Post electoral assessment

Project: ‘Let us vote for peace’ – Support for peaceful, credible, participatory and transparent elections in Guinea ‘Gui026, funded by USAID

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The contents of this study are the responsibility of Search for Common Ground and do not necessarily reflect the views of USAID or the United States Government.
### List of Acronyms

- **CCAF**: Consultation Framework and Women’s Actions  
- **CENI**: Independent National Electoral Commission  
- **CEPI**: Independent Electoral Commission and prefectural  
- **CGPD**: Guinean Body for Peace and Development  
- **COFFIG**: Coalition of Women and Girls of Guinea  
- **COJELPAID**: Coalition of Young Leaders for Peace and Development  
- **CONAG / DCF**: National Coalition of Guinea for Defense and Citizenship of Women  
- **ECES**: European Center for Election Support  
- **FGD**: Focus Ground of Discussion  
- **HAC**: High Authority of Communication  
- **IFES**: International Foundation for Election System  
- **ILT**: Institutional Learning Team  
- **PAD magazines**: Magazines Ready to Spread  
- **MATD**: Ministry of Territorial Administration and Decentralization  
- **NDI**: National Democratic Institute  
- **UNDP (PNUD)**: United Nations Development Program  
- **RTG**: Guinean Broadcast  
- **ROSE / Guinea**: Civil Society Organization Network for the Observation and Monitoring of Elections in Guinea  
- **SFCG**: Search for Common Ground  
- **EU**: European Union  
- **URTELGUI**: Union of Free Radios and TV of Guinea  
- **USEP**: Securing Unit Presidential Elections
1. Executive Summary

Context of the project

The local and presidential elections in Guinea 2015-2016 correspond to a crucial period. While the country continues to enjoy relative peace between the different geographical and cultural communities, sociopolitical crises carry the risk of exacerbating tensions ahead of the elections. This was of particular concern, given the violence that characterized the previous parliamentary and presidential elections.

In March 2015, the Independent National Electoral Commission (CENI) has proposed the date of the first round of presidential elections for October 11, 2015, rejecting also the local elections, already long overdue, until 2016. In response, the opposition withdrew its members from the national Assembly and called for demonstrations in April and May. The protests resulted in two civilians dead and many injured, estimated at 77 for the police, and 146 civilians. To the project design date (August 2015), the opposition had not publicly accepted the announced electoral calendar, nor had the Presidency officially decreed.

The elections also come in the context of the crisis of Ebola, which continues to be a source of conflict. Persistent stigmatization of survivors, the designation as being responsible for the epidemic of rival ethnic groups, and distrust of the government continue to hinder the recovery, weakening interpersonal bonds and degrade the social contract, encouraging an escalation of tension, violence and murder. Moreover, the risk of conflict and inter-communal tensions are exacerbated by economic dissatisfaction.

In August 2015, SFCG made the following observations: If the elections are indeed an opportunity, the issues at country level are very high. The risks of electoral violence in Guinea are significant and, compared with previous elections, few mechanisms are currently in place to deal with it. To fill these gaps and meet these challenges, SFCG has obtained an extension of the current program "Supporting reconciliation and national unity in Guinea", funded by USAID.

This extension called " Let us vote for Peace " - Support for peaceful elections, credible, transparent and participatory in Guinea, "has 12 months duration (September 2015-August 2016). And aims to:

- **Goal 7**: Improving civic education and through radio programming voters on the electoral process and the importance of peaceful elections

- **Goal 8**: To disseminate credible information about the electoral process before, during and after the Election Day, monitoring it by radio journalists and through their proper coordination

- **Objective 9**: To prevent and mitigate electoral violence through early detection and rapid response.

Evaluation Objectives

(1) Understanding the role of the media, with a focus on the synergy of radio stations during the electoral process; more specifically:

- Measure the effectiveness of programming media SFCG before, during and after the elections (synergy);
• Measure the first effects of this media programming in terms of progress towards achieving our results

(2) Learning from the past experience in order to apply them to the next synergy

**Evaluation Methodology**

**Localities**

The communities affected by this evaluation are Boké, Kindia, Labé, Mamou and the special zone of Conakry with 5 municipalities. The choice lay on Kankan, Faranah and N’zérékoré but for financial reasons, the evaluation could not be carried out in these cities. All these communities are the project targets and have benefited from the project activities. So we made a sample to extrapolate the data we have collected.

**Methodology of collecting data**

The proposed methodology for this evaluation was a methodology integrating quantitative and qualitative factors. Two collection methods were used to collect data for this evaluation, which are:

- The qualitative method; and
- The quantitative method.

The qualitative method was based on three distinct and complementary collection techniques:

- A participatory brainstorming meeting of all stakeholders involved in the synergy of radios,
- Individualized interviews involving 36 people including 4 Prefects, 4 Presidents of CEPI, 4 prefectural heads of USEP, 12 representatives political parties and 12 journalists.
- And 12 semi-structured focus groups (Focus Group Discussion) affecting 144 people (men and women), including: 81 people (adults and youth) and 63 women (adults and youth).

**The quantitative method:**

The quantitative method has been focused on the population opinion poll in the localities. The data collection tool used is the survey protocol. It was administered to 600 people in four administrative regions of the country: Boké, Kindia, Mamou and Labé. 62% of respondents were male and 38% female. The total number of people affected by this rating is 780 people, aged 18 and older.

**Target of evaluation**

This assessment targets are:

1- General Population, Auditors and / or viewers, journalists, administrative authorities, members of CEPI, Members of USEP and political parties’ representatives.

**Major results**

**Measuring the effectiveness of the media strategy of SFCG**

This is the account of activities of this project. These activities are those that have been implemented since the launch of the project until the time of this assessment.
Stakeholder meeting to develop a campaign for peace:

- 1 preparatory meeting of the synergy: SFCG, URTELGUI, USAID, EU, UNDP,
- 1 workshop of revision of the code of conduct for journalists: 30 media participated
- 1 training workshop of journalists for 130 journalists instead of 100 planned

Media production programs

- 24 magazines Ready to spread were produced between August and October 2015.
- 20 radio spots and TV
- 2 Lots of Understanding (T.E) TV
- 1 magazine “Together for appeased presidential”
- 2 documentaries about the voting process. (Village election and election day)
- 1 song produced

Organization & Process

2 synergies organized radio stations: National Radio & URTELGUI

Synergy with URTELGUI

- 130 journalists deployed in 58 constituencies
- 40 synchronized private radio stations
- 1 Frequency: FM - Guinea-2015
- 1 central editorial established
- 1 airtime 77h30 ’ in a week

Synergy with public media

- RTG + 28 synchronized Rural Radio
- 1 week synergy
- 1 airtime 55h00’ in a week

Measuring the effectiveness in achieving the project targets

Listening & broadcasting to media programs

Broadcast media programs

- 24 magazines Ready to be broadcasted between August and October 2015: 7,200 broadcasts with 25 radio partners
- 20 radio spots and TV: 2496 broadcasts with 25 radio stations and 4 TV's partners
- 1 magazine "Together for appeased presidential"
- 1 song produced: aired repeatedly while the synergy of private radio stations

Listening to SFCG programs

- Spots / announcements: 71, 66 of the respondents; 2/4 of participants in FGD and 28/36 interviewees say they listen at least once a spot on the electoral process
- Emissions and Magazines: 63% of respondents; 4/4 of participants in FGD and 18/36 interviewees say they have listened to a program or SFCG's magazine on elections
Listening to synergies radios

- URTELGUI Synergy: 59.16% of respondents; 3/4 of participants in FGD and 23/36 interviewees followed this synergy
- Public Media Synergy: 44.16% of respondents; ¼ of participants in FGD and 13/36 interviewees followed this synergy

PS: People attended at least two of the synergies

Knowledge of topics

- How to vote? Why vote? Who to vote for? The withdrawal of the voter's card; Vote for Peace!

These are the themes raised by respondents as the themes they have heard on the media waves over the period of implementation of activities.

Measure the first effects of the media strategy SFCG

- 84.66% of respondents; 4/4 of the participants in FGD and 36 interviewees / 36 believe that the synergy of radio and SFCG's programs have helped in having credible information
- 85.33 of the respondents; 4/4 of the participants in FGD and 36 interviewees / 36 believe that the synergies and SFCG radio programs help strengthen their knowledge of the electoral process
- 88.5 of respondents; 4/4 of the participants in FGD and 36 interviewees / 36 believe that the synergy and SFCG radio programs have contributed to a greater mobilization for the vote
- 82.83 of the respondents; 4/4 of the participants in FGD and 36 interviewees / 36 believe that the messages of SFCG programs and the information received from the 2 synergies contributed to easing around the ballot (before and after)

Factors that did or did not allow the achievement of the project results

Positive factors

1- The channels chosen for disseminating information and education programs;
2- The tense political context during the election period;
3- The approach used in the design and production of programs.

Negative factors

1- Non-compliance of the code of conduct by some journalists deployed to cover the electoral process;
2- The poor preparation of the synergy of private media; and
3- The misallocation of time to the journalists deployed.

Lessons learned

- People have always trusted the radio to inform them, however they do not cover all communities and some do not respect the code of ethics.
- People remember more the shows and magazines that spots produce during the election period: Spots too fast therefore not easy to remember
The population has given more credit to results published by the radios as those published by the CENI.

The population understood their responsibilities in the electoral process and is committed to participate in the transparency of presidential elections through observation of the vote (observation group initiated by young people in the communities).

Conclusions

The conclusions we can make from this assessment are:

Regarding the effectiveness of the project's media strategy:

The media strategy has been effective in the sense that the numbers of radio and TV programs have been achieved, these programs were broadcasted, the targets of these programs have been reached and that both synergies were organized.

SFCG and its media partners can be proud of having throughout the election period, made a wide communication on the electoral process to give Guineans the knowledge and information that they were missing. The organization of two synergies was the highlight of this media strategy. For all observers and all the population of Guinea appreciated in this initiative.

As regards of the effects of the project's media strategy:

With all the products and broadcast programs and the organization of the two synergies, the media strategy has had positive effects on the population of Guinea and on the voting of October 11, 2015.

Indeed, initially the program allowed the population to increase their knowledge of the process. This is very important when you consider that the majority of the Guinean population is illiterate, which limited the knowledge on the elections. The fact of knowing the importance of the voter registration and acceding it, to know the usefulness of voting cards and how to remove them, to know how to vote, why vote and who to vote for, has enabled a strong mobilization in all regions of the country to participate in the vote. The recorded turnout (75%) is just a reflection of the understanding by the population of the stake in these elections for the country and for each Guinean.

In addition to increasing knowledge of the people and their mobilization to fulfill their civic duty, the programs also contributed to the easing of sociopolitical tensions and mitigate the risk of clashes between militants and supporters of political parties, but also between different communities in neighborhoods and district towns of Guinea. The messages and information conveyed during the election period have effectively fought against the proliferation of unfounded rumors. Gradually, the discourses of political actors (party leaders) have begun to soften. And at the announcement of the results by the CENI, all candidates called on their activists to show restraint in accordance with the commitments made on the eve of the poll, in statements recorded by SFCG and broadcasted by the media partners.

Key recommendations

For SFCG:

3 emissions of SFCG (Wontanara, Djembé and Sissi Aminata) are not well attended by the public. It would be important to review some aspects of their production to create an incentive for people. The choice and validation of themes should be done by a task force (Media, community)
The boys are the larger audience of SFCG programs: which is good because they are one of the targets. But SFCG should develop a strategy to boost listenership emissions in women of all ages. This can be done by using public media (RTG and Community and rural radios) for the broadcasting of programs on women as Sissi Aminata (although it should be improved).

For SFCG and its partners:

- For communal in 2016, the key messages have to be conveyed through spots (audio and video). Magazines and programs should be used to disseminate information. The spots should be produced in local languages.
- Given the local nature of these consultations, listening sessions could be an alternative in locations where access to radio and television is not easy.
- For the next electoral process, implement a decentralized synergy: in each region. This will help cover the process on the whole territory and efficiently.
- Make an assessment of the media audience, to identify those with high capacity coverage. This will at first, help to measure the scope of programs that SFCG and its partners broadcast on these media. Secondly, this study will allow us to know the privileged information channels of the populations and the programs they value most.
2. Introduction

2.1 Project Background
Local and presidential elections in Guinea 2015-2016 correspond to a crucial period. While the country continues to enjoy relative peace between the different geographical and cultural communities, sociopolitical crises carry the risk of exacerbating tensions ahead of the elections. This was of particular concern, given the violence that characterized the previous parliamentary and presidential elections.

In March 2015, the Independent National Electoral Commission (CENI) proposed the date of the first round of presidential elections for October 11, 2015, rejecting also the local elections, already long overdue, until 2016. In response, the opposition withdrew its members from the national Assembly and called for demonstrations in April and May. The protests resulted in two civilians dead and many injured, estimated at 77 for the police, and 146 civilians. A project design date (August 2015), the opposition had not publicly accepted the announced electoral calendar, nor the Presidency had officially decreed.

Given the history of ethnic violence in previous elections, there were risks that the presidential and local elections coming prove to be a catalyst for ethnic tensions, which could potentially escalate into violence.

The elections also come in the context of the crisis of Ebola, which continues to be a source of conflict. Persistent stigmatization of survivors, the designation as being responsible for the epidemic of rival ethnic groups and the distrust of the government continue to hinder the recovery, weakening interpersonal bonds and degrading the social contract, encouraging an escalation of tension, violence and murder. Moreover, the risk of conflict and intercommunal tensions are exacerbated by economic dissatisfaction.

In August 2015, SFCG made the following observations: If the elections are indeed an opportunity, the issues at country level are very high. The risks of electoral violence in Guinea are significant and, compared with previous elections, few mechanisms are currently in place to deal with it. To fill these gaps and meet these challenges, SFCG has obtained an extension of the current program "Supporting reconciliation and national unity in Guinea", funded by USAID.

This extension called " Let us vote for Peace " - Support for peaceful elections, credible, participatory and transparent in Guinea, "has 12 months duration (September 2015-August 2016).

2.2 Objective of the project SFCG
This project aims to contribute to the local elections and presidential participatory, transparent, credible and peaceful. To contribute to this goal, three specific objectives were defined and their corresponding results:

- Goal 7: Improving civic education of voters through radio programming on the electoral process and the importance of peaceful elections
  - Result 7.1: The citizens are more inclined to peaceful and inclusive participation in election process
  - Result 7.2: The citizens are informed about the electoral process and the role of the elected
• **Goal 8:** To disseminate credible information about the electoral process before, during and after the election day by monitoring it through radio journalists and their coordination
  
  - Result 8.1: Journalists are equipped and undertake to produce an informative and objective election programming.
  - Result 8.2: Radio journalists communicate credible information that contributes to the understanding by the citizens of the conduct of the election before, during and after election day.

• **Objective 9:** To prevent and mitigate electoral violence through early detection and rapid response.
  
  - Result 9.1: The community stakeholders and the election have an increased ability to detect and discuss early signs of violence.
  - Result 9.2: The actors of civil society and stakeholders of the election have an increased ability to respond to early signs of violence.

2.3 Evaluation Objectives

This study is focused on the media strategy adopted by SFCG, specifically synergy radios to cover the electoral process. It will help:

1) Understand the role of media, with a focus on the synergy of radio stations during the electoral process; more specifically:

   - Measuring the effectiveness of programming media SFCG before-during and after the elections (synergy);
   - Measuring the first effects of this media programming in terms of progress towards achieving our results

(2) Learning from the past experience in order to apply them to the next synergy

The report of this evaluation will be primarily for:

The lenders, for accountability purposes, and SFCG Guinea in order to enable it to draw lessons from this experience to build on strengths and improve the shortcomings, for the continuation of the project in order to achieve its specific objectives. SFCG Guinea will use such results and recommendations to improve if needed its early warning and rapid response strategy; and its media programming around the upcoming local elections process.

The secondary users of this report will be: SFCG partners involved in the implementation of the synergy, as well as organizations of civil society. Like all sponsored or assessments conducted by SFCG, the report will be published on the site [https://www.sfcg.org/tag/guinea-evaluations/](https://www.sfcg.org/tag/guinea-evaluations/)

2.4 Evaluation Questions

The study should help answer the following key evaluation questions:

**A. Measuring the effectiveness of programming SFCG media before, during and after the elections:**

   - To what extent the activities of the media strategy were they made in relation to original estimates?
   - Have the targets of these activities been achieved? : Measuring the attack rate of beneficiaries who are radio listeners, TV viewers and social media users, to reflect the following indicators:
- Percentage of radio auditors and viewers affected by radio and TV ads for an inclusive and peaceful process (product indicator 7.1.2)
- Number of people receiving civic education or election through the programs of USG (Ind. 7.2 result)
- Percentage of radio listeners and viewers reached by radio ads and public service TV on electoral processes (Ind. product 7.2.1)
- Percentage radio listeners and viewers reached by radio and TV debates on electoral processes (Ind. product 7.1.2)
- Percentage of citizens affected by the synergy of radios (Ind. Product 8.2.1)

- What are the factors that have favored the implementation of these activities and the achievement of targets of these activities?
- What factors have prevented the implementation of these activities and the achievement of targets of these activities?
- How SFCG has overcome these factors to carry out the activities?

**B. Measure first effects of SFCG's media strategy in terms in terms of achievement of the project results:**

- Have the listeners and / or viewers internalized the main slogan of the song produced?

  Product indicator 7.1.3: % of radio listeners or viewers having internalized the main slogan of the song and music video

- Have the radio ads and public service TV, radio debates, TV project enabled people, especially the listeners and / or viewers to have new knowledge of the electoral process including how to vote? Why vote? And who to vote for?

  Result. 7.2: % Of listeners and / or viewers who say that the information received helped strengthen their knowledge of the electoral process

- Have this knowledge enabled people, especially the listeners and / or viewers to mobilize peacefully to vote? Do the listeners of synergy radios think that it helped them to get more credible information on the conduct of the election?

  Indicator: % reactive listeners of SFCG radio programs (synergy of radio and / or magazines) who think that the information received is credible.

- Have the capacity of journalists been increased to communicate credible information about the election?

  Indicator: Percentage of trained journalists who can cite three new elements to ensure a record of the election that takes account of the conflict issues

- Have the information provided by the radio before, during and after the elections caused an awareness among the people to promote peace?

  Result: 7.1% of citizens affected by the project, which may include 3 attitudes have adopted to promote peaceful and inclusive elections
C. *Measuring progress towards achieving project completion indicators*:

**Goal indicators:**

- % of listeners of radio programs and TV viewers of SFCG programs that think they contributed to more transparent and credible presidential elections.
- A success story showing how citizens, civil society and journalists benefiting from the project contributed to the peaceful presidential elections in Guinea.

D. *Learning lessons on past experience, to apply them in future projects*

- What is the success to raise the level of synergy radios that could be replicated in the duplication of this initiative for the next elections?
- And what are the weaknesses to be considered for future synergies in order to improve the quality of synergy?
3. Methodology

Photo of the brainstorming meeting of stakeholders involved in the organization of synergy

3.1 type of methodology:

The methodology for this assessment is based on two fundamental techniques of data collection. The combination of these two techniques allows us to have the figures but also an analysis of the speech of people who will be subject to evaluation.

A- Qualitative Methods

A participatory brainstorming meeting of all stakeholders involved in the synergy of radios: it was organized for key stakeholders involved in the organization of synergy radios. It notably included representatives of the HAC, the Ministry of Communication, URTELGUI, SFCG, USAID and the RTG. This meeting served these participants, to make a self-criticism of the organization of this synergy: the lessons learned, measure the strengths and weaknesses of the synergy, studying prospects for synergy and make concrete proposals for the organization synergy for the local elections in 2016.

Individual interviews: they have mainly affected those involved in the electoral process. These are: the CENI, the Ministry of Territorial Administration and Decentralization, the Ministry of Security and Civic Protection, the Presidential Elections Securing Unit (USEP), the Company's Organizations civil, and religious leaders. These interviews identified the perception of these people from the synergy and the direct impact of the synergy of radio stations on the election process. The table below shows the number of people who will be affected by structures through this collection method:
Table 1: Targets for individual interviews

<table>
<thead>
<tr>
<th>N°</th>
<th>Structures concerned</th>
<th>Number of people affected</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CENI</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>USEP</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Constitutional Court</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>US Embassy</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>French Embassy</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>Observation mission of the European Union</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>Observation mission of the African Union</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>Constitutional court</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>CNOSC</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>COFIG</td>
<td>1</td>
</tr>
<tr>
<td>12</td>
<td>CCAF</td>
<td>1</td>
</tr>
<tr>
<td>13</td>
<td>Administration (MATD, Ministry of Communication)</td>
<td>2</td>
</tr>
<tr>
<td>14</td>
<td>religious leaders</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

Focus group discussion (FGD): In each administrative region of the country, specifically in localities where media partners are present, two focus groups were held (women and men) for 1 hour 1h-30’, with a size of 12 people. This was done in 5 towns of Conakry. For these discussion groups, we tried to identify the main results, perceived effects, constraints, challenges and possible solutions of proposals to improve future synergies. Thus, 24 focus groups were conducted involving 288 people (men and women).

B- Quantitative Method

An opinion poll was conducted in 5 towns of Conakry and in the capitals of seven administrative regions. To take account of the assessment requirements, the draw of the respondents was made by combining stratified and simple random sampling techniques. The entire population was divided into layers corresponding to the three regions. In each city to cover, was taken to a random selection of neighborhoods and / or villages that were subject to the investigation. At the selected districts, the population was divided into three sub strata corresponding to the different layers of society (men, youth and women), and each of them has been shown. The sample covered 150 persons per town equitably between the layers of society, either: 50 women, 50 men and 50 young. Thus, the overall sample for this survey is 600 for all target areas.
3.2 Survey Targets

This study targets: those responsible for the organization of synergy (RTG, URTELGUI, HAC), the fund provider (USAID), journalists, authorities in charge of the management of elections in Guinea (CENI, Constitutional Court, Ministry of Territorial Administration and Decentralization (MATD), the Ministry of Security and Civic Protection, Secure Presidential Election Unit (USEP) Organizations of Civil Society, and the population listener and / or viewer of media programs.

3.3 Place of survey

The survey should cover the areas of the following administrative regions:

- Lower Guinea: Conakry-Kindia Boké ;
- Average Guinea: Mamou, Labe ;
- Upper Guinea: Faranah, Kankan ;
- Forest Guinea: N’zérékoré

But for financial reasons, the locations of regions of upper Guinea and Forest Guinea were not covered. The following table documents the areas covered by this evaluation:

**Table 2: List of localities covered by the evaluation**

<table>
<thead>
<tr>
<th>No.</th>
<th>Area</th>
<th>Prefectures / cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Conakry</td>
<td>Ratoma, Matoto, Matam, Kaloum, Dixinn</td>
</tr>
<tr>
<td>2</td>
<td>Boké</td>
<td>Boké</td>
</tr>
<tr>
<td>3</td>
<td>Labé</td>
<td>Labé</td>
</tr>
<tr>
<td>4</td>
<td>Mamou</td>
<td>Mamou</td>
</tr>
<tr>
<td>5</td>
<td>Kindia</td>
<td>Kindia</td>
</tr>
</tbody>
</table>

3.4 Evaluation Period

The initial evaluation period extended over a period ranging from 10 October to 20 December 2015. This period included the preparation phase of data collection, data analysis, presentation of the first draft of the report and presentation of the final report of the investigation following the agenda elaborated below:

**Table 3: Agenda of the evaluation of the media strategy / synergy**

<table>
<thead>
<tr>
<th>Types of activities</th>
<th>Start</th>
<th>End</th>
<th>Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation phase</td>
<td>10th October</td>
<td>9th November</td>
<td>10</td>
</tr>
<tr>
<td>Data collection phase</td>
<td>10th November</td>
<td>25th November</td>
<td>16</td>
</tr>
<tr>
<td>Data entry phase</td>
<td>26th November</td>
<td>30th November</td>
<td>12</td>
</tr>
<tr>
<td>Data analysis phase</td>
<td>1st December</td>
<td>10th December</td>
<td>11</td>
</tr>
<tr>
<td>Brainstorming workshop with</td>
<td>12th February</td>
<td>12th February</td>
<td>1</td>
</tr>
<tr>
<td>stakeholders</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
But the upheavals due to disbursement delays have affected the respect of this agenda. because after the data collection on the field, the brainstorming meeting was to be held with the stakeholders in the media synergy. This meeting will take place in February 2016. Thus, rather than the assessment to finish in late December 2015, it will be looped in ending of February 2016 two months after.

3.5 Composition and responsibility of the evaluation team:

Composition:

The team of the study will consist of:

- The assistant in monitoring and evaluation
- 2 persons for the collection and capture of qualitative data
- 5 quantitative data entry clerks
- 40 field investigators, 5 per city

Responsibilities:

The responsibilities for the realization of this study are:

**Coordination Team**: It will be composed of the Monitoring and Evaluation Assistant. He will be responsible for recruiting and training researchers and their supervisors, as well as composing the survey teams and organize fieldwork. He will also recruit two assistants who will help in the animation of discussion groups and conducting individual interviews.

**The completion of the mini survey**: For the poll, applying the sampling technique developed at the methodology, the investigators collected the views of those selected by completing the questionnaire developed for this purpose. The coordination team ensured that all instructions are followed for proper data collection. For entering the quantitative data, two data entry operators were recruited and based in Conakry. In collaboration with the production team, the entry operators were receiving weekly survey sheets already managed for their input. So before the return of the collection team, the data entry would be almost completed.

**Quality control**: To ensure the quality of the use of research tools, the coordination team ensured that the questionnaire and the guides are well understood by researchers and that they administer them properly.

**Data processing**: All work related to data processing, analysis and drafting of the report has been made in SFCG office in Conakry.

**The development programs or input masks**: This phase was devoted to the formulation and drafting of the variables from the questions that make up the questionnaires. This stage began with the completion of collection tools following the development of the evaluation matrix.

**Data entry**: This consists of entering the data collected using the input mask that will be designed for this purpose. An operator will be recruited to do the input screen for quantitative data, according to the survey questionnaire. This entry will start in the field and will be completed in Conakry.
Cleaning or clearance of quantitative data:

Following the data entry, the clearance of data files was performed after the database has been exported to Excel. This phase was to correct the errors, including inconsistencies, problems of completeness and non-compliance with instructions provided by the questionnaires.

Analysis and Report Writing:

This step allowed a descriptive analysis of variables (calculation of proportions, central tendency parameters, graphs, ...) for the survey data. This activity was supplemented by an explanatory analysis resulting from interviews and focus groups.

3.6 Data Collection Tools:

Five guides were used as tools for data collection:

- An interview guide for focus groups;
- An interview guide for youth associations leaders and women;
- An interview guide for trained volunteers;
- An interview guide for managers of partner radio stations;
- An investigation protocol for the survey.

3.7 Challenges and Limitations of the evaluation:

Difficulties encountered:

No problems occurred during the collection phase that could affect the data collected. Lessons learned from previous assessments and / or studies were used in the context of this evaluation, to arrange a good data collection. People, who have been associated with this evaluation, have been sufficiently prepared to do a quality work. The agenda of this evaluation was designed to have time for each stage of the evaluation.

However, the difficulty of disbursement for this evaluation failed to make data collection in all areas targeted by the evaluation. This is the main difficulty during the collection phase, as the target people in those communities were mobilized in advance.

Limitations of the Evaluation:

The limitations of this evaluation are at the level of the extrapolation of data. Indeed, it was expected that this evaluation covers all administrative regions. But the regions of Kankan and Nzérékoré could not be covered by the data collection phase. Data collected in other regions cannot be extrapolated to these two regions.
4. Results of the evaluation

Image of voters in a polling station in Conakry (Picture Guineenews)

4.1 The effectiveness of the project

4.1.1 Efficiency in the implementation of the media strategy:

Media production programs

Wishing to capitalize on the popularity of radio programs in the form of round tables, SFCG has been working with a network of 42 national radio stations, rural and private, with members of the Union of Free Radio and Television of Guinea (URTELGUI) and 3 TV channels to broadcast news programs, open and interactive discussions about the electoral process and key issues of the election campaign. Thus, a series of productions were made either by SFCG, or by media partners between August and October 2015. Below, the situation of productions made in the project account:

- 24 magazines Ready to be broadcasted were produced.
- 20 radio spots and TV
- 2 lot of Understanding (T.E) TV
- 1 magazine “Together for appeased presidential”
- 2 documentaries about the voting process. (Village election and election day)
- 1 song produced

All of these programs were produced on specific themes in order to convey a significant number of messages and reach more people.

Mobile radio and localized campaigns for voter’s education

Since in some areas of Guinea, the airwaves are not received, SFCG has developed a specific program (radio-magazine) to inform people living in isolated communities, on the electoral process.
program "Nimba" designed, SFCG has developed a strategy to disseminate in remote areas. The goal is to make accessible information on the electoral process to the inhabitants of these areas and to encourage a positive and constructive debate around the presidential elections; listening groups have been set up in each locality.

**Organization of media synergy**

To strengthen the capacity of journalists to a credible and effective coverage of the electoral process, SFCG organized a training series focused on two days. Using the approach "Common Ground" of journalism, training aimed at: 1) Educating journalists on key aspects of the electoral process in order to improve their ability to cover the election at each stage; 2) Highlighting the importance of ethics, neutrality and credibility in the coverage of the electoral process; 3) Expanding the coverage of the electoral process including the people or marginalized groups: women, youth and people with disabilities. Also, the training of journalists was to cover the modalities of participation in the synergy of radio during the election period by signing the good conduct of the media code. For this component, the following activities were carried out:

- 1 preparatory meeting of the synergy: SFCG URTELGUI, USAID, EU, UNDP,
- 1 workshop of revision of the code of conduct for journalists: 30 media participated
- 1 training workshop for journalists: 130 journalists instead of 100 planned

**Media Synergy program:**

Following these workshops, two media synergies were organized: one with the private media (URTELGUI) and another with public media (RTG and its 28 community radios).

**Synergy with the private media (URTELGUI)**

- 130 journalists deployed in 58 constituencies
- 40 synchronized private radio stations
- 1 Frequency: FM - Guinea-2015
- 1 central editorial introduction
- 1 time 77h30’ antenna in a week

**Together with public media**

- RTG + 28 synchronized Rural Radio
- 1-week synergy
- 1 airtime 55h00’ in a week

It must be said that all these activities were planned in the project. SFCG has been effective in organizing these meetings as planned numbers have largely been achieved. SFCG and its partners have even made efforts to overcome the numbers of production and dissemination of programs.

**4.1.2 Effectiveness in achieving the project targets:**

**Training of journalists:**

For the training of journalists, we targeted media players at any point. Each training workshop was organized for a specific target group. Thus, the good media code review workshop was attended by 30 people (the media managers, editors, chief programs ...), the synergy preparation workshop gathered 30 people from technical and financial partners (USAID, UNDP, European Union), SFCG, the High Authority of Communications of the Union of Radio-Television Free Guinea and the Guinean Radio
Television. the third workshop brings together reporters journalists who were going to be deployed on the ground to cover the election period. The capacities of 130 journalists have been strengthened by journalists’ peace (Common ground).

We believe that the strategy to achieve the targets of training was effective. The categories of targets mentioned above and the figures that are achieved testify to the effectiveness of this strategy.

The broadcast radio and TV programs SFCG:

- 24 magazines ready to be broadcasted were produced between August and October 2015 and aired 7,200 times with 25 radio stations.
- 20 radio and TV spots were produced in the same period and distributed 2,496 times 25 radios and 4 TVs partners
- 1 magazine “Together for appeased presidential” produced and broadcasted by the RTG
- 1 song produced by SFCG integrating the country's main languages (Susu, Poular, Malinke and Kpèlè) repeatedly broadcasted throughout the election and post-election period.

For the election period from August to October 2015, SFCG has produced or supported the production of the programs listed above. The dissemination of these programs has made the following predictions beforehand. Some programs like the song, announcements, media partners and SFCG agreed to wider the dissemination. Thus, instead of sticking to the forecast, the spread for these programs has doubled to allow wider dissemination of credible information on the electoral process. The production of a song was planned as part of this project, a carrier of messages of peace song was produced by SFCG and broadcasted by media partners (Radio and TV).

Overall, the targets have been met in terms of production and program distribution. This indicates the effectiveness of the strategy implemented by SFCG and its media partners in the dissemination of information and messages on the electoral process to the population. Thus, 24 radios have been mobilized in the country to support the dissemination of this program. 110 listening sessions were organized in communities where access to airwaves is difficult. It remains at this level 130 to achieve the expected number of which is 240 listen sessions.

Listening to SFCG programs:

71.66% of respondents; 2/4 of participants in FGD and 28/36 interviewees say they listen at least once a spotlight on electoral processes. While 63% of respondents; 4/4 of participants in FGD and 18/36 interviewees say they have listened to a program or SFCG’s magazine on elections. We find that the shows and magazines are followed by participants in focus groups as respondents or interviewees. This shows that the spots (Radio and TV) are followed by people in the communities. And emissions and more magazines tracked by listeners / viewers loyal SFCG. We can say that SFCG has managed through these programs to reach people in the communities. The diversity of the programs would cause this effectiveness as actors met media partners.

→ Director of the regional radio Labé: "The programs are diversified a lot; it allows everyone to have the information in the desired form. Some prefer short messages, so the spots are good for those. Further, these are the shows, magazines or roundtables. I think that’s what makes the SFCG programs to be followed."

This is suggestive of the fact that efficiency in the production of programs has an impact on the effectiveness in achieving program targets. This is most visible in the figure below:
This figure provides a ranking of SFCG programs according to the proportion of people that follow. At this small, the diffusion "Barada" tops the ranking with 40% of respondents who say listen to the program. It is followed by the magazine "Together for appeased presidential." Both programs are far ahead Wontanara Djembé and Sissi Aminata. So for this ranking we find that "Barada" was the most watched program by SFCG’s listeners during the election period. The other observation is that listeners appreciate the program "Together for appeased presidential" aired on the RTG, community and local radio stations. A journalist presenter of this program to RTG tells us more:

**→ RTG Journalist:** "The listeners appreciate this program. When I'm on the air, I get a lot of calls from people of all parts of Guinea, and beyond. People want to react so much on the topics, that they sometimes ask us to extend the duration of the show. They often call to say it's a good thing to educate people about the electoral process."

Thus, people appreciate SFCG programs in their entirety. The program content is typically why these programs are popular with people in the communities. This is the first of those who were interviewed during this evaluation.

**→ Prefect of Mamou:** "The reason people listen to these programs is simple ... The content! These are programs that are pretty well supplied with teaching! When you follow these programs, you realize that there was a working upstream reflection. It's not like the Medias are on their own."

**→ President of CEPI Labé:** "I can tell you that I was pleasantly surprised when I listened to the program at the RTG explains the electoral process. When you know what people think of this media and you see that it is able to disseminate credible information and educate people about the elections, I rejoice."

These reactions highlight the upstream work done to design quality programs that meet the needs of populations in terms of information. They then put a focus on building capacity of media partners by SFCG, which would facilitate meeting the targets of these programs. For all programs have a specific target. This conclusion is confirmed by the figure below:
In this figure, we find that the SFCG programs are followed by young people between 18 and 24 years. This age group constitutes more than half of listeners of these programs.

With this figure, we understand why the issue "Barada" is the one that is the most followed in the communities. This program is for young people and therefore it would be logical that it is the one that is the most followed since young people are the first listeners of SFCG programs.

It must be said that listening to SFCG programs is proportional to the age of the listeners in the communities. Barada is the most followed show because young people constitute more than half of listeners of SFCG programs, as can be seen in the figure below:

**Listening of synergies:**

On the sidelines of the programs produced by SFCG (the programs ready to broadcast) and those that have been produced and disseminated by some media partners, two media synergies have been organized to support the communication around the election period. Both synergies are: the synergy of private media and the synergy of public media.

If SFCG programs and those radios appear to have been followed in the communities, what about the synergies that allowed synchronize frequencies media? The answer, synergies were very high rate hearing. Each synergy with specific goals, people have generally followed all these synergies although we note a difference in the hearing of a synergy to another.

Indeed, 59.16% of respondents; 3/4 of participants in FGD and 23/36 interviewees followed the synergy with the private media, while 44.16% of respondents; ¼ of participants in FGD and 13/36 interviewees followed the synergy with the public media. Two reasons could explain the fact that the synergy with the private media was more followed than with the media:

- In areas of Boké, Kindia, Mamou and Labé, private radio stations are more widespread than public radio, therefore affecting more people than public ones;
- the time of transmission of public radio is much lower than that of private radio stations.

Also, the fact that young people constitute more than half of listeners of SFCG programs is also a reason for this fact. Because young people tend to listen more private than public media. These are usually indexed as media in the clearance of the state. However, public media retain a coast with populations especially in villages because of community programs they broadcast. This makes the synergy with them almost well followed than with the private media. What we can remember and that seems to be most important is that the Guinean people have at least taken one of two synergies. They have therefore been affected by the information disseminated by the synergies.
As we can see through the figure below:

**Figure 3: Proportion of listeners who have or have not followed both synergies**

![Figure 3: Proportion of listeners who have or have not followed both synergies](image)

Thus SFCG programs and its media partners, and organized synergies have allowed reaching almost all the Guinean people, at least those who use communication channels such as radio and television. Indeed, we did not find anyone during the collection phase of this evaluation, who said that he/she followed neither SFCG programs, nor synergies.

If private radio stations broadcast throughout the day, public radio does not. The issuance program is often: 7am to 9am in the morning and 6pm -10pm in the evening.

We can say that the strategy put in place to reach the Guinean population has been effective. The information was disseminated to an extent that people remembered the key issues that were addressed in the different programs they have followed. The themes mentioned by the people are:

- How to vote?
- Why vote?
- Who to vote for?
- The withdrawal of voting cards;
- Vote for Peace!

Knowledge of these subjects shows that populations have assimilated the information provided in the programs and during the synergy of the media. That we will check through the effects of diffusion programs and the effects of media synergies in the next chapter.

### 4.2. Factors or not facilitated the achievement of results of media strategy

As with any project, there are still factors that either, promote success, work, or prevent success and therefore the achievement of expected results. This project does not hide this reality. The crossing of the information received from all targets of the actions of SFCG has helped identify factors that helped or not in achieving the results of the project media strategy.

**a- The factors that favored the achievement of results of the media strategy:**

Three main factors have been cited by our respondents as those who allowed the media strategy for success and contributed to the achievement of project results. Among these are:

4. The channels for disseminating information and education programs;
5. The tense political context during the election period;
6- The approach used in the design and production of programs.

For 41% of respondents to this assessment, the fact of choosing the radio and television to disseminate information and messages was the first factor of success of the project. The fact that radio is the first channel of communication and information in Guinea would have been a major asset in reaching populations at all levels.

The second mentioned factor of success is the context of the presidential elections. The very violent political speech and the radicalism of the supporters of different parties vying for the presidential would have scared the majority of the Guinean population and enabled awareness within communities. 32% of respondents believe that the heightened socio-political context is a factor that has enabled the successful media strategy.

The third success factor is the quality of programs. Message content, the relevance of information and approach with which these programs have been designed, allowed a total membership population and ownership of ideas live together and approve of election results. 27% of respondents believe that the form of programs and content of the messages is a factor that has allowed mobilizing people to vote.

We note that all these factors were cited by all respondents in this evaluation: project teams, implementation and beneficiary partners. Both the persons subject to the survey gave their views, as participants in discussion and group e-interviewees, also mentioned that these three factors were the basis of a successful media strategy.

b- The factors do not favor the achievement of results of the media strategy:

If we had factors that favored the media strategy for success, others have affected or almost affected the success of this strategy and therefore the achievement of the project results. The factors discussed are of three types:

- Non-compliance of the code of conduct by some journalists deployed to cover the electoral process;
- The poor preparation of the synergy of private media; and
- The misallocation of time to the reporters deployed.

For the type of mentioned factor, it is the opinion of the people. They believe that some journalists have left their political affiliations appear and exceeded their liability by intimidating members of the polling stations. Such information is verified we can confirm. However, it would be risky not to take this information into account and seek to remedy such situation in the future. When journalists in offices begin to disturb the tranquility, it goes without saying that bad people within populations can benefit from the breach to attack members of the polling stations.

The second type of factor mentioned is a recurring problem: the delay in organizing e synergy and its share of consequences. The organization of previous synergies has always had this problem, despite the success that we know of them. The lack of a timetable of actions at each stage of the electoral process, from the beginning until the days of synergy is a serious where SFCG and its media partners, technical and financial should look to avoid repeating this synergy. SFCG and its partners often found themselves in a general eagerness to organize synergies. Now an action done in haste is always with improvisation and the consequences of that improvisation can only detrimental to the success of the action.
The third factor is a logical continuation of the second. Indeed, if there was no preparation of synergy or if it is not done well, it is obvious that there is a misallocation of airtime. There would be several journalists deployed in the field, but few may realize their reportage. Because there was no restriction on the number of calls, or no people available to answer all calls that come in.

For all respondents of this evaluation, it is these factors that have "a bit" affected the success of the project's media strategy. We believe this allows the project team to make appropriate arrangements to improve the quality of the organization of future synergies.

4.3. Effects of the media strategy of the project

One objective of this assessment is to measure the first effects of the media strategy on the electoral process. In this chapter we are going to support the true effects attributable to the project's media strategy in the good performance of the 2015 presidential elections.

People have access to verified and credible information:

84.66% of respondents; 4/4 of the participants in FGD and 36 interviewees / 36 believe that the synergy and SFCG radio programs have helped to have verified and credible information on the electoral process.

Almost all the people interviewed in the four regions (Boké, Kindia, Labe and Mamou) and Conakry, say that the actions (SFCG programs and synergies) of the project's media strategy helped to access credible information. For these people all that was broadcasted on the electoral process is true. This perception would have enabled the people to adhere to calls for the preservation of social peace. The messages broadcasted on public media and deployment of journalists to cover the organization of elections would have to raise awareness and minimize the risk of violence that would hinder the success of the 2015 presidential. This is what various comments gathered tell us: A woman participant in Kindia newsgroup: "You know, the context was very tense as always. About the political actors that everyone had taken a position in relation to the holding of this election. Me, I only believed in what my husband told me when he came home from his party meetings. I even said I would not enlist myself. But when, through the national radio, I listened to the program that made the importance of recruitment and roles for the success of these elections, I then ran to enroll myself."

These words are confirmed by the President of the CEPI Boké "Frankly, the information on the electoral process that was broadcasted on national radio has facilitated our work. A fringe of the population had not been enrolled. People were saying that the elections were already made and that it was useless to enlist. But when the national radio started doing this show, people have understood the need to join."

By reading these testimonies, we can say that producing and broadcasting programs focused on educating people, allowed the population to access to verified and credible information. This is the first effect of the media strategy of the project.

Populations have increased their knowledge on electoral processes

In the opinion of many people encountered during this assessment, the knowledge of people on the electoral process has increased. Certainly, 85.33% of respondents; 4/4 of the participants in FGD and 36 interviewees / 36 believe that the synergies and SFCG radio programs help strengthen their knowledge of the electoral process.
We use the term help to strengthen, to relativize the words of our respondents who are very vocal with the media in this post-election period. Indeed even if they forget that actions have been taken by some international and local NGOs to strengthen their knowledge of the electoral process, they feel that it is the media who have mostly allowed them to have this knowledge. For the simple reason that the activities of NGOs only affected a small part of the population and the media (especially radio) allowed the messages and information affecting more people. As stated in the words of one of the participants of Kindia discussion group: "The awareness activities that have been performed here did not affect everyone. These activities even if they allowed having new knowledge of the electoral process remain very selective. But with radios everyone has access to the information or broadcasted message. I think the radio stations have contributed most to increasing the knowledge of people than the outreach activities organized by NGOs ".

The information and messages broadcasted by the media during the election period seem to have had more effect on people than anything else. This further indicates if any need, the effectiveness of the project's media strategy. Opting for the media to educate and raise awareness is an approach welcomed by people at all levels.

Information received from media programs and synergies contributed to the ease of socio-political tensions

Elections in Guinea have always been fertile times of sociopolitical tensions. Since the advent of multiparty politics in 1990, each election has seen clashes between militants and sympathizers of political parties in contention. The presidential elections of 2015 did not hid from that sad tradition.

Certainly, the fact that the presidential elections were held before those of the community that were planned by the constitution has caused movements of protest and demonstration in the ranks of the opposition. These movements with lots of misfortunes facilitated the pre-election environment in Guinea. Almost every week, the main cities of the country witnessed demonstrations movements. In addition to these movements, political speeches were not conducive to a peaceful climate for organizing the elections. The context was very harmful, and it took mediation for political actors to accept the timetable proposed by CENI for Guineans to be summoned to the polls. The fact that politicians have decided to go to vote did not mean the end of hostilities between activists and supporters of different political parties. In contrast with the violent speeches of the leaders, tensions were palpable.

It is in this context that SFCG has developed a communication strategy to ease tensions and mobilize Guinean around peace building. This strategy will develop specific programs focused on tolerance and the culture of peace. This approach seems to have worked, since: 82.83% of respondents; 4/4 of the participants in FGD and 36 interviewees / 36 believe that messages SFCG programs and information received from 2 synergies contributed to easing around the ballot (before and after). Also, 88.5% of respondents; 4/4 of the participants in FGD and 36 interviewees / 36 believe that the synergy and radio programs SFCG contributed to greater mobilization for the vote. Thus, the SFCG strategy have contributed to reducing electoral tensions and to mobilize people and a crucial election where turnout appeared low when reading the pre-election events and some observers’ point of view.

The comments of respondents to this assessment are revealing the contribution of SFCG through the media strategy on the election of October 2015 in Guinea.
A young lady Mamou: "Here, many people did not want to go to elections because they said it was poorly organized. And some said to wait for results to show. But with the message received on the radio, people went to vote. I was really scared of the outcome of the elections, but I am glad it happened smoothly."

An observer from the European Union: "I was inside the country during the campaign phase and I can tell you that the atmosphere was tense, to the extent that we were to one step to rushing the country into chaos. I was pleasantly surprised at the announcement of results by the CENI, no voltage was recorded. I think the media has played a big role in easing tensions ... The fact that they gave the results even if they were only partial and provisional, helped defuse the atmosphere and giving credit to the electoral process."

A journalist in Kindia: "Without being chauvinistic, I think all media in Guinea have done a job they can be proud of. People have called us to thank us for that. There is an old man from Madina-Oula which moved to come to the radio here, to thank us. I was moved when I saw him speak ... It's time that I realized the importance of the work I was doing."

All these contribute to say that the media played a key role in the elections and the acceptance of the results by the population. And confirms our analysis of the effects of the project on beneficiaries. Since this project supported media actions, we can say without risk of error that the strategy adopted by SFCG has contributed to mitigate electoral violence and to give some credibility to the vote of 11 October 2015.
5. Conclusions and Lessons Learned

5.1 Lessons Learned

The main lessons learned from the implementation of the project media strategy are:

- **The radio is the only true channel through which it is possible to reach a large number of people.**
  
  SFCG and its partners were right to opt for radios for the dissemination of messages and information on the electoral process. Although there have been community actions that have been undertaken by other actors involved in the electoral process, the messages and the information relayed by the media and in particular radio affected more people.

- **The messages conveyed by radio and / or TV spots are better understood than those of magazines and broadcasts**
  
  This assessment helps to understand that when the spots are designed and produced in the local languages, they are best understood by people than other types of programs. People tend to trap the messages spots and fail to initiate discussions between them about these messages. Magazines and emissions will promote rapid appropriation of information and messages by the people.

- **The synergy of radio allows everyone to know the trend of the results of a vote**
  
  The partial and provisional results published on the frequency of synergy "Guinea FM-2015" allowed people to know the trend of the election results of 11 October 2015. Indeed in the focus groups, participants were told that well-informed people managed to assemble these partial and provisional results for the vote count for each candidate. Thus even before the CENI announced the results of the poll, the people had their idea of the trend of the votes.

5.2. Conclusions

To the reading of the results achieved and the effects obtained, we believe that:

- **Regarding the effectiveness of the project's media strategy:**
  
  The media strategy has been effective in the sense that the numbers of radio and TV programs have been achieved, these programs were showed, the targets of these programs have been reached and that both synergies were organized.

  SFCG and its media partners can be proud of having throughout the election period, made a wide communication on the electoral process to give Guineans the knowledge and information that they are missing. The organization of two synergies was the highlight of this media strategy. For all observers and all the people of Guinea appreciated this initiative.

- **As regards of the effects of the media strategy project:**
  
  With all the products and broadcasted programs and the organization of two synergies, the media strategy has had positive effects on the people of Guinea and on the voting of October 11th, 2015.

  Without a doubt, initially the program allowed the population to increase their knowledge of the process. This is very important when you consider that the majority of the Guinean population is illiterate, therefore has limited knowledge on elections. The fact of knowing the importance of voter
registration and acceding it, to know the usefulness of voting cards and how to remove them, to know how to vote, why vote and who to vote for, has helped a strong mobilization in all regions of the country to participate in the vote. The recorded turnout (75%) is just a reflection of the understanding by the population of the stake in these elections for the country and for each Guinean.

In addition to increasing knowledge of the people and their mobilization to fulfill their civic duty, the programs also contributed to the easing of sociopolitical tensions and mitigate the risk of clashes between militants and supporters of political parties, but also between different communities in neighborhoods and district towns of Guinea. The messages and information conveyed during the election period have effectively fought against the proliferation of unfounded rumors. Gradually, the discourses of political actors (party leaders) have begun to soften. And the announcement of results by the CENI, all candidates called on their activists to show restraint in accordance with the commitments made on the eve of the poll, in statements recorded by SFCG and broadcasted by the media partners.

6. Recommendations

The recommendations we make as a result of this evaluation addresses in the first place to SFCG, which is the sponsor of this assessment. They are intended eventually to all those who accompanied the electoral process in Guinea and the fund provider of the project (USAID).

For SFCG:

- 3 emissions of SFCG (Wontanara, Djembé and Sissi Aminata) are not well attended by the public. It would be important to review some aspects of their production to create an incentive for people. The choice and validation of themes should be done by a task force (Media, community)
- Young people are the greatest listeners SFCG programs: which is good because they are one of the targets. But SFCG should develop a strategy to boost listenership emissions in women. This can be done by using public media (RTG and Community and rural radios) for the broadcasting of programs on women as Sissi Aminata (although it should be improved).

For SFCG and its partners:

- For communal in 2016, the key messages to be conveyed through spots (audio and video). Magazines and programs should be used to disseminate information. The spots should be produced in local languages.
- Given the local nature of these consultations, listening sessions could be an alternative in locations where access to radio and television is not easy.
- For the next electoral process, to a decentralized synergy: in each region. This will help to cover the process on the whole territory and efficiently.
- Begin preparations of these synergies at least three before. This would be an upgrade for the journalists deployed, identifying equipment needs of these journalists and Desk in order to provide a solution.
- The Desk need a system for receiving a large number of telephone calls to avoid journalists spend all the time waiting
- Make an assessment of the media audience, to identify those with high capacity coverage. This will at first, help to measure the scope of programs that SFCG and its partners broadcasted on these media. Secondly, this study will know privileged information channels populations and programs they value most.
SFCG will use this study to select media partners on the basis of clearly defined criteria (e.g. the editorial line and respect the code of ethics) and include these criteria in the contract to cover the local elections in 2016.