

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





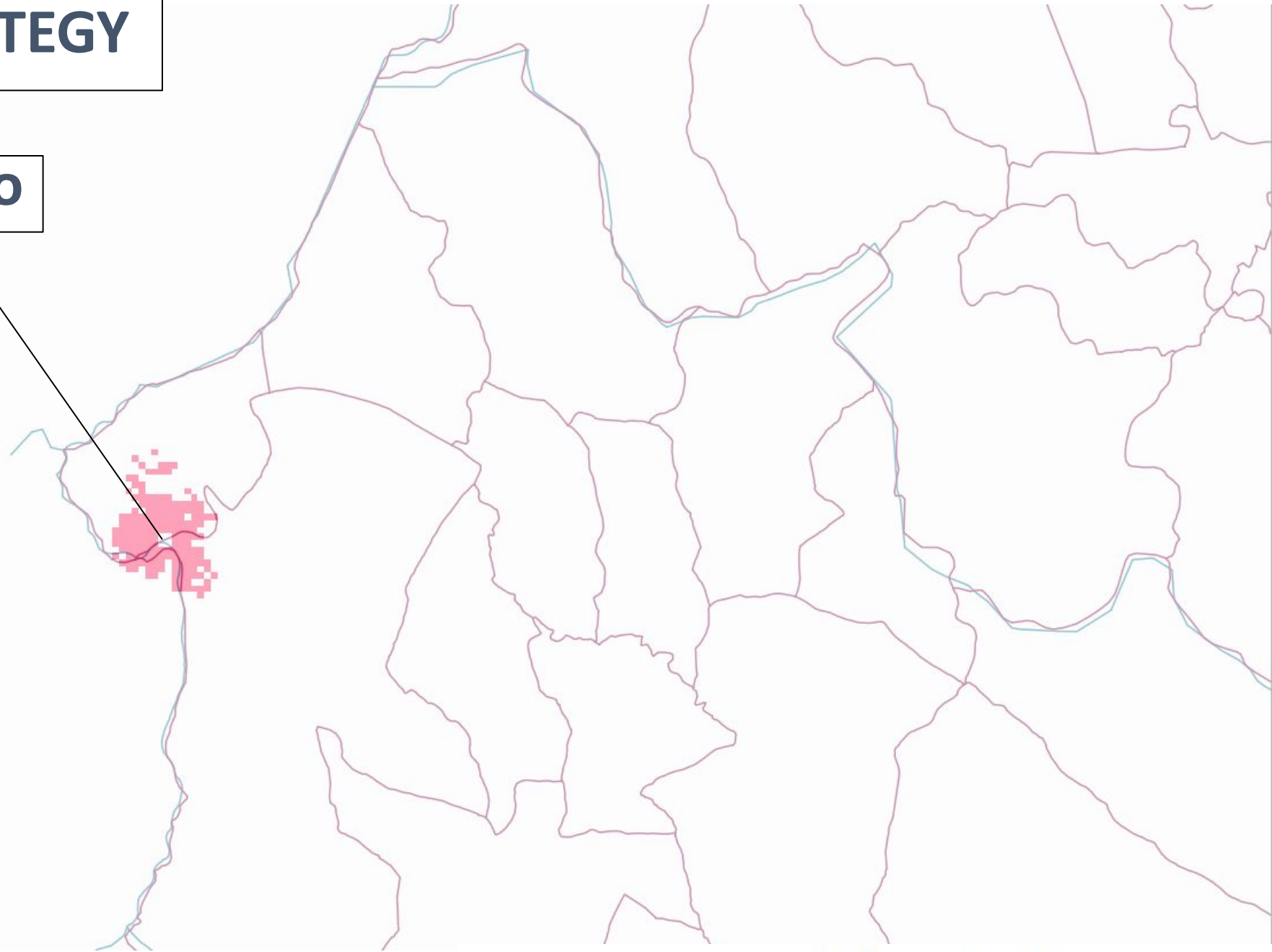
# EVALUATION STRATEGY

**Beloko**



# EVALUATION STRATEGY

**Beloko**





# EVALUATION STRATEGY

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

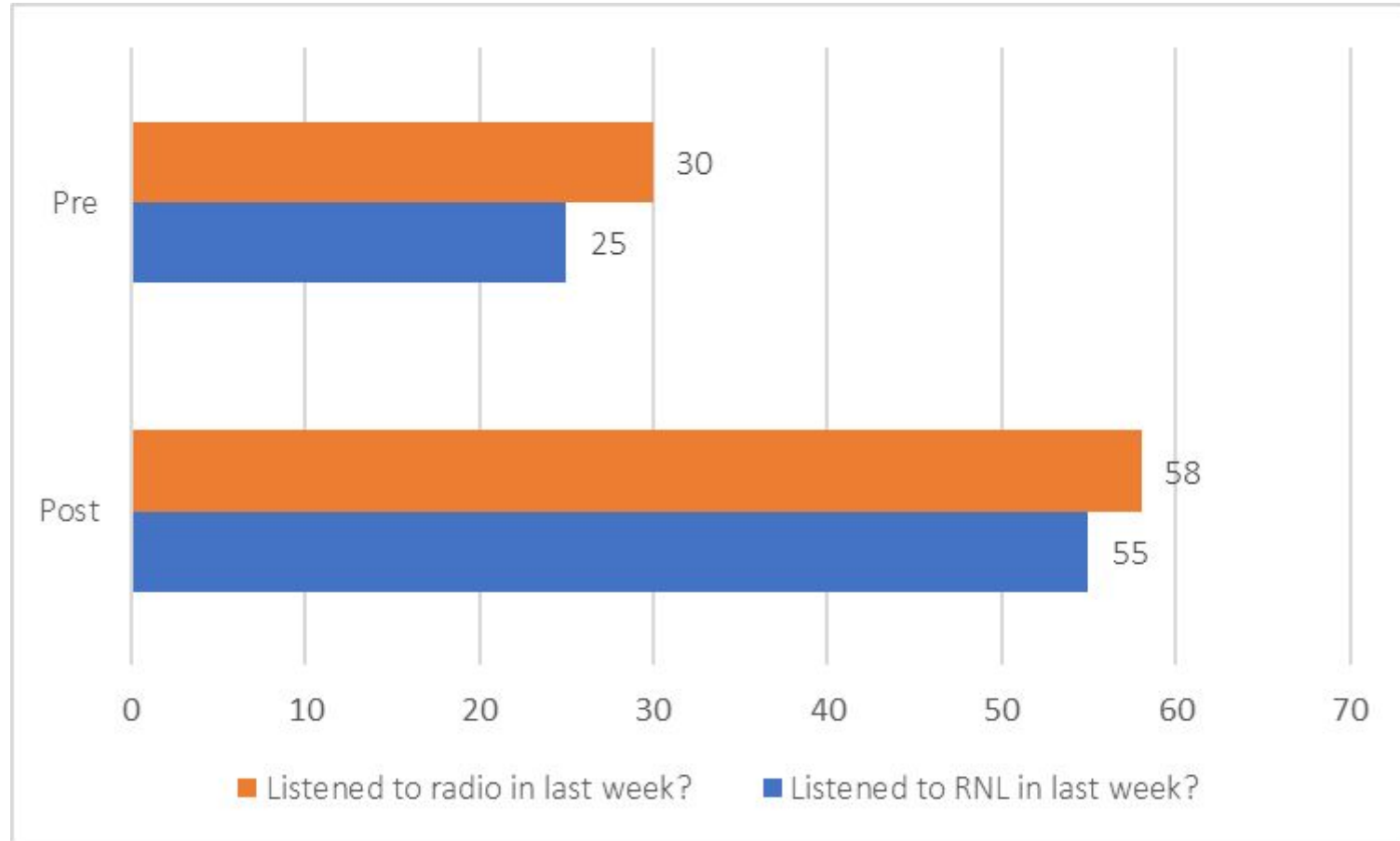
- **Transmitter launch: Mid-December 2021**

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

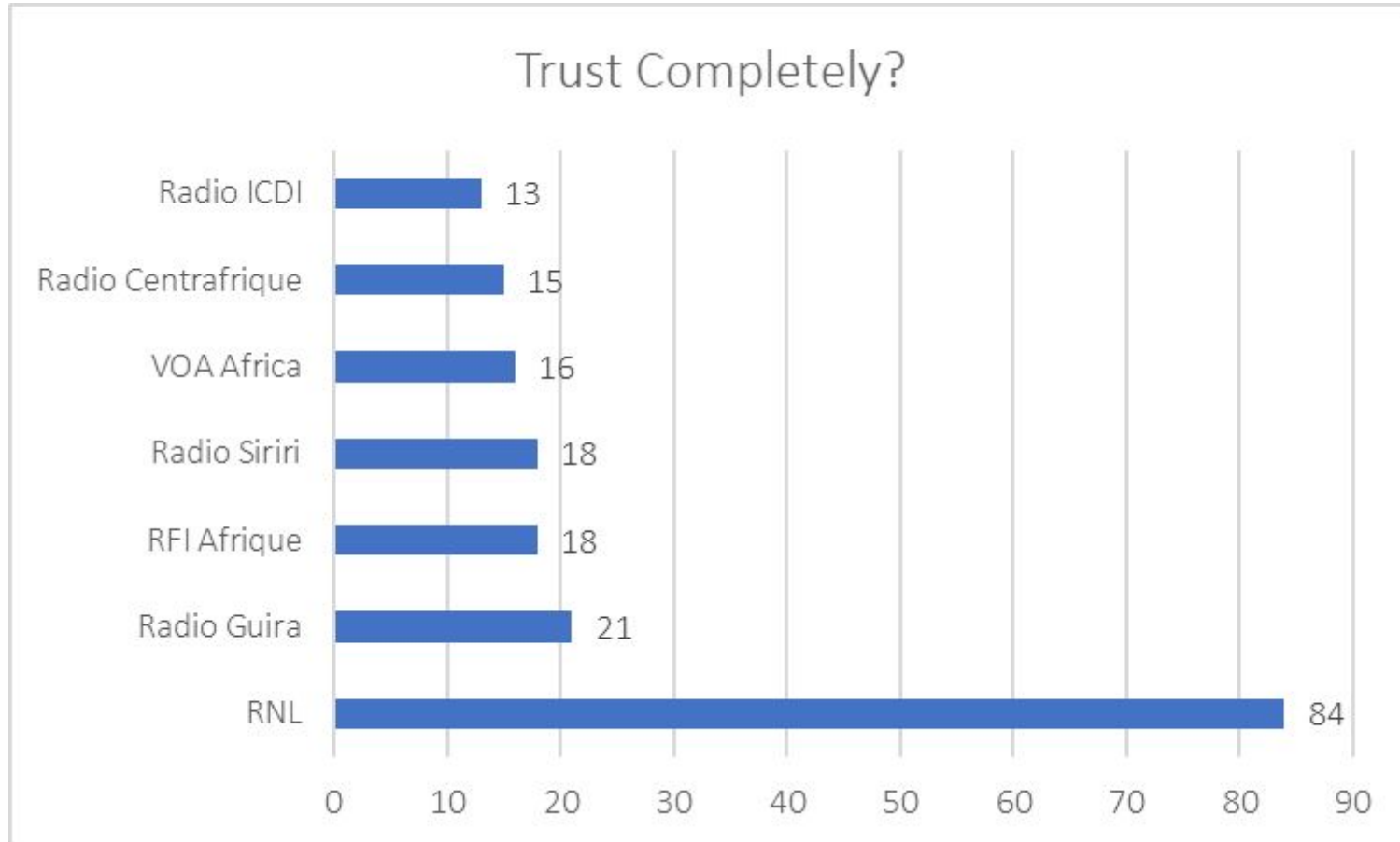




# MAIN FINDINGS



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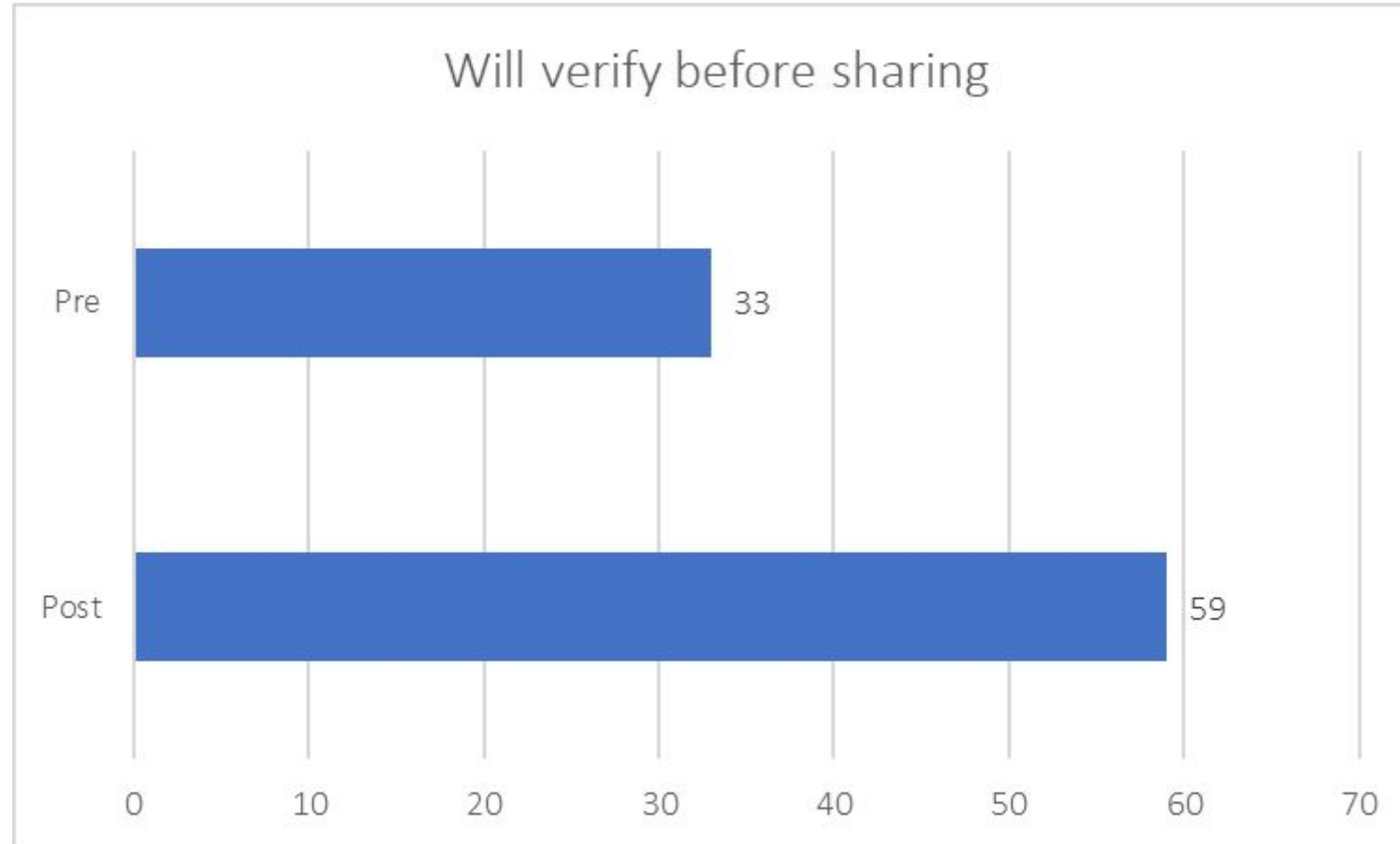
# MAIN FINDINGS

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

	Pre	Post	<i>p</i>
Extent of dangers from MDM (0-3 scale)	1.29	1.62	<.001

	Pre	Post	<i>p</i>
Ability to identify what is true (0-4 scale)	1.11	1.36	<.01

# MAIN FINDINGS





# M&E ESSENTIAL, BUT MANAGE EXPECTATIONS!

