

Spheres of Influence

The Monitoring and Evaluation Tool
for Panos South Asia
By A S Panneerselvan

What we are going to measure and why?

- We will be measuring our spheres of influence.
- PSA works with media and its primary engagement is with ideas and voices and opinions of people to determine their own developmental and political agenda. There are no tangible deliverables for us. However, we do play a catalyst role in bringing about change in society; hence the need to measure our spheres of influence.



PSA'S SPHERES OF INFLUENCE

PSA'S impact and its raison d'être is measured by computing its spheres of influence in three time frames.

- 1) One Decade Influence
- 2) Sustained Thematic Engagement and its sphere of influence
- 3) Impact of Specific Projects

What constitutes the sphere of influence.

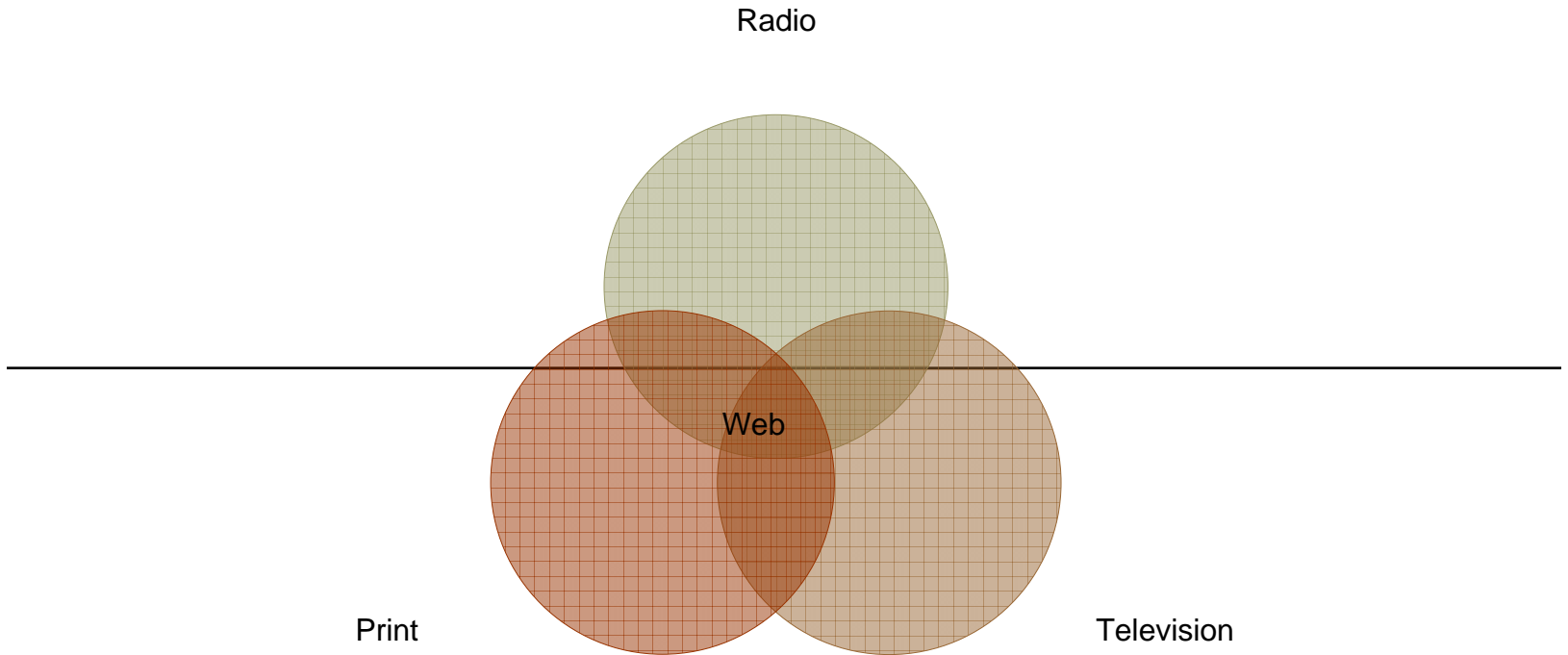
- Our reach within the media
- Our ability to bring forth multiple voices
- Our ability to persuade or work in tandem with civil society actors
- Our ability to bring academia and media together for informed narratives
- The overall impact of our engagement in bringing about change.

Spheres of Influence:

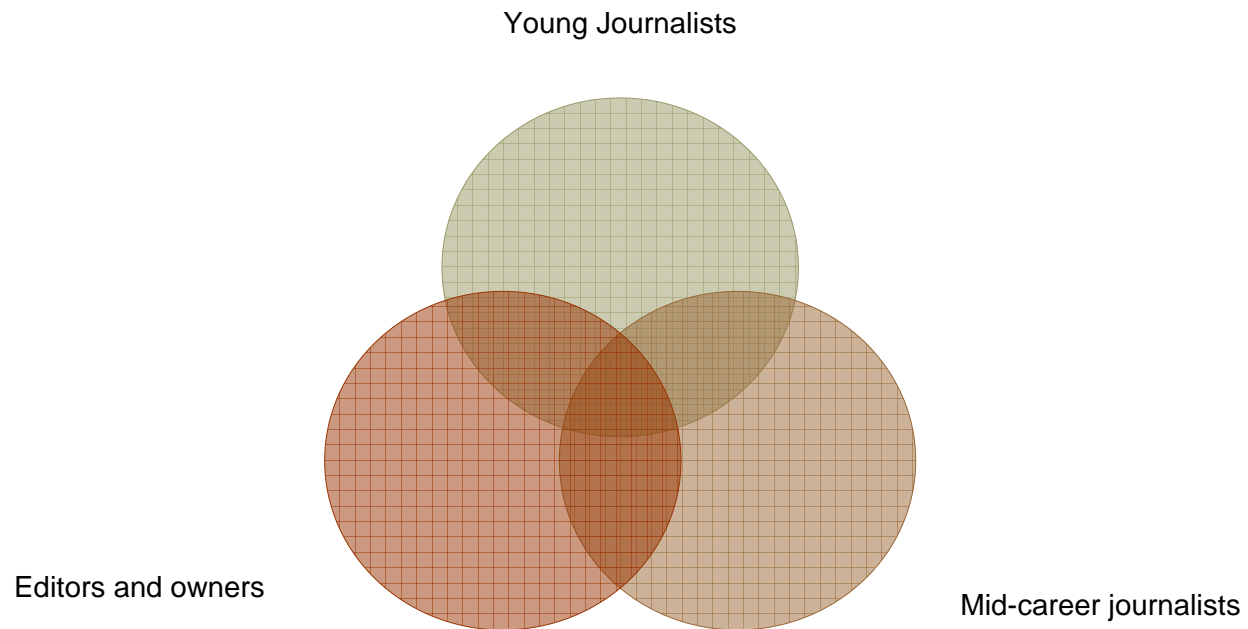
PSA is conscious of the fact that there is not one sphere of engagement but it engages with multiple spheres. M&E will measure PSA's influence in the following five spheres:

- a) Media
- b) Communities whose voices are articulated through PSA's programmes
- c) Civil society partners
- d) Academia
- e) State Actors

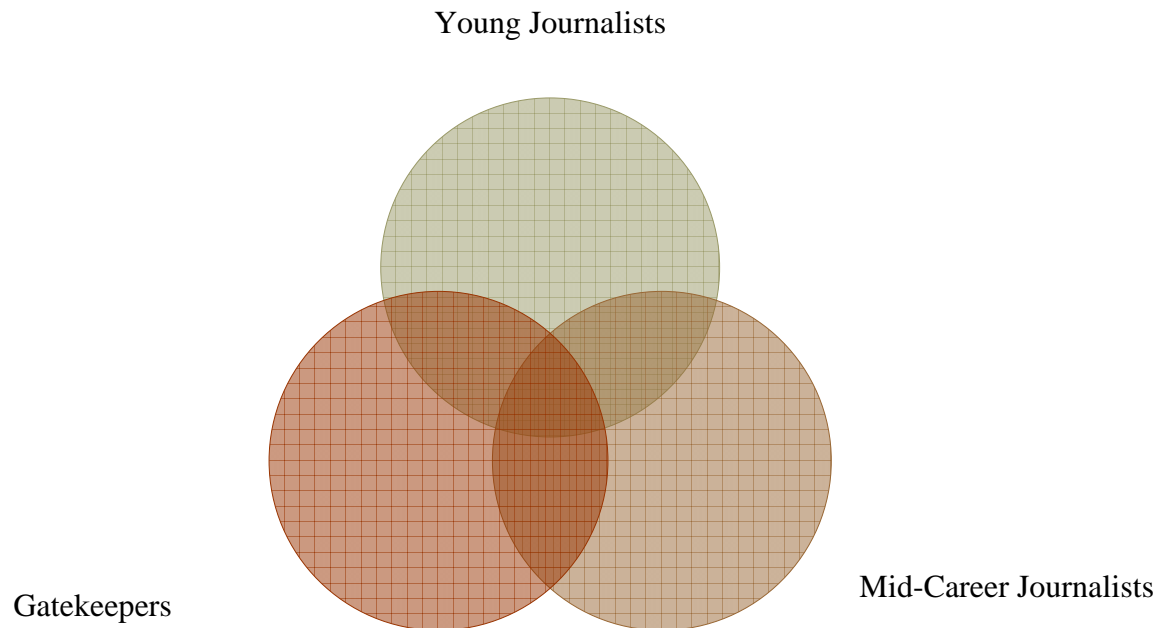
The Media Universe



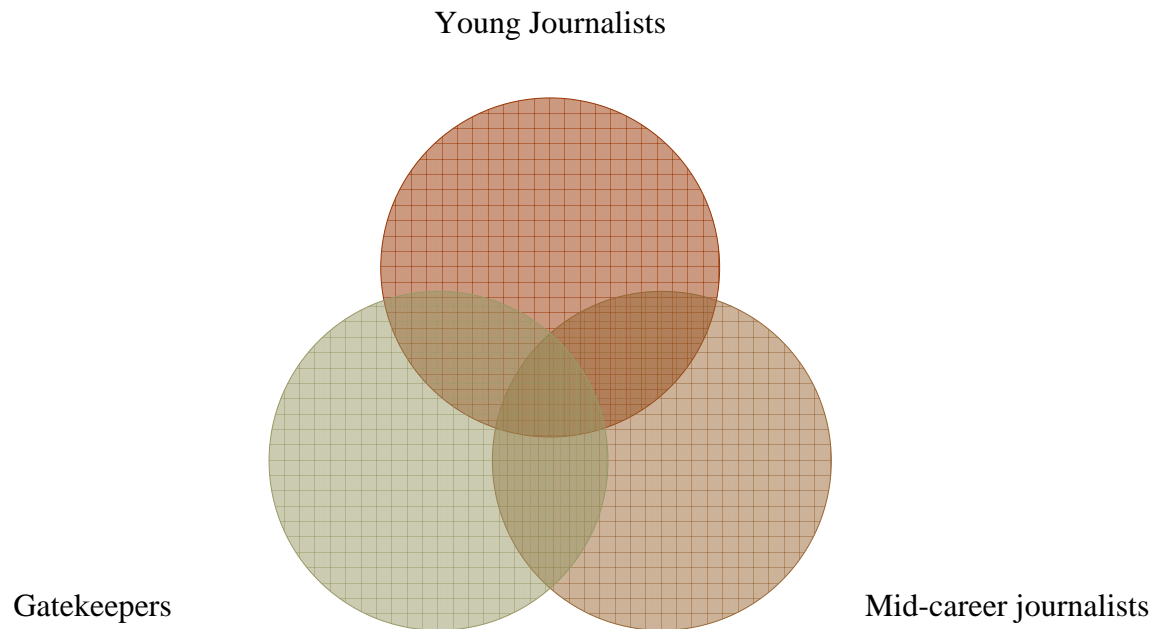
Print



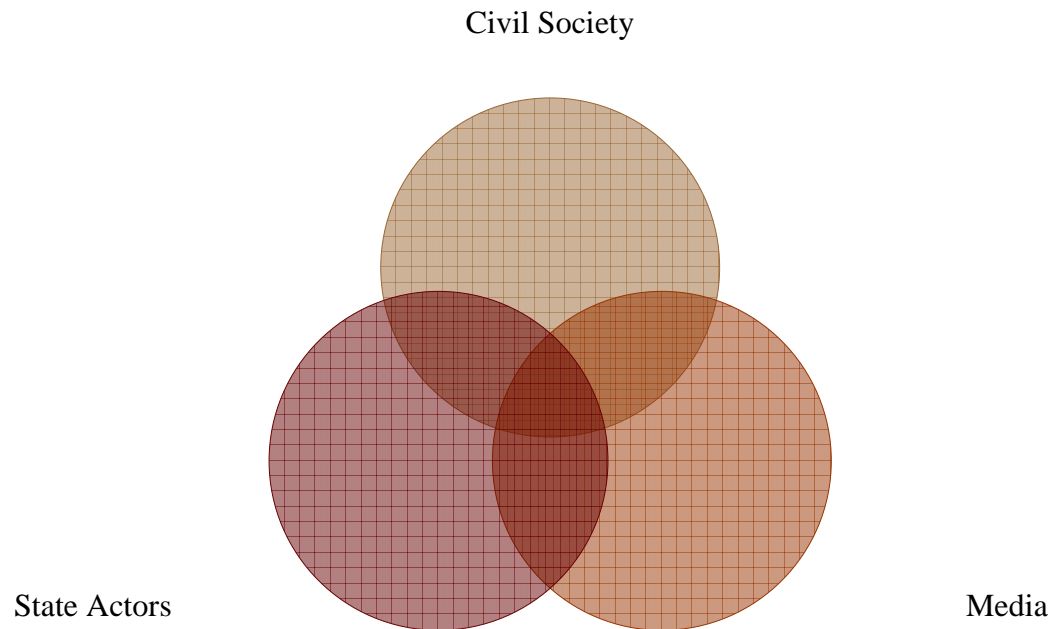
Television



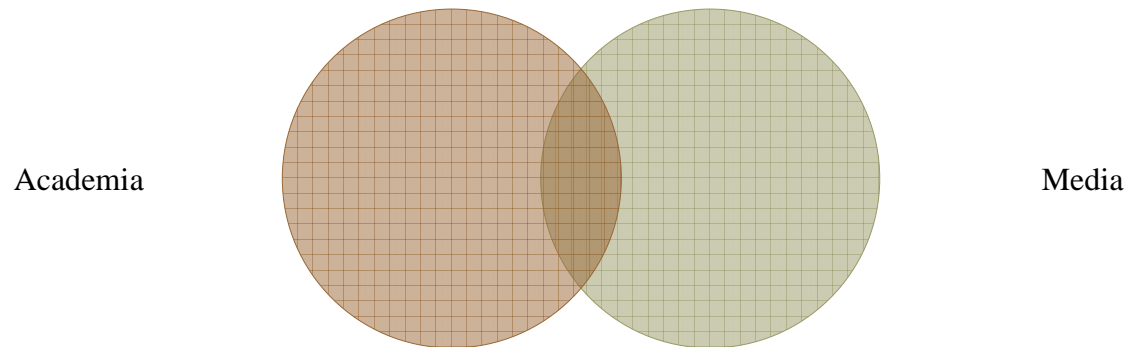
Radio



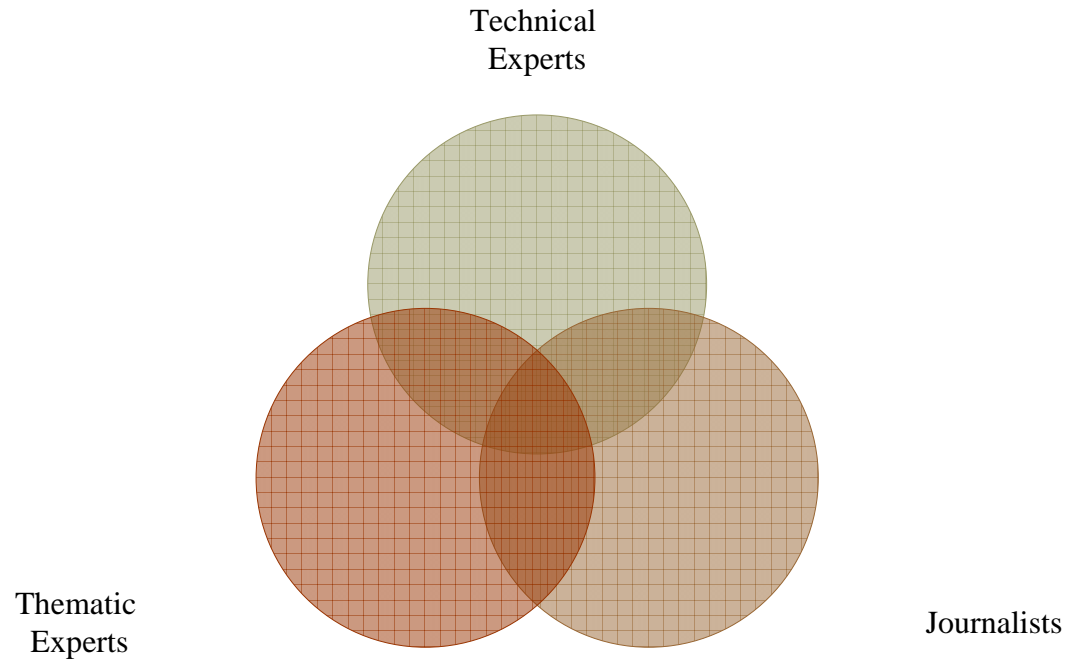
Thematic Programmes: Option 1



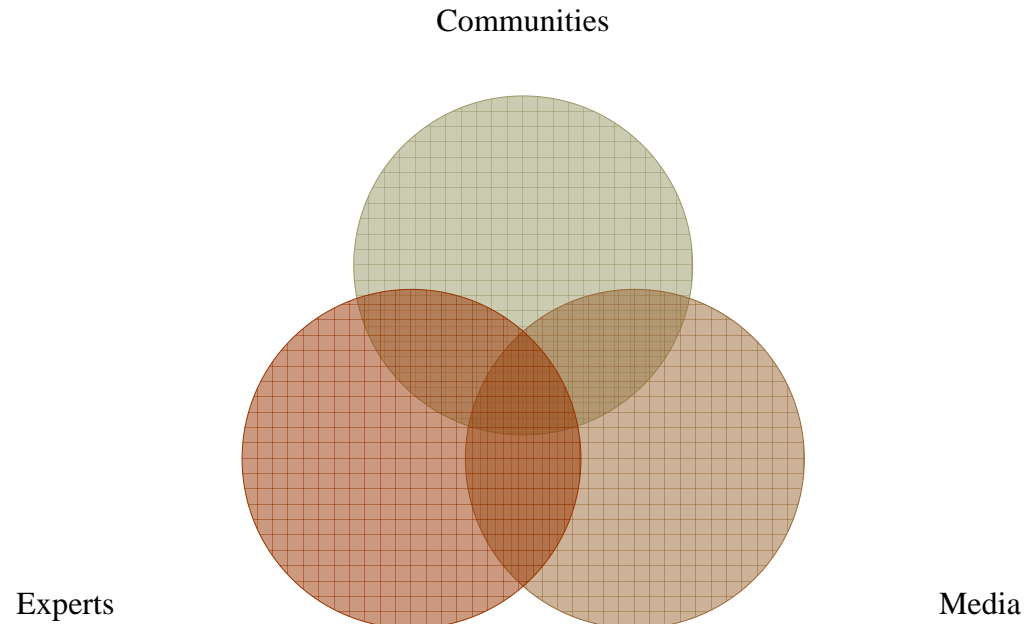
Thematic Programmes: Option 2



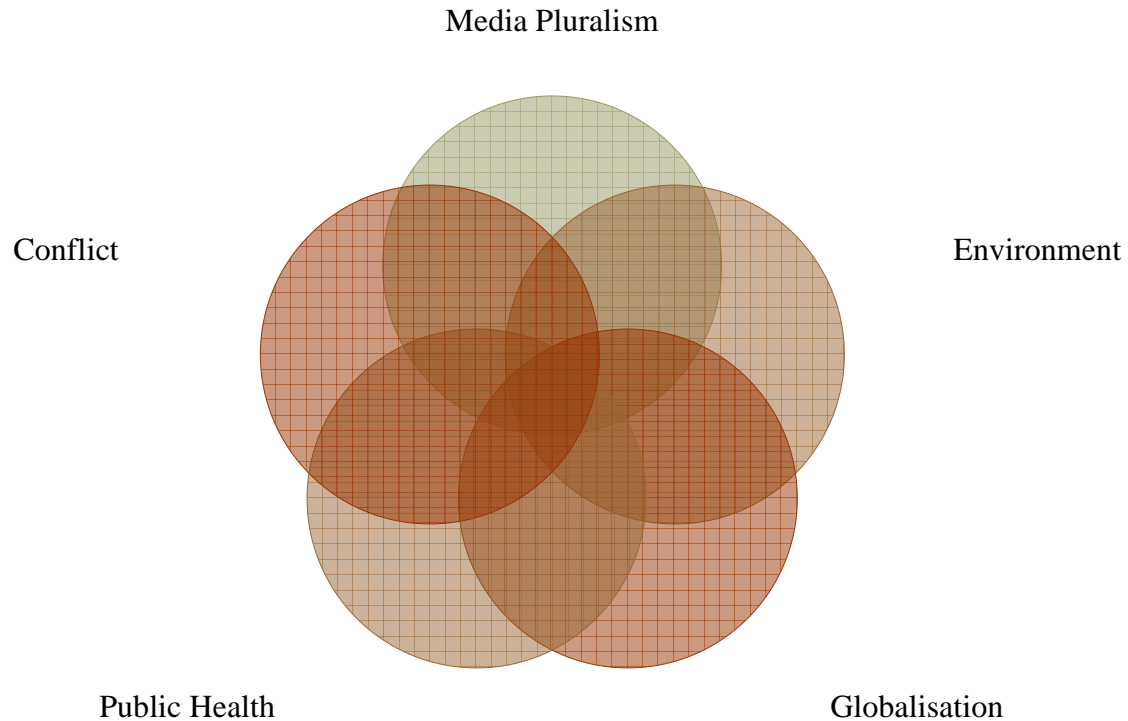
Thematic Programmes: Option 3



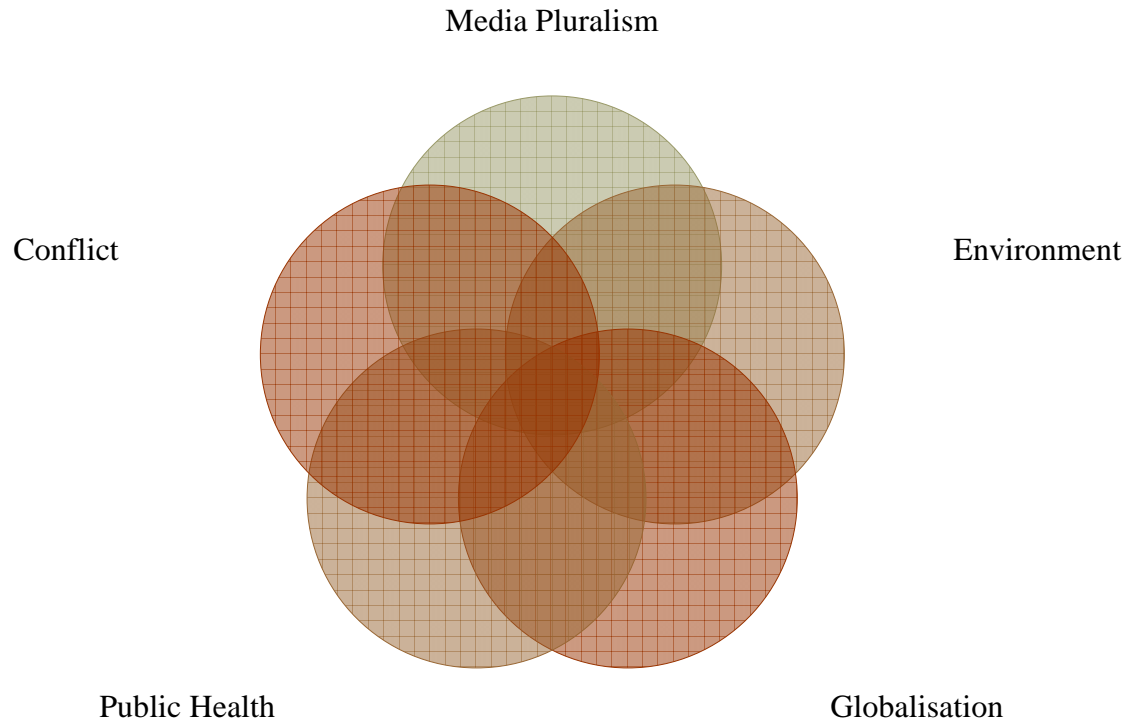
Thematic Programmes: Option 4



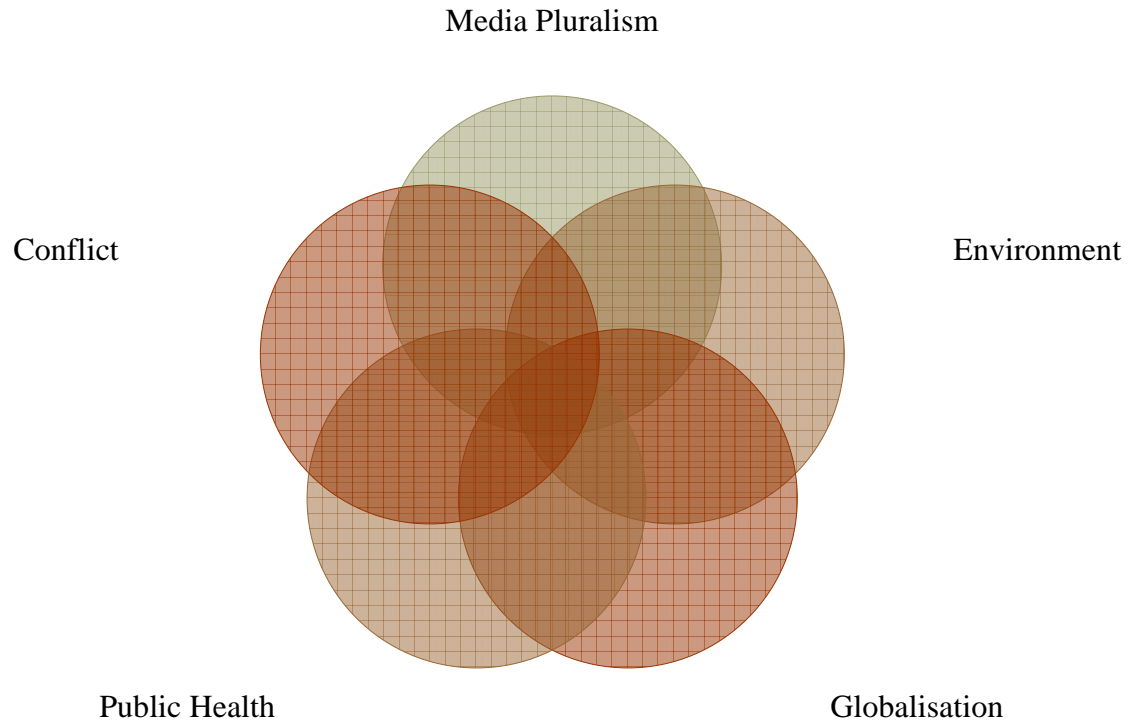
Country Impact: Print



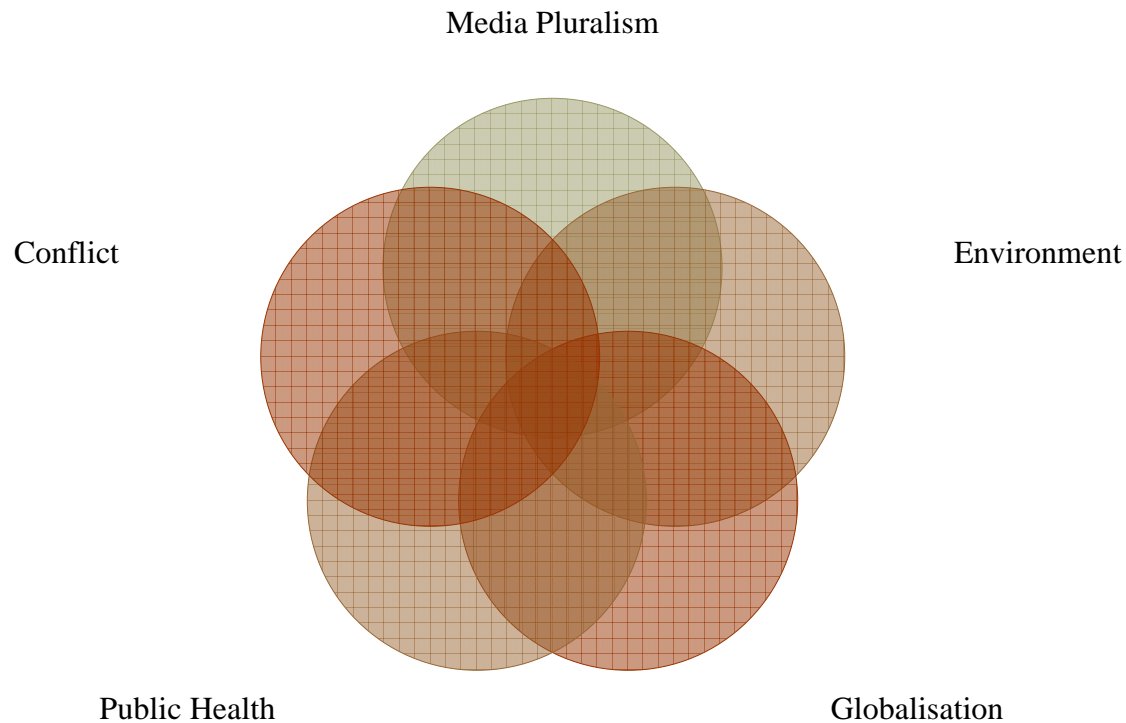
Country Impact: Television



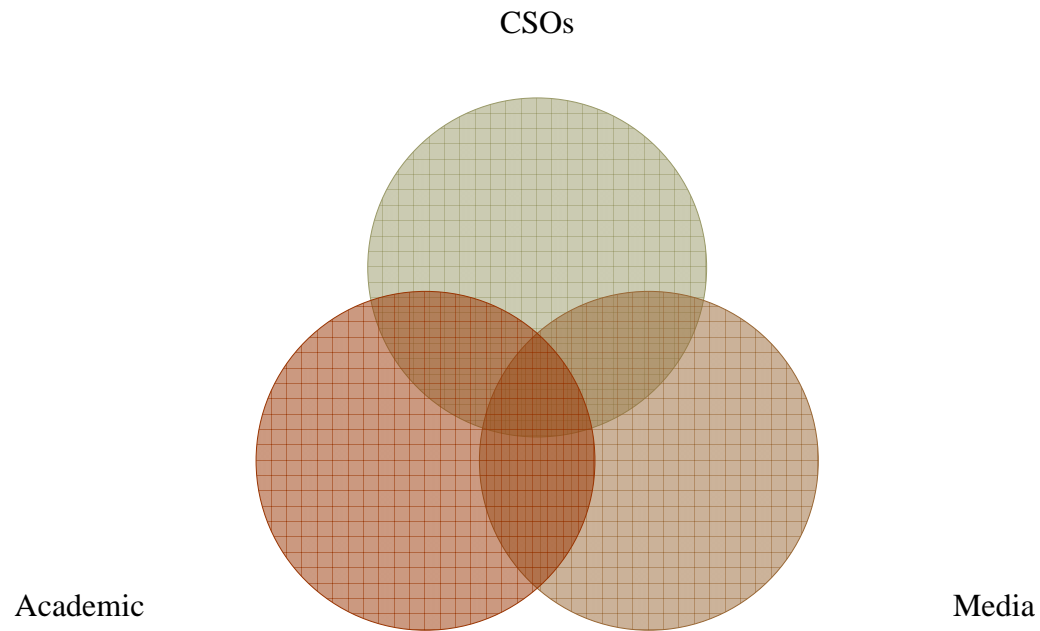
Country Impact: Radio



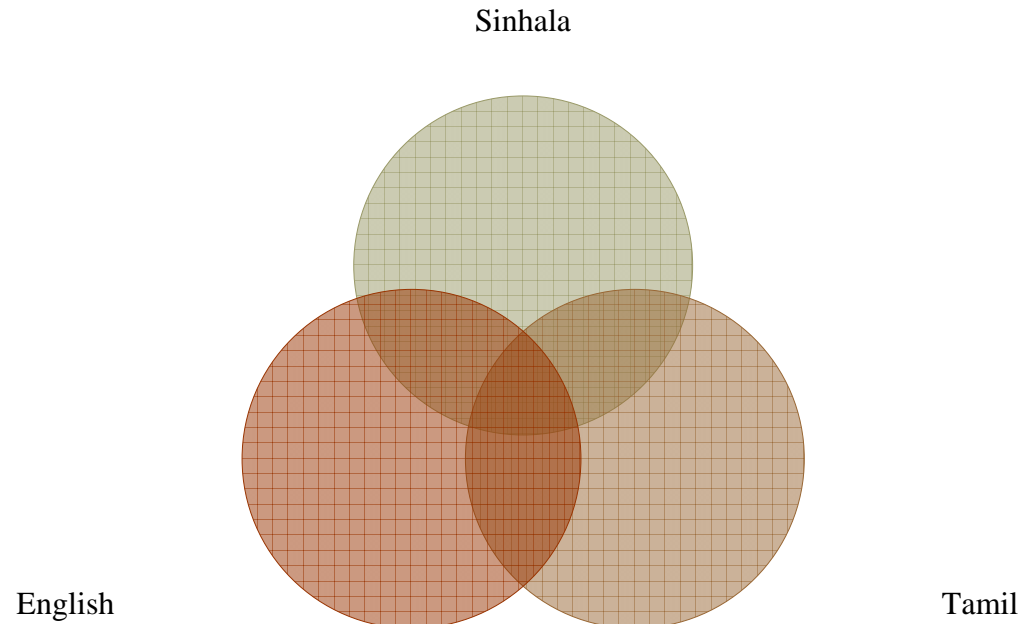
Country Impact: New Media



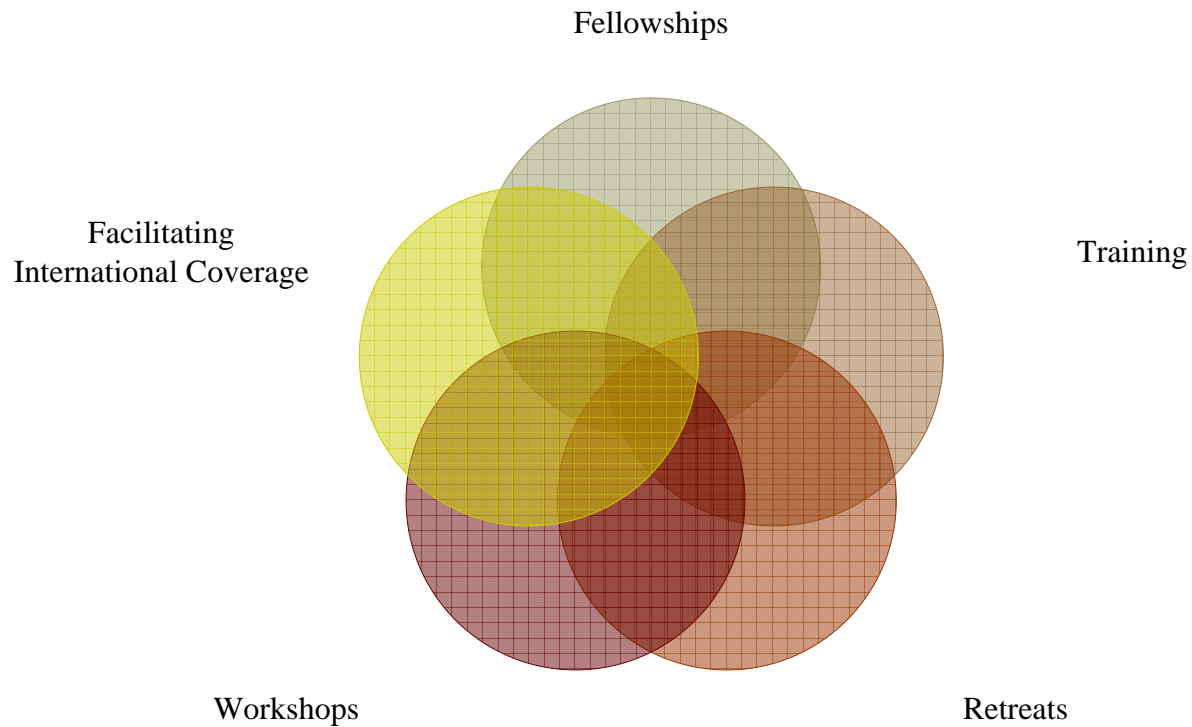
Country Impact: Partnership



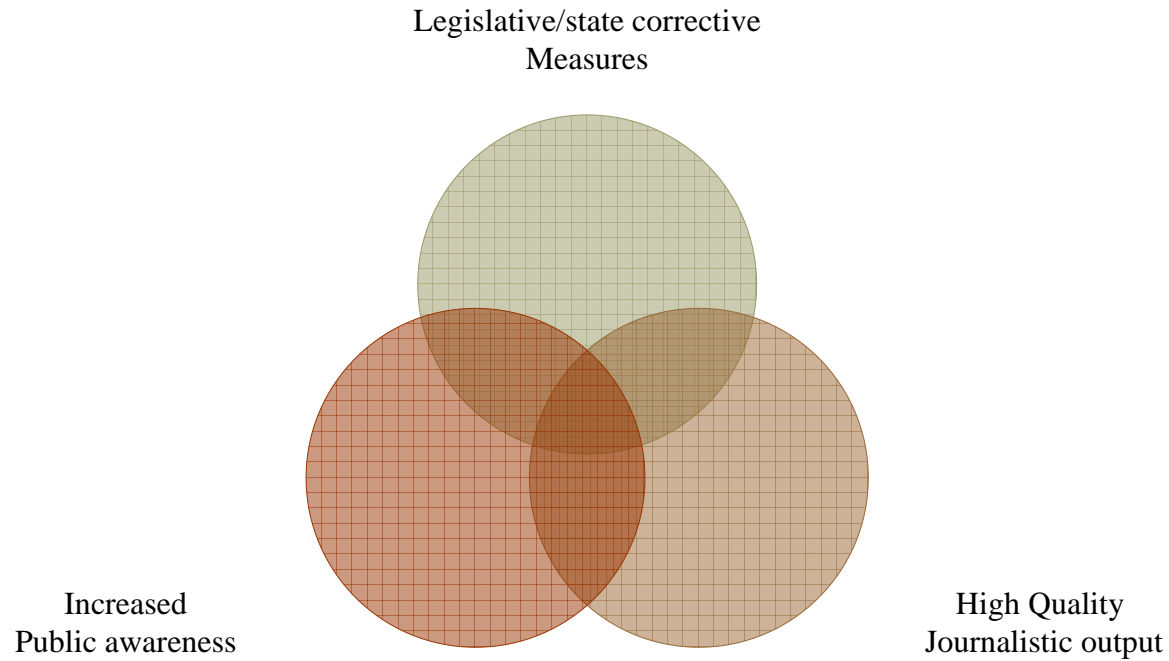
Country Impact: Languages



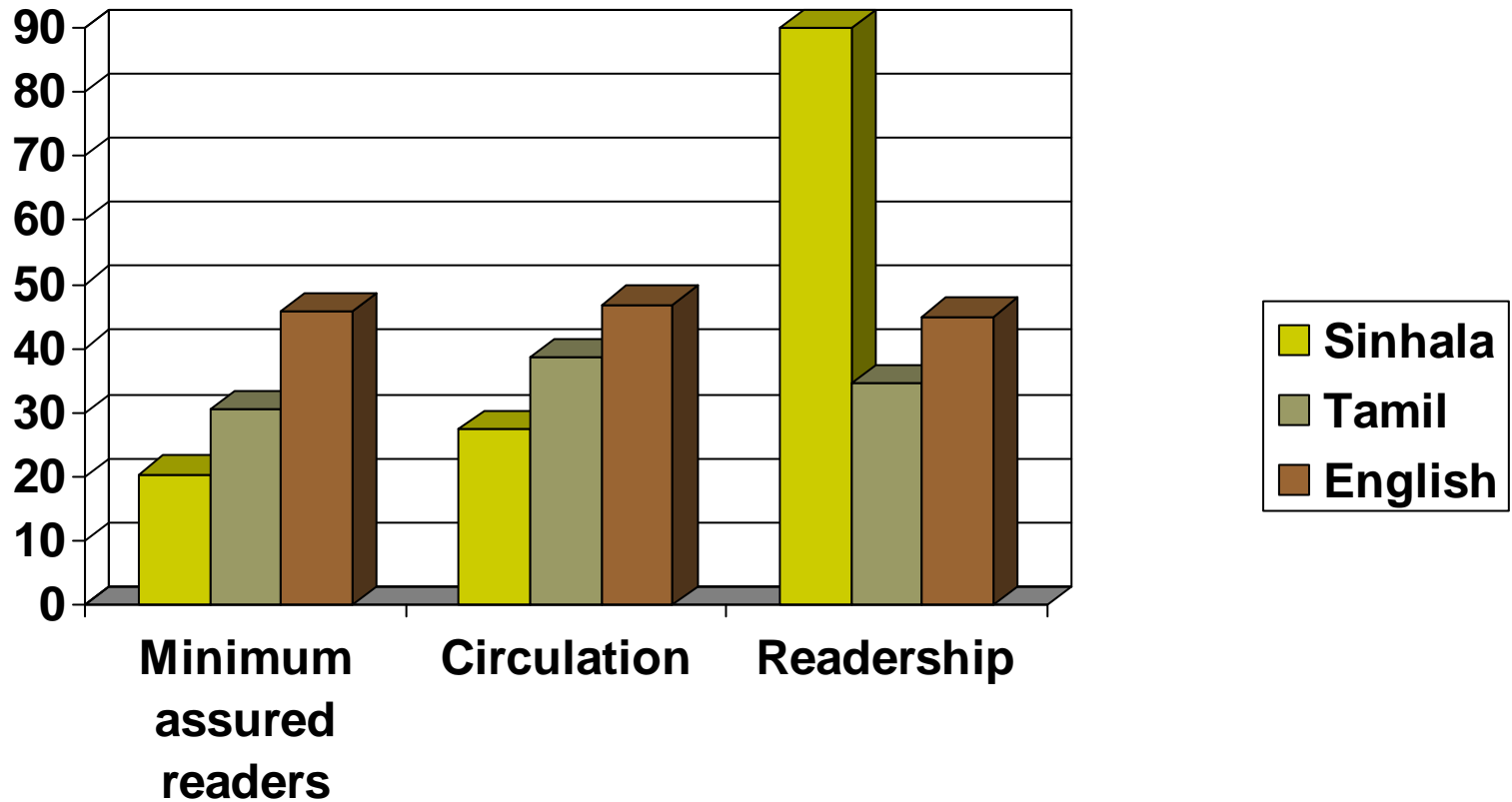
Programme Impact



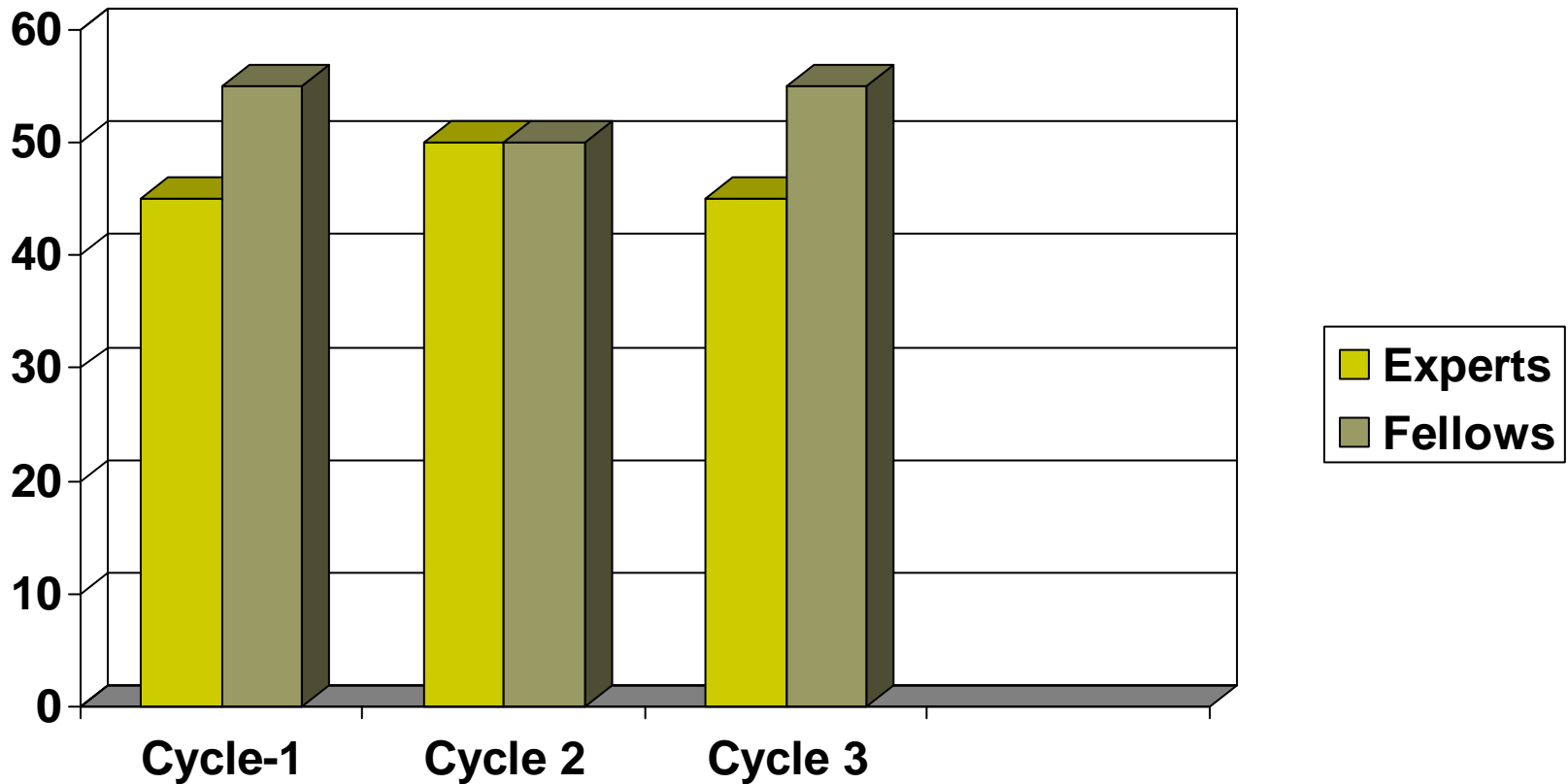
Component Impact--Fellowship



Quantitative Analysis: Fellowship

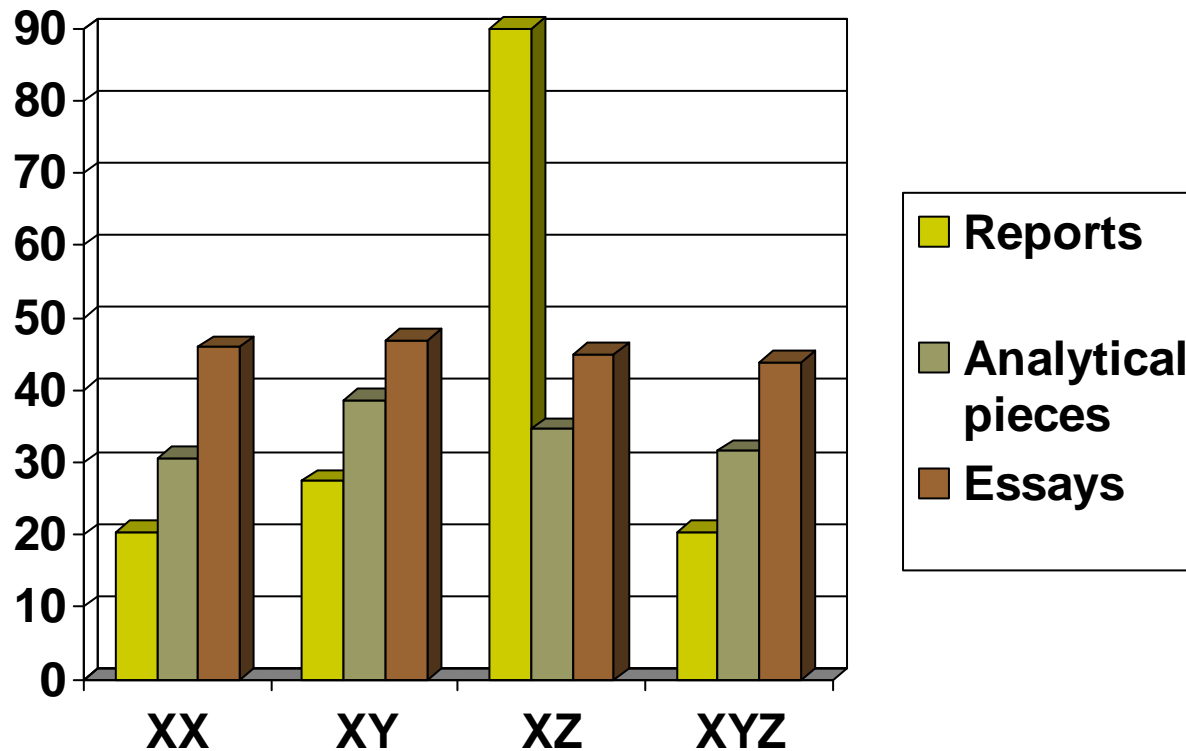


Quantitative Analysis: Fellows Vs Experts Ratio

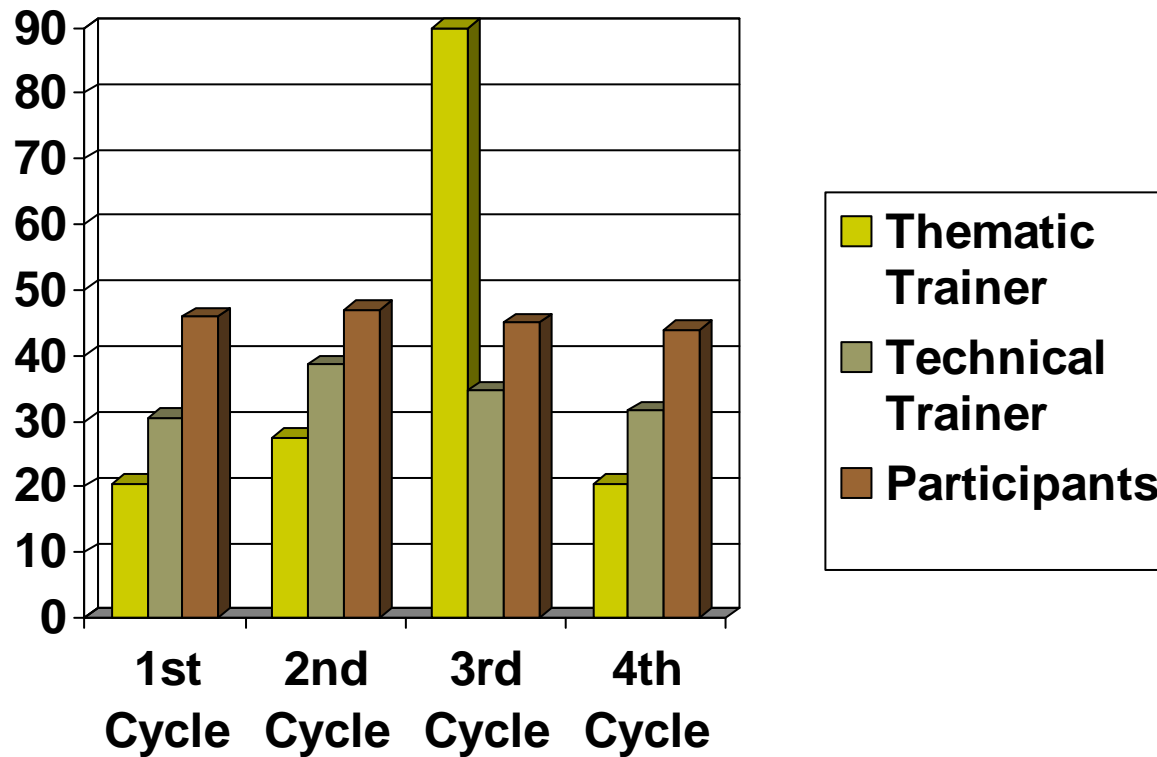


Quantitative Analysis: Fellowships

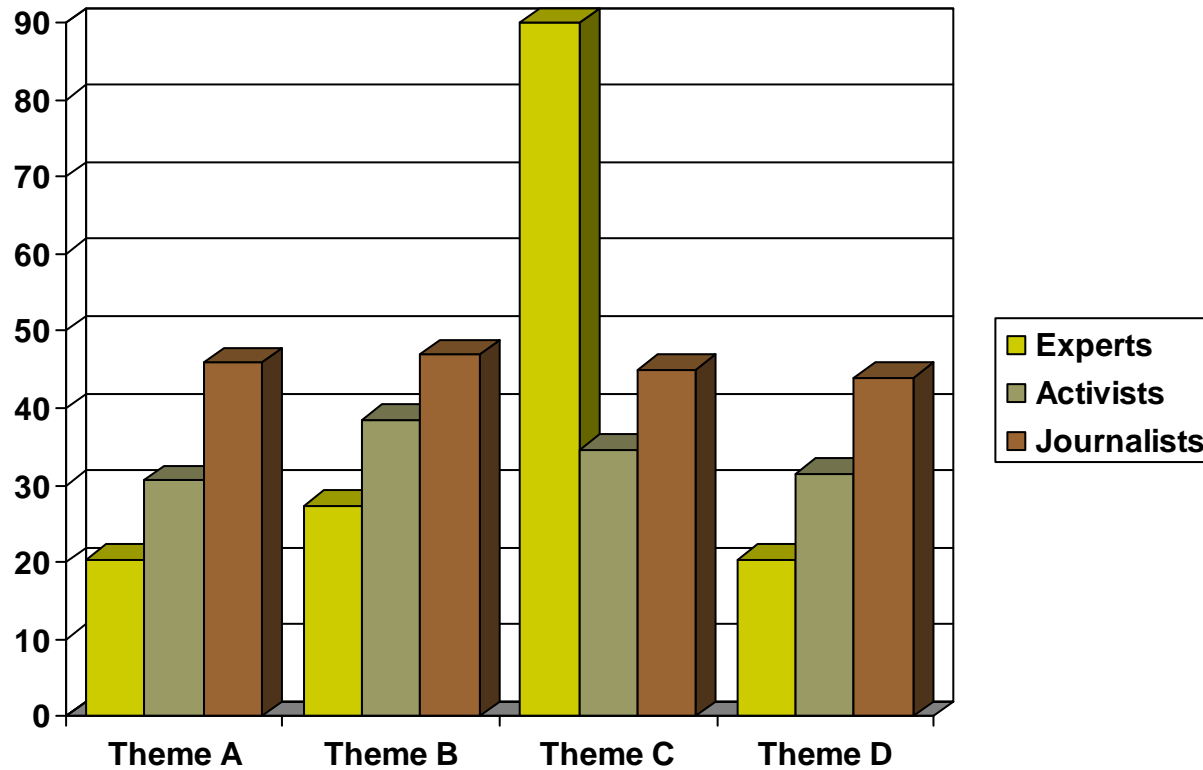
Outputs



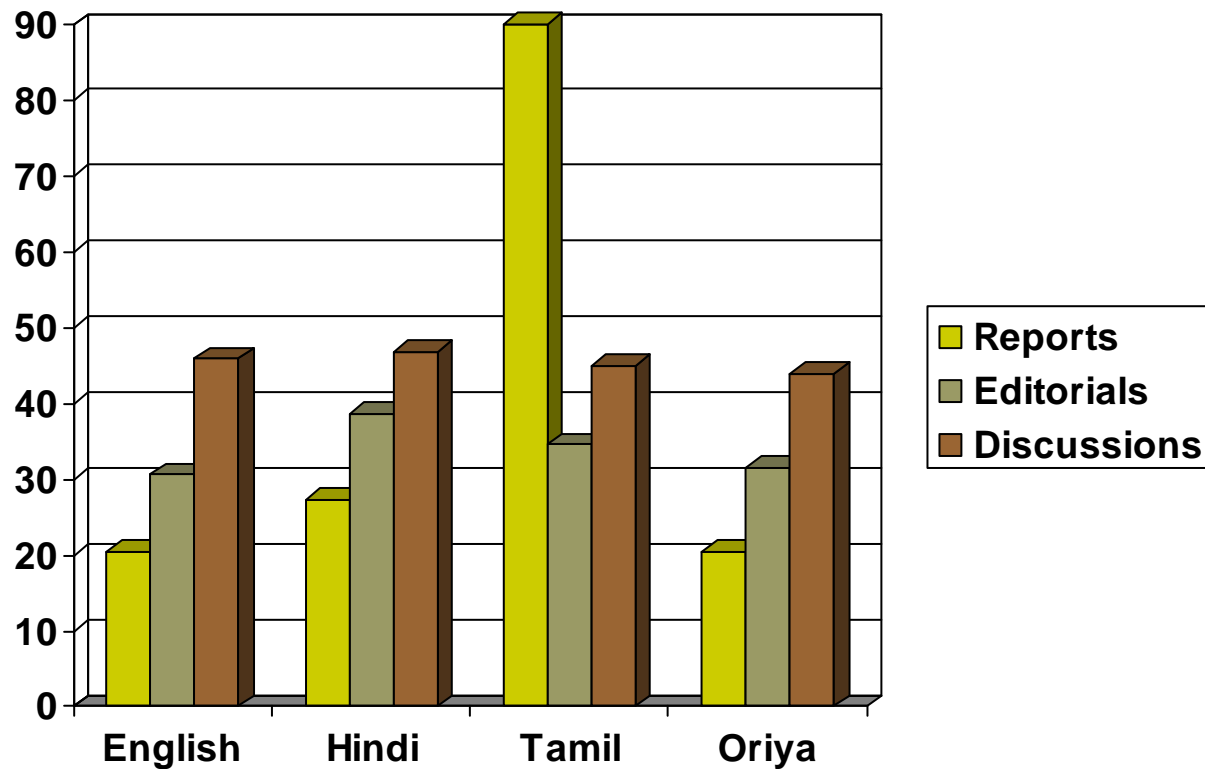
Quantitative Analysis: Training Programme



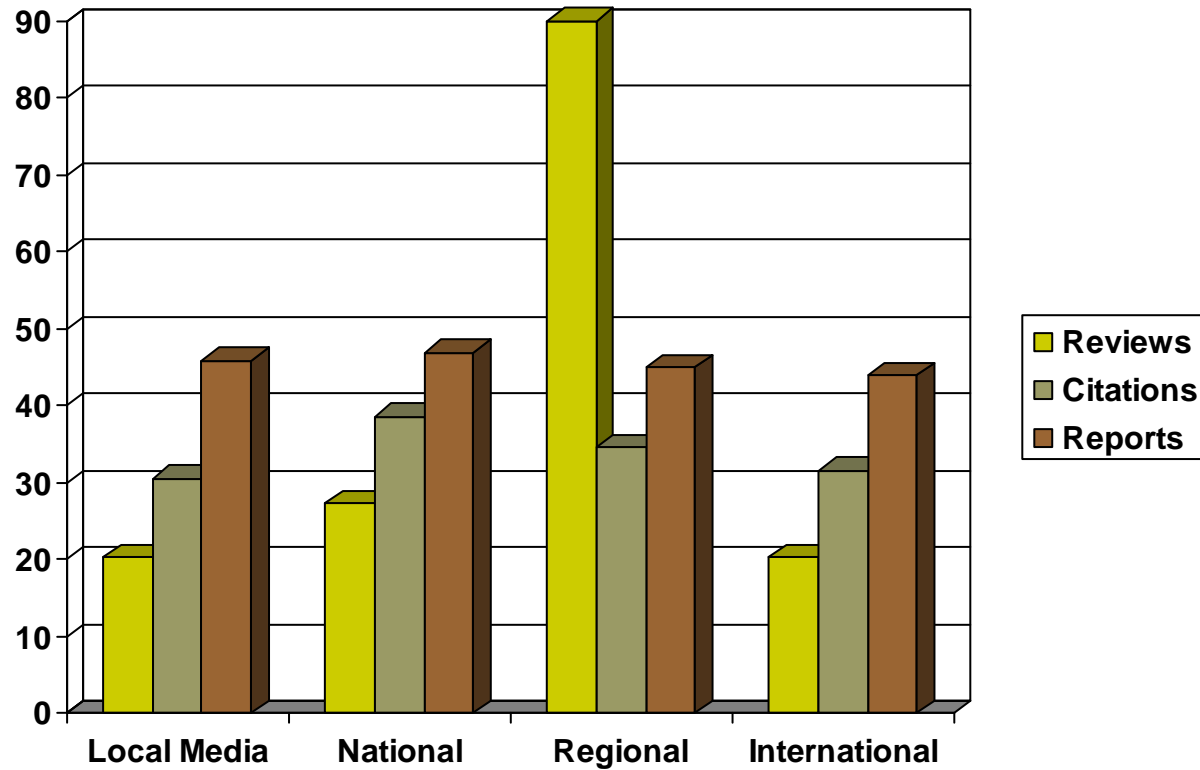
Quantitative Analysis: Workshops



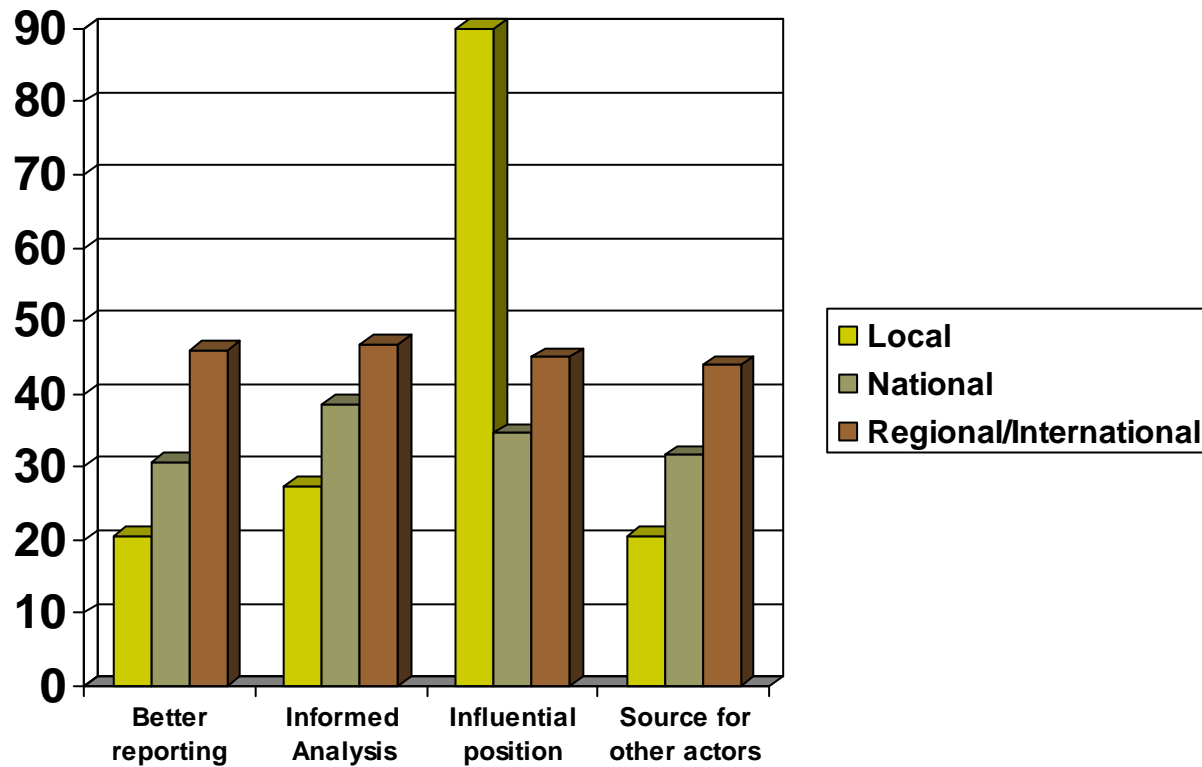
QA: Post Workshop outputs



QA: PSA Publications.



Post Project Evaluation:





Testimonies

- Editors
- Mid Career Journalists
- Young Journalists
- CSO voices
- State Actors
- Community Voices
- Academia