

## Local Voices: Success by Any Measurement

Radio content analysis indicates Local Voices project in Kenya shows remarkable gains in frequency and quality of HIV/AIDS reporting on radio.

After two years of working with radio professionals in Kenya, Internews is seeing significant improvement in AIDS reporting on Kenyan airwaves. Internews' Local Voices project, funded by USAID, mobilizes and equips radio professionals in Kenya, Nigeria, Ethiopia and the Mekong Delta region to play a more meaningful role in helping their societies to cope with the AIDS epidemic.

The project sensitizes media owners and managers to the need for ongoing, effective coverage of HIV/AIDS, trains radio journalists, talk show hosts and disc jockeys to improve coverage and programming on HIV/AIDS issues, offers ongoing access to a media resource center, radio production studio and technical support for research, editing and production, and gives travel grants to investigate in-depth features outside of the capital city.

Through practical training in technical radio production skills, script writing, research skills, as well as the science of

HIV, participants learn how to create, improve and expand reports and programs on HIV/AIDS, stimulating dialogue and debate on the issues and tackling sensitive topics heretofore taboo. Trainees have personal interaction with people living with HIV/AIDS (PLWHAs), during training – helping to portray the human face of HIV/AIDS in their reporting.

### METHODOLOGY

As one of the objectives of the Local Voices project is to increase frequency and improve quality of HIV/AIDS reporting and programming on radio, the radio content analysis is an important part of Internews' three-pronged evaluation strategy. (Internews also evaluates changes in attitude by radio station management toward HIV coverage, as well as impact on listening audience through household surveys.) Steadman Research Services in Nairobi has been contracted to conduct this analysis for the Kenya project. The first wave (Wave 1) or baseline was conducted in June 2003 when the project had only been on the ground for a few months. The second wave was conducted a year later in June-July 2004. Eleven radio stations were recorded during Wave 1 and 12 stations during Wave 2 (Waumini



Michael Mumo from Capital FM (left), Jacinta Maina from Coro FM (middle) and Jamillah Kasalu from KBC Kiswahili (right, in green), interview Stanley Ngara from the Liverpool VCT Center about a mobile VCT they put up in Nyeri for a few days. A VCT is a Voluntary Counseling and Testing Center where people can go for HIV tests.

was not yet on air in Wave 1). One week of radio programming was monitored and recorded daily (6am-11:30pm). Selected programs from the monitored week were played for listening groups. (Wave 3 was conducted in July of 2005 and has not yet been analyzed).

### KEY FINDINGS

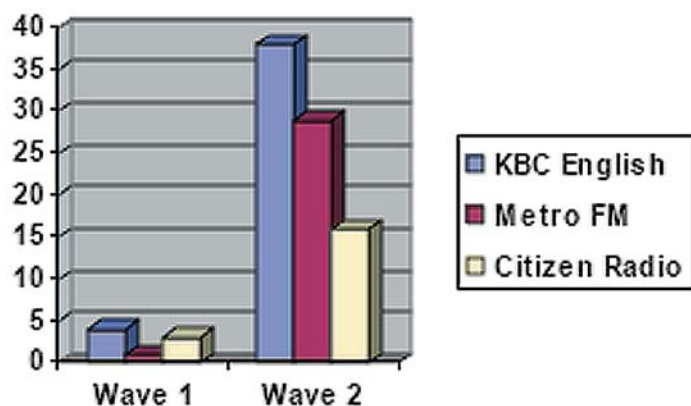
The results of the radio content analysis demonstrate the success of the Local Voices program. Coverage of HIV/AIDS has increased and become more varied and sophisticated, as well as increasing in quality. Some of the key findings:

- HIV programs being sponsored by UNAIDS and United Nations Population Fund during Wave 1 have dropped out in Wave 2. Sponsored programs proved unsustainable, as they waited for sporadic funding.



Journalists get instruction on mini-disc recording from an Internews technician.

## Increase of unsponsored HIV/AIDS radio slots



Increase of unsponsored HIV/AIDS slots from Wave 1 to Wave 2 on three Kenyan radio stations. Programs run both during prime time and off-prime time. Wave 1 was conducted by Steadman Research Services in Nairobi in June 2003 as a baseline. Wave 2 was conducted in June-July of 2004.

- Unsponsored news stories on HIV have increased in Wave 2 by 52%, while unsponsored talk shows/call-in programs on HIV have increased by 225%. These results are particularly gratifying. Local producers now have a cadre of media professionals who are entrenched in this issue, developing an expertise in reporting on it, using Internews' media resource center/studio to plan programs, research stories, and edit their features.
- More of these HIV programs are airing during prime time in Wave 2, a 110% increase. (63 slots aired during prime time in Wave 2 compared to 30 in Wave 1.) The programs are popular with both audience and management, who now demand high quality programming with reliable information aired in prime time.
- During Wave 2, a variety of HIV-related topics are being covered that were not present in Wave 1, including Prevention of Mother to Child Transmission, HIV/AIDS and religion, Anti-Retroviral Therapy, sexual

abuse, nutrition, and people living with HIV/AIDS.

- During Wave 2, more of the programs include personal testimonies and voices of those personally affected and infected than in Wave 1 (ie. a mother living with HIV/AIDS, a rape survivor, etc).
- KBC English – which has national coverage – has recorded the highest increase in HIV/AIDS slots in Wave 2, from 4 to 38, both during prime time and off-prime time.
- Metro FM also shows an increase



Anne Waithe, Radio Citizen, edits her story at the Internews studio in Nairobi.

from 14 slots at Wave 1 to 29 at Wave 2. Also, more topics are being covered, including PLWHAs, mother to child transmission, and TB. Although the slots being paid for by UNFPA and UNAIDS in Wave 1 are no longer there since the sponsor pulled out, Metro is producing more of its own slots in Wave 2.

- Citizen Radio increased HIV slots from 3 in Wave 1 to 16 in Wave 2, with content diversified in Wave 2 to include PLWHAs, condoms, and rape – a topic that is rarely talked about.
- On Kiss FM and Capital FM, HIV/AIDS coverage remains minimal in both waves.

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