

APPENDICES

Appendix 1: SFCG Election Strategy

SFCG's strategy in Sierra Leone focused on building capacity and establishing local structures that support a credible and free outcome in elections. In addition to supporting an extensive national voter education campaign, including first time uses of television and live constituency debates with parliamentary candidates in strategic locations and on the radio, SFCG focused its efforts on leading the development of the Independent Radio Network (IRN) and National Election Watch (NEW).

Specifically targeting women and youth, and using a multi-media campaign approach of radio, print and video integrated with outreach activities, SFCG identified and worked with conflict prone communities and groups aiming to mitigate the likelihood of violence.

To this end, the strategy had two main objectives namely:

- a. Broadening the space for Sierra Leonean citizens and political candidates to participate in free and fair elections including:
 - Supporting safe spaces for political campaigning that allow citizen participation
 - Opening different political spaces
 - Targeting conflict prone communities to support peaceful elections
 - Targeting groups easy to mobilize into election violence – youth – to support their constructive engagement in the process
 - Working in rural communities

- b. Providing timely and credible information on the electoral process throughout the country including:
 - Mobilizing media structures to report effectively on elections
 - Integrating activities and outcomes using the entire electoral process as a constructive mobilization tool for electioneering (i.e. reporting on boundary delimitation etc.)

Strategy Components

i. Alliance Building

SFCG's conflict transformation work uses alliance building, networking and coalition building as a major tool, targeting organizations that share similar goals and ideals to the overall mission of the organization. Such alliances incorporate government and private institutions, local and international NGOs, youth and women's groups and most importantly media outlets. At the moment, SFCG has both strategic and operational partners whom we engage in varied activities and events around the country according to the nature of the functions of such partners.

Associating with key institutions such as the Ministry of Social Welfare, Gender and Children's Affairs and the Ministry of Youth and Sports, SFCG will use available decentralized structures at district and regional levels to move participation and information

flow on the electoral process forward. Advocacy and lobbying for the inclusion of marginalized groups in the process, especially women and youth, is crucial. Given the high illiteracy rate among rural women and youth, it is important to ensure the provision of necessary information to enable them not only to participate, but also to make informed choices about their participation.

ii. Strategic Partnerships

National Electoral Commission – With renewed leadership, in the formational phase NEC has established a reputation as a credible institution ready to try and provide a level playing field for the electoral process. NEC has carefully outlined a reinvigorated process of seven steps, and SFCG has aligned itself closely within this framework, identifying a senior staff member as the focal point for NEC contact and sitting on two NEC sub-committees.

Independent Radio Network - The IRN was initially formed for Election Day reporting in 2002. Working with 10 independent radio stations (community, commercial and religious), a membership network formed to reinforce the transparency of the election and ensure a peaceful process on Election Day. In preparation for the 2007 elections, IRN has altered the content of their premier radio programme *Parliament Bol At* to reflect the emerging electoral process. IRN has begun a process of strategizing about their involvement, holding a joint workshop with NEC on the role they should play.

IRN remains an important resource for electoral process information sharing and SFCG will continue its support of IRN. As NEC implements its seven step strategy, the IRN team has been strategizing to make its contribution to the process. With new leadership in place in the form of a Coordinator and a Liaison, IRN has identified office space and coordinated a series of meetings to develop their plan. Individual member stations have committed airtime to inform their communities as well as reporters and journalists to capture information from their areas.

Forging strong relationships with NEC officials and IRN partners will be an integral part of SFCG's strategy. Through SFCG's high-level representation on the citizen education sub-committee, NEC has engaged IRN members in training on technical issues, which positioned them to give accurate information, even in local languages.

National Election Watch – NEW is a coalition of local and international NGOs and other interested civil society organizations that have keen interest in the elections process. This group was and still is an elections observer group that has been working closely with IRN and NEC. NEW underwent a strategic process identifying their role and clarifying governance issues around the coalition in late 2005. Rolling out the preparatory phase of their strategy, NEW is reorganizing their regional coordination points. With the intention of putting an observer into every polling station, NEW is preparing to mobilize to the district level to enable it to achieve this goal. In partnership and as a key member, SFCG supports NEW in its monitoring role at every stage of the electoral process and will contribute to clarifying sticky

SFCG is a member of the National Civic and Voter Education Committee set up by NEC, and ensures representation through the identified NEC liaison at the weekly meetings at the NEC Secretariat. These meetings create a platform for SFCG to be well positioned in its information dissemination and conflict transformation work and also to inform NEC about the concerns of communities for appropriate action.

issues. Ultimately NEW will observe and report on the entire electoral process, with the additional and unintended outcome of providing voter education along the way.

iii. Media Synergy

SFCG worked with NEC, media practitioners and institutions to create a media synergy to follow the electoral process and ensure citizen engagement in an informed manner. This synergy included radio stations and press as well as SFCG's Talking Drum Studio's own radio and video production teams. Working through a peacebuilding frame, the synergy aimed at creating communication channels in a problem solving posture. Bringing to the fore contentious issues that might have stalled the process, it also provided the opportunity to all stakeholders to clarify and chart a resolution of the issues.

Other SFCG activities supporting the election included:

- Constituency debates with Parliamentary candidates in all 14 districts carried live on air, where candidates explained their manifestos.
- A ten part weekly TV soap opera on civic and voter education, focusing on women's participation.
- Regular editions of the popular TDS radio soap Atunda Ayenda dealing with elections issues, as well as special editions of other SFCG radio programmes and,
- Trainings with the BBC World Service Trust to build capacity in partner radio stations.

Appendix 2: Breakdown of Study Sample

Total focus group participation:

Region	Male /youth	Female	Totals
North	40	38	78
South	41	37	78
Freetown	35	26	61
Total	116	101	217

Total survey participants

Region	Male /youth	Female	Totals
North	74	97	171
South	80	82	162
Freetown	80	80	160
Totals	234	259	493

Total individual interviews with stakeholders

Name	Organization	Role during elections	Locations
1 Cheku Johnny	NEC	District Elections Officer	Port Loko
2 Umar Akim Conteh	Ministry of Youth & Sports	District Youth Officer	Kabala
3 Stevens Gibril	Ministry of Youth & Sports	District Sports Officer	Kabala
4 Kalilu Bah	CGG	NEW Coordinator	Kabala
5 Joseph Mende	PMDC	District Secretary	Pujehun
6 Francis Swarey, 7 Edison M. Conteh and 8 Allen M. Swarey	APC	District Secretary District Deputy Chairman District treasurer & candidate	Pujehun
9 Eddy S. Massally	SLPP	Councilor	Pujehun
10 Gibrila Jusu	NEC	Assistant District Electoral Officer	Pujehun
11 Melvin Rogers	Radio Wanjei	IRN station	Pujehun
12 Gabriel Momoh	Radio Modcar	IRN station	Moyamba
13 /	SLPP	Women Leader	Moyamba
14 /	PMDC	Women Leader	Moyamba
15 Antila	APC	Chiefdom Coordinator	Moyamba
16 Gillan Abdu	CSM	NEW Supervisor	Freetown East
17 Sallu Mangeh	Radio Tombo 96 FM	IRN station	Freetown West

Discussion in Freetown with Strategic partners representatives

Name	Organization	Role during elections
1 Mohammed Adams Kamara	Bajito Onda foundation	NEW Supervisor
2 Ahmed Nasir Sowa	COJA	
3 Borkarie Musa Kallon	DWDO (women organization)	NEW Observer
4 Abdul Karim Habib	IUMDHR	NEW Regional Secretary
5 Adikalie M Kamara	TAYFO/SL (Youth forum)	NEW Observer
6 Mohammed Kholipho	Bajito Onda Foundation	NEW Supervisor
7 Juliet Anderson	Bambara town CSM-SL	NEW Supervisor & trainer
8 Abdulai A.B. Sesay	AWISH-SL	NEW Focal Point & observer
9 Kadiatu M Koroma	AWISH-SL	NEW Observer
10 Daniel M. Amara	Choice FM Lungi	IRN & station reporter
11 John W. Campbell	IRN	IRN producer & reporter
12 Alieu B. Sesay	TAYFO (youth forum)	NEW Focal person & trainer
13 Mohammed Y. Turay	UPS-L	NEW observer & focal point
14 Ibrahim Mansaray	Radio Democracy	IRN & station reporter

Appendix 3: Focus group discussion guide

INTRODUCTION: Hello, my name is ----- and my colleague will introduce himself/herself.

We are conducting this study on behalf of Search for Common Ground / Talking Drum Studio. We would like to know your opinions on the parliamentary and presidential elections that were held this year in August and September.

The information you will give us, will help SFCG to review its programs and activities so that they can effectively respond to your information needs with regard to electoral process in Sierra Leone.

We will ask you a few questions, our discussion will take roughly one hour thirty minutes. During that time, my colleague will take notes to ensure that we remember everything you say.

The discussion will be completely confidential (which means that your names will not be mentioned), you also have the opportunity to leave the discussion if you wish so.

We would also like to record the discussion. We assure you that the tapes will not be used in other ways than to ensure that we wrote everything you said. Is that OK with you?

Once more we thank you for sparing your time to talk to us.

Location: Porto Loko Kabala Pujehun Moyamba Tombo Susan Bay

Gender: Male **Age groups:** 15-20 yrs 20-30 yrs
Female 18-29yrs 30-45yrs

Total number of participants?

We will start by talking about the election process.

1. Generally, how did you feel about the elections this year?
 - a. Did most/all of you vote?
 - b. Were you happy to vote? Tell me more about that? Why?
2. What did you generally think about the voting day?
 - Good/bad?
 - Can some of you tell me how it happened?
 - What was the atmosphere at the polling station? (Safe, tranquil, uplifting...)
3. Was it different from previous elections?
 - a. In what way was it different?
 - b. In what way was it similar?
4. Did you ever have a question about the election? (*How they would run, what you would do, how you would choose your candidate, which polling station to go to*) What were they?
 - a. Was it answered before the election day?
 - b. How did you get that answer?
5. At the polling station did you see people from your community observing the polling stations? They were wearing a black T-shirt like this one? Did you recognize them?
 - a. What did you think they were doing there?
 - b. Did his/her presence change anything in the polling station? What? How did it change it?
 - c. Can you say that you trusted that person? Why yes or no?

6. Did you listen to radio programs before and during the elections?
 - a. Which radio programs did you enjoy listening to?
 - b. Can you tell me why you enjoyed listening to them? (was it the information or the presenter etc.)
 - c. Did you ever hear of “IRN”?
 - d. What is it?
 - e. What are the radio stations in your community?
 - f. Did you listen to them during the elections?
 - g. What programs did you enjoy most? Why did you enjoy them?
 - h. What programs did you dislike and why?
7. When you were listening to the radio, did you hear the voices of people like you (women or youth)?
 - a. What did you think of that?
 - b. Tell me more about that.
8. Did you ever hear or see your candidate speak? Where?
 - a. How did you feel about that?
 - b. Did it change anything in the way you voted? What did it change?

Now we would like to talk about TV & Video during the elections

9. Did you watch TV/Video during the elections?
 - a. What programs did you mostly watch?
 - b. Where did you watch them?
10. Did you hear about a Video called *Insai Di Saloon* - it was a soap opera that spoke about the elections?
 - a. What did you think of it?
 - b. What was the link between the show and the elections?
11. Did you like the way the show was produced?
 - a. Was it different from other shows on TV? How?
 - b. What are your preferred channels of getting information?
12. Which characters did you like most?
 - a. Why did you like them?
 - b. Which ones did you dislike? Why?
13. Was there a scene in the show that was similar to one that you experienced?
 - a. Which one?
 - b. In what way was it similar?
14. Did the show change anything in your perception of self and what you can achieve?
 - a. Can you give me specific examples of how it changed that perception?
15. Did the show change anything in your perception of women/youth and what they can achieve?
 - a. Can you give me specific examples of how it changed that perception?
16. Finally can you tell me what would have helped you better understand and participate in the election process that was not there/was not provided during the last election?

We have now finished the discussion, would any of you like to add anything that we did not talk about?

CONCLUSION

Thank you very much for your time and your participation.

If you would like to know how the information you provided us was used by SFCG/TDS, ask one of SFCG/TDS staff when you meet them in January.

Appendix 4: Survey protocol

INTRODUCTION:

My name is ----- . We are conducting this survey on behalf of Search for Common Ground / Talking Drum Studio.

I would like to know your opinions on the parliamentary and presidential elections that were held this year in August and September.

The information you will give me, will help SFCG review its programs and activities so that they can effectively respond to your information needs with regard to electoral process in Sierra Leone.

I will ask you a few questions, our discussion will take roughly 15 minutes. The discussion will be completely confidential (which means that your name will not be mentioned).

You are free to answer this survey. Do you agree? Yes No (If no, thank for time and say goodbye)

Shall we start?

Location: Porto Loko Kabala Pujehun Moyamba Tombo Susan Bay

Gender: Male Female **Age:** 15-20 yrs 20-30 yrs 30-40yrs 40+yrs

Highest level of education completed:

How many meals a day?

1. Did you see people from this community who were observing the situation at the poling station? (*Show the t-shirt they were wearing*) Yes No
2. I trusted the person from the community who was observing the poling station and wearing the black T-shirt
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree
3. Did you listen to radio programs who mentioned "IRN"? Yes No
4. An issue I had in mind was mentioned over radio discussions
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree
5. How often did you listen to radio programs before the elections?
 - Once every day,
 - Many times a day
 - Once a week
 - Some days of the week
 - Never
6. How often did you listen to radio programs during the elections?
 - Once every day

- Many times a day
- Once a week
- Some days of the week
- Never

7. Can you name three radio programs you liked listening to:

- a.
- b.
- c.

8. The radio programs helped me understand the electoral process

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

9. I had a chance to hear the voice of my candidate on radio or public forum

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

10. It was useful for me to hear my candidate

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

11. The debates helped me understand the electoral process

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- I did not listen to debates

12. I think the information on the election was true

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

13. I heard the voices of people like me (women/ youth) on the radio

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

14. I thought the elections were free and fair

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree

Strongly disagree

15. I had enough information to make an informed choice of candidate

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

16. I voted for my personal choice of candidate

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

17. I felt free to cast my ballot inside the voting station

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

18. Did you watch TV programs/videos during the elections?

- Yes
- No (*skip next questions & end interview*)

19. Where did you watch these programs/films:

.....

20. How many times did you watch the video?

- Once
- Twice
- Three times
- more than 3 times

21. Name the TV/video programs that talked about elections that you watched:

- a.
- b.
- c.

If they mention In Sai Di Saloon –

22. What did you think about the soap opera?

(when they mention one of these note order in which mentioned: 3 max)

- a. Enjoyable
- b. Interesting
- c. Different
- d. Boring
- e. Good
- f. Bad
- g. Useful
- h. Other

CONCLUSION: Thank you for your time, we have now finished our discussion. Would you like to add anything else? Yes No

.....
.....

Appendix 5: Checklist for discussion with stakeholders

CHECKLIST FOR DISCUSSIONS WITH PARTNERS

Understanding of Goals

1. What was NEW/IRN/SFCG main goal of the election strategy?
2. How did they achieve that?
3. What were the tools used in the strategy?
4. What were your respective roles in the strategy? What was the link to SFCG?

Coverage/effectiveness

5. Do you think the election strategy broadened the space for rural women & youth to participate in the elections?
6. In what ways did it do that?
7. Does any of have a story that they can share with me?
8. Did you see any difference in the voters' behavior in this year's election compared to previous ones?
9. Why do you think so? Why do you think not?
10. Do you believe that the election strategy offered safe spaces for political candidates to defend their manifestos?
11. Could you give examples of when that happened?
12. What is the most successful achievement of the election strategy according to you?
13. What elements of the strategy should be reviewed for another implementation? (what was missed and should be included?)
14. What would you do differently if you knew then, what you know now?
15. Can you talk a little to the level of credibility of the partners?

Tools

16. Which tools worked best?
17. What makes you say that? (Can you give a specific example during the strategy timeframe)
18. With hindsight what would you have changed to the tools?
19. Why do you think that some tools worked and others wed less?
20. Did the tools complement each other? How?
21. Do you think that the strategy would work in other contexts? In what way? Why do you think so?

Coherence

22. What do you understand by coherence?
23. Do you think your organisation's approach was coherent with the two other partners?
24. In what ways was it coherent? In what ways was it not?
25. Were they coherent with one another?

Complementarity

26. What was the strengths of the strategy (for each strength, ask to write main actor contributing to the strength)
27. What were the main weaknesses of the strategy (for each weakness explain why and if can be turned into a strength - also whether the weakness is related to a structural issue or a contextual one?)
28. What were the main opportunities of the strategy?
29. What were its main threats? Where they internal or external?

Coordination

30. How was the coordination of activities during the elections?
31. How were the problems at the voting stations managed?
32. How were incidents reported?
33. Was that a good system?
34. What were the main logistical problems?

35. To what extent do you think the coordination between you and SFCG contributed to reaching the goal of the strategy?

General Challenges

36. Can you list some of the challenges of the strategy?
37. What effect did these challenges have on the implementation of strategy?
38. How could they have been prevented/resolved?
39. What were the main success stories on the coordination between you and SFCG?
40. If you were to change one thing in the strategy in the coming election what would it be?

CHECKLIST FOR DISCUSSIONS WITH YOUTH COUNCILORS

1. What role did you have in this year's election?
2. Did you have the same role in previous election?
3. What support did you get in your work this time?
4. What would you say the most important issue of the elections was for youth?
5. Did you see any difference in youth's involvement in this year's election? Which one?
6. What do you think created that difference?
7. What was the point of view of youth with regards to the outcome of the elections?
8. Do you have a specific story you can tell me that shows how that happened?
9. Did youth see any TV show on the election?
10. What did they think of it? Were there discussions after viewing the TV show?
11. What were the main comments?
12. Would you advise producing youth focused TV shows?
13. Why? What would be the goal of such shows?
14. What should they treat of?
15. Anything else you would like to tell me?

CHECKLIST FOR DISCUSSIONS WITH PARLIAMENTARIANS & POLITICAL LEADERS

1. What did you generally think of this year's election?
2. Was this the first election you presented yourself as candidate?
3. What platforms did you have to present your manifestos?
4. What about debates?
5. How many debates did you do?
6. How did you feel during the debates? (comfortable, tense, accountability issue)
7. How did you feel after the debates?
8. Would you say they were attended by youth?
9. Would you say they were attended by women?
10. What would you say the most important component of elections was?
11. What about information provision?
12. Did you feel information was provided in a timely and accurate manner?
13. Who would you say was the main engine behind this?
14. What did they do? Was it different from previous election?
15. What was the main weakness of information provision?
16. What would you like to see more of in the 2008 election, that you did not see in 2007?
17. Anything else you would like to add?

CHECKLIST FOR DISCUSSIONS WITH WOMEN'S GROUPS

1. What role did you have in this year's election?
2. Did you have the same role in previous election?
3. What support did you get in your work this time?
4. What would you say the most important issue of the elections was for women?
5. Did you see any difference in women's involvement in this year's election? Which one?
6. What do you think created that difference?
7. What was the point of view of women with regards to the outcome of the elections?

8. Do you have a specific story you can tell me that shows how that happened?
9. Did women see any TV show on the election?
10. What did they think of it? Were there discussions after viewing the TV show?
11. What were the main comments?
12. Would you advise producing women focused TV shows?
13. Why? What would be the goal of such shows?
14. What should they treat of?
15. Anything else you would like to tell me?

If women who have been trained: ask usefulness of training, obstacles encountered in implementing learning, usefulness of mini-grants – what did they do with them – how was the support given?

Appendix 6: Insai di Saloon character preference table

Characters liked	Reasons
The man who left his Honda (motor-bike) and did not find it on his return	The motor-bike man was very entertaining to me because of the fun and I also learnt a lot from them.
The woman who was dressed using all political party colours	The woman taught us to be tolerant
Yapoo	Because Yapoo advised his wife to avoid watermelon politics ¹ (<i>green outside and red inside</i>)
Generally, Mamy Kamara, Yapoo, the women in the saloon, the aged and polio, Isha (tie lappa), the police-man, the thief and yapate	They performed their roles well, the characterization was very good.
Characters disliked	Reasons
Yapoo	He was embarrassing the woman. He also wanted to sell his vote
Yapate	Because she pretended to be part of all the political parties
Police	Because he was not brave enough
The boy that stole the ID cards and sold them	Because he stole voter ID cards
The gamblers - Bingo guys	Because they were not paying attention to those who wanted to educate them
The man who made himself superior	For making himself superior
The man who his wife not to participate or be part of another political party	Because he was forcing his wife to do what he wanted

¹ Green stands for SLPP and Red was the color of APC. According to discussions with the study team, people were said to be practicing “watermelon politics”, particularly those who were afraid losing their positions.