



## **Resource Guide for MEDIA and PEACEBUILDING**

*The Resource Guides constitute a continuously evolving project initiated by the Institutional Learning and Research Division (ILR) to enable SFCG staff to quickly and easily access and review a selection of practical and useful resources. Therefore, it is not meant to be a comprehensive bibliography. We welcome contributions of resources to ILR ([ilr@sfcg.org](mailto:ilr@sfcg.org)).*

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### **Introduction**

This document consists of two parts: Part A and B. Part A lists resources that specifically focus on media and peacebuilding. Part B lists resources that focus on non-peacebuilding media subjects but are related to and useful for peacebuilding media projects. For planning, monitoring and evaluation, using materials from both Part A and B is recommended due to the scarcity of resources on evaluation methodology for media projects specific to peacebuilding. This guide does not include detailed production methodologies or technical information.

### **\*\*\*MUST READS\*\*\***

1. *Lifeline Media: A Guide to Developing Media Projects in Conflict Situations* by L. Hieber (page 1)
2. Chapter 1-3. *The Power of Media: A Handbook for Peacebuilders* by European Centre for Conflict Prevention (page 2)
3. *Behavior Change Communication for HIV/AIDS: A Strategic Framework* by Family Health International (page 4)

## **PART A. Media and Peacebuilding**

Media can play an important role in peacebuilding by providing accurate and unbiased information to populations affected by conflicts, and proactively delivering programmes that aim to impact knowledge, attitude and behavior of the population about different groups and issues related to peacebuilding. Effectively utilizing media in peacebuilding activities requires thorough analysis of the situation, careful planning, and on-going and systematic monitoring and evaluation, as in any other peacebuilding project. The following resources have been selected for their practicality and emphasis on analysis, planning, monitoring and evaluation.

### **I. General Materials**

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1. **Title:** *Lifeline Media: A Guide to Developing Media Projects in Conflict Situations*  
**By:** Loretta Hieber, Media Action International (2001)  
**Language:** English

- Description:** 226 pages. This report provides practical guidelines for media projects established to provide information to affected populations in conflict situations. Each chapter is short, with many brief case studies.
- Topics:**
- Needs Assessment
  - Programme Design
  - Targeted Programming
  - Monitoring and Evaluation
  - Developing Indicators
  - CGP Rapid Survey Method
- Location:** <http://impacs.org/files/MediaPrograms/lifelinemedia.pdf>
2. **Title:** *An Operational Framework for Media and Peacebuilding*  
**By:** Ross Howard, IMPACS (2002)  
**Language:** English and French  
**Description:** 33 pages. Great introduction to peacebuilding and media activities. A useful framework for the analysis and planning phases. Includes a list of indicators.
- Topics:**
- Initial assessment indicators
  - Typologies of media intervention
  - Key questions for planning (Appendix B)
- Location:** English PDF: [http://impacs.org/files/MediaPrograms/framework\\_apr5.pdf](http://impacs.org/files/MediaPrograms/framework_apr5.pdf),  
French PDF: [http://impacs.org/files/MediaPrograms/operationalframework\\_may14.pdf](http://impacs.org/files/MediaPrograms/operationalframework_may14.pdf)
3. **Title:** *The Power of Media: A Handbook for Peacebuilders*  
**By:** European Centre for Conflict Prevention, in cooperation with ECCG (Francis Rolt is one of the editors) and IMPACS (2003)  
**Language:** English  
**Description:** 245 pages. A comprehensive book of media and peacebuilding guidelines for practitioners. Includes 12 case studies and a directory with 68 profiles of organizations. Chapter 1 is useful for analysis and planning. Chapters 2 and 3 are useful for managing peacebuilding media projects with an emphasis on evaluation. Chapter 2 is written by an SFCG team (Lisa Shochat, Phil Bob Helmich and Allen Scheid).
- Topics:**
- Operational Framework (Ch 1, Re-print of IMPACS report cited above at no.2)
  - Assessment and Evaluation Methodologies (Ch 2)
  - Best Practices and Lessons Learned on Assessment, Design, Implementation and Evaluation (Ch 3)
  - Case studies (Part 2. includes some evaluation and impact assessment)
4. **Title:** *Working with the Media in Conflicts and Other Emergencies*  
**By:** DFID  
**Language:** English  
**Description:** 62 pages. This guide has been produced by DFID's Conflict and Humanitarian Affairs Department and Social Development Department to strengthen the understanding the role of media in conflict and other emergency situations and the options open to them for supporting practical initiatives.
- Topics:**
- Role of Media in Conflict
  - Chapter 4. How to Appraise and monitor media initiatives?
  - Chapter 5. Case Studies
- Location:** <http://www.dfid.gov.uk/pubs/files/chad-media.pdf>

## II. Examples

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- 1. Title:** *Balkh Province, Afghanistan: A Radio Listening Survey*  
**By:** Juliette von Seibold, Media Support Solutions (2002)  
**Language:** English  
**Description:** 41 pages. A report on a radio listening survey conducted in Afghanistan. Not an example of program evaluation but of quantitative and qualitative survey and questions conducted in post-conflict area. Focuses on the difference between urban and rural men and women and between different socio-economic groups. [Don't print all pages! The same report appears three times on a page.]  
**Location:** <http://www.mediasupport.org/balkhreport.htm>

### PART B. Media projects in related fields

The use of media to impact knowledge, attitudes, and behaviour of individuals and society is also common in fields other than peacebuilding, such as HIV/AIDS campaigns. Various terms are used to describe such approaches, including "Communication for Social Change," "Behaviour Change Communications (BCC)," "Entertainment-education," "Social Marketing," "Information, Education and Communication (IEC)," etc. These fields often overlap and use similar approaches, which offers some useful methods and examples for planning, monitoring, and evaluation of media and peacebuilding projects.

## I. General Materials

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- 1. Title:** *The Essential Handbook. Radio and HIV/AIDS: Making a Difference. A Guide for Radio Practitioners, Health Workers and Donors.*  
**By:** Gordon Adam and Nicola Harford, UNAIDS/ Media Action International (2000)  
**Language:** English, French, Spanish  
**Description:** 120 pages. Easy-to-read and very practical handbook written for practitioners and managers. Includes many concrete examples to illustrate techniques, approaches and issues drawn from real-life experiences. Covers the main issues to consider when using radio as a health communications tool throughout the project cycle, including some technical details of radio production.  
**Topics:**
  - Initial Research
  - Planning
  - Pre-testing
  - Monitoring and evaluation
  - Training and sustainability**Location:** <http://www.reliefweb.int/training/ti1280.html>

## II. Methods and Tools

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### *Behavior Change Communication (BCC)*

BCC is an interactive process with communities to develop tailored messages and approaches' using a variety of communication channels to develop positive behaviours, promote and sustain individual, community, and societal behavior change, and maintain appropriate behaviors. BCC also includes Social Marketing, Media Advocacy, Policy Advocacy, and "Entertainment-Education."

1. **Title:** *Behavior Change Communication (BCC) for HIV/AIDS: A Strategic Framework*  
**By:** Family Health International (2002)  
**Language:** English and French  
**Description:** 22 pages. A very useful framework to develop BCC strategy and plan and implement BCC projects. It explains what BCC is, how it works, and its guiding principles. Essential reading for project managers. Focus is on HIV/AIDS.
  
2. **Title:** *Global AIDS Program Technical Strategies: Behavior Change Communications (BCC)*  
**By:** Center for Disease Control and Prevention (CDC, US government)  
**Language:** English  
**Description:** 17 pages (horizontal). A brief introduction to BCC and entertainment-education useful for both beginners and managers. Includes sample BCC programming packages in which radio projects are integrated. A useful list of sample evaluation goals and data collection methods is presented at the end. Focus is on HIV/AIDS.
  
3. **Title:** *Radio Soap Opera Evaluation Plan*  
**By:** Johns Hopkins Bloomberg School of Public Health Center for Communication Programs (2002)  
**Language:** English.  
**Description:** 6 pages. A short example of an evaluation plan of a Radio Soap Opera with a specific target population and behavior change goals. Includes qualitative and quantitative research methods and a sample rapid response survey. A useful example for those who plan and manage project monitoring and evaluation.  
**Location:** <http://www.jhuccp.org/research/download/Processevaldescription.pdf>

***Entertainment Education (Miguel Sabido approach/ Edutainment)***

As part of BCC approach, Entertainment Education is defined as the process of purposely designing and implementing a media message to both entertain and educate, in order to increase audience knowledge, create favorable attitudes, and change overt behavior toward certain issues.

1. **Title:** *"G" Is for Growing: 30 Years of Research on Children and Sesame Street.*  
**By:** Shalom M. Fisch and Rosemarie T. Truglio, Children's Television Workshop (2000)  
**Language:** English  
**Description:** 271 pages. A book on research and evaluation of the children's educational television show "Sesame Street." It describes the process by which formative and summative research is integrated into the programme production to inform production decisions and to assess the show's educational impact on its target audience. Excellent resource for people planning research and evaluation for drama programming, educational programming, or children's programming.
  
2. **Title:** *Soul City evaluation reports*  
**By:** Soul City Institute of Health and Development Communication (mostly 2001)  
**Language:** English  
**Description:** Soul City (South Africa) is a multi-media health promotion and social change project that involves TV series, radio drama, booklets and public campaign. Its website provides its extensive evaluation reports and an evaluation design matrix.  
**Location:** <http://www.soulcity.org.za/> (under Research and Evaluations section)

### ***Communication for Social Change***

“Social Change” is defined as a positive change in people’s lives as they themselves define such change. Communication for Social Change is a process of “community dialogue” and “collective action” through which people define who they are, what they want (i.e. change), and how they can get it. Mass media plays the role of “catalyst/stimulus,” initiating this process by helping identify a problem.

- Title:** *Communication for Social Change: An Integrated Model for Measuring the Process and Its Outcomes*  
**By:** Maria Elena Figueroa, et al., Rockefeller Foundation (2002)  
**Language:** English  
**Description:** 42 pages. Introduces the model of Communication for Social Change and presents useful indicators to measure this process of community dialogue and collective action.  
**Topics:**
  - Process indicators
  - Outcome indicators

### ***Social Marketing***

Social Marketing is a strategy that applies standard techniques of commercial marketing to the promotion of pro-social behaviour.

- Title:** *Making Health Communication Programs Work: A Planners Guide.*  
**By:** US Department of Health and Human Services (1992)  
**Language:** English  
**Description:** 167 pages plus 84-page Appendices. Detailed guide for planning, implementing and evaluating communication programming for disease prevention and control. Methods chapter and sample forms, guidelines, and worksheets in Appendix A are concrete and useful for selecting and using research methods for assessment, monitoring and evaluation. May need some modification for use in developing countries.  
**Topics:**
  - Planning
  - Development of materials
  - Implementation
  - Evaluation (p.106-123)
  - Method (p.125-167)**Location:** <http://cancer.gov/pinkbook>
- Title:** *Know Your Audience: A Practical Guide to Media Research*  
**By:** Dennis List, Audience Dialogue (2002)  
**Language:** English and Bahasa Indonesia  
**Description:** 300 pages. An online book on audience research methodologies written for media practitioners in developing countries. Each explanation is detailed but uses simple, easy-to-read language. An Indonesian translation, under the title of *Memahami Khalayak Anda* is published by UNESCO Jakarta office.  
**Topics:**
  - Planning
  - Methods of audience research (surveys, interviews, observation etc.)
  - Content analysis**Location:** <http://www.audiencedialogue.org/kya.html>

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*Institutional Learning and Research Division, Search For Common Ground (February 2004).*