

**Battambang  
Provincial Information Service (PIS)**

*Qualitative Audience Evaluation on “Youth Voice” and  
“Light of the Region” Radio Programs*

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By DMC

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## EXECUTIVE SUMMARY

In order to achieve its overall objective of promoting democratic participation by Battambang people, the Provincial Information Service of Battambang, with technical assistance from the ABC International Projects, has produced two regular radio programs. *Light of the Region* is a one-hour talkback program which broadcasts from Monday to Friday at 11am. Covering wide ranging topics from governance to religion and gender, the program is aimed at those aged 25 and above. *Youth Voice* is a youth-focused magazine combining a variety of components, including talkback show, music, news and personal stories. The program is aimed at younger people aged between 15 and 24.

To assess the extent to which the *Youth Voice* and the *Light of the Region* have achieved their objectives and to make further necessary improvements to the programs, this qualitative audience evaluation was conducted using eight Focus Group Discussions (FGDs) in the Provincial City of Battambang and Mounng District of Battambang Province. The two programs are overall well received by their listeners except a few downsides expressed by some of the participants in the FGDs. The key findings of the evaluation and the recommendations for improvement consideration are presented respectively for the *Youth Voice* and the *Light of the Region* as follows:

### YOUTH VOICE:

- *Broadcast Reception:*
  - The participants, both rural and urban, have no significant difficulty in accessing the program through a variety of devices.
- *(Non-)Listening Factors:*
  - General knowledge and moral guidance are expressed as the main factors for listening to the program.
  - Other commitments and lack of awareness of the program are cited as the main reasons for not listening to the program or following it regularly.
- *Program Format and Topics:*
  - The talkback and ‘My Story’ components of the program and topics covered in the program receive particular liking from the discussion participants.
  - However, many of the participants believe that the program, despite ‘useful’ for youth, cannot attract many young listeners due to stiff competition of their time and interest from other programs, media and activities.
- *Length and Timing:*
  - A combination of broadcast length and time appears to have been a major challenge for young people to tune into the program, for the current broadcast on Friday from 4pm to 6pm tends to exclude young people occupied with study, work-related and other commitments. Most of the participants suggest the program be broadcast, especially as replays, two or three times a week on weekend days. Suggested times for replay broadcast include 10am, 3pm, 6pm and 9pm.
- *Calling-in, Presenters and Guests:*

- Only few of the discussion participants have experienced calling in to the program, and their calling-in experience is rated as satisfying.
  - A number of factors are suggested as preventing many of the participants to call in to the program: prospective anxiety of speaking on air, having no keen interest in doing so (often citing such reasons as having the same questions as other callers, having no time or phone credit, and not being aware of the program numbers), and experiencing unsuccessful attempts to call in (busy line).
  - The male presenter is liked by rural listeners but not by a considerable number of urban listeners.
  - Although many discussion participants are generally happy with the choices of guests invited onto the program, some participants prefer to have youth guests.
- *Overall Program Content:*
- The information presented in the program, either by guests or by presenters, is generally believed to be balanced and accurate although some urban listeners feel that there is some bias tendency of supporting the government, but they are unable to clearly explain what the perceived bias is.
  - Overall there is an agreement among the discussion participants that there is a balance in gender representation to a considerable extent, except that the program still has fewer female than male guests. Some rural listeners also suggest having more women-specific topics such as women's role in development and the society to empower women in public discussion.
  - The program is rated as good overall as a 'useful' source of information and learning, but again there is a concern among the discussion participants that a lot of young people are still either unaware of or uninterested in the program.
- *Impact on Knowledge and Attitude:*
- There are some instances of knowledge acquisition claimed by the regular listeners, although attitude change is unable to be assessed in the FGDs.
- *Recommendations:*
- Consideration should be made regarding either changing the broadcast schedule or broadcasting replays on additional weekend days to reach out to more young people.
  - Promotional campaign and further program innovation with carefully studied inputs should also be considered to attract a wider audience among young people of Battambang.

## **LIGHT OF THE REGION:**

- *Broadcast Reception:*
- The participants, both rural and urban, have no significant difficulty in accessing the program through a variety of devices.
- *(Non-)Listening Factors:*
- Most of the discussion participants explicitly give two major reasons for listening to the program: using the program as a platform to freely voice their concerns and gaining information and knowledge.

- Broadcasting time and lack of motivation to listen are offered by non-regular listeners and non-listeners as the reasons for not listening or not regularly following the program.
- *Program Format and Topics:*
  - The talkback format is most appropriate for the participants see it as a very accessible way of acquiring new information and having dialogues with those in positions of authority.
  - The topics covered in the program are so wide-ranging that most of the discussion participants find them relevant or useful for their daily lives or society. However, rural listeners understandably express the desire to have more topics related to agricultural sector and other immediate issues connected to their daily lives such as health and diseases.
- *Length and Timing:*
  - Many of the listeners participating in the FGDs feel that one hour of broadcast is rather short for the *Light of the Region* or that ‘only’ five days a week of broadcast is not enough. However, this should be seen as the strength of the program in attracting and serving its audience and the people of Battambang.
  - The current broadcast time from 11am to 12 noon is rated as satisfying by almost all participants.
- *Calling-in, Presenters and Guests:*
  - Only few of the discussion participants have experienced calling in to the program, and their calling-in experience is rated as satisfying.
  - A number of factors are suggested as preventing many of the participants to call in to the program: prospective anxiety of speaking on air, having no keen interest in doing so (often citing such reasons as having the same questions as other callers and having no time or phone credit), and experiencing unsuccessful attempts to call in (busy line).
  - While the rural listeners appreciate the professional capacity of the presenter, some urban listeners offer some critical feedback on the presenters.
  - On the one hand, many listeners express satisfaction with the choices of guests on the program and the information they provide. On the other hand, some concerns have been raised: (1) the avoidance of answering sensitive questions by some guests, (2) the rural listeners’ difficulty in understanding the guests at times mainly as they find the technical language of the guests difficult and the overall content of some topics to be rather complex, and (3) the insufficient time for them to ask questions to the guests.
- *Overall Program Content:*
  - Regardless of the concerns over some guests’ responses, most participants feel the information provided in the program is accurate and balanced, or at least the program provides a platform for seeking facts.
  - In quantification terms, gender balance is overall satisfactory. However, in a more subtle way, there is still room for work on achieving gender equality.
  - The program’s Tuesday broadcast on ‘good governance’ receives considerable liking and appreciation from most listeners who listen to the program.

- The program is well received by all the listeners, particularly with regards to its professional quality and function as a platform for information and participatory dialogue.
- *Impact on Knowledge and Attitude:*
  - There are some instances of knowledge acquisition and positive attitude change claimed by the regular listeners, although other empirical means of assessment would be need if they are to be confirmed.
- *Recommendations:*
  - Consideration on expanding the broadcast length and schedule may be made if deemed appropriate due to the high demand of the program among many listeners.
  - Many regular listeners express the concern that answers and promises made by some guests are not followed through. It is therefore empowering for the audience if the guests are re-invited on the program periodically for the listeners to follow up on their answers and promises.
  - Knowledge gap between presentation of information by some guests and the reception by some rural listeners requires immediate remedy. A probable solution is to ensure that the presenter(s) is/are able to re-convey the guests' information in a more comprehensible manner to the rural listeners.
  - There is a link between self-empowerment and calling in to the program as evident in some discussion participants. Therefore, finding ways to encourage and gain more first-time callers will enhance the positive impact of the program.
  - Finally, there is still room for the program to have an even more forceful approach to tackling more entrenched gender expectations in certain life domains.

## **1. BACKGROUND**

### **1.1. Battambang Provincial Information Service (PIS)**

The Provincial Information Service (PIS) of Battambang has been set up to assist the development and strengthening of democratic participation by the people of Battambang Province. Specifically, the Battambang PIS, with technical assistance from Australia's ABC International Projects, functions to achieve this overall objective by producing radio programs that are relevant, balanced and engaging the people of Battambang. Such programming envisions a platform for dialogues among the provincial citizens, their leaders and other civil society actors.

### **1.2. *Youth Voice* and *Light of the Region* Programs**

To achieve its overall objective, the Battambang PIS has produced two regular radio programs on the Provincial National Radio Chamkar Chek 92.70 FM. The first program, *Light of the Region*, is a one-hour talkback show. At its beginning, *Light of the Region* broadcast four times a week and it now broadcasts five times a week, from Monday to Friday at 11am. This talkback program is aimed primarily at adults, both in the provincial city and rural districts. *Light of the Region* regularly features guests from both the government and civil society, covering wide ranging topics from governance to religion and gender, and accepts direct questions from its listeners (normally over ten) for the guests on the program.

The second program, *Youth Voice*, is a youth-focused magazine launched since February 2011. The magazine program combines a variety of components, including talkback show, music, news, and personal stories. It now broadcasts once a week for two hours every Friday at 4pm (previously at 10am) With its focus on youth, the program is intended primarily for young people between the age of 15 and 24, both in the provincial city and rural districts.

## **2. EVALUATION OBJECTIVE AND METHODOLOGY**

### **2.1. Objective of the Study**

In order to ensure that the *Light of the Region* and *Youth Voice* programs make the impact they are intended to have, as well as that the Battambang PIS is accomplishing its goal, this qualitative audience evaluation has been initiated. The objective of this study is therefore to gain a strong understanding of the audience's listening patterns and reaction to the programs, in order to develop more relevant and informative content. This study assesses the two programs on a number of areas: program popularity, relevance and quality, perceived impacts of the programs, and potential audience needs, in order that improvement can be made for future programming.

### **2.2. Evaluation Method and Procedure**

This evaluation employed Focus Group Discussion (FGD) in order to collect information and opinions of both regular and non-regular listeners of the two programs, both in the provincial city and rural districts. FGD is particularly suitable for the study for both conceptual and practical consideration. Discussion groups are principally useful in situations where rich information and diverse opinions are needed on a particular issue or program, especially when they are potentially encouraged by social or group interaction<sup>1</sup>. The use of FGD also has practical utility in that a large amount of information can be generated efficiently over a relatively short period of time with minimal cost<sup>2</sup>. To employ FGD as the collection method in this evaluation of radio programs in a distant province and district is therefore appropriate and efficient.

Eight Focus Group Discussions (FGDs) were conducted in Battambang over a two-day period in September 2011, four FGDs for each of the two programs (*see Appendix B*). FGD fieldwork was first done with the *Youth Voice* and followed by the *Light of the Region*. For each program, two FGDs were conducted at Battambang Provincial City and facilitated by Team A, and the other two FGDs at Moung District and by Team B (*see Evaluation Team section*). The four groups were arranged to gauge the potential diversity of participants' opinions within each group by including both sexes and different ages in the same group.

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<sup>1</sup> Krueger, RA. (1994). *Focus groups: A practical guide for applied research*. Thousand Oaks, CA: Sage Publications.

<sup>2</sup> Fatemeh, R. (2004). Focus-group interview and data analysis. *Proceedings of the Nutrition Society*, 63, 655-660.





*Rural Participants at Moung District*

The participants in the eight FGDs were recruited by the PIS staff through three main methods: requesting the participation through the radio programs, contacting callers to the program individually, and using local networks to recruit listeners. The participants in the study came from diverse backgrounds, including students, private firm employees, civil servants, housewives, farmers, as well as other self-employed workers, i.e. storekeeper, hair dresser and wedding organizer. Each discussion group was composed of five to ten participants (although the intended number of participants for each group was 10) and had more-or-less balanced gender and age composition, with the ages ranging from 16 to 26 for the *Youth Voice* and from 26 to 68 for the *Light of the Region*.

For each FGD, the procedure of discussion was standardized. Before beginning each discussion, the facilitation assistant filled in the Participant Profile Form (*see Appendix E*) for each participant, and the program was played for five minutes to remind them of the program intended for discussion. In addition, the discussion followed the pre-established themes prepared in the Discussion Guides (*see Appendices C and D*), while the facilitator and co-facilitator could vary the order and means of communicating the themes according to the situation at hand. Each focus group took around two and a half hours. To ensure consistency and quality of the FGDs, each group discussion was supervised by a supervisor from commissioned evaluation team.



*Rural Participants Listened to a Sample Program of Light of the Region*

### **2.3. Evaluation Team**

The Department of Media and Communication (DMC), Royal University of Phnom Penh, was commissioned by the ABC International Projects to conduct this qualitative audience evaluation in September 2011, and the evaluation was exercised not only to achieve the research objective, but also to provide capacity building and learning opportunity for the DMC's students and staff. Therefore, in order to ensure the high quality demanded of the study, significant consideration was required for such exercise, from its inception of the idea to the production of this report.

The evaluation team was composed of eight members:

- A coordinator / team leader (DMC junior faculty member)
- A supervisor (DMC senior faculty member)
- Two FGD facilitators (a junior student and a senior student)
- Two FGD note-takers (a junior student and a senior student)
- Two FGD assistants (a junior student and a senior student)

The six students participating in this study were in their third or fourth years in the four-year journalism and communication program at the DMC. They were therefore expected to have had considerable experience of interviewing and talking to diverse groups of people over the last two or three years required of their training program, which would allow them to have a high level of confidence and capacity in the attentive-communicative yet probing nature of conducting Focus Group Discussions. In order to ensure the successful FGD exercise, a full-day training, including the conduct of mock FGDs, was organized on September 9<sup>th</sup>, 2011, by the DMC to train the students. An experience researcher from the Cambodia Development Resource Institute was contracted to train the students, with additional inputs from the

evaluation coordinator and supervisor. A one-hour reflection meeting was also held for each of the two days of FGDs in the field, and a de-briefing meeting was organized upon returning from the field, to ensure the quality of the exercise. The six students contributed to this report by writing detailed fieldwork report for each FGD, while the coordinator wrote this report under the supervision of the supervisor.

Within the terms of contract of this evaluation, the DMC was responsible for conducting the eight FGDs and producing an evaluation report, while the FGD recruitment and the decision on evaluation methodology (i.e. the design and data collection method) were undertaken by 'client' commissioning the project.

## **2.4. Strengths and Limitations**

The employment of Focus Group Discussion (FGD) for this evaluation is, as mentioned earlier, a particular strength of the evaluation in both conceptual and practical aspects. The requirement of rich information and diverse opinions, together with the need for practical efficiency to collect information in a distant provincial city and district, made FGDs a very appropriate method for this evaluation. Beyond the immediate utility of the evaluation, this exercise has also provided an opportunity for capacity building and remarkable learning opportunity for the DMC's students by training them to become competent, specifically, in conducting FGD, as well as in research and program evaluation in general.

Two limitations of this study, inherent to FGD in general and the recruitment of participants for this evaluation in particular, should be laid out for an informed reading of the assessment outcomes to follow. First, Focus Group Discussion does not provide a tool for generalizing discussion results. The results presented below, which are based on the eight FGDs, should be read more as indicative of various issues of the two radio programs under evaluation. Even though the composition of each FGD was substantiated by sex and age diversity, these results would in no way try to claim generalizability. Rather, these results would point to insights, varying and at times contradictory, of the participants with regards to the programs. Therefore, the issues presented and recommendations made on these issues should be considered reflexively, not prescriptively, by those involved in the production of the programs. Second, the recruitment of the participants for the eight FGDs to a certain extent limited the data generated and results presented here. The original setup of the four FGDs for each program was to have one regular listener group (i.e. listening once or more per week) and one non-regular listener group (i.e. listening less than once or more per week) for each geographical area (provincial city and rural district). However, it was not possible to hold exclusive group discussions with either only regular listeners or only non-regularly listeners as initially intended. For the *Youth Voice* only one urban group was complete with only non-regular listeners, while the other urban group intended with only regular listeners contained three non-regular listeners, and the two rural groups were mixed equally between regular and non-regularly listeners as well as containing a few non-listeners. For the *Light of the Region*, only the urban group was complete with only regular listeners, while the other urban group

contained one regular listener, and the two rural groups were mixed with both regular and non-regular listeners.

### **3. EVALUATION FINDINGS**

The two programs are considerably different in content, format and target audience. The *Youth Voice* is a youth-focused radio magazine, while the *Light of the Region* is a talkback radio program targeted at adult population of Battambang. In addition, the FGDs were conducted separately for the two programs. Therefore, this findings section will present the evaluation results of the two programs separately, the *Youth Voice* first and followed by the *Light of the Region*, in each thematic heading.

#### **3.1. Transmission and General Reception**

##### **3.1.1. Reception and Interference**

YOUTH VOICE:

A range of receptive devices are used by the listeners of the *Youth Voice*: radio set (including hand-held), mobile phone, and car radio – depending on their other activities they are engaged in while listening, such as traveling, working or resting. The signal reception of the program is perceived as very satisfying for both the urban and rural groups, as exemplified by one urban female listener: “The reception is very good as I used to hear a caller from Kratie calling in to the program.” Nevertheless, a few urban listeners encounter minimal signal interference when they listen to the program on their mobile phone set. They report that the reception via their mobile phone is not good when they travel outside the provincial town. However, the interference is of little significance to them. For the rural participants, there is no interference in reception.

LIGHT OF THE REGION:

The same range of devices is used by the participants to listen to the *Light of the Region*, and they have similar experiences to the listeners of the *Youth Voice* with regards to reception issue. Overall, the experience of signal reception is very positive, despite a few but rare occasions of signal drops. Some rural listeners even complement that the program has never been interfered by other frequencies even though such frequency interference is commonplace now among some stations.

##### **3.1.2. (Non-)Listening Factors**

YOUTH VOICE:

The *Youth Voice* listeners participating in the Focus Group Discussions range from those who listen to the program once a week (i.e. regular listeners) to those who do once in a while (i.e. non-regular listeners) or even those who do not listen at all (i.e. non-listeners).

Among the regular listeners, both urban and rural, the main motivation to listen to the *Youth Voice* is gaining ‘relevant knowledge’. They apparently suggest that they are motivated by the belief that the program provides them with *general knowledge* and *moral guidance*, which are important for them as well as other young people to become ‘good’ individuals. As a female participant suggests, “Topics in the *Youth Voice* are really important for me and the society because, as a youth, we should know what happen in society, understand what youths have done and impacted society.” One male urban regular listener feels compelled to listen to the program because he is a representative of youth in his commune. He has to be informed about youth issues, so that he can spread the information among community leaders and youths in his community. Another reason is to search for various opportunities including, but not limited to, job opportunities and a chance to comment and share experience about youth-related issues.

Among the non-regular listeners, the motivation to listen is not clear but two main reasons are claimed to prevent them from listening to the *Youth Voice* regularly: other commitments and lack of awareness regarding the program. Other commitments that prevent them from listening to the program regularly, or to the entire program, are mainly study- or work-related – suggesting a scheduling issue of the program. For example, a rural non-regular female participant claims that she is “always busy with washing her motorbike when the program is live.” Second, most non-regular listeners in the group discussions claim they either generally tune in the program accidentally without knowing the exact nature and scope of the program or are not aware of the change in the broadcasting time of the program. This suggests the need for more outreach to promote further awareness of and interest in the program.

For the non-listeners, while other commitments and lack of awareness of the program may prevent them from listening to the *Youth Voice*, they also express their preference in following other radio or TV programs that match their interests, ranging from news to English lesson and to music. It is difficult to speculate what may attract these non-listeners to listen to the *Youth Voice* due to the diverse range of their interests and of available media and programs. However, peer recommendation may be a good means to attract these non-listeners to try tuning in since this has been the case with some participants, where they were first introduced to the program by friends.

#### LIGHT OF THE REGION:

The *Light of the Region* listeners participating in the Focus Group Discussions range from those who listen to the program every day or at least once a week (i.e. regular listeners) to those who do once in a while (i.e. non-regular listeners) or even those who do not at all (i.e. non-listeners).

Two main reasons explain why some of the participants listen to the program regularly: a platform to freely voice concerns, and information and knowledge.

A platform to freely voice concerns: Some participants make explicit the role of the *Light of the Region* in providing a platform for them to freely and safely voice their concerns and dissatisfaction, which is implicitly agreed by other participants. As a talkback program, the opportunity to get to directly listen to and ask experts, government officials and other community leading figures regarding a wide range of issues is extremely crucial for public participation by the citizens, and this opportunity is welcomed and explicitly articulated by some of the regular listeners. This crucial understanding is expressed by a number of participants. For example, a male participant perceives the program as an important platform for people exercise their freedom of expression as guaranteed by the Constitution of Cambodia. In another instance, a blind male participant compares the program to ‘a diamond bridge and a golden microphone’ that provides people’s voice and means for their voice to reach the authority.

In addition, some participants particularly like such platform because they feel the ability to express their concerns and dissatisfaction to the authority without fear of reprisal. For instance a female business owner said, “It is indeed a good program for it discusses the traffic law issues and allows people to voice their dissatisfaction with the police, which they are not able to do so generally.” Another participant, a housewife, also makes this point explicit: “We dare not argue with the police, so through this program we can express our anger and reaction towards their bad practices.”

Information and Knowledge: For many regular listeners, both urban and rural, the *Light of the Region* program brings information and knowledge. Even though they talk about information and knowledge indiscriminately, many of them are certain that the program provides them with information and/or knowledge that is either directly practical to their livelihood or generally useful to make them informed about their community or society. Many rural regular listeners praise the program for providing such knowledge/information as healthcare, farming (for example, danger of chemical substances), traffic law, trafficking and human rights. They also find the program useful in keeping them informed about their society or other communities, such as about development issues, conflicts and so forth. Although the impact of such information provision is not immediately visible, this is critical to creating a well-informed citizenry and more participatory democracy. This can be reflected in a comment by one of the participants:

The Provincial National Radio is like my inexhaustible pool of resources; I have learnt a lot from it. The *Light of the Region* program is a good reflection of the society. If we want to know what is going on in the society, just listen to the program.

Non-regular listeners and non-listeners offer two main reasons for their infrequent and non-following of the program respectively: broadcasting time and lack of motivation to listen. Many of the non-regular listeners or non-listeners simply claim they are occupied by other more prioritized tasks, for example housework and business activities, to either tune in or pay much attention to the program. This is exemplified by a housewife who claims that, “From 10

– 11am, I prepare food for the children and from 12pm I am busy with washing, so sometimes I miss it.” Some rural non-listeners prefer watching TV to listening to the program during the broadcast time. These offered reasons are however best understood as interrelated, suggesting further effort in reaching out if the program is to attract their following.

### **3.2. Program Presentation: Issues and Feedback**

#### **3.2.1. Program Format, Topics and Focuses**

##### **YOUTH VOICE:**

The participants, both regular and non-regular, like the format, topics and focuses of the program, though they also give suggestions for further improvement, and maintaining their listenership.

For most urban regular listeners, the topics and format of the *Youth Voice* are attractive. Such topics as politics, alcohol, drugs, tradition and culture, and social participation in relation to youth are seen as very relevant to them, while the callback section, where they are given the chance to directly ask questions to the guests or voice their opinions, is particularly attractive to them (mainly university students and workers).

However, these regular listeners also warn of the fact that other young people may not find the program attractive, mainly due to the fact that the program faces stiff competition for young people’s time and attention from other programs, media and activities. *The assessment that many young people are not attracted to the program* is rather pervasive among the participants, as exemplified by a participant’s claim: “This program does meet youth’s needs, but does not attract many of them to listen.”

For rural listeners, similar comments and suggestions are made to the program: while the program is considered ‘useful’, it is felt that many youths do not listen to the program. In general, they cherish the opportunity to ‘learn’ from the program about the following issues that are deemed useful for their livelihood: reproductive health, diseases, sanitation, social morality, traffic law, social issues and so forth.

Some of the participants, both regular and non-regular listeners, suggest certain solutions to attract other young people or themselves including: (1) conducting more outreach activities by either employing peer-recommendation outreach or publicly promoting the program through TV advertising or other means, (2) motivating youth to listen and continue listening to the program by providing incentives such as pens or books, and (3) employing more innovative elements into the program, such as drama, job-seeking information, popular music, comedy, tourism information and the like.

##### **LIGHT OF THE REGION:**



The choice of topics and the format of the *Light of the Region* program receive very favorable rating from the participants in general. Overall, the regular listeners express satisfaction and strong liking of the issues raised and discussed in the program, which are relevant to their society and communities, while the talkback format is perceived as an important opportunity for them to express their opinions and concerns as well as to ask questions. Among the non-regular listeners, the lack of following of the program is not due to the format and topics of the program, but due to other broader factors such as interest and other commitments, as exemplified by an urban non-regular male listener: “I’ll listen to the program as long as I am free from work.”

One main difference exists between urban and rural regular listeners in regards to topic preferences. Despite both groups of listeners expressing the desire to hear about social issues such as domestic violence and culture, they differ in the preference for topics that are more relevant to their daily lives. While the urban group hopes to hear more about traffic regulations and corruption, the rural group is eager to hear more about health and agricultural issues, which are more connected to their daily-life challenges.

### **3.2.2. Length and Timing**

#### **YOUTH VOICE:**

As a two-hour youth-focused magazine broadcast once a week on Friday at 4pm (previously at 10am), the *Youth Voice* tends to have a major challenge in reaching out to many young people as envisioned. Concerns over the broadcast schedule are commonplace, further complicated by the different demands between the urban and rural youth groups.

First of all, a combination of program length and broadcast time makes the program unable to reach out to many young people. To broadcast the *Youth Voice* only once per week is overall seen as insufficient by almost all participants. In addition, the broadcast schedule (i.e. on Friday at 4pm) adds to this insufficiency in reaching out to young people. At this time, students, self-employed workers and waged employees are either at school or work or on the road home from school or work. As a result, young people either listen to only some parts of the program or miss the program completely. Most listeners, both urban and rural, suggest an increase of the broadcast to at least twice per week, ideally on weekends days. Several urban regular listeners prefer the broadcast schedule from 6 to 8pm. For the rural groups, while most regular listeners are satisfied with the current broadcast schedule, several non-regular listeners want the program to be broadcast at 10am, 3pm, or 9pm and to have replay broadcast on weekend.

Although rather exceptional, dissatisfaction with the length of the program per se exists among the urban non-regular listeners. Some of the urban non-regular listeners find the two-hour program, coupled with the many elements incorporated into the magazine, rather ‘too

long' to keep them following the entire program: "Are you tiring when listening to too many elements in a two-hour program?" (*A female urban non-regular listener*)

LIGHT OF THE REGION:

The *Light of the Region* is a one-hour talkback program (with its Tuesday's good governance-focused version broadcast for 90 minutes) and broadcast five times a week from Monday to Friday at 11am. Despite such highly regular and frequent broadcasting schedule, many of the FGD participants express the need to have more of the program, either in terms of length or broadcasting frequency. Many participants, both in the urban and rural groups, feel one hour is too short to accommodate enough number of callers, or find the five-days-a-week broadcasting frequency still wanting. Thus, they make various suggestions, including expanding the program length to two hours or 90 minutes, broadcasting the program seven days a week, and replaying the program later at night. They are however happy with the current broadcast time. Nevertheless, it is the opinion of the evaluation team that these feedback and suggestions on the length and timing reflects not the deficiency of the program, but the popularity and hence more demand of the program.

### **3.2.3. Calling-In**

YOUTH VOICE:

Although all participants agree that calling in to the program is important, not many of them have called in (this may be due to the FGD recruitment only). The callers generally express satisfaction in having the chance to express their opinions or ask questions. For those who have not called in to the program, there are a number of factors, including the prospective anxiety of speaking on air or in public, having no keen interest in doing so (often citing such reasons as others already asking about the same things, having no time or phone credit, and not being aware of the program numbers), experiencing unsuccessful attempts to call in (busy line). An urban listener, for example, claims that she doesn't know the program number and suggests the numbers be announced more often during the program. It is therefore important for the program to encourage more first-time callers, such as having more phone lines, prioritizing first-time callers when appropriate, and particularly complementing first-time callers for their participation, and making more frequent announcement of program numbers.

LIGHT OF THE REGION:

Many of the urban participants and few of the rural participants have experienced calling in to the program (this may be due to the FGD recruitment only). Similar to the feedback among the participants of the *Youth Voice* groups, the callers generally express satisfaction in having the chance to express their opinions or ask questions. One rural listener expresses his experience of calling in to the program as very motivating as he has learnt to become confident in speaking out his opinion in the public. For those who have not called in to the

program, there are a number of factors, including the prospective anxiety of speaking on air or in public, having no keen interest in doing so (often citing such reasons as others already asking about the same things and having no time or phone credit), and experiencing unsuccessful attempts to call in (busy line). Likewise, it is suggested that the program encourage more first-time callers, such as having more phone lines, prioritizing first-time callers when appropriate, and particularly complementing first-time callers for their participation.

One further issue, despite our inability to confirm its frequency, is worth noting. A few urban callers voice their disappointment of their calling-in experience, where they managed to call in and were told to wait for the callback from the program only to be left waiting without hearing anything back. It is our opinion that these waiting callers should be informed of the inability, and its reason, by the program to have them participate.

### **3.2.4. Presenters**

#### **YOUTH VOICE:**

It is expressed by the participants that the *Youth Voice* needs a youth presenter that is both understanding of and sensitive to youths and their issues. However, their feedback on the current presenter(s) differs among the urban and rural listeners:

- Rural Listeners (both regular and non-regular): The current male presenter of the program is very appropriate: having good voice, possessing good facilitating skills, respectful, knowledgeable, and having a good sense of humor.
- Urban Listeners (both regular and non-regular): Although the current male presenter has good characteristics such as good facilitating skills, flexibility and knowledge of youth issues, about half of the regular participants are critical of him. The presenter doesn't have appropriate youth style, repeats the same presentation style without innovation, and lacks enough knowledge and experience regarding youth issues.

These differences between the rural and urban listeners appear to be due to the different social backgrounds of the two groups. While the former may feel they lack the skills and knowledge in professional capacity, they may tend to perceive the current male presenter as more qualified than themselves and hence view him as a good presenter. In contrast, the latter may see the lacking qualities of the current male presenter due to their more advantaged social background.

Some urban regular listeners suggest that it be a good idea to have a student volunteer to be a presenter if possible in order to attract more young listeners, especially among students.

#### **LIGHT OF THE REGION:**

The feedback and the difference in feedback on the presenter of the *Light of the Region* have the same characteristics as those on that of the *Youth Voice*. The contrasting evaluation of the presenters by the urban and rural listeners is attributable to their different social backgrounds. Specifically for the rural listeners, a common expression is very reflective: “the presenters must be good and qualified; otherwise, they would not be chosen by the program.” In contrast, the critical comment made by the urban listeners concentrates on the presenters’ ‘poor’ communication with the callers, such as failing to say goodbye, forgetting to say sorry for disconnection, or interrupting the callers from asking questions.

### **3.2.5. Guests**

YOUTH VOICE:

The listeners are generally happy with the choices of guests invited onto the program, stressing their knowledge to discuss and explain the issues. However, one main weakness of the program concerned by the participants is the lack, or almost absence, of young guests, suggesting the desire to hear from young individuals, rather than hearing ‘adult’ guests most or all of the time. Most urban regular listeners want to hear stories of both success and failure of guests who are youth like themselves. Other particular preferences of guests include heads of NGOs, university lecturers, and famous business-people.

LIGHT OF THE REGION:

While they do not question the choice of guests in the program, the participants have a number of opinions and suggestions regarding the guests in the program:

- Number of guests: Some urban regular listeners find having more than one guest in the program dissatisfying in getting responses because it limits the time for the target guest to answer the questions at length.
- Topic sensitivity: Some raise the concern that sometimes guests dodge sensitive questions. Hence, they request to have more community leaders, such as commune authority, school principals and civil society actors to come on the program and confront their questions.
- Rural Needs – knowledge and choice: Most rural listeners believe the guests are knowledgeable; however, many of them find the technical language of the guests difficult and the overall content of some topics to be rather complex. In addition, they prefer having more guests and information on agriculture.

### **3.2.6. Overall Program Content**

In evaluating how the listeners perceive the overall quality of the two programs, we focus on three aspects of the program content: balance and accuracy, the presentation of gender, and perceived program quality.

### **3.2.6.1. Balance and Accuracy**

YOUTH VOICE:

The urban and rural listener groups have different viewpoints on balance and trustworthiness of the information presented in the program.

- Information bias: Some urban listeners express caution regarding information bias. Such bias includes favorable support for the government (however, they are unable to clearly explain what the perceived bias is. This is understandable given the country's current political landscape) as well as potential self-promotion of guests from NGOs. However, the rural listeners do not exercise such caution and feel the information presented is balanced.
- Accuracy: Both the urban and rural listeners judge the information provided to be accurate, and the rural listeners in particular exhibit a high level of trust in the expert knowledge of the guests.

LIGHT OF THE REGION:

Most listeners, both urban and rural, judge the information presented in the program to be accurate and balanced, although only a few can elaborate on their idea of accuracy and balance. A representative elaboration is that the program is “only a platform for the authority and people to respond to each other.” The program is also overall perceived as trustworthy for its ability to bring in issues regardless of their sensitivity.

### **3.2.6.2. Gender**

YOUTH VOICE:

In quantification term, most *Youth Voice* listeners in the discussion feel there are aspects of both gender balance and imbalance in the program. Most believe more or less equal numbers of male and female callers are given the chance to give opinions or ask questions. However, they do not remember hearing as many female as male guests. One suggestion by some urban listeners is that each discussion should have one male and one female guest.

The rural listeners, however, express their concern over gender representation in a more subtle manner. A common suggestion from the rural participants is to have more women-specific topics such as women's role in development and the society, hinting at a gap in

demand for discussion and information for, at least female, listeners. This would provide women an enhanced opportunity to participate in discussion and provide their opinion in a more visible public space.

#### LIGHT OF THE REGION:

The feedback on the gender representation of the *Light of the Region* largely resembles that of the *Youth Voice*. In quantification term, some urban and rural listeners feel the number of female callers is considerable, although that of female guests is still low compared to that of male guests. However, this is, argued by a few articulate participants (both in the urban and rural groups), due more to the inherent lack of women in positions of authority than to the program's male bias.

Again, some rural listeners express their concern over the gender dimension of *Light of the Region* in a more subtle tone, in which they feel more women-specific topics such as women's role in development and the society would benefit gender equality by promoting more female participation. Hence, it is our opinion that topics that deal with women's issues and concerns, such as health, household and caring responsibility, and girls' education, are likely to have considerable impact on rural listeners, at least at the most basic level of promoting curiosity and awareness regarding women's rights and critical role for development and gender equality.

### **3.2.6.3. Good Governance**

#### LIGHT OF THE REGION:

Most of the participants are familiar with the term 'good governance', and some of them are aware of the discussion of governance issues in the *Light of the Region* and its expanded broadcast time (although most of the listeners cannot identify that governance issues are specifically allocated for Tuesday). It is encouraging that among those who have listened to the good governance program, most are happy with the focus and the chance to listen to and question the authority regarding governance-related issues.

### **3.2.6.4. Program Quality**

#### YOUTH VOICE:

- Strength: The program allows for the opportunity for young listeners to share their opinions and experiences and brings in 'experts' to explain youth-related issues as well as answer youth questions directly.
- Weakness: The program is viewed by most of the participants as lacking the ability to attract a lot of young listeners. The broadcast time is perceived as the number one

problem in reaching a low number of young listeners, while more promotional campaigns and the incorporation of other elements such as more songs and job-seeking information are also suggested by some participants as means to attract more listeners. Most of the participants suggest the program be broadcast, especially as replays, two or three times a week on weekends, and the suggested times for replay broadcast include 10am, 3pm, 6pm and 9pm.

#### LIGHT OF THE REGION:

- **Strength:** Many strengths of the *Light of the Region* are identified by the participants: professional quality, the opportunity to gain information and general knowledge, the chance to share opinions, the empowerment of the people by giving them a platform to question authority, and the absence of commercial advertising.
- **Weakness:** In terms of program content, the participants are unable to pinpoint any specific weakness of the program. Concerns are raised regarding the small number of callers the program can accommodate and some rural listeners' difficulty in understanding the guests, but any weakness directly felt on the program quality is absent.

### **3.3. Impact on Knowledge and Attitude**

#### YOUTH VOICE:

The impact of the program is highly evident at the information reception/knowledge level, while the impact at the level of attitude change is difficult to assess through Focus Group Discussions (FGDs).

At the level of information reception/knowledge, the *Youth Voice* has a number of positive examples. These examples show some of the participants' learning from the programs of legal issues (*see Box 3.1 below*), health and sanitation, and social issues such as drug abuse and its implications (a few respondents even claim to have passed on such knowledge to others around them). However, it is important to bear in mind that these are self-reported examples, i.e. examples reported by the participants, rather than proven by any sort of empirical check.

At the level of attitude change, this evaluation exercise, confined to only Focus Group Discussions, is self-reported. On a positive note, however, we observe an open attitude toward gender equality. Some of the participants in the *Youth Voice* discussion groups explicitly advocate not only for gender equality in quantification terms (such as equal numbers of callers or guests) but also open dialogues for gender negotiation (through more open discussion between male and female guests and callers). A few participants even go as far as supporting the acceptance of the so-called 'third gender' as a presenter or guest. A

moderate conclusion on such positive attitude is that regardless of whether or not the *Youth Voice* directly causes the advocacy for gender equality, the program plays a positive role in the larger trend of promoting gender equality in Cambodia.

***Box 3.1: Impact on legal knowledge***

*A male urban regular listener: “For me, I have gained new knowledge from listening to the program. From a previous broadcast, for example, I listened to a topic on alcohol in relation to gangsters who usually cause troubles in the community. I heard an old man from Wat Kor calling in to the program and raised a similar issue about a drunken youth, who argued with him and caused troubles at his house. The old man said next time if the drunkard came again, he would chop or at least beat him. The guest explained that even though the drunkard caused troubles with the old man at his house a few times, the old man could not beat him. He should instead file a complaint to local authority so that they could intervene. If the old man intentionally used violence on the drunkard, he would be charged with intended assault and have to face the law... Before I listened to the program I had the same idea as the old man did. I would beat the drunkard if he continued to trouble me. After listening to the legal expert’s explanation, I understand such legal aspect and that using violence is illegal.*

**LIGHT OF THE REGION:**

At the level of information reception/knowledge, many of the respondents, both urban and rural, claim the acquisition of new information and knowledge that is relevant to their daily life, including agricultural knowledge, health, local governance and social issues.

One noticeable dimension of attitude change<sup>3</sup> is the notion of self-empowerment claimed by some urban participants (*see* examples in Box 3.2 *below*), who argue that listening to the program has helped them gain confidence in participating in some form of public discussion, such as the FGD in the evaluation exercise. In addition, an open attitude to gender equality and women’s empowerment is evident among many of the participants. Nevertheless, we note at a subtle level that such attitude is still problematic as some rural participants see the discussion of ‘gender’ as the responsibility of women, or female guests more specifically, while male-dominant sectors such as the discussion of religious issues remain rightfully the authority of men.

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<sup>3</sup> The attitude change is self-reported.



***Box 3.2: Examples of Impact on Knowledge and Self-empowerment***

*A female urban listener: “We learn from listening to the program that, we have to wear facemask, plastic gloves and raincoat when spraying chemical substances, and other people must not stay nearby the spraying area.”*

*A male urban listener: “I have gained more new knowledge after listening to the program. Imagine if I had not listened to the program I would not be able to think critically and to share many ideas in this discussion.”*

*A female urban listener: “I am now brave enough to express my concerns and difficulties. I am sure I would not have anything to share in this discussion if I had not listened to the program.”*

## 4. CONCLUSION AND RECOMMENDATIONS

### 4.1. Conclusion

The findings section presents the evaluation results of the two programs separately, so does the conclusion and recommendations section. The conclusion offers a brief summary of the listeners' feedback toward each program.

#### YOUTH VOICE:

There is positive feedback from the participants of the four FGDs on program reception, program topics, format, guests and overall program impact. First, the listeners of the program have no significant difficulty accessing the *Youth Voice*. Second, they express a considerable level of liking for the program topics, for they can gain practical knowledge about youth issues and at the same time share their opinions as well as ask questions on the interesting issues. Third, the talkback component in the program is perceived as valuable for the listeners, despite the fact that not many of the participants have experienced calling in. Fourth, the participants find the guests knowledgeable and reliable in providing information and knowledge. Finally, and most importantly, many of the participants claim they gain new information and knowledge as well as positive attitude change.

The downsides of the *Youth Voice* are also expressed by the participants in the four FGDs. Most critically, many of the participants believe that the program is unable to attract many young listeners due to a number of factors, mainly the length and time of broadcast, as well as the fact that a youth-focused radio program faces stiff competition for the time and attention of young people from a wide range of programs, media and activities. More frequent broadcast or multiple replays of the program, in addition to Friday afternoon, on other weekend days, together with promotional campaign and additional program elements, are suggested in particular to fit the study and work schedules and interests of young people.

#### LIGHT OF THE REGION:

For the *Light of the Region*, the broadcast signal is well received by the listeners of the program, while the quality of the program, including the quality of information, professionalism of production and relevance of the issues brought forward by the program, is highly rated by almost all the listeners in the four FGDs. Many listeners praise in particular the role of the *Light of the Region* in providing a platform for learning and for dialogue between themselves and those in positions of authority. Most importantly, improvement in knowledge and positive attitude change is claimed by the regular listeners participating in the discussion. Indeed, one cannot help but be encouraged by the fact that these listeners 'complain' about the program not having expanded in broadcast length and schedule.

Some challenges for the *Light of the Region* are expressed by some participants as well, particularly among the urban listeners. Some of the urban listeners sometimes find the guests

unable to answer callers' questions to a satisfactory extent, especially when dealing with those on sensitive issues, such as land disputes and corruption. In our opinion, in addition, the program could benefit the people even more by expanding its broadcast length and schedule.

## **4.2. Recommendations**

### **YOUTH VOICE:**

Based on the evaluation exercise conducted through the four Focus Group Discussions (FGDs), we would like to make the following recommendations:

- **Broadcast Length and Time:** The combination of broadcast length and time appears to have been a major challenge for young people to tune into the program, as the current broadcast on Friday from 4pm to 6pm tends to exclude young people occupied with study, work-related and other commitments. Consideration on either changing the broadcast schedule or broadcasting replays on additional weekend days is highly recommended.
- **Promotional Campaign:** Based on comments and feedback from many of the youth participants, the awareness of the *Youth Voice* is limited among potential audience. Appropriate outreach campaign to promote tuning into the program among potential audience should be considered.
- **Program Innovation:** As a youth-focus magazine, the *Youth Voice* is already a quality and innovative program. However, many of the participants feel that the program still cannot attract a lot of young listeners. One participant's claim that "This program does meet youth's needs, but doesn't attract many of them to listen" seems to resonate among many of the participants. Some participants suggest more elements such as drama, job-seeking information, popular music and comedy. This points to a major challenge for the *Youth Voice* producers, for the comments and suggestions by these participants suggest that young people's time and interest have become rare goods in a highly competitive entertainment industry. This means continuous innovation and testing of innovation compulsory if a program is to attract significant youth following.
- **Presenters:** Despite the fact that the program is produced at high quality level in the Cambodian context and the presenters received favorable ratings from many listeners, the critical comments from some of the urban listeners should remind us that constant upgrading of skills and professionalism is required, especially as the educational and socio-cultural understanding levels of the audience are getting higher. Continuous skill and capacity building on the part of the presenters as well as producers should continue to be prioritized, not only for the benefit of the individuals but also for institutional building.

## LIGHT OF THE REGION:

As with the above recommendations for the *Youth Voice*, we make the following recommendations for the *Light of the Region* for reflective consideration for the sustenance and enhancement of the program:

- **Broadcast Length and Schedule:** Many of the regular listeners participating in the four FGDs express a common desire for the expansion of the program, either in length or broadcasting times per week. In our view, such expansion can be considered by the producers only if other more significant conditions, such as the quality maintenance and long-term sustenance of the program, are met.
- **Guests' Commitment to Action:** While many listeners cherish the platform offered by the program for connecting to those in positions of authority, there are still subtle concerns that answers and promises made in the program are not followed through. We highly recommend that, if feasible, the guests be re-invited into the talkback program, more than once if necessary, over reasonable time lapses in order for the listeners to check if answers and promises have been followed through.
- **Knowledge Gap among Rural Listeners:** Some rural listeners express their lack of understanding of the information presented by some of the guests in the program. This is a challenging situation, for the program targets both the urban and rural population at the same time, regardless of their, sometimes hugely, different levels of education and socio-cultural understanding. A probable solution is to ensure that the presenter(s) is/are able to re-convey the guests' information in a more comprehensible manner.
- **Self-empowerment and Calling-in:** It is our impression that being able to participate in the program by calling in is a potential means of promoting self-empowerment among some listeners. Therefore, to encourage and gain more first-time callers into the program will be a considerable impact for the program. We think that the increase of such first-timers can be achieved through more openly encouraging message for them as well as having more call-in lines to widen the possibility of receiving first-timers' call.
- **Change in Gender Attitude:** It is easy to admit here that there is encouraging evidence of open attitude toward gender equality and women's empowerment among the participants, and the program to a certain extent plays some role, for example some of the participants' desire to have more female guests or more gender-balanced dialogues in the program. However, some notions, though rather subtle, of gender divide are still visible among the respondents, for instance their tendency to think the discussion of 'gender' can be left to women and their hidden assumption that traditionally male-dominated life domains such as religious discussion should rightly be left to males. We therefore would like to suggest a more forceful approach to promoting gender equality and women's empowerment by tackling potentially

misguided tendency and entrenched assumption. For the two instances above, for example, male guests should also be invited to create a dialogue on gender issues, and female guests, such as nuns or wise female elderly, should also be invited to participate as guests.

## **APPENDICES**

## **Appendix A**

### **TERMS OF REFERENCE**

#### **1. Background**

ABC International Projects currently provides technical assistance to the Battambang Provincial Information Service (PIS) to produce talk back and magazine format radio programming that is relevant, balanced and engaging to the people of Battambang province. Battambang National Radio Chamka Chek 92.7FM has been broadcasting the “Light of the Region” talk back program, four times a week, since June 2009. Its target audience age bracket is 25 and up, and the program now broadcasts five times a week at 11am Monday to Friday. “Youth Voice” is a youth focused magazine and talk back format program launched in February 2011, which is broadcast every Friday at 4pm. The program’s target audience age bracket is young people aged 15-24.

In August-September 2011, the ABC will commission the Department of Media and Communication (DMC) of the Royal University of Phnom Penh (RUPP), to conduct qualitative research for the ABC/AusAID supported PIS TalkBack Program (“Light of the Region”) and PIS Youth Magazine Program (“Youth Voice”). Both are both produced and broadcast by Battambang National Radio Chamka Chek 92.7FM. The study will consist primarily of focus group discussions conducted with both rural and urban groups, listeners and non-listeners.

#### **2. Scope of the Research**

The objective of this research is to gain a strong understanding of audience listening patterns and reaction to programs, in order to develop more relevant and informative content. The research will seek to examine a number of areas, including program popularity, relevance and quality, perceived impacts of the program, and will seek to identify what the audience wants from the radio program and ways in which it can be improved to meet the audience needs.

Eight focus groups of eight participants each will be held in Battambang city and rural locations. The groups will consist of males and females from a variety of educational and economic backgrounds. These groups will consist of both regular listeners and non-regular listeners of the programs in the relevant target audience age bracket. Four groups (2 rural and 2 urban) will focus on the “Light of the Region” program and the other four groups (2 rural and 2 urban) will focus on the “Youth Voice” program.

#### **3. Focus Group Discussions (Qualitative Study)**

Eight group discussions (FGD) will be held in Battambang and will be facilitated by DMC research staff and students. Staff from the Battambang PIS will assist in organizing the logistics of the FGDs and also with selecting participants from a range of backgrounds. Participants may be recruited in a number of ways. These may include playing a request on

the radio program for people who may be interested to participate, using university and NGO networks to invite young people to participate (especially for the groups discussing the youth program), and using the PIS staff to source potential urban and rural participants. Participants may come from local universities, factories, youth/women’s groups, farming communities etc, will be a variety of ages and may be married or single. Participants will be paid a small stipend to cover their transport costs to the meeting venue.

FGDs will be held over a 1 week period and will not exceed two and a half hours duration. These groups will consist of both regular listeners (criteria for being defined as a ‘regular listener’ will be that the participant listens to the program once or more per week) and non-regular listeners of the programs so that information can be gathered on both why people are listening and perhaps even more importantly, why they are not. Groups will be mixed gender (male and female).

Four groups (1 rural regular listeners/1 rural non-regular listeners and 1 urban regular listeners/1 urban non-regular listeners) will focus on the “Light of the Region” program and the other four groups (1 rural regular listeners/1 rural non-regular listeners and 1 urban regular listeners/1 urban non-regular listeners) will focus on the “Youth Voice” program (see Diagram 1).

**Diagram 1) Break down of focus groups for each program**

<b>YOUTH VOICE</b>	<b>Regular listeners</b>	<b>Urban</b>
		<b>Rural</b>
	<b>Non-regular listeners</b>	<b>Urban</b>
		<b>Rural</b>
<b>LIGHT OF THE REGION</b>	<b>Regular listeners</b>	<b>Urban</b>
		<b>Rural</b>
	<b>Non-regular listeners</b>	<b>Urban</b>
		<b>Rural</b>

**Diagram 2) Breakdown of rural focus groups for each program**

<b>RURAL DISTRICT 1 District with statistically most listeners to YOUTH VOICE</b>	<b>Regular listeners</b>
	<b>Non-regular listeners</b>
<b>RURAL DISTRICT 2 District with statistically most listeners to</b>	<b>Regular listeners</b>
	<b>Non-regular listeners</b>



<b>LIGHT OF THE REGION</b>	
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**Diagram 3) Breakdown of urban focus groups for each program**

<b>YOUTH VOICE</b>	<b>Regular listeners</b>
	<b>Non-regular listeners</b>
<b>LIGHT OF THE REGION</b>	<b>Regular listeners</b>
	<b>Non-regular listeners</b>

FGD’s will look at a variety of aspects of the current programming of both TBP and the Youth Voice magazine program (including quality, appeal, relevance, presenters, guests, format etc) and will also look at ideas and suggestions for future programming in order to improve the programs. They will also explore reasons why some participants choose to listen to other programs/stations other than the PIS station, and what would entice them to change their listening habits – which is important for the PIS to be informed of for their future efforts in attracting new listeners.

Participants will initially fill in a recruitment questionnaire in order to gather basic data and listening habits, and to also ensure that they fit the criteria for the focus group they have joined. Participants will be asked to rank programs on certain criteria which can then be compared to future research, providing directly comparable results. In both group types a partial recording of the program may be played (for both regular listeners and non-regular listeners), in order to get direct reactions from participants. The segments will be typical representations of the overall program. Tape recording of meetings may be considered, but this will need to be discussed with the DMC – it may be that the use of a tape recorder will inhibit the participants and cause them to be less candid in their responses. Discussion frameworks as well as direct questions relevant to both regular and non-regular listener groups will be used to encourage free conversation and draw in-depth responses from participants.

FGD’s for urban participants will be held in a meeting hall at the site of the PIS radio station. FGD’s for rural participants will be held in the two districts determined as having the highest rural listenership of Youth Voice and Light of the Region. Appropriate settings (district hall etc) will be sourced with assistance from Battambang PIS. PIS radio station staff will not participate in or be present at the discussions.

#### **4. Analysis and Reporting**

A research report based on the analysis and results of the focus group discussions will be written by the DMC Senior Lecturer of Research. It is expected that similar qualitative research will be carried out every year in order to collect comparable data over time and to track any discernible changes in responses and general perceptions and attitudes of participants. Recommendations for changes to future methodologies for this research may be given in the report, in order to achieve better outcomes.

In addition the report will also inform the production teams planning and content development, so that it best meets the needs of their current listeners and potential listeners. The report will follow this approximate format which will be fine tuned as research results are collated and analysed:

##### Executive Summary

- Backgrounds
- Research Summary

##### Research Methodology

##### Transmission signal and scheduling

- Reception and interference
- Reasons for listening regularly or non-regularly

##### Program presentation

- Program interest / topics and discussions
- Program length
- Callers
- Presenters
- Guests/Experts

##### Conclusion

##### Appendices

## Appendix B

### FGD COMPOSITION AND SCHEDULE

Team	DAY 1 (12 Sep, 2011)		DAY 2 (13 Sep, 2011)	
	Morning	Afternoon	Morning	Afternoon
Team A	1 Urban group	1 Urban group	1 Urban group	1 Urban group
Team B	1 Rural group	1 Rural group	1 Rural group	1 Rural group
Program	YOUTH VOICE		LIGHT OF THE REGION	

## Appendix C

### FGD GUIDE FOR REGULAR LISTENERS

ABC International Projects  
Battambang Provincial Information Service  
Focus Group Discussion Guide  
Duration: 2 h to 2h 30mns

#### Participants:

- Group 1: Urban regular listeners of “Youth Voice”
- Group 2: Rural regular listeners of “Youth Voice”
- Group 5: Urban regular listeners of “Light of the Region”
- Group 6: Rural regular listeners of “Light of the Region”

#### Objectives of discussions

- To assess the listening patterns and reactions of audiences of “Youth Voice” and “Light of the Region” in order to develop more relevant and informative content by understanding:
  - For **REGULAR LISTENERS “YOUTH VOICE” & “LIGHT OF THE REGION”**:
  - o Listening patterns of urban and rural regular listeners
  - o Their reactions towards accessibility, program’ contents, and quality of program
  - o Their suggestions for further improvement
  - o Their perceptions towards community participation and the program that promotes such participation

#### I. Discussion topics

##### 1. **Listenership: (15min) – REGULAR LISTENERS**

- How often do you listen to “Youth Voice”/“Light of the Region”? With whom?
- Why do you listen to “Youth Voice”/“Light of the Region”? (**probe for more details**)
- Why do you listen on certain days and not others (Light of the region)? Why do you listen every day?

##### 2. **Reception, accessibility (15min) – REGULAR LISTENERS**

- a. How good is the program coverage? Can you hear the broadcast clearly? [clear signal, clear broadcast, if the broadcast drops in and out]
- b. Is it easy for you to access a radio regularly to listen to the program? Why/why not? [how many radios are in the household, what kinds of radios]

##### 3. **Contents (40min)**

###### a. **Program interest/topics/discussions -REGULAR LISTENERS**

- What do you like about the program? [Format? Topics? Discussions?]
- How important and relevant are the topics discussed, to you and society? [what are topics important to you and community?]
- What do you think can be done to improve the program? [how do you think it can be changed?]
- What topics/discussions would you want to hear on the program?
- **FOR YOUTH VOICE Regular Listener ONLY**: do you think the content is especially tailored for youth audiences? [content is relevant to young audience, the format is what young people like?]

**b. Program length -REGULAR LISTENERS**

- What do you think about the program length? Longer or shorter? Why? [length is good enough for them to get information, details, discussion? Which segment do they listen to?]

**c. Callers – REGULAR LISTENERS**

- Have you called in to the program? Why or why not? [is it because there is a question you want to ask, or you want to request a song] What would make you call in to the program?
- What do you think about calling in to the program? Important? [did you feel you were part of the program by calling in to the program? What do you think about other's calling in to the program? Did you want to call after hearing someone called in to?]
- How easy is it for you to call in to the programs? [Did you get call back? Was your call received immediately?] Experiences of calling? If you had a question, was it answered adequately? Why/why not? [if callers has ever called up and suggested the topic to be discussed or who should talk about the topic?]

**d. Presenter – REGULAR LISTENERS**

- What do you think about presenters? [feel like they are talking to audience? Why?] Their presentation? Why?
- For you, what would be the best characteristics for a presenter for the program? [quality of presenters, should they have nice conversational voice, knowledgeable on topic, style?]
- **FOR YOUTH VOICE regular listeners ONLY**: do the presenters have an appropriate youth style? [do they sound young, can young listeners relate to them?]

**e. Guests/experts – REGULAR LISTENERS**

- What do you think about the guest speakers? [guest speakers fit the topics?] Are they the right people to discuss about topics? Why/why not?
- How much are you well-informed by the guests on the issues? Why/why not? [did the guest speakers talk about how audience can get clearer topics? Website?]
- What types of experts would you want to hear on the program? What kind of topics would you want to hear from the experts on the program?
- Can you give examples of where guests have committed to doing an action on the program? Do you think they actually did this action? [instances where gov representative has come in and caller has asked about the building or repair of old road, and the gov said it might be fixed], callers said there was an issue which they need help from the guests?]
- **FOR YOUTH VOICE regular listeners ONLY** – have you heard any youth experts or guests on the program? Please give examples. [who? Did he/she discuss the topic the audience wanted to know?]

**f. Balance and Accuracy – REGULAR LISTENERS**

- How well-balanced is the information presented? - does it show two sides of all stories? [Is topic discussed by two sides of guest speakers? Or only one speaker (gov representative) talks about the topic or all NGO representatives? Enough variety and balance?]

- How much do you trust the information that is being broadcast? Do you think it's accurate and true? [do you believe what being said by the guest speaker is true? Or no idea? Or if guest is answering the question in a fair way?]

**g. Gender – REGULAR LISTENERS**

- How much do you think women are shown as positive role models on the program? [how listeners feel gender is presented? Are topics relevant to women? Topics about gender equality, maternal health?]
- How much do you think men are mostly in charge on the program? [are they more male callers, male presenters, or guest speakers?]
- Can you give any examples of women as good roles models on the program (including presenters, guests, etc)

**4. Quality of program (15min) – REGULAR LISTENERS**

- What can be made to improve the quality of the program? [suggestions and probe for more? What would be benefits of making such changes? Why?]
- Can you name something that the program does better than other programs on other stations? Why do you think so?
- Can you name something that the program does poorly if compared to other programs on other radio programs?

**5. Views on what they learn from the program (15min) – REGULAR LISTENERS**

- Have you learned anything from the program? Examples? [Are you more aware of this or that issue that is relevant to your community or the country as a whole? Do they learn from the callers, or the guest speakers or the topics being discussed?]
- After listening to the program, have you gained in knowledge, or changed in attitude towards the issues? How? Examples? [has their knowledge (new information) be improved, attitudes (feeling) changed?]

**6. FOR YOUTH VOICE regular listeners ONLY**

- Have you listened to “Light of the Region”?
- Which program do you prefer – “Light of the Region” or “Youth voice”? Why? [can you relate to which program?]
- What is your general feedback on the program?
- Do you see it as a program for adults only, or for everyone? [do you want to listen to adult or ‘serous’ topics]
- What can be changed to make “Light of the Region” more attractive to you as a young person? [Should it have topics about young audience? Or “Youth Voice” program is enough?]

**7. FOR LIGHT OF THE REGION regular listeners ONLY**

- Have you ever listened to “Light of the Region” on **TUESDAYS**? YES/NO/DON'T KNOW
- Can you recall any “Light of the Region” program that talked about governance (topics that discuss provincial or district authorities’ responsibilities in Battambang and what those authorities are doing to make improvements in Battambang province?) (Probe for more details – some examples of governance related topics/areas include infrastructure, living conditions, roles of local and provincial authorities, laws and the courts processes, land-grabbing and land concessions, the prison system, elections, public finances, etc).
- What did you think about these programs with these topics? Were they interesting, boring, accurate, relevant? Did they show all sides of the story or was it biased? [maybe only one-sided opinion from gov’?] Did it discuss the real problems or just discuss them vaguely?

## Appendix D

### GUIDE FOR NON-REGULAR LISTENERS

ABC International Projects  
Battambang Provincial Information Service  
Focus Group Discussion Guide  
Duration: 2 h to 2h 30mns

#### Participants:

Group 3: Urban non-regular listeners of “Youth Voice”  
Group 4: Rural non-regular listeners of “Youth voice”  
Group 7: Urban non-regular listeners of “Light of the Region”  
Group 8: Rural non-regular listeners of “Light of the Region”

#### Objectives of discussions

- To assess the listening patterns and reactions of audiences of “Youth Voice” and “Light of the Region” in order to develop more relevant and informative content by understanding:
  - For **NON REGULAR LISTENERS “YOUTH VOICE” & “LIGHT OF THE REGION”**:
    - o Reasons why they don’t listen and participate regularly
    - o What would motivate them to listen and participate regularly
    - o Their perceptions towards community participation, and the program that promotes such participation

#### II. Discussion topics

##### 1. **Listenership/reasons for non regular listening : (15min) – NON REGULAR LISTENERS**

- Why **don’t** you listen to the program **regularly**? (Do you listen irregularly because of lack of interest in content or are topics irrelevant? [or you don’t like listening to radio or busy doing other stuff?])
- What other programs do you listen to?
- Why do you listen to other programs? (what do you like about other programs?)
- What can be changed in order that the program attracts your listenership? [what would make you try listening to the program?]

##### 2. **Reception, accessibility (15min) – NON REGULAR LISTENERS**

- a. How good is the program coverage? Can you hear the broadcast clearly?
- b. Is it easy for you to access a radio regularly to listen to the program? Why/why not?

##### 3. **Contents (40min)**

###### a. **Program length – NON REGULAR LISTENERS**

- What do you think about the program length? Longer or shorter? Why?

###### b. **Presenter – NON REGULAR LISTENERS**

- What do you think about presenters? Their presentation?
- For you, what would be the best characteristics for a presenter for the program?
- **FOR YOUTH VOICE ONLY**: do the presenters have an appropriate youth style?

**c. Guests/experts – NON REGULAR LISTENERS**

- What do you think about the guest speakers? Are they the right people to discuss about topics? Why/why not?
- How much are you well-informed by the guests on the issues? Why/why not?
- What types of experts would you want to hear on the program? What kind of topics would you want to hear from the experts on the program?
- Can you give examples of where guests have committed to doing an action on the program? Do you think they actually did this action?

**d. Balance and Accuracy – NON REGULAR LISTENERS**

- How well-balanced is the information presented? - does it show two sides of all stories?
- How much do you trust the information that is being broadcast? Do you think it's accurate and true?

**e. Gender – NON REGULAR LISTENERS**

- How much do you think women are shown as positive role models on the program?
- How much do you think men are mostly in charge on the program?
- Can you give any examples of women as good roles models on the program (including presenters, guests, etc)

**4. Quality of program (15min) – NON REGULAR LISTENERS**

- What can be made to improve the quality of the program?
- Can you name something that the program does better than other programs on other stations?
- Can you name something that the program does poorly if compared to other programs on other radio programs?

**5. Views on what they learn from the program (15min) – NON REGULAR LISTENERS**

- Have you learned anything from the program? Examples?
- After listening to the program, have you changed in terms of knowledge, perception or attitude towards the issues? How? Examples?



Appendix E

FGD PARTICIPANT PROFILE FORM

ព័ត៌មានរបស់អ្នកចូលរួម

ក្រុមការងារយើងខ្ញុំសូមអរគុណលោកអ្នក ដែលបានចំណាយពេលមកចូលរួមក្នុងការ ពិភាក្សាស្តីអំពី ចំណាប់អារម្មណ៍ និងយោបល់ទៅលើកម្មវិធី “សំលេងយុវវ័យ” និង “សន្ទនាមតិពន្លឺមូលដ្ឋាន” នៅថ្ងៃនេះ ។ សូមលោកអ្នកចំណាយពេល ១នាទីដើម្បីបំពេញ សំនួរខាងក្រោម។ សូមបញ្ជាក់ថា រាល់ព័ត៌មានទាំងនេះ នឹងត្រូវបានប្រើប្រាស់សំរាប់តែ ការសិក្សានេះតែប៉ុណ្ណោះ។

សូមឆ្លើយសំនួរខាងក្រោម៖

- ១. ឈ្មោះ: .....
- ២. អាយុ: .....
- ៣. ភេទ:                     ស្រី                     ប្រុស
- ៤. ទីកន្លែងស្នាក់នៅ: .....
- ៥. មុខរបរ: .....
- ៦. រៀនកំរិតណា: .....
- ៧. ស្តាប់វិទ្យុនៅកន្លែងណា: .....
- ៨. ស្តាប់កម្មវិធីញឹកញាប់ប៉ុណ្ណា? .....

សូមអរគុណ។

## Appendix F

### EVALUATION SCHEDULE

<b>Phase</b>	<b>Timeframe</b>	<b>Activity</b>	<b>Outputs</b>
1	<b>August 25, 2011</b>	- Drafting FDG guide	First draft of FDGs guide
2	<b>September 2, 2011</b>	- Signing ABC-DMC contract	Signed contract
3	<b>September 8, 2011</b>	- Translating FDG guide - Preparing logistics for Friday training and BBT fieldwork	- Translated FDG guide - Participant's profile sheet
4	<b>September 9, 2011</b> Morning (8:00 – 12:00)  Afternoon (1:30 – 5:00)	- FGD training for students - Briefing the project, FDG guide and division of tasks and responsibilities	- Summary of the project, schedule for fieldwork
5	<b>September 11, 2011</b> At 12:30 pm At 7:30 pm After dinner	- Leaving for BBT - Arriving BBT - Team meeting after dinner	
6	<b>September 12, 2011</b> Morning Afternoon Evening (after dinner for 1h)	Conducting first 4 FGDs - 2 FGDs in provincial town - 2 FGDs in rural district - Team meeting after dinner	- FGD data
7	<b>September 13, 2011</b> Morning Afternoon Evening (after dinner for 1h)	Conducting last 4 FGDs - 2 FGDs in provincial town - 2 FGDs in rural district - Team meeting after dinner	- FGD data
8	<b>September 14, 2011</b> Morning Afternoon	- Leaving for PP - De-briefing meeting	
9	<b>September 17, 2011</b>	- Submitting field report	Written field report
10	<b>September 19 – 30, 2011</b>	- Analyzing data, writing and editing	Evaluation report draft