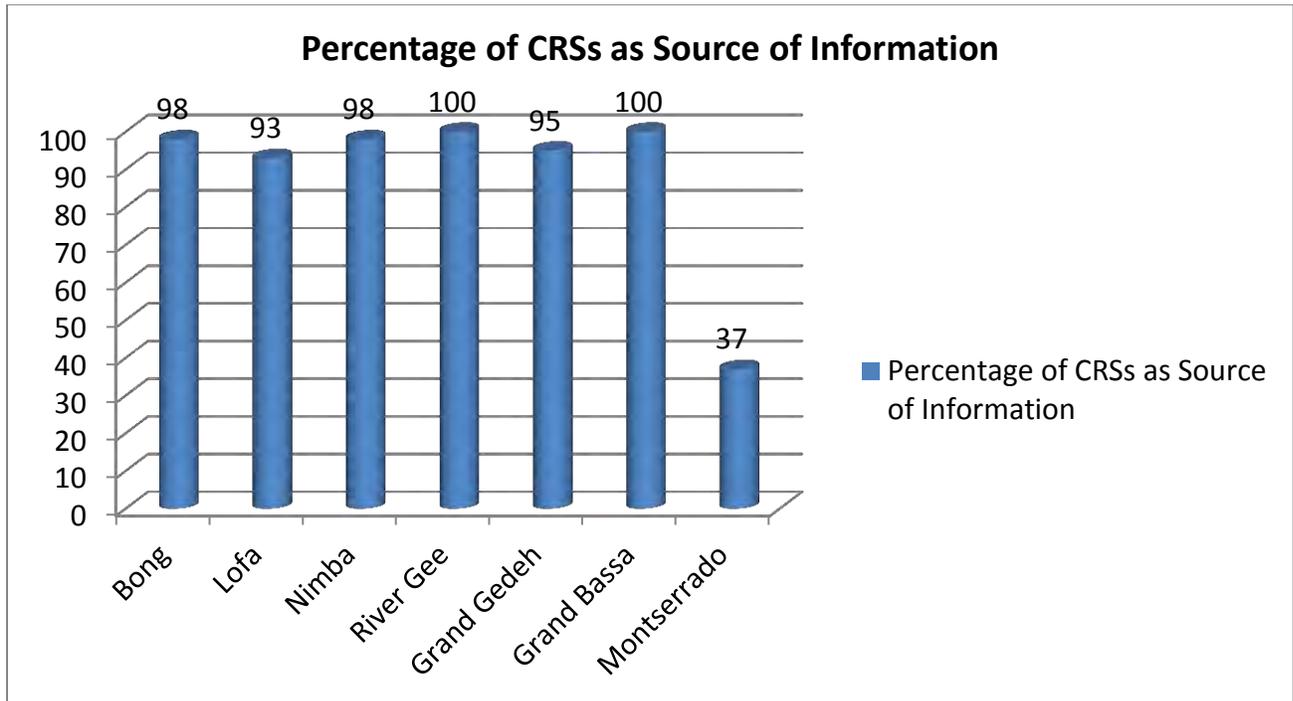
Figure 5.



4.6. Percentage of Community Radio Stations As Source of Accurate Information

Findings from the survey show that on average, eighty nine percent (89%) of the respondents from the seven counties indicated that community radio stations are the major source of information in the counties. Figure 6 shows the breakdown per county.

Figure 6.



ANNEX 1 provides actual mid-term values of the indicators targeted in this survey against their baseline and target values.

5. CITIZENS' GENERAL IMPRESSIONS OF COMMUNITY RADIO STATIONS IN THE SEVEN COUNTIES

In the open-ended portion of the survey, the citizens were asked to provide their general impression of community radios in the county.

" I believe that community radio stations are sometimes bias in reporting."

" We believe the community radio station is owned by the community."

"Some of the community radio stations focus their reporting on politics."

" The community radio station provides unbalanced news stories."

" The journalists still need more training to provide better content to the public."

"Community radio stations should continue to report factual news."

"Reporters need to improve their language."

"Community radio stations should be independent."

"Community radio stations should include female voices."

" The radio station should advocate more for their communities."

" The community radio should report national issues."

" The radio station provides very good Awareness messages for the listening public on various issues in the county."

"The radio station is used to check and report on government activities in the county and on the national level."

"Community radio is the foundation for peace building and transformation."

"Community radio is the source of information sharing for local communities."

"Community radio provides developmental and Educative news programming."

" The information provided through the community radio station is easy to understand."

" The community radio news are factual."

"LUX FM is used as a training institution for Mass Communications Students at the University of Liberia."

"Some of the reporters use very good grammar while on radio."

" The Talk shows allow radio listeners to share their views on the topic discussed."

5. CONCLUSION

The survey shows that citizens have great interest in community radio stations with 94% of the respondents indicating that they can receive signals of the targeted community radio stations. In addition, ninety one percent (91%) of the respondents indicated that community radio stations are advancing citizens' concerns to Government and stake holders. Eighty two percent reported that community radio stations are serving as Independent Watchdog in monitoring the government's activities. Eighty seven percent (87%) on the overall average of the respondents from the seven counties reported that community radio stations are providing accurate information from and to the community.

Though citizens value the role of community radio in their communities, they are concerned about the quality of news reporting and programs.

ANNEX I: INDICATOR'S ACTUAL VALUE VS. BASELINE AND TARGET VALUES

NO.	INDICATOR	BASELINE VALUE (2012)	END OF IMPLEME NTATION TARGET ¹	MID-TERM ACTUAL (2013)
1	Percentage of Liberian population reached by targeted community radio partners	81%	85%	94%

¹Baseline and target values were obtained from CSML Performance Management Plan.

ANNEX II: DATA COLLECTION TOOL

I. This section contains some statements about Awareness, Attitudes & Behavior of citizens toward government. FIRST, read each question carefully, NEXT provide your perception about the question being asked and place a tick in the relevant box.

1. Can you access any community radio station? **(Tick/check one)**

Yes

Not sure

No

If yes, please provide the names of community radio stations that you have access to or for which you can receive signals?

2. How often do you listen to community radio? **(Tick/check one)**

Daily

Sometimes

Never

Stop listening

Don't know

If you do not or have stopped listening, can you provide any reasons why you do not listen or have stopped listening to community radio?

3. I feel confident that community radio stations is advocating on behalf of ordinary citizens (**check one**)

Strongly agree

Agree

Uncertain

Disagree

Strongly Disagree

4. In my county, community radio is having impact when it comes to serving as an independent watchdog to monitor government actions. (**Tick/check one**)

Strongly agree

Agree

Uncertain

Disagree

Strongly Disagree

5. Are you interested in being represented by community radio in advancing your cause and concerns with the government and other stakeholders? (**Tick/check one**)

Yes

Not sure

No

6. What is your general impression of community radios in the county?

Thank you for completing the survey!