



**PANOS**  
**LONDON**  
ILLUMINATING  
**VOICES**

Promoting dialogue, debate and change

# Challenges of M&E and IA

BCO Impact Assessment Workshop  
18-19 March 2008

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# Levels of evaluation -

*What is appropriate for a small NGO?*

A media development view of the different levels:

1. Intervention **transfers** skills and capacity
2. The skills and capacity are applied **within** the sector
3. They have an impact **beyond** the sector

*(Alan Davis, IWPR/GFMD)*

# Who should evaluate at each level?

1. NGOs, regularly
2. NGOs, sometimes; coalitions of NGOs?
3. Academics, major multilaterals

Impacts at the higher levels (sometimes 2, generally 3) remain **assumptions** for small NGOs – but these assumptions are articulated in a “Theory of Change”.

# Project evaluation is costly:

## Radio audience research in Uganda

Basic information about radio in Uganda:

- Over 150 radio stations
- 69% broadcast in different languages (Uganda has 38)
- 68% of population listen to radio daily
- 9% watch TV daily
- 20% can understand a radio broadcast in English
- 44 - 82% consider radio trustworthy, depending on the station

## Research methodology (Qualitative):

- 8 Focus Groups, 4 in capital and 4 in another town
- In each location, 3 FGs with audience and 1 with radio professionals from a cross-section of stations
- Discussed radio preferences in general and in public-interest programming....
- ....and compared clips of 4 programmes – 2 by Panos London, 1 by Panos Eastern Africa, and 1 by a local FM station.
- A listening panel: 12 people in Kampala who listened to 4 public-interest programmes broadcast by local stations, over 4 days, and answered a questionnaire about each.

# Findings

- Wide choice of stations - listeners are selective
- Like interactivity – studio discussions, phone-ins
- Like programming that is useful, educational, public-interest
- Want information to be balanced, not one-sided
- Want positive, inspiring and hopeful stories, not depressing
- Dislike immorality
- Prefer programming in own language
- Relevance important: mostly = about Uganda, about their own district
- Older listeners like programme format and presentation to be straightforward; younger ones like more lively style
- Professionals identified “incorporating listeners’ voices” as one of the criteria of a good programme
- Radio stations are local: broadcasters know their audiences

# Inputs to this research

- Audience research expert
- Project design, group selection, questions, analysis
- Contracted project manager and group facilitator
- One week's training
- Logistical support

*Cost: \$50,000+*

*- for just one country*

# summary

- An NGO cannot do systematic impact evaluation at the highest level.
- Even project evaluation at the lowest level needs a lot of resources.

