



Yumi Go Wer?

IMPACT STUDY 2015

Yumi Go Wer? (YGW) is a multi- platform (radio, TV, social media) National Broadcasting Corporation (NBC) brand promoting public discussion on governance issues. Through YGW, the NBC broadcasts a weekly TV show, governance news, and a live radio panel show. Eight live panel shows were aired between October 2013 and June 2014. In 2015, a total of four YGW shows have been staged in Manus, Simbu, Lae and Vanimo and Kimbe. YGW is a first-of-its-kind brand for NBC, bringing together National Radio (NR) and Provincial Radio (PR) staff to collect rural content. YGW is the NBC's response to promoting governance and giving voice to citizens to influence decision making and service delivery among leaders in Papua New Guinea (PNG). Issues covered at the YGW shows range from health and education to welfare and politics that directly affect the people's lives. It is targeted at rural audiences, providing an invaluable platform for them to debate issues and keep leaders accountable.

YGW is currently a collaborative activity between the Media for Development Initiative (MDI) and NBC as part of a Rural Content Collection exercise. The Media for Development Initiative supports NBC in operational management and content delivery. The MDI was invited to assist NBC to facilitate and strengthen YGW with the aim of integrating and making it sustainable within NBC. Initially, under MDI's content delivery support, YGW was part of a Rural Content Collection exercise designed for Provincial Radio to source funding from to cover rural remote content. The extended support will include continued research (and M&E), provision of production equipment for provincials to collect YGW content, training for governance coverage, establishment of a YGW core group within NBC and toolkit and strengthening YGW's public profile through a marketing strategy as well as having a social media presence. Currently MDI wholly funds YGW, coordinating logistics and facilitating meetings and research through the MDI Content Advisor.



1. Yumi Go Wer? Melanesian pidgin translating to 'where are we going?' Used as the brand name to stimulate thought and conversations around governance.

Methodology

Part of the process for integrating YGW with NBC, this study was conducted to determine the impact of the brand and identify opportunities for improvement. The three research objectives were to gain insights into:

- The impact of YGW as a platform for giving voice.
- The impact of YGW as a tool for influencing decision making and implementation.
- The sustainability of YGW as an NBC brand.

The study used semi-structured interviews of NBC staff (at National and Provincial Radio) and stakeholders who had participated at the show as panel and audience members. Section 1 of the interview guide addressed areas of process, impact and sustainability for YGW, while Section 2 addressed impact more specifically. The questions were translated into Tok Pisin where needed based on location. A focus group discussion was conducted with audience members who were not from the education sector to determine if YGW impacted their understanding of the issue (discussed at the show). NBC staff have been anonymised in the analysis in order to ensure that findings can be fully represented in a constructive way.

Sampling

As the YGW host station, NBC Simbu was selected for this case study for several reasons. This station provided all necessary documentation to support the study, including reports from the show's Executive Producer and Director Provincial Radio station, pre-show rundown, audience/listener Q&A transcript, panel names and profiles, actual activity form, the show's audio track and a completed MDI M&E report. Importantly, the audio track provided the research with information to guide the research instruments. The audio track is also solid evidence of comments and commitments made that provide a lead for evaluating YGW's impact on governance. This information was used both in the selection of location and participants, and reviewed in order to design research instruments. Furthermore, NBC Simbu staff who participated in the YGW panel show, as well as team members of the Hanuaboi shift have not changed since the show, giving the study consistency in the follow up work here and especially to answer the question of YGW's sustainability within NBC. Telephone interviews with NBC Simbu and Manus showed that NBC Simbu conducted follow up programs after the YGW show and continues it's mini YGW shows. NBC Simbu DPR is currently undergoing MDI's Content Management Exchange and should be well placed to respond to the issue of sustainability.

Program Topic

YGW Simbu chose to respond to the theme PNG's Tuition Fee Free Policy and its positive and adverse effects on schools and parents. While it has been 5 months since the show and this study (compared to Manus 9 months), TFF remains a national issue, the study will focus on micro-level responses to the issue.

The Tuition Fee Free Policy was introduced by the national government in 2012 as part of its Universal Basic Education Plan 2010 – 2019 which aimed at ensuring that all school-aged children had equal access to quality basic education. The policy means that all primary schools (grades 1 to 10) in PNG must offer free enrolment and 75 per cent of fees would be subsidised for secondary and vocational school levels. While in theory this is a positive initiative for students, schools have reported not receiving the promised funding, and the quality of the education that they are able to provide has decreased, some have even suggested that without the critical funds they will need to close. More specially to the case study, Simbu province was severely affected by the government's delay in delivering its national policy activity, the Tuition Fee Free (TFF) Funds, resulting in schools nearly closing.

Yumi Go We? Show ..Live!!

Theme: "IMPLICATIONS OF TUITION FEE FREE (TFF) EDUCATION"

Date: Wednesday 25th February 2015
Venue: Mt. Wilhelm Tourist Hotel
Time: 07pm – 8pm

“YOU’RE INVITED AS OUR PANELIST”

Context

This study was conducted in Papua New Guinea, the largest and most populous island nation in the Pacific. While there are more than 800 ethnic groups in PNG, it is politically divided into 22 provinces spread across four regions; Highlands, Islands, Southern and Momase. About 85 per cent of its estimated 7.5 million people live in geographically rugged rural to remote places, relying on subsistence agriculture and an informal sector for livelihoods. PNG has been relying on donor aid and more recently on its resource boom (in mining, fisheries, forestry, oil and gas) to support its national development strategies. PNG's current development trends however reveal a need to improve access to basic health and education services, reduce gender-based violence (especially against women and girls) and PNG's HIV prevalence. Development indicators such as the Human Development Index, Gross Domestic Product, Economic Indicators, Basic Education Gross Enrolment, Poverty Index and Communication, Banking and Electricity Access among others have been tracked in a number of reports and show that weak governance is hindering essential service delivery.

Simbu

Simbu Province is one of PNG's seven highlands provinces. The province is mountainous with a population of over 376,473 spread throughout its 6 districts; Chuave, Gumine, Karimui-Nomane, Kerowagi, Kundiawa-Gembogl and Sinasina-Yonggomugl. With its slower economy and limited resources, most of Simbu depend entirely on its working class throughout the country and abroad. Education is a focus of the Simbu Provincial Government. With three large secondary schools including Holy Rosary Kondiu, Kerowagi and Yauwe Moses Secondary Schools, and other rising educational institutions, unemployment and illiteracy is still a problem in the province.

NBC Simbu

The National Broadcasting Corporation's Radio Simbu (NBC Simbu) is one of 19 Provincial Radio stations owned by the Government. NBC Simbu is located in the capital town of Kundiawa. It broadcasts out of an urban clinic after its office was demolished in 2010. NBC Simbu is staffed by 10 officers including NBC's only Highlands-based TV journalist and camera operator. This station is considered to be one of the most active (of the 19) in terms of content production and management. NBC Simbu sought to address the delayed TFF Funds issue through NBC's

governance program Yumi Go Wer? in an effort to bring citizen concerns to authority and facilitate discussions with the aim of achieving positive results.

It is on this backdrop that this research explores the potential of Yumi Go Wer? to impact governance and strengthen NBC's role as a public service broadcaster in PNG.

The findings of the report are divided into three main areas. The first section delves into YGW as a vehicle for governance, exploring it as a tool for voice and participation and its potential to influence decision-making. The second presents YGW impact on NBC staff in terms of capacity building, collaboration and staff motivation. The third section looks at the sustainability of YGW as an NBC brand. The quotes are attributed as Panel Respondent, Audience Respondent, FGD Participant and NBC Respondent to ensure that they were able to provide open and constructive feedback.



Citizen Voice & Participation

All respondents agree that YGW has given voice to people who might otherwise not have the chance to address issues with their leaders. The format for YGW includes a panel of representatives from various stakeholder institutions, a presenter who facilitates the discussion and an audience who engage through a question and answer process. All respondents felt this created a conducive space for them to express themselves, especially as a collective voice.

NBC Governance Programming

Further to this, YGW as an NBC brand achieved the organisation's objective of being informative and educational. Expressed strongly among staff, YGW was viewed as an appropriate medium for bridging citizens and authority. Staff perceive this to be a hallmark of journalism and this motivated them to work better.

There is opportunity for YGW to influence decision making and implementation by strengthening the YGW process to include a comprehensive follow-up on issues discussed and commitments made at the show. While the show initiates the agenda, the task of following up and keeping the issue relevant until

it is addressed should be considered. The brand has potential to develop into a flagship program for NBC as a catalyst for good governance through citizen voice guiding leadership.

YGW Program Sustainability

NBC respondents were clear about the type of support that would be required in order for YGW to develop into a sustainable and successful content offering. Their feedback highlighted the need for funding, equipment in addition to capacity building in the areas of leadership and management (content and administrative). Particularly at the National Radio (NR) level, a comprehensive plan of a YGW year and resourcing is needed to ensure sustainability. There is now an understanding of the YGW concept, but workshopping it can further strengthen the production of quality shows.

The YGW process consists of several steps that can be grouped into pre-production, production and post-production. Pre-production and production times require substantial resourcing for logistics, content collection and content management that requires editorial leadership and research. Post-production requires not only a post-mortem of the show, but a plan to follow up the issue. This also requires a strong editorial leadership across NBC branches to maintain consistency in the messaging until results are achieved from authorities.



This is a matter for content sharing across platforms and branches.

Promoting YGW can be achieved through a marketing strategy to bolster its public appeal, especially in rural remote places through radio – which is still viewed as the most viable medium in PNG. Respondents did acknowledge the decline in listenership, but have urged NBC to take lead in bringing back radio listeners. Promoting the show will support this endeavour.

Staff motivation was high in the provincial station as a result of being part of YGW. It was viewed as an opportunity to demonstrate their capacity to direct and host a National Radio program. Local staff felt they needed to improve their professionalism in the workplace and ensure that their content met the standards required for NR shifts.

The collaboration between National and Provincial Radio under YGW allowed for increased hands-on peer training. Staff at NR co-hosted shifts while in the province, giving tips to local staff and mentoring them on how to write clear show run-downs, scripts and voice.

Citizen Voice and Participation

All respondents including audience, panel members and NBC staff agreed that YGW Simbu was a tool for citizen voice and participation in decision-making. For respondents it was a rare occasion for them to participate in this type of activity and it was viewed as a real highlight for them. The format for the show was viewed as new and a way forward. Having the highest authority for the region, the governor at the show, was “humbling” as it is a rarity for leaders to directly answer questions from their constituents in front of an audience and wider listeners. While most respondents felt that the discussion was good, one respondent did feel that their question was not answered at the show.

“... I think it is something new and a way forward for any development that will take place because if the people are not inform(ed) of what the government is ... then this is not development.” - Panel Respondent 1, Male

“Planti taim em mipla nogat chance lo toktok wantaim ol bikman yah...Mipla ol liklik lain yah. Mipla nogat appointment so...I find this thing very vital.” - FGD Participant

[Often we don't have an opportunity to talk with authority. Us ordinary people cannot make an appointment with them so I found this thing very vital.]

“...as a mother, mi nambaut yah, mi bai nonap go lo wanpla hap. So, displa ol burning issues mi gat long tingting ... mipla laik bringim up wanem samting mipla laik expressim, mipla expressim.” - FGD Participant

[As a mother, I cant go anywhere so those burning issues I had and wanted to raise or express, where expressed (at the show)]

“When we raise(d) concerns...we thought they would respond but they never did. At the back of our mind(s) we thought they were taking notes and bai ol go na addressim issue blo mipla. No response..” - Audience Respondent 1, Female

[When we raised concerns...we thought they would respond but they never did. At the back of our minds we thought they were taking notes and would address our issues. No response.]

Respondents said that the show

was informative and educational. While some audience members felt they did not learn anything new, a majority of audience respondents said the show was a learning forum for them as well. They said the misunderstanding they had about provincial government and national government policy and implementation was clarified.

“First I like the clarification that our inspector made on the education standards as the person in charge of standards in the in the province...” - Audience Respondent 1, Female

“...its how we express ourselves that makes things happen. So...through long toktok, we have (an) understanding. That's what they call a communal society.” - FGD Participant

From the NBC perspective, the fact that the show was giving voice to citizens, was in itself the motivation for ensuring quality. Staff reflected on their role as being a bridge between citizens and authorities- this was seen as an important hallmark of journalism. Furthermore, as NBC staff they were meeting the organisation's objective



to facilitate good governance. Staff said this fuelled their motivation to perform better. The challenge was upon them (at PR) to ensure a quality program was being broadcasted on National Radio.

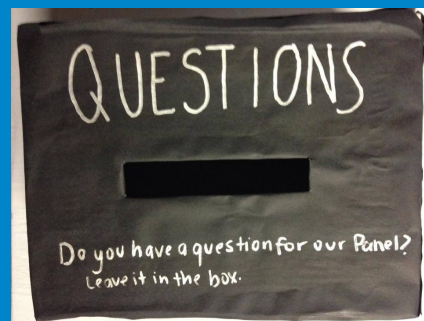
“For myself personally I mean given the enormity of the task because this was the first time that I'd be expected to put together a show for the National Radio it was a bigger stage and ...it was quite a challenge for me but then given the importance of the issues that we were going to discuss that was the thing that really drove me...” - NBC Respondent 1, Male

“I felt that we have to do it and do it right so that was the greatest challenge and ... I can't say I did well or I didn't do well but I tried my best to ensure that within the given time that we had the resources that we had at our ends and the time for us to put the show together.” - NBC Respondent 1, Male

“Yumi go wer is obviously a good show ...an opportunity ...in their lifetime to ask their member or governor whilst they have the time...” - NBC Respondent 2, Male

The YGW brand meets NBC's objective as a public service broadcaster by providing a platform for citizens to

be heard. NBC staff hold this type of forum in high regard and this spurs them on to produce quality, informative and educational programs. YGW has the potential to increase citizen voice (especially for the rural majority) in mainstream media and promote good governance by influencing decision-making and implementation, which is likely to happen as outlined in the next section.



YGW Influence on Decision-making

The Simbu show addressed the PNG government's Tuition Fee Free policy, a national issue from local perspectives. The YGW Simbu show was conducted in February 2015 and seven months after when the study was conducted, respondents had mixed reactions as to whether the show resulted in action from authorities. A small portion of respondents agree that the show impressed upon the government, who then disbursed funds to schools afterwards. In follow up interviews that Radio Simbu staff conducted after the show, one principal was adamant that the show influenced government and he was grateful to NBC for facilitating that. Another respondent also felt that what he had said at the show later appeared in a newspaper article about the TFF.

A larger portion of respondents however, did not think that the show produced any outcomes from government. Two school administrators and non-educationists from the focus group said they did not see anything forthcoming. From the local authority perspective, no particular commitment was made at the show to resolve the issue. While they acknowledged learning at the show and appreciated citizen voice, the local authority would not have been financially prepared to address a national policy dilemma. Non-authority respondents

however did note that the provincial government present at the show could have done better by raising the issue in parliament on their behalf.

“After the show [I] heard the TFF will be coming early the usual. That was improvement and some reaction from the audience there a lot of them were satisf[ied] that at least some [one] has [been] listening to their voices...” - Panel Respondent 1, Male

“... we went back and talked to them. Some of them actually thanked us for bringing it on board and as a media organization be part of actually bringing those funds over...” - NBC Respondent 3, Male

“I heard my Governor making a commitment that he would bring that issue to the NEC But I didn't see anything like that happening on the paper and TV or NBC radio....” - FGD Participant

Despite these mixed reactions, YGW demonstrates the potential to promote good governance. Influence on decision-making did manifest in other ways not entirely related to the TFF issue. From a leadership viewpoint, one respondent acknowledges the potential of the show to influence decision-making as a personal experience from having participated at the show. He said that the show allowed them to listen to different viewpoints. The respondents acknowledgement of learning

implies a subtle influence on decision-making as there is increased awareness of the issue to inform their future directions. Another result of the show, as noted by three respondents was a commitment from the local government to fund another YGW. While this demonstrates the importance of the YGW concept having been taken up by local authority, this would need to be managed well to avoid biases.

“... some issues that the stakeholders bring... you know, they gave us a different view too.” - Panel Respondent 2, Male

“...the decisions they make, must be a collective decision. So, we would encourage this kind of activity... so people responsible should listen to problems.” - Panel Respondent 3, Male

“We can't get to them....I don't have money and resources to go... So, how can I go out and tell people what is happening?...I am happy here and so this should continue.” - Panel Respondent 2, Male

“So, when they demanded their Governor, their Governor publicly announced that he will put aside some money for such an open forum like that Yumi Go We. So they can discuss development challenges in the province.” - NBC Respondent 4, Male

The study confirms that YGW increases the potential for NBC to strengthen

governance through facilitating discussions and becoming a catalyst for development. It is intended that information and recommendations from this research will be used by MDI and NBC to continue to improve YGW as a brand for NBC and learn from the first phase of implementation. NBC plans to promote governance through YGW and the next section of findings outlines key areas for planning its future within NBC.

Impact on NBC Staff: Capacity Building

NBC respondents were probed on what capacity they thought was needed in order to adequately run YGW. Generally, staff have the basic skill sets including journalism, content production and management, logistical coordination and networking. Technical skills related to the engineering of YGW, from the challenges noted in the previous section, need some attention.

One respondent felt that training on the art of presentation (or compering) is needed if staff in the provinces go on to host their own YGW. Feedback from respondents in the formats section of this report also support the need for YGW presentation training. Previously, YGW was also televised but later pulled out due to limited resources. The suggestion to expand platforms to reinstate television also begs the need for up-skilling targeted for TV presentation. Some of the respondents also sighted communication skills as capacity building area in order to better engage with panel members (who

Another NBC respondent highlighted the need for journalists with specialist content backgrounds to be recruited. For example, journalists who have a background in economics or law would support the creation of content that is clear and easy to digest while dealing with these complex themes. Furthermore, legal advice/support should be made available to ensure issues are being covered correctly and not in contempt of court. The respondent felt that this impacts on NBC's effort to remain trust-worthy. Special attention also needs to be given to editorial leadership, including extra skills on managing staff, conflict resolution, and outcomes based planning for YGW content.

“...Sapos mipla laik hostim wanpla olsem, I mas I gat training. Olsem wanpla training mipla ken kisim na be prepared long sindaun long displa kain bikpla OB...a presenter, em bai sindaun wantaim ol panellist yah, must be well versed with ol questions, how to go about running displa show yah. So imas gat sampla workshop or training.” - NBC Respondent 5, Female

[If we (Radio Simbu) were to host this kind of outside broadcast, we would need training. We would need a workshop or training like a presenter sits with panellists and must be well versed with questions and how to go about running this kind of show.]



“... for instance, if it is something to do with law and order, we need some legal expert...” - NBC Respondent 1, Male

“Maybe we are ready to take on that challenge but we are not equipped and there is no leadership role...” - NBC Respondent 4, Male

There are areas for improvement for capacity building, but the next section shows that peer training for staff at PR and NR does take place during the show's production. The next section on collaboration and communication explains how YGW sits within NBC's structure and what meaningful training was possible.

Internal Collaboration/ Communication

The production of YGW requires much collaboration and communication between NR, PR and, MDI as the facilitators. YGW sits with the Programs Division of NBC and is broadcast live on the Hanuaboi (evening) shift on National Radio. Provincial Radio is tasked to host the show in the province, decide the topic and do content collection in preparation for the show. The show's presenter is based with the Hanuaboi shift and works closely with PR and MDI to ensure that he is on top of the issue before he facilitates. The collaboration is strongest in pre and production times and communication is on-going. For the Simbu YGW panel show, collaboration between NR and PR was generally very good. Communication, was

difficult at times due to a lack of resources in provincial stations such as the Internet or unreliable landline phones.

One of the strengths of the NR/PR combination on YGW is that it provides an opportunity for staff to exchange skills, ideas, experiences and have a greater appreciation for the roles that each play for NBC as a whole. This further promoted the One NBC concept, where staff interacted with each other for content. One respondent said that his approach to working with PR staff was to allow them space to do something and step in to assist where he was needed.



From an editorial leadership perspective, both executive producers (EP Simbu and EP Hanuaboi Shift), had an opportunity to collaborate on the structure of the content in terms of the show run-down and rural content packaging that was played at the show.

“He understood that I was the EP and we sort of touch base and then we just brought it to the show, how you structure it and how you want to run with it. I just (liaised) with (him for) guidelines, regulations and whatever radio requirements but advise all good. The corporation was good with the rest of the team.” - NBC Respondent 1, Male

“So sometimes if I approach someone I make sure he is comfortable and I can sit next to him to go through something but if his not comfortable I move back and I let him do his thing.” - NBC Respondent 2, Male

“We were in constant dialogues with team Port Moresby and pretty much everything on how the show would go.” - NBC Respondent 3, Male

In terms of the collaboration between NBC NR/PR and MDI, there was a mostly positive response to MDI support, especially with funding. The collaborative nature of the brand challenged staff to perform to their best and aspire to meet industry standards. YGW impacted on staff morale in a positive way.



Staff Motivation

Allowing Provincial Radio to run the show boosted their morale. It gave them the opportunity to take charge of a National Radio program and air-time. This meant they had to step-up their game and also gave them a platform on which to demonstrate their potential. The audience response to them running the show further boosted their confidence and gave them a sense of pride about being an important middle man in the governance process.

“For us like I said, we were all pumped up because this was something big that we participated in...like Simbu now (took over national radio and go out there, so that was something big for us...” - NBC Respondent 1, Male

There are some tensions between staff which highlight some challenges around leadership and resourcing for NBC. Leadership came through strongly in the research and how this affects motivation among staff members. Respondents appreciated that much could be achieved with leaders who play their role well and support their staff. In terms of resourcing, NBC Simbu is a special case in that they do not have an office building. They currently work out of an urban clinic that's been partitioned for office space. Another issue that affects staff motivation is proper accommodation for employees. Despite

these challenges the respondent remains optimistic and continues to positively engage with his work and staff.

“My officers would like to have an office that we could raise our heads and say I'm an employee of NBC.” - NBC Respondent 3, Male

Yumi Go Wer? has largely had a positive effect on NBC through capacity building, collaboration and staff motivation. Despite some challenges highlighted in this report, the brand offers an opportunity for NBC to strengthen these overlapping areas. The next section of the report reflects on the sustainability of the show in its current format by discussing the mechanics of YGW Simbu. The section also includes a detailed chart to illustrate the YGW process with lessons learnt according to participants in this study.

The study looked at sustainability via format (technical set up), platform, marketing and publicity and process. All respondents agree that YGW should continue and offered suggestions for how to improve on its current form. NBC respondents emphasised the need for it to be well resourced. Areas for attention include funding, especially for logistics such as fuel costs for content collection, venue hire, and equipment such as recorders. One respondent said for NBC to invest in innovative and mobile equipment to carry around for the show.

Support em maybe logistic support. Mipla bai needim sapos station nogat planti equipment olsem ol recorders... Side blo budget tu.” - NBC Respondent 5, Female

[We would need logistical support. The station needs a lot of equipment like recorders. And also a funding too.]

Staff were unclear about MDI's plans to fully integrate YGW within NBC and currently, MDI still heavily subsidizes the show. Respondents suggested that communication between MDI and NBC staff in this regard could be improved.



Sustainability of YGW in NBC: Format

The format relates to the way that the program is set up and conducted, in this case as a panel with Q&A. For the YGW panel, the room is arranged in a conference-like form with a panel and presenter seated up the front facing the audience. Staff operate a roaming microphone for audience members and during the show calls are received from listeners tuning in on radio. The show goes live-to-air on location in the provinces through the Hanuaboi (evening) shift on National Radio.

The study showed that the panel set-up made the difference compared to other programs carried on radio (and TV) in PNG. The format was viewed as interactive, engaging, lively and different, especially in the province, where there is almost no such activity taking place. The NBC was applauded for taking time to bring the forum in this format to the people. From the NBC perspective the format was the magic of the show, where authority, citizens, stakeholders and a middle-man (i.e. NBC) was present to constructively facilitate the discussions. The format was the strength of the show.

“...the reception from people (asking) can we have another one

of this and the call from the public everybody (they) wants us to go again and doing another show like this...” - NBC Respondent 1, Male

“YGW is an avenue were we went and raised our voices and concerns, gave our opinions and very effective with the panel setup...” - Audience Respondent 2, Male

One key area to improve on is the presenter’s facilitation skills according to a majority of respondents. Those who were on the panel felt that they were not given enough time to speak compared to the governor. While they agree that there was a balance in the information being discussed at the show, the focus on the governor meant little time for other panel members.

Some respondents felt the presenter should give time for panel members to actually answer questions being raised by audience members. Respondents said this did not happen or that nobody was taking note of their questions. Some felt strongly that notes should have been taken (notes of questions being asked so that they could be addressed at some point either during or after the show). Another suggestion was for a registry of audience members was need for presenter to get a sense of who was in the audience and direct

the conversation more constructively. A parallel was made to ABC’s Q&A show in Australia.

One respondent said that questionnaires for audience members would be one way of ensuring everyone present was heard. He suggested the questions include what issues/concerns they want addressed immediately as a result of the show. One respondent felt that the show was “rushed”.

“I would say that the presenter should have given the panel the chance to respond to our queries and concerns...” - Audience Respondent 3, Male

“I think it was good in a sense that you guide it along, but maybe giving more

time to audiences would’ve been good.” - Panel Respondent 2, Male

“Before the audience come in there should be a bit of registration where you will know the type of audience you have. So when you start asking questions you know what audience you have so you will ask them accordingly to the background you have in the room... it is always good to know your audience before you start...” - Audience Member 2, Male

Mini YGW Structure

Currently NBC Simbu (internally) runs a weekly mini YGW (a 15-minute program on Mondays and Tuesdays), however the format is not the same due to a lack of resources to host an



event of the same magnitude as the larger YGW. The mini YGW program is done by collecting audio from citizens and authority during field trips or at events. This is then packaged in the studio and broadcast on the provincial radio station. This format is different from the larger YGW discussed in this research. As part of this research the audio tracks from NBC Simbu's mini YGW were reviewed. It is clear that there is still need to workshop the concept of YGW – as a citizen voice tool within the station. Right now the program is still authority-heavy in terms of voice and citizens are missing. One NBC respondent acknowledges the need for the mini YGW to be restructured.

“...but the way we are running our show it doesn't follow the format that is expected on the big one...” - NBC Respondent 1, Male

“YGW did not stand out clearly...much of NBC staff and managers did not understand what it is all about and how you could utilize as a vehicle that can be used to our advantage.” - NBC Respondent 3, Male.

Other provincial stations such as Radio Manus are running mini YGW programs following the concept of citizen voice and action. National Radio

run a government talk-back program on the Hanuaboi shift, however due to resourcing again, they have not run a YGW show on their own using its current technical set-up.

Overall the format is appealing and therefore needs to be maintained as much as possible. Given the momentum and demand for the YGW brand in the provinces, the structure of those locally run programs can be improved to meet its goal. While running local YGW programs might be difficult across other platforms like television and social media, the next section addresses the issue of platforms on a broader NBC level.

Platform

Platforms relate to different media types that can be used to disseminate YGW such as television, radio and online media. Respondents were asked if they preferred other media types compared to radio, which is the platform being used now. In the focus group, the emphasis was on strengthening radio due to its viability in PNG. While other platforms offer opportunity for YGW to increase its reach, the strength on radio will need to be maintained for majority consumers who are rural based. One respondent urged NBC to take the lead in increasing radio listenership through improved signal.

NBC staff saw the need for YGW to pick up its TV presence and reach also through Facebook. Allowing the show's host station access to the FB administration will enable them to promote the event and keep people abreast with the issues and outcomes.

“The YGW Facebook was not made know to us...staff on the YGW show should be made administrators for them to post and share.”-NBC Respondent 2, Male

“The show should be telecast on TV for everyone to see...the show is staged only once but it does have impact.” - Audience Respondent 4, Male

There continues to be technical issues with setting up the live format, the experience in Simbu included power outage and poor telephone lines. Behind the scenes, NBC staff thought it professional to carry on with the show without making it known to the listeners and audience what was happening. One NBC respondent suggested researching and investing in innovative mobile technology to produce the show – radio in a briefcase type technology that is efficient to transport and set up on location.

Planning for YGW's future will need to consider an effective risk mitigation strategy to reduce the technical problems being faced.



Marketing and Publicity

Non-NBC respondents knew little about YGW prior to the show, some learnt of it through the invitation to participate as audience and panel members. All parties agree that YGW needs to be promoted in rural areas according to non-NBC participants while NBC staff say it needs to be a coordinated effort. The Simbu show was promoted through its Public Service Announcements (PSA) and flagged on its local shifts, however NBC Simbu however has a limited signal reach.

At the NR level, promotion (even for previous shows) was lacking with no clear direction as to how to coordinate it. The promotional recordings that were produced needed to be attention-grabbing with two respondents highlighting the need for NR to really drive the process. This implies up-skilling or soliciting of expertise on marketing and preparation of effective promotional audio for broadcasting. NBC staff highlighted the production of show posters for distribution, however, it was not enough awareness to the public in Simbu province. For this case study, staff said they also verbally passed the word around when they went out on content collection trips or when they spoke to panel members and people in their network. One respondent spoke in detail about how the brand could be marketed without compromising its objective. It was

suggested that through a legally binding agreement, the show, once it builds its public profile, can be sponsored and pay for air time.

“the promo has to be grabbing to the extent where somebody would say shut up I’m trying to listen to something coming on the radio.” - NBC Respondent 1, Male

“If it is a Radio programme, we run the promo on radio and then run it on TV as well. And if it means for us to advertise on paper, well, go ahead and do that. And I was thinking that because most of the people concerned are those in the provinces, we should maybe let the people in the provinces know one or two months in advance so start getting their promos run.” - NBC Respondent 4, Male

“Sapos yupla bin wokim awareness na disla kain, we’ll prepare...toksave in advance na displa em mipla bai redi.” - Audience Respondent 1, Female
[We would be ready if you had done awareness in advance.]

There is a need to develop a marketing strategy for YGW and take advantage of NBC’s 19 provincial stations including National Radio, NBC TV and social media to increase the brand’s public profile. The section on process further details issues around marketing.

Process

The execution of a YGW show requires a process to ensure the smooth delivery of the program. These steps can be categorised into pre production, production and post production. Pre production is planning that includes logistics, content collection, research, and often a large portion of funding and communication is required to undertake these activities. Production is critical, when the show is on air and all persons are on-deck to execute their assigned tasks such as anchoring and presenting.

Post production is what happens after the show and largely includes follow up of the issue apart from conducting a post mortem to determine what worked and did not. This section draws on insights from participants in order to strengthen the process in future programs.

Key findings from the study highlight challenges at all stages of the process. Chief among them, which was highlighted by a large portion of non-NBC respondents, was a lack of follow up on the issue (i.e. TFF). This also demonstrates audience demand for the show to produce results and keep authority accountable until they deliver. YGW’s catalyst role needs to be strengthened with a systematic follow up that pushes the agenda until it is addressed in some way. Radio Simbu had done some follow up programs, however, National Radio did not due to its commitment to other content production on the Hanuaboi shift. This dilemma faced at the NR level pertains to whether or not NBC wants to re-visit the objectives of the Hanuaboi shift itself to focus solely on governance.

Another key area to improve on was the marketing and publicity of YGW per show and in general, which was also discussed in the previous section. NBC respondents said they were unsure when to start the promos, who would take lead and coordinate its publicity.

Another challenge noted by NBC respondents was the need to strengthen the research component and sharing information. Advance notice is

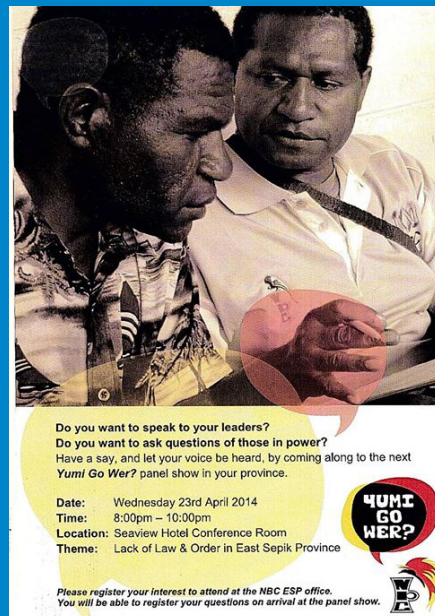
needed for individuals to conduct research on the topic, as well as a resource pool for accessing information. Research information then needs to be shared between PR and NR for everyone to be on top of the issue.

MDI support remains in terms of funding and logistics. This support will need to be reduced as time goes with NBC taking on more and more responsibility in these key areas. Cost cutting strategy can include public private partnering.

For the show production time, non-NBC respondents said the forms distributed during the show can be improved and that a registry of audience members was important for the presenter's benefit. The registry not only acts as a contact list, but for the presenter to use and constructively direction the discussion by inviting persons of interest to input where needed.

Variables for deciding the issue should include frequency, timeliness and proximity of the issue to peoples lives. Radio Simbu's Tuition Fee Free topic was decided this way and resulted in high engagement from the audience. The strong culture of Editorial Meetings witnessed at Radio Simbu was the main space for discussing their YGW preparations and meeting minutes where shared with NR and MDI.

A detailed process chart is attached to this report and clearly demonstrates the process areas that need attention. The table shows what activities were being undertaken, who was in charge and when it took place. The last column details what should be done based on lessons on what was actually happening in the first columns.



Do you want to speak to your leaders?
Do you want to ask questions of those in power?
Have a say, and let your voice be heard, by coming along to the next Yumi Go Wer? panel show in your province.

Date: Wednesday 23rd April 2014
Time: 8:00pm – 10:00pm
Location: Seaview Hotel Conference Room
Theme: Lack of Law & Order in East Sepik Province

Please register your interest to attend at the NBC ESP office.
You will be able to register your questions on arrival at the panel show.

Recommendations

The following recommendations are proposed based on the lessons learnt in this report. These recommendations are targeted to NBC and MDI to be considered in the forward planning for YGW, however they may also be relevant for other programs.

1. Maintain YGW show format (technical set-up) and strengthen YGW engineering to mitigate technical challenges.
2. Expand YGW platform to include NBC TV and social media (e.g. Facebook),
3. Develop marketing and publicity strategy for YGW targeted at urban and rural population,
4. Develop a YGW calendar for forward planning and resourcing and strengthen each step of the process,
5. Reduce MDI support by liaison and transferring tasks to NBC over time and integrate YGW budget into NBC
6. Workshop YGW concept with NBC staff, focus on governance content production for Provincial and National Radio output
7. Provide training on presentation skills specifically for YGW type programs for both radio and TV output.
8. Provide editorial leadership training to include staff management, conflict resolution and outcomes based planning.
9. Workshop YGW monitoring and evaluation in order to develop useful audience feedback tools and generally evaluate the impact of the brand and areas for further improvement.

YGW PROCESS

TO DO	WHO	WHAT	WHEN	WAY FORWARD
PRE-SHOW				
DECIDE ISSUE	Show EP and PR station staff.	Discussing and settling on issue/topic and initial list of panel members is developed.	1 month prior to show. During Editorial Meetings	Issue should be timely and it was frequently being broadcast due to the effect of the policy on people. Discuss YGW during Editorial Meetings Share minutes of the YGW planning meeting with EP@NR (and MDI).
PLAN CONTENT	Show EP/EP@NR/MDI	Providing direction for the show run-down, how content will be presented, what content should be collected and how it should be packaged	1 month prior to show.	For continued capacity building, MDI content advising continues, but any final outcome needs to be NBC generated and meets NBC goals.
ORGANISE LOGISTICS	DPR and support staff (includes MDI)	Execute activities that have been budgeted for, e.g. hiring venue, catering, transport, support technical equipment such as a PA system, etc. MDI support is heaviest here.	1 month and weeks leading into show time	Reduce MDI support Factor YGW budget into NBC's annual budget submission (NBC staff to start liaising with MDI to see the budget a YGW show uses in order to integrate).
CONTENT COLLECTION AND PACKAGING	Show EP and Program Officers	Includes travelling out to communities (sometimes rural/remote) to collect audio recordings based on a set of prepared questions. The content is then packaged to time in preparation to be played at the show.	1 month leading into show time	Editorial leadership is strongly advised.

YGW PROCESS

TO DO	WHO	WHAT	WHEN	WAY FORWARD
PRE SHOW				
RESEARCH AND PREPARATION	Show EP and Presenter	Conduct research into the topic and be prepared with information.	1 month leading into show time	Strengthen research Create resource pool for sourcing information Share research
PREPARING PANEL MEMBERS	Show EP/Presenter/ PR staff	Prepare panel members for how the show will run, how much time they will be given, what to expect. The presenters also spends time with panel members to break the ice and familiarise himself with them	1 day before the show	Panel members need to be informed of their participation weeks before the show. They can be briefed at least two weeks prior of how things will happen. This also gives them time to prepare their notes. Presenter familiarisation of panel members
PROMOTE THE SHOW	EP/Program Officers/ NR	Inform the public of the upcoming show and especially the issue being discussed. This is done in the PSA.	Unknown	Develop publicity strategy for YGW. Promotion of the show needs to start at 1 to 1.5 weeks ahead of the show. The promotion needs to be done across stations and not just in the host station. Flag hotline numbers/FB account/emails that will be used on the night for listener engagement. The promo needs to be attention grabbing.
DURING				
DISTRIBUTE FEEDBACK FORMS	YGW audience	Fill in feedback questionnaires generally asking what they thought of the show.	Before show starts	Create a registry of audience members not only for expanding contacts but for presenters/show hosts to know their audience and facilitate the show more constructively. Develop questionnaires to include what promises or results audience want as a result of the show (also to be used to inform follow up programs).

YGW PROCESS

TO DO	WHO	WHAT	WHEN	WAY FORWARD
POST-SHOW				
POST-MORTEM	Whole team	An assessment of the show is done, looking at what worked and what didn't. NBC staff fill form for lessons learnt.	The day after the show	<p>This also needs to include planning what other programs can be packaged using content from the show. Plan content that follows up on the issue, taking different angles.</p> <p>Lessons learnt need to be shared across stations to improve the next show.</p> <p>Specifically with technical challenges, risks need to be mitigated.</p>
CONTENT PRODUCTION AND SHARING	PR Journalist and program officers NR Producers and EP	Journalist at PR used information for provincial news. Programmers at NR shared information with National newsroom.	Following post-mortem and onwards	Develop YGW follow up plan for content production and sharing across platforms as well.

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