

July 16, 2009

USAID/OTI *Media Impact Assessment* in Nepal



USAID
FROM THE AMERICAN PEOPLE

ICF MACRO
an ICF International Company



GRANT #KAT175

July 16, 2009

USAID/OTI
Media Impact Assessment
in Nepal

GRANT #KAT175

Table of Contents

List of Tables	v
List of Figures.....	ix
Executive Summary	xi
1 Methodology	1
1.1 Addressing the research questions	1
1.2 Sampling	6
1.3 Fielding	9
2 General Media Behavior	11
2.1 General interest in media topics.....	13
2.2 Media usage	15
2.3 Most reliable media sources	18
2.4 Radio.....	18
2.5 TV	24
3 Change in Media Programming and Formats (Objective 1)	27
3.1 How do people perceive FM radio programming at stations?.....	27
3.2 Has an increase in informational programming changed how radio stations view their own programs?	29
3.3 Are local FM stations communicating in different ways than before?.....	29
3.4 Do people talk about political issues in a more dynamic and engaged fashion than before?.....	30
3.5 Are radio listening habits changing to a new/different perspective?.....	30
3.6 What other factors have contributed to radio’s changing format/programming?.....	31
3.7 Do people like, prefer, and find the new radio program formats useful?	32
3.8 Has radio listenership started to have more awareness of marginalized communities or has radio programming focused more on marginalized issues?	32
4 Plausible Links between USAID/OTI Media Programming and the Media Changes in Nepal (Objective 2)	35
4.1 Are there other organizations with programs of comparable or greater popularity to those of USAID/OTI?	35
4.2 What are other organizations’ impressions of the USAID/OTI program objectives and their intended and unintended consequences?	43
4.3 Have USAID/OTI media programming or other factors raised expectations at local levels for stations to do their own programming?.....	43
4.4 Has USAID/OTI Nepal or other actors contributed to increased discussions around democracy through media?.....	44
4.5 Are other programs imitating the format of USAID/OTI-funded programs?	45
4.6 Would the programs die out if funding ended, or have they become sustainable?	45

5	Change in People’s Attitudes and Behavior (Objective 3)	47
5.1	Have USAID/OTI programs or others fundamentally changed the way Nepalese interact with and understand media?	47
5.2	Are people participating more in call-in programs? Are they calling stations or calling government officials?.....	48
5.3	Has listenership increased due to the USAID/OTI model of programming?	49
5.4	How do people perceive popular USAID/OTI Nepal-funded national radio and television programs?	49
5.5	Is radio an effective dissemination mechanism, and if so, how is it different from television programming?	52
6	Differing Regional versus Local Effects	55
6.1	What are the different regional versus local effects of media?.....	55
6.2	Which way does information flow?.....	57
6.3	Do local stations now model their programs along the ones that were sent from Kathmandu Valley?	58
6.4	Has local FM become more independent from Kathmandu Valley?.....	58
6.5	Have local radio stations been encouraged to go out and seek other avenues for program funding?.....	59
6.6	Are there regional networks with different media producers?	59
6.7	Has this changed the way different regional groups interact with and communicate with each other in process of political transition?.....	59
7	Conclusions	61

Appendices

Appendix A: USAID/OTI-Sponsored Radio Programs

Appendix B: USAID/OTI-Sponsored TV Programs

List of Tables

Table 1.1:	Research Objectives, Research Questions, and Methods to Use to Address Them	1
Table 1.2:	Questions Addressed by Focus Froups	5
Table 1.3:	Questions Addressed by In-depth Interviews	5
Table 1.4:	Sample Sizes, by Region.....	7
Table 1.5:	Demographics and Regions of Focus Group Respondents.....	8
Table 1.6:	Demographics of IDI Respondents.....	8
Table 2.1:	Demographics, by District	12
Table 2.2:	Topics of Interest, by Gender (% of “very interested”).....	13
Table 2.3:	Topics of Interest, by Education Level (% of “very interested”)	14
Table 2.4:	Preferred Formats (% of “very interested”).....	14
Table 2.5:	Native Language (“language spoken at home”), by District	15
Table 2.6:	Ownership (home access), by Setting.....	15
Table 2.7:	Ownership (home access), by Wealth.....	16
Table 2.8:	Daily Use for News and Information, by Setting	16
Table 2.9:	Daily Use of News and Information, by Wealth.....	17
Table 2.10:	Preferred Sources for News and Information on Nepalese Politics versus Local Community Events	18
Table 2.11:	Frequency of Listening to Radio, by Education	19
Table 2.12:	Radio Listening Medium, by Setting.....	20
Table 2.13:	Domestic Radio Reach in Kathmandu Valley, by District	21
Table 2.14:	Domestic Radio Reach in Dhanusha.....	22
Table 2.15:	Radio Reach in Makwanpur.....	22
Table 2.16:	Radio Reach in Morang	23
Table 2.17:	Domestic Radio Reach in Parsa.....	24

Table 2.18: TV Viewing Transmission in Kathmandu Valley versus Outside the Valley	25
Table 2.19: Domestic TV Reach, by Setting.....	26
Table 3.1: Perceived Increase in the Number of Programs (% who responded that they have noticed “more” of these types of programming)	27
Table 3.2: Perceived Increase in Specific Types of Programs in the Last Two Years (% who responded that they have noticed “more” of these types of programming)	28
Table 3.3: Perceived Increase in Listening by Programming Type in the Last Two Years (% who report listening more).....	31
Table 4.1: Annual Reach USAID/OTI-Sponsored Radio Programs.....	36
Table 4.2: Features Recalled and Overall Rating of Top 10 Radio Programs	38
Table 4.3: Program Topics Heard in Specific Stations	39
Table 4.4: Types of Program Topics Heard in Specific Stations among Their Weekly Listeners.....	39
Table 4.5: Increased Frequency of Program Types in Last Two Years.....	40
Table 4.6: Annual Reach USAID/OTI-Sponsored TV Programs.....	41
Table 4.7: Features Recalled and Overall Rating of Top 10 TV Programs	42
Table 4.8: Topical Programming Watched on Specific Channels	43
Table 5.1: What Do Respondents Like Most—Top 10 Radio Programs.....	50
Table 5.2: What Do Respondents Like Least—Top 10 Radio Programs	50
Table 5.3: What Do Respondents Like Most—Top 10 TV Programs	51
Table 5.4: What Do Respondents Like Least—Top 10 TV Programs	51
Table 5.5: Reliable/Honest Sources of Information on Local Politics.....	53
Table 5.6: Source Most Likely to Change Attitudes and Beliefs about Local Issues.....	53

Table 6.1:	Increase in Listening to Specific Contents in the Last Two Years (% who listen more).....	56
Table 6.2:	Interest about Media Topics (% who are interested in hearing more).....	57
Table 6.3:	Interest about Media Topics (% who are interested in watching more)	57

List of Figures

Figure 2.1: Radio Reach at Various Times of the Day.....	19
Figure 2.2: TV Reach at Various Times of the Day.....	25

Executive Summary

In April 2006, the U.S. Agency for International Development's (USAID)/Office of Transition Initiatives (OTI) established a program aimed at “positively affecting political transition in Nepal.” The more specific objectives of the program included: “increasing access to information and diversifying public debate on issues critical to the political transition,” and “increasing local-level engagement and participation in the peace process.”

As a part of this support for democratic transition, USAID/OTI developed a media program to support a variety of activities, including providing grants to support the development of radio and TV programs that discuss human rights in the context of Nepalese caste systems and gender equity; to promote open dialogue and debate about political, economic, and social issues; to reach out to ethnic communities outside Kathmandu Valley and promote access to senior-level political players in Kathmandu Valley. In addition to supporting the radio and TV programs, other initiatives were supported such as enhancing radio station broadcasting capabilities, promoting journalists' inter-ethnic exchange visits; launching live, national toll-free call-in radio shows that provide listeners across Nepal with access to elected representatives, government officials, and civil society leaders; and supporting the creation of a Code of Conduct for media organizations.

USAID/OTI and its contractor, Chemonics International, decided to conduct an assessment of the Nepal media activities to determine the level of success of these activities in supporting democratic transition. Specifically, this study assesses the success of the radio and TV programs that had been developed out of the USAID/OTI media program described above. This study does not evaluate the other media activities (i.e., enhancement of broadcasting abilities, promotion of journalists, support in the creation of a Code of Conduct, etc.). Instead, this report focuses on the many radio and TV programs that were sponsored by USAID/OTI, either directly through the funding of the development of the program, or through the payment of airtime for the broadcast of the programs. These radio and TV programs are referred to throughout this report as “USAID/OTI-sponsored media programs.”¹ While no baseline survey was conducted among the Nepalese populations against which to measure change over time, the survey instruments used in this study included questions regarding respondents' perceptions of any changes over the last two years.

Through this study, USAID/OTI was interested in learning about the media habits and perceptions of the general public as well as those of key political stakeholders (i.e., political leaders) and media stakeholders (i.e., staff of journalist groups, radio, and TV stations). USAID/OTI was further interested in any changes in these behaviors in the last two years, during which the USAID/OTI-sponsored media activities were introduced. The Nepalese research firm, New Era, and the U.S.-based research firm, ICF Macro, were selected as the contractors to implement this assessment, which used a mixed-methodology approach of focus group discussions, in-depth interviews, and household surveys.

¹ OTI-supported media activities in Nepal encompass a range of alternative media activities that are not captured in this report. “OTI-sponsored media programs” as referred to in this report represent a selection of radio and television programs that were the focus of the assessment.

The research questions that guided this study sought to examine, against respondents' recollections of the media and social environment of the past, the changes in information flows; the changes in people's enthusiasm for discussing politics and participating in political discourse; the changes in political discourse; the extent to which these changes have led to increased discussion of and support for democracy; the extent to which the USAID/OTI-sponsored media programs contributed to these changes; and the extent to which these programs have contributed to a change in the media landscape of Nepal. A focus was placed upon interviews and surveys among marginalized populations outside Kathmandu Valley, upon the assessment of any changes in media use, and upon the level of political participation and perceptions of change among these populations.

Seven districts were covered as part of this assessment including Bhaktapur, Dhanusha, Kathmandu, Lalitpur, Makwanpur, Morang, and Parsa. Fieldwork was conducted from April 12 to May 20, 2009; it included field-testing of the household questionnaire; training of interviewers; and conducting focus groups, in-depth interviews and household surveys. ICF Macro sent staff members to assist in the field-testing of the quantitative household survey instrument, to provide training and orientation to interviewers, and to observe household surveys and focus groups.

The household survey and interview guides were translated into Bhojpuri, Maithili, and Nepali; interviewers were selected who spoke these languages and were familiar with the districts covered by the survey. In total, a team of 112 field surveyors carried out the fieldwork for this study. Forty-eight field supervisors and 48 interviewers were selected for carrying out the quantitative survey, and 16 senior field researchers were selected to conduct the focus group discussions and in-depth interviews. By May 20, 2009, a total of 2,580 households had taken part in the quantitative survey, 26 focus groups discussions were completed, and 80 in-depth interviews were conducted.

The findings of this assessment show that the effects of the USAID/OTI-sponsored media programs have been overwhelmingly positive and effective. These media programs have created a new optimism and courage for members of the public, who had previously felt too frightened to speak their minds during the reign of the monarchy. Many respondents spoke of a paralyzing fear of the police and a detachment from public officials such as politicians, which not only repressed any political activity from the people, but also sustained distrust among the people in their own government.

The USAID/OTI-sponsored media programs have created a new sense of empowerment in the citizens and have largely eliminated the fear that prohibited members of the public from taking ownership of their political situation. Fear has been largely replaced with a new self-awareness; not only among the general citizenry, but also within marginalized and disadvantaged groups whose issues have been highlighted in the new programs. In addition, women respondents in focus groups have been particularly encouraged and impressed by the women who are now part of the new USAID/OTI-sponsored media programs. Furthermore, although self-awareness and self-confidence have been reported within marginalized groups, it appears to come at a lesser degree. Respondents of lower castes, for example, have reported that teachers have begun to introduce new social values that broke down traditional attitudes toward "untouchables" by showing students that "there isn't such a thing as difference or untouchables." Some

marginalized groups, however, seemed to be in places so remote that no amount of political awareness would merit any more political activity (or inactivity) than to what they have already been accustomed. This was expressed by a handful of focus group respondents in rural areas. Other comments, those from focus group discussions with marginalized groups, expressed a fatalistic disdain for politics or any of the encouraging rhetoric. Their needs were more immediate and basic (i.e., the need for food, education, and safety) than motivated by political capacity.

The newfound confidence of the members of the public has replaced the fear that once paralyzed them; it has mobilized them and brought them to initiate an open dialogue with those they once were too afraid to approach. Respondents spoke highly of programs in which politicians are brought into direct contact with citizens (e.g., face-to-face interviews with citizens and call-in shows during which listeners can directly pose their questions to politicians.) This has created a new sense of accountability in politicians, who have been reported to modify their party manifestos to reflect constituent interests, streamline bureaucracy to make it more transparent and efficient, and make efforts to rid themselves of corruption.

With regard to media usage, the assessment found that nearly two in three adults preferred radio and television programming, with greater rates of access to television in Kathmandu Valley. Outside the Valley, the media use pattern more closely resembled that of a developing country, with radio serving as the main source of news and information. More than half of adults in Nepal watch TV or listen to the radio daily. Peak radio-listening times occur between 7:00 and 7:30 in the morning and 8:00 and 8:30 (20:00 and 20:30) in the evening. Television viewing peaks in the evening, between 8:00 and 8:30 (20:00 and 20:30). The major findings, based on household surveys and focus groups were the following:

1. Among those focus group respondents identified as listeners/viewers of USAID/OTI-sponsored media activities, participants from Kathmandu Valley recalled mostly TV programs and TV public service announcements (PSAs). This is likely related to access, as respondents from the Valley enjoy greater access to TV and other technologies than do those outside the Valley. Respondents inside the Valley also reported TV as a more persuasive and reliable source than radio.
2. On the other hand, focus group listeners/viewers of USAID/OTI-sponsored media programs from outside the Valley recalled mostly radio programs and radio PSAs. Again, this is likely related to access to technologies, as those outside the Valley did not have as much access to TV and technologies other than radio. Those outside the Valley reported radio as their preferred format to receive news and entertainment.
3. For TV viewers, the visual aspect of television makes messages especially clear and salient. In assessing recall of certain programs and messages, it appears that respondents were better able to recall characters from TV programs, probably because of the visual component of being able to see these characters.
4. Animated PSAs have been popular and effective with children; they have been popular among adults as well. Respondents reported that the five-cartoon animated character PSA

among the most watched programs and the seven-cartoon character animated PSA were among the most well recalled programs.

5. Newspapers' inclusion of public commentary should be developed and considered. In Kathmandu Valley, nearly half of Nepalese adults reported reading newspapers daily, though only about 10 percent of adults outside the Valley reported daily use of newspapers. However, newspapers have been influenced by the increase in public commentary; one newspaper reported devoting an entire section solely to publishing public opinion. To make newspapers more accessible to less literate populations, newspapers have also been concentrating on particularly expressive or evocative pictures.
6. Call-in shows, which allow the audience to participate and interact with the media and with politicians and government officials, have been notably popular. Not only are Nepalese adults calling into these shows, they are also calling the offices of politicians government officials, as well as nongovernmental organizations and other organizations. The popularity of these shows is linked to a rise in civic participation and interest on behalf of the Nepalese population.

The household survey found that Nepalese adults have noticed an increase in the number of domestic and international news, politics, and music programs in the last two years. A majority of the respondents from Kathmandu Valley reported an increase in human rights and sports programming as well. Responses about the usefulness of new programming varied, but were largely very positive—except for some respondents in remote areas, who said that the changes in programming had little impact in their communities.

The assessment did find a link between the USAID/OTI-sponsored media programs and overall media change in Nepal. There has been a shift from almost exclusively entertainment programming to more participatory, informative, and educational programming. Stations have become more sensitive to listeners' preferences and have adjusted programming accordingly.

With regard to behavior change, as mentioned above, listeners report becoming more emboldened to speak out on political issues, calling politicians and other organizations to voice their concerns and criticisms. Many focus group respondents reported that they always receive busy signals when they try to call in to programs, which clearly demonstrates the popularity of such programs.

In addition to the differences mentioned earlier, the assessment found other striking differences between respondents inside Kathmandu Valley versus those outside the Valley. With regard to content, the number of respondents who reported listening to different types of programming increased more in the Valley than outside the Valley, especially for topics such as domestic news, health, and medicine. A greater proportion of respondents outside the Valley reported listening to more programming on religious and social issues than did those in the Valley.

Given the findings of this assessment, recommendations for the way forward are listed below:

1. Concentrate on producing radio programming and PSAs for broadcast in rural areas outside the Valley, and television programming and PSAs for broadcast within the Valley.

2. Concentrate on broadcasts during peak hours: mornings and evenings for radio and evenings for television.
3. Ensure that local/regional programming is relevant and targeted to audiences, including ensuring that such programming is in the local language.
4. Produce and broadcast more programs on youth issues, social issues, and education in the Valley.
5. Produce and broadcast more programs on local and national politics outside the Valley.
6. Encourage more participatory, call-in programming.
7. Develop more television programming because the visual aspect of this medium was found to have a great impact.
8. Provide management training and education for media stations, especially newer stations, to help them become self-sustaining.
9. Target children by producing more animated programs and PSAs.
10. Assist and encourage the development of opinion and editorial content in newspapers.
11. Develop programs that encourage new forms of political participation, such as running for public office, or the creation of civil society organizations and associations.

Respondents and stakeholders acknowledged the impact the USAID/OTI-sponsored media activities have had on contributing to discussions about democracy in Nepal. In moving forward, these findings should be used to further develop existing programming and to create new programs and PSAs.

1 Methodology

1.1 ADDRESSING THE RESEARCH QUESTIONS

Table 1.1 describes the objectives, research questions, and methods used to gather information for this assessment. The U.S. Agency for International Development/Office of Transition Initiatives (USAID/OTI) is interested in a broad range of questions regarding the effect of its media program in Nepal. Some questions are best addressed by quantitative methods, while other questions are best addressed by qualitative methods. Also, different questions are meant for different groups of respondents. For example, the question, “Do local stations now model their programs along the ones that were sent from Kathmandu Valley?” is best addressed by experts such as station managers, media observers (e.g., journalism professors), and others with broad perspectives. On the other hand, a question such as, “Has listenership increased due to an USAID/OTI model of programming?” can be best captured through a series of quantitative questions addressed to listeners and viewers.

Table 1.1: Research Objectives, Research Questions, and Methods to Use to Address Them

Objectives and Research Questions	Quantitative Survey	Focus Groups	In-depth Interviews
Objective 1: What is the change in media programming/format?			
How do people see FM radio programming at stations?	X		
Has an increase in information flow changed how stations view their programs?		X	X
Are local FM stations communicating in different ways than before?			X
Do people talk about political issues in a more dynamic and engaged fashion than before?		X	
Are listening habits changing to a new/different perspective?	X		
What other factors have contributed to media's changing format/programming?			X
Do people like, prefer, and find the new program format useful?	X	X	
Has listenership started to lean more towards marginalized communities or focus on marginalized issues?	X		
Objective 2: Is there a plausible link between USAID/OTI's media programming and the media change in Nepal?			
Are there other organizations with programs of comparable or greater popularity to those of USAID/OTI?	X		
What are other organizations impressions of these program objectives and their intended and unintended consequences?	X		
Have USAID/OTI media programming or others raised expectations at local levels for stations to do their own programming?			X
Has USAID/OTI Nepal or other actors contributed to increased discussions around democracy through media?	X		X
Would the programs die out as funding ended, or have they become sustainable?			X
Are other programs imitating the format of USAID/OTI-funded programs?			X

Objectives and Research Questions	Quantitative Survey	Focus Groups	In-depth Interviews
Objective 3: Has it changed people's attitudes and behavior?			
Have USAID/OTI media programs or others fundamentally changed the way Nepalese interact and understand media?		X	X
Are people participating more in call-in programs? Are they calling stations or calling government officials?	X	X	
Has listenership increased to USAID/OTI model of programming?	X		
How do people see popular USAID/OTI Nepal-funded national radio and television programs?	X		
Is radio an effective dissemination mechanism, and if so, how is it different from television programming?	X		
Has the political discourse changed in Nepal?	X		
Objective 4: What are the different regional versus local effects?			
What are the different regional versus local effects of media?			X
Which way does the flow of information go?			X
Do local stations now model their programs along the vein of the ones that were sent from Kathmandu Valley?			X
Have local FM stations become more independent from Kathmandu Valley?			X
Have local radio stations been encouraged to go out and seek other avenues for program funding?			X
Has USAID/OTI Nepal or other actors contributed to increased discussions around democracy by listening or watching media?		X	
Are there regional networks with different media producers?			X
Has this changed the way different regional groups interact with and communicate with each other in process of political transition?			X

Each research method utilized a different sample. The quantitative survey consisted of a household survey that interviewed a sample of the general population, with a focus on listenership to radio and viewership of television. It used a probability sample allowing results to be generalized to the population of the selected geographic areas. The focus groups were also composed of members of the general population, but with segments of listeners/viewers of USAID/OTI-sponsored media programming and non-listeners/non-viewers. The in-depth interviews (IDIs) were conducted with a range of professionals involved with some facet of the media. These included people such as journalists, academics, government officials, and station managers.

The research plan was designed to gather data from three methods and several populations, with the intent of supporting analysis that integrated the findings. We see the quantitative survey as a broad, generalizable method, providing not only answers to specific research questions, but also providing the media context for interpreting these questions. For example, a finding that indicates a high versus low listenership/viewership to USAID/OTI-sponsored programming contextualizes a research question's outcome differently. Thus, the quantitative survey answers some questions but also provides a context in which we will then interpret the remainder of the questions.

It is important to note that the impetus for the research project stemmed from a serendipitous outcome of the media project. USAID/OTI Nepal intended for their program to support a move towards democratic reforms during a very difficult time in Nepalese history. They seem to have achieved these goals. In the process of program implementation, they also appear to have had more robust effects than anticipated—having helped shift the media environment to more outlets, generated greater interest in political and community programming, and innovated new formats. Since these specific, positive consequences were not intended, there are no baseline measures with which to compare the results of this study. Consequently, many of the research questions pursued comparative questions without having had a proper comparison point. The project recognizes this limitation and has attempted to address comparative questions through a broad sampling of citizens, participants, and stakeholders and through asking a broad sampling of citizens, participants, and stakeholders for their recollection of the present and past media environments.

1.1.1 Quantitative Survey

The quantitative survey comprised two general sections. The first section was an overall review of the environment in Nepal. This was needed to develop both the context for the program and the research questions. For example, understanding listenership rates of radio stations in the sampled areas helps determine the audience share and competitive environment of radio stations that air USAID/OTI-sponsored media programs. The second section was composed of modules addressing specific research question. Table 1.2 describes the structure of the questionnaire.

Table 1.2: Structure of the Questionnaire

Purpose	Topic area	Comment
Develop Context	General Media Preference <ul style="list-style-type: none"> • Preferred content • Preferred formats • Media consumption <ul style="list-style-type: none"> ○ Print ○ Radio ○ Television ○ Online • Yesterday <ul style="list-style-type: none"> ○ Listening times ○ Viewing times 	Understand general media habits. Provides baseline for understanding audience potential for USAID/OTI related programming; demographics of listeners/viewers and non-listeners/non-viewers. Identify optimal times for reaching target audiences.
	Household Assets	Used to develop wealth index, which can place households into SES quintiles for analysis.
	Local Radio Grid <ul style="list-style-type: none"> ↳ If respondent listens to stations that air USAID/OTI-sponsored radio programs, ask recall of USAID/OTI sponsored programs and opinions of them 	Listing of all accessible radio stations and respondents listening yesterday, last week, last month, or ever. Identify audience for radio stations and filter for questions about USAID/OTI programs. Addresses Objective 3—How do people perceive USAID/OTI radio programs?

Purpose	Topic area	Comment
	TV Grid <ul style="list-style-type: none"> ↳ If respondent watches stations that air USAID/OTI-sponsored TV programs, ask recall of USAID/OTI sponsored programs and opinions of them 	Listing of all accessible television stations and respondents listening yesterday, last week, last month, or ever. Identify audience for TV stations and filter for questions about USAID/OTI programs. Addresses Objective 3—How do people perceive USAID/OTI television programs?
Objective 1: Change in Media Programming and Formatting	Perceptions of programming at stations	Using reference to type of programs and formats ask if they perceive each type having more, the same, or less program time than two years ago.
	Respondent listening habits changing	Using reference back to media preference questions, ask retrospective questions about past preferences.
	Listenership changes with marginalized populations	Analysis compares program and format preferences between marginalized and non-marginalized populations.
Objective 2: Plausible Link Between OTI media Programming and Media Change in Nepal	Stations with programs equal or greater popularity	For respondents who are listeners, ask question about listening to USAID/OTI style programs at stations that do not air OTI-sponsored media programs. Have respondents rate preferences. Compare listening levels and rating with USAID/OTI style stations.
	Expectations of USAID/OTI-style programming	Ask if respondent wants more, same, or less of USAID/OTI style programming.
Objective 3: Perceptions of changes in attitudes and behaviors	Increase of OTI style of programming	Ask retrospective questions about OTI styles using scale (e.g., more, same, less).
	Efficacy of radio as dissemination tool	Ask scaled questions about degree of information received by different formats and content.
	Change in political discourse	Ask retrospective questions about level of political discourse using scale (e.g., more, same, less).

1.1.2 Focus Groups

The focus groups served two purposes. Some were used to help develop items for the quantitative survey, to understand how listeners and viewers conceptualized the media that they consumed. For example, many radio listeners are casual listeners and may not easily recall the station names or program names to which they listen. How do they refer to stations and programs—an essential piece of information that is needed when constructing questionnaire items? Also, the questionnaire asked retrospective questions, such as the state of media one to two years ago. The assessment sought to understand the extent to which respondents could recall media conditions, and in what manner they could recall these conditions. Focus groups helped establish these types of parameters.

Some of the focus groups were used to address research questions directly. Table 1.3 summarizes the research questions covered in these focus groups.

Table 1.3: Questions Addressed by Focus Groups

Objectives and Research Questions	Comments
Objective 1: What is the change in media programming/format?	
Has an increase in information flow changed how stations view their programs?	
Do people talk about political issues in a more dynamic and engaged fashion than before?	
Do people like and/or prefer the new format, and find the new program format useful?	
Objective 2: Has it changed people's attitudes and behavior?	
Have USAID/OTI media programs or others fundamentally changed the way Nepalese interact and understand media?	
Are people participating more in call-in programs? Are they calling stations or calling government officials?	
Has the political discourse changed in Nepal?	
Objective 3: What are the different regional versus local effects?	
Has USAID/OTI Nepal or other actors contributed to increased discussions around democracy through media?	

1.1.3 *In-depth interviews*

As the following table indicates, the IDIs addressed a substantial number of the research questions. They were addressed by three groups. A comprehensive list is available in Appendix A; the following provides a description of the three groups:

- Group 1—Media Professionals: Included station managers, journalists, journalism/communication professors, representatives of journalism associations, and media houses (e.g., advertisers and media researchers).
- Group 2—Stakeholders: Included international nongovernmental organizations (INGOs), community-based organizations/nongovernmental organizations (CBOs/NGOs), and international development agencies.
- Group 3—Politicians: Included elected politicians in the national Constituent Assembly (CA) and local government as well as key political appointees in ministries.

Table 1.4 describes the research questions addressed by IDIs.

Table 1.4: Questions Addressed by In-depth Interviews

Objectives and Research Questions	Target Audience
Objective 1: What is the change in media programming/format?	
Has an increase in information flow changed how stations view their programs?	Group 1—Media Professionals
Are local FM stations communicating in different ways than before?	Group 1—Media Professionals
What other factors have contributed to media's changing formatting/programming?	Group 1—Media Professionals Group 2—Stakeholders

Objectives and Research Questions	Target Audience
Objective 2: Is there a plausible link between USAID/OTI's media programming and the media change in Nepal?	
Have USAID/OTI media programming or others raised expectations at local levels for stations to do their own programming?	Group 1—Media Professionals Group 2—Stakeholders
Has USAID/OTI Nepal or other actors contributed to increased discussions around democracy through media?	Group 1—Media Professionals Group 2—Stakeholders
Would the programs die out as funding ended, or have they become sustainable?	Group 1—Media Professionals
Are other programs imitating the format of USAID/OTI-funded programs?	Group 1—Media Professionals
Objective 3: Has it changed people's attitudes and behavior?	
Have USAID/OTI media programs or others fundamentally changed the way Nepalese interact and understand media?	Group 1—Media Professionals Group 2—Stakeholders
Objective 4: What are the different regional versus local effects?	
What are the different regional versus local effects of media?	Group 1—Media Professionals
Which way does information flow?	Group 1—Media Professionals Group 2—Stakeholders Group 3—Politicians
Do local stations now model their programs along the same vein of the ones that were sent from Kathmandu Valley?	Group 1—Media Professionals
Have local FM stations become more independent from Kathmandu Valley?	Group 1—Media Professionals Group 2—Stakeholders Group 3—Politicians
Have local radio stations been encouraged to go out and seek other avenues for program funding?	Group 1—Media Professionals Group 2—Stakeholders Group 3—Politicians
Are there regional networks with different media producers?	Group 1—Media Professionals
Has this changed the way different regional groups interact with and communicate with each other in process of political transition?	Group 1—Media Professionals Group 2—Stakeholders Group 3—Politicians

1.2 SAMPLING

1.2.1 *Sampling Plan for Quantitative Survey*

Table 1.5 describes the sampling procedure for the household survey. A multistage methodology was used when selecting clusters at each stage, using probability proportional to size where population data was available. A household selection methodology was used wherein the first household was randomly selected in a cluster and then a systemic selection process was used for each succeeding household. One member in each household was interviewed, having been selected using a Kish Grid methodology. All of the selected members were at least 18 years old.

Table 1.5: Sample Sizes, by Region

Region	Sample Size
Kathmandu Valley	1,260
Biratnagar	330
Janakpur	330
Birgunj	330
Hetauda	330
Total	2,580

The intent of the sample was to develop a group representative of the locations in the sample. This allowed estimation of the proportion of viewers and listeners to TV and radio, to USAID/OTI-sponsored media programs, and to programs modeled on USAID/OTI-sponsored content. Additionally, this gave a detailed view of the media environment, including general preferences, listening/viewing habits, and listening/viewing times over a 24-hour period. This provided the context for analysis and addressed some of the research questions directly.

1.2.2 Sampling Plan for Focus Groups

Focus group respondents were from the general population. Group composition took into account two important dimensions of the population: (1) concerned listeners/viewers and (2) non-listeners/non-viewers. This helped us understand several issues, including the effects of the USAID/OTI-sponsored programs on radio and TV production across the entire broadcast sector. If USAID/OTI-sponsored media programming were moving into the general population, positive remarks from non-listeners/non-viewers as well as listeners/viewers would be expected. The other dimension concerned geographic differences in the population's experience with media. We therefore held separate focus groups for Kathmandu Valley, non-Kathmandu Valley, and non-Kathmandu Valley marginalized populations.

For purposes of group homogeneity, we controlled for age and gender. Typically, women would defer to men in group settings, as will younger persons to older persons. Therefore, we defined both gender-specific groups and age-controlled groups (ages 18 to 29 and 30 to 44). For the marginalized populations, we had groups of respondents age 18 to 29 only, as this age group within this certain population tends to be very politically active and therefore heavily invested in the issues of interest to the research. Table 1.6 describes the distribution of groups by various characteristics and conditions.

Table 1.6: Demographics and Regions of Focus Group Respondents

Region	Listeners/Viewers				Non-Listeners/Non-Viewers				Total
	Female		Male		Female		Male		
	18–29	30–44	18–29	30–44	18–29	30–44	18–29	30–44	
Kathmandu Valley	2	1	1	1	2	1		1	9
Non-Kathmandu Valley	1	1	3	1	1	2	1	1	11
Non-Kathmandu Valley Marginalized	1	-	2	-	3	-	2	-	6
Total	6	2	8	2	6	3	1	2	30

1.2.3 Sampling Plan for In-depth Interviews

Table 1.7 describes the distribution of interviews by group and location. Our assumptions were as follows:

- Stakeholders are mostly based in Kathmandu Valley, but several of them also have local level offices and are therefore more aware of local situation than are their counterparts in Kathmandu Valley; therefore, we planned to interview at least one stakeholder at each local level office.
- We wanted to hear from politicians throughout the country, including national-level and local-level politicians.
- We wanted to hear from media professionals throughout the country. We believed that interviews outside Kathmandu Valley would be particularly important for understanding changes in the overall media environment. Most of the non-Kathmandu Valley interviews were with local media outlets and journalists, because journalism organizations, academics, and media houses are primarily in Kathmandu Valley.

Table 1.7: Demographics of IDI Respondents

Region	Group 1— Media Professionals	Group 2— Stakeholders	Group 3— Politicians	Total
Kathmandu Valley	16	15	16	47
Morang	3	1	4	8
Sunsari	1	0	0	1
Dhanusha	3	1	4	8
Parsa	3	1	4	8
Makwanpur	3	1	4	8
Total	29	19	32	80

1.3 FIELDING

1.3.1 *Recruitment of Field Staff*

A team of 112 field surveyors carried out the fieldwork for this study. Forty-eight field supervisors and 48 interviewers were selected for carrying out the quantitative survey, whereas 16 senior field researchers were selected for the qualitative survey (i.e., for carrying out the focus group discussions [FGDs] and one-on-one interviews). Three senior research assistants were selected for assisting the key team members, and facilitating and supervising the field activities.

Field staff was selected from the pool of New ERA field researchers who have worked in other similar surveys, including the Nepal Demographic Health Survey 2001–2006. The guiding principle in the selection of staff was work experience in relevant area, work experience in both rural and urban communities, academic qualifications, language known/spoken, and rapport-building capacity. Both males and females were recruited. However, a great effort was made to select local people to carry out the survey so that the questionnaire could be administered in the native language of the surveyed population.

1.3.2 *Training and Printing of Survey Instrument*

A weeklong training program was organized for the field survey team to familiarize them with the instruments, the study methodology, as well as with the informed consent procedures. The training included an introduction to the objectives, the methodology of the survey, general interviewing techniques, the field procedure of the survey, theoretical knowledge about media in Nepal, a full item-by-item review of the questionnaire in a classroom setting, a discussion of problems encountered or clarifications sought, a discussion of the household and respondent selection process—including the filling out of Kish grids and contact sheets for accurate response rate reporting. It also included the discussion of the call-back and replacement procedures in cases of households with absentee members—or if no one is available at a household, a discussion of supervisor’s role in reviewing questionnaires, back-checking data, observing live interviews, pilot testing the entire interview process including household and respondent selection and live interviews in the field—and detailed discussion on each study instrument. A variety of methodologies such as lectures, group discussions, questions and answers, demonstration interviews and role-play was used to train field staff. This helped make the field staff more familiar with survey questions and the operational procedures of fieldwork.

Pre-testing took place during April 7–10, 2009. Results of the pre-tests were processed during April 11–12, 2009 and were used to develop the final set of questionnaires and guidelines that were used for the full survey.

1.3.3 *Data Collection and Field Survey*

For the quantitative part of the study, 48 teams, each team consisting of a field supervisor and one interviewer, carried out the fieldwork. Each team was assigned between 10 and 14 clusters. Each field team was provided with a field schedule before the team members’ departure to the assigned districts. Once the teams were in the sampled district, they contacted the local

authorities to inform them about the study. After consultation with district-level authorities, each field team began its fieldwork. The teams followed the original schedule to the extent possible.

A separate eight-member team carried out the FGDs and IDIs in the proposed survey sites. Prior to the FGD session, the research team members spent one or two days maximum in each of their sampled areas, selecting the participants for the FGD according to the criteria given to them. For the FGD session, the participants were seated in front of the moderator in a semi-circle seat plan. The participants discussed the above pre-identified issues and the discussions were tape-recorded with the verbal consent of the participants. The moderator facilitated the session and the recorder noted the issues discussed in the session. There were 8 to 10 participants in each FGD session.

Data collection for the IDIs, focus groups, and household survey activities took place between April 27 and May 15, 2009.

1.3.4 Field Supervision

Senior research assistants regularly monitored and supervised fieldwork in all sampled sites. Supervision of data collection work was initiated immediately after the field teams departed for their designated clusters. Intensive supervision, especially at the initial stage, was crucial, because any problems or errors that arose could be resolved immediately. Research assistants also assisted the key study team members in different phases of the study, from designing study instruments to analysis and report preparation.

1.3.5 Data Entry and Quality Control

Immediately after mobilizing the field teams, a software package for data entry was developed. The computer programming for data entry and analysis was based on the questionnaires and expected outputs. A number of quality check mechanisms such as range checks and skip instructions was developed, which helped to detect errors during the data entry stage. Any errors that were not detected during this stage were detected later by running the frequencies. Errors not resolved through these procedures were ultimately resolved through a review of the completed questionnaires.

The data scrutinized at the field level was verified by the professional data editors at New ERA before being entered into computers. Data entry was done directly from the cleaned questionnaires by the trained New ERA personnel. A code book was prepared and provided to all the coders.

The quantitative data were entered into the computers and were edited using the FoxPro software package. The data sets were then transferred to SPSS/PC Plus files for further analysis. The FGD data were processed manually. This data entry phase was three weeks long and took place between May 18 and June 5, 2009.

2 General Media Behavior

The following section describes the media context in the study areas, with the objective of developing a baseline for understanding the demographics of the population within the scope of coverage of USAID/OTI-sponsored media activities. To better understand the demographic differences in content preferences and media use, reported breakdowns are chosen by systematically assessing the relative effect of each demographic variable (i.e., gender, age, education, wealth,² and geographic location) on the variables of interest. Given the impracticality of reporting all possible breakdowns and interactions in the body of the report, only those showing a large effect on the focal variables are detailed. Finally, although the text will be simplified by referring to Nepal or Nepalese adults, it is with the implicit understanding that the sample is only representative of Kathmandu Valley districts (Bhaktapur, Lalitpur, and Kathmandu Valley) and of rural and peri-urban districts outside the Valley that are still within the media coverage area (i.e., Dhanusha, Makwanpur, Morang, and Parsa). Demographic information by district is presented in Table 2.1 on the following page.

There are several differences among districts that can be simplified by discriminating between those in Kathmandu Valley and those outside the Valley. The population in the former is clearly better educated and wealthier. Kathmandu Valley itself would be the wealthiest (with 49 percent of the sampled population in the highest wealth quintile) and better educated district (52.6 percent having an education above secondary), followed by Lalitpur. Makwanpur and Dhanusha would be the poorest (with 40.6 and 40.9 percent in the lowest wealth quintile, respectively), and Dhanusha and Parsa the least educated (37.3 and 37.9 percent of the sampled population having no formal education, respectively). There does not appear to be major gender or age differences between districts, although Dhanusha is the oldest district, containing the highest proportion of people age 30 to 44 (55.5 percent of the sampled population), and Kathmandu Valley the youngest, with 58.8 percent age 18 to 29.

² Wealth in this report is defined as a composite measure of the cumulative living standard of a household. It is operationalized as an unobservable construct measured through indicator variables, including household assets such as land, vehicles, appliances, livestock, and debt; housing characteristics such as number of rooms, type of roofing, flooring and toilets; and utility services such as water and electricity. An index variable is extracted using these indicator variables through principal component analysis, following the methodology used in Demographic and Health Surveys. Further details on this methodology are available on <http://www.measuredhs.com/pub>.

Table 2.1: Demographics, by District

Demographics	Kathmandu Valley				Outside Valley				Total	
	Lalitpur	Bhaktapur	Kathmandu	Total	Morang	Dhanusa	Makwanpur	Parsa		Total
Gender										
Male	49.3%	46.2%	50.5%	49.7%	50%	49.4%	50.6%	50%	49.9%	49.8%
Female	50.7%	53.8%	49.5%	50.3%	50%	50.6%	49.4%	50%	50.1%	50.2%
Age										
18-29	50.7%	56.3%	58.8%	56.9%	50.5%	44.5%	57.6%	51.2%	50.2%	53.1%
30-44	49.3%	43.7%	41.2%	43.1%	49.5%	55.5%	42.4%	48.8%	49.8%	46.9%
Education										
No Schooling	11.7%	10.5%	4.5%	6.7%	17.3%	37.3%	22.4%	37.9%	27.3%	18.2%
Some Primary	3.8%	6.9%	1.0%	2.2%	9.7%	7%	13.9%	10.9%	9.9%	6.5%
Completed Primary	4.5%	3.8%	1.9%	2.7%	6.4%	8.8%	6.1%	5.8%	6.9%	5%
Some Secondary	11.9%	18.3%	10%	11.4%	24%	14.8%	30.6%	18.8%	21.7%	17.1%
Completed Secondary	18.8%	33.1%	30%	28.1%	30.4%	17.3%	20.3%	14.5%	22.3%	24.9%
Above Secondary	49.3%	27.4%	52.6%	48.9%	12.2%	14.8%	6.7%	12.1%	12%	28.2%
Wealth										
Lowest	3.1%	1%	0%	0.7%	32.4%	40.9%	40.6%	27.3%	35.1%	20%
Second	11%	8.8%	1.4%	4.2%	36.4%	28.2%	26.4%	35.5%	32.4%	20%
Middle	22.4%	45.0%	14.8%	19.9%	18.8%	19.1%	24.2%	20.6%	20.1%	20%
Fourth	25.7%	31.9%	34.8%	32.6%	11.2%	8.5%	6.4%	13.6%	10.1%	20%
Highest	37.9%	13.3%	49%	42.5%	1.2%	3.3%	2.4%	3%	2.3%	20%

Source: USAID/OTI Media Survey of Adults (18+) in Nepal, n=2,580, Lalitpur n=420, Bhaktapur n=420, Kathmandu n=420, Morang n=330, Dhanusa n=330, Makwanpur n=330, Parsa n=330, January-February 2009

Source: USAID/OTI Media Survey of Adults (18+) in Nepal, n = 2,580, Lalitpur n = 420, Bhaktapur n = 420, Kathmandu n = 420, Morang n = 420, Dhanusa n = 330, Makwanpur n = 330, Parsa n = 330, January-February 2009

2.1 GENERAL INTEREST IN MEDIA TOPICS

2.1.1 Preferred Content

A majority (57.9 percent) of Nepalese adults are very interested in current events in Nepal. An even larger majority (61.3 percent) are very interested in local and regional current events. In terms of specific topics, music and domestic news attract the greatest attention, with 62.4 and 55.5 percent of “very interested” responses, respectively.

Topics of interest are influenced to some extent by gender. Although music is still the most popular content for both genders, males are more interested in domestic news, politics, and sports, while females are more interested in religious programs (see Table 2.2).

Table 2.2: Topics of Interest, by Gender (% of “Very Interested”)

Topic	Gender		
	Male	Female	Total
Music	62.6%	62.2%	62.4%
Domestic news	64.2%	46.9%	55.5%
Health/Medicine	44.4%	48.1%	46.3%
Religious programs	32.8%	44.2%	38.5%
Human rights	39.2%	35.4%	37.3%
Culture/History/Literature	29.8%	27.8%	28.8%
Environment/Ecology	28.1%	26.6%	27.3%
International news	29.9%	22.9%	26.4%
Social issues	28.5%	23.2%	25.9%
Sports	34.5%	13.9%	24.1%
Science and technology	28.5%	19.6%	24%
Economics/Business information	23.9%	16.1%	20.0%
Weather	20.5%	19.0%	19.7%
Politics	22.3%	10.8%	16.5%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2,580, Males n = 1,273, Females n = 1,307, January–February 2009

Education level also seems to play a role in determining topics of interest. Overall interest in most topics increases linearly with education, with music as the most popular content area across education levels. Interest in religious content is the one exception to this rule, showing a negative relationship with education level: 44.4 percent of those with no schooling report to be “very interested” in religious programs, compared with 30.5 percent for those with more than secondary education. However, given the great degree of overlap between education level and gender (three in four of those in the “no schooling” category are female), it is hard to extricate the effect of each variable on preferred content.

Table 2.3: Topics of Interest, by Education Level (% of “Very Interested”)

Topic	Education Level						Total
	No Schooling	Some Primary	Completed Primary	Some Secondary	Completed Secondary	More than Secondary	
Music	44.6%	59.2%	56.8%	63.5%	66.0%	71.9%	62.4%
Domestic news	30.6%	56.2%	56.7%	52.1%	60.9%	68.6%	55.5%
Health/Medicine	28.9%	41.2%	36.8%	44.2%	50.8%	57.6%	46.3%
Religious programs	44.4%	49.3%	45.5%	40.4%	38.0%	30.5%	38.6%
Human rights	19.8%	31.7%	36.1%	30.9%	40.4%	51.3%	37.3%
Culture/History/Literature	19.1%	24.3%	25.3%	23.9%	30.9%	37.9%	28.8%
Environment/Ecology	9.7%	15.9%	20.0%	22.8%	32.6%	40.8%	27.4%
International news	12.7%	22.7%	19.9%	20.6%	29.1%	38.3%	26.4%
Social issues	19.8%	29.3%	24.7%	26.0%	25.4%	29.4%	25.8%
Sports	7.2%	13.8%	18.5%	19.4%	29.8%	36.4%	24.2%
Science and technology	3.1%	6.4%	8.2%	14.1%	30.3%	45.0%	24.1%
Economics/Business information	8.3%	11.7%	14.6%	18.4%	21.2%	30.3%	20.0%
Weather	12.3%	21.1%	20.5%	16.0%	22.5%	24.0%	19.7%
Politics	11.4%	17.1%	15.9%	10.0%	17.7%	22.7%	16.5%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2,580, No Schooling n = 491, Some Primary n = 186, Completed Primary n = 132, Some Secondary n = 460, Completed Secondary n = 616, More than Secondary n = 694, (1 case missing education data), January–February 2009

Finally, there is greater interest in music, sports, and science and technology among younger adults (74, 32, and 30 percent, respectively were “very interested;” for those age 18 to 29 years old, versus 50, 16, and 17 percent for those age 30 to 44), as well as social issues among those living outside Kathmandu Valley (30 percent versus 20 percent in Kathmandu Valley).

2.1.2 Preferred Format

When asked about specific media formats, nearly two in three adults preferred radio and TV news programs. Radio and TV dramas were the next category, mentioned by two in five respondents.

There is greater interest in radio shows aired in local languages outside Kathmandu Valley (40.4 percent versus 15 percent in the Valley), which is not surprising considering the linguistic differences between both settings: 62 percent of adults in Kathmandu Valley are native Nepali speakers, a proportion that drops to 36 percent outside the Valley.

Table 2.4: Preferred Formats (% of “Very Interested”)

Media Format	Inside Kathmandu Valley	Outside Kathmandu Valley	Total
Radio and TV news programs	64.5%	61.4%	62.7%
Radio/TV dramas	33.1%	44.4%	39.5%
Thematic discussions/Debates/Talk shows	34.1%	26.1%	29.6%
Radio shows aired in local language	15.0%	40.4%	29.2%
Call in radio shows	15.8%	14.3%	15.0%

Source: USAID/OTI Media Survey of Adults (18+) in Nepal, n = 2,580, Kathmandu Valley n = 1,260, Outside Valley n = 1,320, January–February 2009

Vernacular languages are heavily clustered by district, with Maithili as the predominant native language in Dhanusha District (92 percent of adults), Bojpur in Parsa District (83 percent), and Tamang in Makwanpur District (34 percent). Morang District is more diverse. It comprises 55 percent native Nepali speakers, 14 percent Maithili, and the remaining scattered among other languages. Inhabitants of Kathmandu Valley are mostly native Nepali speakers, although Newari speakers are also widespread.

Table 2.5: Native Language (“Language Spoken at Home”), by District

Language	Districts Inside Kathmandu Valley			Districts Outside Kathmandu Valley				Total
	Lalitpur	Bhaktapur	Kathmandu	Morang	Dhanusha	Makwanpur	Parsa	
Nepali	51.1%	50.4%	66.6%	54.6%	7.9%	61.7%	14.0%	47.1%
Maithili	0.0%	0.0%	0.0%	14.2%	91.5%	0.4%	0.8%	17.0%
Newari	35.8%	49.6%	30.9%	0.5%	0.3%	1.3%	0.0%	15.3%
Bhojpuri	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	83.0%	8.7%
Tamang	8.7%	0.0%	1.9%	1.8%	0.3%	34.5%	1.1%	5.0%
Other	4.4%	0.0%	0.5%	28.0%	0.0%	2.1%	1.1%	6.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: USAID/OTI Media Survey of Adults (18+) in Nepal, n = 2,580, Lalitpur n = 420, Bhaktapur n = 420, Kathmandu n = 420, Morang n = 330, Dhanusha n = 330, Makwanpur n = 330, Parsa n = 330. January–February 2009

2.2 MEDIA USAGE

2.2.1 General Media Access and Use

Radio is the most widely owned and used media-capable hardware in Nepal: four in five adults have access to a radio at home. One in two adults use it for news and information every day, and two in three at least once a week. In terms of ownership, cell phones are the second most widespread item, with more than three in four adults having access to one at home. TV is quite common, being available in more than two in three households, with almost one in two of all households having access to a cable connection as well. On the other hand, satellite TV (2.1 percent) and satellite radio (2.6 percent), car radio (2.4 percent), and the internet (9.1 percent) are quite rare.

Table 2.6: Ownership (Home Access), by Setting

Type of Media	Inside Kathmandu Valley	Outside Kathmandu Valley	Total
Radio	86.7%	76.2%	80.5%
FM	85.5%	75.4%	79.6%
MW	75.7%	52.9%	62.8%
SW	62.2%	49.4%	54.8%
Satellite	2.6%	2.6%	2.6%
Car radio	4.8%	0.5%	2.4%
Mobile/Cellular phone	95.7%	63.8%	77.6%
Television	97.7%	49.8%	70.7%
Cable connection for TV	45.5%	77.5%	20.5%
Satellite dish for TV	0.9%	3.0%	2.1%
Landline telephone	71.3%	8.9%	36.3%
Computer	49.8%	4.8%	24.6%
Internet	19.1%	1.3%	9.1%
MP3 player/iPod	32.6%	8.4%	19.0%

Source: USAID/OTI Media Survey of Adults (18–44) in Nepal, n = 2,580, Kathmandu Valley n = 1,260, Outside Valley n = 1,320, January–February 2009

There are important differences in ownership by setting, with greater rates of access to all types of media hardware in Kathmandu Valley. These differences are most notable for higher-end items such as TV (97.7 percent in the Valley versus 49.8 percent outside the Valley) and cable TV in particular (77.5 percent versus 20.5 percent), computers (49.8 percent versus 4.8 percent), internet (19.1 percent versus 1.3 percent) and MP3 players (32.6 percent versus 8.4 percent). Although access to a cell phone is almost universal in Kathmandu Valley (95.7 percent), nearly two in three adults also have cell phone access outside the Valley, a much greater proportion than landline telephone (8.9 percent). Rates of access are closely related to affluence. Very few

in the lowest wealth quintile have access to anything other than radios or cell phones. Those on the highest wealth quintile, on the other hand, have access to most media hardware, although satellite and car radio, satellite TV, and the internet are still scarce.

Table 2.7: Ownership (Home Access), by Wealth

Type of Media	Inside Kathmandu Valley	Outside Kathmandu Valley	Total
Radio	86.7%	76.2%	80.5%
FM	85.5%	75.4%	79.6%
MW	75.7%	52.9%	62.8%
SW	62.2%	49.4%	54.8%
Satellite	2.6%	2.6%	2.6%
Car radio	4.8%	0.5%	2.4%
Mobile/Cellular phone	95.7%	63.8%	77.6%
Television	97.7%	49.8%	70.7%
Cable connection for TV	45.5%	77.5%	20.5%
Satellite dish for TV	0.9%	3.0%	2.1%
Landline telephone	71.3%	8.9%	36.3%
Computer	49.8%	4.8%	24.6%
Internet	19.1%	1.3%	9.1%
MP3 player/iPod	32.6%	8.4%	19.0%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2580, Kathmandu Valley n = 1,260, Outside Valley n = 1,320, January–February 2009

These differences in access have direct implications on the use of media for news and information. TV is by far the most used source of news and information in Kathmandu Valley, with about three in four using it daily. International TV, newspapers, and radio represent the second main sources; all three are used by nearly one in two adults daily.

The situation outside the Valley bears a closer resemblance to the typical media use pattern found in a developing country. Radio is by far the main source of news and information, used by one in two daily, followed by TV, and friends, and family. Use of international TV, magazines, text messages (SMS), or international radio is below 10 percent weekly, and use of the internet is almost non-existent.

Table 2.8: Daily Use for News and Information, by Setting

Source of News	Inside Kathmandu Valley	Outside Kathmandu Valley	Total
Radio	47.9%	51.5%	49.9%
Television	72.3%	29.7%	48.4%
Friends and family	43.2%	26.8%	34.0%
Newspapers	47.7%	10.5%	26.9%
International TV	47.7%	8.2%	25.6%
Magazines	38.7%	7.6%	21.2%
SMS	17.4%	4.4%	10.1%
International radio	9.6%	5.2%	7.1%
Internet	9.5%	0.5%	4.5%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2,580, Kathmandu Valley n = 1,260, Outside Valley n = 1,320, January–February 2009

Daily use of media for news and information is also clearly influenced by wealth. Radio would be the most democratic transmission device, being the only source of news and information, besides family and friends, which is accessible to the poorest Nepalese adults. The internet would be the most exclusive source; virtually no one outside the top two wealth quintiles uses it daily. Daily use of television is sensitive to all levels of wealth, showing the steepest progression on the wealth ladder, with nearly 78 percentage points of difference between both extremes.

Table 2.9: Daily Use of News and Information, by Wealth

Source for News	Wealth Quintile					
	Lowest	Second	Middle	Fourth	Highest	Total
Television	5.7%	28.9%	54.7%	69.6%	83.3%	48.4%
Radio	39.4%	52.7%	50.8%	52%	54.5%	49.9%
Newspapers	1.1%	4.3%	18.1%	47.6%	63.4%	26.9%
Magazines	0.3%	3.2%	16.5%	32.9%	53.5%	21.2%
Internet	0.0%	0.0%	0.6%	5.3%	16.5%	4.5%
Friends and family members	22.3%	26.3%	27.3%	43.4%	50.8%	34.0%
International TV channel	0.3%	4.3%	18.1%	40.7%	64.4%	25.6%
International radio station	2.9%	3.3%	4.4%	9.8%	15.4%	7.1%
SMS	0.9%	3.6%	6.5%	14.5%	25.1%	10.1%

Source: USAID/OTI Media Survey of Adults (18+) in Nepal, n = 2,580, January–February 2009

2.2.2 Mobile Phones

As in many other developing countries, cellular technology is booming in Nepal. Currently more than three in four adults have used a mobile phone at least once, and 59 percent actually own one. Besides making and receiving phone calls, 54 percent of Nepalese adults use cell phones for other purposes. SMS are the most prominent additional use, with 47 percent of adults using them to receive information from friends and family in particular, and 41 percent to receive information from SMS-based news providers. Other media related uses include listening to the radio (38 percent), accessing the internet (5 percent), and watching TV (3 percent).

2.2.3 Internet

Internet access and use is still in its infancy in Nepal. According to the International Telecommunications Union, in 2007 only 0.28 percent of Nepalese adults had an internet subscription and 1.41 percent were internet users,³ one of the lowest rates in Asia, and nearly six times lower than in neighboring India. Currently 26 percent of adults report to have ever accessed the internet, although only 7 percent own a connection. The majority of those who access the internet (15 percent of the population), access it from an internet café. In Nepal, the internet is mainly used to send and receive e-mail (25 percent of the population), surf the web (22 percent), use instant messaging and VOIP services such as Skype (22 percent), and read news and information (18 percent).

³ ITU internet indicators, available at http://www.itu.int/ITU-D/icteye/Reporting/ShowReportFrame.aspx?ReportName=WTI/InformationTechnologyPublic&RP_intYear=2007&RP_intLanguageID=1

2.3 MOST RELIABLE MEDIA SOURCES

Beyond the differences related to access, there are also differences in the use of media hardware depending on the type of news and information being sought. Radio is the preferred source for both Nepalese politics (82 percent) and local community events (70 percent), and is the only source that is considered highly adequate for both types of news and information. TV is preferred for Nepalese politics by 73.5 percent of the population, with only 48.5 percent preferring it for local community events. Closeness to the community seems to be an advantage for local community events, however, with neighbors and community members as the preferred source of news and information for half the adults.

Table 2.10: Preferred Sources for News and Information on Nepalese Politics versus Local Community Events

Source for News	Nepalese Politics	Local Community Events
Radio	82.0%	70.0%
Television	73.5%	48.5%
Newspaper	35.7%	23.7%
Magazines	29.8%	19.4%
Internet	4.3%	1.6%
Community member	30.3%	50.0%
Religious leader	0.9%	1.6%
Teacher	5.0%	7.0%
Neighbor	30.4%	54.1%
Relatives	16.5%	31.6%
Friends	1.3%	2.0%
Other	1.8%	2.1%

Source: USAID/OTI Media Survey of Adults (18+) in Nepal, n = 2,580, January–February 2009

2.4 RADIO

2.4.1 Frequency of Listening

More than one in two adults in Nepal (54.1 percent) report that they listen to radio daily, and four in five weekly (81.1 percent). On a regular day, those who listen to radio reportedly spend, on average, 1 hour and 48 minutes listening. There are some demographic differences in the frequency of listening. Those with a greater education tend to listen more frequently (see Table 2.11). There is also a somewhat greater percentage of daily listeners in Kathmandu Valley (58 percent versus 51 percent outside the Valley). Finally, listening increases linearly with wealth, with 38.3 percent of those at the lowest end listening daily, versus 66.9 percent of those at the upper end. In terms of time spent listening to radio on a normal day, Kathmandu Valley residents spend on average 16 more minutes listening than those living outside the Valley. These differences are mostly driven by males in Kathmandu Valley, who listen on average for 2 hours and 10 minutes—28 minutes longer than do females in the Valley. There are also some differences by age, with 18-to-29-year-olds spending 17 more minutes than those age 30 to 44; and wealth, with those on the lowest quintile listening 43 minutes less than those on the highest quintile do.

Table 2.11: Frequency of Listening to Radio by Education

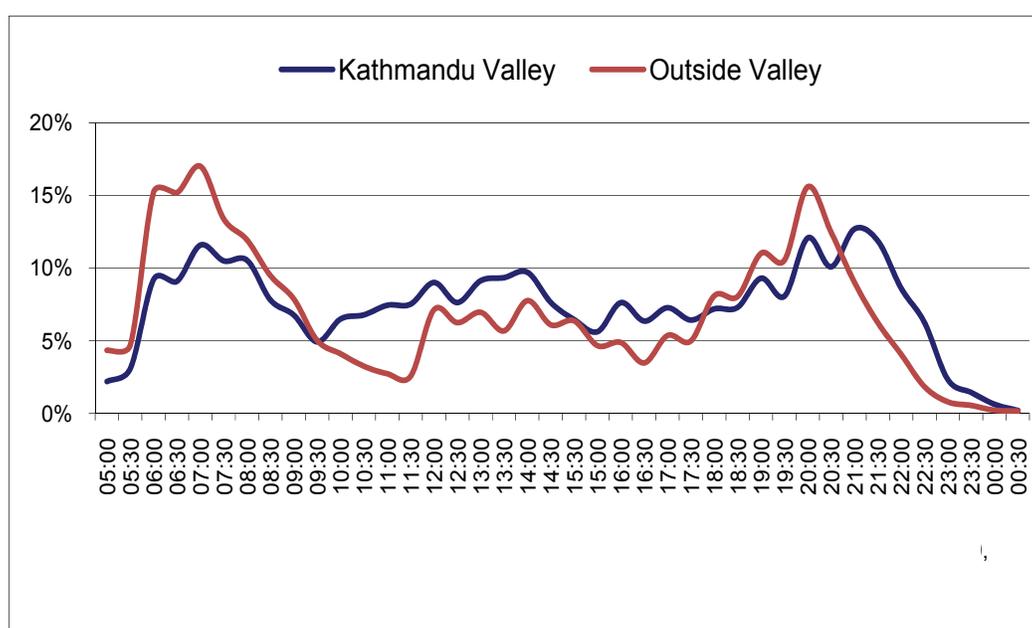
Education	Daily	Weekly
No schooling	28.5%	59.4%
Some primary	46.2%	77.5%
Completed primary	53.1%	84.6%
Some secondary	49.7%	83.7%
Completed secondary	59.0%	84.9%
More than secondary	71.0%	90.4%
Total	54.1%	81.1%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2,580, No Schooling n = 491, Some Primary n = 186, Completed Primary n = 132, Some Secondary n = 460, Completed Secondary n = 616, More than Secondary n = 694, (1 case missing education data), January–February 2009

2.4.2 Twenty-four Hour Listening Pattern

Radio listening in Nepal tends to concentrate at the beginning and the end of the day. There are two clearly marked peaks, one between 07:00 and 07:30, when 14.6 percent of the adult population is listening, and the other one between 20:00 and 20:30, with 14.1 percent tuning in. There are some differences in the sharpness of these peaks depending on the location. Outside Kathmandu Valley, the morning and evening peaks are more marked, with 17 percent listening between 07:00 and 07:30, and 15.6 percent between 20:00 and 20:30 (see Figure 1). There is also a listening plateau between 12:00 and 14:30, with a secondary peak between 14:00 and 14:30, when 7.8 percent are listening. Listening in Kathmandu Valley is more evenly spread out throughout the day, oscillating during the main listening hours (06:00 to 23:00) between a maximum of 11.6 percent (07:00 to 07:30) and a minimum of 4.9 percent (09:30 to 10:00). One final difference is that evening listening is more prolonged in the Valley, peaking one hour later (21:00 to 21:30) than outside the Valley.

Figure 2.1: Radio Reach at Various Times of the Day



Source: USAID-OTI Media Survey of Adults (18-44) in Nepal n = 2,580, Kathmandu Valley n = 1,260, Outside Valley n = 1,320, January–February 2009

2.4.3 Radio Listening Medium

FM is the waveband of choice for radio listening in Nepal, with more than one in two listening daily and four in five weekly. Medium wave and short wave have a smaller, but significant, audience, with 16.3 and 8.5 percent listening daily. Cell phones, regardless of waveband, are the second most important radio listening device, with 17.8 percent listening daily. Other transmission mechanisms, such as satellite radio, cable TV, the internet, or car radio have a negligible rate of use. There are no major differences between geographic settings except for cell phone-based radio listening, which is much greater in Kathmandu Valley (27.9 percent daily) than outside the Valley (9.9 percent daily).

Table 2.12: Radio Listening Medium, by Setting

Type of Medium	Inside Kathmandu Valley		Outside Kathmandu Valley		Total	
	Daily	Weekly	Daily	Weekly	Daily	Weekly
FM (87-108 MHz)	56.8%	81.5%	48.6%	80.0%	52.2%	80.7%
Medium Wave/AM (520-1620 kHz)	19.5%	38.0%	13.8%	33.7%	16.3%	35.6%
Shortwave (2000-30,000 kHz)	10.0%	22.7%	7.4%	22.1%	8.5%	22.4%
Satellite radio	0.3%	0.7%	0.6%	1.3%	.5%	1.0%
Cable TV	1.2%	2.2%	1.8%	3.6%	1.5%	3.0%
Internet	2.0%	4.4%	0.2%	0.8%	1.0%	2.4%
Car radio	1.5%	5.7%	0.0%	0.5%	0.7%	2.8%
Mobile phone	27.9%	50.1%	9.9%	23.3%	17.8%	35.0%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2,580, Kathmandu Valley n = 1,260, Outside Valley n = 1,320, January–February 2009

2.4.4 Nepal Radio Overview

Nepal has a highly competitive and varied FM market, particularly in Kathmandu Valley. In addition to Radio Nepal, there is a wide array of commercial broadcasters, as well as some community stations such as Radio Sagarmatha or College of Journalism and Mass Communication (CJMC). Only a few broadcasters, including Kantipur FM, Radio Nepal, and Image FM, are widely available outside Kathmandu Valley, where the radio menu is completed by local stations. With a total weekly reach of 57.8 percent in the seven districts surveyed, the private Kantipur FM is the clear leader in the domestic radio market. Radio Nepal and Image FM⁴ complete the top three stations in terms of overall reach, with 42.7 and 36.8 percent respectively. Stations that air OTI-sponsored radio programs have a significant, but smaller, audience, with Radio Audio and Ujyalo Network FM attracting almost one in four adults weekly in Kathmandu Valley. Voice of Youth and City FM have more limited total weekly audiences in the Valley, with 12.6 and 7.9 percent respectively. By districts, Radio Audio, Ujyalo Network FM, and Voice of Youth have a greater audience in Kathmandu Valley district, while City FM has a somewhat greater audience in Lalitpur District.

⁴ Dhanusha district excluded from the computations of total reach for Image FM due to unavailability of the station

Table 2.13: Domestic Radio Reach in Kathmandu Valley, by District

Radio Station	Kathmandu		Lalitpur		Bhaktapur		Total Kathmandu Valley		
	Daily	Weekly	Daily	Weekly	Daily	Weekly	Daily	Weekly	
1	Kantipur FM	51.0%	73.6%	38.5%	75.7%	30.0%	63.0%	45.9%	72.8%
2	Image FM	38.1%	60.5%	19.7%	47.7%	19.8%	44.7%	32.2%	56.0%
3	Hits FM	26.1%	46.8%	19.3%	49.0%	8.8%	28.6%	22.7%	45.1%
4	Radio Nepal	23.5%	42.1%	13.6%	44.2%	17.6%	41.0%	20.8%	42.4%
5	Radio Sagarmatha	24.1%	43.0%	10.1%	35.9%	6.6%	22.7%	19.1%	39.2%
6	Times FM	18.6%	33.5%	8.3%	23.6%	10.3%	24.9%	15.5%	30.5%
7	Classic FM	17.6%	30.7%	12.3%	27.6%	10.3%	24.2%	15.6%	29.3%
8	Star FM	14.0%	26.7%	8.8%	25.8%	3.7%	11.7%	11.7%	24.7%
9	Radio Audio	16.0%	26.9%	4.8%	11.8%	8.1%	16.1%	12.8%	22.6%
10	Ujyalo Network FM	16.0%	26.9%	4.8%	11.8%	5.1%	14.7%	12.4%	22.4%
11	Metro FM	12.1%	26.7%	3.9%	12.7%	4.4%	13.9%	9.5%	22.3%
12	Gopi Krishna FM	16.3%	24.1%	3.1%	7.0%	0.7%	3.7%	11.7%	18.2%
13	Gorkha FM	8.3%	17.6%	6.6%	17.5%	5.1%	11.7%	7.6%	16.8%
14	Capital FM	7.2%	14.6%	6.1%	15.8%	5.1%	15.4%	6.7%	14.9%
15	Adhyatma Jyoti	10.0%	16.9%	2.6%	7.9%	2.9%	6.6%	7.7%	13.8%
16	Nepal FM	7.8%	14.4%	1.8%	8.3%	5.9%	14.7%	6.3%	13.2%
17	Voice of Youth	9.2%	15.9%	1.3%	5.3%	2.2%	6.6%	6.8%	12.6%
18	Bhaktapur FM	2.6%	6.4%	0.9%	4.4%	30.0%	60.8%	5.6%	12.5%
19	Headline FM	8.6%	14.3%	3.1%	9.6%	2.9%	7.3%	6.8%	12.5%
20	Maitri FM	7.4%	15.1%	0.9%	5.7%	3.7%	9.5%	5.6%	12.5%
21	HBC FM	7.8%	13.5%	4.8%	10.5%	2.2%	8.8%	6.5%	12.3%
22	Radio Nepal FM	7.7%	13.9%	2.2%	4.4%	5.9%	10.3%	6.3%	11.6%
23	CITY FM	2.6%	7.2%	3.5%	10.5%	2.9%	7.3%	2.8%	7.8%
24	ABC FM	4.8%	9.8%	0.0%	1.8%	1.5%	5.9%	3.4%	7.7%
25	ECR FM	2.0%	4.3%	3.5%	13.1%	0.7%	4.4%	2.1%	6.1%
26	Good News FM	2.1%	4.2%	0.9%	3.1%	1.5%	2.9%	1.8%	3.8%
27	CJMC Community Radio	1.2%	3.1%	0.0%	0.4%	0.7%	1.5%	0.9%	2.4%
28	Jawalakhel FM	0.5%	1.4%	0.4%	2.2%	0.7%	0.7%	0.5%	1.5%
29	BFBS FM	0.7%	1.2%	0.0%	0.4%	0.0%	0.0%	0.4%	0.9%
30	Koshi FM	0.3%	0.8%	0.4%	0.4%	0.0%	0.7%	0.3%	0.7%
31	Rainbow FM	0.0%	0.7%	0.0%	0.4%	0.0%	0.0%	0.0%	0.5%
32	Other	3.1%	3.6%	1.3%	2.2%	2.2%	2.9%	2.6%	3.3%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2,580, Kathmandu Valley n = 1,260, Lalitpur n = 420, Bhaktapur n = 420, Kathmandu n = 420

The radio market changes dramatically outside Kathmandu Valley, with a much narrower choice of broadcasters. Although Kantipur FM, Radio Nepal, and Image FM can also be found, many others, including the four broadcasters receiving USAID/OTI media grants, City FM, Voice of Youth, Radio Audio, and Ujyalo FM, all based in Kathmandu, are not available. Local stations often perform better than the nationally available competitors do. In Dhanusha District, for example the local Janaki FM (85.9 percent weekly), Radio Mithila (79 percent) and Radio Janakpur (78.7 percent) all surpass Kantipur FM in terms of weekly reach.

Table 2.14: Domestic Radio Reach in Dhanusha

Radio Station		Dhanusha	
		Daily	Weekly
1	Janaki FM	48.0%	85.9%
2	Radio Mithila	47.7%	79.0%
3	Radio Janakpur	45.4%	78.7%
4	Kantipur FM	21.3%	45.9%
5	Radio Appan Mithila	25.1%	42.1%
6	Radio Nepal	11.8%	31.5%
7	Radio Jaleswarnath FM	10.0%	21.0%
8	Saptakoshi FM	1.3%	1.3%
9	Samad FM	0.3%	0.3%
10	Birgunj FM	0.3%	0.3%
11	Other	3.1%	4.4%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, Dhanusha n = 330

Among the districts surveyed, Makwanpur district is the only one bordering Kathmandu Valley. This proximity allows access to FM stations from the Valley, which coexist with national and local stations, providing a much greater variety than in any other district surveyed outside the Valley. Even in this competitive market, local broadcasters are quite successful, with three local stations (i.e., Hetauda FM, Radio Palung, and Thaha FM) among the top five.

Table 2.15: Radio Reach in Makwanpur

Radio Station		Makwanpur	
		Daily	Weekly
1	Hetauda FM	34.1%	60.5%
2	Radio Nepal	19.2%	56.6%
3	Radio Palung	22.6%	56.6%
4	Thaha FM	31.9%	49.4%
5	Kantipur FM	7.2%	25.1%
6	Radio Pratidhoni	9.4%	24.7%
7	Image FM	3.8%	17.0%
8	National FM	4.7%	14.5%
9	Birgunj FM	0.9%	5.1%
10	Makwanpur FM	0.4%	3.4%
11	Bindabasini FM	0.9%	2.6%
12	Indreni FM	0.9%	1.3%
13	Radio Narayani	0.4%	0.9%
14	Gopi Krishna FM	0.0%	0.4%
15	ECR FM	0.0%	0.4%
16	Bhaktapur FM	0.0%	0.4%
17	CITY FM	0.0%	0.4%
18	Gadhimai FM	0.4%	0.4%
19	Hits FM	0.0%	0.0%
20	Other	11.9%	25.6%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, Makwanpur n = 330

The FM markets in Morang and Parsa, both quite distant from the Valley, are mostly dominated by a handful of local stations; Kantipur FM leads in Morang, with a much greater audience than in Parsa, where Birgunj FM takes the top spot. Radio Nepal performs similarly in both districts.

The good performance of Kantipur FM in Morang is an exception to the other districts outside Kathmandu Valley, where local stations lead the market. Kantipur FM’s large audience in Morang may be related to the quality of its broadcasting, because Kantipur FM radio station’s (96.1) broadcasts target the Central region (including Kathmandu Valley) and the Eastern region (including Morang). The station has set up a special relay station for higher-quality reception in the Eastern region and it is quite likely that many people are able to listen to a comparatively better quality audio signal being aired from Kantipur FM. Many FGD participants in Morang also said that they prefer radio listening for first-hand news everyday and for other interesting topical programs. This also is a reason they listen to Kantipur FM.

There are some demographic similarities between Morang and other districts where Kantipur FM has large audiences (i.e., those in Kathmandu Valley), more specifically, a high proportion of native Nepali speakers, which represent 55 percent of the sampled population in Morang. In fact, there are more Nepali speakers among Kantipur FM weekly listeners (60 percent) than among non-listeners (43 percent). Kantipur FM’s relatively good performance in Dhanusha (with a weekly audience of 46 percent) is also likely related to language: It broadcasts a 30-minute Maithili program from Janakpur, the capital of Dhanusha, a district where 92 percent of the sampled population are native Maithili speakers.

Table 2.16: Radio Reach in Morang

Radio Station		Morang	
		Daily	Weekly
1	Kantipur FM	37.8%	69.3%
2	Koshi FM	21.9%	46.0%
3	Saptakoshi FM	21.1%	45.2%
4	Radio Nepal	21.0%	45.0%
5	B FM	14.5%	24.2%
6	Image FM	13.6%	21.1%
7	SKY FM	5.4%	12.0%
8	Radio Purbanchal	4.5%	8.4%
9	Kanchenjunga FM	0.5%	6.6%
10	Star FM	0.0%	0.4%
11	Other	7.3%	14.3%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, Morang n = 330

Table 2.17: Domestic Radio Reach in Parsa

Radio Station		Parsa	
		Daily	Weekly
1	Birgunj FM	26.2%	57.0%
2	Indreni FM	22.0%	46.7%
3	Gadhimai FM	19.8%	46.0%
4	Radio Narayani	20.5%	46.0%
5	Radio Nepal	20.1%	43.3%
6	Akash FM	6.8%	15.6%
7	Kantipur FM	6.5%	14.8%
8	Sanskar FM	3.0%	8.7%
9	Radio Palung	2.7%	8.0%
10	Image FM	1.9%	4.6%
11	Rautahat FM	2.3%	4.2%
12	Others	0.8%	4.6%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, Parsa n = 330

2.5 TV

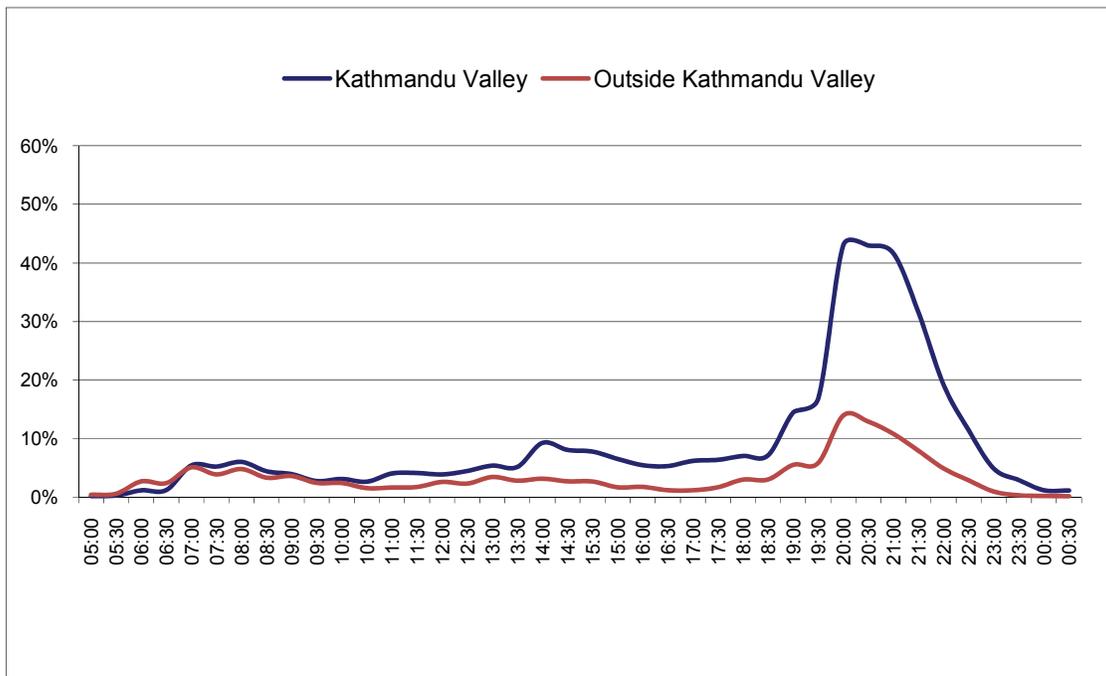
2.5.1 Frequency of Viewing

More than one in two Nepalese adults (53.3 percent) watch TV daily, with three in four (74.5 percent) watching weekly. On a regular day, those who watch TV reportedly spend, on average, 1 hour and 46 minutes watching. Frequency of viewing is highly related to wealth. Only 7 percent of Nepalese adults in the lowest wealth quintile watch TV daily, compared to 86.4 percent in the highest quintile. Viewership is much greater in Kathmandu Valley (80.3 percent daily) than outside the Valley (32 percent daily); although the amount of time each viewer spends watching TV does not vary much by location, with an average of 1 hour and 51 minutes in Kathmandu Valley, and 1 hour 38 minutes outside the Valley.

2.5.2 Twenty-four Hour Viewing Pattern

TV viewing is mainly concentrated in the evening hours, peaking between 20:00 and 20:30 when 26.8 percent of Nepalese adults are watching. TV viewing at other times of the day remains below 6 percent and only starts to pick up at 19:00. The wide differences in TV access between Kathmandu Valley and the surrounding areas have a clear impact on the proportion of the population that watch TV at any given time in each setting. In Kathmandu Valley, where access to TV is almost universal, as many as 43 percent of adults are watching between 20:00 and 21:00 (see Figure 2). Outside Kathmandu Valley, TV viewing peaks at the same time, but only 14 percent are watching at the highest point (20:00 to 20:30).

Figure 2.2: TV Reach at Various Times of the Day



Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2580, Kathmandu Valley n = 1260, Outside Valley n = 1,320, January–February 2009

2.5.3 TV Reception

A majority of Nepalese adults who own a TV receive their television signal through a cable connection. At 44.9 percent of the total population, cable access is more than twice as common as the second most popular mode of transmission—an antenna on the TV set or in the room—which is used by 19.2 percent of the population. The number of cable stations available on cable systems is fewer outside Kathmandu Valley (see Table 2.18). Outside Kathmandu Valley, it is more common to receive a TV signal with an antenna (either on the TV set/in the room or on the roof/outside the window) than through cable.

Table 2.18: TV Viewing Transmission in Kathmandu Valley versus Outside the Valley

Type of Transmission	Inside Kathmandu Valley	Outside Kathmandu Valley	Total
Cable	77.1%	19.7%	44.9%
Antenna on TV set or in the room	17.3%	20.8%	19.2%
Antenna on the roof or outside the window	5.0%	10.5%	8.1%
Individual satellite dish	0.2%	1.2%	0.8%
Communal satellite dish	0.2%	0.8%	0.5%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2,580, Kathmandu Valley n = 1,260, Outside Valley n = 1,320, January–February 2009

Disparities in access to cable have a great impact on the actual number of channels that are available in and outside the Valley. In Kathmandu Valley, 59.5 percent report having access to 51 or more channels, a proportion that drops to 4.4 percent outside the Valley. The number of stations available on cable systems is also fewer outside Kathmandu Valley: 77.2 percent of

cable subscribers in Kathmandu Valley have 51 or more channels, while outside the Valley a majority (33.7 percent) of subscribers have 26 to 50 channels.

As a consequence of these differential rates of access, TV viewers in Kathmandu Valley report watching a median of six different channels during a 12-month period, while the median outside Kathmandu Valley in the same period is just two channels.

2.5.4 Local TV Grid

Although Nepalese adults have access to a wide variety of international cable TV channels, there are only nine domestic TV channels. The state-run Nepal TV network, which owns the Nepal TV and Nepal 2 Metro channels, was the first broadcaster in the country, debuting in 1985. Since then, several private channels have joined it, including the TV channel Nepal 1, which broadcasts from India via satellite. Nepal TV remains the clear leader in terms of reach, with almost two in three adults watching weekly, although Kantipur TV has already surpassed it in the more competitive Kathmandu Valley market.

Table 2.19: Domestic TV Reach, by Setting

TV Station		Inside Kathmandu Valley		Outside Kathmandu Valley		Total	
		Daily	Weekly	Daily	Weekly	Daily	Weekly
1	Nepal TV	58.2%	89.0%	24.7%	41.8%	39.4%	62.6%
2	Kantipur TV	66.7%	91.3%	17.5%	29.0%	39.1%	56.4%
3	Avenues TV	43.2%	61.8%	4.6%	7.9%	21.6%	31.6%
4	Sagarmatha TV	27.5%	47.1%	2.7%	5.2%	13.6%	23.6%
5	ABC TV	26.6%	40.5%	1.9%	3.2%	12.7%	19.6%
6	Nepal 2 Metro	14.6%	34.6%	1.6%	4.1%	7.3%	17.5%
7	Nepal 1 TV	9.8%	26.1%	4.9%	10.6%	7.0%	17.4%
8	Channel Nepal TV	8.4%	20.0%	1.4%	2.7%	4.5%	10.3%
9	Terai TV	2.0%	5.4%	1.9%	3.6%	1.9%	4.4%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2,580, Kathmandu Valley n = 1,260, Outside Valley n = 1,320, January–February 2009

3 Change in Media Programming and Formats (Objective 1)

Overall, the USAID/OTI-sponsored media programs have enjoyed an overwhelmingly positive reception. Not only have they proved to be enjoyable, but also listeners have expressed great appreciation for the informative programs and have been only too eager to act on their newfound knowledge. Many respondents have said that they are no longer afraid to voice their political opinions and are eager to join the political discourse.

Managers of radio or television stations that have aired USAID/OTI-sponsored media programs have reported very positive feedback from their listeners and viewers, often to the point where listeners or viewers will call the station and complain if a program failed to air at the scheduled time. Radio and TV station managers are enthusiastic about creating their own similar programs. Cooperation between and among local stations, however, has not been affected by the introduction of the USAID/OTI-sponsored media programs.

Although much enthusiasm and positive change has been attributed to the USAID/OTI-sponsored media activities, this change has also been attributed to the revolution of 2006, when a new interim constitution highlighted democratic principles. This is an opinion shared by IDI respondents, mainly politicians and stakeholders.

One IDI respondent reported, "... after the people's movement for democracy in our country, there was an increase in political consciousness and new opportunities opened up to the public." This same respondent associated this "people's movement" with the Maoist Party's efforts; he noted, "After the movement and the war fought by the Maoists for a decade, the backward castes and social groups were aware of their rights."

3.1 HOW DO PEOPLE PERCEIVE FM RADIO PROGRAMMING AT STATIONS?

Results of the household survey show that a majority of Nepalese adults have noticed an increase in domestic news, politics, music, and international news programming. A majority of those living in Kathmandu Valley also report an increase in human rights and sports programming.

Table 3.1: Perceived Increase in the Number of Programs (% who responded that they have noticed "more" of these types of programming)

Type of Programming	Inside Kathmandu Valley	Outside Kathmandu Valley	Total
Domestic news	90.7%	72.5%	80.5%
Politics	88.6%	69.5%	77.9%
Music	8.01%	73.6%	76.8%
International news	76.7%	50.5%	62.0%
Human rights	52.8%	43.1%	47.4%
Social issues	43.6%	38.5%	40.8%
Health/Medicine	47.4%	33.6%	39.7%
Religious program	44.8%	34.0%	38.7%

Type of Programming	Inside Kathmandu Valley	Outside Kathmandu Valley	Total
Sports	51.5%	26.8%	37.7%
Economic/Business	47.0%	23.5%	33.8%
Science and technology	39.0%	20.9%	28.8%
Culture/History/Literature	33.3%	21.7%	26.8%
Environment/Ecology	34.4%	18.1%	25.3%
Weather	30.2%	16.9%	22.8%
Other	1.2%	0.2%	0.7%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2,580, Kathmandu Valley n = 1,260, Outside Valley n = 1,320, January–February 2009

A majority of those who reported listening to USAID/OTI-sponsored radio programs on FM stations, particularly Image FM, reported noticing an increase in program topics on cultural and ethnic group, peace, social issues, land and agricultural issues, as well as gender issues in the last two years. A majority of Radio Sagarmatha, Bhaktapur FM, and Hits FM listeners also reported awareness of increased broadcasting of several program topics.

Table 3.2: Perceived Increase in Specific Types of Programs in the Last Two Years (% who responded that they have noticed “more” of these types of programming)

Type of Programming	Radio Nepal	Kantipur FM	Image FM	Janaki FM	Radio Mithila	Radio Janakpur	Radio Sagarmatha	Bhaktapur FM	Hetauda FM	Hits FM
National politics	37.7%	24.9%	32.8%	10.4%	11.1%	9.5%	39.7%	41.2%	29.1%	49.8%
Local politics	40.1%	35.0%	42.4%	9.7%	8.4%	7.2%	50.2%	35.4%	26.0%	60.0%
Cultural and ethnic group	47.2%	47.5%	58.7%	17.9%	16.7%	13.5%	68.3%	40.3%	44.3%	72.1%
Peace	42.4%	41.8%	59.4%	12.7%	14.2%	16.7%	46.8%	51.9%	34.9%	63.0%
Social issues	42.6%	38.3%	52.7%	15.7%	13.7%	21.1%	50.0%	46.2%	34.4%	65.9%
Youth issues	40.3%	34.0%	36.7%	23.8%	29.1%	28.5%	38.9%	44.8%	29.4%	37.0%
Educational	40.6%	33.7%	44.8%	10.2%	15.7%	11.8%	48.5%	40.0%	31.3%	45.7%
Land and agricultural issues	39.1%	48.3%	70.4%	9.1%	16.5%	9.7%	73.6%	39.0%	40.6%	79.0%
Gender issues	46.5%	44.5%	51.4%	33.1%	39.5%	30.9%	44.2%	54.0%	40.9%	51.8%
Crisis issues	35.8%	28.7%	40.0%	5.2%	11.6%	10.5%	40.7%	41.3%	41.3%	39.4%
Educational entertainment	38.1%	30.0%	37.3%	6.4%	5.7%	9.1%	49.9%	33.7%	36.9%	37.5%

Source: USAID/OTI Media Survey of Adults (18+) in Nepal, n = 2,580, January–February 2009

The in-depth interview data showed that politicians’ views varied, ranging from optimism to disappointment to indifference. Most politicians were optimistic about the services of FM stations and expressed approval for the changes they saw, which included the different formats and an increase in the number of stations. Other politicians expressed mistrust, citing an increase in biased programming and noting that funding came from “royalists, capitalists, big smugglers” and that “small, local FMs” were supported by “politicians, who have done black-collar jobs and reached the government, [and] have invested in them [the small, local FM stations] to alleviate their current status.” (The respondent was commenting on the tendency to mistrust the administration of radio stations because of the political nature of funding). Many politicians, however, were unaware of any changes, citing their busy schedules.

Focus group respondents were overwhelmingly enthusiastic about the programming—the new focus on issues and topics particular to them has made radio more relevant to them. They also

cited the need to be aware of their country as a whole: from knowing the times and locations of strikes to knowing the successors of political leaders and the political direction of their country.

3.2 HAS AN INCREASE IN INFORMATIONAL PROGRAMMING CHANGED HOW RADIO STATIONS VIEW THEIR OWN PROGRAMS?

Radio station managers most often viewed their programs first and foremost as a reflection of the needs and interests of their communities, or of current political conditions. Other managers saw their programs as a service to their communities, a channel through which their communities find a voice and connection to their identity as a group; information flows, then, are of secondary importance when station managers evaluate their programs. It was therefore very fitting, then, that the new programs and formats were primarily informative and deviated somewhat from the usual entertainment programming. The USAID/OTI-sponsored radio programs used a potential that was previously not fully exploited.

3.3 ARE LOCAL FM STATIONS COMMUNICATING IN DIFFERENT WAYS THAN BEFORE?

Communication among local FM stations cannot necessarily be described in a way that applies to local FM stations as a unified collective. Although some station managers reported that they were not communicating any differently than they were before; some managers said they were communicating more often with each other. While regional station managers mentioned membership in an association, local station managers reported anything between casual contact with other local stations to having no contact with other stations at all. According to one manager, “It all depends on the way people think,” including “some kind of ego clash” according to another.

Changes in communication patterns between stations and their local communities reflect both the interactive nature of the new programs and formats and the resulting shift from almost exclusively entertainment programming (one-way) to more participatory (two-way), informative and educational programming. Stations have developed a new sensitivity to listeners’ likes and dislikes, and they have adjusted their programming accordingly.

From the last Nepali month of Magh (January/February), we presented more of the interactive programs (those programs which keep direct concern with listeners). Before, the overall goal was only entertainment, as our radio station was quite new and we had to fulfill the listener’s choice by giving them pure entertainment (musical). After getting the feedback of the last two years, we found huge changes in the caption of our Radio, and the situation where we were also holding educational interactive shows was accepted by the viewers which made us feel that we should also hold interactive programs. Before, we were just holding entertaining programs and as we felt that we had been accepted by people we added on interactive programs and discussions where even the viewers could participate with specialists on the current hot issues. From the Nepali month of Magh we had made changes, especially in the news where we added bulletins ...—Station Manger IDI respondent, B. FM, Managing Director, Morang District

At least one station in Janakpur went even further and made its local communities a part of its programming. The station prepares its programs by visiting local communities and recording their concerns and issues. This, they say, is a big change in the format of presentations in recent times.

We collect five to seven questions, we give them prior information about our visit and subjects of discussion and we ask people if they have any queries related to the topics. We record their voices from the community and edit them before airing.—Station Manager IDI respondent, Janaki FM, Dhanusha District

3.4 DO PEOPLE TALK ABOUT POLITICAL ISSUES IN A MORE DYNAMIC AND ENGAGED FASHION THAN BEFORE?

Station managers, politicians, and media stakeholders were overwhelmingly unified in answering positively to these questions, citing people’s interest in global issues and their enthusiasm in having their voices and opinions included in reports of national and local significance. The media’s inclusion of public opinion in news reporting has alleviated the public’s fear to express itself. This was a point often brought up in focus group discussions. Respondents commented that seeing others’ opinions was often encouraging and comforting, because the opinions that were published were opinions shared by many. Suddenly it was clear that a basis for solidarity existed, and this gave many people the courage either to join the political discourse or to continue it.

Some focus group respondents spoke about an awareness of a “now or never” attitude: now that their issues were being given attention, they felt it was time to act and take ownership of their own condition. Focus group respondents also almost always mentioned the absence of a fear to speak out that was present during the monarchy. They also spoke about a fear of the police and of politicians that does not exist anymore; these officials are now seen as ordinary citizens, fellow citizens who can be approached without fear just as they can be criticized without fear of punishment.

This perspective is shared by some focus group discussion respondents from marginalized populations:

People can now openly speak about their issues. Before we used to [be] fear[ful] at the sight of [the] police coming. Before, mostly there was much fear to speak to police and military and [we] thought we would be arrested. However, at present, we have been able to remove that fear and feel that they are as any other ordinary people and we have nothing to [be] fear[ful] about.—From focus group discussions with female members of a marginalized population in Makwanpur, outside Kathmandu Valley

3.5 ARE RADIO LISTENING HABITS CHANGING TO A NEW/DIFFERENT PERSPECTIVE?

It is widely reported that this is the case. In focus group discussions it was often mentioned that the inclusion of local issues and of issues concerning women and marginalized populations into

the media made these groups enthusiastic about becoming more politically engaged on behalf of their respective causes. They are now more aware of their position in society and have come to feel empowered by the new opportunities that the new media formats offer for both initiating and influencing public discourse. A new perspective on their place in society, introduced by the revolution in 2006, can also be behind the public's raised expectations of media to address and accommodate their needs.

Data from the household survey shows an increase in listening to a variety of topics, although the greatest increase has occurred in the content in which most Nepalese are interested: music and domestic news (also see Section 2.1.1). Differences in reported increase by sex largely mirror the differences in reported interests, with women showing a greater increase than males in religious programming. On aggregate, 78.2 percent of the people surveyed reported listening more to at least one type of program.

Table 3.3: Perceived Increase in Listening by Programming Type in the Last Two Years (% who reported listening more)

Type of Programming	Gender		
	Male	Female	Total
Music	56.1%	55.2%	55.6%
Domestic news	55.0%	37.7%	46.3%
Politics	37.6%	23.2%	30.4%
International news	33.8%	21.1%	27.5%
Health/Medicine	25.4%	23.3%	24.3%
Human rights	23.1%	23.8%	23.5%
Religious program	17.9%	25.9%	21.9%
Social issues	20.0%	16.7%	18.3%
Sports	26.0%	9.1%	17.6%
Science and technology	17.4%	11.5%	14.4%
Economic/Business	18.1%	9.6%	13.8%
Culture/History/Literature	13.9%	12.7%	13.3%
Environment/Ecology	12.7%	9.4%	11.0%
Weather	10.2%	7.1%	8.7%
Other	0.2%	0.0%	0.1%
Total who listen more to at least one type of program	82.9%	73.6%	78.2%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2,580, Males n = 1,273, Females n = 1,307, January–February 2009

3.6 WHAT OTHER FACTORS HAVE CONTRIBUTED TO RADIO'S CHANGING FORMAT/PROGRAMMING?

Several politicians cited the revolution of 2062/2063 (2006), when a new interim constitution for Nepal emerged, in which democratic principles were emphasized, among them new encouragement for public participation in politics. Station managers, when asked about programming or formatting changes, often said that these changes reflected first and foremost the needs and demands of their listenership, and then current political conditions.

3.7 DO PEOPLE LIKE, PREFER, AND FIND THE NEW RADIO PROGRAM FORMATS USEFUL?

Station managers have widely reported positive receptions to the USAID/OTI-sponsored radio programs. Some radio station managers reported that listeners would call the station to request that certain programs be played if the programs were not broadcast at the scheduled time. Especially appreciated is the frequency with which the programs are aired, often at convenient times of the day.

Responses regarding the usefulness of the information in the new programs have been varied among focus group respondents, but the responses were largely very positive. Respondents in remote areas said that the changes made very little impact there, where population density was low and communities were separated from each other by large distances. According to a participant in a focus group discussion in Kathmandu Valley, “There is positive effect in city, city area is limited, and the village area is very wide; therefore there is positive effect for only few people.” Respondents in a focus group discussion in Morang, Biratnagar, outside Kathmandu Valley, echoed this sentiment, “The changes do not affect too much in our region ...”

Radio as a medium of coherence had no effect on communities where inhabitants lived far apart from each other. Respondents of one marginalized group implied that all the education and awareness provided by these new programs and formats was meaningless as long as the community members lacked the basic elements of survival: land, homes, jobs, water, and infrastructure. Furthermore, many respondents have lamented an “all talk and no action” situation that has developed out of what they perceived as merely rhetoric in the USAID/OTI-sponsored radio programs, regardless of the participatory formats. Other respondents, however, said that both the information in the USAID/OTI-sponsored radio programs, as well as the programs’ interactive nature, provided their communities with new strategies and approaches for resolving conflict between individuals and groups. Many respondents were very enthusiastic about health-related programs, programs that highlighted the importance of voting, programs on exam preparation, and programs that promoted the elimination of ostracizing stereotypes—most especially those longstanding beliefs that kept *Dalits* at the bottom of society as “untouchables” and those beliefs that precluded girls from receiving a proper education.

3.8 HAS RADIO LISTENERSHIP STARTED TO HAVE MORE AWARENESS OF MARGINALIZED COMMUNITIES OR HAS RADIO PROGRAMMING FOCUSED MORE ON MARGINALIZED ISSUES?

Although focus group respondents and IDI respondents reported that the issues and voices of marginalized populations have been given attention, it is not necessarily the case that marginalized populations have become the focus of a major shift in attention. In other words, despite the positive publicity garnered through the new programs, marginalized communities have not necessarily become the focal point of a major social movement; they are simply gaining more attention. Focus group respondents have reported improvements in their social conditions; as one respondent noted, “...even teachers have taught children that there are not differences between [other] people or untouchables.” Other respondents, either from non-marginalized focus

groups or as IDI participants, simply report positively about the new awareness of the conditions of marginalized groups. Still other respondents have reported that they have not noticed any change in their situation.

Positive feedback to the new programs and formats focused on their informative aspects (as opposed to entertainment programming). Radio had become an informative tool. In the past, it was largely just an entertainment medium, and information was limited to the location of strikes and traffic accidents. Respondents see these changes as mostly positive and see potential for more positive change.

Radio educates us to send our children to school feeding on simple food. In the same way, radio also announces that even Dalits can do something appreciable. Also, it teaches us to keep our children neat and tidy ... media message through various programs provide [an] equal learning opportunity to both son[s] and daughter[s]. Such programs can be reliably listened through FM radio programs.—Female marginalized FGD participant age 18 to 29, Dhanusha District, outside Kathmandu Valley

After the elections, participation has increased. The elections made people more aware and active. The marginalized community has also become active in politics, but the parties are reluctant to give them posts. Representation is there, but only superficially. If we are interested, we get to learn new things. The Constitutional Assembly election has empowered women and we know our right[s] and our duties.—Female marginalized FGD participant, age 18 to 29, Morang District, outside Kathmandu Valley

This is all about democracy. Radio and television are good media to strengthen democracy. Today there are more programs based on local languages like Tharu, Limbu, etc.—Female marginalized FGD participant, age 18 to 29, Morang District, outside Kathmandu Valley

Marginalized groups not exposed to USAID/OTI-sponsored media programs clearly indicate that their life is full of frustrations, although they did mention that they had noticed a slight decrease.

The rich are getting richer and the poor are getting poorer. Why shouldn't the poor get an opportunity to alleviate poverty and improve economically? ... There has been decrease in frustrations in our community.—Female marginalized FGD participant, age 18 to 29, Parsa District, outside Kathmandu Valley

In contrast, members of marginalized communities familiar with the USAID/OTI-sponsored media programs and formats reported both a decrease in societal frustrations and an increase in general knowledge, as the following quote indicates:

Frustration among us has decreased now. We have become more informed and knowledgeable because of the communication mediums. Today people can call and put their issues and questions forward to the concerned authority.—Female marginalized FGD participant, age 18 to 29, Morang District, outside Kathmandu Valley

However, *Dalits* of another district, who have access to neither radio nor TV, think that the mediums does not really help improve their situation. According to them:

Dalits do not have a voice. We have so many problems but nobody is ready to listen to us. Usually, my husband talks to the people, so I don't have to talk a lot. We have written to so many places for help, but nothing concrete has happened yet.—Female marginalized FGD participant age 18 to 29, Parsa District, outside Kathmandu Valley

4 Plausible Links between USAID/OTI Media Programming and the Media Changes in Nepal (Objective 2)

Because of the significance of the 2007 Interim Constitution, it is very difficult to attribute the larger change in the media to the introduction of the new USAID/OTI-sponsored media programming topics and formats. It cannot be denied, however, that the USAID/OTI-sponsored media programs have generated a great interest among listeners based on focus group interviews and the household survey results. In addition, in-depth interviews with politicians noted that the USAID/OTI media activities have also aided in encouraging individuals to join the wider public discourse. The fact that station managers are eager to create and launch their own similar programs can also, more or less, be directly attributed to the USAID/OTI-sponsored media programming.

The number of FM stations has greatly increased in the past few years, despite a scarcity of resources to ensure their continued maintenance. Competition exists between and among stations in some communities; in other communities, local stations often collaborate with each other.

In either case, FM stations are eager to introduce their own versions of the USAID/OTI-sponsored radio programs. The USAID/OTI-sponsored media programs themselves, however, have not necessarily had an impact on programs that were already being aired. The introduction of new programs, developed not by USAID/OTI but based on, and modeled after, the USAID/OTI-sponsored media programs will be at the expense of existing programs' airtime and most likely would not necessarily lead to the modification of existing programs.

4.1 ARE THERE OTHER ORGANIZATIONS WITH PROGRAMS OF COMPARABLE OR GREATER POPULARITY TO THOSE OF USAID/OTI?

No respondents directly addressed this question either in the focus group discussions or during the in-depth interviews, though many station managers reported that newly launched programs in the style of USAID/OTI-sponsored media programs (political call-in shows, live political debates, discussion of human rights and outreach programs to marginalized populations, etc.) have been equally as popular as the original programs. Focus group respondents are not able to differentiate between USAID/OTI-sponsored media programs and those that emulate them.

4.1.1 *Radio*

The public service announcements encouraging people to vote were the only broadcasts available in all districts surveyed. They also have the greatest listenership of all USAID/OTI-sponsored radio programs. Almost half of respondents recall listening to them, a proportion that is similar inside and outside Kathmandu Valley, although it was higher in Makwanpur and Bhakhtapur Districts. Aside from those PSAs addressing elections, not all programs were broadcast to all districts surveyed. Programs that were aired centrally from Kathmandu have the greatest reach.

Among programs available widely, *Nepal Chautari*, the live, call-in debate about the peace process, is the second program with the greatest overall reach, followed by *Mero Jindagi Mero Biswas*, relating success stories about people from different walks of life. *Sajha Sawal*⁵ was only measured in two districts, where more than one in four recalled listening to it. Considering those programs available in just one district, *Hamro Sambidhan Sabha* was the most popular in Morang and *Sambidhan Sabhame Janatake Awaaz* in Dhanusha. *Yuva Kendrit Karyakram* and *Nagarik Wada Patra*, only available in Parsa, and *Doko Karyakram*, in Makwanpur, all had a small audience.

Table 4.1: Annual Reach USAID/OTI-Sponsored Radio Programs

Program	Outside Kathmandu Valley				Inside Kathmandu Valley			Total*
	Morang	Dhanusha	Makwanpur	Parsa	Lalitpur	Bhaktapur	Kathmandu	
PSAs Encouraging People To Vote	46.1%	45.8%	74.8%	39.1%	38.8%	69.3%	48.1%	49.1%
Nepal Chautari	26.1%		36.4%	22.1%	6.7%	15.0%	17.1%	20.8%
Mero Jindagi Mero Biswas	17.6%	7.3%	22.4%		7.1%	13.3%	8.8%	12.1%
Suchana Hamro Adhikar	14.8%	12.4%	6.1%		3.1%	8.3%	8.6%	9.9%
Chiya Chautari	6.7%		16.1%		7.4%	4.8%	9.8%	9.0%
Hamro Nepal	1.8%		7.0%	6.7%				4.2%
Sajha Sawal	30.6%		27.0%					29.5%
Jan Sarokar			6.4%	22.1%				14.7%
Hamro Sambidhan Sabha	26.7%							26.7%
Yuva Awaaz	12.4%							12.4%
Hamro Sambidhan Ramro Sambidhan	9.7%							9.7%
Sarbasadharanlai Samudayik Ekta Ra Shantiko Lagi Protsahit	9.4%							9.4%
Hamro Gaun Hamro Awaaz	7.0%							7.0%
Sajha Chautari	6.7%							6.7%
Yuva Chautari	5.2%							5.2%
Sunsariko Awaaz	3.6%							3.6%
Shanti Batuwa	2.1%							2.1%
Hamro Bhabise	0.3%							0.3%
Sambidhan Sabhame Janatake Awaaz		39.4%						39.4%
Shantike Lele Gramin Awaaz		27.6%						27.6%
Amane Samane		12.1%						12.1%
Samudayik Eakata Aur Shantilele Protsahit Karewale Sarbajani		11.2%						11.2%
Shantike Lel Yuva Awaz		3.9%						3.9%

⁵ This program is principally a British Broadcasting Corporation World Service Trust program funded by the United Nations Development Programme. USAID/OTI provided temporary bridge funding for its airtime.

Program	Outside Kathmandu Valley				Inside Kathmandu Valley			Total*
	Morang	Dhanusha	Makwanpur	Parsa	Lalitpur	Bhaktapur	Kathmandu	
Sundar Shant Pradesh		2.4%						2.4%
Doko Karyakram			3.0%					3.0%
Yuva Kendrit Karyakram				8.2%				8.2%
Nagarik Wada Patra				4.8%				4.8%

*Total reach based on population of districts where programs available. January-February 2009

Source: USAID/OTI Media Survey of Adults (18+) in Nepal, n = 2,480, Lalitpur n = 420, Bhaktapur n = 420, Kathmandu n = 420, Morang n = 330, Dhanusha n = 330, Makwanpur n = 330, Parsa n = 330

Among the top 10 programs in terms of total audience, regardless of what districts were available, the PSAs have a greater recall of time aired, date aired, and topics covered than most other programs. In the household surveys, *Nepal Chautari* was recalled mainly for its format and topics, while *Sajha Sawal* shows no salient features. In focus group discussions, however, respondents highlighted *Sajha Sawal's* format (the opportunity to interact directly with politicians) as the source of its appeal. Listeners also have in general a low level of recall of main characters in programs, either as hosts, moderators, or figures in narratives. This is in sharp contrast to the fairly reliable recall of main characters in TV programs, as will be shown below. This suggests that audio alone leaves an only weak impression of main characters. *Sajha Sawal*, *Mero Jindagi Mero Biswas*, and *Chiya Chautari* received the highest overall ratings among the most popular programs, with a mean rating of 7.9 out of 10.⁶ *Sajha Chautari* and *Hamro Gaun Hamro Awaaz*, on the other hand, received the lowest average ratings (6.5 and 6.6 respectively), although these scores were based on a lower number of cases.

⁶ *Sajha Sawal* and *Mero Jindagi Mero Biswas* are multimedia programs with radio, TV, and print outlets, which may account for their high public recognition.

Table 4.2: Features Recalled and Overall Rating of Top 10 Radio Programs

		Details Recalled						Overall Rating*	
		Time Aired	Date Aired	Main Character	Topics	Format	Language	Mean	Median
Top 10 Programs	PSAs Encouraging People To Vote	29.1%	34%	17.4%	80.8%	38.4%	85.2%	7.6	8.0
	Nepal Chautari	12.4%	11.9%	3.5%	51.7%	50.3%	87.0%	7.1	7.0
	Sajha Sawal	0.0%	0.0%	37.2%	0.0%	0.0%	0.0%	7.9	8.0
	Mero Jindagi Mero Biswas	2.8%	13.6%	27.0%	65.5%	47.3%	87.2%	7.9	8.0
	Suchana Hamro Adhikar	1.4%	7.7%	1.3%	60.8%	31.8%	75.8%	7.3	7.0
	Sambidhan Sabhame Janatake Awaaz	2.5%	21.1%	13.7%	64.9%	0.0%	27.6%	7.4	8.0
	Chiya Chautari	21.9%	5.3%	24.7%	64.5%	69.5%	96.9%	7.9	8.0
	Shantike Lele Gramin Awaaz	9.6%	39.1%	3.7%	0.0%	0.0%	0.0%	6.9	7.0
	Hamro Sambidhan Sabha	4.8%	20.9%	2.0%	80%	0.0%	94.0%	7.1	7.0
	Jan Sarokar	1.1%	20.9%	1.4%	21.2%	17.1%	71.1%	7.5	7.5
Reduced listener base (n = 69 to 30)	Yuva Awaaz	0.0%	4.6%	7.2%	78.8%	41.4%	0.0%	7.1	7.0
	Hamro Sambidhan Ramro Sambidhan	0.0%	7.1%	0.0%	0.0%	0.0%	100.0%	7.0	7.0
	Sarbasadharanlai Samudayik...	28.6%	7.1%	5.8%	94.2%	59.2%	100.0%	7.1	7.0
	Amare Samare	14.0%	13.6%	29.8%	40.5%	0.0%	56.5%	7.2	7.5
	Hamro Nepal	0.0%	5.6%	2.3%	34.4%	40.0%	83.3%	7.1	7.0
	Samudayik Eakata Aur Shantilele...	3.8%	0.0%	0.0%	0.0%	0.0%	60.0%	6.8	7.0
	Hamro Gaun Hamro Awaaz	5.6%	0.0%	0.0%	76.3%	55.9%	100.0%	6.6	7.0
	Sajha Chautari	0.0%	5.9%	5.3%	52.8%	50.0%	94.7%	6.5	7.0

*1-10 scale where 1 = Worst and 10 = Excellent.

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, Base: Responding program listeners, January–February 2009

In terms of general types of program topics, the household survey shows that a sizeable number of adults reported listening to programs covering topics similar to those covered on USAID/OTI-sponsored radio programs on Radio Nepal and Kantipur FM, particularly about national politics and crisis issues.

Table 4.3: Program Topics Heard in Specific Stations

Program Topic	Radio Nepal	Kantipur FM	Image FM	Janaki FM	Radio Mithila	Radio Janakpur*	Radio Sagarmatha	Bhaktapur FM	Hetauda FM*	Hits FM
National politics	39.5%	40.2%	17.3%	8.6%	8.0%	7.8%	9.9%	7.8%	7.7%	6.5%
Local politics	27.9%	28.3%	11.3%	8.8%	8.3%	8.0%	7.2%	7.1%	8.1%	4.5%
Ethnic group	25.0%	19.4%	8.3%	6.5%	5.8%	5.7%	3.9%	6.6%	4.1%	2.8%
Peace	22.0%	20.3%	7.5%	6.1%	5.7%	5.3%	4.2%	4.1%	3.2%	3.6%
Social issues	25.5%	24.8%	10.4%	6.7%	6.5%	5.9%	6.1%	5.3%	4.8%	4.3%
Youth issues	21.7%	23.3%	10.1%	5.5%	5.2%	5.0%	5.0%	4.4%	4.2%	5.9%
Educational issues	25.9%	23.8%	9.5%	7.6%	7.4%	6.9%	5.0%	4.8%	3.8%	4.3%
Land and agricultural issues	28.0%	13.1%	4.1%	5.5%	5.4%	4.8%	2.4%	3.3%	4.1%	1.5%
Gender issues	16.8%	17.7%	7.2%	4.7%	4.4%	4.3%	3.8%	2.8%	3.4%	4.0%
Crisis issues	30.8%	29.7%	13.1%	6.7%	6.4%	5.9%	7.2%	6.5%	4.7%	6.7%
Educational entertainment	22.6%	24.4%	10.7%	7.2%	6.8%	6.4%	6.0%	6.6%	3.3%	6.2%

* Stations that broadcast USAID/OTI sponsored radio programs.

Source: USAID/OTI Media Survey of Adults (18+) in Nepal, n = 2,580, January–February 2009

This is, however, mostly the result of their larger reach. Considering only the weekly listeners of each station, in order to control for differences in reach, we find that national politics is reportedly an important feature at most stations, but particularly for Hetauda FM, Janaki FM, Kantipur FM, and Radio Mithila, all accounting for at least 80 percent of the programming of these stations. Local politics programs are also a major component for many stations, mostly local stations such as Hetauda FM, Janaki FM, Radio Janakpur and Radio Mithila, where more than 80 percent of weekly listeners report hearing local politics programming. Local politics programs are not as common in national stations such as Radio Nepal and Kantipur FM, or entertainment oriented stations such as Image FM and Hits FM.

Table 4.4: Types of Program Topics Heard in Specific Stations among Their Weekly Listeners

Topic	Radio Nepal	Kantipur FM	Image FM	Janaki FM	Radio Mithila	Radio Janakpur*	Radio Sagarmatha	Bhaktapur FM	Hetauda FM*	Hits FM
National politics	76.9%	81.1%	68.5%	83.7%	80.2%	79.0%	74.7%	62.0%	83.8%	43.9%
Local politics	58.5%	61.1%	49.9%	86.0%	83.3%	81.8%	58.9%	56.9%	87.6%	33.0%
Ethnic group	50.6%	40.8%	32.9%	63.6%	58.1%	58.5%	34.5%	53.7%	44.6%	20.2%
Peace	46.9%	44.0%	32.4%	59.8%	57.3%	54.5%	38.2%	32.8%	34.9%	24.3%
Social issues	53.6%	52.9%	44.0%	65.1%	65.1%	60.1%	53.0%	41.5%	52.6%	34.1%
Youth issues	47.3%	48.4%	42.8%	54.2%	51.9%	51.4%	42.5%	36.6%	45.9%	42.4%
Educational issues	53.2%	51.3%	42.4%	74.6%	74.0%	70.4%	40.9%	34.5%	41.7%	34.9%
Land and agricultural issues	56.9%	29.0%	19.2%	54.2%	53.9%	49.0%	23.9%	23.1%	44.6%	12.5%
Gender Issues	36.6%	40.0%	33.1%	45.8%	44.2%	43.5%	33.8%	23.4%	37.1%	30.8%
Crisis Issues	60.8%	59.0%	50.9%	65.1%	63.5%	60.5%	56.0%	48.5%	50.9%	42.8%
Educational Entertainment	47.6%	50.9%	41.7%	70.8%	68.2%	64.8%	48.6%	47.8%	35.4%	39.6%

*Stations that broadcast USAID/OTI-sponsored radio programs.

Source: USAID/OTI Media Survey of Adults (18+) in Nepal, Base: Weekly listeners of each station, January–February 2009

Other common program topics mentioned were the educational and educational entertainment programs (particularly on Janaki FM, Radio Janakpur, and Radio Mithila). Gender issues, land and agricultural, youth issues, and peace programming are still relatively uncommon.

When asked if each program topic has been aired more, less or the same (just as much as) in the last two years, large majorities of Image FM-, Radio Sagarmatha-, and Hits FM-listeners report increases across most topics, particularly land and agricultural and ethnic group program topics. On the opposite end, only a low percentage of Janaki FM-, Radio Mithila-, or Radio Janakpur-listeners reported a greater frequency of topical programming, with the exception of those programs covering gender issues.

Table 4.5: Increased Frequency of Program Types in the Last Two Years

Topic	Radio Nepal	Kantipur FM	Image FM	Janaki FM	Radio Mithila	Radio Janakpur*	Radio Sagarmatha	Bhaktapur FM	Hetauda FM*	Hits FM
National politics	37.7%	24.9%	32.8%	10.4%	11.1%	9.5%	39.7%	41.2%	29.1%	49.8%
Local politics	40.1%	35.0%	42.4%	9.7%	8.4%	7.2%	50.2%	35.4%	26.0%	60.0%
Ethnic group	47.2%	47.5%	58.7%	17.9%	16.7%	13.5%	68.3%	40.3%	44.3%	72.1%
Peace	42.4%	41.8%	59.4%	12.7%	14.2%	16.7%	46.8%	51.9%	34.9%	63.0%
Social issues	42.6%	38.3%	52.7%	15.7%	13.7%	21.1%	50.0%	46.2%	34.4%	65.9%
Youth issues	40.3%	34.0%	36.7%	23.8%	29.1%	28.5%	38.9%	44.8%	29.4%	37.0%
Educational issues	40.6%	33.7%	44.8%	10.2%	15.7%	11.8%	48.5%	40.0%	31.3%	45.7%
Land and agricultural issues	39.1%	48.3%	70.4%	9.1%	16.5%	9.7%	73.6%	39.0%	40.6%	79.0%
Gender issues	46.5%	44.5%	51.4%	33.1%	39.5%	30.9%	44.2%	54.0%	40.9%	51.8%
Crisis issues	35.8%	28.7%	40.0%	5.2%	11.6%	10.5%	40.7%	41.3%	41.3%	39.4%
Educational entertainment	38.1%	30.0%	37.3%	6.4%	5.7%	9.1%	49.9%	33.7%	36.9%	37.5%

*Stations that broadcast USAID/OTI sponsored radio programs.

Source: USAID/OTI Media Survey of Adults (18+) in Nepal, Base: Weekly listeners of each station that listened to each program type, January–February 2009

4.1.2 TV

The animated PSA/advertisement featuring five cartoon characters, the *Madan Bahadur* and *Hari Bahadur* films were the most-watched programs overall, reaching more than two in five adult respondents. Besides the obvious geographic differences due to uneven rates of access to TV inside and outside Kathmandu Valley, there were also differences in the relative popularity of different programs within each market. The *Sajha Sawal* panel discussion and the interview program *Mero Jindagi Mero Biswas* ranked higher by total reach outside Kathmandu Valley, while inside the Valley, the *Madan Bahadur* and *Hari Bahadur* films, the animated PSA/advertisement featuring seven cartoon characters, and the PSA/advertisement about penalizing offenders who closed a highway, ranked higher.

Table 4.6: Annual Reach USAID/OTI-Sponsored TV Programs

USAID/OTI-Sponsored TV Program Titles	Inside Kathmandu Valley	Outside Kathmandu Valley	Total
Five-cartoon character animated PSA/advertisement	66.9%	29.2%	45.7%
Madan Bahadur and Hari Bahadur Teli film	78.5%	18.3%	44.8%
Seven-cartoon character animated PSA/advertisement	68.8%	13.7%	37.9%
PSA/advertisement about the closing of a highway due to a dead hen	56.5%	18.4%	35.1%
Sajha Sawal panel discussion	42.8%	22.0%	31.2%
Ama Teli film	54.9%	9.9%	29.7%
PSA/advertisement about penalizing the offenders who closed the highway	40.1%	7.1%	21.6%
Mother character animated PSA/advertisement	28.1%	9.3%	17.5%
PSA/advertisement about digging a grave to bury a journalist	28.6%	7.9%	17.0%
PSA/advertisement about talking hen	26.2%	9.0%	16.6%
Mero Jindagi Mero Biswas—interview	21.4%	11.0%	15.6%
PSA/advertisement about buying votes	10.5%	5.1%	7.4%
PSA/advertisement about asking for a daughter's hand in marriage	10.8%	3.0%	6.4%
Tatastha Tarka-Naya Nepal Naya Awaj	4.9%	1.9%	3.2%
PSA/advertisement about selling garlands for elected members	3.3%	0.8%	1.9%
PSA/advertisement about CA election in Cinema Hall	0.3%	1.1%	0.7%
PSA/advertisement about Dr. Sandok Ruit, Ani Chhiring in Cine	0.2%	0.1%	0.2%

Source: USAID/OTI Media Survey of Adults (18+) in Nepal, n=2,480, Lalitpur n=420, Bhaktapur n=420, Kathmandu n=420, Morang n=330, Dhanusha n=330, Makwanpur n=330, Parsa n=330.

*Total reach based on population of districts where programs available. January-February 2009

Generally speaking, the main characters and the language used were details that most viewers recalled about these programs, followed by the topics. There are some exceptions: the characters of the animated PSA featuring five cartoon characters, and the language of the mother character animated PSA are recalled by a smaller percentage than the other top 10 programs. Finally, time and date aired is a detail few listeners recall in general. The date of the PSA/advertisement about penalizing the offenders who closed the highway, the seven-cartoon character-animated PSA/advertisement, or the PSA/advertisement about closing the highway due to dead hens in particular are recalled by a small percentage.

In sharp contrast with details recalled about radio programs, it seems that being able to visualize the main characters in a TV program greatly enhances their recall.

All of the programs with the highest reach received high overall ratings, with the PSA/advertisement about penalizing the offenders who closed the highway and the *Madan Bahadur* and *Hari Bahadur* film receiving the highest average ratings. The PSA/advertisement about selling garlands for elected members got the lowest overall rating (7.7), although this rating was based on a reduced number of viewers.

Table 4.7: Features Recalled and Overall Rating of Top 10 TV Programs

USAID/OTI-Sponsored TV Program Titles		Details Recalled						Overall Rating*	
		Time Aired	Date Aired	Main characters	Topics	Format	Language	Mean	Median
Top 10 TV programs	Five-cartoon characters animated PSA/advertisement	28.7%	30.6%	17.2%	69.6%	55.7%	89.3%	7.9	8
	Madan Bahadur and Hari Bahadur Teli film	40.7%	41.6%	94.6%	73.1%	69.0%	94.5%	8.7	9
	Seven-cartoon character animated PSA/advertisement	25.8%	3.8%	91.3%	72.3%	63.6%	92.7%	8.4	9
	PSA/advertisement about closing a highway due to a dead hen	27.1%	4.1%	92.6%	78.9%	58.8%	94.0%	8.5	9
	Sajha Sawal—panel discussion	35.1%	17.4%	47.9%	73.1%	70.4%	90.7%	7.8	8
	Ama Teli film	31.9%	42.4%	95.8%	84.9%	71.9%	95.2%	8.6	9
	PSA/advertisement about penalizing the offenders who closed the highway	26.4%	2.8%	96.8%	72.8%	61.2%	94.8%	8.8	9
	Mother character animated PSA/advertisement	27.9%	34.4%	92.2%	81.0%	60.2%	57.1%	8.3	8
	PSA/advertisement about digging a grave to bury a journalist	29.3%	30.8%	92.2%	84.1%	62.4%	95.1%	8.6	9
	PSA/advertisement about a talking hen	31.6%	3.7%	79.9%	57.5%	59.3%	93.6%	8.3	9
Programs with reduced viewer base (n = 401 to 49)	Mero Jindagi Mero Biswas	17.6%	21.3%	0.0%	0.0%	61.8%	92.1%	8.1	8
	PSA/advertisement about buying votes	19.3%	44.1%	71.1%	77.4%	51.5%	89.2%	8.0	8
	PSA/advertisement about asking daughter's hand in marriage	27.9%	46.4%	87.4%	82.6%	65.0%	92.1%	8.0	8
	Tatastha Tarka-Naya Nepal Naya Awaj	0.0%	0.0%	0.0%	82.3%	68.2%	83.1%	7.8	8
	PSA/advertisement about selling garlands for elected members	8.2%	13.1%	81.8%	65.3%	69.3%	90.0%	7.7	8

*1-10 scale where 1 = Worst and 10 = Excellent.

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, Base: Responding program listeners, January–February 2009

Regarding USAID/OTI-sponsored media programs, the household survey shows that most adults reported listening to programs covering topics similar to USAID/OTI-sponsored TV programs on Nepal TV and Kantipur TV, particularly those programs covering national and local politics. Again, since respondents had trouble differentiating USAID/OTI-sponsored TV programs from similar types of programs, and both Nepal TV and Kantipur TV air USAID/OTI-sponsored TV programs, it is difficult to establish what proportion of these responses actually reflect interest in USAID/OTI-sponsored TV programs and what proportion to programs only modeled on USAID/OTI-sponsored TV programs.

Table 4.8: Topical Programming Watched on Specific Channels

Program Topic	Nepal TV*	Kantipur TV*	Nepal 2 Metro	Avenues TV	Sagarmatha TV	ABC TV	Terai TV	Nepal 1 channel	Channel Nepal	Image TV
National politics	54.6%	50.9%	11.0%	29.9%	21.8%	18.2%	2.8%	15.0%	7.6%	26.3%
Local politics	41.3%	38.1%	7.7%	23.0%	15.9%	13.5%	2.3%	11.6%	6.1%	20.4%
Ethnic group	36.6%	27.9%	5.5%	9.4%	6.8%	5.4%	2.0%	6.4%	3.0%	14.3%
Peace	30.2%	25.5%	4.9%	9.5%	7.2%	5.9%	1.3%	6.0%	3.2%	10.4%
Social issues	40.3%	34.5%	7.0%	14.7%	9.9%	7.9%	1.8%	7.5%	4.4%	13.9%
Youth issues	30.3%	29.9%	6.3%	11.9%	7.8%	6.2%	1.2%	6.7%	3.6%	13.9%
Educational issues	34.0%	31.1%	5.7%	11.5%	8.0%	6.5%	1.6%	8.2%	4.3%	14.6%
Land and agricultural issues	36.2%	15.3%	4.1%	6.6%	4.8%	4.5%	1.2%	5.3%	2.5%	7.0%
Gender issues	25.1%	22.7%	3.9%	9.9%	7.2%	5.4%	1.1%	5.6%	2.6%	9.4%
Crisis issues	40.2%	36.4%	7.7%	17.1%	11.3%	8.9%	1.9%	8.8%	4.7%	16.1%
Educational entertainment	32.2%	32.7%	6.4%	9.9%	7.4%	5.5%	1.5%	7.8%	4.2%	15.3%

Source: USAID/OTI Media Survey of Adults (18+) in Nepal, n = 2,580, January–February 2009

4.2 WHAT ARE OTHER ORGANIZATIONS’ IMPRESSIONS OF THE USAID/OTI PROGRAM OBJECTIVES AND THEIR INTENDED AND UNINTENDED CONSEQUENCES?

A few politicians cite the new self-awareness among communities and groups as the reason behind increased discussions on regional autonomy and actions taken toward regional autonomy. These politicians, however, do not represent the majority of the politicians who responded to the study.

The success of the USAID/OTI-sponsored media programs has convinced other media organizations to develop their own such programs. Concurrently, a number of NGOs and INGOs have started collaborating with Nepali media broadcasters and producers (TV and radio) to develop new programs based on the USAID/OTI-sponsored media programs. Contrary to the politician respondent cited above, another politician’s comment reflects how the majority of politicians responded to the study: “Yes, there has been ongoing change in the way the public has been thinking and speaking. It is due to education, the development of the media, and to some extent NGOs and INGOs. The NGOs and INGOs have helped to create political awareness in the rural areas.”

4.3 HAS USAID/OTI MEDIA PROGRAMMING OR OTHER FACTORS RAISED EXPECTATIONS AT LOCAL LEVELS FOR STATIONS TO DO THEIR OWN PROGRAMMING?

Stakeholders reported that the popularity of USAID/OTI-funded programs is unquestioned. “Because of the USAID programs, we had been exposed to something which had influenced us to start coming up with new ideas,” reported one station manager. Stakeholders reported that since the USAID/OTI-sponsored media programs were very popular, stations that were not currently airing the USAID/OTI-sponsored media programs felt compelled to emulate these

stations by developing their own call-in or discussion panel shows. According to one radio station manager, “We launched 19 new programs in various places, and these programs became very popular; many people became interested in them. In fact, we were urged to launch these programs on our own.” Another station manager, citing listener feedback, said that the USAID/OTI-sponsored media programs have improved the reputation of his station: “The feedback from listeners has been very positive. For example, Saptakoshi FM reported that people belonging to different castes have been forming organizations as a result of the OTI-sponsored media programs. The way people view our station has therefore improved.”

4.4 HAS USAID/OTI NEPAL OR OTHER ACTORS CONTRIBUTED TO INCREASED DISCUSSIONS AROUND DEMOCRACY THROUGH MEDIA?

Though the USAID/OTI-sponsored programs are popular, many stakeholders were reluctant to attribute the positive social changes identified and discussed in this report—such as increased enthusiasm for democratic activity and increased confidence in speaking with public officials such as politicians and police officers—solely to the USAID/OTI-sponsored programs. They argued that the increased interest in democracy could also very well be attributed to the 2007 Interim Constitution. According to some of the IDIs, “It cannot be said that all these transformations have taken place only because of the programs presented by USAID/OTI” “...USAID/OTI may also have made some contribution by some certain ratio...we can’t say that USAID/OTI is responsible for all these changes.”

However, respondents did say that the USAID/OTI-sponsored programs definitely contributed to the discussions on democracy, if not initiated them. The programs were certainly given credit, as the following respondent noted:

USAID is helping a lot in educating the country. It has encouraged and provided a lot of help. The programs about the constitutional process were created by USAID. Aside from these programs are the debate programs and interviews. USAID has had a major role in making people aware of their rights as well as of their duties.—Media stakeholder interviewee

Focus groups respondents said that the programs have “taught them to interact and debate about the issues.” Many attributed the success of the programs to being accessible to the “uneducated mass of people” who “get to develop themselves intellectually,” referring to the informative and educational aspects of the USAID/OTI-sponsored programs.

Parallel to the USAID/OTI-sponsored programs, it has been reported that there is a growing number of emerging NGOs working toward “increasing awareness among people living in the rural settings.” One newspaper was reported devoting an entire section solely to publishing public opinion. To make newspapers more accessible to less literate populations, newspapers have been concentrating on particularly expressive or evocative pictures. Radio and television, however, being real-time media, focus on the promotion of discussions and debates.

As an interviewee reported, without specifying the actors, “Other organizations have also assisted in bringing change.” These actors, such as the Antenna Foundation Nepal, an NGO supporting the efforts of developing public broadcasting in Nepal, contribute to discussions on democracy through financial donations and technical support.

4.5 ARE OTHER PROGRAMS IMITATING THE FORMAT OF USAID/OTI-FUNDED PROGRAMS?

Stakeholders and station managers reported that this was the case. New programs were indeed being created in the style of the USAID/OTI-sponsored programs, although the stakeholders and station managers were reluctant to say that the programs emulated were necessarily USAID/OTI-sponsored programs. Many radio station managers did, however, state that the high popularity of the USAID/OTI-sponsored programs compelled them to create their own similar programs and to consider those programs in their long-term plans.

4.6 WOULD THE PROGRAMS DIE OUT IF FUNDING ENDED, OR HAVE THEY BECOME SUSTAINABLE?

Where politicians were fairly certain that stations were largely supported by advertisements, certain stakeholders reported that their private organizations often supported stations through non-financial donations of equipment and technical support. Stakeholders seemed to be more familiar with the funding issues of stations; some politicians openly admitted not knowing anything about the “inner workings/internal affairs” of the stations. From the stakeholders’ point of view, it would not only be the programs, but also the stations themselves that would “die out” as funding ended. Stakeholders and station managers were also less casual about funding issues than were politicians. Stakeholders and station managers rarely characterized station funding as “sustainable” and they reported that some stations’ existences depended on additional funding beyond advertisements. Station managers and media stakeholders who were IDI respondents made it rather clear that funding for individual programs was a far secondary issue to funding the station.

As for the funding, FM stations that have been supported by USAID/OTI appreciated the support and reported that they had better developed their capacity and had made the programs more attractive with this support. USAID/OTI-supported stations were provided with grants to develop media programs that supported a broad range of political dialogue, civic education, and outreach activities to marginalized populations. In some cases, grants were provided to these stations to support the airtime broadcasts of USAID/OTI-sponsored media programs. These stations include B FM, Koshi FM, Purbanchal FM, and Sapta Koshi FM of Morang; Janaki FM of Janakpur; FM of Dhanusha; and Radio Audio FM and Voice of Youth FM of Kathmandu. They said that with USAID/OTI grant support, they had strengthened their programming capacity; they also think that even after the support is withdrawn, the programs will continue. The main source of financial support, however, remains the revenue generated from advertising. Support, though to a much lesser degree, also comes from interested organizations and agencies. USAID/OTI funding, while by no means the main source of income, contributes to an enhancement in station programming, which raises stations’ marketability and competitiveness. It seems that an end to USAID/OTI funding would not necessarily lead to an end of political dialogue and civic

education media programs, as this kind of programming has become very popular and seems to be in a very good position to attract funding. As some respondents noted below:

We generate funds through entertainment programs. Programs produced in collaboration with other organizations are aired free including USAID-supported programs. We generate income by airing informative programs and PSAs. As of now, we are not completely standing on our own, but we are searching for new ways of marketing our productions. Our contacts with different NGOs/INGOs are helpful in sustaining our activities.—Station Manager IDI respondent, Saptakoshi FM, East Nepal

Ours is a new station; we started from ground base and today its activities are increasing ... and also we understand that our radio station has been accepted by many agencies. Many agencies trust the use of our new talent ... and they are requesting us to produce different programs. Now they are coming to us ... as they have heard about B FM. This way we are sustaining.—Station Manager IDI respondent, B FM, East Nepal

Our programs are financed by local advertisements. And some organizations donate by sponsoring some specific programs. We are sustaining. Compared to the last year, we are doing better now; before, we had no idea about marketing. Now we have good coordination with different organizations. [The] USAID programming format has influenced other stations too. People are more attached to these programs and we are working hard in these programs, and manpower is now good and uses these formats. So, the quality of programs of USAID is different from other programs. So, radio stations are highly influenced by USAID programs.—Station Manager IDI respondent, Radio Jankapur, Dhanusha

Chiya Chautari is funded by USAID. USAID is the first donor. We hope for their regular support. However, we mostly depend on commercial advertisements.—Station Manager IDI respondent and producer of Chiya Chautari, Radio Audio FM, Kathmandu

We get financial support for our programs through commercial advertisements. In addition, we get sponsorships for quality productions. So basically, it is through commercial advertisements and sponsors [that] we generate our income. Regarding USAID support, definitely, USAID-sponsored programs have affected the formats of not only our own station but also other stations. Other stations such as Radio Sagarmatha, Capital FM, Ujyalo, etc. in Kathmandu have followed such formats. Mostly they have used research-based formats, formats where drama and interactions are used to deliver information.—Station Manager IDI respondent, Voice of Youth FM, Kathmandu

5 Change in People's Attitudes and Behavior (Objective 3)

The very nature of the new USAID/OTI-sponsored programs facilitated the public's increased interaction with the media. What speaks to the success of the USAID/OTI-sponsored programs is that their popularity has made the interaction something the public wants to do, rather than a behavioral reaction. By offering the public a safe channel through which their opinions can be voiced, the programs give the public an opportunity it did not have before; they also provided the impetus for development toward a larger movement for the creation of a democratic nation.

Telephone call-in programs have been extremely popular. A majority of focus group respondents reported that the inclusion of the public's opinions on the air or in the newspaper has emboldened them to voice their opinions, not only on the air, but directly, and in person, to politicians, police, and other public officials whom they had previously feared. Although it cannot be argued that listenership has necessarily grown with the popularity of the USAID/OTI-sponsored programs, it can be argued that this audience has become more enthusiastic, loyal, and emboldened.

The popularity of the new programs results not only from the new opportunity of communication opened up to the public, but also from the usefulness of the substance of the programs. Respondents have expressed great enthusiasm for programs that educated and informed them, such as programs on the voting process; programs working to break down the stigma of belonging to an ostracized caste; and programs with health, education, and employment information. The public's enthusiasm for using radio as a medium to contribute to the political discourse has established the radio as an invaluable community resource, more so than television. Respondents attribute their preference for radio to its portability and unobtrusive nature; one could still engage in work while listening to the radio, whereas watching television and reading a newspaper require one's full attention.

Television, nevertheless, is a reputable media source, although the television audience is composed mostly of those who live in Kathmandu Valley. Rural respondents tended to prefer listening to the radio. Among those focus group respondents identified as listeners/viewers of USAID/OTI-sponsored programs, participants from Kathmandu Valley recalled mostly TV programs and TV PSAs, while participants from outside the Valley recalled mostly radio programs and radio PSAs. Although many of the USAID/OTI-sponsored programs had stopped broadcasting by the time the study was conducted, many of the programs were nevertheless still fresh in the minds of the study participants.

5.1 HAVE USAID/OTI PROGRAMS OR OTHERS FUNDAMENTALLY CHANGED THE WAY NEPALESE INTERACT WITH AND UNDERSTAND MEDIA?

According to many station managers, programs that focused on the issues of marginalized groups, women, the poor, or the elderly, resonated greatly with these groups and emboldened these groups to become more vocal and active in representing themselves and their causes. Call-

in shows and other participatory formats have become widely popular, with some station managers reporting that listeners would often write to the stations with comments or suggestions, and then call to complain when they were not read on the air. Obtaining attention to their situations and conditions has granted certain groups a sense of ownership that is stronger than their fear of voicing their opinions through public channels.

As has been mentioned throughout this report, respondents in both focus groups and IDIs have made it very clear that the people have lost their fear of the police, politicians, and government officials. The new channels of political participation that have been opened up by the media, platforms from which the public can join the larger political discussion and that have empowered the public to use the media to improve their condition.

The shift from providing largely entertainment (e.g., dramas and comedies) and information (e.g., location and occurrences of strikes and accidents) to focusing on education and awareness has created some difficulties in keeping the listenership interested. For this reason, emotionally significant issues and the appropriate linguistic approaches have been combined with the new program formats to get the audience to become interested in the new messages of public awareness. This has been especially appreciated by marginalized groups that have long fought for sympathy.

One very interesting comment came from a student who suggested that more people are pursuing media-related careers. He felt that it is important that the new generation becomes media-savvy in order to maintain the new forum of communication introduced by USAID/OTI and to develop it further so it reaches its full potential for both the citizens and the development of democracy in Nepal.

5.2 ARE PEOPLE PARTICIPATING MORE IN CALL-IN PROGRAMS? ARE THEY CALLING STATIONS OR CALLING GOVERNMENT OFFICIALS?

People are participating in call-in programs. They are also calling stations, politicians and, other organizations with their concerns and, increasingly, criticisms, as their fear of making their voices heard subsides. Problems with call-in programs, however, include a sub-standard infrastructure to support maximum participation. Many focus group respondents reported that they tried to call into call-in shows, but the lines were always busy.

As for government officials, the fear of approaching them has disappeared; people are holding officials accountable for their actions. Politicians, police officers, and other government officials have recognized this; focus group respondents said they have begun to see a decrease in corruption, an increase in bureaucratic efficiency, and less “lip service” from the politicians.

Radio has become a source of inspiration and knowledge that has apparently helped people to become confident and learn about their rights.

Two years earlier, people were afraid of the police and army. They might kidnap you or kill you, saying you were a Maoist. That doesn't happen now. The people have become bolder and are able to talk to the police or army. An injustice is bound to be noticed and

the culprit won't go unpunished. The fear of army and police no longer exists. These changes have come about because power has come into the hands of the people after the revolution.—Excerpt from a focus group discussion with male members of a marginalized community, age 18 to 29, Morang District

The program Chiya Chautari is presented in a satirical manner, because of which I listen to it more. I listen to it more to know about the news and to know about the political parties. I didn't care about it that much in the past, but over time I have started listening to it more than I used to before. Because of this, I know about the issues more than before ... I like such programs in which people of all backgrounds are included. Today, most of the programs include the public in it. I listen to the events happening over the country and the latest news too.—Male FGD participants age 18 to 29, Parsa District

5.3 HAS LISTENERSHIP INCREASED DUE TO THE USAID/OTI MODEL OF PROGRAMMING?

Based on responses from the IDIs, it may be most appropriate to say that the existing listenership has not necessarily increased, but has become more interested and enthusiastic in listening to the radio and in using this channel to initiate political change they feel is necessary. According to one station manager, it is difficult to keep track of the number of listeners at any given time, but based on feedback, it can be said that the listenership has certainly reacted positively to the USAID/OTI-sponsored programs. One station manager said the new programs and formats have increased the popularity of his station, “Due to *Chiya Chautari*, our station is gaining popularity. ... After hearing the promo for *Chiya Chautari*, ... a station in Bardibas liked the program and took it; and many other stations are also asking the program from us ...” It seems appropriate here to refer to a station manager mentioned earlier in this report. Citing listener feedback, he reported that the USAID/OTI-sponsored programs have improved the reputation of his station, “The feedback from listeners has been very positive. For example, Saptakoshi FM reported that people belonging to different castes have been forming organizations as a result of the OTI-sponsored media programs. The way people view our station has therefore improved.”

5.4 HOW DO PEOPLE PERCEIVE POPULAR USAID/OTI NEPAL-FUNDED NATIONAL RADIO AND TELEVISION PROGRAMS?

Station managers were enthusiastic about the programs, as they brought with them funding that has allowed managers to concentrate on improving programming instead of just maintaining their existence. One station manager reported, “In case if the programs were delayed, then people used to call so many times and request to play the programs.” As for their listeners, all station managers reported that the USAID/OTI-sponsored programs are extremely popular (see also Section 3.7).

Views among radio listeners in the general population are also very positive. The topic of the program is what listeners liked most about USAID/OTI-sponsored programs, particularly for *Hamro Sambidhan Sabha* (focusing on education, minority, children, and women's rights), the PSAs encouraging people to vote, *Mero Jindagi Mero Biswas* (beliefs of successful people from all walks of life), and *Suchana Hamro Adhikar* (focusing on the Right to Information Act). The

format of the programs is also a well-liked feature, particularly for *Chiya Chautari*, a live debate and *Nepal Chautari*, a call-in show.

Table 5.1: What Do Respondents Like Most—Top 10 Radio Programs

Program	Time	Date	Guests	Topic	Format	Language	Other	DK	Total
PSAs encouraging people to vote	1.1%	0.4%	6.8%	65.3%	18.0%	7.5%	0.6%	0.3%	100.0%
Nepal Chautari	1.3%	0.0%	0.8%	54.8%	31.1%	8.2%	1.5%	2.2%	100.0%
Sajha Sawal	0.9%	0.0%	6.9%	59.6%	27.5%	3.3%	1.0%	0.7%	100.0%
Mero Jindagi Mero Biswas	2.8%	0.0%	9.1%	63.1%	20.3%	3.1%	0.9%	0.8%	100.0%
Suchana Hamro Adhikar	2.1%	0.0%	1.9%	61.9%	23.6%	7.3%	0.8%	2.4%	100.0%
Sambidhan Sabhame Janatake Awaaz	5.5%	0.8%	10.9%	50.8%	20.3%	10.9%	0.8%	0.0%	100.0%
Chiya Chautari	0.0%	0.0%	13.1%	37.2%	48.2%	1.5%	0.0%	0.0%	100.0%
Shantike Lele Gramin Awaaz	6.6%	0.0%	3.3%	45.1%	9.9%	35.2%	0.0%	0.0%	100.0%
Hamro Sambidhan Sabha	1.1%	0.0%	0.0%	78.4%	10.2%	5.7%	1.1%	3.4%	100.0%
Jan Sarokar	7.7%	1.1%	4.5%	45.4%	13.0%	27.4%	1.0%	0.0%	100.0%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal. Base: Responding program listeners, January–February 2009

A majority of respondents of the top 10 radio programs, when asked about what they liked least, said that everything was fine. The timing of the broadcasts is the feature of the USAID/OTI-sponsored programs that survey respondents found most inconvenient. This is especially true for *Sambidhan Sabhame Janatake Awaaz*, aired Wednesday to Saturday from 09:00 to 10:00 in Dhanusha and *Shantike Lele Gramin Awaaz*, aired live at 11:00 to 12:00, with a recorded rebroadcast from 19:00 to 20:00. The language of the *Sambidhan Sabhame Janatake Awaaz* program, aired in both Nepali and Maithili, was also mentioned quite often. The Nepali broadcasts may have prompted some of these mentions, given that Dhanusha is a majority Maithili District (92 percent), and only 43 percent claimed to understand all of a Nepali broadcast (54 percent among *Sambidhan Sabhame Janatake Awaaz* listeners), compared with 84 percent who understood all of a Maithili broadcast (86 percent among *Sambidhan Sabhame Janatake Awaaz* listeners). In fact, few report listening to Nepali-only programs in Dhanusha (4 percent for *Mero Jindagi Mero Biswas*, and 13 percent for *Suchana Hamro Adhikar*), compared with *Sambidhan Sabhame Janatake Awaaz*, with an audience of 31 percent. The format of *Jan Sarokar*, a live panel discussion with listeners calling in, while being praised by a greater proportion of respondents, also had some detractors. Some respondents criticized that while the debates encourage dialogue, action and real change still need to be seen. Finally, the most common suggestions for improvement in general are to extend the length of the program (35.4 percent of mentions), make the program more dynamic (30.7 percent) and introduce more diverse topics in the program (30.1 percent).

Table 5.2: What Do Respondents Like Least—Top 10 Radio Programs

Program	Time	Date	Guests	Topic	Format	Language	Other	Every-thing OK	DK	Total
PSAs encouraging people to vote	6.0%	0.0%	0.0%	0.0%	1.0%	2.0%	1.0%	89.0%	0.0%	100.0%
Nepal Chautari	3.0%	0.0%	0.0%	1.0%	2.0%	2.0%	2.0%	89.0%	1.0%	100.0%
Sajha Sawal	7.0%	0.0%	1.0%	0.0%	1.0%	1.0%	3.0%	87.0%	1.0%	100.0%
Mero Jindagi Mero Biswas	5.0%	0.0%	1.0%	1.0%	2.0%	3.0%	1.0%	88.0%	0.0%	100.0%
Suchana Hamro Adhikar	11.0%	1.0%	2.0%	1.0%	1.0%	4.0%	1.0%	79.0%	1.0%	100.0%
Sambidhan Sabhame Janatake Awaaz	33.0%	2.0%	0.0%	0.0%	0.0%	13.0%	1.0%	52.0%	0.0%	100.0%
Chiya Chautari	1.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%	96.0%	0.0%	100.0%

Program	Time	Date	Guests	Topic	Format	Language	Other	Everything OK	DK	Total
Shantike Lele Gramin Awaaz	34.0%	0.0%	2.0%	0.0%	0.0%	5.0%	0.0%	58.0%	0.0%	100.0%
Hamro Sambidhan Sabha	6.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.0%	91.0%	1.0%	100.0%
Jan Sarokar	2.0%	6.0%	2.0%	0.0%	8.0%	2.0%	2.0%	78.0%	0.0%	100.0%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal. Base: Responding program listeners, January–February 2009

Regarding TV programs, a majority of viewers among the general population like most the topics of the programs. The format of the *Sajha Sawal* panel discussion and the five-cartoon character PSA were also mentioned by a high proportion of viewers. The guests or persons appearing in the show were another feature often mentioned.

Table 5.3: What Do Respondents Like Most—Top 10 TV Programs

Program	Time	Date	Guests	Topic	Format	Language	Other	DK	Total
Five-cartoon character animated PSA/advertisement	0.4%	0.4%	11.1%	52.2%	31.7%	3.7%	0.1%	0.4%	100.0%
Madan Bahadur and Hari Bahadur Teli film	0.3%	0.1%	20.6%	63.8%	13.3%	1.5%	0.5%	0.0%	100.0%
Seven-cartoon character animated PSA/advertisement	0.2%	0.1%	23.7%	45.3%	27.7%	2.6%	0.1%	0.2%	100.0%
PSA/advertisement about closing the highway due to a dead hen	0.2%	0.1%	14.7%	58.6%	25.2%	1.1%	0.0%	0.2%	100.0%
Sajha Sawal panel discussion	0.9%	0.1%	4.4%	52.4%	39.1%	2.6%	0.2%	0.3%	100.0%
Ama Teli film	0.0%	0.4%	19.8%	62.6%	16.1%	1.1%	0.0%	0.0%	100.0%
PSA/advertisement about penalizing the offenders who closed the highway	0.0%	0.0%	11.5%	65.3%	21.7%	1.5%	0.1%	0.0%	100.0%
Mother character animated PSA/advertisement	0.0%	0.0%	19.8%	51.9%	26.2%	1.8%	0.0%	0.3%	100.0%
PSA/advertisement about digging a grave to bury a journalist	0.0%	0.0%	13.7%	56.9%	27.2%	1.7%	0.0%	0.5%	100.0%
PSA/advertisement about a talking hen	0.2%	0.0%	19.7%	53.1%	25.7%	0.5%	0.8%	0.0%	100.0%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal. Base: Responding program viewers, January–February 2009

USAID/OTI-sponsored TV program viewers did not report any significant criticism towards the shows, with an overwhelming majority (90 percent or higher) responding that there is nothing that they do not like about them. The only area that showed some potential for improvement is the time of broadcast, particularly for the *Sajha Sawal* panel discussion and the five-cartoon character PSAs. The proportion of respondents who was not satisfied with the timing of these shows is very small nonetheless.

Table 5.4: What Do Respondents Like Least—Top 10 TV Programs

Program	Time	Date	Guests	Topic	Format	Language	Everything OK	Other	DK	Total
Five-cartoon character animated PSA/advertisement	3.3%	0.0%	0.6%	0.0%	0.7%	1.7%	92.6%	0.5%	0.6%	100.0%
Madan Bahadur and Hari Bahadur Teli film	1.2%	0.4%	0.3%	0.5%	0.8%	0.4%	95.8%	0.6%	0.0%	100.0%
Seven cartoon character animated PSA/advertisement	0.9%	0.2%	0.1%	0.1%	0.4%	1.3%	96.4%	0.5%	0.0%	100.0%

Program	Time	Date	Guests	Topic	Format	Language	Everything OK	Other	DK	Total
PSA/advertisement about closing the highway due to a dead hen	1.6%	0.2%	0.2%	0.5%	0.3%	0.3%	96.4%	0.4%	0.0%	100.0%
Sajha Sawal panel discussion	4.1%	0.3%	0.9%	0.4%	1.3%	0.5%	89.7%	2.4%	0.4%	100.0%
Ama Teli film	0.4%	0.1%	0.1%	0.4%	0.4%	1.0%	97.2%	0.4%	0.0%	100.0%
PSA/advertisement about penalizing the offenders who closed the highway	1.2%	0.1%	1.1%	0.1%	0.5%	0.3%	95.6%	0.8%	0.3%	100.0%
Mother character animated PSA/advertisement	2.4%	0.3%	0.1%	0.5%	0.1%	1.7%	93.7%	0.1%	0.2%	100.0%
PSA/advertisement about digging a grave to bury a journalist	0.1%	0.0%	0.0%	0.7%	0.2%	0.0%	98.8%	0.1%	0.1%	100.0%
PSA/advertisement about a talking hen	0.1%	0.0%	0.6%	0.6%	0.3%	0.9%	97.0%	0.6%	0.0%	100.0%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, Base: responding program viewers January–February 2009

Similarly to radio programming, general suggestions for improvement given by viewers among the general population included extending the length of programs (33.1 percent of mentions), making the programs more dynamic (32.6 percent), and introducing more diverse topics in the program (30.3 percent). The next largest group would not change anything (24.7 percent). The USAID/OTI-sponsored TV programs and PSAs mentioned are included in Appendix B.

Of all the individuals participating in 18 FGDs (136 individuals in total), most (75 individuals) recalled Hari Bahadur and his wife Alainchi closing a highway to demand compensation for a dead hen (PSA). This is followed by the *Madan Krishna* and *Hari Bangsha* PSA with the message that the CA election date is more important than a wedding date (70 individuals). The *Madan Bahadur* and *Hari Bahadur* telefilm follows with the next most respondents recalling it, (59), followed by the five-character animated PSA (54), the seven-character animated PSA (53), and *Ama* as performed by Hari Bansha and Madan Krishna (44).

5.5 IS RADIO AN EFFECTIVE DISSEMINATION MECHANISM, AND IF SO, HOW IS IT DIFFERENT FROM TELEVISION PROGRAMMING?

Among the general population, radio programming is more widely accessible due to differential rates of hardware ownership: 80.5 percent have access to a radio set at home, compared with 70.7 percent who own a TV. These differences are much higher outside Kathmandu Valley, with 76.2 percent having home access to radio and only 49.8 percent to TV. Cell phones add to the efficiency of radio as a dissemination mechanism; they combine maximum portability with high availability (77.6 percent of adults) and they are used for listening to the radio (38 percent of the total population) to a much greater extent than watching TV (3 percent). In addition to access, a greater proportion of survey respondents reported preferring radio as a source of news and information on local politics (80.6 percent versus 60.4 percent for TV). A similar majority said that radio is more likely to change their attitudes and beliefs about local issues (80.1 percent versus 62.4 percent for TV). There were however differences in opinions by location.

In Kathmandu Valley, TV is considered more reliable and persuasive than radio, an opinion that is reversed outside the Valley.

Table 5.5: Reliable/Honest Sources of Information on Local Politics

Source	Inside Kathmandu Valley	Outside Kathmandu Valley	Total
Radio	68.4%	90.2%	80.6%
Television	79.8%	45.2%	60.4%
Community member	43.0%	63.0%	54.2%
Newspaper	52.7%	17%	32.7%
Magazines	38.3%	15.4%	25.5%
Other	27.2%	6.5%	15.6%
Religious leader	1.1%	4.9%	3.3%
Internet	5.0%	0.9%	2.7%
Do not know	0.4%	1.7%	1.1%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, Kathmandu Valley n = 1,260, Outside Valley n = 1,320, January–February

Table 5.6: Source Most Likely to Change Attitudes and Beliefs about Local Issues

Source	Inside Kathmandu Valley	Outside Kathmandu Valley	Total
Radio	68.3%	89.4%	80.1%
Television	82.4%	46.8%	62.4%
Newspaper	48.2%	15.7%	30.0%
Magazines	36.5%	15.6%	24.8%
Internet	5.2%	1.8%	3.3%
Community member	52.6%	66.3%	60.3%
Religious leader	3.3%	6.3%	5.0%
Other	26.2%	6.2%	15.0%
Do not know	0.3%	2.6%	1.6%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2,580, Kathmandu Valley n = 1260, Outside Valley n = 1,320, January–February 2009

Focus group respondents often cited the portability of radio and the convenience of audio-only news broadcasts without visuals to distract them from their work (mentioned often by women). One IDI respondent even reported that radio’s convenience also lies in the fact that listeners only have to listen to the radio, whereas watching television required one to both watch and listen, which made it even more convenient in the morning for people who were still in bed—they did not have to open their eyes. Television, on the other hand, is less convenient, because a television is not as portable as a radio.

6 Differing Regional versus Local Effects

Respondents had a range of opinions regarding media's local and regional effects. Whereas some respondents attested to a lack of cooperation or collaboration among and between levels (regional and local) and among and between local stations, others cited examples of cooperation between levels (financial and technical support to local stations from Kathmandu) and collaboration among local stations. This diversity led to an inconsistency in information dissemination; where national news in some areas had to give way to local issues and interests, in other areas, national issues either displaced or complemented local stories.

Local radio stations increased their numbers following the introduction of an interim constitution in 2007; resources to maintain an increasing number of stations became increasingly strained. This introduced a heightened level of competition among these stations, which felt compelled to emulate the USAID/OTI-sponsored media programs in order to remain competitive and earn funding. Although much of this funding came from commercial advertisements (which were contingent upon the marketable potential of a station's programming), many stations' very existence depended on third parties (NGOs or other private sponsors). This was the consensus among station managers as IDI respondents.

The USAID/OTI-sponsored media programs have introduced a new awareness of groups that had traditionally been ostracized or been subjected to harsh treatment; marginalized groups such as *Dalits*, the poor, and women. This new public awareness contributed not only to a new self-awareness for these groups, which felt encouraged by the attention to their condition and were spurred to mobilize on behalf of their cause, but also to a new understanding of these groups, which has to some degree contributed to both an improvement in their condition and a newfound respect.

6.1 WHAT ARE THE DIFFERENT REGIONAL VERSUS LOCAL EFFECTS OF MEDIA?

At the local level, both national and local issues compete for attention. As one respondent said, "...if I am living in a particular place, then for me the local station will be equally important, as it gives the news about my locality. Along with that, I am also the citizen of the nation, so it is important for me to know about the national issues too." Thus, regional stations occasionally compete with local stations for listeners and vice versa. Local stations broadcast programs in local languages and take away listeners from regionally broadcast programs. At the regional station level, this competition does not happen, because local issues are of far less interest across a regional audience. At the local level, some local stations will broadcast regional programs, thus limiting the amount of airtime available for local programming. To some extent, this could be a disadvantage to local communities, as local radio, through its focus on local issues, supports coherence within its communities.

When regional programming does find an audience, however, its programming is aimed toward a wide range of listeners of various castes, age groups, ethnic communities, and regions. Therefore, it may be more relevant for some listeners than for others. Also, there is the possibility of regional programming bringing with it regional advertisements, which also may or

may not be relevant to certain local communities. At the same time, when local issues become part of regional programming, this has a very strong impact on those populations most affected by these issues—their issues receive national attention.

Both politicians and station managers discussed the advantages of regional media: better funding, better equipment, and better-trained journalists. Local stations, however, often enjoy a larger listenership than do regional stations because they tend to broadcast programs that are more relevant to the local populations. They also often broadcast in the local language, which makes their programming even more interesting, if not more relevant, than the more general regional programming. Also, some local populations are so remote that not even the regional stations' signals can reach them. The media had some different effects in Kathmandu Valley compared with regions outside the Valley regarding changes in preferences, interests, and audience sizes. Listening to different types of programming has reportedly increased to a greater reach inside Kathmandu Valley than outside of it, particularly for topics such as domestic news, health, and medicine. A slightly greater percentage of respondents claimed to listen more to religious programs now than they did two years ago outside Kathmandu Valley (24.6 percent) than in the Valley (18.5 percent). A greater proportion of respondents also reported listening more to programming that discussed social issues now than it did two years ago outside Kathmandu Valley (19.8 percent) than in the Valley (16.5 percent).

Table 6.1: Increase in Listening to Specific Contents in the Last Two Years (% Who Listen More)

Content	Inside Kathmandu Valley	Outside Kathmandu Valley	Total
Music	58.1%	53.7%	55.6%
Domestic news	51.2%	42.5%	46.3%
Politics	30.1%	30.6%	30.4%
International news	31.0%	24.7%	27.5%
Health/Medicine	32.7%	17.8%	24.3%
Human rights	25.3%	22.1%	23.5%
Religious program	18.5%	24.6%	21.9%
Social issues	16.5%	19.8%	18.3%
Sports	25.1%	11.6%	17.6%
Science and technology	21.3%	9.0%	14.4%
Economic/Business	19.9%	9.0%	13.8%
Culture/History/Literature	16.4%	10.9%	13.3%
Environment/Ecology	15.6%	7.4%	11.0%
Weather	10.5%	7.2%	8.7%
Other	0.0%	0.2%	0.1%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2,580, Kathmandu Valley n = 1260, Outside Valley n = 1,320, January–February 2009

In terms of interest in more media programs emulating the USAID/OTI-sponsored media programs, those in Kathmandu Valley are interested to a greater extent in hearing more youth issues, social issues and education programs. Adults outside the Valley are more interested in hearing local and national politics programming. Interest in land and agriculture, while not ranking among the top media topics, does show a large differential between those outside the Valley (31.8 percent) and in the Valley (10.6 percent).

**Table 6.2: Interest in Media Topics
(% Who Are Interested in Hearing More)**

Topic	Inside Kathmandu Valley	Outside Kathmandu Valley	Total
National politics	38.7%	43.4%	41.8%
Local politics	31.3%	45.6%	40.7%
Educational entertainment	40.9%	36.7%	38.1%
Education	41.2%	36.1%	37.8%
Social issues	41.5%	32.9%	35.9%
Peace	35.6%	32.6%	33.7%
Youth issues	45.6%	26.7%	33.1%
Crisis issues	33.6%	28.0%	29.9%
Ethnic group	22.2%	31.5%	28.3%
Land and agricultural issues	10.6%	31.8%	24.6%
Gender issues	23.6%	16.6%	19.0%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2,580, Kathmandu Valley n = 1260, Outside Valley n = 1,320, January–February 2009

These results are similar for TV programming, with some exceptions. A greater proportion of respondents reported being interested in watching more national political programming, both inside and outside Kathmandu Valley. There is more interest in educational entertainment, youth issues, and crisis issues in the Valley, and more interest in land and agriculture outside the Valley. Considering that most adults regard radio as the source of choice for local politics (see Section 5.5), it is not surprising to find that fewer respondents demand more local politics programming on TV than on the radio.

**Table 6.3: Interest about Media Topics
(% Who Are Interested in Watching More)**

Topic	Inside Kathmandu Valley	Outside Kathmandu Valley	Total
National politics	38.0%	45.2%	40.7%
Educational entertainment	39.1%	29.0%	35.3%
Social issues	37.1%	30.9%	34.8%
Education	36.0%	32.5%	34.7%
Youth issues	37.5%	27.6%	33.7%
Local politics	31.2%	35.2%	32.7%
Crisis issues	33.9%	23.4%	29.9%
Peace	28.9%	30.8%	29.6%
Ethnic group	21.2%	24.9%	22.6%
Gender issues	21.3%	14.2%	18.6%
Land and agricultural issues	12.5%	27.7%	18.3%

Source: USAID/OTI Media Survey of Adults (18-44) in Nepal, n = 2,580, Kathmandu Valley n = 1260, Outside Valley n = 1,320, January–February 2009

6.2 WHICH WAY DOES INFORMATION FLOW?

Information seems to flow both ways—from the regional to the local level mostly, but some local news does reach the regional level, often when local developments are nationally relevant. This is the case, for example, as reported by focus group respondents, when the issues of certain marginalized groups are highlighted in regional programs. Some cooperation exists between

regional and local stations, in the form of coordination among journalists, or even in the form of financial support from regional stations. National-level programs, for example, are broadcast through the Ujyalo Network, a network of local FM stations.

Local and regional news do not feature in national news as often as do national news at the local and regional levels, mainly for the simple reasons that local and regional programming often has less relevance for a national audience than do national news for local and regional audiences. One radio station manager commented that local leaders, for example, are often difficult to locate in the first place, and then may not be understood in all parts of the country; they are therefore often less appropriate than a national-level leader who is recognizable and understood throughout the country.

Local and regional news are, however, occasionally broadcast at the national level through USAID/OTI-sponsored media programs. These programs have strengthened local communities' sense of identity, as they feel a certain amount of pride in hearing their issues within the context of national importance. "*Nepal Chautari* is broadcast nationally, which stirs people's interest in local issues. For example, issues of local castes and informative programs on local geography are actually identity issues. Where national issues used to be centered in Kathmandu Valley only, regional issues are now often at the heart of discussions. These programs have been linked with local identities, and many people are therefore interested in them.

6.3 DO LOCAL STATIONS NOW MODEL THEIR PROGRAMS ALONG THE ONES THAT WERE SENT FROM KATHMANDU VALLEY?

Competition among local radio stations creates pressures to concentrate continually on producing those programs that are in demand—in this case, participatory programs. Fifteen percent of adults among the general population report to be very interested in call-in shows, a proportion which is similar in Kathmandu Valley (15.8 percent) and outside the Valley (14.3 percent, see Section 2.1.2). The popularity of this format is also noticeable in that USAID/OTI-sponsored call-in shows, such as *Nepal Chautari* and *Chiya Chautari*, are among the most popular.

Some local stations have felt compelled to introduce similar programs into their programming. Alternatively, some local station managers felt very strongly about separating themselves from Kathmandu Valley, or at least, larger stations in general, by being very aware about serving local interests only. Their programming focuses exclusively on local issues and is often broadcast in the local language.

6.4 HAS LOCAL FM BECOME MORE INDEPENDENT FROM KATHMANDU VALLEY?

Data from the IDIs suggest that it may be more appropriate to say that local FM stations tend to be more independent of Kathmandu Valley, since many of them are new; they were never dependent on Kathmandu Valley to begin with. However, it has been reported that Kathmandu Valley stations would sometimes cooperate with local stations, or even collaborate with them, to train journalists or to share news. It seems, however, that local stations also preserve some of their independence, for whatever advantages or disadvantages, through associations or umbrella

organizations. Radio Sagarmatha, for example, was cited for its provision of free training and staff to local stations.

Independence from Kathmandu Valley, furthermore, can be rooted in the oft-cited variety of languages and cultures served by local stations. Local stations' programming addresses local issues, often in local languages. Regional issues are less important to these audiences, especially when regional issues are presented in a diluted form to be palatable to a range of demographics.

Some collaboration between Kathmandu Valley and local stations does exist, however, such as through the partnership between Kathmandu Valley Broadcasting Association and the Antenna Foundation, and through collaboration among journalists for technical, staffing, or even financial support.

6.5 HAVE LOCAL RADIO STATIONS BEEN ENCOURAGED TO GO OUT AND SEEK OTHER AVENUES FOR PROGRAM FUNDING?

Local radio stations rely primarily on advertising to support themselves, though station managers report that this funding is often unpredictable and inconsistent. Low startup costs led to an explosion of new FM stations, but maintenance costs are another thing; local radio stations often have to approach NGOs/INGOs (such as the Antenna Foundation) for intermittent funding and support in other forms (such as technical assistance and equipment). It cannot be said that local radio stations have necessarily been "encouraged" to seek other avenues for program funding; their existence demands it.

6.6 ARE THERE REGIONAL NETWORKS WITH DIFFERENT MEDIA PRODUCERS?

According to one station manager, "... in Nepal, there are three to four media networks like Nepal FM Network, Image FM Network, Ujyalo FM Network, etc." Furthermore, according to another station manager, "The networks have been increasing day by day." However, no respondents mentioned producers; a third station manager answered, "Since I am not involved in any of the media networks, I don't know about them in detail."

6.7 HAS THIS CHANGED THE WAY DIFFERENT REGIONAL GROUPS INTERACT WITH AND COMMUNICATE WITH EACH OTHER IN PROCESS OF POLITICAL TRANSITION?

Referring to Section 4, politicians see the new self-awareness as both a positive and a negative phenomenon, as regional groups have begun to mobilize on behalf of regional autonomy. Some focus group respondents say "people do what they want to do" without regard for others—an expression of a new self-awareness that has come about at the expense of national unity. However, the spirit of democracy also demands open channels of communication between the people and the politicians. The public's new awareness, complemented by a newfound confidence in approaching and communicating with public officials, has brought a sense of accountability among the politicians—focus group respondents reported a more efficient

bureaucracy and a decrease in “sweet talk” from politicians, among other changes, such as a decrease in corruption and a modification of party manifestos to reflect the constituents’ intentions better than the party’s. One politician reported that women, lower castes, and other marginalized constituents have been approaching her with their concerns, asking for action on their behalf. More concretely, the participatory nature of many of the new programs has made it easier for groups to interact with each other, whether that means politicians communicating with the general public, or different marginalized groups finding a voice through media to address the wider public. According to many focus group respondents, women have lost their fear of speaking to men, and marginalized groups are noticing positive changes to their social standing. Even gays have been granted a voice. According to one respondent, “Before, people could directly use the word ‘gay,’ but now they are forced to say ‘third gender’ ... the rights of the third gender are examples of such changes [in political discourse].”

7 Conclusions

The effects of the new USAID/OTI-sponsored media programs and format changes have been overwhelmingly positive and effective. They have nicely complemented changes brought on by the new interim constitution in 2007 by creating new channels for citizen's participation in political discourse. These new channels, including call-in shows and the inclusion of uncensored citizen commentary in news programs, have created a new optimism and courage for a public that had apparently been too frightened to speak its mind during the reign of the monarchy. Many respondents spoke of a paralyzing fear of the police and a detachment from public officials such as politicians, which not only repressed any political activity from the people, but also sustained distrust among the people in their own government.

The new programs have created a new sense of empowerment in the citizens and have largely eliminated the fear that prohibited the public from taking ownership of their political situation. As popular and successful as the programs have been, however, it is not evident that citizens' political activity has developed beyond an enthusiastic utilization of the new radio programs. Fear has been largely replaced with a new self-awareness. Women respondents in focus groups have been particularly encouraged and impressed by women who are part of the new USAID/OTI-sponsored media activities. Self-awareness and self-confidence have also been reported within marginalized groups, albeit to a lesser degree. Respondents of lower castes, for example, have reported that teachers have begun introducing new social values that broke down traditional attitudes towards "untouchables" by showing the children that "there isn't such thing as difference or untouchables." Some marginalized groups, however, seemed to be in places so remote that no amount of political awareness would merit any more political activity by the people living in these environments. This was expressed by a handful of focus group respondents in rural areas. Other comments, such as those from focus group discussions with marginalized groups expressed a fatalistic disdain for politics or any of the encouraging rhetoric. Their needs were more immediate and basic (i.e., the need for food, education, and safety) than the need for political capacity.

Overall, respondents have especially appreciated the informative and "awareness" programs. Female focus group discussants mentioned a program on deforestation, which brought the impacts of deforestation and the advantages of forest preservation to light; a program that illustrated the lives of Nepalese people living abroad; and a program that educated people in preventing illnesses such as diarrhea. Other focus group respondents expressed enthusiasm for programs that explained how democratic governments and societies function. Other female focus group discussants attribute the increasing number of girls in schools to awareness programs, which fought against old beliefs that kept girls from attending school. Focus group respondents from marginalized populations have shown appreciation for the positive attention their communities have received from awareness programs, which have similarly fought against traditional beliefs that held them restricted to the lowest levels of society.

Also popular are programs that focus on public opinion. It appears that hearing and knowing the opinions and perspectives of fellow citizens gives people a feeling of solidarity and alleviates any fear they may have of expressing their own opinion. Focus group respondents were especially enthusiastic about having their opinions being shared with politicians and hearing the

politicians' responses, and seeing or hearing fellow citizens (ordinary citizens) debate political issues. These kinds of programs have created a new legitimacy for public opinion, which was absent during the times of the monarchy.

Programs have been found to be especially effective when they are participatory and two-way. These programs provide a “link” between the media and their audience by, for example, being broadcast in a local language or focusing on content germane to a local population. New “links” to stations have also been enthusiastically accepted by audiences—being able to communicate with media via e-mail—and telephone has created a new relationship and type of dialogue between media outlets and their audiences. People seem to be too eager to accept what they see on television and hear on the radio, possibly because of the novelty of the new programs and formats, which has helped USAID/OTI's media development efforts.

Given the largely positive response to the changes introduced by USAID/OTI, it is strongly recommended that programs modeled on the USAID/OTI media initiatives continue, although it is also recommended that during their maintenance, these programs encourage new forms of political participation, such as running for public office or the creation of civil society organizations and associations that provide the citizens with the tools to shape and transform their country. It is furthermore recommended that USAID/OTI support also include training and education on running sustainable media networks and individual stations to counter the negative effects of poorly managed stations operating under meager budgets and in climates of intense competition. It is recommended that more training be provided to journalists on ethics and a standardized code of conduct for media. It is advised that other forms of media also continue to be developed; the visual aspect of television makes messages especially clear and salient.

Other recommendations include the following:

1. Concentrate on producing radio programming and PSAs for broadcast in rural areas outside the Valley and television programming and PSAs for broadcast within the Valley.
2. Concentrate broadcasts during peak hours: mornings and evenings for radio and evenings for television.
3. Ensure that local/regional programming is relevant and targeted to audiences, including ensuring that such programming is in the local language.
4. Produce and broadcast more programs on youth issues, social issues, and education in the Valley.
5. Produce and broadcast more programs on local and national politics outside the Valley.
6. Encourage more participatory, call-in programming.
7. Develop more television programming, as the visual aspect of this medium was found to have a great impact.
8. Provide management training and education for media stations, especially newer stations, to help them become self-sustaining.

9. Target children with more animated programs and PSAs.

10. Assist and encourage the development of opinion and editorial content in newspapers.

The newfound confidence of the general public has mobilized people and brought them to open discussion with those politicians and officials they once were too afraid to approach. Respondents have spoken highly of programs in which politicians are brought into direct contact with citizens (e.g., face-to-face interviews with them and call-in shows during which listeners can directly pose their questions to politicians.) This has created a new sense of accountability for politicians, who have modified their party manifestos to reflect constituents' interests, have streamlined bureaucracies to make them more transparent and efficient, and have made efforts to combat corruption.

Going forward, these findings should be used to further develop existing programming as well as create new programs and PSAs. Respondents and stakeholders acknowledged the impact of USAID/OTI-sponsored media activities on contributing to discussions about democracy in Nepal. It is clear that an end of USAID/OTI funding would not necessarily lead to an end of media programs that support open, political dialogue; also, stations are keen to continue creating political and educational programming that meets the interests of their audiences. In turn, audiences demand more of the same programming, which has built up a market for more participatory media. Another key issue is sustainability of the stations. USAID/OTI assistance in training and education of the staff of media stations will promote better management, which will further develop and enhance the capacity and sustainability of these media outlets.

Appendix A: USAID/OTI-Sponsored Radio Programs

PROGRAM DETAILS—RADIO, KATHMANDU VALLEY

Name of the program	When aired	Guest/Moderator/ Central Figure(s)	Topic	Format	Language	USAID/OTI Support
Suchana Hamro Adhikar	15 Feb 08 to 15 Aug 08 (Tentative—taken from grant date)	Naresh Birkha	Right to Information Act	Radio magazine format	Nepali	Production and airtime cost
Mero Jingadi Mero Biswas	3 Dec 08 to Jun 09	Bijaya K. Pandey Chameli Waiba Bhagwandas Manandhar Dinbandhu Pokheral Pushpa Poudel Teacher Pandey Lekh raj Sapkota Doctor Ruit Other	Beliefs of successful people from all walks of life	Talk Show	Nepali	Production and airtime cost
Nepal Chautari	1 Jan 07 to 30 Jun 08	Political leaders	Citizens' responsibilities	Call-in	Nepali	Equipment support and majority of production cost Airtime cost of radio stations covered by both USAID/OTI and grantee USAID/OTI support ended in June 2008

Name of the program	When aired	Guest/Moderator/Central Figure(s)	Topic	Format	Language	USAID/OTI Support
Chiya Chautari	7 March 09 to 29 Aug 09	Political experts, analysts	Constitution writing process, federalism, state restructuring, administrative security, development, natural resource sharing, the judiciary, media and communication and current political issues	Discussion (Comedy)	Nepali	Majority of production cost and minor equipment support to Radio Audio Airtime cost for all regional FM stations that air this program, except for Radio Audio
Pre-Election PSA encouraging people to cast their votes	6 March 08 to 18 May 08 (Tentative—taken from grant date)	Madan Krishna Haribansa Acharya Bhairab Rizal Damodar Suwal	CA Elections	PSA	Nepali, Maitthili, Bhojpuri	Production cost

PROGRAM DETAILS—RADIO, MORANG DISTRICT

Name of the program	When aired	Guest/Moderator/Central Figure(s)	Topic	Format	Language	USAID/OTI Support
Suchana Hamro Adhikar	15 Feb 08 to 15 Aug 08 (Tentative—taken from grant date)	Same as above	Right to Information Act	Radio magazine format	Nepali	Production and airtime cost
Mero Jingadi Mero Biswas	3 Dec 08 to Jun 09	Same as above	Beliefs of successful people from all walks of life	Talk Show	Nepali	Production and airtime cost of 30 FM stations that air this program
Nepal Chautari	1 Jan 07 to 30 Jun 08	Same as above	Citizens' responsibilities	Call-in	Nepali	Equipment support and majority of production cost. Airtime cost of radio stations covered by both USAID/OTI and grantee

Name of the program	When aired	Guest/Moderator/Central Figure(s)	Topic	Format	Language	USAID/OTI Support
						USAID/OTI support ended in June 2008
Sajha Chautari	Currently on air		Comprehensive Peace Agreement (CPA) and peace process	Discussion	Nepali	Production cost for Saptakoshi FM
Sunsari ko Awaaz	30 May 08 to 5 Dec 08	Public officials, Civil servants who are experts	Education issues; residents' and farmers' issues	Call-in	Nepali	Production and equipment cost
Yuva Awaaz	7 Aug 08 to 5 Nov 08 (End date is tentative)	Professors, teachers, other university community members	Youth and student issues	Panel Discussion		Production cost for B FM
Hamro Sambhidhan Sabha	18 Jul 08 to 08 Feb 09 (Tentative—taken from grant date)	Youths	Constituent Assembly, Education and health, Women's rights, rights of minority ethnic communities, children's rights and their right to education, marginalized community rights, issues of Muslims		Nepali	Production and equipment cost
Hamro Gau Hamro Awaaz	26 Sep 08 to 12 Dec 08	Mainly officials and experts from the Morang District	Resident's concerns, farmers' concerns, issues of Madeshi women in new constitution writing/making process, issues specific to the Morang Districts	Call-in	Nepali	Production cost for Koshi FM
Hamro Nepal	2 Oct 08 to 31 Mar 09 (end date tentative—taken from grant date)	Experts, officials	Women's issues; issues regarding public services	Call-in	Nepali	Production cost for Radio Palung

Name of the program	When aired	Guest/Moderator/Central Figure(s)	Topic	Format	Language	USAID/OTI Support
Shanti Batuwa	14 Sept 07 to 16 Aug 08 (Tentative—taken from grant date)		CA Election, peace process, security situation, role of the Constituent Assembly	Discussion	Nepali and Maithili	Production cost for Koshi FM
Hamro Bhabisya	1 Nov 08 to 16 Aug 08 (Tentative—taken from grant date)		CPA, peace process		Nepali	Production cost for Kanchenjunga FM
Yuva Chautari	8 Nov 07 to 30 April 08 (Tentative—taken from grant date)	Many youths	CPA and peace process	Radio drama	Nepali and Maithili	Production cost for B FM
Hamro Sambhidhan Ramro Sambhibhan	Currently on air				Nepali	Production cost for Koshi FM
PSA on communal Harmony (5 different PSA grants)	6 Mar 08 to 18 May 08 (Tentative—taken from grant date)	Madan Krishna Haribansa Acharya	Communal Harmony	PSA	1. Nepali, 2. Nepali and Maithili 3. Limbu, Tharu, Rai and Maithili 4. Maithili and Nepali 5. Nepali and Maithili	Production costs for all PSA grants; Airing was covered by OTI for all PSA grants except grant titled, "Famous Comedians for Elections: PSAs in Local Languages" KAT127

Appendix B: USAID/OTI-Sponsored TV Programs

Name of the program	When aired	Guests/ Moderators/ Central figure(s)	Topic	Format	Language	USAID/OTI Support
Sajha Sawal	30 Nov 08 to 30 Jan 09 (Tentative— taken from grant date)	Politicians, political experts, industry experts,	World AIDS Day and Nepal's Health Services; The role of the small parties in the CA writing process; load- shedding; The role of the Nepali Congress as opposition in the parliament and its future; Social security in Nepal; Current food crisis- supplies system and pricing; rising tension and pessimism	Thematic discussion/ debate/ talk show	Nepali	Airtime cost for eight episodes
Mero Jindagi Mero Biswas	3 Dec 08 to Jun 09	Same as in radio program	Same as in radio program	Talk show	Nepali	Production and airtime cost
Five characters animated PSA	28 July 07 to 9 May 08	Nuccheman, Jharilal, Raju, Maya and Kanchi Tamang	Peace and security, constituent assembly election, national reconstruction	PSA	Nepali	Production and airtime cost
Seven Character animated PSA		Madan Bahadur, Hari Bahadur, Nuccheman, Jharilal, Raju, Maya and Kanchi Tamang	election of the constituent assembly, peace, communal harmony, democracy,	PSA	Nepali (some even in Maithili and Bhojpuri)	Production and airtime cost

Name of the program	When aired	Guests/ Moderators/ Central figure(s)	Topic	Format	Language	USAID/OTI Support
Ama PSA	17 Aug 07 to 22 Nov 07 (Tentative— taken from grant date)	Haribansa Acharya and Madan Krishna Shrestha	CA Elections	PSA	Maithili Nepali	Production and airtime cost
PSA about asking daughter's hand in marriage	27 Feb 08 to 30 May 09 (Tentative— taken from grant date)	Haribansa Acharya and Madan Krishna Shrestha	CA Elections, voting procedures	PSA	Nepali	Production and airtime cost
PSA about buying votes	27 Feb 08 to 30 May 09 (Tentative— taken from grant date)	Madan Krishna, Haribansa, PSA about buying votes	voting code of conduct	PSA	Nepali	Production and airtime cost
PSA about selling garlands for elected CA members	27 Feb 08 to 30 May 09 (Tentative— taken from grant date)	Richa Ghimire, Rekha Thapa, Bipana Thapa, Haribansa and Madan Krishna	How and when the results of CA election will be announced	PSA	Nepali	Production and airtime cost
PSA about dead hen and compensation		Hari Bhadhur, Alaichi, Madan Bahadur	Potential of misuse of an unstable political situation	PSA	Nepali	Production and airtime cost
PSA about penalizing the offenders who closed the highway		Hari Bahadur, Alainchi, Madan Bahadur	Penalties for organizing bandha on the highway	PSA	Nepali	Production and airtime cost
PSA about talking Hen		Hari Bahadur, Madan Bahadur	Message for people who misuse the political party's name to extort money from people	PSA	Nepali	Production and airtime cost

Name of the program	When aired	Guests/ Moderators/ Central figure(s)	Topic	Format	Language	USAID/OTI Support
PSA about digging a grave to bury a journalist	Feb 09 to March 09	Hari Bahadur, Madan Bahadur, Arunima Lamsal	Understanding freedom of the press freedom for both journalists and the people about whom news is made	PSA	Nepali	Production and airtime cost
Ama–Mini drama	29 Feb 08 and 7 April 08	Haribasa and Madan Krishna	CA election	Mini drama	Nepali	Production and airtime cost (for AMA Part 2, USAID/ OTI-only funded production)
Madan Bahadur Hari Bahadur	06 April 07 to 6 July 07 and 01 Feb 08 to 13 Jun 08	Haribasa and Madan Krishna	Issues relating to the People’s War, both before and after	Socio-political drama	Nepali	Production cost
Tatasha Tarka	06 May 07 to 02 Dec 07		Youth and Politics	Panel Discussion	Nepali	Production and airtime cost
PSA about Dr. Sanduk Ruit, Jhamak Kumari Ghimire, Mahavir Pun and Anni Chyyong	27 Feb 08 to 30 May 09 (Tentative— taken from grant date)	Niruta Singh and Bhuvan KC	Communal harmony	PSA	Nepali	Production cost
PSA about CA election	16 Sept 07 to 6 Oct 07 (In Kathmandu Valley) and 20 Sept 06 to 06 Oct 07	Niruta Singh, Nikhil Upreti, Rekha Thapa and Ramit Dhungana, among others	Message about encouraging people to cast their votes in CA election and showing how to vote in the forthcoming CA election	PSA	Nepali	Production cost