

Final Evaluation Radio for Peacebuilding Africa

Final Report

By:
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September 2013

Executive Summary

Evaluation objectives

In 2003, Search for Common Ground (SFCG) launched the Radio for Peacebuilding Africa (RFPA) project. After its first three years of activities, the project was adapted to reinforce in-country activities and linkages with SFCG's national-level programming. A second phase, implemented from 2006-2009, underlined the fact that the project had managed to build up new levels of cooperation, that had not been seen previously, between the government, media, and civil society. The second phase both increased the stations' capacity to do radio programming on reforms and fostered a greater involvement of SFCG with government authorities.

The third phase of the project concentrated on the development and strengthening of a web-based resource (www.radiopeaceafrica.org) for journalists, which provided guidebooks, sample programming, bi-weekly updates and annual awards competitions with in-country programming in the eight countries where SFCG runs specific national programs. The overall objective of the project is to improve the population's access to information about policies and decisions that affect their lives. The stated objectives of this particular phase were to:

- Further strengthen the professionalization of African media practitioners to provide accurate, credible, balanced and useful information to the populations they serve; and,
- To reinforce the skills and motivation of government authorities to effectively communicate on key policies to their constituents.

Methodology

Following the SFCG and OECD_DAC Evaluation Guidelines, Universalialia implemented an evaluation methodology that combined both quantitative and qualitative research techniques in order to assess the effectiveness, relevance and impact of the evaluation. Within that framework, Universalialia conducted an extensive desk review, mainly of key internal documents provided by SFCG as well as a review of the pages and contents of the web-based resource, conducted interviews with key stakeholders both at HQ level and on the field through two field missions which took place in May and June 2013 in Guinea (in a difficult and tense local environment) and Burundi, respectively. In these two countries the Evaluation mission met SFCG teams, local governmental representatives as well as media producers and journalists. Once questionnaires intended for SFCG members were developed (in English and French), Universalialia launched an on-line survey from May 27 to June 17, 2013. Although the response rate could be considered low, the information and opinions that the answers hold, both interesting and valuable, have helped supporting evaluation findings. Data analysis began immediately after the field missions. However, there were some delays as SFCG provided more accurate data over the summer (data that takes into account some interesting statistical figures from 2012 and 2013).

Findings of the RFPA Web-based component

The quantitative and qualitative review of the web-based component of the RFPA clearly showed that the global audience of the RFPA website has increased significantly in the third phase of the project, particularly among African members. From the end of Phase II to the end of Phase III, the number of subscribers from African countries registered a sharp 140% increase. The frequency of visits to the website also demonstrates a continuous and renewed interest from its customers. As the number of visits increased, the number of page views by African members also grew significantly. Guidebooks and training manuals are the most popular knowledge and management products among RFPA users and represent the greatest number of downloads from the RFPA website. Guidebooks are strategic in helping with capacity building and the professionalization of African producers and journalists. With this in mind, the SFCG team in Burundi produced two key guides on sustainability and gender sensitivity management for the RFPA audience. It is difficult to measure to which extent RFPA strongly promotes its own products: field visits tend to prove that most downloading are the results of individual searches rather than part of SFCG's journalists' training strategy, although its role in terms of availability and content production is key.

In general terms, the RFPA website is largely perceived as being a “user friendly tool” and its knowledge products, produced both in English and French satisfy the vast majority of its users. Even if the RFPA website is not yet open to social media and/or the power of new mobile phone innovations, the level of satisfaction of its RFPA customers remains very high, thanks especially to the quality of its content and the accuracy of the information presented (not only on the website but also in its derived products such as the bi-weekly newsletter). As a “whole of Africa tool” the newsletter is also perceived by the profession to be a unique source for professional development, as it informs on available scholarships and trainings and offers an insider's perspective into other countries' contexts and radio stations.

Findings of the Country reviews

The evaluation could assess the results of the RFPA's other initiatives in Guinea and Burundi only. That said, the mission in Guinea took place in a particularly “hot” and difficult political climate. The information the mission was able to gather on other SFCG offices relies only on secondary sources and is no more than a summary of the main findings highlighted by SFCG in its annual reports. The evaluation concludes that, overall, the RFPA seems to have done well in the project's targeted countries most notably by improving communication by, and with, policy makers about development priorities, reforms and/or local or national initiatives through radio programs, workshops, discussions forums and other public communication initiatives. The project generated increased knowledge and skills among its members and affiliates on concepts, techniques and formats to produce informative and engaging programming on government policies and the accountability of government authorities. In line with SFCG mandate and principles, the RFPA tackled key and sensitive issues, which can threaten peace, human security, the rule of law or other electoral or political processes.

In Guinea, the RFPA initiatives have been praised for better communicating their policies to their constituents particularly in rural areas. In Burundi, *rapprochements* between government spokespersons, local media and radio stations and journalists have generated a change in the way the government is interested in being represented in talk shows on public affairs. The *Accountability Initiative* generated not only unexpected positive decisions at the local level but also paved the way for similar initiatives through the broadcasting of national talk shows that demonstrated how local governments and populations could and should deal with one another on local development, economic and social issues. These RFPA initiatives have proven to be innovative and to generate a local and national leverage effect that could be sustainable if the organization could find the means to multiply and expand them. The short term effectiveness and success of the *Accountability Initiative* could be challenged on the long term by a lack of financial support by other local donors or stakeholders – not the least being the Ministry of Good Governance. In Guinea, SFCG has played a key role in continuing to train and educate media professionals as well as supporting programs for peace and educating on means to tackle local political

and electoral challenges. Pilot projects led by SFCG Guinea demonstrate how effective dialogue and increased understanding and transparency between local leaders and populations can be.

Impact and relevance

Two countries can hardly speak for all, but the impact of the governance initiatives undertaken in both countries has proven to be fruitful and consistent with the stated objectives of the project. In Guinea as well as in Burundi, the RFPA initiatives have proven to be innovative in bringing together both state and local authorities and local associations and citizens. However, the impact of the governance initiatives undertaken in both countries will be proportional to the leverage effect that both models may have at the local and national levels. The main limiting factor to any potential long-term impact would be the possibility that any of the RFPA initiatives be replicated as projects only. Both initiatives could be seen as pilot initiatives, which could very well be replicated through another business model to ensure their sustainability. For example, it seems that SFCG Burundi is increasingly working through partnerships in which it simply takes on a leading, mentoring, and coaching role, leaving the implementation role to other partners under its supervision.

With regards to the future of the web-based resource of the RFPA, it is important that SFCG supports its technical maintenance and commits itself for the long term to continue supporting the professionalization of African media through knowledge and information tools and communications. The continuous improvement of local journalists, media and radio stations will only be relevant if the organization maintains a level of support, funding and commitment to the professionalization of new young journalists in conflict prone and in-transition countries. The RFPA website proved to be a unique mix of knowledge management and training tools, very distinct in its presentation and clientele, but it needs to be encouraged and championed by the national SFCG offices in order to remain an instrument of reference and peacebuilding.

Acronyms

CFM	<i>Centre de formation des médias</i>
CSO	Civil Society Organization
DAC	Development Assistance Committee
EOI	Expression Of Interest
HQ	Headquarters
M&E	Monitoring and Evaluation
NGO	Non Governmental Organization
OECD	Organization of Economic Cooperation and Development
RBM	Results Based Management
RFPA	Radio for Peacebuilding Africa
SFCG	Search for Common Ground
TOR	Terms of Reference
UMG	Universalialia Management Group
UN	United Nations
UNDP	United Nations Development Program

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1. Introduction

In 2003, Search for Common Ground (SFCG) launched the Radio for Peacebuilding Africa (RFPA) project with the support of the United Kingdom's DFID. With the second phase, which began in 2007, the project complemented its continent-wide efforts with specific activities targeted at seven countries in Sub-Saharan Africa to strengthen communication capacities in order to improve the population's access to information about policies and decisions that affect their lives. The same approach was kept through the third phase, which started in January 2010. Phase II and III have been funded by the Finnish Ministry of Foreign Affairs.

The third phase focused on deepening the impact of programme activities, linking them more intensively to other SFCG activities in the seven targeted countries in order to *“reinforce communication efforts on key government policies that underpin stability in fragile conflict and post-conflict states”* while keeping the same overall objective: to improve the population's access to information about policies and decisions that affect their lives.

The primary objectives of the Third phase were as follows:

- To further strengthen the professionalization of African media practitioners to provide accurate, credible, balanced, and useful information to the populations that they serve;
- To reinforce the skills and motivation of government authorities to effectively communicate on key policies to both the media and their constituents; and
- To promote the production of and access to programmes that engage media and civil society around conflict and peacebuilding issues.

2. Radio for Peacebuilding Africa (RFPA) – Context and Lessons Learnt

2.1 The RFPA Programme within SFCG Programming in Africa

Search for Common Ground's general goal is to help societies in conflict find non-adversarial, non-violent solutions to divisive problems. The organization's long-term objective is to transform the way the world deals with conflict - away from adversarial approaches and instead toward cooperative solutions. SFCG acts as a social entrepreneur designing and implementing multi-faceted programmes using innovative techniques to reframe issues and channel conflict towards constructive, win-win outcomes. In Africa, SFCG has been running a number of large-scale radio projects in deeply ingrained conflict areas. For example, it has been operating in Burundi since 1995, Angola since 1996, Liberia since 1997, Sierra Leone since 2000 and DRC since 2001. SFCG has also been working in Ivory Coast since 2005 and Rwanda since 200, and in Nigeria, beginning with production of a television series.

The Radio for Peacebuilding Africa (RFPA) was launched by Search for Common Ground in 2003. After three years of implementation, the project was adapted to reinforce in-country activities and linkages with SFCG's national-level programming. A second phase of the project was implemented from 2006-2009, and the third phase was wrapped in June 2013. The project is a combination of a web-based resource (www.radiopeaceafrica.org) for journalists, which provides guidebooks, sample programs, bi-weekly updates and annual awards competitions with in-country programming in eight countries where SFCG runs national programs.

The RFPA project has been working towards an overall goal: to improve the population's access to information about policies and decisions that affect their lives, with two clear objectives: a) to further strengthen the professionalization of African media practitioners to provide accurate, credible, balanced and useful information to the populations that they serve; and b) to reinforce the skills and motivation of government authorities to effectively communicate on key policies to their constituents.

The RFPA has managed to work with more than 50 participating stations in more than 20 countries in French-speaking and English-speaking Africa. Each year, the RFPA Awards Ceremony celebrates high quality programmes that contribute to peace in Africa, illustrating the power of Radio as "a tool for peacebuilding" and its capacity to contribute to the culture of peace and the transformation of conflicts.

The methodological matrix of SFCG's RFPA Programme has taken the form of a series of interlinked elements that complement each another. Through individual assessments of the current media environment in the core countries of the project, the RFPA project has produced a series of case studies, media sector mapping as well as media practitioners guides (in various languages) which serve both as practical everyday guides for those already familiar with the edited subjects and as an introduction for those unfamiliar with media and radio broadcasting practices. The various guidebooks created for radio broadcasters help practitioners improve their skills and capacities on the role of media in identifying development priorities and communicating policies to their audiences. The award competitions organized by the project celebrates the radio programmes that best reflect the guidebook and training module's themes and approach.

The development of particular communication strategies with policy makers centered on communication flows between the governments, the media and the civil society aims at creating new opportunities to engage with government and other key stakeholders on policy issues. The creation of media and policymakers forums also establishes working relationships between the latter two groups. The different events organized by RFPA manage to bring together representatives from the program's core countries to discuss the challenges they met and the experiences they garnered during the project.

2.2 From RFPA Phase II to Phase III

Beginning with the second phase, which started in 2007, the project complemented its continent-wide efforts with specific activities targeting seven countries in Sub-Saharan Africa “to strengthen communication capacities in order to improve the population’s access to information about policies and decisions that affect their lives”. The media sector mappings that were conducted in the second phase indicated that most governments in the target countries had not changed their way of communicating, thereby ensuring that their efforts of communication were generally less effective.

At the end of RFPA Phase 2, the RFPA had registered 3,289 members, indicating a steady increase since its launch in 2005. SFCG country officials concluded¹ that the RFPA project was seen as an added value and an opportunity for leveraging other programme activities conducted by SFCG in Africa. The project also successfully contributed to strengthen relationships, linkages and networks among government, media and civil society. The participants also mentioned that the Media Sector Mappings previously conducted in the framework of the project were particularly useful in terms of identifying actions and possibilities (what the issues are, what types of interventions are necessary, etc.), as well as gaps and challenges (poor communication on the part of government, lack of public trust in the information provided by the government and the media, etc.).

Achievements and outputs of RFPA Phase 2 took different forms and included²:

- Extended analysis that did not exist previously on media sector and communication;
- Building up of constructive relationships including with governments;
- Increased common understanding of the roles and responsibilities of media, government and civil society in the transformation of society;
- Increased ownership of local populations over developed public policies;
- Radio broadcasters have access to more information and training materials to improve their programme content and quality;
- Increased capacity of radio stations to do programming on reforms.

More complete details on the overall findings of the results and lessons learned from Phase Two were submitted in the final report provided in March 2010.

The next phase of the RFPA project began with a Process Evaluation and Planning Meeting to discuss the next steps for Phase III. SFCG directors delineated expected outcomes and agreed on a common understanding of the definition of success and possible indicators for measuring it. Country Directors in particular discussed tools and activities related to the various outcomes and how they would contribute to move the overall country programmes forward. The dialogue was a first step towards the adoption of a work plan for each country to further the implementation of the third phase of the RFPA project with new national orientations and directions.

With regards to the RFPA global governance, the Project Team decided that an external consultant would no longer be responsible for the overall management, but instead responsibility would rest with the Africa Director and the Africa Programme Manager. Consultants would be hired for two specific tasks, namely the management of the website and the newsletter.

¹ Report to the Finnish Ministry of Foreign Affairs, 2010, pp. 7 and 8.

² *Ibidem*.

3. Methodology Summary of the RFPA Evaluation

The methodology proposed for the evaluation of the RFPA consisted of a mix of qualitative and quantitative data collection, with attention to forward looking, improvement oriented questions and to the assessment of outputs, outcomes and potential impact of the project. The evaluation followed the SFCG's objectives:

- Is the right thing being done? (Effectiveness)
- Is the project relevant to SFCG's mission? (Relevance)
- Is the project breaking new grounds? (Impact)

In short, (a detailed Methodology is presented in Annex II of this report), the Evaluation team used a series of methodological tools:

- *Desk Review:* Documentary and literature review generated information to address the key evaluation criteria and issues central to the questions raised by the TOR. The central document review covered key internal documents provided by SFCG, in particular those covering Phase II and Phase III project proposals, both at the Headquarters as well as the Country Office levels, including strategy, planning, progress reports and evaluations. A more systematic review and analysis of progress reports and evaluations was conducted for the period 2010 to 2013. At the country level, the Evaluation team requested documents linked to the RFPA project.
- *Interviews with Key Stakeholders:* Prior to and after the field missions, the Evaluation team interviewed key stakeholders at SFCG central level in W.DC in order to better understand the workings of the SFCG RFPA projects: functions, roles, constraints and challenges. Interviews with key stakeholders, either at W.DC and/or on the field were relying on a series of questionnaires that had been prepared by the Evaluation team prior to deployment.
- *Elaboration of Questionnaires and On-Line Survey:* The Evaluation team prepared a series of questionnaires (In English and French) that were tailored to the different categories of stakeholders relevant to the evaluation, e.g. a) SFCG staff at HQ and on the ground; b) Journalists and other broadcasting staff relevant for this evaluation; c) Participating government officials and their institutional representatives; d) Other NGOs or institutions working in the same sector. An on-line survey was also conducted by Universalia from May 27 to June 17, 2013. Although the response rate came to be very low (6%), some interesting and valuable information and opinions support some of the evaluation findings.
- *Measuring Web-based Resources:* The project is a combination of a web-based resource (www.radiopeaceafrica.org) for journalists that provides guidebooks, sample programs and bi-weekly updates. In this context, the Evaluation team has led semi-directed interviews with SFCG senior project staff at the HQ and field level to assess their understanding and perception of potential outcomes and impact that the web-based resource may have generated for their clients in Africa.
- *Field Missions and Country Reviews:* As anticipated by the TORs, the Mission undertook two field missions. M. Yvan Conoir travelled to Burundi in mid-June 2013 while M. François Bugingo headed to Guinea at the end of the month of May 2013. Through a series of field visits in-country as well as face-to-face interviews or focus groups, the mission tried to assess the development of the RFPA country projects and their development from their inception up to 2013; the challenges, constraints, successes or failures encountered by the project in support of local broadcasters, journalists and other public/private media; the evaluation of the in-country project strategy for engaging with government and media stakeholders and how local SFCG teams and other stakeholders perceived the way the project succeeded in improving communication on key policies in-country? The field missions also tried to look for intended or unintended consequences of the

project in general and specific terms, and particularly how, or to which extent, was the project an agent of change in the targeted countries, what are the indicators that could support this vision, and what are the elements that did change in favour, or against, the projects stakeholders.

- *Data Analysis:* Data analysis is based on the triangulation of data collected during the data collection phase. The main activities related to the analysis and synthesis of the data collected from interviews, documents, and survey responses. The main objective was to develop a common understanding of the findings related to the results, management, and future directions of the RFPA project.
- *Constraints and Challenges to the Evaluation.*

The Evaluation team encountered a few particular constraints in the development of its evaluation, e.g.:

- Lack of appropriate information prior to deployment (e.g. absence of final reports for Phase I and II; absence of national workplans for the two anticipated field missions);
- Low response level to the international survey launched for the RFPA;
- Insecurity and local logistical constraints (Guinea);
- Absence of funding documents for Phase III to assess country offices' efficiency in the management of RFPA Project resources.

4. Findings and Analysis

4.1 Effectiveness

RFPA web-based component

Finding 1: The global audience of the RFPA website has clearly increased in the third phase of the project (2010-2013), particularly among African members, and the frequency of use of the website demonstrates continuous and renewed interest.

Close to two thirds of RFPA users³ discovered the RFPA website after the launch of the third phase of the project and a similar number has now an account to sign into the website⁴. The frequency of use of the RFPA website can be categorized as high and regular, as close to half of the respondents use the RFPA website on a daily (8%) or weekly (40%) basis while the other half uses it on a monthly (39%) or quarterly (8%) basis⁵.

To confirm these data, more than half of the respondents have used the RFPA website more than 20 times (25%) or between 10 and 19 times (29%) in the past 12 months, while 3 out of 5 (41%) use it between only 1 to 9 times a year⁶. Those numbers clearly indicate that the RFPA website has been used in a continuous (52%) or constant manner (38%)⁷ which shows regularity, confidence and continuous interest in the proposed tools and features exposed on the website.

Between January 2010 and June 2013, the website received 7,050 visits from African members, which represents 39% of the total number of visits (17,987), almost twice as the number of hits from Europe (4,380) or the Americas (4,331)⁸. Close to two thirds of these visits came from new visitors who had not visited the website before.

³ RFPA Survey – “Since what year have you been using the RFPA website?”

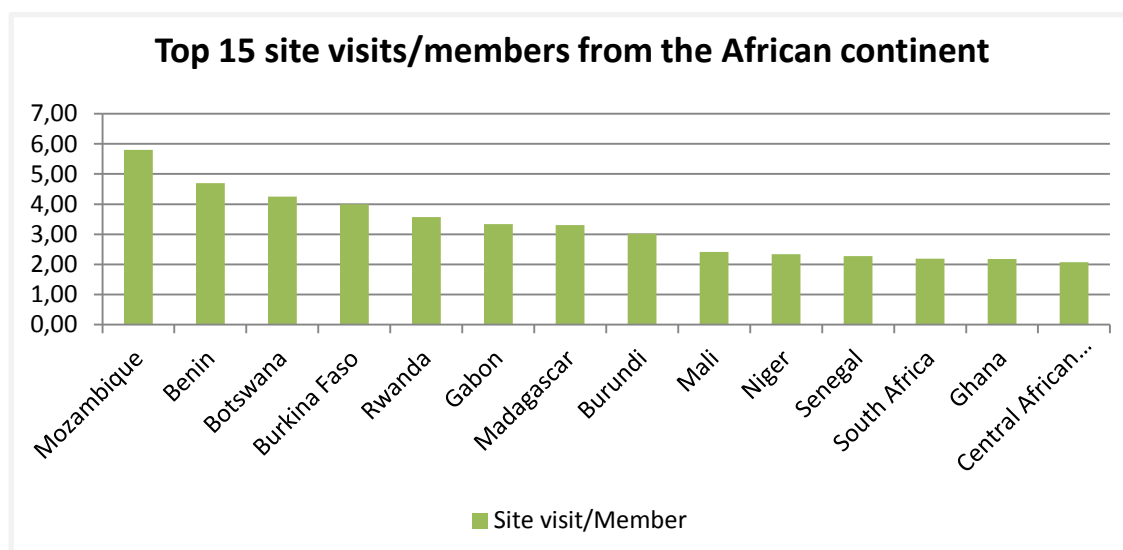
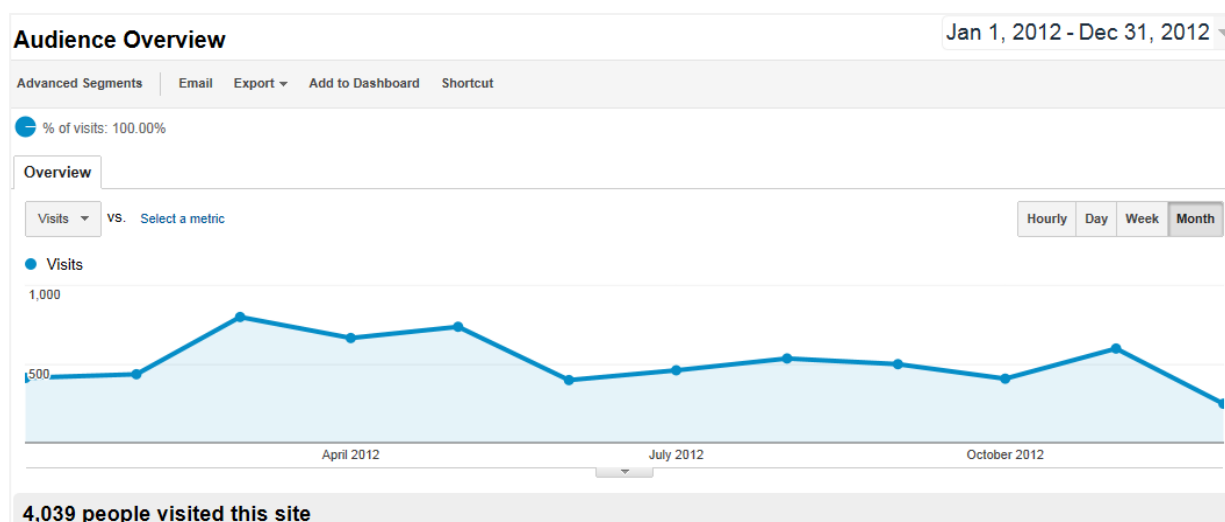
⁴ RFPA Survey – “Do you have an account to sign to the RFPA website?”

⁵ RFPA Survey – “How often do you use the RFPA website?”

⁶ RFPA Survey – “How many times did you use the RFPA website in the past 12 months?”

⁷ RFPA Survey – “Since you began to visit the RFPA website, has your use of the website been...?”

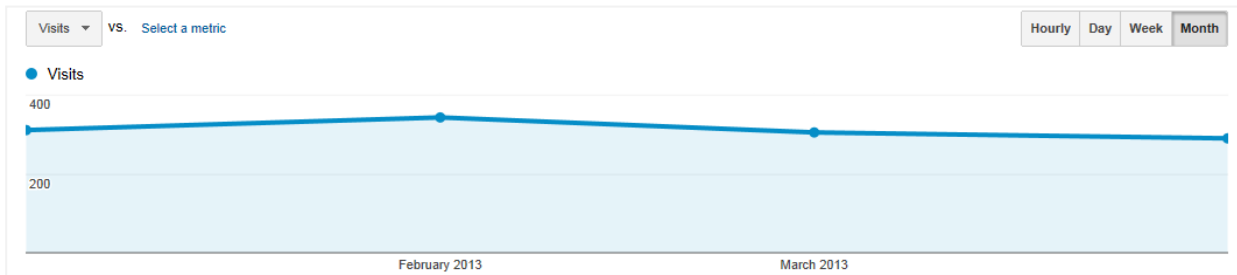
⁸ Completion Report, *op.cit.*, p.23

Exhibit 4.1 A majority of Francophone African visitors visit the RFPA website**Exhibit 4.2 Audience overview – RFPA 2012 (© Google analytics)**

Over the course of 2012, the RFPA website successfully attracted a growing number of viewers as evidenced by weekly and monthly visitors tracking via the Google Analytics system put in place in March 2010. In 2011, the RFPA website received 5,995 visits from 137 countries or territories⁹ up from 2,523 members from 120 countries in 2010.

⁹ RFPA Final Report, 2011, p. 10, although the same 2011 Report creates some confusion assuming that “In 2011, the RFPA network had 4,017 members from 137 countries globally, up from 2,523 members from 120 countries in 2010” (p.26)

Exhibit 4.3 Audience overview – RFPA 2012 (Until April 29th 2013) ((© Google analytics)



The number of visits and page views by African members in 2011, or members in Africa, has also increased significantly over 2010. Top visits to the site from Africa emanate from Kenya, Ivory Coast, and Rwanda. The following table outlines the growth in visitors, page views, and downloads between January and December 2011:

Exhibit 4.4 Detailed evolution of the RFPA visits (June – December 2010)

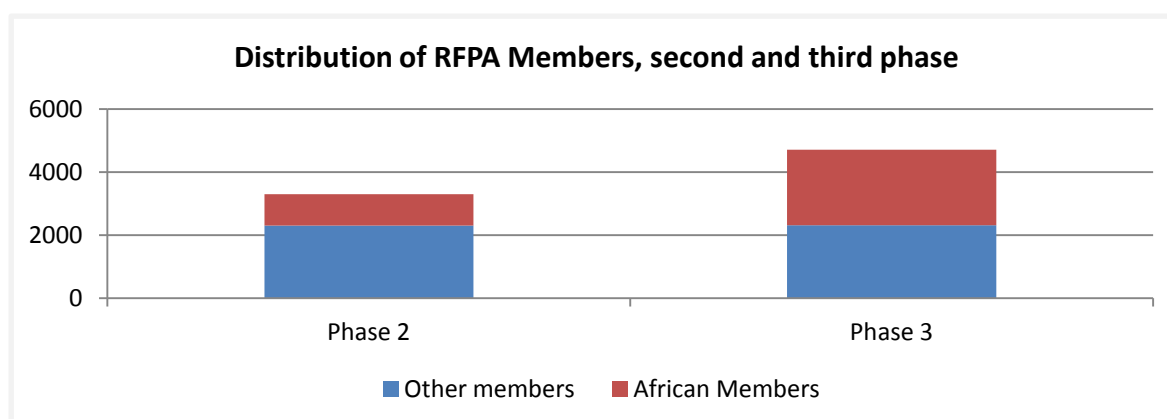
	July	August	September	October	November	December
# of Visits	348	328	405	458	470	295
# of Unique Visits	260	250	269	319	348	227
# of Total Page Views	1842	1804	2405	2439	2627	1408
# of PDF Downloads	98	103	122	200	302	98
# of MP3 Downloads	17	25	16	26	41	10
# of PowerPoint Downloads	8	1	1	10	6	0
Guidebook Downloads:						
Strategic Communication	28	38	50	58	82	38
Target Audiences	0	0	0	14	84	9
Rumour Management	12	29	14	19	28	6
Talk shows	6	NR	4	NR	NR	NR

From one year to the next (FY 2010 to FY 2011), the number of Visits as well as the number of Total Page Views have increased by 40%, the number of PDF downloads has tripled and the number of MP3 Downloads has been multiplied by 2.5.

Exhibit 4.5 Detailed evolution of the RFPA visits (January – December 2011)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
# of Visits	602	637	742	376	400	348	594	658	402	393	388	456
# of Unique Visits	341	397	560	253	279	247	382	519	292	305	293	317
# of Total Page Views	2998	3699	3699	1923	2870	1870	3336	2767	2319	1769	2209	2390
# of PDF Downloads	144	203	280	167	114	175	332	599	317	182	126	387
# of MP3 Downloads	42	142	60	33	22	19	74	48	53	56	50	27

In June 2013¹⁰, the RFPA website registered 4,708 members. Members hail from 144 different countries, of which 42 are on the African continent. In 2013, SFCG reports 2,932 members from African countries, which represents a sharp increase of 140% from 998, the number of subscribers from African countries at the end of the second phase of the project (2007-2009). This means that out of the 1,419 new members who registered between January 2010 and June 2013, 98% are African¹¹.

Exhibit 4.6 There has been a net increase of African Members from Phase II to Phase III¹²

Finding 2: Guidebooks and training manuals dominate RFPA user searches

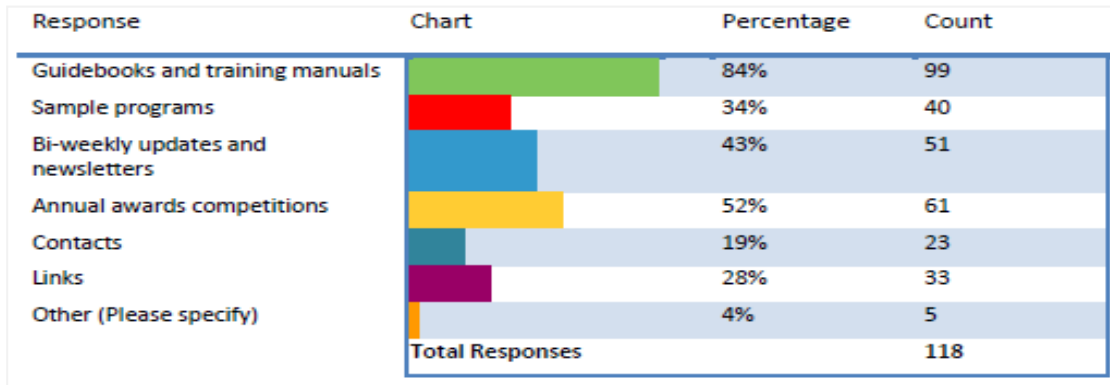
Guidebooks and training manuals are the most popular knowledge and management products among RFPA users and represent the greatest number of downloads from the RFPA website. Throughout the third phase of the project, the Library section of the Website was improved and developed, with a new series of useful handbooks and reports relevant to African journalists.

¹⁰ Completion Report to the Ministry for Foreign Affairs of Finland, Department for Africa and the Middle East Unit for Southern Africa (ALI-43), *Draft*, August 15, 2013, p. 8.

¹¹ *Ibidem*.

¹² *Ibid.*, p. 23

Exhibit 4.7 Guidebooks and Training Manuals take the lead in RFPAs users' choices¹³



Demand for guidebooks and training manuals is in line with Training and Capacity building demand from RFPAs website users, which is highly reflected in the “free comments” section of the Survey. Out of 331 items available for download between 2010 and 2013, the following documents were downloaded¹⁴:

- Guidebooks and manuals: 8,350 downloads
- Audio: 1,539 downloads
- PowerPoint: 172 downloads

Exhibit 4.8 Top 5 PDF downloads in 2012 are dominated by Manuals and Tip Sheets downloading

Event Label	Total Events	↓	Unique Events	Event Value	Avg. Value
1. /assets/texts/pdf/2012-manual-sustain-color-en.pdf	191		123	0	0.00
2. /assets/texts/pdf/2011_Journalism_Tip_Sheet_3-How_to_produce_a_radio_broadcast-EN.pdf	166		137	0	0.00
3. /assets/texts/pdf/2012-Community-Radio-Gender-ICT_SFCCG.pdf	133		94	0	0.00
4. /assets/texts/pdf/2011_Journalism_Tip_Sheet_3-How_to_produce_a_radio_broadcast-FR.pdf	115		82	0	0.00
5. /assets/texts/pdf/2012-manual-sustain-color-fr.pdf	108		82	0	0.00

Of the different training, reading, and audio material available on the RFPAs website in 2011, the most popular were the downloadable training manuals. In 2011, a total of 1,368 copies of the guidebooks were downloaded via the RFPAs website, a significant increase compared to 2010 (+54%). Among the training guides, “*Strategic Communication for Peacebuilding*” has been the most accessed.

¹³ RFPAs Survey – “What data or information are you seeking when you use the RFPAs website?”

¹⁴ Completion Report, p. 25

Exhibit 4.9 Top Guidebooks produced by the RFPA(2011)¹⁵

Title of the Guidebook	# of Copies Downloaded
<i>Strategic Communication for Peacebuilding</i>	450
<i>Target Audiences for Peacebuilding Radio</i>	246
<i>Covering Trauma</i>	216
<i>Rumour Management Manual</i>	129
<i>Youth Radio for Peacebuilding</i>	90
<i>Radio Talk Show for Peacebuilding</i>	86
<i>How to produce a Radio Soap Opera for Conflict Prevention</i>	82
<i>Responsible Media Coverage of Election</i>	69

In 2011, RFPA produced two new guidebooks for media practitioners:

- The first one, entitled “*Covering Trauma: A Training Guide*” is designed to give journalists concrete tools for understanding the effects of trauma and for conducting sensitive reporting and writing on trauma stories. It provides concrete tips on how to carry out interviews in difficult situations, and framing stories so as to protect victims and not sensationalize violence. The guide also explores how journalism can help communities heal after trauma. “*Covering Trauma*” was validated in Ivory Coast, during a training held by SFCG for 22 radio professionals from local radio stations.
- The second guidebook produced by RFPA in 2011, entitled “*Responsible Media Coverage of Elections*”, relies on election reporting and related activities conducted by SFCG in Burundi, Guinea, Ivory Coast, the DRC, Liberia, and Sierra Leone. It is designed for journalists covering elections, particularly in situations of extreme tensions or post conflict reconstruction. It draws on examples from the African continent and aims to encourage good journalistic practices during pre-election, election, and post-election periods in order to limit the risks of conflict which can arise at such times.

Both of these guidebooks, as well as popular previous manuals, are widely accessible through the RFPA website. They contribute to strengthening the professionalization of African media practitioners by providing them with practical tools that will help improve the quality of their programming.

Other guides, contributed by other organizations, are collected and shared with journalists via the Library section of the RFPA website, updated and improved in 2011. More recently, between April 2012 and May 2013, five modules of a new training guide: “*Sustainability for Community Radios*” became available, both in English and French. The manual covers the different aspects of administrative management, management of community radio stations, HR resources management, characteristics of community radio stations and how to involve community members in production and programming. Another guidebook published by SFCG was also recently added to the website, “*Community Radio, Gender and ICT in West Africa*”¹⁶.

¹⁵ Report to the Finnish Ministry of Foreign Affairs, 2010, pp. 7

¹⁶ Completion Report (2013), *op.cit.*, p. 9

The office of SFCG in Burundi has played a key role in producing and narrating (in English and in French) two audio guides to complement these manuals. The first introductory guide “Conflict and Media” presents a comprehensive overview of conflict-sensitive journalism for media professionals while “Gender-based Violence Sensitive Media Coverage” tackles the issues of how to cover victims and instances of gender-based violence.

In addition to the new manuals, SFCG also produced *Tip Sheets* to provide useful tips and guidelines to help journalists improve the quality of their work. Recognizing that many staff at community radio stations are volunteers or have not had the opportunity for formal journalism training, RFPA has created these resources with these amateur journalists in mind. The *Tip Sheets* include pointers on how to find a great story, how to identify sources, how to produce a radio broadcast, and how to write an article. 637 Journalism Tip Sheets were downloaded in 2011.

Finding 3: Promotion of the RFPA website seems to be the result of individual searches by external visitors rather than the result of a deliberate promotional policy by SFCG local teams

A majority of RFPA website new subscribers during its third phase of implementation learnt of the RFPA website through search engines, friends and colleagues (who can, of course, be journalists, radio producers, etc.) as well as social media. Another third was acquainted with the project through radios or other regional media or through associations or other social civil groups.

A qualitative – and non exhaustive - analysis of the knowledge of the RFPA website among professional journalists in Burundi, including the newly created Center for Media Training (CFM - *Centre de Formation des Médias*) led to the conclusion that the RFPA website was poorly known among Burundian journalists. The Center for Media Training in Burundi (2013) is currently the only professional programme (funded by the EU and implemented as a two years project by the Panos Institute) that delivers continued professional training and formation for radio/TV/Ppress journalists in preparation of the upcoming 2015 elections . The director of the CFM was not aware of the products or of the potential the RFPA knowledge management products may generate for its facilitators although – SFCG Burundi point of view – it is true that some of these facilitators are former Studio Ijambo or Radio Isanganiro journalists and familiar with the SFCG tools and techniques. A similar test with recent Burundian graduates of a local *Faculté de Communication*, currently working as journalists for SFCG, confirmed that the RFPA tools were rarely explored, although the newsletter was perceived of real use by many of them, as they are in constant search of training or capacity building regional initiatives.

The evaluation may briefly conclude that the ” RFPA Library, Training and Knowledge Products pages penetration rate in Burundi was somehow low and that further efforts would be required through national journalist professional associations and networks. Similarly, one could think that SFCG local offices should play (or should have played) a greater role in promoting the RFPA website tools and techniques.

In the same vein, it appears that throughout Africa (excluding specific country training programmes – which, in people’s minds, are not associated to the RFPA but more to SFCG), very few respondents have had the chance to take part in a workshop or a training offered by SFCG about the RFPA project.

Exhibit 4.10 Very few RFPA Evaluation respondents have attended a RFPA workshop or training¹⁷

Response	Chart	Percentage	Count
Yes		9%	8
No		91%	85
Total Responses			93

¹⁷ RFPA Survey – “If so, how many workshops/training offered by Search for Common Ground did you take part in?”

Nevertheless, the Evaluation team recognizes that many activities undertaken by local SFCG teams may very well fall under the umbrella of the RFPA although it may not have been explicitly labelled “RFPA”. And two thirds of the respondents who have had the chance to participate in a SFCG workshop or training considered that these were strengthening the professionalization of African media practitioners¹⁸ effectively: *“The Bujumbura training on peacebuilding and talk shows was very good. It formed the foundation of my media peacebuilding work like reporting, training and productions up to date. But just imagine the training was a decade ago; surely there should have been some follow up training on new trends or even a refresher course to bring me and others up to speed. i feel there was a need for some kind of a follow up training. That would have helped me much better.”*¹⁹

Finding 4: In general terms, the RFPA website is largely perceived as being a “user friendly tool” which products satisfy two thirds of its regular users

The most popular products of the RFPA website²⁰ are by descending order, the guidebooks and training manuals (83%) and the bi-weekly updates (newsletter, 75%). These two sections are (with the exclusion of the Announcements) the on the website.

Exhibit 4.11 Most visited sections of the RFPA website (Survey)²¹

Response	Chart	Percentage	Count
About		9%	10
Announcements		63%	67
Guidebooks		69%	74
Audio		24%	26
Library		31%	33
Newsletter Archive		34%	36
Contact		15%	16
Experts/Trainers		36%	39
Links		28%	30
Legal		3%	3
Members		10%	11
Total Responses			107

The Annual awards competitions have generated a fair interest among RFPA website users (64%) as have the links presented on the website (69%). The Annual awards have proven²² to be a unique recognition tool for radio journalists as well as an excellent opportunity to network, share concerns and recognize the universality of radio as a mean to reach people and participate to their intellectual and civic development. Just in 2012, SFCG received 24 applications for the RFPA Awards in its three categories (Gender; Youth and Jury’s Special Prize).

¹⁸ RFPA Survey – “Do you consider that the workshop/training you have received so far is sufficient to further strengthen the professionalization of African media practitioners?”

¹⁹ Additional comments to the survey question are presented above.

²⁰ RFPA Survey – « How are you satisfied with the following products of the RFPA website »?

²¹ RFPA Survey – “Which sections of the website do you visit the most?”

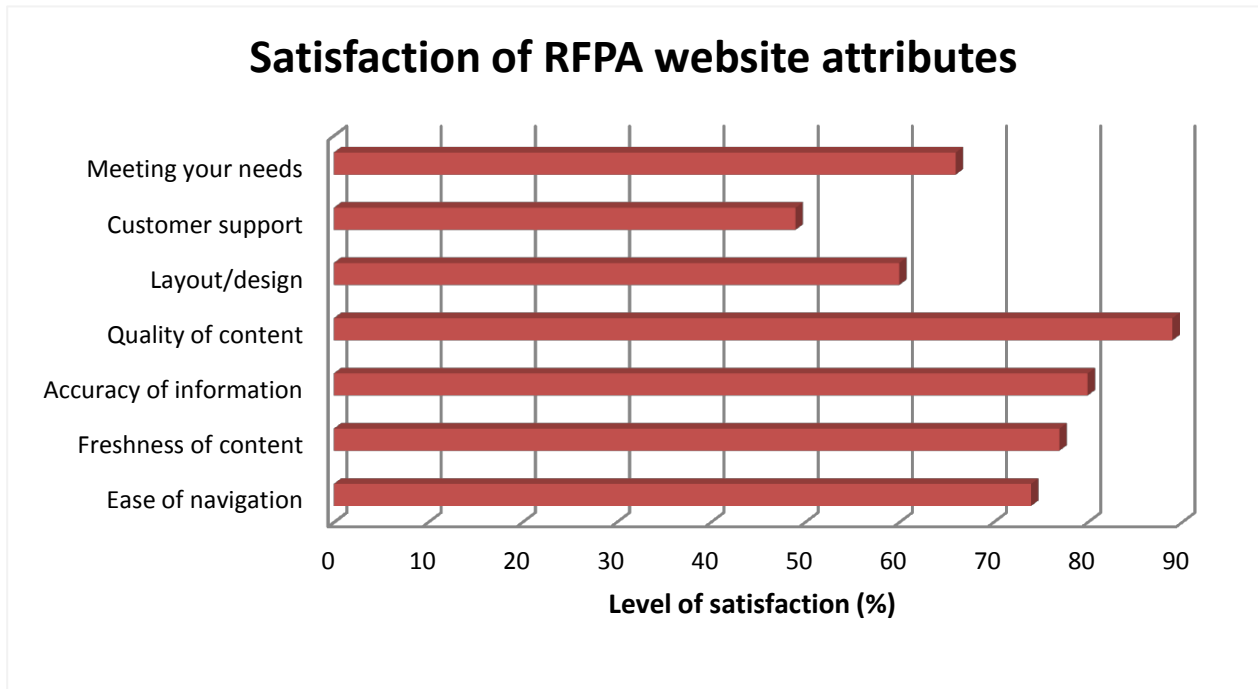
²² Interview with 2013 RFPA Award Winner, Ms Hortense Iradukunda (Burundi)

Most of the respondents of this evaluation survey concluded overwhelmingly that it was easy (66%) or very easy (19%) to find specific information on the RFPA website. The information contained on the RFPA website also proved to be helpful (90%), easily accessible (93%), clear and understandable (89%), and that the presentation of the website was professional (69% - with a surprising 31% of “Neutral” answers to this question)²³. Although the guidebooks represent the most popular product, it also appears that “*information and documents are so heavy and long that they pose a challenge for some of us in rural Africa in terms of downloading, printing, etc. I would love if the site encourages some abridged versions of the major documents*”²⁴. In short, the overall satisfaction rate of the RFPA website is 83%, with virtually no negative answer which can be seen as an indicator of success.

Finding 5: The most important attribute of the RFPA website is the quality of its content followed by the accuracy of its information

For a website dedicated to professional radio journalists and producers, it’s important to recognize the fact that the two most important features of the RFPA website are the quality of its content and the accuracy of the information presented.

Exhibit 4.12 Quality of content and accuracy of information dominate the levels of satisfaction of RFPA customers



²³ RFPA Survey – “Indicate your level of agreement with the following statements”

²⁴ RFPA Survey – Comment to the question: « Do you have suggestions to improve the RFPA website?”

It is worth noting that the website is not an African peer-to-peer website and that its producers are based in the US/Europe, it illustrates the fact that the work undertaken by the RFPA content support team is deemed serious and professional. The fact that a majority of RFPA website users have negative or neutral feelings about Customer support can be explained by the fact that the website is a “self-serve” website that was not designed to be interactive and participative).

Comments from RFPA website users²⁵:

“The site provides useful information that can be useful in professional decision making.”

“C'est un outil précieux que nous pouvons consulter et nous enrichir pour ses ouvertures. S'il venait à manquer il serait regrettable pour les agents de communication. »

“I could have forgotten about some of the useful information that RFPA provided since I began following the postings on my mail. But I do not want to miss on any information when ever posted because my career in Peace Journalism has been enhanced. “

Finding 6: The newsletter is appreciated by most recipients, mostly as a grant, scholarship or training resource

In 2011, RFPA published 44 bi-weekly newsletters, 22 in English, and 22 in French, sent out to the RFPA network members. In 2012-2013²⁶, their total had reached a peak of 72 bi-weekly newsletters, equally divided in French and English. In 2011, SFCG diversified the features included in the RFPA newsletters. They included articles on radio stations promoting peace and development and various radio for peacebuilding-type projects in the field. In 2011, RFPA also continued to publish profiles of community radio stations in the DRC, Liberia, Rwanda, and Sudan. These profiles contribute to experience-sharing between media practitioners in Africa and worldwide. This approach continued through the end of the project.

The RFPA Newsletter is a high regarded product although its first value seems to be mostly perceived as a training and job opportunity tool²⁷ for most recipients – something which appears clearly in respondents' comments²⁸: “*Continue to share the successes which the project has had with other media, explore more opportunities to advance the knowledge of the journalists, some of whom may not afford to go for college or universities.*”²⁹.

Indeed, the newsletters have offered a wide variety of professional opportunities for the readers, with the goal of contributing to further strengthening the professionalization of African media practitioners. These opportunities include fellowships, awards, webinars, training opportunities, conferences and employment opportunities on the continent. The newsletter's Francophone readers are somehow frustrated by the fact that most of the newsletter's hyperlinks are in English and request “*que les opportunités de bourses puissent être accessibles aux francophones*”; others ask for a better regional balance between Africa's

²⁵ RFPA Survey – Comments to the question « Please rate the following attributes of the RFPA website”

²⁶ Completion Report, *op.cit.*, p. 9

²⁷ A total of 82 professional opportunities were listed in the 2011 RFPA newsletters, including grant and fellowship awards, training, and job opportunities relevant to African media practitioners. Although previously distributed, newsletters are now available via an archive on the RFPA website. That being said, the RFPA website is not updated on a regular basis, therefore not guaranteeing unlimited access to all RFPA newsletters.

²⁸ RFPA Survey – Comment to the question: « Do you have suggestions to improve the RFPA website”?

²⁹ *Ibidem.*

regions³⁰ and others invite the RFPA to pursue its training and capacity building work: “*RFPA doit mettre l'accent sur la formation et permettre que beaucoup de stations radio puissent bénéficier des différentes formations*”³¹. Creating more awards for best articles is perceived as a mean to support and enhance the quality of journalists and support community development³². Also in some areas new radio stations and programmes seem to need further support like in Ivory Coast³³.

Finding 7: The linguistic balance of the RFPA knowledge products and website is a reality although non French or English speakers would appreciate a wider linguistic representation

The RFPA website proves to be well balanced in terms of linguistic representation. The website is available in both French and English and there seems to be a perfect balance between both versions in terms of contents and representation. However, a certain number of Francophone readers are eager to point out that the RFPA newsletters publish too many articles and hyperlinks in English which can hardly be of interest to them.

For some interviewees, it appears that the introduction of Spanish and Portuguese, or even local languages, as Swahili, would help reach a greater audience, as the RFPA also targets countries whose official language is neither French nor English (e.g. Angola's official language is Portuguese).

Although most of the recipients appreciate receiving the RFPA Newsletter and being in touch with the latest developments in the field of journalism in Africa, many Francophones complain that “*Le site est bien mais les liens donnés sont souvent en anglais donc non destinés aux membres des pays francophones*”³⁴.

Finding 8: As for the RFPA Newsletter, Training and Capacity building remains at the heart of RFPA respondents and subscribers interests

The feedback analysis of all RFPA website comments posted between September 2008 and May 2013 (a total of 155 feedbacks have been shared with Universalia by SFCG) clearly supports the previous finding that RFPA web-based resource is expected to be more proactive with regards to training, additional information and increased technical assistance. The Request for more information represents 25% of the feedbacks while job search comes in second representing 18% of all feedbacks.

³⁰ «*Pensez aussi à des formations en faveur des agents d'Afrique centrale. L'Afrique de l'ouest est beaucoup plus favorisée que l'Afrique centrale qui a besoin des issues pour la consolidation de la paix et du développement à travers les média* », Ibidem

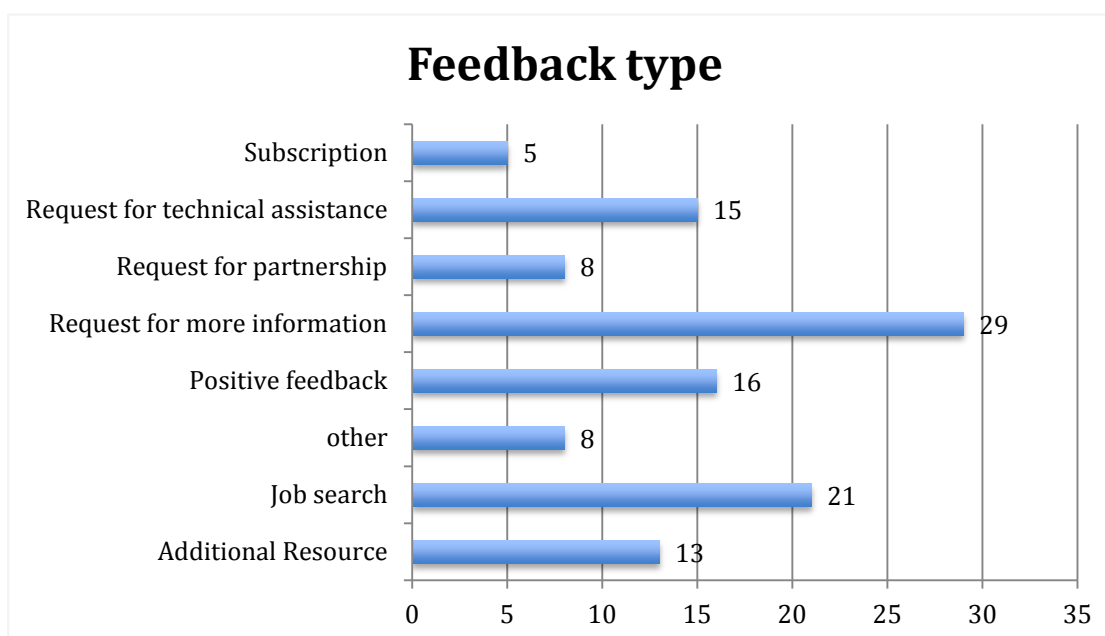
³¹ Translation: “RFPA must focus on training and allow that many radio stations may benefit of various training opportunities”

³² “*La seule chose que j'ai à partager c'est surtout de vous encourager à multiplier davantage les sessions de formation des journalistes de journalistes des différents médias (radio, télévision et presse écrite) à se mettre au service des communautés et non à servir toujours de tribune à certains débats politiques stériles. Les encourager notamment à travers des concours de meilleurs articles sur l'agriculture et l'élevage et aussi les questions de recherche pour le développement* », Ibidem

³³ «*Que SFCG s'approprie et s'imprègne davantage des nouvelles radios créées en Cote d'Ivoire. Beaucoup a été fait pour les radios mais tous les jours, il y a de nouveaux projets de radio qui naissent* » Ibidem

³⁴ RFPA Survey – Comment to the question: « Do you have suggestions to improve the RFPA website? »

Exhibit 4.13 Type of feedbacks sent to RFPA through its website



It is important to mention that most SFCG offices have addressed this concern by organizing training and capacity strengthening activities to increase the knowledge and improve the skills of African journalists and to increase the professionalization of African media professionals in the countries targeted by the project, either through the RFPA projector through other funding channels (see next Finding). More specifically, in Guinea, SFCG worked in cooperation with the *Association des Professionnels de la Communication (APAC)* to organize discussion forums on peacebuilding and development. In Rwanda, as in Burundi, land issues are an extremely sensitive and SFCG organized training workshops for media professionals to help them address them. Another sensitive issue are elections: in Liberia, SFCG supported the *Association of Liberia Community Radio* to build radios' capacities in news gathering and sensitive reporting in the context of elections while in Burundi, SFCG partnered with the *Association Burundaise des Radiodiffuseurs* in order to train media practitioners and journalists on how to report in a sensitive electoral environment to ensure "*des élections apaisées*"...

Finding 9: The RFPA website is not accessible to social media and hardly harnesses the power of new mobile phones innovations. Professionals and other website users also ask for an open exchange forum

The review of the RFPA website concluded to the absence of social media links. Although the project's aim is to provide an online resource for African journalists to produce radio programming, the website does not include any icon or hyperlinks that would refer to a Facebook page, a Twitter account or a Youtube Channel. These social media might be useful tools to achieve the objectives of the project and would definitely help reach a wider audience: "*Que le site fasse davantage d'autopromotion sur les réseaux sociaux*"³⁵. This may explain why the "Contact" section of the RFPA website garners a relatively important number of "Somewhat unsatisfied" and "Neutral" responses³⁶.

³⁵ RFPA Survey – Comment to the question « Do you have suggestions to improve the RFPA website »?

³⁶ RFPA Survey – « How are you satisfied with the following products of the RFPA website »?

Also, less than a majority of respondents agree that the RFPA website contributes to better capitalize on the power of new mobile phones innovations³⁷.

Others note the absence of a Forum page on the RFPA website where all journalists could interact to better share their experiences: “*Mettre en place un réseau virtuel des internautes et des visiteurs du site pour mieux partager les expériences*”³⁸ or “*Créer une rubrique "forum" où les membres pourront échanger des idées les questions de paix, de justice et sur des sujets typiquement professionnels*”³⁹ »

Another respondent goes even further and suggests an increased integration of professional journalists and SFCG programs and operations: «*Je suggère : 1. que chaque membre ayant un compte identifiant puisse avoir sa page professionnelle dans le site RFPA enfin d'y publier ses idées et échanger avec les autres; 2.(...); 3. Création d'une Web radio dans la quelle chaque membre serait partie prenante afin que celle-ci reflète les valeurs de SFCG.*»⁴⁰ »

In-Country Reviews

Finding 10: From 2010 to 2012 (1st and 2nd year of the third phase) the RFPA –has achieved most of its objectives in the project’s targeted countries.

The main objectives that have been met in the last phase of the RFPA can be summarized as follows:

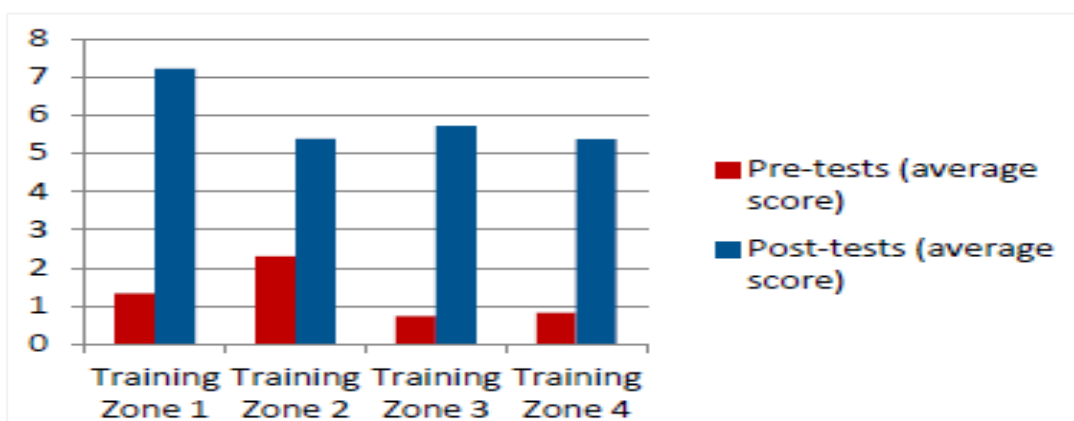
- Improved communication by policy makers, particularly at the county/district level, about development priorities, reforms, and initiatives through town halls (for ex. Burundi) radio programmes (for ex. Burundi, Ivory Coast and others), public communications and round tables discussions (for ex. Ivory Coast), discussions forums on peacebuilding and development (for ex. Guinea).
- Increased knowledge and skills of radio broadcasters and civil society members on concepts, techniques, and formats for the production of informative, engaging media programming on government policies and their accountability; Between January 2010 and June 2013, SFCG conducted 18 training sessions involving journalists and civil society members in Democratic Republic of Congo (DRC), Guinea, Liberia, Rwanda and Sierra Leone for more than 250 participants. Pre- and post-tests conducted before and after some of these trainings have shown an increase in the skills and knowledge of participants.

³⁷ RFPA Survey – “Please rate your appreciation of the following declarations”

³⁸ Comment from the Survey

³⁹ RFPA Survey – Comment to the question: « Do you have suggestions to improve the RFPA website”?

⁴⁰ *Ibidem*- Translation: “I am suggesting 1) that any RFPA member with a valid account number could create his/her professional page on the RFPA website in order to publish his ideas and exchange with others; 2 (...): 3) the creation of a Web radio of which each member could be part so it would reflect SFCG’s values ”

Exhibit 4.14 Training support skills enforcement of journalists and civil society⁴¹

- One of the most relevant aspects of SFCG and RFPA work in this regard has been to tackle key and sensitive issues which threaten peace, human security, the rule of law or electoral or political processes. SFCG Rwanda trained media professionals and governmental authorities representatives of on land issues; SFCG Sierra Leone trained female journalists in order to strengthen their capacity to address gender issues related to marriage, divorce, domestic violence or inheritance; SFCG Liberia trained community radios journalists on conflict sensitive reporting while SFCG DRC trained community radio stations in strategic communications in order to “strengthen accountability and support civic education”.

Although it can prove to be difficult to assess the “improved performance of radiobroadcasters in developing and producing programmes that provide information and foster discussion around conflict and peacebuilding issues”, field visits in Burundi and Guinea conclude that a) for measuring an “improved performance” better benchmarks would be required in order to present results that would demonstrate a difference; and b) that SFCG radio programmes keep being oriented on peacebuilding issues on a regular basis through weekly talk shows, field reports and election coverage. To mention only one, the “*Synergies*” initiative in Burundi, which gathers seven radio stations and presents national election processes and results at the same time throughout the election process.

Finding 11: However, for RFPA website members, the programmatic approach of supporting better governmental communication towards their constituency seems to be poorly appreciated or insufficiently understood

Generally speaking (and this opinion may differ from national in-depth reviews), RFPA web survey respondents are not convinced that the RFPA project really helped the targeted countries’ governments better communicate their policy initiatives. Only 2 out of 5 of those surveyed agree that it helps, while almost half of the respondents adopt a neutral position, which possibly expresses the fact that they have little or no opinion on this matter. The same ambivalence appears⁴² when the respondents are asked whether or not “the RFPA project resulted in concrete changes in the way that government and the media interact in the targeted countries”. Half of them answered “Neutral” whereas 41% agreed to this statement. Unfortunately, it is would prove quite difficult to determine why, and in which particular country, some agree and others disagree with this statement.

⁴¹ Completion Report, p. 28

⁴² RFPA Survey – « Please rate your appreciation of the following declarations »

These comments, however, somehow contradict field realities. In Guinea, local perceptions seem to contradict the overall survey analysis. Although a lot still needs to be accomplished at the national level, one of the issues for which the RFPA project has been widely appreciated and recognized was on helping decision makers better communicate their policies to their constituents. In rural areas, series of workshops held by SFCG have drastically impacted the perception of governing leaders' role in their communities. In the Kindia province, after a successful workshop, local authorities agreed to launch a common call to defuse tensions a day before a very feared opposition demonstration. This led to a peaceful political rally. Days after the Governor, the Préfet and the Mayor of Kindia all went on to participate to a news radio program to explain their role in the community. The success was instant as the show's host and his technician were swamped by telephone calls and SMS from listeners who congratulated them, saying: "*Nous comprenons mieux maintenant la division des tâches de nos dirigeants et nous respectons beaucoup plus leurs responsabilités*"⁴³.

In Burundi, interviews with local journalists confirmed a change in the way the government is interested in being represented in radio talk shows on public affairs. Although such a trend cannot be attributed to a single determining factor, journalists from Studio Ijambo and Radio Isanganiro confirm that more spokespersons or senior officials from various ministries ask to be invited on talk shows to discuss topics of interest to them.

Burundi

Finding 12: In the context of Burundi, the RFPA's "Accountability Initiative" proved to be both innovative and relevant at the local and national level

The methodology of the RFPA "Developing Radio as a Tool for Communication around Conflict and Poverty Reduction in Conflict and Post-Conflict Countries in Sub-Saharan Africa" (later called "The RFPA Project") was based on two main objectives. One was to further strengthen the professionalization of African media practitioners (analyzed in the first part of this evaluation) and the second one was to "reinforce the skills and motivation of government authorities to effectively communicate on key policies to their constituents". It relies on the assumption that "peacebuilding is about ensuring people-centered processes are in place so that the population can feel a part of the recovery and state building process". It, thus, aims at reinforcing the skills and motivation of government authorities to effectively communicate on key policies to their constituents.

In 2010, Burundi's context and programming was dominated by the electoral process (Assembly, Presidential and Communal) and SFCG Burundi decided to postpone the launch of the "Accountability Initiative" RFPA activities until after the elections both "to ensure that the local authorities participating in the project would stay in office, and also to maximize the project's impact and visibility". It proved to be a wise decision.

Later on, SFCG Burundi started a first series of public workshops with the *Observatoire de l'action gouvernementale* (OAG) aiming at promoting good governance and accountability mechanisms in two key provinces of the country, Cankuzo and Bururi (Commune Mugamba). Later on, SFCG Burundi launched a series of RFPA activities in three areas: the Cankuzo province, where the ruling party dominates political life; the Gihanga Commune (Bubanza Province where opposition representatives were obstructing its civic and democratic development); and the socially diverse Mugamba Commune (Bururi Province) where the local decision making process seemed to be more open. It is worth noting that the events did not only bring together local representatives but other observers from each Province, from each Governor's Office (and in some cases, the Governor himself) and from other communes as well.

⁴³ Translation: « We now better understand the division of labor between those who lead us and we have now more respect for their responsibilities »

In all three communes, SFCG used the same 5-phased methodology:

- 1) **PHASE I** - Day 1 - Briefing, introduction and presentation of general principles, concepts and legal representation of accountability within the framework of the *Loi sur l'administration communale* (2010) in Burundi;
- 2) Day 2 - Open debate between local administrators (e.g. the Administrator, the President of the 15 members of the Communal Council) and their constituents on accountability issues relevant to their commune – all stakeholders take advantage of the forum to present and announce recommendations and specific commitments on how things could or will be improved;
- 3) Day 2 - SFCG, in cooperation with Radio Isanganiro⁴⁴, organizes a first open radio talk show with institutional and local participants (*Chefs de collines, Chefs de zones, Administrator or Governor, Citizens, Associations*); a period of implementation of the decisions and commitments made after the first townhall meeting organized by SFCG begins;
- 4) **PHASE II** - 5/6 months later – Day I: A new townhall meeting brings together the same stakeholders in order to assess the level of implementation of the decisions and commitments made in Phase I, encouraging the various constituents to assess, review and discuss the “pros” and “cons” of the decisions made by the Conseil Communal and its Administrator;
- 5) Day II – Radio Isanganiro broadcasts nationwide another open radio talk show to comment on the second townhall meeting results with local institutional and ordinary guests

The initiative was innovative and produced some leverage effects:

- 1) SFCG was both the host and the local organizer. On such a sensitive governance initiative, the fact that a CSO was able to take the lead in inviting local and regional politicians and citizens in an open forum of this kind seems to be a good indicator of the level of confidence and credibility that SFCG has developed in Burundi with all political and civil stakeholders of all levels;
- 2) The initiative seems to have generated a strong leverage effect at the local and provincial levels. SFCG did not have the financial means to organize similar events in a greater number of municipalities but it seems that other senior officials from neighbouring communes have been sufficiently inspired by the initiative to replicate it in their own commune;
- 3) By inviting a nationally renowned radio, Radio Isanganiro, to broadcast town hall exchanges in the three selected communes throughout the country, a number of Communal Council and administrative authorities became aware of the potential represented by “Article 15”⁴⁵ and made specific administrative provisions which led to a greater cooperation and participation of civil society through regular communal bi-yearly gatherings;

Finding 13: The RFPA “Accountability Initiative” in Burundi led to some unexpected innovative and productive effects

⁴⁴ Radio Isanganiro is a historical product of SFCG Burundi. Radio Isanganiro was supported for four years by SFCG before running independently of its own both in financial and editorial terms, although Radio Isanganiro remains the main broadcaster of SFCG’s Studio Ijambo’s radio productions, produced with SFCG journalists and personnel.

⁴⁵ This article describes the process through which the Local Council should present at least twice per year the decisions and commitments made under its authority. It also invites local citizens to attend (without the right to speak) the Commune Councils’ regular sessions.

The RFPA “Accountability Initiative” generated some unexpected decisions at the local level which clearly illustrated the potential and the usefulness of the implementation of more transparent governance tools and mechanisms between local authorities and their constituencies:

- 1) Some key political and administrative decisions were subsequently made by authorities and constituencies as a follow up to the RFPA Accountability Initiative in Burundi:
 - A local administrator as well as President of the Communal Council saw their mandates put to an end in order to solve intractable governance and interpersonal relations (Gihanga);
 - For the first time, evaluation procedures were introduced by the Governor of the Province of Bubanza in order to monitor and evaluate the work of the five administrators under his authority;
 - Very specific executive decisions of general interest were made as the result of open discussions between local populations and communal authorities: immediate decisions were made in order to put a stop to some social misconducts within the local population, e.g. illegal “*concubinage*” (polygamy), illegal alcohol production and consumption, critical land issues, mismanagement of public domain by businessmen, allegations of corruption,
- 2) An emerging “accountability culture” seems to emerge through an increased participation of local CSOs and ordinary citizens in official meetings of the *Conseil Communal* as well as the bi-yearly compulsory meetings between the Commune administration and the citizens of the Commune. Local focus groups within two of the three communes targeted by the project led to believe that this new governance culture may have long term incidence:
 - On the development of local Social-Economic Development Plans;
 - On the work, mobilization, transparency and work of the local Communal Councils;
 - On a wider openness and transparency of the Burundian political scene;
- 3) A declared interest from the side of the Ministry of Good Governance of Burundi although, SFCG may have in the future more resources to launch and initiate similar “*Accountability Initiative*” than the Ministry itself. The Ministry of Good Governance sees the SFCG initiative as a complement to the operationalization of its upcoming accountability national strategy.

Finding 14: For the implementation of the RFPA Accountability project, SFCG Burundi invested on key corporate assets: corporate experience and national legitimacy

SFCG in Burundi creates and encourages the development of partnerships with local radio stations. Its own local radio studio, “Studio Ijambo”, trains young and senior journalists who will one day fill similar or senior positions in other national/local radio stations. Studio Ijambo’s radio productions find a “natural host” with Radio Isanganiro as well as with other local radios. The « Synergy Radios » created during the 2005 elections - organizing the presentation of electoral results in a timely and similar way on seven local and national radios in the country - is an illustration of the mobilization and organizational capacity of SFCG Burundi. Clearly, the organization’s credibility in implementing the RFPA “*Accountability Initiative*” in Burundi relied and capitalized heavily on the experience and reputation of the organization in-country. For its implementation, the project relied on well trained internal resources familiar with SFCG peacebuilding techniques and used to deal with similar field organizational challenges.

Finding 15: The RFPA project complements other public and private opportune efforts to increase accountability culture in Burundi

The RFPA project is not alone in bringing together local and provincial authorities in order to build up better transparency and accountability in governing structures and processes. In Burundi, accountability in public and local governance is an emerging paradigm which is enshrined in recent legal documents (*Loi sur l'administration communale*, 2009) and within the more recent National Strategy on Good Governance and Fight Against Corruption⁴⁶. Later this year, a new Law on decentralization – which is still being debated at the National Assembly - should also give increased powers, responsibilities and resources to communal administrators, expanding the scope of their responsibilities and the need for a more transparent local governmental accountability. At the core of the misunderstanding between local/provincial authorities, civil society and local constituencies often lies a bad or wrong interpretation of some of the tools supposed to embody and generate a new spirit and practice of dialogue, transparency and accountability between citizens and their elected administration. The famous “Article 15” embedded in the *Loi sur l'administration communale* has been sometimes reluctantly applied by some local administrators while, at the other end of the spectrum, some take full advantage of it to design communal development and socio-economic policies for their commune.

In line with the improvement and a closer monitoring and evaluation of the work of the communal administrators, the Ministry of Local Development (who financially supports – to a limited extent – local administration infrastructure projects in more than 120 communes throughout the country) has recently released (May 2013) a new *Manuel d'évaluation de la performance des communes*⁴⁷ which describes with in great details the indicators related to Good Governance, Local Development and Social and Gender Inclusion within the Development Plan of the Commune.

Using a methodology relatively similar to the townhall meetings organized by SFCG Burundi, the COSOME (*Conseil de Surveillance de l'Organisation et Monitoring des Élections*⁴⁸) also brings together representatives from the spectrum of public and civilian constituencies in order to ensure the proper monitoring and organization of elections in Burundi. Similarly, other relevant initiatives undertaken with the support of the European Union through the *Observatoire de l'action gouvernementale* or through the Panos Institute, supporting the two years training initiative of the *Centre for the Media Training* - which will train/refresh Burundian journalists to the technics of journalism in a sensitive electoral context - contribute to support the fact that the launching of the *Accountability Culture Initiative* came at the right moment in the Burundian local context and complemented similar monitoring, transparency and accountability initiatives.

Guinea

Finding 16: The RFPA has been a leading and decisive initiative in country's peace building.

SFCG's activities in Guinea since its arrival in the country have focused on media professionals. The role of journalists in conflict prevention and the promotion of peace and management of messages in the media have been emphasized throughout journalists' training⁴⁹. Yacine Diallo, radio owner and head of URTLG (Union des Radios Télé Libres de Guinée) was full of praise when he remembered the role played by SFCG during the 2010 presidential elections. “*Il y a bien sûr cette formidable synergie des médias dans la transmission des résultats et du processus électoral. Mais plus important encore, SFCG a réussi à engager*

⁴⁶ *Stratégie nationale pour la bonne gouvernance et la lutte contre la corruption (SNBGLC)*

⁴⁷ Performance and Evaluation Manual for Communes

⁴⁸ Monitoring of the Organization and Implementation of the Elections Council

⁴⁹ Completion Report, p. 17

le gouvernement, les partis d'opposition, les leaders religieux, etc. tous à œuvrer pour la paix et tenir des discours cohérents vers cet objectif⁵⁰.

After a delicate electoral process in late 2010, the activities implemented, beginning in 2011, aimed at promoting national reconciliation and to engage in a dialogue with the newly elected authorities to support the still-fragile democratic system. In 2012-2013, SFCG Guinea continued to support local actors through dialogue by organizing trainings for local authorities on strategic and institutional communication by, simultaneously, producing and broadcasting 30 radio shows (Basse Guinée) and launching a new radio show to facilitate exchanges between local authorities and the population over the role of local radios in the prefecture of Kindia.

The RFPA project's different components have helped Guinea progress through this ongoing period of transition with minimum difficulty. Its radio productions for peace are broadcasted in many influential radios and admired for their efficiency. Although, some radio owners complain about how small the financial incentive awarded to the broadcasting of the program is and others question the centralization of the production in Conakry (rural radio leaders said they would prefer most of the programs to be produced directly by local radios under the supervision of SFCG as to avoid some dialectal misunderstandings), the majority recognizes that these radio shows embodied the professionalism needed to guide the country towards peace.

The trainings of media professionals have produced a new generation of more responsible and mature hosts, aware of their impact on their country's advancement. Julien Bolamou in charge of the SFCG programs' evaluation in Guinea said: *“La pratique journalistique elle-même a changé depuis l'implantation du projet RFPA. Bien que beaucoup reste à faire pour atteindre l'objectivité totale, je sens les médias aujourd'hui plus équilibrés et moins animés d'une partisanerie aveugle⁵¹.”* The workshops set for the leaders in order to improve their communications skills with the population have also been very successful especially in provincial areas where the political and local leaders have started to enjoy *“enriching and constructive relations with our constituents who have come to understand the burden of our duties and our commitment to improve their wellbeing”* (Préfet of Kindia).

Finding 17: In Guinea, the radio is the main focus and the main threat to social peace and political harmony

Although Internet and television seem to be gaining some grounds, radios is still the main influential force in the country. In addition, in Guinea, especially in its capital, Conakry, radio has been a polarizing media throughout the ongoing crisis. While some applaud that local radios opened their airwaves to opposition leaders, others deplore that it has sometimes become a clear tool for fuelling violence. A European Union representative even said that he fears it could end being like the hate media in Rwanda during the genocide. With their unmatched popularity, phone-in programs are drawing most of the criticism (*“Je n'hésiterais pas à dire par exemple que les Grandes Gueules sur Espace FM ou la tribune de Mandjan Sidibé sur Planète FM sont des émissions poubelles, des vrais incitateurs à la haine”* said journalist Amadou Kendessa Diallo), followed by the live coverage of demonstrations (*“D'une manière irresponsable, ils racontent les événements sans aucun filtre sachant que ça peut susciter plus de colères et plus d'envies de vengeance”* believes Mohamed Condé at Ministère de la Communication).

⁵⁰ Translation : « Of course prevails this wonderful media synergy in the presentation of the process as well as electoral results. But more important SFCG managed to commit the government, opposition parties, religious leaders, and other, to work for peace and present coherent arguments in this regard”

⁵¹ Translation: “Journalistic practise has changed since the implementation of the RFPA project. Although a lot remains to be done to reach complete objectivity, I feel that today's medias are much more balanced and less blindly passionate”

In this sensitive context, SFCG had to continue educating media professionals, monitor their work on a daily basis and produce its own programs for peace. The task remains unfinished as the financial instability in the media business drives away the best practitioners while bringing in new and untrained hosts. At the same time, the issue of radio ownership arises: while the law prevents church and political leaders to own radios, it is a known fact to many Guineans that some of those medias have clear affiliation to political parties. However, legal authorities don't interfere by fear that it could trigger more political clashes and because they are lacking sufficient means to investigate.

Finding 18: RFPA has had distinct successes in Conakry and the countryside.

While in Conakry, the country capital, the overall work of SFCG is less visible both due to the popularity of some controversial phone-in radio programs and the lack of commitment of high ranking governmental authorities (including the President himself), in rural areas the RFPA project has been declared by both local and provincial leaders a resounding success by improving the leaders institutional communication skills with their constituents. Less politicized and more concerned by their daily wellbeing (health, agriculture, education, etc.), villagers didn't often give into political divisions. Nonetheless, they were adamant in condemning the work of their local leaders. The director of Radio Rurale had the conviction that *"medias are foes you have to run away from"* but now considers that doors have clearly opened to more dialogue. Through multiple workshops on the theme of Institutional Communication, SFCG gathered media professionals, prefects, mayors and governors to mend their differences and start to work together.

In Kindia province, the workshop led to the creation of a program called NYA MANE BAN KHI FALÉ, which means, "Let's talk" in Soussou. The bi-monthly program, hosted by Salifou Touré, allows authorities to explain their work to their constituents and even respond to questions from listeners. After interviewing the institutional leaders, the show started to tackle other issues such as women leadership, youth responsibilities, etc. The program succeeded in defusing conflicts and developing a more understanding relationship between media, leaders and populations: *"At a time, Salifou Touré told us, it felt as our people were being tempted to replicate in villages hate and divisive speeches imported from Conakry. With our show, we managed to bring all of them together and focus more onto our common interests"*. It also generated an unexpected positive results confirms Salifa Touré: *"I believe the authorities are getting less corrupt now that they know they are under media and population scrutiny"*. Radio Rurale believes its ratings have increased and the number of SMS, emails and phone calls received are the indication of an increased fame. *"Governors and mayors of other regions who want also to be interviewed now besiege the radio program: every day they are calling our offices to ask when are we coming to record their participation to our program"* says Salifa Touré. The governor of Kindia suggested RFPA should develop a section both at the country level and on the Web in order to specifically address rural regions' needs, challenges and strategies.

Finding 19: The lack of a self-regulatory body in Guinea is one of the main obstacles to media accountability

In 2010, the transitional president Konaté ratified a decree creating the HAC (*Haute Autorité des Communications*), a self-regulatory body for the media and public communications. This organization was due to replace the much-criticized CNC –*Conseil National des Communications*- (the former CNC president has been replaced by a well-known pro-Condé supporter, the country's current president) and work under the Parliament's authority. But since the Parliament hasn't been elected, CNC remains the ruling body and its decisions have been sharply denounced. On June 3rd, Reporters without borders issued a press release which stated: *"Reporters Without Borders urges the National Communication Council (CNC), Guinea's media regulator, to immediately rescind the outrageous order it issued on 30 May suspending Radio Planète FM and one of its programme hosts, Mandian Sidibé, for a month. "No current legislation allows the CNC to issue this order" (...). "It is based on a 1991 press law that was rendered null and void by Organic Laws 002 and 003, which Gen. Sékouba Konaté promulgated on 22 June 2010, during*

the transition. In other words, the CNC has acted outside the law. Furthermore, the CNC has given vague and general reasons, without specifying which comments by Sidibé and which broadcasts caused offence, and instead of just punishing him, it has suspended the entire radio station, putting all of its employees out of work for the duration of the sanction and depriving the Guinean public of a source of news and information."

SFCG has supported the creation of a couple of media professionals' networks such as *Association des journalistes pour la prévention des conflits et la promotion de la paix*, *l'Association des journalistes contre la corruption*, the *Réseau des journalistes ruraux* or even the *Association of Women Media Professionals*. Some of these networks haven't really been able to fully take off while others have been short lived. Each of these organizations has been viewed locally as a lobbying structure rather than an independent and moral leading organization. Therefore, until a self-regulatory body becomes prevalent in Guinea, suspicions of unfairness will mar relations between media, local population and authorities.

Finding 20: Guinea media are on the threshold of a new era during which RFPA contribution is much needed

Private and public universities are multiplying media and communications faculties, but their teachers are underpaid and non-qualified. Internet and new technologies are gaining success among the younger Guineans, and yet many denounce the inflammatory discourses of many medias on the Web. Regardless of the outcome of the June 30th elections, Guinea will enter a new era when it will be questioning its democracies and learning to forge its peace tools. From all the people we interviewed, it is clear that SFCG, via its RFPA program, will be asked to play a greater role. Were SFCG not able to fund a new phase of RFPA in-country program, neither UNESCO nor any other organization seems to have built sufficient leadership to take over that kind of responsibility.

4.2 Efficiency

Finding 21: There are some deficiencies and differences of treatment in the uploading of RFPA products on the website

When the RFPA Evaluation started, a number of RFPA products were no longer available on the website. It is not clear why this was the case although personnel turnover or lack of personnel or lack of follow-up from senior management may account for some of the contributing factors. To give a couple of examples: only nine newsletters were archived on the website⁵², covering a period between December 17th 2010 and March 8th 2011; *Recent announcements* have been posted between June 2011 and November 2012. Publications have been updated on a more regular basis: 69 documents have been uploaded between November 21, 2006 and December 19, 2012. It would be relevant to create a chart of the total number of announcements per year (from 2005 to today) so as to have an idea of the activities and trends.

On a more positive note, between mid-2010 and early 2013, 87 SFCG audio programmes (either in French or English) have been uploaded in 30 months while only 23 audio programmes had been posted between November 21, 2006, and September 25, 2012, which shows a significant increase.

Finding 22: There is a need to remind SFCG country leaders of the value of the RFPA role and programs with regards to the professionalization of journalists

The RFPA project has proven to be an indispensable tool in time of political tensions, democracy building or elections aftermath management. But once the country moves away from a crucial political deadline,

⁵² Since then, SFCG created a new website. The Newsletters archives are now fully available at <http://www.sfcg.org/programmes/rfpa/newsletter-archive.html> (consulted 08/05/2013)

interest and follow-up fade away. As the head of SFCG Guinea said: “*Only recently did I remind myself the width of RFPA on national, regional and continental level*”. In the same country, networking initiatives among journalists are short-lived. The lack of sustainability and promotion of the RFPA projects affects the RFPA’s efficiency and management since all the training workshops need to be taught from the beginning when another decisive deadline approaches. In Burundi, young SFCG journalists were simply not aware of the web component of the RFPA and its potential usefulness in their daily life as programme managers or journalists at Studio Ijambo. Although it seems that a lot of the journalists who lead peacebuilding radio or communication programme⁵³ in the country are aware of SFCG peacebuilding or media techniques, they mostly ignore, or are not aware of, the RFPA website, nor are they have been using RFPA self-training tools for their own professional development or for the training of fellow journalists as they register for upgrading or refreshing courses at the Centre de Formation des Médias (CFM)

4.3 Impact and Sustainability

Finding 23: The impact of the governance initiatives in both countries has proven to be fruitful and consistent with stated objectives.

In both countries, the RFPA initiative was innovative by establishing closer links between state and local authorities and local associations and citizens. It generated great interest in the highest political spheres: in Burundi, ministry and presidential officials became closely interested in the improvement of local administrations. In Guinea, it changed perceptions as people came to understand that relations between the media, central authorities and local constituencies need not be confrontational. The RFPA initiatives have achieved something quite unusual in many respects: to prove that local regional or communal elected or non elected authorities could be confronted by their constituents or by national or local media players through transparency, dialogue and information sharing, which are the main principles presiding over the concept of “accountability”. The fact that this could happen through the mobilization of local civil society movements and organizations is a testimony not only to the maturity of the people and their local administrations but also to the respect that SFCG seems to enjoy in the countries that have been visited by the Evaluation mission.

The impact of the governance initiatives undertaken in both countries will be proportional to the leverage effect – hardly measurable – that both models may get at the local and national levels. The main limitation to any potential long term impact would be if, instead of becoming part of a sustainable structure or programme, the RFPA initiatives were to be renewed as short-term projects. This is not to say that similar nationwide initiatives could not be launched (one could, for example, see UNDP in any of the respective countries resuming a similar methodology) but the full value of the RFPA experience lies in its active combination of solid local programmatic, media and peacebuilding experience provided by the local SFCG offices paired with an innovative, socially dynamic and people oriented initiative. It is unclear whether UN institutionally driven projects could take on such a similar approach as it would need the required independence and flexibility which is needed in these sometimes sensitive – and of course highly political – contexts.

⁵³ A few examples: The leader of the EU project on “*Élections apaisées*” is a former Studio Ijambo/Radio Isanganiro journalist; the Communication officer of the *Projet de démobilisation et reconstruction transitoire (PDRT)* is a former SFCG and... the RFPA Award Nominee 2012 declares that she never had to turn to the RFPA tools for her professional development.

Finding 24: Questions could be raised in Burundi about the mid- and long term sustainability of the RFPA “Accountability Initiative” project, although local population and institutional entities are interested in seeing it continue.

The initiatives undertaken in Burundi have raised considerable interest at all levels. Many Burundians met during the evaluation expressed the feeling that “*accountability was in their minds and spirits although they did not know that it was also prevailing in local laws and national governance strategy*”. After three pilot initiatives driven by SFCG Burundi on Accountability, the question remains to see if this initiative will be short lived or will inspire future commitment, of whom and under which form.

As the RFPA project ends, there does not appear to be a project, programme or initiative that could immediately follow up on what has been done. That being said, the communication work led by SFCG journalists and other radio stations (*Radio Isanganiro*) will continue to capitalize on the findings, the commitments and the willingness expressed by interested stakeholders during the town hall meetings.

Although the Evaluation team did not have time to meet with many donors in Burundi (like UNDP), the key questions regarding the sustainability of the RFPA project undertaken from 2011 to 2013 are:

- *SHOULD the project continue?* All interested governmental and civil society groups in Burundi concluded that the initiative undertaken under the auspices of the RFPA should be seen as a (successful) first step. Two questions remain central in this debate:
 - to see to which extent the project could be presented to further donors or interested local or international stakeholders;
 - what could be, in the context of a new initiative, the role of representative Ministers working on this issue under the auspices of the National Strategy on Good Governance and Fight Against Corruption (e.g. Minister of Good Governance, Minister of Local Development, Minister of Interior) ?
- *HOW should it pursue its work?* The RFPA initiative can really be seen as a pilot initiative which will need another business model to ensure its sustainability as well as an increased coverage at the provincial and national levels respectively. More and more, SFCG seems to be working under “multi-partner” schemes where it takes on a leading, mentoring and coaching role (Good governance initiative/UNDP; other initiatives of similar kind with the EU, the Dutch Government, as well as other radios). Therefore an “*Accountability Culture*” Project, Phase II, should consider a more ambitious geographical and programmatic scope;
- *WHO could support a new initiative?* The evaluation does not have an answer for this question although it appears clearly that the RFPA initiative is a pilot initiative that falls right under the current concerns of Burundi’s international technical and financial partners (See Finding No 15).
- *WHAT should be the role of the SFCG bureau in Burundi ?* The SFCG office has a twofold role to play in this regard:
 - Build up a consolidated presentation audio/radio package (CD/Video) of all past three pilot initiatives for presentation to potential donors;
 - Propose a new programmatic initiative to donors who support institutional capacity building of local authorities programmes and policies;
 - Identify local civil society partners who could support the programmatic and geographical extension of the Accountability project under the supervision, coaching and mentoring of SFCG.

Finding 25: The RFPA project in Guinea also faces challenges for its long term sustainability

As mentioned previously, the June 30 elections will represent a new milestone in the building of Guinea's democracy but are not going to end social tensions and ethnic divisions. , Too many Guineans still look at themselves and their social difficulties through the lenses of their ethnicity. In media, the perception of political and ethnic affiliation is aggravated by the lack of ethnic diversity within the newsroom. This stresses again the need to pursue the RFPA initiative in Guinea so as to strengthen its gains, to address its weaknesses and to implement what remains to be done.

At the same time, the country authorities and NGO have always relied on outside sponsors to launch these kinds of social initiatives.

- 1) *SHOULD the RFPA project continue?* All interviewed stakeholders said yes. It is essential to proceed with all the trainings programs targeting the authorities at both the national and local levels, to guide media professionals in setting up their self-regulatory body, to increase trainings on media accountability, etc. As the Ministry of Fishery admitted in an *impromptu* discussion at the Conakry's airport: "*the government will not have time nor means to take care of this business even if we must admit it's a matter of urgency*".
- 2) *HOW should the program be pursued then?* SFCG would have to take on a leadership role by drafting a Phase IV of the RFPA for Guinea with a clear exiting plan in order to avoid being dependent on foreign NGOs. This phase should be of mid-term length (3 years). The first year, the project would be launched. The second year would be dedicated to organizing and choosing a local trusted body, already existing or about to be created, which would take over the implementation of the RFPA in Guinea. The third year would be used to help the new administrating body build its financial and strategic plans.
- 3) *WHO could fund this new initiative?* Unfortunately, due to the short stay of the Evaluation mission in Guinea and because of local logistical challenges, the evaluation is unable to answer this question, although it appears that most of Guinea's partners and international funders have voiced their concern on the very same issues we are addressing.

Finding 26: In Guinea and Burundi, the evaluation could not conclude that the RFPA web-based component had a thorough impact on the professionalization of local journalists. Its sustainability relies on a stronger promotional and advocacy role of the SFCG country offices

Country reviews showed that the RFPA web-based component was poorly exploited by country offices even within SFCG offices. The RFPA web-based component should be part of the general programming of SFCG as a single stand-alone entity which would support RFPA offices that would be interested in investing in on-going journalism training and capacity building. Being integrated within further peacebuilding proposals in Africa, the RFPA component could be a useful tool to further fundraising initiatives. In Guinea, the French Embassy was interested in pursuing the RFPA journalism training component. In Burundi, the SFCG office could have supported the promotion of RFPA web-based tools and content through the *Centre de Formation des Médias* had the two institutions been introduced to one another.

A lot of comments generated through the Evaluation Survey expressed that the RFPA web-based component had a bright future if the local SFCG representations in Africa were to continue to use it as a continuous education tool for journalists, promote it as a learning and training capacity for young and new radios as well as sometimes "on the job trained" journalists. It can also easily complete itself, and support, other media capacity building initiatives undertaken by other relevant donors and programming institutions as long as its coherence, usefulness and added value for training and professional training programmes is clearly highlighted and promoted on a regular basis by SFCG professionals.

5. Recommendations

Recommendation 1: SFCG RFPA should process to a complete update of its database of correspondents.

The results of the web-survey conducted for the RFPA evaluation presented a very poor response rate of 6%. Once removing the duplicate names of the list presented by SFCG to Universalialia, 4,380 remained valid. Once the bounced emails (1,177, e.g. close to 27%) were removed from this figure, 3,203 potential respondents remained out of which 191 people completed or at least began the survey (African and non Africans), which corresponds to a response rate of 6%. Although the reasons explain this apparent disinterest to this survey of SFCG's RFPA are not clear, an extended RFPA should update and adapt its members list, which is used to send the RFPA newsletters and inform on other training/communication tools, instruments, and knowledge management products

Recommendation 2: SFCG should continue the implementation and management of the RFPA website in order to continue supporting capacity development of national journalists in Africa.

Conclusions from the field visits in Guinea and Burundi support the idea that SFCG should pursue its efforts in feeding and promoting the RFPA website in order to pursue the on-going training and professionalization of local journalists. Radio stations – as seen in Ivory Coast or DRC, as well as in Burundi – continue to multiply although there are few academic or training programs that support their formation and on-going professionalization. This should, of course, go along with a clear and active promotion of the program throughout all other programs of SFCG in a given country. Unless there is a constant reminding of the existence of the website, it will be hard to build a cohesive and impactful community of users. In addition, while the main focus of RFPA implementation in transitional countries such as Guinea has been to defuse violence and enhance peace discourses, comes now the time to reflect on medias financial, material and economic sustainability. The lack of means and income is the principal threat to the medias' respect of ethics rules, objectivity, and professional attitude. Some guidebooks on RFPA website address this point and must be put forward for future users in various countries.

Recommendation 3: SFCG should take into account new influential media tools and structures (such as the web based media) which influence is growing among the young and the expatriate Guineans and Burundians.

Info websites and personal blogs are fast growing in Guinea. In addition, the younger people are mostly communicating via cell phones and social media. While all the trainings provided either by SFCG or all other structures such as UNESCO and Panos Paris have been targeting the traditional media, it is now time to take into consideration the new media tools and structures. Having such great influence on the youth and the Guineans from abroad, they play a major role in informing about what happens in the country. At this time, most of the blogs and websites are managed by amateurs and work freely. But sources in the government have told us the authorities are growing impatient and unless someone takes on to train and professionalize those media, the government will resolve to censor or close them.

Recommendation 4: SFCG should continue with the RFPA Awards competition

The RFPA Awards competition proves to be an efficient way of:

- stimulating the participation of medias and medias professionals to a winning initiative
- promoting the continental and regional aspect of the whole project as an emulating tool to overcome local divisions
- bringing the existence of the RFPA project to a larger audience
- engaging local authorities by including them in the award ceremony

Recommendation 5: In Guinea, SFCG should start train a local structure that could take over the RFPA project and guide it to potential long committing sponsors.

Although the majority of people interviewed in this survey admit the RFPA project has a positive impact in Guinea, the country's political situation being so volatile, its gains remain fragile. It still needs to be strengthened by a long-term commitment to trainings, workshops, monitoring and many other activities conducted by SFCG. By the same token, Guineans need to rely less on foreign structures and organizations. They need to build their own structure which will be long lasting and could rally all the sponsors' good will within the country. Therefore, it is recommended that a Phase IV for the RFPA project be planned to carry on with the successful projects and build a sustainable local structure.

Recommendation 6: In Burundi, SFCG should prepare the strategic and programmatic follow up of the RFPA "Accountability Culture" initiative

This recommendation could take different forms, including:

- Building up a consolidated presentation audio/radio package (CD/Video) of all past three pilot initiatives for presentation to potential donors;
- Propose a new programmatic initiative to donors who support the institutional capacity building of local authorities programmes and policies;
- Identifying local civil society partners that could support the programmatic and geographical extension of the Accountability project under the supervision, coaching and mentoring of SFCG.

Recommendation 7: In Guinea, SFCG should accompany the country in its process of setting a self-regulatory body for the media.

This will be a huge step in defining the media accountability, in monitoring the media production on a regular and credible basis. The existing body, CNC, has faced numerous criticisms and is due to be replaced by the HAC once a parliament is set. But, many journalists are questioning the impartiality of the new structure if the president party wins legislative elections with a vast majority (since the opposition parties vowed to boycott the process). Therefore, a trustworthy organization as SFCG could be a deal breaker for a credible new self-regulatory body. As proven by the virulent reactions to the monitoring report made by SFCG, Guineans media are not ready yet to face the critics. It will be even harder for them to accept remarks had they to believe the regulatory body is not unbiased enough. And note that many other electoral *rendez-vous* lie ahead, which could prove to be socially and ethnically divisive unless the medias fully play a peace-helping job.

Recommendation 8: In Guinea, SFCG should pursue its communication trainings for local, national and even opposition leaders in order to make their public appearances more impactful and enriching for the sake of peace and stability in the country.

Thanks to Western countries lobbying, the coming elections are expected to be fair. But considering the possible boycott of opposition parties, the social mood may take time to quiet down. Efficient and constructive communications still need to be delivered by ruling authorities. In addition, with their new acquired legitimacy, they might be tempted to exclude critics and political opponents. This is when the most-appreciated trainings provided by SFCG should provide the skills required to bring citizens, media, and political leaders together.

Recommendation 9: SFCG should invite media owners and leaders (not only professionals) to training sessions on economic sustainability as a tool to improve their ethics and social responsibilities.

All the media professionals met in Guinea have confirmed that the main threat to professional, credible, and responsible media is their lack of financial and material means. “*Every journalist here has a price*”, as one analyst put it during our discussion in Conakry. Most of media professionals are under if not non-paid. Therefore, their bosses feel they have no right to pressure them to abide to high professional standards. Instead, they will turn a blind eye or even encourage briberies, infomercials, etc. RFPA project has developed some media financial and economic sustainability guidebooks that need to be brought to the media owners’ attention.

Appendix I TOR

Consultant for a Final Evaluation in Radio for Peacebuilding in Africa

Summary

In 2003, Search for Common Ground (SFCG) launched the Radio for Peacebuilding Africa (RFPA) project. After the first three year phase, the project was adapted to reinforce in-country activities and linkages with SFCG's national-level programming. A second phase was implemented from 2006-2009, and the third phase will be wrapping up in June 2013.

SFCG is seeking an independent evaluator or Evaluation team to conduct a final evaluation of the RFPA project.

1. Project Background

SFCG has been implementing the RFPA project since 2003 and in its current format since 2006. The project is a combination of a web-based resource (www.radiopeaceafrica.org) for journalists that provides guidebooks, sample programs, bi-weekly updates, and annual awards competitions with in-country programming in eight countries where SFCG runs national programs.

The RFPA project has been working towards the overall objective: to improve the population's access to information about policies and decisions that affect their lives. It has two objectives:

- To further strengthen the professionalization of African media practitioners to provide accurate, credible, balanced, and useful information to the populations that they serve; and
- To reinforce the skills and motivation of government authorities to effectively communicate on key policies to their constituents.

The project has three key target groups:

- Media practitioners from across Sub-Saharan Africa, with an emphasis on radio journalists; and
- Local authorities in selected districts responsible for the implementation of government policies; and
- National-level government officials, including Ministry Spokespeople and similar position-holders.

2. Evaluation Objectives

SFCG is commissioning this evaluation to achieve the following objectives:

- A. To measure and document the intended and unintended results achieved by this project, including both the web-based and the in-country components
- B. To capture the strengths and weaknesses in terms of effectiveness and results in using web-based resources for the targeted audience
- C. To learn how the RFPA initiative leveraged and reinforced existing SFCG programming in the targeted countries.

The evaluation intends to target the web-based aspect of the project as well as two countries where programming took place.

These objectives should be answered adhering to SFCG Evaluation Guidelines and utilizing the OECD_DAC evaluation Peacebuilding Criteria of effectiveness, impact and relevance (including the latest Guidenotes from OEC-DAC).

SFCG is interested in an evaluation methodology that combines quantitative and qualitative research techniques in order to answer the following key questions:

Effectiveness:

- A. To what degree have the project objectives and expected results been achieved?
 - a. The response to this question should include data collection on the project indicators as well as success stories and other qualitative examples of results
- B. What other results were achieved, outside of the original project framework?
- C. To what degree are these results sustainable, particularly in the target countries?
- D. To what degree has the website and email updates been useful in engaging the target audience?
- E. What has been the value of the RFPA project in creating new opportunities for engagement with government and other key stakeholders on policy issues?
- F. How could the project have been improved to be more effective?

Relevance:

- G. Did the project (web and in-country) respond to the needs of the identified target groups?
- H. Was the in-country project strategy appropriate for engaging with government and media stakeholders?
- I. Did the project adapt appropriately to the specific country context as well as changes taking place over the length of the project?
- J. Did the project succeed in improving communication on key policies in-country?
- K. Did the project complement other in-country SFCG activities?
- L. Did the website activities complement other international initiatives supporting media development?
- M. How did the project evolve over the second two phases?

Impact:

- N. What were some of the intended and unintended consequences of project generally and particularly produced by the activities?
- O. Has the project resulted in any concrete changes in the way that government and the media interact in the targeted countries?
- P. Has the project resulted in any changes in the way the government communicates its policy initiatives?
- Q. What are the long-term results, if any, of the RFPA website activities?

3. Methodology

The evaluation methodology will be defined by the Consultant, taking into account budget and time constraints. However, the SFCG requests that the methodology suggested by the consultant incorporates the following principles or approaches:

The evaluation methodology will include a desk review of the Phase II and Phase III project proposals, project reports and other relevant documentation related to the project

The evaluation methodology is expected to incorporate mixed methods (qualitative and quantitative), which will include the collection of qualitative information through key informants interviews (KII) and focus group discussions (FGD) as well as a survey of

website users. Potential key informants may be (not limited to):

- Participating government officials and their institutional representatives
- Journalists
- Project participants in community forums
- Other NGOs or institutions working in the same sector

To incorporate in the analysis the data collected from the project monitoring when relevant, including website analytics.

It is expected that the evaluator make evidence-based conclusions, recommendations and lessons-learned.

4. Deliverables

The following specific deliverables will be expected:

- Final Technical Offer (in English) from the consultants to include a detailed evaluation workplan and detailed methodology in the form of an inception report. If some requirements or objectives of the evaluation as defined hereby cannot be met or taken out, the consultant should justify his decision in the technical offer.
- Questionnaires, discussion guides, web survey and other data collection tools
- Fieldwork report provided within 3 working days after the end of the data collection phase (report describing how the data collection tools were developed, how the recruitment and training of the enumerators, how the fieldwork went off and what challenges were faced). The fieldwork report shouldn't exceed 3 pages.
- Data electronic files (including all raw data collected)
- Final Evaluation Report (in English). The final report shall include the following sections: executive summary, table of project indicators covered, findings and analysis, recommendations, and the common annexes (template of data collection tools, terms of reference, the evaluation schedule, list of people met (by group) and list of document consulted. The analysis should be broken down into the web-based component and the in-country based component. The body of the report (excluding executive summary and annexes) should not exceed 30 pages. The executive summary of the evaluation should not exceed 5 pages and should be able to serve as stand-alone document.
- Short presentation to key stakeholders of the project.

5. Timeframe

The evaluation should be conducted over the month of May. All field work should be concluded by the first week of June, and the draft report provided by June 15. SFCG will provide feedback by June 20 in order to finalize the report by June 30.

6. Budget and Logistics

The evaluation is expected to cover the website aspect of the project as well two country-based evaluations. The two countries tentatively selected for the evaluation are Burundi and Guinea. The web aspect of the evaluation can be conducted remotely. Consultants are requested to provide a holistic budget taking into account daily fees,

travel and transportation, communication, and other logistics as needed. The budget should not exceed a maximum of 40,000 Euros.

7. Requirements

The consultant should have experience evaluation media and peacebuilding programs. S/he needs to be able to read and write French given that approximately half of the countries of implementation are Francophone. Applications are accepted from individuals and teams of evaluators. The applicants should also meet the following requirements

Respect of Ethical Principles: Comprehensive and systematic inquiry: Evaluators should make the most of the existing information and full range of stakeholders available at the time of the evaluation. Evaluators should conduct systematic, data-based inquiries. They should communicate their methods and approaches accurately and in sufficient detail to allow others to understand, interpret and critique their work. They should make clear the limitations of the evaluation and its results.

Competence: Evaluators should possess the abilities and skills and experience appropriate to undertake the tasks proposed and should practice within the limits of their professional training and competence.

Honesty and integrity: Evaluators should be transparent with the contractor/constituent about: any conflict of interest, any change made in the negotiated project plan and the reasons why those changes were made, any risk that certain procedures or activities produce misleading evaluative information.

Respect for people: Evaluators respect the security, dignity and self-worth of respondents, program participants. Evaluators have the responsibility to be sensitive to and respect differences among participants in culture, religion, gender, disability, age and ethnicity.

Quality Control: SFCG reserves the right to carry out quality control during the fieldwork without interfering with the consultant team work

To Apply

Applications must be received by April 17, 2013. Interested applicants should submit their candidacy to Vanessa Corlazzoli, DM&E Manager atvcorlazzoli@sfcg.org.

SFCG expects to review applications and finalize negotiations with the selected consultant within 5 working days.

The application should include:

A letter expressing interest, which confirms availability in the months of May and June
CVs of the main researchers
A draft methodology to achieve the evaluation objectives
A budget proposal (including daily rate)

Appendix I Detailed Methodology of the RFPA Evaluation

Desk Review

The Evaluation team started by systematically “scanning” documents and files related to the project in general and to country specific contexts in particular. The document review is intended to add breadth and scope to the evaluation by going beyond what can be achieved through field missions. Documentary and literature review generated information to address the key evaluation criteria and issues central to the questions raised by the TOR. The central document review covered key internal documents provided by SFCG, in particular those covering Phases II and Phase III project proposals, both at the Headquarters as well as the Country Office levels, including strategy, planning, progress reports and evaluations. Considering the length of the project, only mid-term and final yearly evaluations will be considered for the period covering the inception of the project (2003) up to 2010. A more systematic review and analysis of progress reports and evaluations will be conducted for the period 2010 to 2013. At the country level, the Evaluation team requested documents linked to the RFPA project.

Interviews with Key Stakeholders

Prior to and after the field missions, the Evaluation team interviewed key stakeholders at SFCG central level in W.DC in order to better understand the workings of the SFCG RFPA projects“: functions, roles, constraints and challenges. Interviews with key stakeholders, either at W.DC and/or on the field were relying on a series of questionnaires that had been prepared by the Evaluation team prior to deployment.

Elaboration of Questionnaires and On-line Survey

The Evaluation team prepared a series of questionnaires (In English and French) that were tailored to the different categories of stakeholders relevant to the evaluation, e.g. a) SFCG staff at HQ and on the ground; b) Journalists and other broadcasting staff relevant for this evaluation; c) Participating government officials and their institutional representatives; d) Other NGOs or institutions working in the same sector. The questionnaires were administered in three different ways: some questionnaires were used by the evaluation as interview guides for telephone, videoconference and/or Skype interviews that would be conducted with respective stakeholders; some questionnaires were administered through a web-based survey tool reaching RFPA stakeholders and beneficiaries which identity and email addresses will be shared with the Evaluation team by SFCG; at last, other questionnaires were used for interviews on the field (Burundi and Guinea) with individuals, locally organized community forums or focus groups.

An on-line survey was conducted by Universalialia from May 27 June 17, 2013. SFCG shared with Universalialia an initial list of 4,586 names. Once the duplicate names removed, 4,380 remained valid. Once the bounced emails (1,177, e.g. close to 27%) were removed from this figure, 3,203 potential respondents remained out of which 191 people completed or at least began the survey (African and non Africans), which corresponds to a response rate of 6%, which can be considered very poor . Out of these 191 respondents, 3 out of 5 were Africans (117). None of the comments received from the survey provide a satisfactory explanation to this apparent disinterest⁵⁴. Only 4 (3%) respondents from Guinea and Burundi answered the survey.

⁵⁴ One possible explanation (RFPA Survey – Comment to the question “Do you have suggestions to improve the RFPA website”) could be: “*Les mails de RFPA se trouvent souvent dans les spams la plupart des temps*”

The greatest number of respondents from Africa were from Ivory Coast (13), Kenya (12), Uganda (11) Democratic Republic of Congo (10) and Nigeria (8). Only Ivory Coast and DRC were “official” targeted countries of the RFPA. Close to two thirds (62%) of the African respondents were either journalists, radio hosts, producers or director of information officers which demonstrates that the RFPA email lists reaches its target audience and that the responses shared through the survey have, therefore, some credibility. Similarly, 54% of the respondents described being a member of a journalism/news/media company while the other most important group was describing itself as belonging to NGO/Civil Society organizations.

Measuring Web-based resources

The project is a combination of a web-based resource (www.radiopeaceafrica.org) for journalists that provide guidebooks, sample programs and bi-weekly updates. In this context, the evaluation has led semi-directed interviews with SFCG senior project staff at the HQ and field level in regard to assess their understanding and perception of potential outcomes and impact that the web-based resource may have been generating with their clients in Africa. The interviews have concentrated on a) the elaboration, design and implementation of the knowledge materials (KM) that have been generated by the project since its inception; b) the “reach” of the products towards their dedicated audience.

At the field level, the evaluation will figure out with external partners of the project the understanding, use, and perception of quality of the knowledge materials developed by the project. The team also conducted a review of the documents and products generated by the project analyzing the objectives, activities and methodologies that led to the promotion of Guidebooks, training materials and their effective relevance, linguistic availability (English/French). The Evaluation team has also analyzed the “user trends” (numbers of downloading, requests of information, countries of origin of the requests, etc.) of the web-based resources as well as the qualitative interpretation that is being presented through the survey.

Field Missions and country reviews

The inception mission highlighted the importance of field missions for this evaluation and two countries had been preselected by SFCG for review. M. Yvan Conoir travelled to Burundi in mid-June 2013 while M. Buingo headed to Guinea at the end of the month of May 2013.

Each field mission:

- Made initial contact made the local SFCG team for review of the proposed agenda, harmonization of the methodology, logistics, contact lists, mission agenda, etc.;
- Reviewed local documentation, literature, progress reports and evaluations, if any;
- Conducted key interviews with local key stakeholders, respondents and journalists, government officials and institutional representatives (donors, UN, others);
- Led community forums or restricted focus groups with particular groups of local key stakeholders, respondents and informers.

The Evaluation team focused its enquiries on a series of key questions, e.g.:

- Development of the Radio for Peacebuilding specific country projects and their development from its inception up to 2013 in respective countries;
- Challenges, constraints, successes and failures encountered by the project in support of local broadcasters, journalists and other public/private media;
- Evaluation of the in-country project strategy for engaging with government and media stakeholders and adaptation of the project the evolving and specific country context;

- Policy issues: how could local SFCG teams and other stakeholders perceive the way the project succeeded in improving communication on key policies in-country? Primary, secondary or accessory role of media in the promotion of these policies, risks and constraints faced, opportunities seized?
- Intended or unintended consequences of the project in general and specific terms, and particularly produced by the activities;
- Interaction of the media and local governments – how did the project was an agent of change in the targeted countries, what are the indicators that could support this vision, what are the elements that did change in favour, or against, the projects stakeholders.

Data analysis

Data analysis is based on the triangulation of data collected during the data collection phase. The main activities related to the analysis and synthesis of the data collected from the interviews, documents and survey responses. The main objective was to develop a common understanding of the findings related to the results, management and future orientations of the RFPA project:

- Synthesize and categorize all data (interviews, document review, and survey) according to the key evaluation foci and develop preliminary findings and recommendations.
- Conduct follow-up interviews and data collection as required to “fill in information gaps” if any.

Analysis will incorporate varied approaches suited to the components of the evaluation design, including:

- **Content analysis** will provide the framework for classifying qualitative and quantitative information. As themes and issues are identified, the content of documents and files will be analyzed in terms of these issues. Interviews will also be structured and analyzed along these lines.
- **Comparative analysis** – will be made as appropriate to highlight best practices and/or lessons learnt, related to the different methods and approaches used to support results achievement.

The results of these analyses have been synthesized to arrive at the overall evaluation findings which form the basis for the draft evaluation report.

Constraints and challenges to the evaluation

The Evaluation team encountered a few particular constraints in the development of its evaluation, e.g.:

- Lack of appropriate information prior to deployment;
- Low response level to the international survey launched for the RFPA;
- Insecurity and logistical constraints (Guinea).

Evaluation Matrix

The Evaluation Matrix is based on the primary evaluation questions listed in the Terms of Reference. It amplifies on each by articulating illustrative indicators, data sources and the evaluation methodologies that will be used. In some cases, the questions contained in the Evaluation Matrix have been modified from those in the Terms of Reference, in order to reflect additional information as collected during the inception mission.

Issue	Major Evaluation Questions	Illustrative Indicators ⁵⁵	Sources of Data
1. Effectiveness	1.1. To what degree have the project objectives and expected results been achieved? The response to this question should include data collection on the project indicators as well as success stories and other qualitative examples of results	Evidence of project objectives achieved Number and nature of activities delivered, disaggregated by country Number of journalists reached over time	Key informant interviews Document Review (Success stories)
	1.2. What other results were achieved, outside of the original project framework?	Evidence of results achieved, outside of the original project framework Variance between planned vs. Actual delivery of activities	Key informant interviews Document Review
	1.3. To what degree are these results sustainable, particularly in the target countries?	Perceptions of the media stakeholders Perceptions of the government stakeholders Perceptions of the website users Evidence of increased capacity of the journalists and improved access	Key informant interviews Document Review Analysis of country context
	1.4. To what degree has the website and email updates been useful in engaging the target audience?	Number of website users (frequency and evolution) Number of pages visited (frequency and evolution) Number of documents downloaded (frequency and evolution) Number of email updates subscribers (frequency and evolution) Perceptions of website users	Key informant interviews Web survey Document Review
	1.5. How could the project have been improved to be more effective?	Evidence of lessons learnt / recommendations that have been applied Evidence of changes	Key informant interviews Document Review

⁵⁵ These indicators are proposed as example of evidence upon which our judgment will be based. Not all indicators will necessarily be used to answer the evaluation questions. Selection of indicators will depend on the availability of data.

Issue	Major Evaluation Questions	Illustrative Indicators ⁵⁵	Sources of Data
2. Relevance	2.1. Did the project (web and in-country) respond to the needs of the identified target groups?	Perceptions of the media stakeholders Perceptions of the government stakeholders Perceptions of the website users	Key informant interviews Web survey Document Review
	2.2. Was the in-country project strategy appropriate for engaging with government and media stakeholders?	Perceptions of the media stakeholders Perceptions of the government stakeholders	Key informant interviews Document Review
	2.3. Did the project adapt appropriately to the specific country context as well as changes taking place over the length of the project?	Perceptions of the media stakeholders Perceptions of the government stakeholders Perceptions of the website users	Key informant interviews Document Review
	2.4. Did the project succeed in improving communication on key policies in-country?	Perceptions of the media users and stakeholders Perceptions of the government stakeholders Perceptions of civil society members	Key informant interviews Web survey Document Review
	2.5. Did the project complement other in-country SFCG activities?	Perceptions of the media users and stakeholders Perceptions of the government stakeholders Perceptions of the website users	Key informant interviews Document Review
	2.6. Did the website activities complement other international initiatives supporting media development?	Perceptions of website users Number of website activities (frequency and evolution)	Key informant interviews Web survey Document Review
	2.7. How did the project evolve over throughout the phases?	Perceptions of the media users and stakeholders Perceptions of the government stakeholders Perceptions of the media users	Key informant interviews Document Review
3. Impact	3.1. What has been the value of the RFPA project in creating new opportunities for engagement with government and other key stakeholders on policy issues?	Perceptions of the media stakeholders Perceptions of the government stakeholders Perceptions of the website users	Key informant interviews Document Review
	3.2. What were some of the intended and unintended consequences of project generally, and particularly produced by the activities?	Evidence of intended consequences Evidence of unintended consequences	Key informant interviews Document Review

Issue	Major Evaluation Questions	Illustrative Indicators ⁵⁵	Sources of Data
	3.3. Has the project resulted in any concrete changes in the way that government and the media interact in the targeted countries?	Perceptions of the media users and stakeholders Perceptions of the government stakeholders Perceptions of civil society members	Key informant interviews Web survey Document Review
	3.4. Has the project resulted in any changes in the way the government communicates its policy initiatives?	Perceptions of the media stakeholders Perceptions of the government stakeholders Perceptions of civil society members	Key informant interviews Web survey Document Review
	3.5. What are the long-term results, if any, of the RFPA website activities?	Perceptions of the media stakeholders Perceptions of website users	Key informant interviews Web survey Document Review
4.0 Recommendations	4.1. What are the main recommendations that need to be considered to improve the RFPA project?	Perceptions of the media stakeholders Perceptions of the government stakeholders Perceptions of website users	Key informant interviews Web survey

Appendix II List of Persons Met

SEARCH FOR COMMON GROUND (W.DC)

BESANT, Rebecca	RFPA Manager
CAPUT, Anaïs	Content Assistant (Former)
CORLAZZOLI, Veronica	Evaluation Officer
FORTUNE, Frances	Former Africa Director
KIRAN, Jagadish	Web Manager
LIPPAI, Zsuzsi	Content Assistant (Current)
SINDAYIGA, Adrien	International Media Development Specialist

BURUNDI

Centre de Formation des Médias (CFM)

Gabriel NIKUNDANA	CFM Project Coordinator
<u>Commune de Gihanga</u>	
BIMENYIMANA, Ernest	APRODH
KABANYANA, Spès Caritas	Radio Isanganiro
NDABANEZE, Immaculée du Conseil Communal)	Sénatrice, membre du conseil municipal (ex- Présidente
NDAYISABA, Léopold	Administrateur communal
RURYANINO, Jeanne	Membre du Conseil communal (FRODEBU)
UWIZEYE, Emery	Société civile, Parti UPRONA

Commune de Mugamba

MATUNU, Jean-Claude	Commune Administrator
MINTERETSE, Gaudence	Member of the Conseil communal
NDAYISHIMIYE, Prime	Member of a political party (MSD)
NTAHIMPISHA, Spéciose	Member of a political party (CNDD)
NIMBESHA, Claver	Observatoire de l' Action Gouvernementale (OAG)
SIIGEJEJE, Généreuse	Association TERIMBERE

Ministère de la Bonne Gouvernance

GAFAZI, Gervais	Conseiller
RUBANKENYERERE, Apollinaire	Porte-parole
Observatoire de l' action gouvernementale (OAG)	
NIYONZIMA, Jérôme	Vice-président

ONU Femmes Burundi

GIHIMBARA, Arthémon Evaluation Officer

Programme des Nations Unies au Burundi (PNUD)

Rose NITUNGA Unit Chief, Good Governance Unit

Province de Bubanza

NYANDWI, Anselme Gouverneur

Radio Isanganiro

IRADUKUNDA, Hortense Journalist

Radio Publique Africa (RPA)

RUBANGISHE, Davy Director, a.i.

SFCG and RFPA personnel

AHITUNGIYE, Floride Search For Common Ground Burundi Office Director

MANIRAKIZA, Thérèse Journalist, SFCG

NDONDO, Abedi François Journalist, SFCG

NGENDAKUMANA, Evariste Good Governance Consultant for the RFPA

NICONDINDIRIYE, Jean-Paul Journalist, RFPA Focal point

NUNU, Grelianne Journalist, SFCG

GUINEA

Search for Common Ground

ODUNTAN ABOUYA, Béatrice: SFCG Country Director

BOLAMOU, Julien, Chargé de suivi et évaluation

TOURÉ, Sidiki, Media coordinator

Rural Radios: Hawa Camille Camara-Barry (Directrice Générale), Elhadj Doussou Mory Camara (Rapporteur du Conseil d'Administration) and Ahmadou Diallo (Chef service administratif et financier)

CONDÉ, Mohamed, General Secretary, Ministère de la Communication

Journalists *Pour la prévention des conflits et la promotion de la paix:* Kadiatou Esther Touré (Présidente) and Amadou Kendessa Diallo (Membre du Bureau Exécutif)

Kindia Rural Radio: Bacar Sylla (Directeur des programmes), Demba Touré (Directeur adjoint), Salifou Touré (Host "Nya Mane Ban Khi Fale" et SFCG Point Focal), Sylla Fodé Marouf (technicien)

DIALLO, Marie-Louise Benjamin : Radio Télé Guinéenne

DIALLO, Yacine : Président Union des Radios Télé Libres de Guinée

Appendix III Details of the Survey Undertaken

RFPA website users

Dear user of the RFPA website,

Universalialia Management Group, a consulting firm based in Montreal (Canada) has been engaged by Search for Common Ground (SFCG) to undertake the final evaluation of the Radio for Peacebuilding Africa (RFPA) project.

The objectives of the evaluation are:

- To measure and document the intended and unintended results achieved by this project, including both the web-based and the in-country components
- To capture the strengths and weaknesses in terms of effectiveness and results in using web-based resources for the targeted audience
- To learn how the RFPA initiative leveraged and reinforced existing SFCG programming in the targeted countries.

As part of the methodology, the Evaluation team is carrying out an online survey for which your participation is crucial and greatly appreciated. The information you provide will be held completely confidential and will be important in helping to better understand how the RFPA project can be improved.

Universalialia would appreciate that you complete the survey by June 15th, 2013.

Universalialia thanks you for completing this survey. The survey should take a few minutes to complete. Shall you run out of time, please keep in mind that the survey can be retrieved at any given time for you to complete and continue where you've left off.

If you require further information concerning this survey or if you experience any technical difficulties, please contact Jérôme Gandin at jgandin@universalialia.com

Yvan Conoir
Team Leader
Universalialia Evaluation Team

1. In what language, do you wish to use to fulfill this e-survey?

- English
- French

2. Are you?

- Male
- Female

3. How old are you?

- Between 18 and 24
- Between 25 and 34
- Between 35 and 44
- Between 45 and 54
- Between 55 and 64
- Between 65 and 74
- Over 75

4. In what country do you live?

INSERT DROP-DOWN LIST OF COUNTRIES

5. What is your profession?

- Journalist/Reporter
- Radio Presenter
- Radio producer
- Radio technician
- Radio director
- Local authorities representatives
- National-level government officials
- Information officer
- Freelance Consultant
- International organization worker
- NGO worker
- Professor/teacher/researcher
- Student
- Other (Please specify :.....)

6. Please select the category that best describes your organization?

- Journalism/News/Media company
- Governmental institution at local/national level
- NGO/Civil society
- Education/research institution
- Private Business Private individual
- Other (Please specify :.....)

7. Do you have an account to sign in to the RFPA website?

- Yes
- No

8. Since what year have you been using the RFPA website?

- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013

9. How did you learn of the RFPA website?

- Search engine (Google, Bing, Yahoo, etc.)
- Friend/colleague
- Social media (Linked In, Facebook, Twitter, etc.)
- Associations/society/social groups
- Radio/other national/regional media
- Other (Please specify:.....)

10. How often do you use the RFPA website?

- Daily
- Weekly
- Monthly
- Quarterly
- Annually
- First time user

11. How many times did you use the RFPA website in the past 12 months?

- None
- Between 1 and 4 times
- Between 5 and 9 times
- Between 10 and 19 times
- More than 20 times

12. Since you began to visit the RFPA website, has your use of the website been...?

- Increasing
- Decreasing
- Constant

13. What data or information are you seeking when you use the RFPA website?

- Guidebooks and training manuals
- Sample programs
- Bi-weekly updates and newsletters
- Annual awards competitions
- Contacts
- Links
- Other (Please specify:.....)

14. How satisfied are with you with the following products of the RFPA websites?

	Very unsatisfied	Somewhat unsatisfied	Neutral	Somewhat satisfied	Very satisfied
Guidebooks and training manuals					
Sample programs					
Bi-weekly updates					
Annual awards competitions					
Contacts					
Links					
Overall RFPA website					
Other : (Please specify)					

15. How helpful was the RFPA website in helping you make informed about policies and decisions that affect your life?

- Very helpful
- Somewhat helpful
- Neutral
- Not helpful
- Not helpful at all

16. How easy or difficult was it to find specific information on the RFPA website?

- Very easy
- Easy
- Neutral
- Difficult
- Very difficult

17. Which sections of the website do you visit most?

- About
- Announcements
- Guidebooks
- Audio
- Library
- Newsletter Archive
- Contact
- Experts/Trainers
- Links
- Legal
- Members

18. Indicate your level of agreement with the following statements:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. The website provides information that is helpful					
b. The information is easily accessible					
c. The information provided is clear/understandable					
d. The presentation of the website is professional.					

19.

20. Please rate the following attributes of the RFPA website:

	Very unsatisfied	Somewhat unsatisfied	Neutral	Somewhat satisfied	very satisfied
Ease of navigation					
Freshness of content					
Accuracy of information					
Quality of content					
Layout/design					
Customer support					
Meeting your needs					

Comments:..... (500 characters maximum)

21. Please rate the degree of the following impacts of the RFPA project:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. The RFPA project helped the government of the targeted countries to communicate better its policy initiatives					
b. The RFPA website activities complement other international initiatives supporting media development					
c. The RFPA project resulted in concrete changes in the way that government and the media interact in the targeted countries					
d. The journalism and policy training manuals and guidebooks available in the RFPA website encourage communication between governments and civil society					

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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e. The texting capabilities of the RFPA website contribute to better harness the power of new mobile phones innovations

f. The interactive online and audio courses help to promote dialogue and understanding as well as peacebuilding and programming techniques

22. Have you ever taken part in a workshop or a training offered by Search For Common Ground about the RFPA project?

- Yes
- No

23. If so, how many workshops/training offered by Search for Common Ground did you take part in?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- More than 10

24. If so, in what year is the last workshop/training you received?

- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013

25. If so, do you consider that the workshop/training you have received thus far is sufficient to further strengthen the professionalization of African media practitioners to provide to the population accurate, credible, balanced and useful information about policies and decisions that may affect their lives.

- Yes
- No

Comments:..... (500 characters maximum)

26. Do you have suggestions to improve the RFPA website?

Please specify:.....

Appendix IV Details of the Survey Undertaken – Version Française

RFPA website users

Cher utilisateur du site internet du projet RFPA,

Universalial Management Group, un cabinet de conseil basé à Montréal (Canada) a été engagé par Search for Common Ground (SFCG) pour procéder à l'évaluation finale du projet Radio for Peacebuilding Africa (RFPA).

Les objectifs de l'évaluation sont les suivants:

- Mesurer et documenter les résultats attendus et inattendus obtenus par ce projet, y compris ceux du Web et les composants des pays ciblés par le projet.
- Capturer les forces et les faiblesses en termes d'efficacité et de résultats dans l'utilisation des ressources en ligne pour le public ciblé
- Savoir comment l'initiative RFPA joue un effet de levier et a renforcé la programmation de SFCG en vigueur dans les pays ciblés.

Dans le cadre de la méthodologie, l'équipe d'évaluation réalise une enquête en ligne pour laquelle votre participation est essentielle et grandement appréciée. Les informations que vous fournirez seront conservées en toute confidentialité et seront importantes pour aider à mieux comprendre comment le projet RFPA peut être amélioré.

Universalial apprécierait que vous complétiez l'enquête d'ici le 15 Juin 2013, au plus tard.

Universalial vous remercie du temps et de l'attention que vous prendrez pour remplir cette enquête. Cette enquête devrait durer quelques minutes. Advenant le cas où vous devez interrompre, il est possible de poursuivre vos réponses à l'endroit où vous vous serez arrêté.

Dans le cas où vous rencontrez des difficultés techniques ou avez des questions relatives à cette enquête, vous pouvez contacter Jérôme Gandin, en utilisant le courriel suivant : jgandin@universalial.com

Yvan Conoir
Chef d'équipe
Équipe d'évaluation d'Universalial

1. Dans quelle langue, souhaitez-vous répondre à cette enquête?

- Anglais
- Français

2. Êtes-vous?

- Un homme
- Une femme

3. Quel âge avez-vous?

- Entre 18 et 24
- Entre 25 et 34
- Entre 35 et 44
- Entre 45 et 54
- Entre 55 et 64
- Entre 65 et 74
- Plus de 75

4. Dans quel pays vivez-vous actuellement?

- INSÉRER LISTE DÉROULANTE DES PAYS

5. Quelle profession exercez-vous actuellement?

- Journaliste/reporter
- Présentateur/animateur radio
- Producteur de radio
- Technicien de radio
- Directeur de radio
- Membre d'autorités locales
- Membre du gouvernement au niveau national
- Responsable/chargé de projet en information et communication
- Consultant
- Membre d'une organisation internationale
- Membre d'une ONG
- Professeur/chercheur
- Étudiant
- Autre (Prière de préciser:.....)

6. Quelle est la catégorie qui correspond le mieux à l'organisation dans laquelle vous travaillez?

- Journalisme/News/Media
- Agences/organismes du gouvernement au niveau local ou national
- ONG/Société civile
- Éducation/Centres de recherche
- Secteur privé
- Particulier/Sans affiliation
- Autre (Prière de préciser:.....)

7. Avez-vous créé un compte pour accéder au site internet du RFPA?

- Oui
- Non

8. Depuis quelle année utilisez-vous le site Internet de RFPA?

- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013

9. Comment avez-vous entendu parlé du site internet de RFPA?

- Moteur de recherche (Google, Bing, Yahoo, etc.)
- Ami/collègue
- Média sociaux (Linked In, Facebook, Twitter, etc.)
- Associations/sociétés/groupes sociaux
- Radio/Autres médias nationaux ou locaux
- Autre (Prière de préciser:.....)

10. Quelle est votre fréquence d'utilisation du site internet de RFPA?

- Quotidienne
- Hebdomadaire
- Mensuelle
- Trimestrielle
- Annuelle
- Première visite

11. Combien de fois avez-vous visité le site internet de RFPA au cours des 12 derniers mois?

- Aucune
- Entre 1 et 4 fois
- Entre 5 et 9 fois
- Entre 10 et 19 fois
- Plus de 20 fois

12. Depuis votre première visite, considérez-vous que votre fréquentation du site internet de RFPA au fil du temps est en train de... :?

- Augmenter
- Diminuer
- Stagner

13. Quelle information recherchez-vous lorsque vous visitez le site internet de RFPA?

- Guides et manuels de formation
- Exemples de programmes
- Bulletins/Newsletters
- Concours et prix
- Contacts
- Liens utiles
- Autre (Prière de préciser:.....)

14. Quel est votre degré de satisfaction pour chacun des éléments du site RFPA suivants?

	Très insatisfait	Insatisfait	Neutre	Satisfait	Très satisfait
Guides et manuels de formation					
Exemples de programmes					
Bulletins/Newsletter					
Concours et prix					
Contacts					
Liens utiles					
Site internet de RFPA en général					
Autre (Prière de préciser :.....)					

15. En quoi le site web de RFPA vous-a-t-il aidé à prendre des décisions ou politiques informées qui affectent votre vie?

- Beaucoup aidé
- Modérément aidé
- Neutre
- Pas aidé
- Pas aidé du tout

16. Pensez-vous que le site internet de RFPA permet de trouver des informations spécifiques de manière...?

- Très facile
- Facile
- Neutre
- Difficile
- Très difficile

17. Quelle(s) section(s) du site internet de RFPA visitez-vous le plus?

- À propos
- Annonces
- Guides
- Audio
- Bibliothèques
- Archives des bulletins
- Contact
- Experts/Formateurs
- Liens
- Legal
- Membres

18. Quel est votre degré d'approbation relatif aux affirmations suivantes:

	Fortement en désaccord	En désaccord	Neutre	En accord	Fortement en accord
a. Le site internet de RFPA fournit des informations qui me sont utiles.					
b. Les informations sont facilement accessibles.					
c. Les informations fournies sont claires et compréhensibles.					
d. L'interface et la structure du site internet est professionnelle.					

19. Comment évaluez-vous les aspects suivants du site internet de RFPA?

	Très insatisfaisant	Insatisfaisant	Neutre	Satisfaisant	Très satisfaisant
Navigation					
Actualisation du contenu					
Précision de l'information					
Qualité du contenu					
Quantité du contenu					
Interface/design					
Service technique/Communication avec l'administrateur du site internet					
Adéquation aux besoins des utilisateurs					

Commentaires:..... (500 caractères maximum)

20. Quel est votre degré d'approbation pour les affirmations suivantes?

	Fortement en désaccord	En désaccord	Neutre	En accord	Fortement en accord
a. Le projet RFPA a aidé le gouvernement des pays ciblés à mieux communiquer ses initiatives et ses politiques.					
b. Les activités du site internet de RFPA complète les autres initiatives internationales qui encouragent le développement des médias					
c. Le projet RFPA a entraîné des changements concrets en ce qui concerne la communication entre le gouvernement et les médias dans les pays ciblés.					
d. Les guides et des manuels de formation en journalisme et politique disponibles sur le site internet de RFPA renforcent la communication entre le					

	Fortement en désaccord	En désaccord	Neutre	En accord	Fortement en accord
--	------------------------	--------------	--------	-----------	---------------------

gouvernement et la société civile

e. Les capacités de messages texte du site internet de RFPA contribuent à une meilleure exploitation du pouvoir innovatif des nouveaux téléphones mobiles.

f. Les cours interactifs en ligne et les fichiers audios renforcent le dialogue et la compréhension mais aussi les techniques de mise en œuvre de programme et de consolidation de la paix.

21. Avez-vous déjà participé à un atelier ou à une formation organisé par Search For Common Ground en lien avec le projet RFPA?

- Oui
- Non

22. Si oui, à combien d'ateliers/formation organisés par Search for Common Ground avez-vous participé?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- Plus de 10

23. Si oui, en quelle année a eu lieu le dernier atelier/formation auquel vous avez participé?

- 2003
- 2004
- 2005
- 2006
- 2007
- 2008

- 2009
- 2010
- 2011
- 2012
- 2013

24. Si oui, considérez-vous que les ateliers/formations que vous avez reçus à ce jour de la part de Search for Common Ground sont suffisants pour renforcer la professionnalisation des travailleurs dans le secteur des medias en Afrique en vue de fournir à la population des informations précises, crédibles, impartiales et utiles à propos des politiques et des décisions qui affectent leurs vies?

- Oui
- Non

Commentaires:..... (500 caractères maximum)


25. Avez-vous des suggestions à partager pour améliorer le site internet de RFPA?

Prière de préciser:.....


Appendix V Detailed presentation of Survey Results for Africa (English)

Summary Report-African Countries June 17, 2013


Are you?

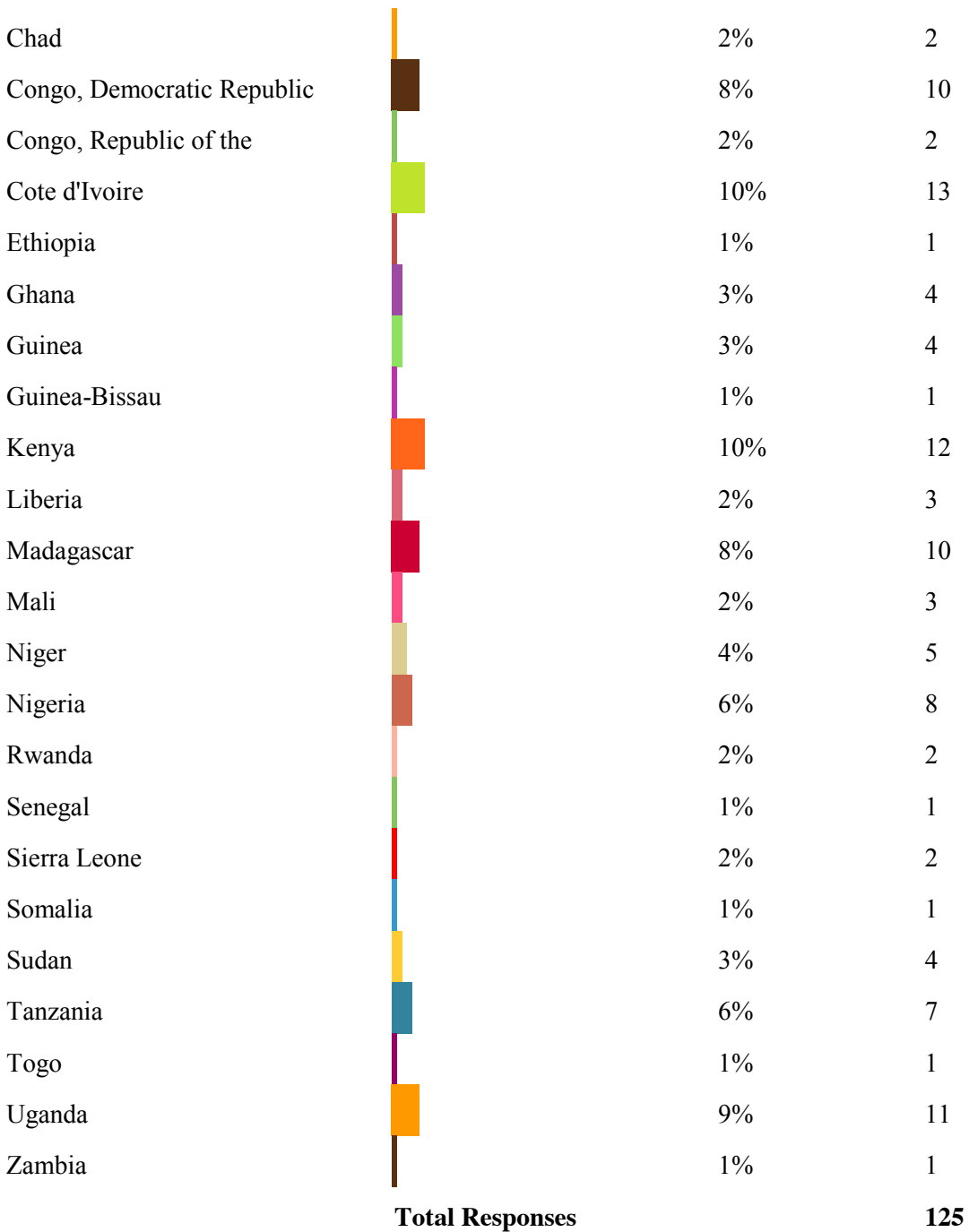
Response	Chart	Percentage	Count
Male		73%	85
Female		27%	32
Total Responses			117

How old are you?













Response	Chart	Percentage	Count
Between 18 and 24		2%	3
Between 25 and 34		37%	46
Between 35 and 44		33%	41
Between 45 and 54		26%	32
Between 55 and 64		1%	1
Between 65 and 74		1%	1
Over 75		0%	0
Total Responses			124

In what country do you live?

Response	Chart	Percentage	Count
Algeria		1%	1
Benin		3%	4
Burkina Faso		1%	1
Burundi		3%	4
Cameroon		5%	6
Central African Republic		1%	1



What is your profession?

Response	Chart	Percentage	Count
Journalist/Reporter		24%	30
Radio Presenter		6%	7
Radio producer		15%	18
Radio director		13%	16
Local authorities representatives		1%	1
Information officer		4%	5
Freelance Consultant		5%	6
International organization worker		10%	12
NGO worker		10%	12
Professor/teacher/researcher		2%	2
Student		2%	2
Other (Please specify)		10%	13
Total Responses			124

What is your profession? (Other (Please specify))

Response

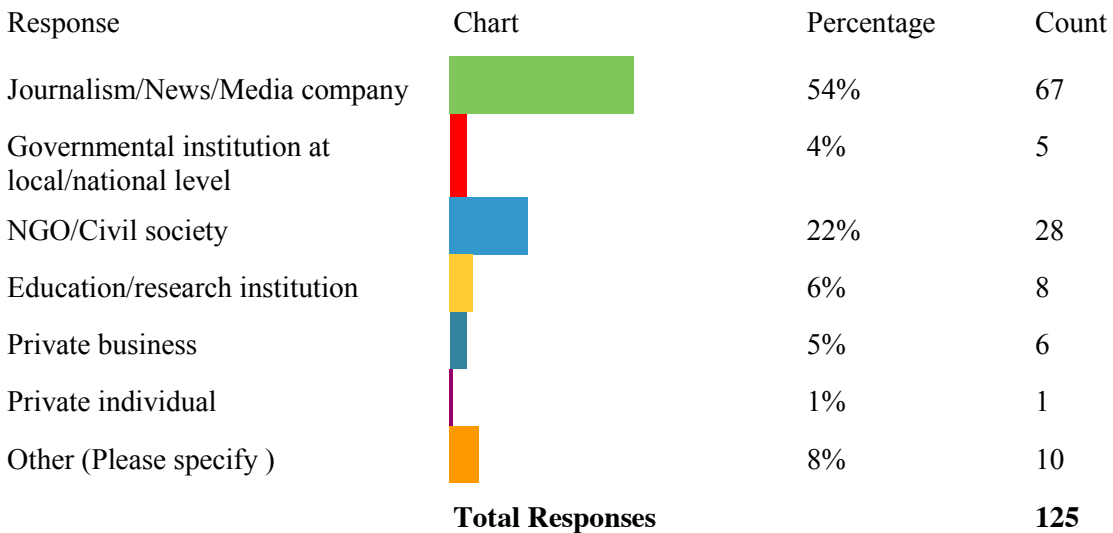
1.	knowledge management officer
2.	gestionnaire de programme dans le domaine de la solidarité/droits des enfants
3.	Agricultural editor
4.	Consultante en C4D
5.	communicateur rural/journaliste/reporter
6.	Coordinatrice d'une association des femmes des medias
7.	sound designer
8.	Directeur de publication d'un bimensuel
9.	Media Development Personnel
10.	Radio Station Manager
11.	radio producer/radio presenter

Response

12. Operateur d'equipement/SLB

13. DM&E

Please select the category that best describes your organization?



Please select the category that best describes your organization? (Other (Please specify))

Response

1. local radio

2. Peacebuilding

3. Humaniterian

4. International Organization

5. christian institution

6. UN Radio



7. Organisation internationale

8. Community Radio Station












9. Projet de Développement Rural dans le secteur de l'élevage

10. Community Media(Community Radio)






Do you have an account to sign in to the RFPA website?


Response	Chart	Percentage	Count
Yes		63%	74
No		37%	43
Total Responses			117

Since what year have you been using the RFPA website?

Response	Chart	Percentage	Count
2003		3%	3
2004		2%	2
2005		3%	3
2006		5%	6
2007		12%	13
2008		6%	7
2009		7%	8
2010		19%	21
2011		14%	16
2012		20%	22
2013		10%	11
Total Responses			112

How did you learn of the RFPA website?

Response	Chart	Percentage	Count
Search engine (Google, Bing, Yahoo, etc.)		27%	32
Friend/colleague		25%	30
Social media (Linked In, Facebook, Twitter, etc.)		5%	6
Associations/society/social groups		13%	15
Radio/other national/regional media		14%	17




Response	Chart	Percentage	Count
Other (Please specify)		15%	18
Total Responses			118




How did you learn of the RFPA website? (Other (Please specify))

Response






1. SFCG Cote d'Ivoire
2. through SFCG
3. Previous Work
4. Through the email inviting me to participate in this survey
5. SFCG Madagascar
6. RFPA bulletin
7. I do not recall
8. RFPA AWARDS
9. Through Farm Radio International eCourse Participation
10. conference exhibition
11. Newsletter Agro Radio Hebdo (ARH)
12. Workshop
13. an employee of SCR
14. they visit our radio station
15. Haven't heard of it until now
16. fARM rADIO iNTERNATIONAL SUBSCRIPTION LIST
17. Search for common Ground

How often do you use the RFPA website?




Response	Chart	Percentage	Count
Daily		8%	9
Weekly		40%	46
Monthly		39%	45

Response	Chart	Percentage	Count
Quarterly		8%	9
Annually		3%	3
First time user		2%	2
Total Responses			114


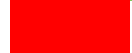


How many times did you use the RFPA website in the past 12 months?




Response	Chart	Percentage	Count
None		5%	6
Between 1 and 4 times		22%	26
Between 5 and 9 times		19%	22
Between 10 and 19 times		29%	34
More than 20 times		25%	29
Total Responses			117

Since you began to visit the RFPA website, has your use of the website been...?

Response	Chart	Percentage	Count
Increasing		52%	59
Decreasing		11%	12
Constant		38%	43
Total Responses			114

What data or information are you seeking when you use the RFPA website?

Response	Chart	Percentage	Count
Guidebooks and training manuals		84%	99
Sample programs		34%	40
Bi-weekly updates and newsletters		43%	51
Annual awards competitions		52%	61

Response	Chart	Percentage	Count
Contacts		19%	23
Links		28%	33
Other (Please specify)		4%	5
Total Responses			118

What data or information are you seeking when you use the RFPA website? (Other (Please specify))

Response






1. First time visitor
2. radio funders
3. Scholars
4. Formation
5. Stage

How satisfied are with you with the following products of the RFPA websites?





	Very unsatisfied	Somewhat unsatisfied	Neutral	Somewhat satisfied	Very satisfied	Total Responses
Guidebooks and training manuals	10 (10%)	1 (1%)	7 (7%)	47 (45%)	39 (38%)	104
Sample programs	5 (6%)	4 (5%)	21 (26%)	40 (50%)	10 (12%)	80
Bi-weekly updates	6 (7%)	3 (3%)	12 (14%)	43 (49%)	23 (26%)	87
Annual awards competitions	4 (4%)	9 (10%)	20 (22%)	38 (41%)	21 (23%)	92
Contacts	2 (3%)	10 (14%)	29 (41%)	23 (32%)	7 (10%)	71
Links	5 (6%)	7 (8%)	13 (16%)	41 (49%)	17 (20%)	83
Overall RFPA website	4 (5%)	1 (1%)	8 (10%)	46 (57%)	21 (26%)	80
Other	0 (0%)	3 (13%)	11 (48%)	4 (17%)	5 (22%)	23

The **6 response(s)** to this question can be found in the appendix.









How helpful was the RFPA website in helping you make informed about policies and decisions that affect your life?

Response	Chart	Percentage	Count
Very helpful		32%	33
Somewhat helpful		55%	57
Neutral		9%	9
Not helpful		2%	2
Not helpful at all		2%	2
Total Responses			103

How easy or difficult was it to find specific information on the RFPA website?

Response	Chart	Percentage	Count
Very easy		19%	20
Easy		66%	71
Neutral		12%	13
Difficult		4%	4
Very difficult		0%	0
Total Responses			108

Which sections of the website do you visit most?

Response	Chart	Percentage	Count
About		9%	10
Announcements		63%	67
Guidebooks		69%	74
Audio		24%	26
Library		31%	33
Newsletter Archive		34%	36
Contact		15%	16
Experts/Trainers		36%	39

Response	Chart	Percentage	Count
Links		28%	30
Legal		3%	3
Members		10%	11
Total Responses			107

Indicate your level of agreement with the following statements:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total Responses
a. The website provides information that is helpful	0 (0%)	0 (0%)	0 (0%)	62 (67%)	31 (33%)	93
b. The information is easily accessible	0 (0%)	0 (0%)	7 (8%)	66 (71%)	20 (22%)	93
c. The information provided is clear/understandable	0 (0%)	2 (2%)	8 (9%)	61 (66%)	21 (23%)	92
d. The presentation of the website is professional.	0 (0%)	0 (0%)	28 (31%)	44 (48%)	19 (21%)	91

Please rate the following attributes of the RFPA website:



	Very unsatisfied	Somewhat unsatisfied	Neutral	Somewhat satisfied	Very satisfied	Total Responses
Ease of navigation	2 (2%)	3 (3%)	19 (20%)	54 (58%)	15 (16%)	93
Freshness of content	0 (0%)	7 (8%)	14 (16%)	53 (60%)	15 (17%)	89
Accuracy of information	1 (1%)	4 (5%)	13 (15%)	42 (48%)	28 (32%)	88
Quality of content	0 (0%)	3 (3%)	7 (8%)	48 (53%)	33 (36%)	91
Layout/design	0 (0%)	4 (4%)	31 (35%)	43 (48%)	11 (12%)	89
Customer support	2 (2%)	7 (8%)	43 (50%)	27 (31%)	7 (8%)	86
Meeting your needs	0 (0%)	11 (12%)	19 (21%)	48 (53%)	12 (13%)	90

The **40 response(s)** to this question can be found in the appendix.




Please rate your appreciation of the following declarations:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total Responses
a. The RFPA project helped the government of the targeted countries to communicate better its policy initiatives	1 (1%)	7 (8%)	42 (46%)	33 (36%)	9 (10%)	92
b. The RFPA website activities complement other international initiatives supporting media development	0 (0%)	1 (1%)	7 (7%)	56 (60%)	30 (32%)	94
c. The RFPA project resulted in concrete changes in the way that government and the media interact in the targeted countries	2 (2%)	6 (6%)	47 (51%)	29 (31%)	9 (10%)	93
d. The journalism and policy training manuals and guidebooks available in the RFPA website encourage communication between governments and civil society	1 (1%)	3 (3%)	20 (21%)	50 (53%)	20 (21%)	94
e. The texting capabilities of the RFPA website contribute to better harness the power of new mobile phones innovations	1 (1%)	4 (4%)	43 (47%)	36 (40%)	7 (8%)	91
f. The interactive online and audio courses help to promote dialogue and understanding as well as peacebuilding and programming techniques	0 (0%)	2 (2%)	20 (22%)	49 (54%)	20 (22%)	91




Have you ever taken part in a workshop or a training offered by Search For Common Ground about the RFPA project?

Response	Chart	Percentage	Count
Yes		9%	8
No		91%	85
Total Responses			93



If so, how many workshops/training offered by Search for Common Ground did you take part in?

Response	Chart	Percentage	Count
1		50%	3
2		33%	2
5		17%	1
Total Responses			6

If so, in what year is the last workshop/training you received?

Response	Chart	Percentage	Count
2004		33%	2
2009		17%	1
2012		50%	3
Total Responses			6

If so, do you consider that the workshop/training you have received thus far is sufficient to further strengthen the professionalization of African media practitioners to provide to the population accurate, credible, balanced and useful information about policies and decisions that may affect their lives.

Response	Chart	Percentage	Count
Yes		67%	4
No		33%	2
Total Responses			6

The **2 response(s)** to this question can be found in the appendix.

Do you have suggestions to improve the RFPA website?

The 64 response(s) to this question can be found in the appendix.

Appendices to the Survey

What data or information are you seeking when you use the RFPA website? (Other (Please specify))

Response

- | |
|------------------------------------------|
| 1. First time visitor |
| 2. The question below does not read well |
| 3. Scholars |
| 4. Informations sur médias et conflits |
| 5. Job opportunities |
| 6. Utilisation langue française |

Please rate the following attributes of the RFPA website

Response

- | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Les liens donnés ne sont pas toujours accessibles. Cependant, avec ce site, nous avons les informations sur les bourses et les concours dans le domaine des médias et de la recherche. |
| 2. Am generally satisfied |
| 3. L'interface à améliorer |
| 4. No comment |
| 5. Really RFPA give hope and encouragement to journalist especially those work in political unrest and risks area |
| 6. If the website can look into more content on grants for journalist to be facilitated to do more stories |
| 7. I could have forgotten about some of the useful information that RFPA provided since I began following the postings on my mail. But I do not want to miss on any information when ever posted because my career in Peace Journalism has been enhanced. |
| 8. I am yet to benefit from the announcements posted there. |
| 9. I think that the RFPA is good but there is not promotion in radio administrator . |
| 10. No comments |
| 11. On nous propose toujours ou presque des prix à postuler en anglais - handicap des francophones |
| 12. Much as RFPA strives to inform us, I do suggest that its content should sub divided to meet the needs of different people from different countries cos what is feet for the USA is not feet for Uganda and other countries. |

13. Please make use of fliers for the update and research if you are to get views this mainly for elite
14. Peu accessible aux francophones
15. Dans l'ensemble le travail abattu par la RFPA est très satisfaisant; cependant vous gagnerez beaucoup en ouvrant quelques antennes en Afrique Exemple :Au Cameroun pour l'Afrique Centrale; au Burkina pour l'Afrique de l'Ouest, etc.
16. Please provide more information on job and grant opportunities
17. I always see the report through my e-mail and I enjoy the content and try to learn more and be acquainted with your up dates and also want to get some of the course to run.
18. Très bon site
19. I like this website.
20. The site provides useful information that can be useful in professional decision making.
21. les anglophones sont beaucoup plus favorisés que les francophones.
22. C'est un outil précieux que nous pouvons consulter et nous enrichir pour ses ouvertures. Si il venait à manquer il serait regrettable pour les agents de communication.
23. This website is very valuable and the greatest resource at my disposal.
24. On the "recent announcement" page the date stated is 07-Nov-2012. I guess this cannot be recent.
25. Information bien founi
26. I normally see few opportunity being display at the website from East African countries.
27. Dans le cadre des formations offertes les journalistes dans les françaises sont très peu privilégiés.
28. Il serait très important de mesurer aussi les impacts des activités de la RFPA au niveau des cibles finales : les communautés locales.
29. L'envoi des newsletters nous permet de savoir se qui se passe de nouveau sur le site
30. I have been visiting the RFPA website but it seems most of the information is irrelevant to me. The conditions for attending certain trainees and professional activities are very expensive. So some of us do not benefit from the website for these reasons.
31. i am ok with the website
32. C'est un sentiment d'appréciation d'une manière générale
33. Thanks for such opportunity, some of the information giving only need to be come earlier. more especially on the fellowship information or grants as a way for us to have adequate time to do research and prepare our work. all the same the site helps greatly, thanks
34. Parfois je rencontre des difficultés pour m'inscrire dans des programme à cause de la langue. tous les programmes et les formations exigent l'Anglais que je ne maitrise pas. je suis francophone et j'utilise le Français dans mon travail.

35. RFPA has helped in building my capacity through E- books and training guides on the Sustainibility of community radio's. Community radio concept is new in our country and there are a lot of challenges to up the its standard but the RFPA help me personal on the structures and givernace in terms management ,programming ,skills,ideas in running this radio in our community. But I am still requesting for more materials on how to govern and sustain community radio espacially on the area of speciality such as Management,Production, Finance,Programming etc. Also express thanks and appreciation Bill Siemering ,the President of DPR for his guidance and couragement on managing community.
36. Ce que je peux ajouter est qu'au niveau du site les informations sont claires et précises et utiles pour nous journalistes œuvrant dans le cadre de la paix.
37. I only get access RFPA's information through monthly. Newsletter but when I try to search the website I don't get it therefor I will appriciate if you add more weekly informations instead of monthly. Generally the. Website is very uptodate and the information ar useful for journalist in developing countries .from
38. -
39. Pas de commentaires particuliers ; juste encourager l'équipe à continuer de nous informer
40. I find it a useful tool which aids our efforts at producing quality radio programmes

If so, do you consider that the workshop/training you have received thus far is sufficient to further strengthen the professionalization of African media practitioners?

Response

1. The Bujumbura training on peacebuilding and talkshows was very good. It formed the foundation of my media peacebuilding work like reporting, training and productions up to date. But just imagine the training was a decade ago; surely there should have been some follow up training on new trends or even a refresher course to bring me and others up to speed. i feel there was a need for some kind of a follow up training. That would have helped me much better.
2. This project is very fascinating and satisfying.

Do you have suggestions to improve the RFPA website? I

Response

1. i have satisfied with the web
2. Le site est bien mais les liens données sont souvent en anglais donc non destinée aux membres des pays francophone. Il faudra penser à créer un cadre d'échange (forum).
3. Too many links sometimes are confusing
4. I sugest that RFPA works with more local structures to promote peace.

5. Since I have not visited it before, I cannot make any suggestions yet.
6. Que le site fasse davantage d'autopromotions sur les réseaux sociaux.
7. Moteur de recherche à faciliter
8. Mettre en place un réseau virtuelle des internautes et des visiteurs du site pour mieux partager les expériences
9. It would be good if it was available also in Portuguese for the lusophone countries
10. No
11. Increase award and would like to focus women, whose work risk area like Somalia, thanks
12. Continue to share the successes which the project has had with other media, explore more opportunities to advance the knowledge of the journalists, some of whom may not afford to go for college or universities.
13. There should be more openings for workshops for jouranlists.
14. Aucune suggestion, merci
15. We are new born in radio activities ,help us to find donors who can support us in radio equipments of funds to sustain our community radio here Iringa Tanzania.
16. Pense à diversifier en faveur des francophones pour les stages surtout
17. Thank you for the efforts you are putting in place to build peace in Africa. My only suggestion is that we should broaden this campaign to reach the small communities whose property and life is lost during cattle raids. these might seem minor but in sence its the leading cause of conflict in the region. Thank you.
18. SWAHILI LANGUAGE MORE SITES IN AFRICAN RURAL VILLAGES COMMENT MORE ON COOPERATIVES
19. Je suggère: 1. que chaque membre ayant un compte identifiant puisse avoir sa page professionnelle dans le site RFPA enfin d'y publier ses idées et échanger avec les autres; 2. Chaque membre ait la possibilité de bénéficier des formations organisées par SFCG; 3. Création d'une webradio dans la quelle chaque membre ferait partie prenante enfin que celle ci reflète les valeurs de SFCG, 4. La création d'une banque des programme RFPA libre de diffusion par les tiers.
20. Je souhaite que les opportunités de bourses puissent être accessibles aux francophones et mettre l'accent sur les questions de protection des enfants notamment le plaidoyer pour l'amélioration des enfants en situation de mobilité dans les pays affectés par l'extrême pauvreté et les conflits armés; Merci
21. Créer une rubrique "forum" où les membres pourront échanger des idées les questions de paix, de justice et sur des sujets typiquement professionnels.
22. Please rework the design; please take into account a broader user spectrum, e.g. researcher in the field of social development.
23. Yes I think may course opportunities should be organized, invitation training workshops will help some of the up coming ones to upgrade. Thanks.

24.	Le site devait être aussi en portugais
25.	It's ok
26.	None.
27.	Les mails de RFPA sont se trouvent souvent dans les spams que dans la plupart des temps (ex : cette évaluation);
28.	Yes. I think the currency of new information needs to be improved. The site takes long to bring in new products. Some information and documents are so heavy and long that they pose a challenge for some of us in rural Africa in terms of downloading, printing, etc. I would love if the site encourages some abridged versions of the major documents. Sometimes the mail alerts contain information or calls for applications whose time are up, making it hard to submit applications in time. There is a need to provide the information well in time. To me th RFPA has been great for professionals in Central and West Africa. I do not know whether that was by design. We in East Africa were sort of relegated in terms of training and projects. It would be great if the project is being considered for extension that East Africa, and Uganda in particular, is considered. I 2005 when I came back from Bujumbura I was full of optimism that RFPA would support our initiatives in northern Uganda but to no avail. If you came to Uganda it would be good to consider picking up products like me and others instead of getting new people who might have never even heard of SFCG/RFPA. SFCG/RFPA, in my opinion, gave me a very strong footing in peacebuilding, but we need more capacity building.
29.	Prière de renforcer les capacités professionnelles des agents de Centrafrique et appuyer les initiatives locales. pensez aussi a des formations en faveur des agents d'Afrique centrale, l'Afrique de l'ouest est beaucoup plus favorisée que l'Afrique centrale qui a besoin des issues pour la consolidation de la paix et du développement à travers les média. les guides proposés sont beaucoup plus disponible en anglais qu'en français, donc tenez compte du monde francophone
30.	Je suis parfaitement d'accord avec ce que RFPA dans le domaine du renforcement des capacités des professionnels de la communication et de la société civile.
31.	RFPA doit mettre l'accent sur la formation et permettre que beaucoup de station radio puisse bénéficier des différentes formations.
32.	I would like to have sometime information about the way the journalist can use internet to improve their job.
33.	Continuez et valoriser la participation des internautes.
34.	Increase the number of manuals. Also increase the number of audio samples
35.	More up-to-date content Share initiatives and guidebooks developed by non-SFCG journalists who are involved in RfPA
36.	Nope.
37.	I use Google Chrome as my browser and the website does not appear to be centred. My only suggestion is to centre the page to make it easy to browse.
38.	RAS
39.	No

40. La seule que j'ai à partager c'est surtout de vous encourager à multiplier davantage les sessions de formation des journalistes de journalistes des différents médias (radio, télévision et presse écrite) à se mettre au service des communautés et non à servir toujours de tribune à certains débats politiques stériles. Les encourager notamment à travers des concours de meilleurs articles sur l'agriculture et l'élevage et aussi les questions de recherche pour le développement
41. Update the site more frequently
42. Que SFCG s'approprié et s'imprègne davantage des nouvelles radios crée en Cote d'Ivoire. Beaucoup a été fait pour les radios mais tous les jours ,il y a de nouveaux projets de radio qui naissent. En cela SFCG doit être prompte a soutenir cette radio. Les formations par Internet de RFPA sont intéressantes mais s'il n'y a pas de pratique et le suivi, cela ne représente rien. J'attire l'attention de SFCG et de RFPA pour la formation des animateurs de la radio de Zagné,dans la région du CAVALLY en Cote d'Ivoire.
43. I like it as it is!
44. Do more of county specific programs
45. -Publier aussi le site et les formations en ligne en version française. -Augmenter le nombre de parutions par semaine ou par mois pour diminuer les liens. Au total, l'ouverture de tous les liens par parution accapare beaucoup trop de temps (en plus de la traduction).
46. Le site doit récolter aussi des demandes et besoins en formations et en matériels de journalistes des medias locaux pour permettre aux organisations d'appui aux médias d'être aussi informé des besoins réels de ces médias et d'y adapter leurs projets
47. S'intéresser aussi aux informations locales des professionnels des médias, surtout renforcer l'intégration genre au sein des médias.
48. Where is the headquarters of RFPA?
49. Just add more contents
50. Easy download of audio files.
51. Plus de collaboration et de partenariat avec des groupement de jeunes dans les différents pays ou Search for Commun Ground est représenté.
52. Postez simplement les nouvelles a temps surtout en rapport avec les formations.
53. No
54. Dans l'ensemble je suis satisfait de votre prestation. sauf que j'espère que vous nous proposez, pour nous les utilisateurs francophones, des formations et des ateliers dans la langue d'usage, c'est à dire le Français. bonne continuation
55. I am suggesting that Awards and fellowship post to us especially in Sierra Leone find very difficult to be part of it or benefited because of the contact address or stages you have to go through and I am very much interested in such trsining courses and fellowship so that in return I will Share my Knowledge ,Skills and experiences to my colleagues after I had completed my course if am fortunate. Presently ,I have a USA VISA and I have visited the USA twice in July 2007 and in October 2012 . I also visited SFCG office Washington DC and made the request for capacity building for community radio's.

56. No

57. No comment

58. Je pense que le site peut lancer des concours par pays. Par exemple dans un pays comme la Guinée, touchée par des troubles sociaux et politiques, il est intéressant d'y faire des concours sur la paix. Ainsi des journalistes locaux peuvent participer à ce genre de projet.

59. SOME OF US COULD ALSO BE INVITED TO THE MANY WORKSHOPS ORGANISED BY RFPA

60. I really like the website but it will be great if you make seminars to meet with journalists from Africa to let them give updates about the potentiality of peace building or possibility of conflicts appearing in their countries.

61. -

62. Je souhaite qu'on accède aux informations même quand on n'a pas de compte.

63. Je souhaiterais beaucoup plus de présence sur les réseaux sociaux, plus d'offres de collaborations entre médias (projets, annonces de recrutements, échanges de programmes, etc.) Aussi souhaiterais-je un envoi de dépêches individuelles (dès que disponible s) et peut-être une fois par mois ou chaque deux semaines, une compile. Je suis aussi pour plus de dialogues avec les acteurs des médias (ceux là même qui sont sur le terrain au quotidien)

64. N/A

Appendix VI Field Country Reports for Guinea and Burundi

Final Evaluation Radio for Peacebuilding Africa: Field Report Guinea

Dates: From 21st to 28th of May 2013

Country SFCG director: Béatrice Odountan Abouya

Mission local coordinator: Julien Bolamou

Interviewees:

Julien Bolamou, chargé de suivi et évaluations at SFCG

Sidiki Touré: Medias coordinator at SFCG

Radios rurales: Hawa Camille Camara-Barry (Directrice Générale), Elhadj Doussou Mory Camara (Rapporteur du Conseil d'Administration) and Ahmadou Diallo (Chef service administratif et financier)

Mohamed Condé, General Secretary, Ministère de la Communication

Journalistes Pour la Prévention des Conflits et la Promotion de la Paix: Kadiatou Esther Touré (Présidente) and Amadou Kendessa Diallo (Membre du Bureau Exécutif)

Radio rurale Kindia: Bacar Sylla (Directeur des programmes), Demba Touré (Directeur adjoint), Salifou Touré (Host "Nya Mane Ban Khi Fale" et SFCG Point Focal), Sylla Fodé Marouf (technician)

Marie-Louise Diallo Benjamin (Radio Télé Guinéenne)

Yacine Diallo, President Union des Radios Télé Libres de Guinée

Béatrice Odountan Abouya: SFCG Country Director

Regions visited: Conakry and Kindia Province

Country situation

Since the president Alpha Condé ratified the decree setting June 30, 2013 as the date for legislative elections, Guinea has embarked on a spiral of violence. In its capital city, Conakry, deadly riots were organized every Thursday (during my one week stay 17 people were killed, medical sources) followed by Fridays "Opérations Ville Morte". Rioters blocked main city boulevards, set tires on fire and confronted the anti-demonstration police.

After two years in power, the first civil and democratic president has yet to bring country to total peace. The *dividing lines* seem to be more ethnical than political: Malinké, Sousou and most of other ethnic groups accusing the Peul group of being the source of instability. Surprisingly, when one would think Guinea is on a brink of civil war or on threshold of total confrontation, many observers, including the UN mediator, still believe the worst can be avoided. If only all sides could agree on starting constructive dialogue.

In this context, local medias are being severely criticized for fuelling the tensions. Most of the people we officially interviewed or random people we met in streets and public transportations repeatedly pointed to some private owned radios in Conakry as major players in the spread of the inflammatory speeches (NB: none of them is associated to SFCG broadcasted programs). The most aggressive shows being aired mostly in the highly rating morning slots or during the sensitive period of riots. While these incendiary programs

are most talked about, other radios (private and public) have toned down divisive speeches, some of them thanks to the peace trainings received from SFCG.

The most spectacular positive results of SFCG trainings and radio program broadcasts are being observed in rural regions, such as Kindia where citizens, media and local authorities all admit to have come to a common understanding and openness about working together for the sake of peace.

In the meantime, the President of the Republic of Guinea has not conducted any formal press conference while his regime is being accused of cracking down on journalists. A recent report by ReportersWithout Borders denounces the decline of journalists' safety (<http://en.rsf.org/guinea-you-journalists-talk-too-much-you-11-06-2013,44751.html>)

Data collection

During a 1 week stay in Guinea, the Evaluation mission met with several stakeholders in the RFPA project, various authorities both at the national (such as the Ministry of Communication General secretary) and local levels (Mayor, Governor and Prefect of Kindia), with citizen in public forums.

SFCG Guinea provided me an assistant, Julien Bolamou, with whom I reviewed the objectives of my mission and a list of potential interviewees.

While my colleague was making calls to set up appointments, I was provided with the last three annual reports of the RFPA project and also a copy of a monitoring study on media conducted by an SFCG team in June-July 2012.

In addition to the work in the Conakry area, we also spent an entire day in Kindia Province where SFCG has conducted a very successful workshop aiming to improve communications between authorities and their constituents as well as professional media. Attended by 15 governmental (including Province Governors and local Prefects) and 5 media representatives, the workshop took place March 28-30, 2012.

The data which will appear in the final report were obtained through direct interviews with stakeholders, by open mike discussions with random people in the street, cafés and road-blocks (we met with the young rioters), by listening to some programs of independent medias (shows presented in French only) and by accessing to the in-house annual reports on RFPA as well as other SFCG Guinea activities.

Constraints and challenges

We could have met more interesting people to interview had the office of SFCG in Guinea been told of my visit earlier. Despite his admirable efforts, Julien Bolamou was not able to secure appointments with all the individuals with we wanted to discuss. For the upcoming mission in Burundi, I would recommend to carefully pre-plan and organize it in order to avoid the same omissions.

The transportation difficulties (traffic is hectic and roads in bad shape) in the country prevented us from covering a greater geographical area. We had to limit our observations to the capital and one province. It would have been more instructive to widen the sample of stakeholders to be interviewed.

Since I speak none of the local dialects, I was not able to certify firsthand if some of the criticisms addressed to SFCG radio programs were justified or not (details to come in the final report).

Acknowledgements

I believe the field mission in Guinea was organized in the appropriate timing since the ongoing political conflict was a real time test of SFCG strategies, projects and goals.

I believe the final report will reflect the reality of Guinea, the true impact of the RFPA program and will define the challenges ahead.

I wish to thank the Head of SFCG Guinea for her warm welcome and the company resources she affected to my mission. None of my work would have been possible without the daily and passionate commitment

of Julien Bolamou who acted as my assistant in Guinea. I would like to extend my heartfelt thanks to them and the entire SFCG team in Guinea.

François Bugingo

Final Evaluation Radio for Peacebuilding Africa: Field Report Burundi

Introduction and Mission context

The field mission of the Evaluation of the Radio for Peacebuilding Africa programme took place in Burundi from the 16th to the 23rd of June, out of which three days were taken up by meetings with various groups of stakeholders in Bujumbura (Representatives of interested Ministries, SFCG staff, Burundian journalists) and two days were spent in Communes, in the countryside, where the RFPA had launched its major initiative in Burundi. The field mission was done by Yvan Conoir and was initially prepared with the support of the SFCG Director on the ground, Ms Floride Ahitungiye. We would like to take this opportunity to thank Floride and her dedicated team for their support in ensuring we could be meeting as many people as required and for preparing field visits in a timely and organized fashion.

As in Guinea, this mission took place at a very peculiar time, e.g. the recent promulgation by the President of the Republic of a new media law which generated a lot of criticisms, both domestically (Media work union, Journalists, Civil society) and internationally (United Nations, donors) by threatening the independence and the sources of investigation journalists in Burundi. This is not the only challenge encountered by local journalists. In Burundi, many local radio stations could simply not sustain themselves without external financial support. Others pointed the fact that Burundi was lacking a permanent academic structure and professional curriculum for Burundian journalists and that many of the new journalists – most of them coming out of “Communication Departments” of various Universities (Public/Private) - had to cumulate numerous working experiences in order to complete their formation. In this context some donors are now realizing the importance of “refreshing, improving and building up” the capacities of former, current and future journalists in Bujumbura and in the country (Centre de Formation des Médias⁵⁶) in order to prepare journalists for upcoming “*Élections apaisées*”⁵⁷.

The RFPA “Accountability Project” in Burundi was implemented without many political, administrative or logistical obstacles. The experience, name and know-how of SFCG Burundi greatly accounts for the smooth organization and the emergence of this “*culture de redevabilité*” in this tiny country of Central Africa.

Data collection

Data collection could be divided twofold:

- Documentation – The mission was missing prior to its deployment programme and particular information related to the implementation of SFCG projects in Burundi, including the RFPA. This gap has been partially filled during the Evaluation mission in Bujumbura although some documentation should be coming soon in order to complete our analysis (National SFCG and RFPA local Workplans, Financial allocations invested for RFPA activities);

⁵⁶ The *Centre de Formation des Médias* is built up as a two years project, supported and financed by the Panos Institute (Paris).

⁵⁷ European Union with the Association Burundaise des Radiodiffuseurs.

- **Field visits** – For the 2010-2013 period, the SFCG Burundi led initiative of the RFPA concentrated its efforts on the development of a “*Culture of Accountability*” in three communes in the countryside, e.g. Muganga, Gihanga and Cankuzo. For obvious geographical, logistical and time reasons, SFCG proposed to visit only two of the three communes where the RFPA initiative had recently been undertaken, namely Gihanga and Mugamba.
- The visit in Gihanga started by a courtesy visit to the Governor of the Province of Bubanza, a determined person who capitalized on SFCG’s initiative to impose new monitoring and evaluation measures and to take decisive action following his interactions with the local population. In Gihanga, the Evaluation team paid visit to the newly appointed Commune Administrator (whose appointment can be seen as a direct consequence of the “Accountability” initiative” in this commune) and shared other views comments with local CSO and journalist.
- The visit in Commune Mugamba gave us the opportunity to discover a community in harmony with itself and a Commune Administrator (and Vice President of the Burundi National Commission of Local Administrators) who integrated the principles of Accountability and *Redevabilité* in his daily management with the Municipal Council, and in partnership with local SCOs. Both examples illustrated different sides of a similar objective which is to encourage local administrations to sustain a more effective, transparent, inclusive and accountable political, economic and social dialogue with their respective constituents.

Constraints and challenges

A couple of constraints were identified in the context of the mission:

- Lack of proper documentation at the national level (RFPA strategic and operational plan of SFCG Burundi) didn’t contribute to a faster understanding of the local programme dynamics as well as the possibility to have an opinion of the local efficiency of the programme.
- The mission wanted to find out more about other objectives of the RFPA (increase of the professionalization and capacities of local journalist) and had to suggest names and organizations in order to form its own opinion;
- Logistical constraints were solved with the effective support of SFCG Burundi in organizing the evaluator’s field visits;

Meeting Calendar – Evaluation mission of the RFPA of SFCG Burundi

Lundi 17	Mardi 18	Mercredi 19	Jeudi 20	Vendredi 21	Samedi 22
Rencontres : Directrice SFCF – Floride Ahitungiye VP Observatoire Action Gouvernementale – Jérôme Niyonzima	Rencontres : Directrice SFCF – Floride Ahitungiye Rencontre ONU Femmes - Burundi Evariste Ngendakumana (Expert en Gouvernance et animateur SFCG)	Rencontres : Olivier Yulu – journaliste Gervais Gafazi – Conseiller Ministère de la Bonne gouvernance Mme Immaculée Nbaneze – Sénatrice; membre du Conseil communal de Gihanga	Visite Gouvernorat Bubanza et Autorités communales et OSCs de la Communie de Gihanga	Visite Autorités communales et OSCs de la Commune de Mugamba	Préparation du rapport de fin de mission Préparation du Rapport final d’évaluation

Lundi 17	Mardi 18	Mercredi 19	Jeudi 20	Vendredi 21	Samedi 22
Rencontres Abedi Ndondo – SFCG et animateur du projet « Redevabilité »	Rencontres Hortense Iradukunda (Radio Isanganiro) Rose Nitunga – Bonne gouvernance PNUD	Rencontres Porte-parole Ministère Bonne gouvernance Davy Focus Group avec journalistes SFCG	Fin de mission et retour	Fin de mission et retour Debriefing with SFCG Burundi Director	

Persons met (by Alphabetical Order)

Centre de Formation des Médias (CFM)

Gabriel NIKUNDANA CFM Project Coordinator

Commune de Gihanga

BIMENYIMANA, Ernest APRODH
 KABANYANA, Spès Caritas Radio Isanganiro
 NDABANEZE, Immaculée Sénatrice, membre du conseil municipal (ex- Présidente
 du Conseil Communal)
 NDAYISABA, Léopold Administrateur communal
 RURYANINO, Jeanne Membre du Conseil communal (FRODEBU)
 UWIZEYE, Emery Société civile, Parti UPRONA

Commune de Muganba

MATUNU, Jean-Claude Commune Administrator
 MINTERETSE, Gaudence Member of the Conseil communal
 NDAYISHIMIYE, Prime Member of a political party (MSD)
 NTAHIMPISHA, Spéciose Member of a political party (CNDD)
 NIMBESHA, Claver Observatoire de l' Action Gouvernementale (OAG)
 SIIGEJEJE, Généreuse Association TERIMBERE

Ministère de la Bonne Gouvernance

GAFAZI, Gervais Conseiller
 RUBANKENYERERE, Apollinaire Porte-parole

Observatoire de l'action gouvernementale (OAG)

NIYONZIMA, Jérôme Vice-président

ONU Femmes Burundi

GIHIMBARA, Arthémon Evaluation Officer

Programme des Nations Unies au Burundi (PNUD)

Rose NITUNGA	Unit Chief, Good Governance Unit
<u>Province de Bubanza</u>	
NYANDWI, Anselme	Gouverneur
<u>Radio Isanganiro</u>	
IRADUKUNDA, Hortense	Journalist
<u>Radio Publique Africa (RPA)</u>	
RUBANGISHE, Davy	Director, a.i.
<u>SFCG and RFPA personnel</u>	
AHITUNGIYE, Floride	Search For Common Ground Burundi Office Director
MANIRAKIZA, Thérènce	Journalist, SFCG
NDONDO, Abedi François	Journalist, SFCG
NGENDAKUMANA, Evariste	Good Governance Consultant for the RFPA
NICONDIRIYE, Jean-Paul	Journalist, RFPA Focal point
NUNU, Grelianne	Journalist, SFCG

Lundi 17	Mardi 18	Mercredi 19	Jeudi 20	Vendredi 21	Samedi 22
Rencontres : Directrice SFCF – Floride Ahitungiye VP Observatoire Action Gouvernementale – Jérôme Niyonzima	Rencontres : Directrice SFCF – Floride Ahitungiye Rencontre ONU Femmes - Burundi Evariste Ngendakumana (Expert en Gouvernance et animateur SFCG)	Rencontres : Olivier Yulu – journaliste Gervais Gafazi – Conseiller Ministère de la Bonne gouvernance Mme Immaculée Nbaneze – Sénatrice; membre du Conseil communal de Gihanga	Visite Gouvernorat Bubanza et Autorités communales et OSCs de la Commune de Gihanga	Visite Autorités communales et OSCs de la Commune de Mugamba	Préparation du rapport de fin de mission Préparation du Rapport final d'évaluation
Rencontres Abedi Nondo – SFCG et animateur du projet « Redevabilité »	Rencontres Hortense Iradukunda (Radio Isanganiro) Rose Nitunga – Bonne gouvernance PNUD	Rencontres Porte-parole Ministère Bonne gouvernance Davy Focus Group avec journalistes SFCG	Fin de mission et retour	Fin de mission et retour Debriefing with SFCG Burundi Director	

Persons met:

Complete list of persons met is presented in Annex III

Appendix VII Bibliography of Documents

Search For Common Ground

Radio for Peacebuilding Africa, Annual Narrative Report 2011, To the Ministry for the Foreign Affairs of Finland, 20 p.

Radio for Peacebuilding Africa, Annual Narrative Report 2010, To the Ministry for the Foreign Affairs of Finland, 20 p.

Burundi

Atelier de formation sur le rôle des leaders locaux dans la redevabilité, Rapport, Bujumbura, 29 mai 2013

Ministère de l'intérieur, Province de Bubanza – Grille d'évaluation des performances de l'administrateur communal, 01/2013

Rapports d'atelier sur la redevabilité à Gihanga, 25-26 avril 2012, 22-23 novembre 2012

Studio Ijambo –Fiche d'information d'émission

- Problématique de redevabilité dans la commune de Gihanga :état des lieux, conséquences, défis dans la mise en application et proposition de solutions, 11/2012
- Stratégie nationale de bonne gouvernance et de lutte contre la corruption 2011-2015 : orientation, état des lieux de la mise en œuvre, défis et propositions de solution (1^{ère} partie et 2^{ème} partie), 12/2012
- État des lieux de l'*accountability* dans la commune Gihanga et de Mugamba. Analyse des défis et perspectives, 04/2013;
- Est-ce que les réunions entre les élus communaux et la population pour analyser la vie des communes se tiennent conformément à l'article 15 de la loi communale? État des lieux dans différentes communes de la province Cibitoke, mai 2013
- Est-ce que les projets de développement qui seront présentés par les communes de la Mairie à l'occasion du cinquantenaire de l'indépendance du Burundi constituent une priorité pour la population de ces circonscriptions ? Mai 2013

Workplan, RFPA Burundi, First, Second and Third year

Guinea

- Rapport des activités liées à la formation des autorités administratives déconcentrées et décentralisées sur la communication institutionnelle (14 mai 2012)
- Media sector mapping: Rapport annuel d'activités,
- Rapport du Forum sur la consolidation de la paix et de la démocratie comme nécessité pour le développement de la Guinée (N'Zérékoré, Mars 2011)
- Rapport du Forum sur la consolidation de la paix et de la démocratie comme nécessité pour le développement de la Guinée (Kankan, Mars 2011)
- Rapport trimestriel du projet: Radio, une plateforme pour la promotion de la paix, Mars 2011

Others

“Peace without borders – Regional peacebuilding in focus”, *New Routes, Life and Peace Institute*, Journal of peace research and action, 04/2012, Vol. 17