

Radio Meghna Evaluation Report

24-26 August 2021, Charfassion, Bhola

Community participation needs to be increased spreading Radio Meghna dissemination



Discussion with Radio Meghna with Peer Leaders at the Teenage Club. Coast Charfassion Center. 24 August 2021; Photo: Iqbal Uddin

1. Introduction:

Radio Meghna- 99.0 FM, a community radio in Charfassion Upazila under the coastal district Bhola has been running since the year 2015. Although the programs are very well managed, this evaluation has been done to find out how much the radio are able to draw the attention of the community.

2. Purpose:

- a) To find out how many people in the community listen to Radio Meghna, what programs they listen to and what programs they want to listen.
- b) To find out that if there is any change in the community has been brought because of Radio Meghna's program intervention.
- c) To get the feedback from listeners on how to increase the quality of the program and the number of listeners.

3. Method:

- a) Direct interviews with community people/listeners through structured questionnaires.
- b) Area inspection and monitoring.
- c) FGD.

4. Limitations:

People of all ages do not listen to Radio Meghna. Most of those who listen to are teenagers, housewives and fishermen. That is why it was not possible to interview all types of people or to reflect their views in this evaluation process. Due to Corona, it was not possible to interview many respondents.

5. Evaluation Information:

5.1 Personal information:

Age of the respondents: Among the respondents 13-19 was 33.3%, 20-35 was 42% and 36-50 was 25%. By profession, students were 33%, housewives 33%, fisherman 16% and people of other professions 17%.

5.2 Questions and information about Radio Meghna:

1. Do you listen to Radio Meghna? In response to this question, 33% of the respondent said yes, 50% said they hear the programs at sometimes and rest of 17% said they were listening to the programs at past.

2. Which radio program do you or the other listeners like to hear most? Respondents have chosen multiple answers to this question. 8% of respondents said that they listen to education programs. 33% answered that they listen to corona or health related programs. 50% said that they like to hear news update. 58% listen to various songs/movie songs/modern songs. 17% listen to programs on safe maternity/reproductive health. 17% listen to anti-violence awareness programs. 42% listen to disaster programs. 8% said they love to listen entertainment related news/programs on live. 17% of the respondents listen to agricultural programs and 6% listen to other types of programs.

3. Do you listen to PSA during disaster time? In response, 58% respondents said yes. 17% said no and 25% said they listen the radio programs sometimes.

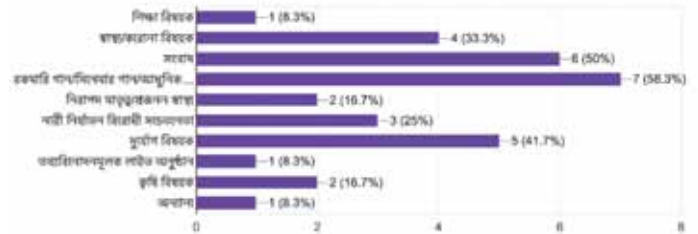
4. Does your listeners club members sit regularly? In response, 6% said yes. 25% said no. 17% said at sometimes. And 50% of the respondents were outside of the listeners club, so they didn't able to comment on the issue.

5. Who do you think listens to the radio programs the most? There was an opportunity to choose multiple answers to this question. 72% of respondents think that adolescents (the majority of whom are teenagers) listen to the radio more. After that young men and woman and housewives, whose rate is 36%. The middle-aged audience is 9% and the elderly individual audience is 18%.

আপনি কি রেডিও মেঘনা শোনেন?
12 responses



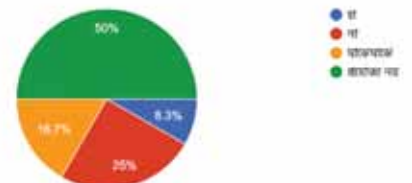
কোন অনুষ্ঠান আপনি/আপনার বেশি শোনেন?
12 responses



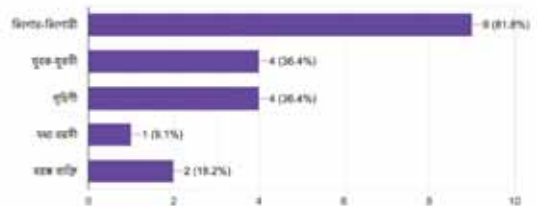
দুর্যোগকালীন পি এস এ গুলো কি আপনার শ্রোতাদের?
12 responses



আপনার শ্রোতাদের কি নিয়মিত বসে?
12 responses



কিভাবে রেডিও বেশি শোনে বলে আপনি মনে করেন?
11 responses



6. Changes to community:

- There are 32 homeless families in Munsirhat area of Nilkamal union of Charfassion Upazila. These families were suffering due to lack of water and electricity facilities. In last June, a news of Radio Meghna came up about the advantages and disadvantages of the shelter project. the girls of Radio Meghna have claimed that because of Radio Meghna's news coverage, the families of the *Asrayan* [Shelter] project have got tube wells and they have also got electricity service.



Asrayan [Shelter] project, Nilkamal Union, Charfassion Upazila; Photo: Iqbal Uddin

- Rina Begum (38), a resident of Ward 2 of Aligaon in Charfassion Upazila. She is rearing poultry, cattle, fish, and various vegetables in her courtyard. After listening to the program of Radio Meghna, she learned about the method of seed preservation and started storing seeds of coriander leaves, red spinach, and data spinach. At present she has seeds stored in her house for about five thousand taka.

We need to work as much as possible to increase the rate of such changes at the community level and keep them properly documented.

7. Recommendations to listen to Radio Meghna:

Analyzing the received SMS, it can be said that the average daily listeners of Radio Meghna is about 3000-3500 people. Most of them are teenagers and housewives. To make the radio more popular, the feedbacks from the respondents are given below:

SL	Topic	Recommendation
1	Community radio should run with the participation of the community people	<ul style="list-style-type: none">Promoting events that are more likely to involve people in the community. Such as- (a) request meeting, (b) quiz competition, (c) hello doctor, (d) health-direct questioning etc.Bringing people from the community directly to the studio to solve various social issues / problems and get them involved and spread the word.
2	Community radio should establish clear connection with the listeners	<ul style="list-style-type: none">Extending the time of popular events like asking or requesting gatherings.

		<ul style="list-style-type: none"> • Inviting government officials to discuss various issues. To develop a detail plan on how many people/guests will be invited per month and from which issue/sector. Assigning a senior staff member to communicate with them. • Always need to remember that the listeners are spending about 3 taka on per SMS in all these programs. So, we should try to answer them as much as possible. • Many radio listeners are teenagers. Increase the number of their participation-based programs keeping their needs in mind. • There is no radio in the community so don't listen to the radio. But many people who are interested and living in the community still do not know that Radio Meghna can be heard on mobile without internet. This message should be broadcasted widely on radio tune.
3	Engagement with microfinance program	<ul style="list-style-type: none"> • We should remind that Radio Meghna is also a part of the COAST - "One COAST". But observations have shown that microfinance workers are less concerned about radio. Many could not say in which frequency this FM is being run? We should work together to promote radio programs in the community. e.g.; • Tagging the girls of the Radio with them when they went to the Samity. They will talk for 5 minutes about different radio intervention focusing on the benefit of the community. • If possible, the radio will fix 99.0 FM tunes on the participants' mobiles. • They will distribute leaflets. The stickers will be affixed to the house by hand.
4	Listeners Club	<ul style="list-style-type: none"> • In this digital era, housewives are busier in their working life. They will sit together in the audience and listen to the radio - now it's a dead concept. As an alternative to this, programs should be undertaken to increase the audience by targeting "individuals". • Giving the radio to the listener club will increase the individual listeners but not collectively. • The girls have also stopped visiting club members because of Corona. If you plan to visit any club in the future, you must have a book/Khata in that club. When, what, why and how many people have been visited - should be written in there.
5	Increasing the use of social media	<ul style="list-style-type: none"> • Hello Doctor or <i>Krrishi Jiggasha</i> [Asking about Agriculture] - When this type of event will be aired? Which doctor or specialist will be present- a banner should be prepared regarding the updated information at earlier basis and shared on Radio Meghna's Facebook page. This will make it possible to campaign in advance, so that more people can learn about the issue and participate. • Links to important programs of Radio Meghna can be posted on it through a messenger group. Even if many people miss the event, they will be able to watch it according to their time on Messenger. • A social media activist network has been set up in Bholra/Charfassion. Those members can also be invited to be added to the Messenger group.

		<ul style="list-style-type: none"> • Many people cannot listen to live programs due to lack of time. These programs are shared on Radio Meghna's Facebook page. Interested listeners will be able to find out these programs easily. This trend needs to be kept going. • If there are more live programs being run by ensuring the participation of the community people, then those people will promote that I have a live today. They will even share it with friends on their own Facebook page. Thus the radio programs will be popular.
6	Placing billboards, making, and promoting leaflets and stickers	<ul style="list-style-type: none"> • Three billboards may be installed [Subject to receipt of fund]- (1) Near the bus stand. (2) At Betua Ghat. (3) On the way to South Aicha at the end of Charfassion Bazar. • Some leaflets may be published. • Stickers are affordable. Make lots of stickers and stick them in the community. Installed on boats, ships, markets, local shops.
7	Use of radios in autos, boats, shops	<ul style="list-style-type: none"> • Some auto rickshaws, boats and shops may be provided with radios and sound boxes. In that case interested auto, boat and shopkeepers must have 25% contribution.
8	Sound control	<ul style="list-style-type: none"> • The songs are especially downloaded and listened to the radio. Which of these has more sound and which has less? Which does not match with the presenter? So, there should be an initiative/mechanism to control of sound from the studio.
9	The process of receiving complaints or suggestions	<ul style="list-style-type: none"> • In live shows, listeners are asked to send SMS for sharing information about their likes and dislikes, opinions, likes and dislikes. If there is any complaint in them, register them. Or you can disseminate that anyone can make call at this number any time if they have any complaints or suggestions about Radio Meghna.

It can be seen by surveying whether the number of listeners are increasing every year because of step-by-step implementation of the above-mentioned recommendations.

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