

## **Search for Common Ground - Nepal Key Findings from 2008 External Evaluation Radio For Peacebuilding**

Search for Common Ground has conducted ‘Radio for Peacebuilding Nepal’ project in partnership with the Antenna Foundation Nepal in support of the United States Institute for Peace (USIP). The project has been run since May 2007. As per SFCG’s requirement, a team of two evaluators evaluated the project on the following three areas:

- Content analysis and evaluation of the Radio for Peace Building guidebooks on the basis of their relevance, usability and adaptability to the Nepalese context.
- Training and coaching phase evaluation conducted for 25 FM stations across Nepal. This phase was evaluated for its content, delivery, effectiveness and usability.
- Creation of 30 exemplary shows phase evaluation with respect to content analysis based on relevance and learning of the FM hosts and producers who were trained.

### **EVALUATION SCOPE**

Initiated in response to the SFCG Nepal commitment, this evaluation took place between end of May till Mid June 2008. It consisted of 5 days in-country field visits for a team of 2 researchers. The limited resources in terms of time directly affected the scope and depth of the evaluation. In short time period the team endeavored to identify the outcomes of the project. It was beyond the scope of this evaluation to provide or investigate all areas of importance to the degree to make generalized conclusions.

The evaluation focused on three specific areas

1. To determine the usability, adaptability and relevance of the guidebooks.
2. To determine the outcomes of training and coaching given to the 25 radio journalists.
3. To evaluate the content of the exemplary shows.

### **KEY FINDINGS**

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**Major accomplishments** – The guidebooks are one of its kind produced in Nepal. There are no other reference materials for radio talkshow producers and presenters on the areas of conflict and peacebuilding. The guidebooks are relatively easy to understand and have used Nepali examples. Given this adaptation, these guidebooks have the potential of being used by Nepali radio professionals.

Out of the 25 participants, 18 were interviewed for quantitative and qualitative analysis by the evaluators. All 18 participants reported to have learnt the following at the training:

- The participants learnt how to set objectives for their programs specifically in relation to achieving knowledge, attitude and behavior (KAB) changes objective.
- The participants learnt the ‘common ground approach’ and that talkshows can be successful only if they can create win-win situation for both parties involved.

Following are the major impacts that can be described for the project:

- SFCG has been able to sensitize and create awareness amongst the radio producers and presenters of their role and the role of radio talkshows on peacebuilding.
- With the initial support of SFCG, talk shows aimed at peacebuilding have been initiated and in some FM stations have been continued even after the support has been withdrawn.
- The program has also created a one of a kind, reference material in Nepal for Radio talkshow hosts interested in peacebuilding programs. Their initiative is innovative in the guidebooks targeted at producing youth programs as well.
- SFCG has created a general goodwill amongst its stakeholders and is viewed positively.
- Without communication channels, often participants of such programs are disoriented about the objective of the program and have bits and pieces of information. This is specially true if station managers are not oriented and involved from the beginning. When station managers are personally involved and interested in the project, continuity after withdrawal of support is more likely.
- Lack of documentation and monitoring mechanism has led to a 44% success rate in terms of radio show production which could have been higher. With constant monitoring, the participants have constant points of reference to remove their confusion and therefore, are more likely to implement ideas that they have learnt during training to their shows.
- Those participants whose portfolio matches with SFCG requirements (such as talkshow hosts) are more serious about the training and therefore, have produced results in terms of their learning and radio show production. However, when participant selection is simply left to nomination from FM stations and there are no further screening done, participants with various levels of knowledge and interests tend to reduce the effectiveness of the program.
- In order to improve the quality of exemplary shows, constant monitoring and feedback mechanism, at least for the initial six months, needs to be developed. Without this, the quality of exemplary shows at will decline as the space between participant's training and radio show production increases.

## RECOMMENDATIONS

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- SFCG has to learn about communication channels and invest in formalizing its relationship with concerned stakeholders. The lack of involvement of station managers can have long reaching implications whereby Stations lose interest in peacebuilding shows.
- SFCG also has to improve its follow up and devise an appropriate mechanism as lack of monitoring resulted in only 44% of the participants producing exemplary shows. With additional monitoring this percentage could have increased.
- SFCG also has to help FM stations in devising a simple mechanism to identify and record listener's response and the impact upon listeners of the radio shows that are aimed at peacebuilding initiatives.
- For the trained radio presenters to master the art of using the common ground approach on their radio shows, they require a lot more investment in terms of training and coaching.
- An appropriate orientation to station managers would help clarify objectives of SFCG and help in gaining cooperation for SFCG's mission. At the same time station managers need to be constantly updated about the progress by SFCG.
- An appropriate participant selection criteria and mechanism would help decrease the level of non performance on behalf of the participants. Also a particular criteria would make the training more meaningful as participants with similar level of understanding and knowledge would work together.
- SFCG would benefit a lot with an 'Information and Documentation Officer' added to their human resource as a lot of their other team members are already conducting several other projects. Due to this, information collection and follow up seem to be the major area of weakness.

## **EVALUATION METHODOLOGY**

The information and data was collected using both primary and secondary sources.

### **Primary sources**

The primary sources used for the collection of the information were structured and semi- structured questions, in-person interviews, Focus group discussions (FGDs) and telephone interview. Some of the used methods included:

- Key informant interviews (in person and telephone)
- One Group discussion
- A very comprehensive study of the English and Nepali (translated version) versions of the guidebooks
- Content analysis

### **Secondary sources**

The secondary sources used for the collection of the information are various organizational documents, various reports related to the project and CDs of the exemplary shows.

*Source: The majority of this document was taken verbatim from the Evaluation of Search for Common Ground Activities in Nepal in 2008. For the full evaluation, please refer to:  
[www.sfcg.org/sfcg/evaluations/evaluations.html](http://www.sfcg.org/sfcg/evaluations/evaluations.html)*