



2nd Edition
February 2015



SFCG-TL: DM&E Quarterly Bulletin

About SFCG-TL

Search for Common Ground, a leading international peacebuilding organization for over thirty years, started its operation in Timor-Leste in 2010.

SFCG-TL specializes in conflict-resolution, and features an accomplished local staff able to effectively connect with its program's beneficiaries.

SFCG-TL aims to equip Timorese people with the skills and knowledge they need to choose nonviolent approaches to resolve conflict, as part of a broader goal to create a culture in which people from across political, ethnic and social spectra can overcome fragmentation to resolve differences and contribute to a more stable and prosperous Timor-Leste.

Dear Colleagues and Partners

Welcome to the second edition of SFCG-Timor-Leste's Quarterly M&E Bulletin for February 2015! This bulletin has been prepared by the Design, Monitoring, and Evaluation (DM&E) Team at SFCG-TL to provide a summary of our radio program's listenership survey results.

In May-June 2014, SFCG-TL conducted Listenership Surveys in 12 districts of the country. The purpose of the survey was to track the listenership rates of its four radio programs: Babadok Rebenta (BR) radio magazine and talkshows, Karau Dikur ba Dame (KDD) radio drama, Her Story/Feto nia Istorio radio magazine and talkshows, and Public Outreach Service Announcements (POSAs). The radio programs are part of the Democracy and Development in Action Through Media and Empowerment (DAME) project, the USAID Youth Engagement to Promote Stability (YEPS) project, and Women Empowerment and Increasing Access to Justice (WEA2J) project.

We hope you will find this issue of the Quarterly Bulletin both interesting and informative. The DM&E team of SFCG Timor-Leste appreciates your feedback. Please feel free send your comments or suggestions to ddejesus@sfcg.org or udealmeida@sfcg.org.

Spreading the Message of Peace Through Radio

As part of its outreach campaign, SFCG-TL has been producing radio shows to send positive messages of peacebuilding through an engaging and accessible medium. The four locally-produced shows deal with a diverse range of topics, designed to appeal to Timorese citizens of all backgrounds.

Timor-Leste is in dire need of media that elevates the voices of its citizens—especially youth and women. Although the country has made great strides in combatting illiteracy, currently only 60% of the adult population, including 85% youth, 52% women, can read and write. Additionally, many Timorese do not have access to television or computers. In order to ensure the largest audience for its programming, SFCG-TL chose radio as its main medium of media outreach, as over 50% of Timorese households have a radio.

Karau Dikur ba Dame, or “Buffalo Horn of Peace”

Aimed at young people, this radio drama program focuses on promoting practical, non-violent, and cooperative ways to address conflict; in the process breaking down negative stereotypes and providing examples of cooperative solutions to stimulate social progress.

Babadok Rebenta, or “Echo of Drums”

This radio magazine show has been broadcasted by community radio stations across the country and is geared towards engaging listeners in conversation with their peers about issues such as drug use, early pregnancy, and domestic violence. Community radio also hosted talkshows associated with themes discussed in Babadok Rebenta radio magazines.

Feto nia Istória, or “Her Story”

Given the marginalization of women in Timor-Leste, SFCG-TL produced Her Story radio program consisting of a radio magazine and talkshows. Her Story empowers women through increased awareness of 5 main issues – rights to land, labour rights, prostitution, divorce, and domestic violence - and enhances their access to formal justice.

Public Outreach Service Announcements

A total of 44 POSAs were produced by community radio partners, with training and coaching provided by SFCG. Produced POSAs included core messages of peacebuilding, good governance, democracy and women and children’s rights.

SFCG-TL strives to keep its radio programming in-step with the evolving needs of the Timorese people, conducting surveys and incorporating listener feedback to ensure the continuing appeal of its programs.



Projects Background

USAID YEPS -Youth Engagement to Promote Stability

This three-year program, funded by USAID, aims to bridge the gap between Timorese youth and social and political structures, and contribute to conflict prevention through the innovative use of media.

Radio Programs:
Karau Dikur ba Dame
Babadok Rebenta and Talkshow

DAME - Democracy and Development in Action through Media and Empowerment (Funded by EC-NAO)

This program, started in August 2012 and funded by the National Authorizing Office, through the European Commission, aims to strengthen the democratization process in Timor-Leste and further stabilize the country by building NSA capacities and improving channels of communication between citizens and decision-makers.

Radio Programs:
Talkshows
Public Outreach Service Announcements

WEA2J – Womens Empowerment and Access to Justice (Funded by Ministry of Foreign Affairs, Norway)

From 2012 to 2014, this project worked on dissemination of information and sharing stories on how women can access the formal justice system mechanism pertaining to women’s rights through nationwide network of community radio.

Radio Programs:
Feto Nia Istoria/Her Story
Talkshows

Evaluating Successes and Identifying Opportunities

In order to improve its programs and measure their results, SFCG-TL recently conducted a listenership survey to gauge the impact of its activities. The survey focused on the reach (number of individuals who listen), resonance (what listeners think about the program) and reaction (how they respond to the program's message). As part of the survey, SFCG-TL staff worked alongside members of its community radio partners in order to interview over 650 individuals from all across Timor-Leste.

The results of the listenership surveys have been instrumental in guiding SFCG-TL's future media and outreach initiatives, as well as understanding the demographics and habits of its listeners.

The Use of Radio

The results confirm SFCG-TL's strategy; radio is the most popular media outlet to disseminate information and generate dialogue throughout Timor-Leste's society. Out of the 660 respondents, 71% listen to the radio.

Popularity and Listenership Rates

SFCG Timor-Leste radio programs have good listenership rates. Babadok Rebenta (BR) is the most popular amongst the four radio programs, with 51% listenership rate (out of the 468 radio listeners), followed by Her Story/Feto nia Istorica with 44%; Karau Dikur ba Dame (KDD) with 41%, and Public Outreach Service Announcements (POSAs) had a 33% rate.

Effectiveness and Innovation

SFCG-TL's innovative use of media has proven to be an effective strategy to disseminate messages. Almost 50% BR listeners from the 16-29 year old age group, and 76% of the 205 listeners to Her Story, reported that the content and formatting of SFCG-TL radio programming were innovative and engaging unlike other similar radio magazines and programs. Respondents were attracted to SFCG-TL's radio programming's way of dealing with issues pertaining to Timorese youth and explores potential solutions to those issues, all in an entertaining format. This contrasts with most radio programming, which while entertaining, lacks a positive message.

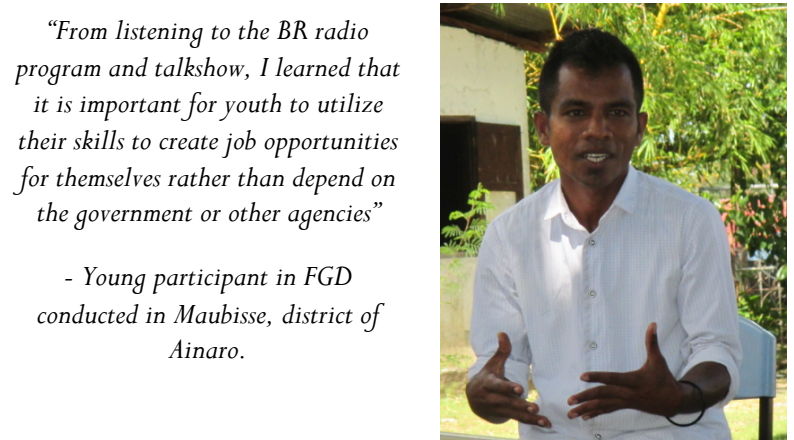
Creating a Conversation about Peace

Respondents are benefiting from the radio programs and are using the messages in their daily lives. After listening to the radio programs, 45% of respondents said they discussed the issues raised in the program with their colleagues, peers, and family. While 30% stated that they participated or organized activities to disseminate the messages learned from SFCG-TL radio programs.



"I found the format of BR radio program and talkshow clear, interesting, and easy to follow for it talked about my community's daily life experiences and my favorite topic was early marriage because it taught young people and also reminded us as parents to take more responsibility"

-Woman participant in FGD from Viqueque district.



"From listening to the BR radio program and talkshow, I learned that it is important for youth to utilize their skills to create job opportunities for themselves rather than depend on the government or other agencies"

- Young participant in FGD conducted in Maubisse, district of Ainaro.



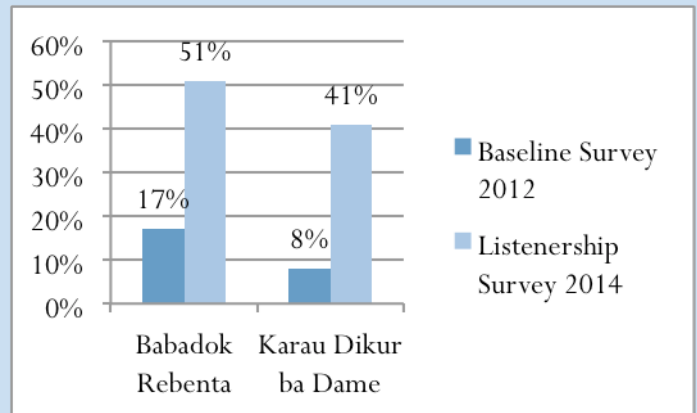
"The radio programs and talkshows helped me understand how youth's involvement in martial arts can have a positive impact away from conflict"

-Young participant from Lautem district

Comparison with Baseline Survey

The results of the baseline survey conducted in 2012 indicated low listenership for SFCG's radio programs.

Acting on this information, SFCG launched a concentrated advertisement campaign in collaboration with its partners to increase awareness of its radio programs and talkshows. As a result of this campaign, listenership rates for SFCG's programs climbed sharply in the results garnered in the 2014 Listenership Survey. *Babadok Rebenta's* listenership climbed from 17% during first cycle to an impressive 51% during cycle two, and *Karau Dikur ba Dame* increased from 8% to 41%.



Improvements in listenership by percentage of radio listeners

Looking to the Future

SFCG plans to adjust its radio programming according to the strengths and weaknesses revealed in the Listenership Survey. Among the most noteworthy changes planned are:

- Changing program broadcast times to align with the most popular radio listening timeslots.
- Publicizing SFCG's lineup during popular musical programs, using attractive format, tone, and language.
- Working to strengthen the quality and capacity of community radios in producing their own talkshows.
- Greater focus on the understanding and reacting to the programs message rather than the listening. While the programs have good listenership rates, some listeners having trouble understanding the message carried by programs. SFCG-TL will work to ensure more engaging content and clearer messages.



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