



Civil Society and Media Leadership Program

“Radio is my teacher”



An In-depth Assessment Report of Partner Community Radio Stations in Six Counties

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1. Introduction

Community radio is relatively new to the Liberian media landscape emerging in the years following the war. During the short period of its existence, the sector has defined a place for itself in the new Liberia becoming an important element in the nation's reconstruction efforts. Across the country, community radio stations are the first choice of the populace when it comes to source of information and education on development. Yet the sector finds itself in a precarious position with the survival of many stations threatened by their inability to sustain themselves.

To address this problem some experts argue that community involvement must be strengthened. They contend that communities must be empowered to take ownership and responsibility for supporting local radio and must also be involved in service delivery and managing local stations. These communities must work to develop sustainable business models to address the financial needs of the sector.

This report details the challenges of eight community radio stations assessed by the IREX Media Team including the Liberia Media Center. The in-depth assessment was intended to assist in designing a plan for building the capacities of IREX's Primary Partner Community Radio Stations under the Civil Society and Media Leadership Program. The plan focuses on training, content development, and making community radio more interactive with a focus on "citizen journalism". The stations assessed were Radio Gee in River Gee County, Voice of Saclapea in Nimba County, Peace Radio in Grand Gedeh, Radio Kintoma and Radio Life in Lofa County, LUX FM in Montserrado County and Magic FM in Grand Bassa County.

The operations of each station, including programming, newsroom culture, management structure and style, community participation and involvement, coverage, reach, technical output, and service delivery, were thoroughly examined. The report advances recommendations for developing IREX's proposed model radio stations by expanding the reach of some stations and building overall staff capacity to provide quality programs that will facilitate community development and change.

2. Methodology

The in-depth assessment was divided into two parts. The first was an assessment of each station's operations, and the second was a mini audience survey to ascertain community interest and participation in the operations of the station.

The first part of the assessment focused on the following: programming and production, maintenance, sustainability, community participation and ownership. The second part – the mini audience survey – was conducted in ten communities using a sample size of ten in each community of the five counties that the in-depth study covered. It examined the coverage area of each station. The team visited villages and towns to monitor the station's signal and determine the community's perception about the station's operations and programs.

3. Limitations

The assessment of Radio Life and Peace Radio of Lofa and Grand Gedeh were challenging due to the fact that both stations were off the air at the time of our visit. Their transmitters were damaged by lightning. However, the team was able to conduct the study using the quick scan method, observation

and staff interviews. Technically the team was challenged in determining the reach and reception signal or output of the two stations.

Another major challenge was the team's inability to reach Jorwah Radio in Bong County as was planned. This was due to bad roads and heavy rains, which caused flooding and made Jorwah inaccessible.

4. Assessments

4.1. *Radio Gee, River Gee County*

4.1.1. Broadcasts and Scripts

The in-depth assessment started with interviews with seven members of the Radio Gee team, including the managers, other staff and the technician. The interviews were followed by an analysis of the program logs, news scripts and observation of the station's operations, beginning with the second half of the daily broadcast of September 14 from 5:47 pm through 8: 30pm. We were back on September 15 to make further observations starting with the early morning broadcast from 6:00am to 12:00pm.

Radio Gee had ceased operations and broadcasting for a period of seven months due to technical problems with its transmitter, but resumed in June, four months prior to our visit. Despite its resumption, the station is still faced with technical challenges, such as the breakdown of its computers and a damaged compact disc player. Additionally, the staff seems unmotivated, disorganized and ill-prepared for the station's service delivery.

4.1.2. Programming

The station resumed its evening broadcast on September 14, 2010 seven minutes later than the time allotted for re-opening. The daily on air broadcast log was not available, neither was the duty announcer. The proxy announcer (Acting Station Manager) began with African music followed by station identification. There was no signature tone, welcome note, or prelude giving a rundown of the programs scheduled for broadcast for that evening. The music continued until 6:30, occasioned by station identification and the announcer's name. At 6:48 the announcer created a log of two columns. The first column - the time stipulated for the airing of each program and the second the title of the program. There was no column to indicate the actual broadcast time for each program (Scheduled time may differ from when the program actually hits the air). There was also no column for the announcer's signature, which usually serves as verification that he/she actually aired each program. This proves that the staff needs education on how to prepare basic broadcast logs.

Mobility may be a serious problem for gathering content and including nearby villages in the programming. However, staff failed to plan for content gathering and made little or no effort to generate content for production of reports and programs within close proximity of the station. All of the programs are produced live on radio, primarily due to the lack of a production studio, while a single recorder is used manually and placed near the microphone for playing sound bites when programs are being aired. The use of this method results in poor sound quality, making broadcast items almost inaudible in some cases.

There are few programs being produced. Roughly 75 % of airtime at the station is devoted to music. The management at Radio Gee lacks the ability to motivate and properly manage and direct its staff, while the staff are left to themselves and seem to have no idea about how to perform tasks or how to start tasks on their own. As a result, the operation is sluggish.

4.1.3. Newsgathering and Reporting

News broadcasts are usually outdated, and the news team fails to update them before they are broadcast. For example, the news broadcast on September 14, 2010 contained items gathered during the July 26, 2010 celebration plus news downloaded from UNMIL’s public information website, which was also outdated. Staff made no effort to plan and gather news for reporting. Unless the radio station is called upon by citizens to cover an event, they do not go out to gather news. Staff also lacks the ability to present the news in a clear manner and lacks basic news writing and grammar skills.

A review of the news scripts showed that the staff does not understand the basic elements of news; neither do they understand what makes news, and how to develop news leads. Here are examples from some of the scripts reviewed:

“River Gee county superintendent Daniel Johnson arrived in the county after a successful July 26 celebration in Nimba County.” This was news broadcast in September. The lead here is outdated, and this story could have been taken from another dimension. They could have talked about what he said upon arrival or if he was only just arriving, they could have presented an angle that showed why he arrived nearly two months after July 26. In essence, his arrival was no news as it happened more than a month earlier.

“The commissioner of Tuober District held a successful district development meeting.” This is no lead or news at all; the reporter should have captured the outcome of the meeting.

“Youth Leader Seeka Youlo expresses serious concerned (sic) over SEWODA Operation in Juwehbo.” Again this is seen as an incomplete lead and the word highlighted is not in the noun form. The news scripts were poorly written with no margins, or slugto indicate when and who wrote the story or what the story was about.

4.1.4. Pronunciation and Diction

Pronunciation and grammar at the radio station are poor. Staff seems to lack the basics of understanding subject and verb agreement. Pronunciation and enunciation are also poor. The newscast was introduced without a theme song. There was a break in a news story for station identification followed by continuation of the same story accompanied by long pauses and dead air. The ideas in the stories were not well organized.

The following mis-pronunciations were captured during the newscast on September 14, 2010.

Word	Newscast pronunciation
Penal Code	Panel code
Challenges	Challenges???
Mob violence	Mud violence
Emphasized	Emphasid
Allocation	Allogation
Nurses	Noisys

Curriculum	Curriculong
Leader	Lealer
File	Fire
Veteran	Vaterin

4.1.5. Transmission, Coverage, Community Participation and Technical Capacity

Radio Gee has a 300 watt transmitter that has dropped to an output of 150 watts. The station’s transmission stops further east at a seven kilometer distance from Fish Town. Even at that, the signal does not reach the nearby village of Sweaken and other villages and towns close by. Going south, the station stops at Kanweaken about 27 kilometers west of Fish Town. At full capacity, those towns and villages should be in the station’s coverage area.

The station’s antennas are poorly positioned, and this is also affecting the signal in many towns and villages. This is so because the installed antennas have a major problem of radiation pattern for the signal. That is, the antennas are not placed vertically, so the signal wave is not travelling horizontally. The wave is beaming into the sky (entering the clouds). These antennas are placed so low that it causes a line-of-sight problem. Fish Town is full of trees and hills, hence these antennas need to be raised up to an appreciable height to have a good line-of-sight (space & ground wave). Solving this problem will avoid the signal skipping over nearby villages.

The community involvement in the operations of the station is only through board representation. Inhabitants in River Gee are not taught how to get involved in the development of program ideas, neither are they involved at any level in program production. As a result community support and participation is dismal.

4.1.6. Recommendations

Radio Gee is in need of all technical equipment necessary for operating a radio station. These include production and on air studio equipment, transmitter, antenna, a ground and lightning preventing system, recorders, micro phones and computers. For details of quantity of technical equipment needed, please see the Appendix – Equipment Needed.

In order to increase the level of community participation in the running of the station, the staff at the station must be trained to produce quality local programs that will first attract and stimulate the interest and passion of community dwellers. This should be followed by mobilization and training of locals to produce their own programs. Basic skills needed by the staff include content gathering, broadcast language, script writing, production skills (interviewing, roundtable, news wraps and features), programming, management training, technical training, and fundraising. An in-house mentoring program and peer learning exchange for staff could yield best results.

4.2. *Peace FM, Toe Town, Grand Gedeh*

The assessment team had limitations in monitoring the activities of Peace FM in Toe town, Grand Gedeh County as a result of a major breakdown of its transmitter that has lasted for about a year. However, the station staff seemed enthusiastic, dedicated and willing to learn. A quick scan revealed that the staff has an understanding of how a community radio should be run. Seven staff were interviewed. Fifty percent (50%) of the station’s programming is locally produced.

The community seems to appreciate the service delivery of Peace Radio. However, its semi-functional Board seems to be the only level at which the community is involved with the operations of the station. The community seems to have trust and confidence in Peace Radio. Like many of the radio stations assessed, the need to introduce acceptable practices of news room culture and operations is paramount.

Technically, Peace Radio lacks a well trained technician and well equipped digital recording and broadcast studios. Computers at the station are not working as a result of viruses. The station has only one digital (i-river) recorder. Peace Radio's transmitter was produced by DB Electronica. The company no longer produces such transmitters. The memory of the transmitter is damaged. As a result the technician is unable to take down the readings. Prior to its breakdown, the station's 300 watt transmitter was giving out half its output.

4.2.1. Recommendations

Peace Radio should be given a modern transmitter that is made specifically for Liberia's climatic conditions, plus a fully digitalized broadcast and recording studio. If staff are to produce more quality and community oriented programs, then the provision of a recording studio and training in program production, script writing, roundtables, community participation and mobilization are highly necessary.

4.3. *Voice of Saclapea*

About 20 kilometers southeast of Saclapea we received the signal of Voice of Saclapea. The signal was mostly clear, but at some points it was muffled. Voice of Saclapea seems to have well structured programming that includes a mix of information, entertainment, educational messages and sensitization. Staff seems to have a sense of commitment for service to community. However, management and leadership are left solely to the station manager and his team. The Board seems to be inactive. Staff at the station, especially the management team, are engaged in other fields of work, therefore their time at the station is limited. The station manager is the only fulltime staff.

4.3.1. Broadcast and Scripts

Staff at the station are not accustomed to using scripts when broadcasting except for news and pre-recorded programs. Due to this, transitions by announcers are poor and delayed when switching from one program to another. Program scripts are poorly written (incoherent and not concise).

4.3.2. Newsgathering and Reporting

From our observations, it seems the news is written in an ad-hoc manner without too much planning for gathering and writing news stories. An examination of the news scripts showed that scripts are written without margins, slug and symbol to indicate continuation or end. The use of proper grammar is inconsistent.

The news presentation was occasioned by dead air and long pauses in between stories. The news was late and lasted longer than the stipulated 15 minute period allotted, a further indication of staff not being prepared to deliver in a timely fashion.

News reporters and staff at Voice of Saclapea appear to have an understanding of developing news scripts, leads, making attribution and identifying sources.

Below are mis-pronunciations captured from the newscast September 16, 2010:

Word	Newscast Pronunciation
Liaison	Leason
During	Doing
Central	Centra

4.3.3. Technical

Voice of Saclapea has a 50 watt transmitter but is only putting out 28w. Its signal is very poor in several areas, especially toward Tappita. Drive in that direction, just 20km from Saclapea, and you may lose the signal. This is so because the system has depreciated since it was repaired and can no longer reach its full power. The memory system on the transmitter is also broken and therefore the technician cannot take down the readings.

4.3.4. Recommendations

To give Voice of Saclapea a boost, its transmitter needs to be changed. Staff needs to undergo training in production and news reporting. Management and organizational skills are most needed plus an orientation on a vibrant community involvement and participation in the operations of the station so that citizens can take ownership and responsibility for supporting the station.

4.4. *Radio Kintoma, Lofa County*

4.4.1. Broadcast and Scripts

Staff at this station have a clear understanding of programming and production. Radio Kintoma uses a method of peer learning to help staff lacks the skills. An example, five of the stations' staff members use Adobe software for producing programs and doing digital editing. They are responsible to assist other staff when producing programs. Over 65% of the station's programs are produced locally. The remaining 35% is made up of guest programs and entertainment. All content, scripts and programs being produced are approved by the Director of Programs and Station Manager. The programs are also edited and listened to before they are aired. The station is diverse in its programming. Because Lofa is a county with multi tribal groupings and a place with a history of ethnic violence and tension, management tries to create an ethnic balance by broadcasting four language programs each day. Radio Kintoma is also taking an approach to avoid a recurrence of the ethnic violence that disrupted life in February. The station produces peacebuilding programs. Radio Kintoma is the only station assessed that uses a program log in accordance with standard practices of broadcast.

4.4.2. Newsgathering and Reporting

News content and reports are 100% local or community based. The station relays national and international news, but they are not incorporated into Radio Kintoma's news bulletin. The news scripts examined can be compared to that of standard broadcast news written by national radio stations in Liberia.

Radio Kintoma conducts a weekly review meeting with its staff to identify sources of news and information, while news reporters are assigned to various sources. The news presentation is far better than many other community radios, but could be improved especially with pronunciation and voice inflection.

4.4.3. Technical

Radio Kintoma has a short tower, which is 110 ft in height. The tower is well installed, however the height needs to be extended by an additional 90 meters. Technically, Voinjama, being a mountainous terrain, all of the 500 watt radio frequency power is dissipated or attenuated along the mountains or hills. This is noticeable at some point along the way where the signal strength is high when you're up the hill and fades out when you descend. FM signal normally travels in a line-of-sight (direct) path.

This problem was clearly encountered on a 24km assessment drive to Barkadu. Even within the town of Barkadu the signal is very faint and some inhabitants complained of not receiving any signal. Other towns beyond Barkadu have the signal. To further improve Kintoma's coverage 4 pieces of dipole antennas are needed. This will solve the problem of the signal not reaching its target communities.

4.4.4. Recommendations

The technical capacity of Radio Kintoma must be given priority. As already recommended above, the station must be given four pieces of dipole antennas to improve its reach. The training focus for its staff must be concentrated on peacebuilding, conflict sensitive reporting, rumor management reporting, and production skills. Attention must be given to the production of radio wraps, features, election reporting and coverage, and roundtables, considering Lofa as a flash point for conflict and violence.

Our visit to villages near Voinjama showed that listeners have confidence in the station, thus it has the potential to become sustainable if the right mobilization methods are employed. Radio Kintoma also enjoys the support of a professional management team that has worked in the community radio sector for more than ten years. Therefore, we hereby recommend that members of the management team be hired to provide in-house consultancy at other IREX partner radio stations in the country.

4.5. *Radio Life Zorzor, Lofa County*

Like Peace Radio, the team was challenged in conducting a full assessment of the operations of Radio Life due to the breakdown of its transmitter, which forced the station to cease operations for almost a year. Radio Life's programming seemed dominated by entertainment, requests and music, although staff claimed that their programming is 75% news and feature programs. However, the listener survey proved contrary since many of the inhabitants claimed to have listened to announcements and request as their favorite programs. Radio Life produced a master program log that was introduced in 2004, however, the station has never had, produced or used an on air program log to indicate what programs were being aired prior to its breakdown or to track programs. Management at the station is weak. Except for a few, staff are unmotivated and feel alienated or excluded from the decision making process. The management has been able to use a variety of methods to solicit and encourage community support to the station.

4.5.1. Technical

Radio Life's transmitter is down. The station seems to be having problems with identifying the right spare parts needed to repair the damaged transmitter. The station has suffered a fluctuation in its flow of electricity. This could cause further damage to equipment. Also, the studio needs to be properly soundproofed.

4.5.2. Recommendations

Management, financial and production trainings should be prioritized for Radio Life. The absence of a trained technician, coupled with unstable supply of electricity, is a risk factor for the life span of any equipment. These are issues that must be tackled.

4.6. *LUX FM, Montserrado County*

LUX FM was established by the Department of Mass Communications at the University of Liberia. The University received a grant from the Open Society Initiative for West Africa (OSIWA) and the Community Peace Building and Development Program implemented by Mercy Corps in 2003. The purpose for setting up the station was to train students studying journalism, particularly at the junior and senior levels. Another reason was to disseminate information to students and communities within proximity to the university.

4.6.1. Staff

LUX has five permanent staff that includes the Station Manager, Deputy Station Manager, Program and News Directors and a Technician. Students at senior and junior levels provide support through an internship program.

4.6.2. Program and Content

LUX FM has a total of 27 programs that include a wide range of thematic areas such as religion, health, agriculture, gender, public affairs, news and information. The station is the only station among the CSML community radio partners that uses a daily program log. The programs produced are done mainly by the students and staff of the station. Additionally, the station receives and broadcasts guests programs paid for by development intuitions and organizations.

4.6.3. Broadcast Production and Scripts

In the field of professional broadcasting, scripts for everything and anything are considered the number one priority for quality output. However, at many radio stations in Liberia, including the community radio sector, this method of operating is overlooked. Many times, broadcasters do not use scripts especially for live productions; if they do, it is only the “INTRO” and perhaps a few questions to serve as a guide. Radio LUX is no exception to this way of operation. Except for a few pre-recorded programs, not many of the producers are required to develop program scripts for review before their programs are recorded. Producers and presenters have to struggle to understand and readout handwritten scripts. On air announcers are often repetitive, amateur and lack some level of creativity even though they seem to have an understanding of what to do.

4.6.4. News and Information

LUX Radio has several news programs which includes a five-minute news summary, a thirty minute news magazine and a fifteen minute news bulletin. Logistics and equipment such as news prints, recorders and batteries are a challenge for newsroom operations. Reporters are assigned beats to gather news. The focus of LUX News is mainly political and campus based, largely due to the fact that the University is located close to the seat of government.

LUX News reporters seem to understand the concept of news, but lack adequate skills to produce quality reports. News scripts are handwritten, leads and stories are passive, grammar and context are areas for improvement. Below are some sample news stories:

LUX News
Rep. Mulbah
Mr. Tulogbe
8|11|10

Bong county legislative caucus chairman, has warned students hailing from the county to remain calm as all is been done to meet their needs at UL.

Hon. George Mulbah statement comes in response to students hailing from the county attending the UL that they were not treated fairly in the distribution of scholarships for Bong county students

The Bong county Law-maker said, due to the increment in the UL tuition and fees, some student's fees could not be paid something which he said, the scholarship budget was passed before the increment in tuition at the UL.

Hon. Mulbah however urged the disappointed students to remain calm as all is been put in place next semester for the full payment of their tuition and fees at the UL.

Hon. George Mulbah spoke to LUX News in Gbarnga, Bong County on Sunday.

LUX NEWS
Charles Cuffey
Samuel David
Nov 8, 2010

A candidate for the secretary general position in the insuring PUL elections, has called for unity among members of the union.

Speaking to LUX radio yesterday Charles Cuffey said when elected he will seek the welfare of journalists and ensure an effective press union. He is at the same time calling on journalists to protect the rights of the public as it is written in the code of ethics of the union

Coffey called on members of the union to elect people that will infuse new idea in moving the union forward

Meanwhile, official launch for the Charles Cuffey for secretary general of the PUL takes place in the compound of the Liberia broadcasting system (LBS).

4.6.5. Coverage/Reach

LUX Radio covers mainly the capital, Monrovia, and suburban areas. However, it is difficult to determine the exact radius considering occasional stray signals and the lack of a technical study to include the length and distance of coverage.

4.6.6. Recommendations

LUX Radio, as a non-commercial radio station, is faced with the huge challenge of sustainability; therefore, capacity building in financial management and fundraising are areas needed to empower the station's staff. In addition, the station will need a production studio, recorders and computers to make it more functional and efficient.

Trainings on specialized themes will aid the station to move away from political news reporting towards other areas such as environment, education, health, gender, elections etc. Training in production, news writing and investigative reporting are paramount needs.

4.7. Radio Magic

Monitoring the station's signal strength and coverage was not possible since the assessment by the team was done for only one day. Therefore, the travelling period within the signal range of the station could not be monitored because the station was already switched off before the team reached within its coverage area.

The listener survey conducted was done at two different locations. The survey targeted Buchanan which is within close proximity of the station, and the other was done at the Monrovia Junction area, just about 4 kilometers away from Buchanan city.

4.7.1. Staff

Radio Magic staff are mainly youth who are still undergoing junior and secondary education. The Station Manager, Technician, Business Manager, News and Program Directors are full time staff. Apart from the full time staff, Magic has seven volunteers that serve as reporters and announcers.

4.7.2. Program and Content

Content for programming and production are gathered from four communities: Buchanan City, Gorzon, Central Buchanan and Tinway. The content is used mainly for programs and news. Getting content from far away villages and towns is impossible due to the lack of mobility and funds for reporters and producers to travel to distant villages. However, reports on incidents and events are often conducted through phone interviews from distant communities. The station produces a total of fifteen programs that includes several thematic areas: agriculture, public affairs, entertainment, religion, health, gender, politics and governance. Content generation is based solely on suggestions from local inhabitants and ideas suggested by staff. These ideas are brainstormed and discussed before being develop into a full program proposal. More than 75% of the content is local. The station occasionally generates income from programs sponsored by international and local organizations and programs i.e., Poverty Reduction Strategy, County Development Agenda, etc.

4.7.3. Broadcast Production and Scripts

A quick scan of the station's operations showed that volunteers, especially those who are still undergoing secondary education, are closely guided and supervised by the management team. Scripts are reviewed and volunteers are coached in preparation for production and broadcasting. The Program Director and the Station Manager are responsible for approving all scripts. Review of a few scripts proved that staff understand the elements of a broadcast script, though they are not done very professionally. Scripts for drama are also not professional and the storylines are not clear, nor are the character profiles well developed before a drama is produced. When developing scripts, the staff depend on expert knowledge to research and analyze issues, but they do not access to any resource

materials or tools. The strength of Magic FM is its programs unit due to its diversity and community driven content and frequent interaction with its citizens.

4.7.4. News and Information

As is true with many community radios stations, news and information is a challenge. Scripts are not very professional, grammar, choice of words and tone can be difficult to understand. The reporters at Magic are given assignments or beats to cover. Reports gathered are written by the staff and edited by the Station Manager and News Editor. News is gathered from a wide range of sources that includes: local NGOs, court and police records, local government offices, and national news.

4.7.5. Technical Observation

Magic FM has a lot of technical challenges including not having the right type of equipment or the knowledge of how to operate it. The transmitter has been repaired at least twice. Most of the equipment including the mixer is old and obsolete. The antenna tower is low and not very durable because it is a single pole carved out of a reef plant. The technician at the station appears skillful and has the potential for becoming a better technician when trained.

4.7.6. Recommendations

The news and information department is a serious challenge to quality output at Magic. Therefore, training and equipment are paramount to achieving best results at Magic FM. Providing some means of transportation will also assist the news department to expand its scope of information. The staff is relatively young and still undergoing secondary education and therefore including basic broadcast language and grammar in the training module would help improve their writing skills. To build the institutional capacity of the station, the management team needs one-on-one mentoring. Developing or investing in scriptwriting, drama and theatre performance training could provide the staff with skills that would ultimately generate income for the station since many organizations hire dramatists to conduct campaigns on various community issues.

5. Overall Technical Analysis

In considering the provision of equipment the concept of community radios must not be forgotten, although some radio stations are requesting very high output transmitters to extend their reach to other counties. This may seem a good idea, but may cause future problems with spectrum regulation, over crowdedness of the air space as a result of an increase in and proliferation of radio stations. This may limit space on the radio spectrum bandwidth. Consequently, this could cause interference on each other's assigned frequencies and bandwidth.

There is a need to provide full studio equipment to all the stations with the exception of Radio Life that already has a full on-air studio. At least six reporting (digital recorders) are needed for each station. Outside broadcast (O.B.) equipment set for these stations should be prioritized to encourage community forums from one village to the other. The O.B equipment will help increase community participation. A production studio will help increase the quality, speed and number of programs and requires a computer, microphone, 1 tape player, 1 CD player a small mixer (about 4 channels).

5.1. Coverage/ Height/Transmitter

The in-depth study proved that there have been serious problems with reception in some of the stations' target communities. The worst case is Radio Gee. The signal transmitted skips over nearby

villages and goes to other areas. An example is the two big towns visited (Kaweaken and Sweaken) where community dwellers complained about the weak or absent signal.

The technique used to install the antennas has resulted in a major radiation pattern problem for the signal. That is, these antennas are not placed vertically, so the signal wave does not travel horizontally. The wave is beamed into the sky (entering the clouds). These antennas also are placed low and thus cause a line-of-sight problem. The topography of Fish Town, which is characterized by trees and hills, makes it compelling to raise the antennas to an appreciable height to produce a good line-of-sight (space & ground wave). If these problems are handled, the station will overcome the problem of signal skipping over nearby villages.

Ninety percent (90%) of these stations have good height (tower) with the exception of Jorwah Radio that has a 40ft self-built pipe tower. This tower is not guaranteed and has fallen twice affecting its antennas. A 90m tower needs to be erected at this station's compound, which will improve its signal coverage plus a guaranteed tower to host its antennas.

With the exception of Radio Life and Peace Radio, all the stations have working transmitters. Yet, many of the transmitters are not putting out their maximum power. An example is the Voice of Saclapea that has a 50 watt transmitter, but is only putting out 28 watts. Its signal is very poor to the southern part of their coverage area (Tappita) with reception reaching 20 km from Saclapea. This is due to system depreciation since it was repaired and can no longer reach its full power. This transmitter's main measure is not accounted for due to the loss of its memory system. A similar problem applies to Radio Gee, Jorwah Radio and Peace Radio, which have 300 watt transmitters, but they are not putting out their full power.

According to Marcus, the technician on the in-depth assessment team, although the stations listed above are operating, their transmitters are not guaranteed and may present a problem in the near future. Therefore, it is recommended that new 300 watt transmitters be provided and that the old ones be kept as standby. Another reason for replacing the transmitters is that they are obsolete and are no longer produced by the manufacturer (DB Electronica), hence spare parts are not available.

5.2. *Grounding System*

Apart from Radio Kintoma and Jorwah Radio, the stations' antennas are mounted on the GSM tower which are guaranteed. However, there is a need to have an independent ground system for studios and transmitters separate from the GSM ground system because GSM has high frequency and power. There is the possibility that if lightning strikes the electrical charges from the lightning arrester on the tower might not conduct all the charges down to earth. Instead, some charges might take an easy path to the studio or transmitter if the equipment is connected to the tower ground system.

5.3. *Technical Training*

A need for well trained technicians to maintain the equipment is one of the major problems that must be tackled to increase the life span of the equipment. Some of the technicians at the stations visited have no basic knowledge in electronics. They were also not taught basic maintenance skills in preventing, solving and troubleshooting minor equipment problems. For many of them, their technical skills are limited to dusting the equipment and, in extreme cases, opening the transmitter and blowing out dust. Some of the technicians are not high school graduates, which makes training them even more challenging.

An intensive one-month technician training on the principle of basic electronics has to be conducted. E.g. Principle of alternating current, DC current, safety rules in working with electronic appliances, meter reading etc. This should be followed by two additional weeks at each station with the technician, training him/her on how to maintain and work with the equipment or the system s/he has. This will make a difference in reducing the number of times a person will have to leave Monrovia to travel to a particular station just to solve some minor problems. That is to say that 85-90% of all work (technical problems) will be handled by the station's technician. On a regular basis, an assigned technician from IREX will do a technical monitoring visit.

5.4. Spare Parts/Tools

A long life span for these stations is highly dependent upon the availability of spare parts, which are mainly for the transmitters and mixers. Another issue that will be addressed by readily available spare parts is the elimination of the prolonged periods without working equipment.

Technicians' working tool kits are needed for the resident technicians to be more efficient in carrying out their duties.

6. Conclusions

To create the model stations that IREX is promising, it is necessary to use an approach different from interventions made by our predecessors. That is to say that we need to move away from short term workshops and provide a more comprehensive approach through in-house consultancy, mentoring, employee exchange programs and specialized trainings on different themes that will focus solely on programming.

Communities can only take ownership of the stations if they are included in its programming and decisions. Increasing service delivery to focus more on community oriented programs will help increase citizens' confidence and support for the stations.

Consequently, in building up the Community Radio Sector, we must prioritize the provision of a recording studio and equipment to increase the percentage of locally produced programs. We must also work with the management to mobilize, recruit and train people to become citizen journalists (program producers in specialized areas). Eighty five percent (85%) of trainings must focus on production and 15 % on management, organization, and citizens' participation. A separate approach must be considered for technicians to avoid attrition. In other words, CSML must consider developing an intensive course for technicians plus the provision of a monthly stipend to help motivate and encourage them to continue to work with the stations. IREX must work with the stations to identify markets and develop a business sustainability plan.

The current situation at Radio Life and Peace Radio must be taken as a case study for strengthening and empowering ALICOR to serve as a conduit for representing the interests of the Community Radio Sector. We must work with ALICOR to establish an equipment resource pool, which will procure and make available spare parts. This could also be developed as a business plan to strengthen the organization and make it sustainable.

Radio Gee must be given special attention since they rank the lowest of all of the stations assessed and seem to be dismal in providing quality programs and service to their communities. When hiring consultants, community radio practitioners who have made a difference should be considered. John Gayflor of Radio Kintoma is an example. He's making a difference at Kintoma and could help to

change things at other stations. People like Gayflor can serve as role models and mentors. Special attention must be given to easing the problem of mobility to make isolated communities inclusive in the programming and management of the station.

7. Appendix

7.1. Equipment Needed

Station	Equipment	QTY.
Radio Kintoma	Ups 1500VA	1
	Voltage regulator	1
Peace Radio	Computer	1
	Mixer (8channels)	1
Radio Gee	Telephone	1
	CD player	2
Voice of Saclapea	Tape player	1
	Tuner	1
Radio Jorwah	Monitor(speaker)	2
	Mics	4
	Mic stands	4
	Headphone amplifier	1
	Headphones	5
	Multichannel audio compressor	1

Summary of transmitting equipment needed

Station	transmitter	Antenna	Cable	QTY.
Voice of Saclapea	300w	Dipole antenna (2pcs), 2way splitter, 3m coupling cabling (x2)	5/8" 70m	1
Radio Life	500w	-	5/8" 90m	1
Peace Radio	300w	2way splitter, 3m coupling cable (x2)	5/8" 70m	1
Radio Jorwah	300w	Pilot light, 2way splitter, 3m coupling cable(x2)	5/8" 70m	1
Radio Gee	300w	2way splitter, 3m coupling cable	-	1
Radio Kintoma	-	Pilot light, dipole antenna (4pcs), 4way splitter	5/8" 90m	1

Materials for grounding

Grounding rod (copper) 9ft
Thin copper sheet
Grounding clamps
10mm thick copper sheet
Lightning arrester

7.2. *Quantitative Report and Analysis*

QUANTITATIVE DATA ANALYSIS: IN-DEPTH ASSESSMENT OF PRIMARY PARTNER COMMUNITY RADIO STATIONS AND SURVEY OF COMMUNITY RESIDENTS

For Objective Five: (Community radio stations in seven target counties engage with the community and work to include diverse audiences, and improve reach)

Prepared by
Joshua S. Kpelewah, M&E Manager, Social Impact

7.2 QUANTITATIVE DATA ANALYSIS OF PRIMARY PARTNER COMMUNITY RADIO STATIONS IN-DEPTH ASSESSMENTS

7.2.1 Radio Gee Results

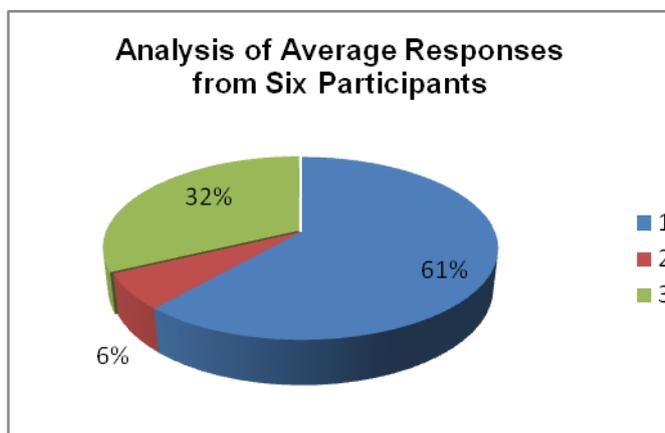
Table 1 presents the quantitative findings from the six selected staff members of Radio Gee who responded to the questionnaires. The table below highlights the Likert type of questions or items from the questionnaire. A discussion of these items follows this table.

Table 1 Overall Radio Gee In-Depth Assessment Findings

Item	Strongly Agree or Agree	Uncertain	Disagree or Strongly Disagree
The station is involved with or organizes developmental activities with the community.	60%	20%	20%
I am convinced that the presence of the community radio station has bridged the gap between local authorities, national government and other developmental organization.	100%		
Efforts have been made to empower the local people to run the station.			100%
Staff members have appropriate skills to perform their work.	33%	17%	50%
Regular, ongoing supervisory support, guidance and suggestions are provided to all staff.	50%		50%
Staff members at this station feel supported and encouraged.	17%	17%	66%
Regularly scheduled in-house systems have been established for staff training.	33%		67%
The management of the station respects, encourages, and promotes equal participation of men and women in management and program planning and implementation.	83%		17%
At this station, participation of community members is just limited to governing the radio station and not technical and program production.	50%		50%
The station is encouraging an active community participation in the station's operations.	100%		
This station has regular (yearly) public meetings held within the communities on implementation or with member organizations, and local citizens/member organizations know the station.	83%		17%
Affected citizens/organizations know where and how to provide input to the radio station.	67%	16%	17%
Average	61%	6%	32%

Chart 1

The cumulative results from the in-depth assessment of six staff members of Radio Gee show that 61% of the participants responded positively (agree or strongly agree) to various evaluation statements highlighting a range of areas such as: Programming and Production; News and Information; Sustainability; Equipment, Maintenance and Technical Skills; Community Involvement, Participation and Ownership. Thirty two percent (32%) of the participants responded negatively to the evaluation statements and 6% were uncertain. The cumulative results of participants' responses also show that more is needed before having a model system in place at Radio Gee. Finally, respondents rated the radio station high in its ability to help facilitate development and change in the county.



As for sources of funding, it is estimated that the institution acquires \$67,200.00 LD from advertisement per year, \$60,000.00 LD from announcements per year and \$3,225.00 USD from donations for the last year under review.

7.2.2 Peace Radio Results

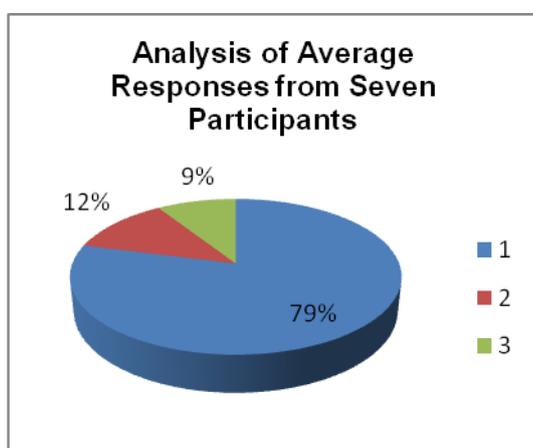
Seven staff members from this station participated in the assessment. Their quantitative findings addressing Likert Scale type of questions from the questionnaire are summarized below:

Table 2 Overall Peace Radio In-Depth Assessment Findings

Item	Strongly Agree or Agree	Uncertain	Disagree or Strongly Disagree
The station is involved with or organizes developmental activities with the community.	100%		
I am convinced that the presence of the community radio station has bridged the gap between local authorities, national government and other developmental organization.	100%		
Efforts have been made to empower the local people to run the station.	71%		29%
Staff members have appropriate skills to perform their work.	43%	14%	43%
Regular, ongoing supervisory support, guidance and suggestions are provided to all staff.	72%	14%	14%
Staff members at this station feel supported and encouraged.	57%	43%	
Regularly scheduled in-house systems have been established for staff training.	43%	43%	14%
The management of the station respects, encourages, and promotes equal participation of men and women in management and program planning and implementation.	100%		

At this station, participation of community members is just limited to governing the radio station and not technical and program production.		17%	83%
The station is encouraging an active community participation in the station's operations.	100%		
This station has regular (yearly) public meetings held within the communities on implementation or with member organizations, and local citizens/member organizations know the station.	83%	17%	
Affected citizens/organizations know where and how to provide input to the radio station.	100%		
Average	79%	12%	9%

Chart 2



The cumulative results of the assessment show that 79% of respondents rated the station positively, (9%) rated the station negatively and 12% were uncertain of the position of the radio station as per the statements in Table 2. The cumulative results of participants' responses also shows that a model system is in place at Peace Radio, but some work and support is still required to achieve a higher score. Finally, respondents rated the radio station high in its ability to help facilitate development and change in the county.

As for sources of funding, it is estimated that the institution acquires \$20,000.00 LD from advertisements per year, \$50,000.00 LD from announcements per year and

\$100,000.00 LD from donations for the last year under review.

7.2.1 Radio Life Results

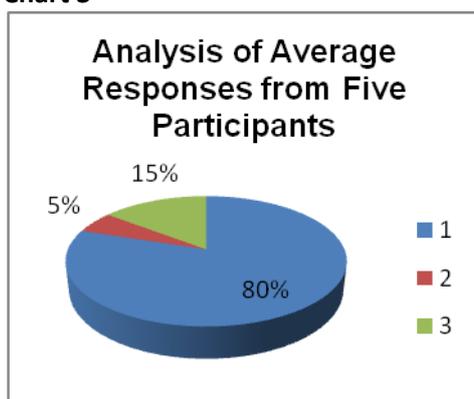
Five staff members from this station participated in the assessment. Findings addressing Likert Scale type of questions from the questionnaire are summarized below:

Table 3 Overall Radio Life In-Depth Assessment Findings

Item	Strongly Agree or Agree	Uncertain	Disagree or Strongly Disagree
The station is involved with or organizes developmental activities with the community.	80%		20%
I am convinced that the presence of the community radio station has bridged the gap between local authorities, national government and other developmental organization.	100%		
Efforts have been made to empower the local people to run the station.	100%		
Staff members have appropriate skills to perform their work.	40%		60%
Regular, ongoing supervisory support, guidance and suggestions are provided to all staff.	100%		

Staff members at this station feel supported and encouraged.		60%	40%
Regularly scheduled in-house systems have been established for staff training.	100%		
The management of the station respects, encourages, and promotes equal participation of men and women in management and program planning and implementation.	80%		20%
At this station, participation of community members is just limited to governing the radio station and not technical and program production.	60%	20%	20%
The station is encouraging an active community participation in the station's operations.	100%		
This station has regular (yearly) public meetings held within the communities on implementation or with member organizations, and local citizens/member organizations know the station.	100%		
Affected citizens/organizations know where and how to provide input to the radio station.	80%		20%
Average	80%	5%	15%

Chart 3



The cumulative results of the assessment show that 80% of respondents rated the station positively, 15% rated the station negatively and 5% of the respondents were uncertain of the position of the radio station. The cumulative results of participants' responses also show that a model system is in place at Radio Life, but some work and support is still required to achieve a higher score. Finally, respondents rated the radio station high in its ability to help facilitate development and change in the county.

As for sources of funding, it is estimated that the institution acquires \$5,000.00 LD from advertisements per year, \$15,000.00 LD from announcements per year and \$25,000.00 LD from donations for the last year in review.

7.2.2 Voice of Saclapea Results

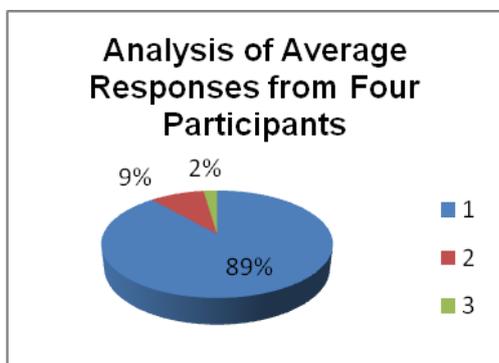
Four staff members from this station participated in the assessment. Their quantitative findings addressing Likert Scale type of questions from the questionnaire are summarized below:

Table 4 Overall Voice of Saclapea In-Depth Assessment Findings

Item	Strongly Agree or Agree	Uncertain	Disagree or Strongly Disagree
The station is involved with or organizes developmental activities with the community.	100%		
I am convinced that the presence of the community radio station has bridged the gap between local authorities, national government and other developmental organization.	100%		

Efforts have been made to empower the local people to run the station.	100%		
Staff members have appropriate skills to perform their work.	100%		
Regular, ongoing supervisory support, guidance and suggestions are provided to all staff.	100%		
Staff members at this station feel supported and encouraged.	100%		
Regularly scheduled in-house systems have been established for staff training.	100%		
The management of the station respects, encourages, and promotes equal participation of men and women in management and program planning and implementation.	100%		
At this station, participation of community members is just limited to governing the radio station and not technical and program production.	75%		25%
The station is encouraging an active community participation in the station's operations.	75%	25%	
This station has regular (yearly) public meetings held within the communities on implementation or with member organizations, and local citizens/member organizations know the station.	25%	50%	25%
Affected citizens/organizations know where and how to provide input to the radio station.	75%	25%	
Average	89%	9%	2%

Chart 4



The cumulative results of the assessment show that 89% of respondents rated the station positively, 2% rated the station negatively and 9% of the respondents were uncertain of the position of the radio station. The cumulative results of participants' responses also show that a model system is in place at Radio Saclapea, but some work and support is still required to achieve a higher score. Finally, respondents rated the radio station high in its ability to help facilitate development and change in the county.

As for sources of funding, it is estimated that the institution acquires \$1,500.00 LD from advertisement per year, \$12,000.00 LD from announcement per year and \$25,000.00 LD from donations for the last year in review.

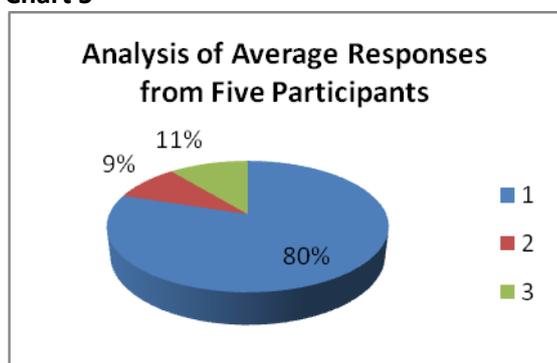
7.2.3 Radio Kintoma Results

Five staff members from this station participated in the assessment. Their quantitative findings addressing Likert Scale type of questions from the questionnaire are summarized below:

Table 5 Overall Radio Kintoma In-Depth Assessment Findings

Item	Strongly Agree or Agree	Uncertain	Disagree or Strongly Disagree
The station is involved with or organizes developmental activities with the community.	80%	20%	
I am convinced that the presence of the community radio station has bridged the gap between local authorities, national government and other developmental organization.	100%		
Efforts have been made to empower the local people to run the station.	100%		
Staff members have appropriate skills to perform their work.	60%		40%
Regular, ongoing supervisory support, guidance and suggestions are provided to all staff.	100%		
Staff members at this station feel supported and encouraged.	40%	60%	
Regularly scheduled in-house systems have been established for staff training.	80%		20%
The management of the station respects, encourages, and promotes equal participation of men and women in management and program planning and implementation.	80%	20%	
At this station, participation of community members is just limited to governing the radio station and not technical and program production.	80%		20%
The station is encouraging an active community participation in the station's operations.	100%		
This station has regular (yearly) public meetings held within the communities on implementation or with member organizations, and local citizens/member organizations know the station.	40%		60%
Affected citizens/organizations know where and how to provide input to the radio station.	100%		
Average	80%	9%	11%

Chart 5



The cumulative results of the assessment show that 80% of respondents rated the station positively, 11% rated the station negatively and 9% of the respondents were unsure of the position of the radio. The cumulative results of participants' responses also show that a model system is in place at Radio Kintoma, but some work and support is still required to achieve a higher score. Finally, respondents rated the radio station high in its ability to help facilitate development and change in the county.

As for sources of funding, it is estimated that the institution acquires \$63,000.00 LD from advertisements and \$72,000.00 LD from announcements per year and \$150,000.00 LD from donations for the last year in review.

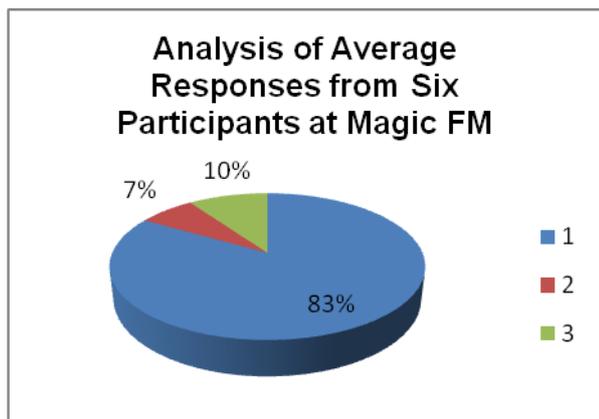
7.2.4 Magic FM Results

Six staff members from this station participated in the assessment. Their quantitative findings addressing Likert Scale type of questions from the questionnaire are summarized below:

Table 5 Overall Magic FM In-Depth Assessment Findings

Item	Strongly Agree or Agree	Uncertain	Disagree or Strongly Disagree
The station is involved with or organizes developmental activities with the community.	100%	0%	0%
I am convinced that the presence of the community radio station has bridged the gap between local authorities, national government and other developmental organization.	100%	0%	0%
Efforts have been made to empower the local people to run the station.	83%	0%	17%
Staff members have appropriate skills to perform their work.	0%	33%	67%
Regular, ongoing supervisory support, guidance and suggestions are provided to all staff.	100%	0%	0%
Staff members at this station feel supported and encouraged.	100%	0%	0%
Regularly scheduled in-house systems have been established for staff training.	100%	0%	0%
The management of the station respects, encourages, and promotes equal participation of men and women in management and program planning and implementation.	100%	0%	0%
At this station, participation of community members is just limited to governing the radio station and not technical and program production.	34%	33%	33%
The station is encouraging an active community participation in the station's operations.	100%	0%	0%
This station has regular (yearly) public meetings held within the communities on implementation or with member organizations, and local citizens/member organizations know the station.	83%	17%	0%
Affected citizens/organizations know where and how to provide input to the radio station.	100%	0%	0%
Average	83%	7%	10%

Chart 5



The cumulative results of the assessment show that 83% of respondents rated the station positively, 10% rated the station negatively and 7% of the respondents were unsure of the position of the radio. The cumulative results of participants’ responses also show that a model system is in place at Magic FM, but some work and support is still required to achieve a higher score. Finally, respondents rated the radio station’s ability to help facilitate development and change in the county at 67%.

As for sources of funding, it is estimated that the institution acquires \$82,350.00 LD from advertisements and \$55,545.00 LD from announcements per year and

\$5,000.00 LD from donations for the last year in review.

7.2.5 LUX FM Results

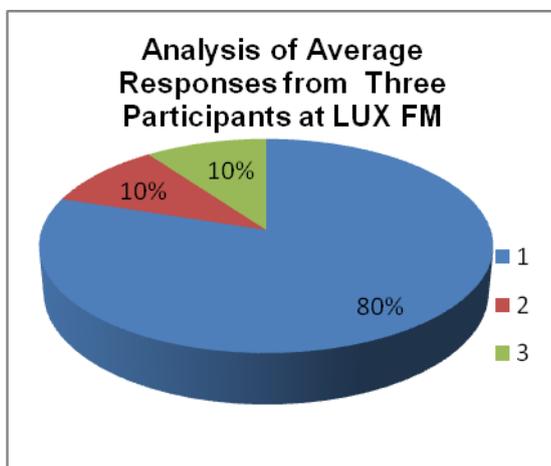
Three staff members from this station participated in the assessment. Their quantitative findings addressing Likert Scale type of questions from the questionnaire are summarized below:

Table 5 Overall LUX FM In-Depth Assessment Findings

Item	Strongly Agree or Agree	Uncertain	Disagree or Strongly Disagree
The station is involved with or organizes developmental activities with the community.	100%	0%	0%
I am convinced that the presence of the community radio station has bridged the gap between local authorities, national government and other developmental organization.	100%	0%	0%
Efforts have been made to empower the local people to run the station.	0%	0%	100%
Staff members have appropriate skills to perform their work.	50%	50%	0%
Regular, ongoing supervisory support, guidance and suggestions are provided to all staff.	50%	50%	0%
Staff members at this station feel supported and encouraged.	100%	0%	0%
Regularly scheduled in-house systems have been established for staff training.	100%	0%	0%
The management of the station respects, encourages, and promotes equal participation of men and women in management and program planning and implementation.	100%	0%	0%

At this station, participation of community members is just limited to governing the radio station and not technical and program production.			
The station is encouraging an active community participation in the station's operations.			
This station has regular(yearly) public meetings held within the communities on implementation or with member organizations, and local citizens/member organizations know the station.	100%	0%	0%
Affected citizens/organizations know where and how to provide input to the radio station.	100%	0%	0%
Average	80%	10%	10%

Chart 5



The cumulative results of the assessment show that 80% of respondents rated the station positively, 10% rated the station negatively and 10% of the respondents were unsure of the position of the radio. The cumulative results of participants' responses also show that a model system is in place at LUX FM, but some work and support is still required to achieve a higher score. Finally, respondents rated the radio station's ability to help facilitate development and change in the county at 50%.

As for sources of funding, no estimated figures were provided neither for advertisement, announcement nor donation.

7.2.6 RESULTS OF COMMUNITY DWELLERS AUDIENCE SURVEY

7.3 Radio Gee Audience Survey Results

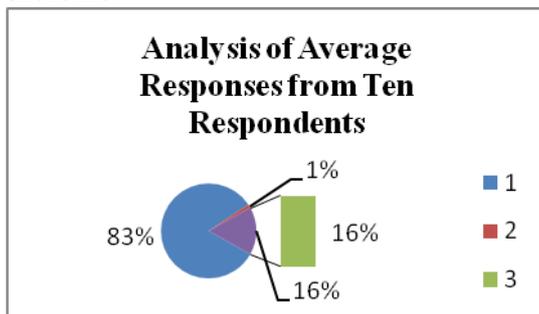
Ten community dwellers from Kanweaken and Woffikan communities in River Gee County responded to the survey questionnaires regarding Radio Gee. Eighty percent (80%) of the respondents were male and 20% female. The quantitative findings are summarized below in Tables 1.0 to 1.3 and Charts 1.0 to 1.3.

Table 1.0 Overall Community Dwellers from River Gee Community Survey Findings

Item	Strongly Agree or Agree	Uncertain	Disagree or Strongly Disagree
I have trouble receiving this station.	90%		10%
I believe that this community radio is owned by the community.	90%		10%
I listen to this community radio station on a regular basis.	50%		50%
The programs of the community radio are assisting us with education and health services in the community.	80%		20%

I am convinced that that the community radio station is providing accurate information from and to the community.	80%		20%
I would like to become a volunteer at the station.	90%		10%
The community radio station should be involved in providing forums for debates on local issues or problem solving.	100%		
I am convinced that the presence of the community radio station has bridged the gap between the members of this community, local authorities, national government and other developmental organizations.	80%	10%	10%
Average	83%	1%	16%

Chart 1.0

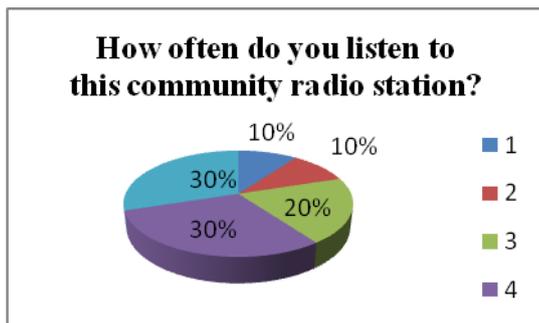


As indicated in Table 1.0, 90% of the respondents strongly agree that they are having trouble receiving the station. All the respondents indicated that Radio Gee should be involved in providing forums for debates on local issues or problem solving. As seen in Chart 1.0, the cumulative results show that 83% of those surveyed strongly agreed or agreed to the all the statements in Table 1.0 whereas 16% disagreed or strongly disagreed to the statements.

Table 1.1

Focus	Never	Once a month	Once a week	Twice a week	Everyday
How often do you listen to this community radio station?	10%	10%	20%	30%	30%

Chart 1.1

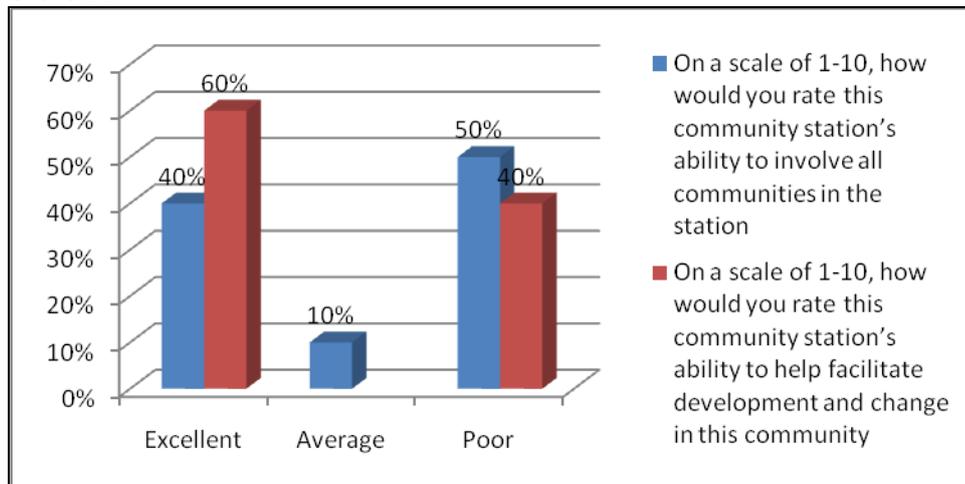


30% of the respondents listen to Radio Gee everyday, 30% twice a week, 20% once a week, 10% once a month and 10% never listen to the station. The cumulative results suggest that the station is being listened to but not on a regular basis.

Table 1.2

Item	Excellent	Average	Poor
On a scale of 1-10, how would you rate this community station's ability to involve all communities in the station	40%	10%	50%
On a scale of 1-10, how would you rate this community station's ability to help facilitate development and change in this community	60%		40%

Chart 1.2

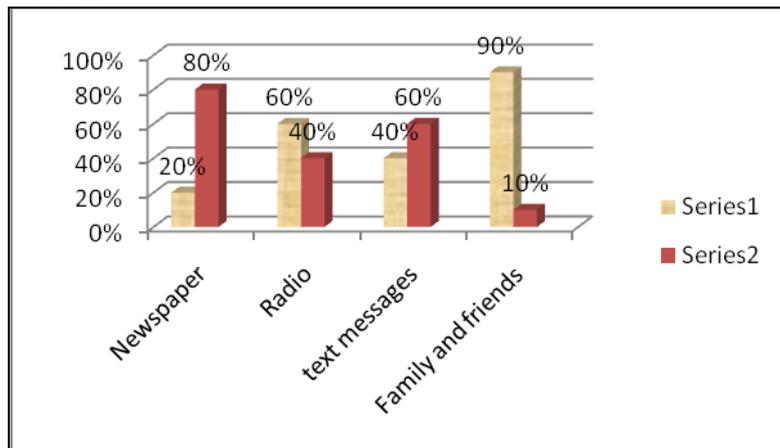


Respondents rated Radio Gee’s ability to involve all communities in the station’s management as 40% and the station’s ability to help facilitate development and change at 60%. This can be seen in Table1.2 and Chart1.2.

Table 1.3

Sources of Getting Information	Yes	No
Newspaper	20%	80%
Radio	60%	40%
text messages	40%	60%
Family and friends	90%	10%

Chart 1.3



The major source of information for community dwellers is through family and friends. The second source of obtaining information is Radio Gee. This can be seen in Table 1.3 and Chart 1.3.

7.2.9 Peace Radio Audience Survey Results

Ten community dwellers from Toe’s Town, Grand Gedeh County, responded to the survey questionnaires regarding Peace Radio. Seventy percent (70%) of the respondents were male and 30% female. Their quantitative findings are summarized below in Tables 2.0 to 2.3 and Charts 2.0 to 2.3.

Table 2.0 Overall Community Dwellers from Toe’s Town Survey Findings

Item	Strongly Agree or Agree	Uncertain	Disagree or Strongly Disagree
I have trouble receiving this station.	90%		10%
I believe that this community radio is owned by the community.	100%		
I listen to this community radio station on a regular basis.	90%		10%
The programs of the community radio are assisting us with education and health services in the community.	100%		
I am convinced that that the community radio station is providing accurate information from and to the community.	90%		10%
I would like to become a volunteer at the station.	80%		20%
The community radio station should be involved in providing forums for debates on local issues or problem solving.	90%	10%	
I am convinced that the presence of the community radio station has bridged the gap between the members of this community, local authorities, national government and other developmental organizations.	90%		10%
Average	91%	1%	8%

Ninety percent (90%) of the respondents indicated that they have trouble receiving the station. This rating shows that Peace Radio needs to increase signal capacity. Overall, 91% of the respondents agreed or strongly agreed to the radio station being owned by the community, and that broadcasted programs assist with education and health services in the community, and are convinced that the presence of the community radio station has bridged the gap between the members of this community amongst other statements. This can also be seen in Chart 2.0 below.

Chart 2.0

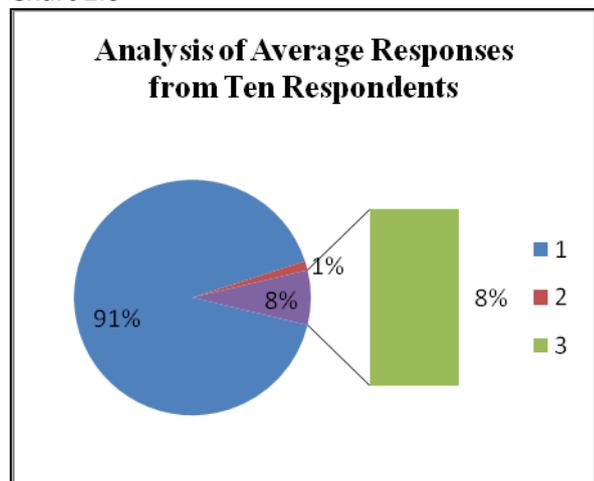


Table 2.1

Focus	Never	Once a month	Once a week	Twice a week	Everyday
How often do you listen to this community radio station?			10%		90%

Table 2.1 and Chart 2.1 clearly show that community dwellers listen to Peace Radio on a daily basis.

Chart 2.1

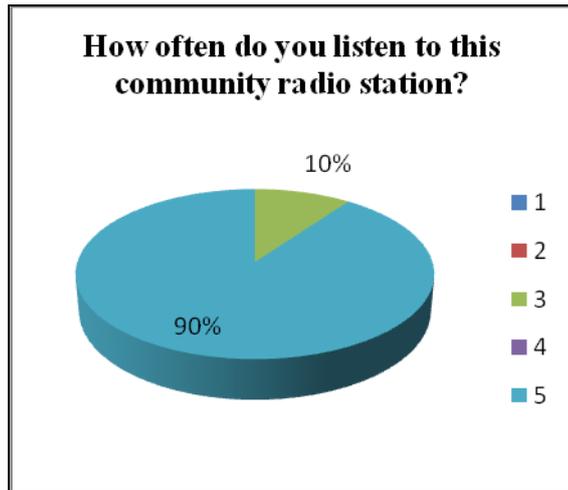
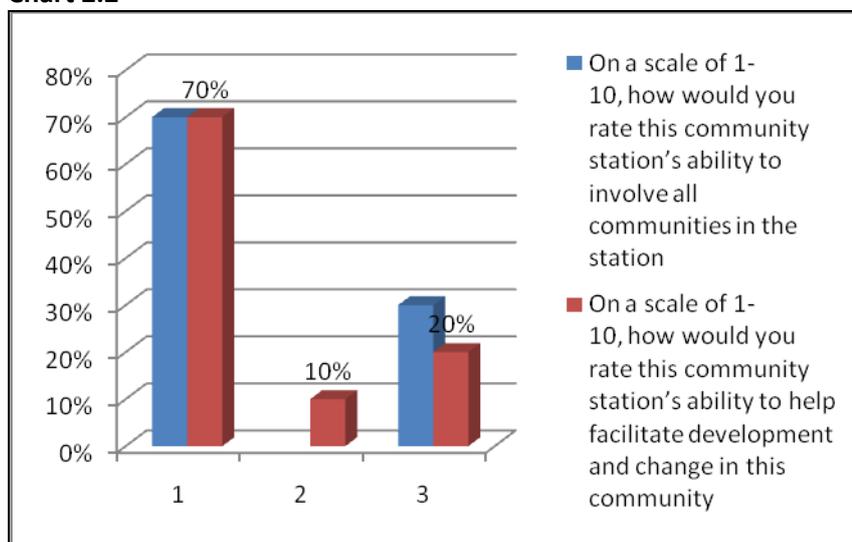


Table 2.2

Item	Excellent	Average	Poor
On a scale of 1-10, how would you rate this community station's ability to involve all communities in the station	70%		30%
On a scale of 1-10, how would you rate this community station's ability to help facilitate development and change in this community	70%	10%	20%

Chart 2.2



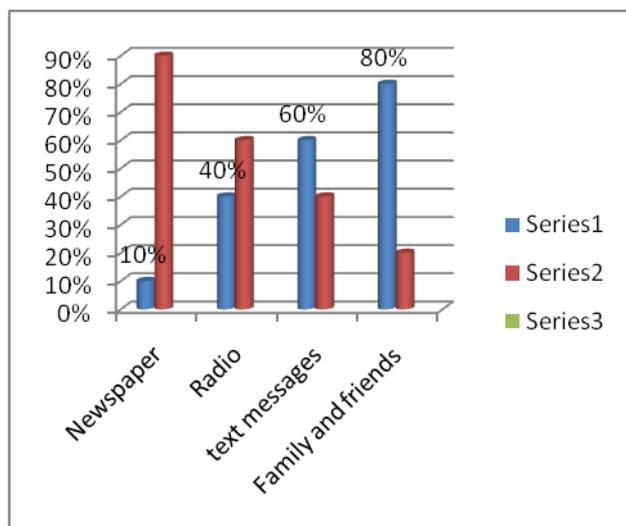
The respondents rated the station’s ability to involve all communities in the station’s management and to help facilitate development and change in the communities as fair (70%).

Table 3.0

Item	Yes	No
What other sources do you use to get information about the community? Check all that apply		
Newspaper	10%	90%
Radio	40%	60%
text messages	60%	40%
Family and friends	80%	20%

As referenced in Table 3.0 and Chart 3.0, respondents indicated that their major source of information is through family and friends, followed by text messages from cell phones and then radio.

Chart 3.0



7.3 Radio Life Audience Survey Results

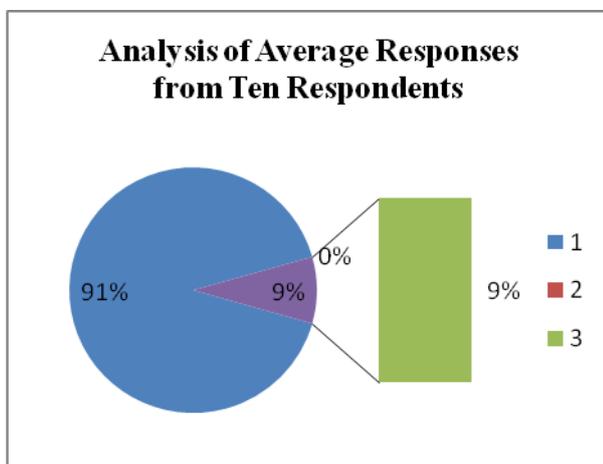
Ten community dwellers from Konia and Salayea communities in Lofa County responded to the survey questionnaires regarding Radio Life. Seventy percent (70%) of the respondents were male and 30% female. The quantitative findings are summarized below in Tables 3.0 to 3.3 and Charts 3.0 to 3.3.

Table 3.0 Overall Community Dwellers from Salayea and Konia communities Survey Findings

Item	Strongly Agree or Agree	Uncertain	Disagree or Strongly Disagree
I have trouble receiving this station.	40%		60%
I believe that this community radio is owned by the community.	100%		
I listen to this community radio station on a regular basis.	100%		

The programs of the community radio are assisting us with education and health services in the community.	100%		
I am convinced that that the community radio station is providing accurate information from and to the community.	100%		
I would like to become a volunteer at the station.	100%		
The community radio station should be involved in providing forums for debates on local issues or problem solving.	100%		
I am convinced that the presence of the community radio station has bridged the gap between the members of this community, local authorities, national government and other developmental organizations.	90%		10%
Average	91%	0%	9%

Chart 3.0

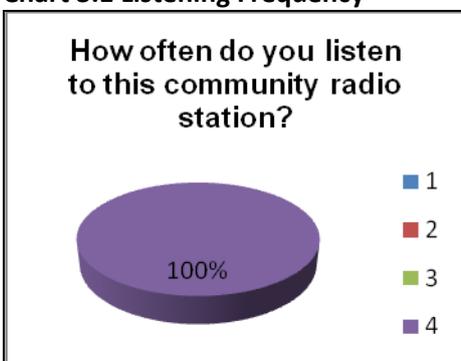


As shown in Table 3.0, 40% of the respondents indicated that they are having trouble receiving Radio Life. All of the respondents agreed that they believed that the station is owned by the community, that they listen to the community radio on a regular basis, that the programs of the community radio are having impact in the areas of education and health, are convinced that the community radio is providing accurate information, and would like to become volunteers at the station amongst other statements. These are also evident as shown in Chart 3.0.

Table 3.1 Listening Frequency

Focus	Never	Once a month	Twice a week	Everyday
How often do you listen to this community radio station?				100%

Chart 3.1 Listening Frequency

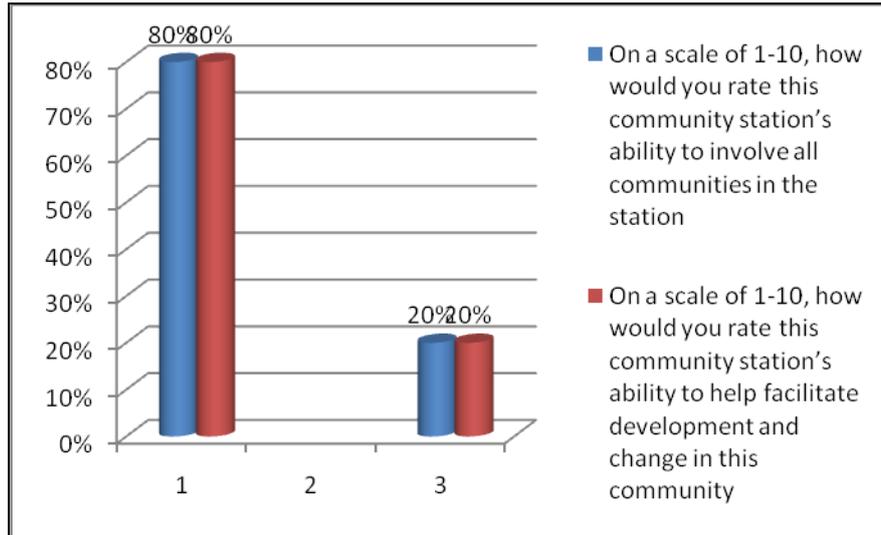


100% of the respondents listen to Radio Life on a daily basis.

Table 3.2

Item	Excellent	Average	Poor
On a scale of 1-10, how would you rate this community station's ability to involve all communities in the station	80%		20%
On a scale of 1-10, how would you rate this community station's ability to help facilitate development and change in this community	80%		20%

Chart 3.2



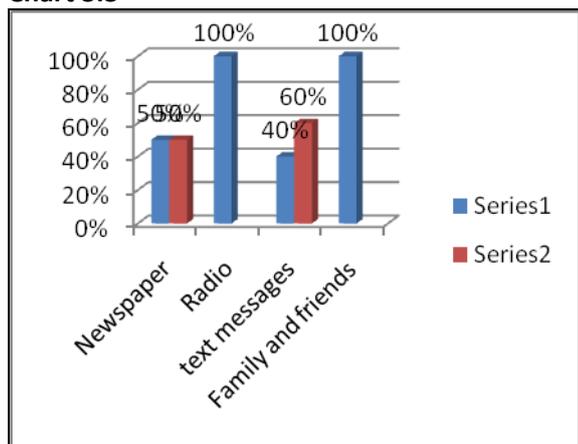
As is clearly seen in Table 3.2 and Chart 3.2 80% of the respondents rated Peace Radio as excellent in its ability to involve all communities in the station and helping to facilitate development and change in the community.

Table 3.3

Item	Yes	No
What other sources do you use to get information about the community? Check all that apply		
Newspaper	50%	50%
Radio	100%	
text messages	40%	60%
Family and friends	100%	

Respondents indicated that there are two major sources of information for community dwellers from Salayea and Konia communities in Lofa County. The two sources are radio and family and friends.

Chart 3.3



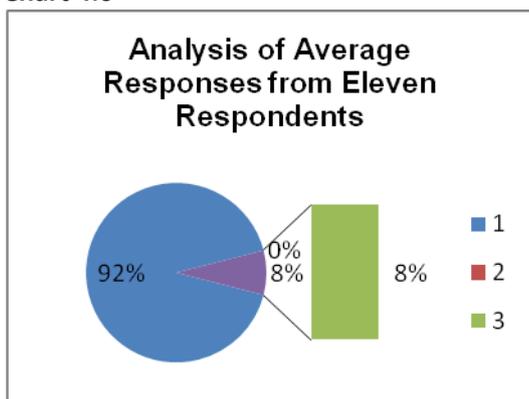
7.3.1 Voice of Saclapea Audience Survey Results

Eleven community dwellers from Saclapea and Gbayblin communities in Nimba County, responded to the survey questionnaires regarding Radio Life. Eighty two percent (82%) of the respondents were male and 18% female. The quantitative findings are summarized below in Tables 4.0 to 4.3 and Charts 4.0 to 4.3.

Table 4.0 Overall Community Dwellers from Saclapea and Gbayblin communities Survey Findings

Item	Strongly Agree or Agree	Uncertain	Disagree or Strongly Disagree
I have trouble receiving this station.	80%		20%
I believe that this community radio is owned by the community.	100%		
I listen to this community radio station on a regular basis.	100%		
The programs of the community radio are assisting us with education and health services in the community.	100%		
I am convinced that that the community radio station is providing accurate information from and to the community.	100%		
I would like to become a volunteer at the station.	90%		10%
The community radio station should be involved in providing forums for debates on local issues or problem solving.	90%		10%
I am convinced that the presence of the community radio station has bridged the gap between the members of this community, local authorities, national government and other developmental organizations.	73%		27%
Average	92%	0%	8%

Chart 4.0



The cumulative results from Chart 4.0 show that 92% of the respondents agreed positively to statements in Table 4.0. As part of the cumulative result, 80% of the respondents agreed that they are having trouble receiving Voice of Saclapea Radio.

Table 4.1 and Chart 4.1

Focus	Never	Once a month	Once a week	Twice a week	Everyday
How often do you listen to this community radio station?					100%

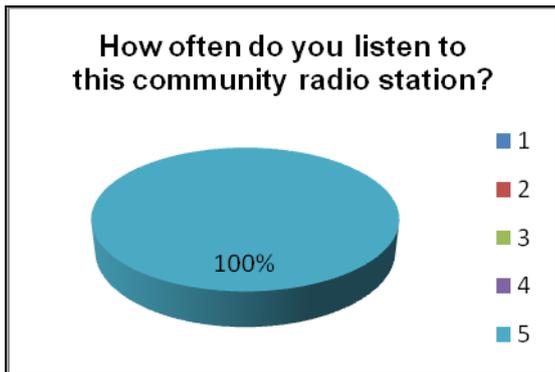
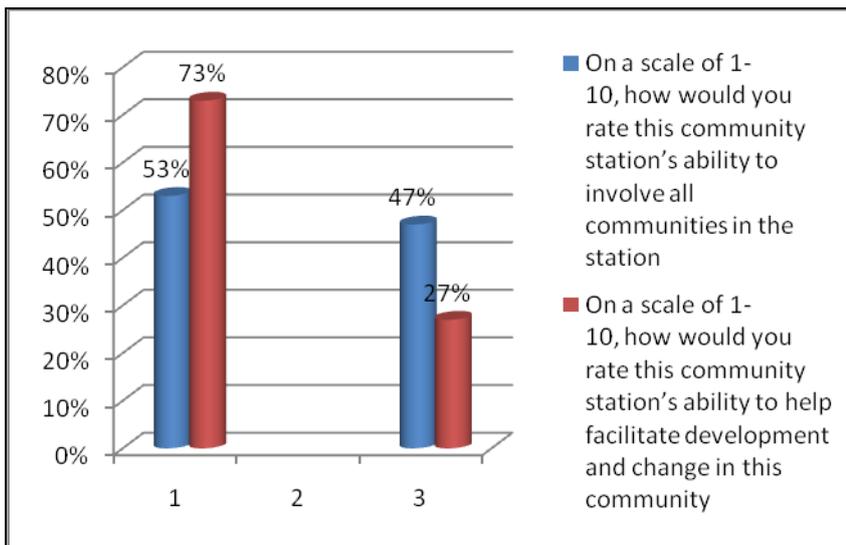


Table 4.1 and Chart 4.1 show that all respondents indicated that they listen to Voice of Saclapea every day.

Table 4.2 and Chart 4.2

Item	Excellent	Average	Poor
On a scale of 1-10, how would you rate this community station's ability to involve all communities in the station	53%		47%
On a scale of 1-10, how would you rate this community station's ability to help facilitate development and change in this community	73%		27%



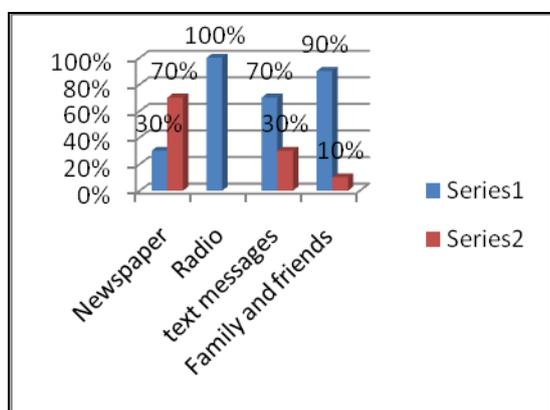
Fifty three percent (53%) of the respondents rated the station as excellent in its ability to involve all communities in the station and 47% rated the station as poor in its ability to do so. Seventy three percent

(73%) of the respondents also rated the station as excellent in its ability to help facilitate development and change in the community and 27% rated the station as poor in this effort.

Table 4.3 and Chart 4.3

Item	Yes	No
What other sources do you use to get information about the community? Check all that apply		
Newspaper	30%	70%
Radio	100%	
text messages	70%	30%
Family and friends	90%	10%

Radio is the major source of information followed by family and friends as indicated by respondents from Saclapea and Gbayblin communities.



7.3.2 Radio Kintoma Audience Survey Results

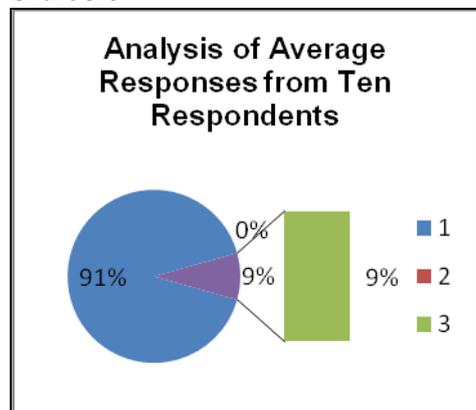
Ten community dwellers from Konia and Salayea communities in Lofa County responded to the survey questionnaires regarding Radio Life. 70% of the respondents were male and 30% female. The quantitative findings are summarized below in Tables 5.0 to 5.3 and Charts 5.0 to 5.3.

Table 5.0 Overall Community Dwellers from Konia and Salayea Survey Findings

Item	Strongly Agree or Agree	Uncertain	Disagree or Strongly Disagree
I have trouble receiving this station.	40%		60%
I believe that this community radio is owned by the community.	100%		
I listen to this community radio station on a regular basis.	100%		
The programs of the community radio are assisting us with education and health services in the community.	100%		
I am convinced that that the community radio station is providing accurate information from and to the community.	100%		
I would like to become a volunteer at the station.	100%		
The community radio station should be involved in providing forums for debates on local issues or problem solving.	100%		

I am convinced that the presence of the community radio station has bridged the gap between the members of this community, local authorities, national government and other developmental organizations.	90%		10%
Average	91%	0%	9%

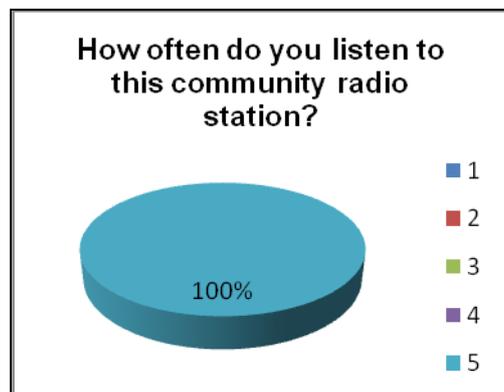
Chart 5.0



The cumulative findings show that 91% responded positively to statements in Table 5.0 and 40% of the respondents are having trouble receiving the station.

Table 5.1 and Chart 5.1

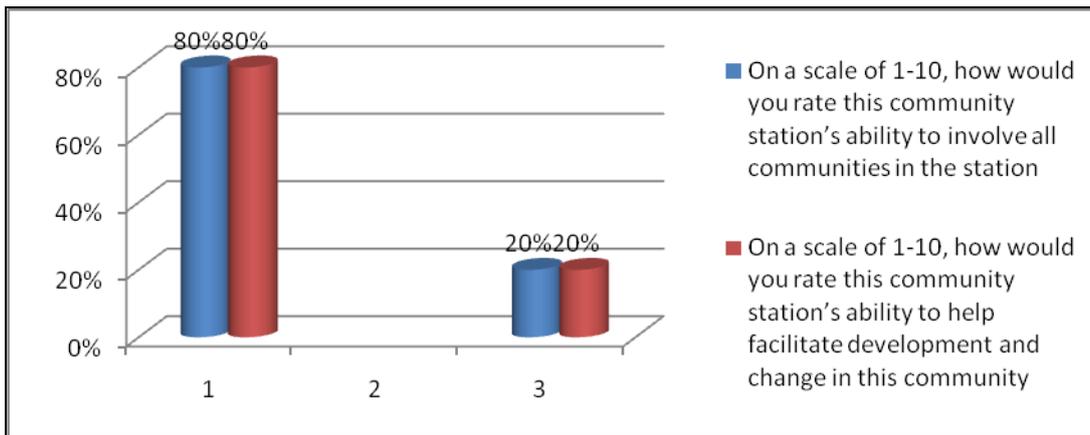
Focus	Never	Once a month	Once a week	Twice a week	Everyday
How often do you listen to this community radio station?					100%



100% of the respondents listen to the community radio everyday as shown in table 5.1 and Chart 5.1.

Table 5.2 and Chart 5.2

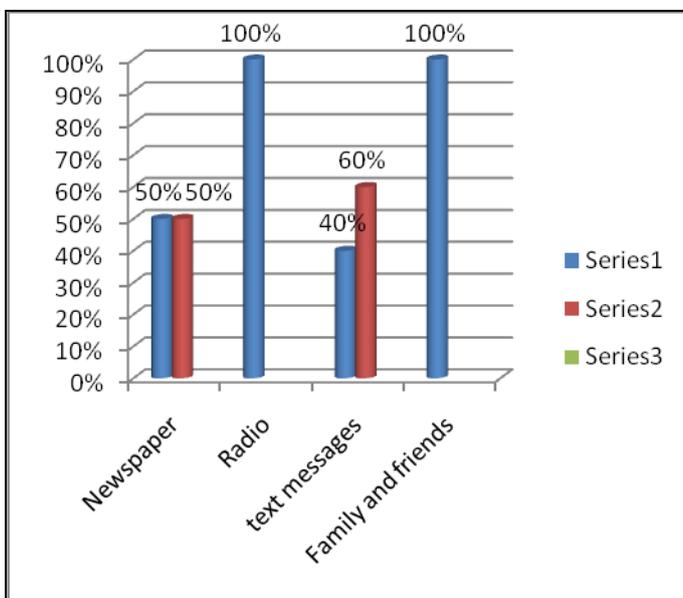
Item	Excellent	Average	Poor
On a scale of 1-10, how would you rate this community station's ability to involve all communities in the station	80%		20%
On a scale of 1-10, how would you rate this community station's ability to help facilitate development and change in this community	80%		20%



Eighty percent (80%) of the respondents rated the station as excellent in its ability to involve all communities in the station as well as help facilitate development and change in the community.

Table 5.3 and Chart 5.3

Item	Yes	No
What other sources do you use to get information about the community? Check all that apply		
Newspaper	50%	50%
Radio	100%	
Text messages	40%	60%
Family and friends	100%	



Radio and family and friends are the two major sources of information as indicated by respondents and can be seen in Table 5.3 and Chart 5.3.

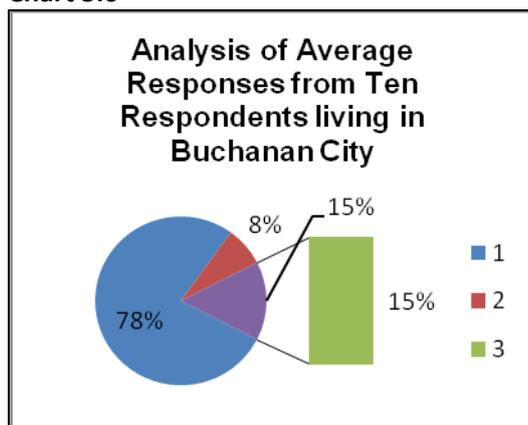
7.3.3 Magic FM Audience Survey Results

Ten community dwellers from Buchanan community in Grand Bassa County responded to the survey questionnaires regarding Magic FM. 70% of the respondents were male and 30% female. The quantitative findings are summarized below in Tables 5.0 to 5.3 and Charts 5.0 to 5.3.

Table 5.0 Overall Community Dwellers from Buchanan Survey Findings

Item	Strongly Agree or Agree	Uncertain	Disagree or Strongly Disagree
I have trouble receiving this station.	80%	0%	20%
I believe that this community radio is owned by the community.	90%	0%	10%
I listen to this community radio station on a regular basis.	70%	0%	30%
The programs of the community radio are assisting us with education and health services in the community.	70%	30%	0%
I am convinced that that the community radio station is providing accurate information from and to the community.	90%	0%	10%
I would like to become a volunteer at the station.	70%	0%	30%
The community radio station should be involved in providing forums for debates on local issues or problem solving.	80%	10%	10%
I am convinced that the presence of the community radio station has bridged the gap between the members of this community, local authorities, national government and other developmental organizations.	70%	20%	10%
Average	78%	8%	15%

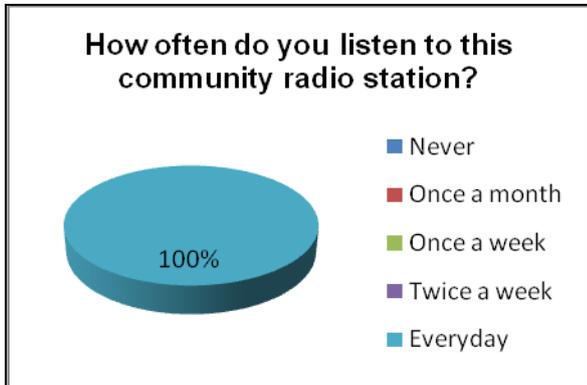
Chart 5.0



The cumulative findings show that 78% responded positively to statements in Table 5.0 and 15% of the respondents are having trouble receiving the station.

Table 5.1 and Chart 5.1

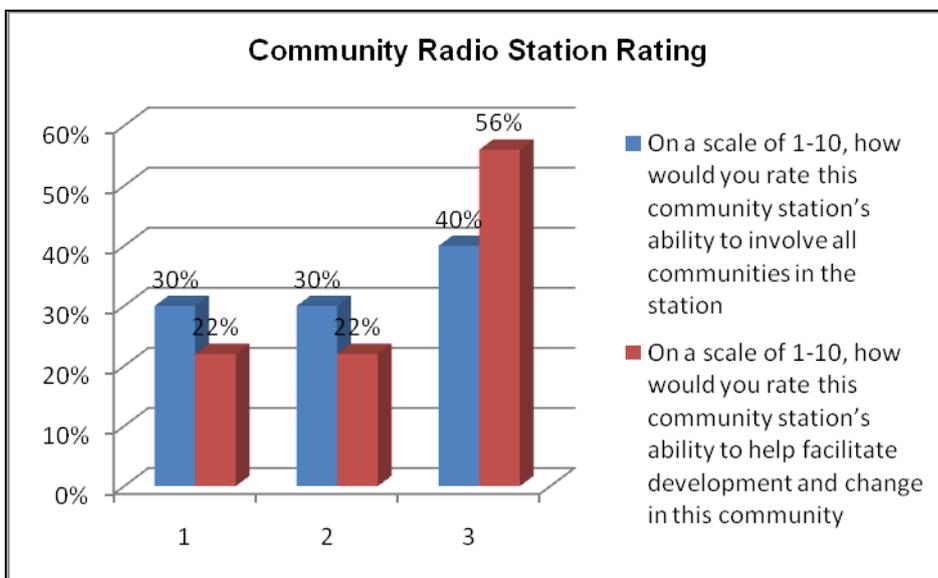
Focus	Never	Once a month	Once a week	Twice a week	Everyday
How often do you listen to this community radio station?					100%



100% of the respondents listen to the community radio everyday as shown in table 5.1 and Chart 5.1.

Table 5.2 and Chart 5.2

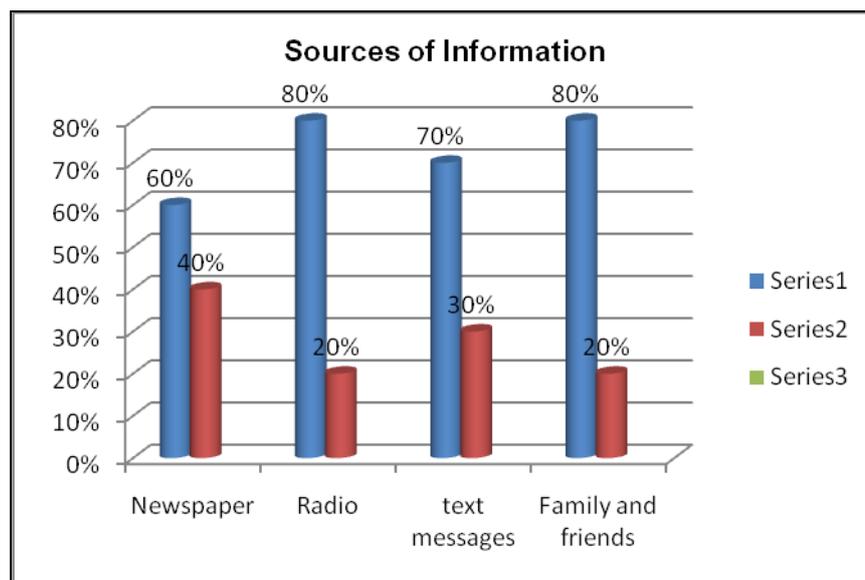
Item	Excellent	Average	Poor
On a scale of 1-10, how would you rate this community station's ability to involve all communities in the station	30%	30%	40%
On a scale of 1-10, how would you rate this community station's ability to help facilitate development and change in this community	22%	22%	56%



Thirty percent (30%) of the respondents rated the station as excellent in its ability to involve all communities in the station and 22% rated the station as excellent in helping to facilitate development and change in the community.

Table 5.3 and Chart 5.3

Item	Yes	No
What other sources do you use to get information about the community? Check all that apply		
Newspaper	60%	40%
Radio	80%	20%
text messages	70%	30%
Family and friends	80%	20%



Radio, text messages, and family and friends are the three major sources of information as indicated by respondents and can be seen in Table 5.3 and Chart 5.3.

7.3.4 LUX FM Audience Survey Results

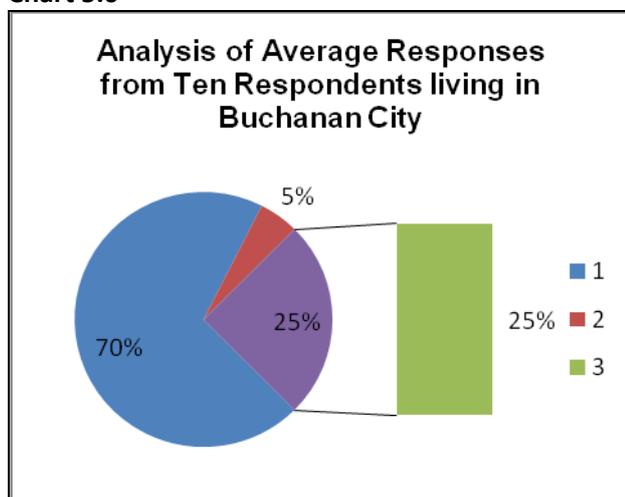
Ten community dwellers at the University of Liberia main campus in Monrovia, Montserrado County responded to the survey questionnaires regarding LUX FM. 50% of the respondents were male and 50% female. The quantitative findings are summarized below in Tables 5.0 to 5.3 and Charts 5.0 to 5.3.

Table 5.0 Overall Community Dwellers at the University of Liberia main campus Survey Findings

Item	Strongly Agree or Agree	Uncertain	Disagree or Strongly Disagree
I have trouble receiving this station.	30%	0%	70%
I believe that this community radio is owned by the community.	100%	0%	0%
I listen to this community radio station on a regular basis.	30%	0%	70%
The programs of the community radio are assisting us with education and health services in the community.	80%	20%	0%

I am convinced that that the community radio station is providing accurate information from and to the community.	100%	0%	0%
I would like to become a volunteer at the station.	40%	0%	60%
The community radio station should be involved in providing forums for debates on local issues or problem solving.	100%	0%	0%
I am convinced that the presence of the community radio station has bridged the gap between the members of this community, local authorities, national government and other developmental organizations.	80%	20%	0%
Average	70%	5%	25%

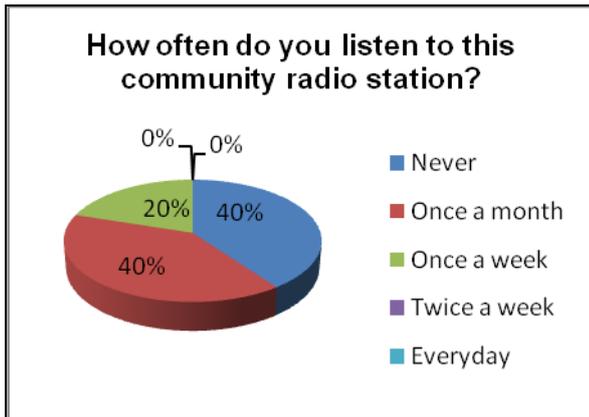
Chart 5.0



The cumulative findings show that 70% responded positively to statements in Table 5.0 and 25% of the respondents are having trouble receiving the station.

Table 5.1 and Chart 5.1

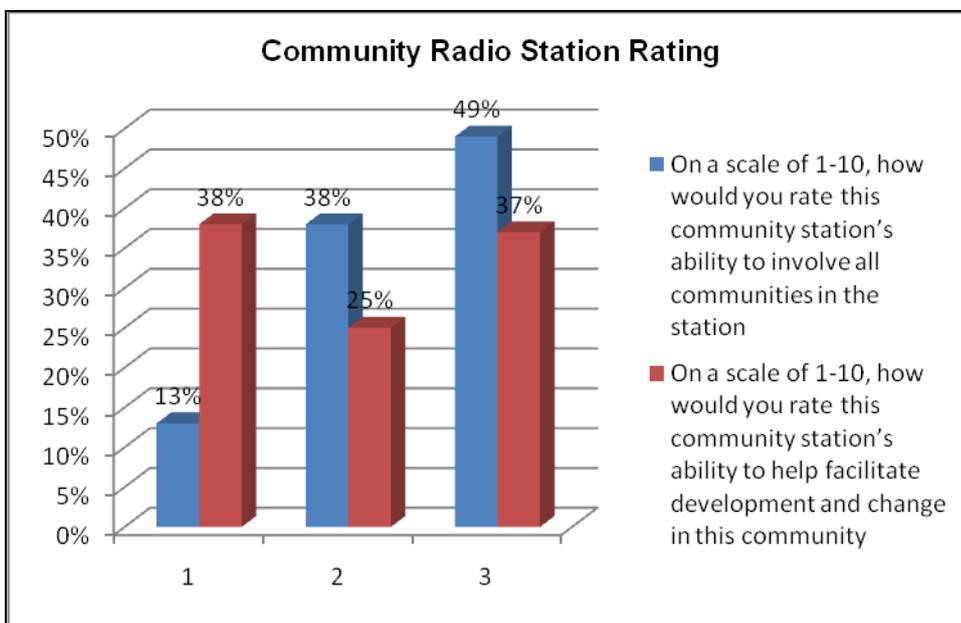
Focus	Never	Once a month	Once a week	Twice a week	Everyday
How often do you listen to this community radio station?	40%	40%	20%	0%	0%



20% of the respondents listen to the community radio once a week, 40% once a month and 40% never listen to the radio station as shown in table 5.1 and Chart 5.1.

Table 5.2 and Chart 5.2

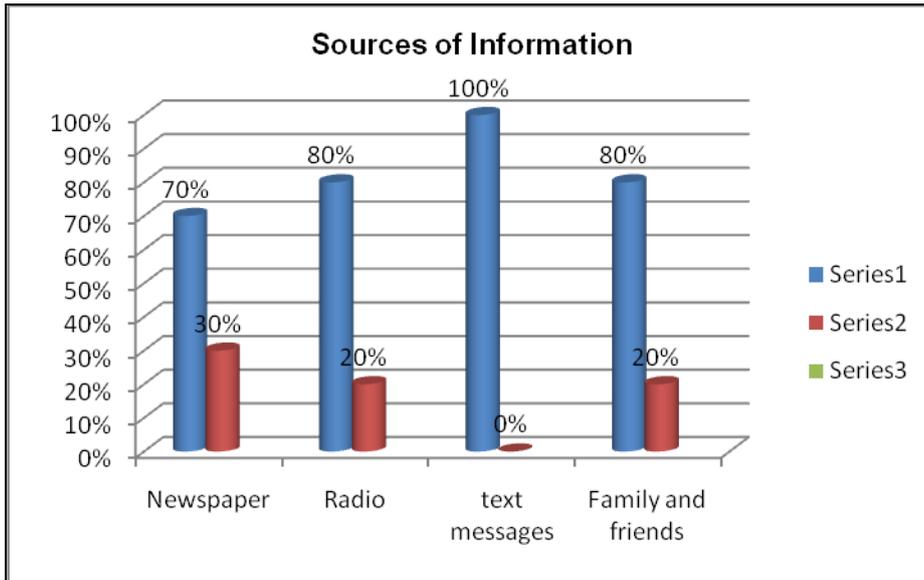
Item	Excellent	Average	Poor
On a scale of 1-10, how would you rate this <u>community station's ability to involve all communities in the station</u>	13%	38%	49%
On a scale of 1-10, how would you rate this <u>community station's ability to help facilitate development and change in this community</u>	38%	25%	37%



Forty nine (49%) of the respondents rated the station as poor in its ability to involve all communities in the station and 37% rated the station also as poor in helping to facilitate development and change in the community.

Table 5.3 and Chart 5.3

Item	Yes	No
What other sources do you use to get information about the community? Check all that apply		
Newspaper	70%	30%
Radio	80%	20%
text messages	100%	0%
Family and friends	80%	20%



Newspaper, radio, text messages, and family and friends are major sources of information as indicated by respondents and can be seen in Table 5.3 and Chart 5.3.

This assessment was made possible by the generous support of the American people through the United States Agency for International Development. The contents are the responsibility of IREX and do not necessarily reflect the views of USAID or the United States Government