

fome symposium 2024 - documentation

# Input: Evaluating the Effects of Radio Ndeke Luka in Central African Republic

Jeff Conroy-Krutz, Michigan State University

#### Media Assistance: Mind the Gap!

A critical review of common practices and strategies

30th September –1st October 2024, Erich-Brost-Institute for International Journalism, Dortmund, Germany

Hosted and organised by

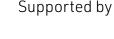


























# Building Trust in a Fragile Context:

EVALUATING THE EFFECTS OF RADIO NDEKE LUKA IN CENTRAL AFRICAN REPUBLIC



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#### **BACKGROUND**

• 2000 launch

 Most-accessed mass medium in **CAR** 



**MOTIVATION** 

• Measure impact of RNL programming on knowledge, attitudes & behavior

#### **EVALUATION STRATEGY** IRONDELLE hedia for peace & human dignity ZONE DE COUVERTURE DE RADIO NDEKE LUKA RADIO NDEKE LUKA~ SOUDAN Birao TCHAD BAMINGUI-BANGORAN SOUDAN DU SUD Sam-Ouandja NANA GRIBIZI HAUTE KOTTO Batangafo Kaga Bandon Bria Bocaranga **OUHAM** Bouca **OUHAM PÉNDÉ** HAUT MBOMOU Bambari Bozoum KÉMO OUAKA MBOMOU NANA MAMBERE Kouango BASSE KOTTO OMBELLA M'POKO MAMBERE-KADEÏ REPUBLIQUE DEMOCRATIQUE DU CONGO LOBAYE Berbérati CAMEROUN SANGHA MBAÉRÉ Mongoumba Adresse : Fondation Ndeke Luka, 260 rue d'Uzès Cité Christophe Bangui CONGO Website: http://www.radiondekeluka.org/www.hirondelle.org





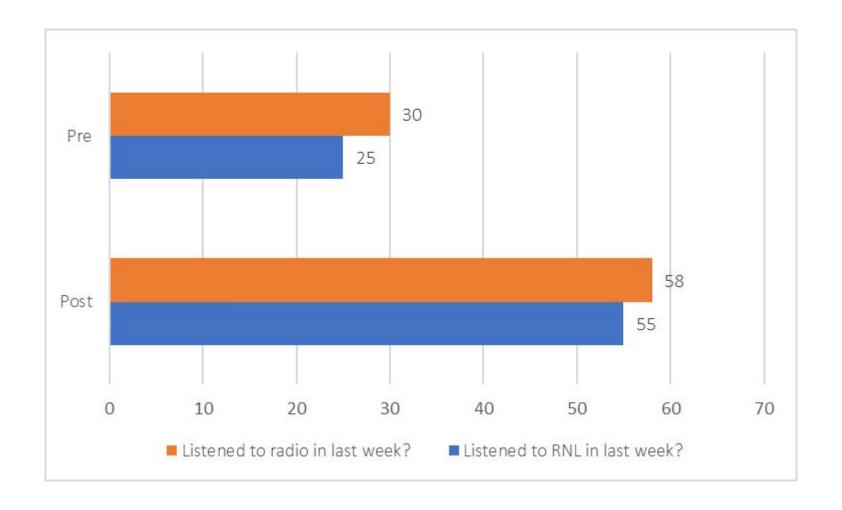
#### **EVALUATION STRATEGY**

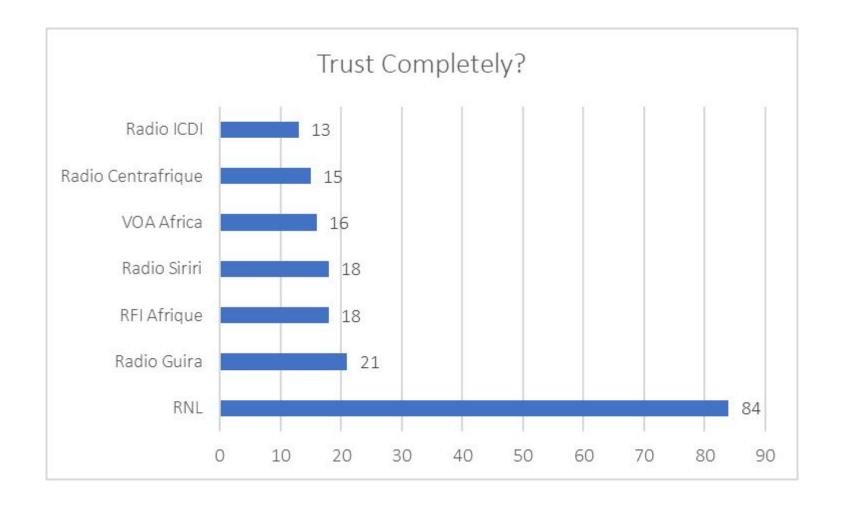
Pre-launch survey: 26
 November – 2
 December 2021
 (N=568)

Transmitter launch: Mid-December 2021

 Post-launch survey: 10-15 March 2022 (N=558)



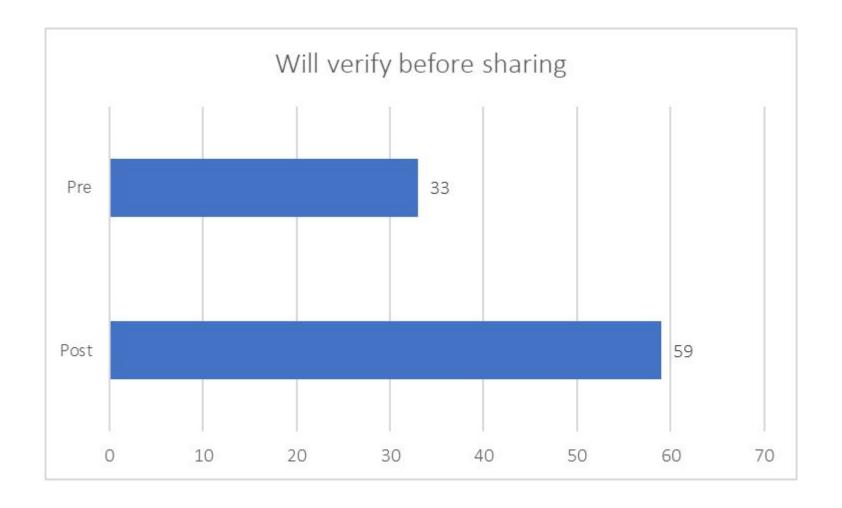




	Pre	Post	р
Frequency w/ which media abuse freedoms (0-3 scale)	1.70	1.96	<.001

	Pre	Post	р
Extent of dangers from MDM (0-3 scale)	1.29	1.62	<.001

	Pre	Post	р
Ability to identify what is true (0-4 scale)	1.11	1.36	<.01



## M&E ESSENTIAL, BUT MANAGE EXPECTATIONS!

