

***BBC Media Action***

***Audience perspectives  
on governance  
programming in  
Zambia***

***Selected findings from research***

***Research and Learning***

***December 2013***

*Table of Contents*

Table of Contents .....	2
Acknowledgements .....	3
Executive Summary .....	4
Introduction.....	7
Background.....	7
Research methodology.....	10
What is The Platform’s audience profile? .....	14
What proportion of local programme listeners are regularly reached? .....	16
Is community radio a trusted source of information on political issues and current affairs? .....	19
What is the audience profile of regular listeners to local programming? .....	20
What was The Platform’s impact on improving understanding of governance issues? .....	21
Was The Platform effective in holding the government to account? .....	22
What is the role of media in accountability of government to citizens? .....	26
What is role of media in government responsiveness to citizens? .....	31
Selected anecdotes of impact .....	31
Discussion and Conclusions.....	33
Appendix A: Detailed research design.....	36
Appendix B: Definitions .....	40
Appendix C: Calculation and estimation of reach, using hard and soft estimates.....	41

BBC Media Action Zambia

Audience perspectives on governance programming in Zambia: Selected findings from research

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### *Executive Summary*

With funding from the European Delegation in Zambia and the Finnish Embassy, BBC Media Action conducted a governance project from 2010-2013 in partnership with four local radio stations and the Zambia Council for Social Development. The project objective was to increase the capacity of civil society to hold local government accountable to local communities. It did this by providing platforms, in the form of community radio station governance programmes, for ordinary people to access information on local government and service delivery issues and voice their concerns or questions to those in positions of authority. In late 2012, the UK Department for International Development provided BBC Media Action with funding to build on the success of this project by supporting three of BBC Media Action's community radio partners and the state broadcaster ZNBC to produce debate programmes in February and March 2013.

Since 2010, BBC Media Action mentors have worked alongside the programming teams of Radio Chikuni in Southern province, Radio Yatsani in Lusaka province, Radio Liseli in Western province, and Radio Maranatha in Central province to produce weekly governance programmes that provide an opportunity for audiences to have their voices heard and their questions answered by representatives of local government and service providers. The collaboration with Radio Chikuni was particularly successful and is highlighted in this report. Beginning in late 2012, BBC Media Action provided capacity building support to ZNBC to produce two episodes of *The Forum*, a 'Question Time' style debate programme, which were broadcast on TV and simulcast on radio.

BBC Media Action's Research & Learning team designed and conducted research to estimate audience reach and to assess impact of the programmes on audiences. In March 2013, researchers surveyed 665 adults aged 15 and older in Southern, Western, and Lusaka provinces. Respondents were sampled using a multi-stage cluster sampling design, based on the 2010 Zambia census. Nationally-representative data from the 2010 BBC Marketing, Communication, & Audience (MC&A) was also used to estimate audience reach.

**Reach.** An estimated 1.3 million people, or 19% of the adult population of Southern, Western, and Lusaka provinces, saw or heard at least one of the local programmes or a national programme. The audience profile of ZNBC's nationally-broadcast *The Forum* was similar to the sample population in terms of gender, residence, and age. Audience members were more highly educated than the sample population. Radio Chikuni's programme *The Platform* successfully reached a general audience in Southern province, including youth and the poor. For local programming, 0.3 million Zambians were regular listeners and had listened to at least every other episode of a programme. *The Platform* on Radio Chikuni in Southern province had a

regular listenership equivalent to 24% of the province's population. The national programme and the local programmes reached more men than women. Media Action's previous audience research found that engagement from women was partially dependent on the topics under discussion.

**Impact.** Audiences in Southern, Western, and Lusaka provinces ranked community radio in the top five most trusted sources of information on political issues and current affairs.

Most (89%) listeners to Radio Chikuni's *The Platform* felt the programme improved their understanding of social and political issues like water and sanitation, quality of education, quality of health service delivery, unemployment, and quality of agricultural support. More than 75% felt the programme helped to hold government to account, with marked differences between women's and men's opinions, and between urban and rural audiences' opinions, across four components of accountability. Between 11 and 33% more men than women agreed that the programme played a role in specific components of holding government to account. About 20% fewer people in urban areas than in rural areas felt *The Platform* helps hold government to account across these components of accountability.

Nearly 80% of listeners to local programming believed the media plays an important role in influencing political accountability. Fewer female listeners (74%) than male listeners (84%), and fewer listeners in rural areas (75%) than in urban areas (85%) agreed that the media plays an important role in holding government to account. More listeners (86%) agreed that debate programmes enable people to question government officials than did those unexposed (66%), suggesting that debate programmes were felt to play an important role in political participation.

Adults in Southern, Western, and Lusaka provinces were rather dissatisfied with the extent that national government responds to the needs of ordinary people in Zambia, although listeners to local programming were somewhat more satisfied than non-listeners. Among listeners, 42% agreed or strongly agreed that the national government responds to the needs of ordinary people, compared to 36% of non-listeners who agreed or strongly agreed.

Overall the findings support the continued use of debate programming on community radio stations to provide a platform for ordinary people to access information on local government and service delivery issues and to voice their concerns or questions to those in positions of authority, particularly those who are poor or live in rural areas. Community radio was a trusted source of information. Programmes could do even more to provide a platform for women's participation in holding government to account.

Future qualitative and quantitative research with audiences should seek to explore in greater detail audience's views on local programming with respect to

BBC Media Action Zambia

Audience perspectives on governance programming in Zambia: Selected findings  
from research

governance-related concepts of accountability and voice, and understand why non-audience members with radio access fail to listen to the programmes.

### *Introduction*

From 2010 to 2013, BBC Media Action implemented a governance project in Zambia in partnership with four community radio stations. The objective of the project was to increase the capacity of civil society to hold local government accountable to local communities. It did this by providing platforms, in the form of community radio governance programmes, for ordinary people to access information on local government and service delivery issues and voice their concerns or questions to those in positions of authority. The project produced and delivered weekly radio discussion programmes, with content focused on informing citizens on key political issues. Rural people were particular populations of interest. In late 2012, the UK Department for International Development provided BBC Media Action with funding to build on the success of this project by supporting three of BBC Media Action's community radio partners and the state broadcaster ZNBC to produce debate programmes in February and March 2013. The programmes were broadcast on UN Social Justice Day and UN International Women's Day and were focused around these two themes.

BBC Media Action's Research and Learning team conducted research to understand audience knowledge, attitudes and behaviours around key governance issues and media consumption. This report includes results from research conducted two years after BBC Media Action began working with local partner stations. The report provides some insight into the impact of one of the radio discussion programmes called *The Platform*, which aired in the Southern province of the country.

### *Background*

Zambians have very limited access to balanced and comprehensive information that enables them to advocate for their rights to basic services and basic freedoms, such as freedom of expression. Moreover they have very few opportunities to engage with their leaders and hold the government and the government's service providers to account. This is especially so in rural areas. There is a real need for the media in Zambia to provide more of these opportunities by facilitating greater dialogue and debate between ordinary Zambians and their leaders. The media in Zambia on the whole lacks the capacity to provide audience-focused, issues-based content. To a large extent, both government-controlled and private media are guilty of taking the easy route of simply reporting on events, personalities and party politics that have little relevance for ordinary Zambians who are struggling to access basic employment, health, and education services. There are many radio and TV discussion programmes but there are few if any audience-led issues-based debate and governance programmes that bring ordinary people and officials together,

apart from the programmes that BBC Media Action has been supporting its partners to develop and produce.

In 2010, BBC Media Action began a governance project in partnership with the Zambia Council for Social Development and four community radio stations in Southern, Western, Central, and Lusaka provinces (Figure 1). The project focused on building the capacity of the community radio stations to produce and broadcast local magazine and discussion programmes relevant to the development needs of the broadcast area.

In each of the community radio stations, BBC Media Action mentors worked side-by-side with the station's programming team and used a co-developed radio programme as the space for capacity building. BBC Media Action believes that this practical, hands-on approach promotes assimilation of new skills into daily practice much more than one-off training workshops. On-site mentoring enabled training to be adapted to the specific individual and organisational needs, rather than an imposed rigid set of principles that had little relevance. Mentors worked with the stations using the resources available, apart from the provision of a small amount of technical equipment, as well as fuel and transport costs to travel for production research and reporting. BBC Media Action recognises that production costs need to be kept at a level that is financially sustainable for the station once the project funding has come to an end. Moreover, it is the skills of planning, research and editorial knowledge that remains with the station so that its staff can continue the programme that has been developed.

The four local programmes produced as a result of BBC Media Action's capacity building partnerships were:

- ***The Platform*** – a weekly hour-long magazine programme on air in Southern province only on Radio Chikuni at 12.15pm on Saturdays. It is broadcast in English and Tonga and has been running since September 2011.
- ***The Podium*** – a weekly hour-long magazine programme on air in Lusaka province only on Radio Yatsani at 2.30pm on Tuesdays. It is broadcast in English, Bemba and Nyanja and has been running since October 2011.
- ***Community Connections*** – a weekly hour-long magazine programme on air in just over half of Western province on Radio Liseli at 12.15pm on Saturdays. It is broadcast in English and Lozi and has been running for over two years.
- ***The Big Conversation*** – a weekly hour-long magazine programme on air in half of Central province only on Radio Maranatha at 11.00am on Fridays. It is



broadcast in English, Bemba and Lenje and has been running since September 2011.

All four stations have continued to produce these weekly governance programmes, with the exception of Radio Liseli in Western province, due to increasing political pressure placed on the radio station by the local government to stop broadcasting *Community Connections*.<sup>1</sup>

**Figure 1: Map of Provinces in Zambia**



Source map: [www.mapsofopen.com](http://www.mapsofopen.com)

Once a month, production teams of these discussion programmes went out into their local community and recorded the programme in community halls or other out-of-studio locations, allowing members of the community to ask invited government and service provider panellists questions in relation to local issues of concern to them.

In late 2012, BBC Media Action provided capacity building support to the state broadcaster Zambia National Broadcasting Corporation (ZNBC) through a new TV debate programme called *The Forum*, which ZNBC and BBC Media Action developed together. The format chosen was a 'Question Time' style debate with one presenter, a panel of four and a studio audience of approximately 50 people. The first debate programme covered social justice issues, and was broadcast nationally to coincide with UN Social Justice Day, on 20th February 2013 at 9pm on ZNBC TV and simulcast on ZNBC Radio. The second debate programme covered women's issues, and was broadcast nationally to coincide with UN International Women's Day on 8th March 2013 at 8pm, also on ZNBC TV and simulcast on ZNBC Radio.

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<sup>1</sup> Information is correct as of November 2013, when this report was written.

### *Research methodology*

The survey data collection fieldwork was completed during March 2013. The target population was adults aged 15 and older who resided in three of Zambia's ten provinces where programmes were broadcast. (Research was conducted in Southern, Western, and Lusaka province, and was not conducted in Central province where Radio Maranatha works, because of resource constraints.) The survey had a total sample of 665 respondents. (Please see Appendix A for more detail on the research design.)

The sample was representative of the three broadcast provinces, Southern, Western and Lusaka provinces, to understand the role and impact of community partner station programmes. The sample was stratified across these three provinces and then further stratified by districts. Within these districts, a multi-stage cluster sample (stage 1 ward, stage 2 enumeration areas) was employed. At both levels selection of clusters was random and self-weighting. The sampling frame was constructed from the 2010 Zambian census.

To estimate audience reach, we extrapolated the findings beyond the three regions in which the BBC Media Action survey was conducted. To do this, data from the 2010 BBC Marketing, Communication, and Audience (MC&A) survey was used. The MC&A survey was nationally representative and was conducted across all regions with the 15 plus population. (Please see Appendices B and C for more detail on reach calculations.)

*What was reach of The Forum and the community radio programmes?*

The total reach of *The Forum*, *The Platform*, *The Podium* and *Community Connections* was 1.3 million people, which is equivalent to 19% of adults in the three regions (Table 1).<sup>2</sup> Regular reach – the number of listeners within our target audience who report listening to at least every other episode of a broadcast programme – is 0.3 million for local radio programming only.

**Table 1: Reach estimates for The Forum and community radio programmes**

<b>TOTAL REACH THE FORUM (nationally broadcast on TV &amp; Radio)</b>			<i>(16.2%)**</i>		<b>1.10 million</b>
<b>The Platform (Southern province)</b>					
Hard estimate <sup>3</sup>	0.84 million*	33.3%	-	-	0.28 million
<b>The Podium (Lusaka province)<sup>4</sup></b>					
Hard estimate	1.31 million	7.6%	-	-	0.10 million
<b>Community Connections (Western province)<sup>5</sup></b>					
Hard estimate	0.48 million	9.4%	-	-	0.05 million
<b>Total Reach<sup>6</sup></b>					
Hard estimate	2.62 million	25.3%	-	-	0.66 million

<sup>2</sup> Please see Appendices A and B for more detail about calculation and estimation of reach, using hard and soft estimates. Total reach was determined by calculating the percentage of people in the surveyed provinces who have watched/listened to any one of the four outputs, with no double counting. To calculate the hard reach estimates, the adult population of each region is multiplied by the percentage of respondents to the BBC Media Action survey who reported watching or listening to *The Forum*, *The Platform*, *The Podium* and/or *Community Connections*. This produces an estimate of the number of programme viewers/listeners to each of the programmes in each of these three regions.

<sup>3</sup> The total reach figure is a composite of hard estimates and soft estimates. Hard estimates are based on BBC Media Action's survey in a province. Soft estimates are based on projections calculated by matching data from surveyed provinces (Lusaka, Southern, and Western) with that of non-surveyed provinces (Copperbelt, Central, North Western, Eastern, Northern, and Luapala) to estimate reach in the non-surveyed provinces.

<sup>4</sup> For *The Podium* reach, n=18 therefore the figures presented are only indicative.

<sup>5</sup> For *Community Connections* reach, n=20 therefore the figures presented are only indicative.

<sup>6</sup> With no double counting.

## BBC Media Action Zambia

Audience perspectives on governance programming in Zambia: Selected findings from research

Soft estimate	4.15 million	-	➔	0.63 million
<b>TOTAL REACH</b>			(19.2%)	<b>1.29 million</b>

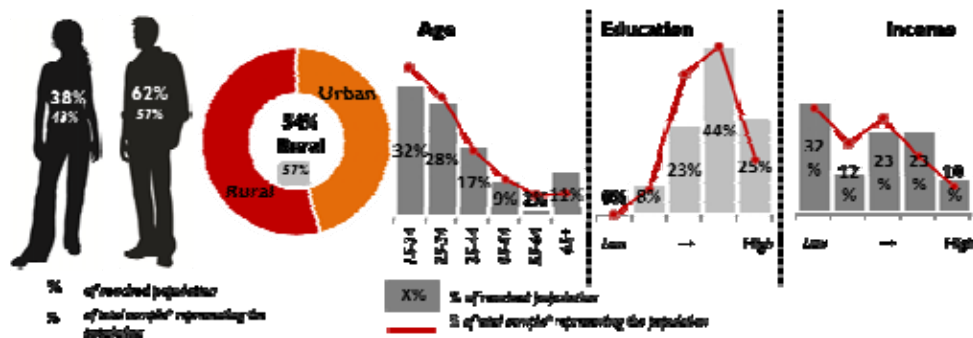
\* Adult population estimate from Zambia National Statistics Office, 2010 population census

\*\* Percentages are back-calculated from the reach in millions which is the sum of the hard and soft reach calculations.

*What is The Forum’s audience profile?*

The audience profile of viewers of *The Forum’s* TV broadcast and listeners to its radio broadcast was generally similar to the profile of the sample population of Zambian adults in terms of gender, residence, and age (Figure 2). About 38% of those who watched *The Forum* were women, and 62% were men, suggesting *The Forum’s* audience had slightly fewer women and slightly more men than the sample population profile, which represents the general population. Just over half the programme’s audience lived in rural areas, and more than half were under the age of 35. About 25% of *The Forum’s* audience reported having a college or university level of education, which was a substantially greater proportion than found in the sample population. The income profile of *The Forum’s* audience was broadly similar to that of the sample population. Nearly a third of audience members came from the lowest income category and about 10% came from the highest.

Figure 2: Audience profile of The Forum

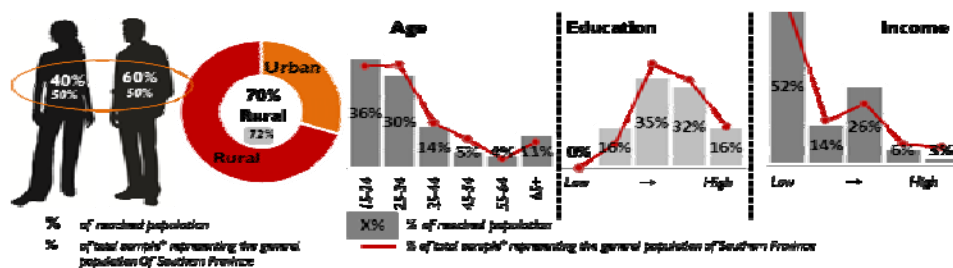


\* Samples are reflective of the population distribution of gender, age and income according to census data  
 † Stratification of demographics is based entirely on the hard statistics in the same provinces managed by BBC Photo Action: Lusaka, Southern and Northern (total population 2.4 million, and 2.07 million). Base: Sex n=578, Age n=627, Education, n=648, Income n=670.

*What is The Platform’s audience profile?*

As noted above, Radio Chikuni in Southern province broadcast a magazine and debate programme entitled *The Platform*. This local station collaboration was particularly successful, and is therefore highlighted in this report. While it may be expected a debate programme would attract older, highly educated or affluent listeners, in the last 12 months *The Platform* successfully reached an audience closely representing the sample population in Southern province (Figure 3). Two thirds (66%) of the sample in Southern province were aged under 35 and 66% of listeners are within this age range. Almost half (49%) of the sample had a low to middle level of education as did 52% of the programme’s listeners. Over half of the sample (52%) in the province was in the lowest income category as were 52% of programme listeners. Southern province is mainly rural with 72% of residents based in rural locations. The proportion reached by *The Platform* follows this pattern with 70% of listeners from rural areas.

Figure 1: Audience profile of Radio Chikuni’s *The Platform* (reached in the last 12 months)



\* Samples are reflective of the population distribution of gender, age and location according to census data

Reach estimates from the BBC Media Action survey. Base: Sex n=72, Area n=72, Age n=73, Education n= 62, Income n=73.

*The Platform* reached a smaller proportion of female listeners (40%) compared to the sample (50%). Results from comparable surveys in five other countries<sup>7</sup> have found that percentage of female listeners of BBC Media Action debate programmes reached range from 32% to 54%. Previous audience research conducted in Zambia by BBC Media Action in 2012<sup>8</sup> showed that engagement from women was partially dependent on the topics under discussion.

<sup>7</sup> Bangladesh, Kenya, Nepal, Nigeria and Pakistan

<sup>8</sup> Media for Advocacy and Empowerment (MAKE) capacity building project in Zambia: Project summary report, July 2013

BBC Media Action Zambia

Audience perspectives on governance programming in Zambia: Selected findings  
from research

*What proportion of local programme listeners are regularly reached?*

BBC Media Action defines ‘regularly reached’ as those people who listen to at least every other episode of a broadcast programme. This section of the report compares the size of the estimated adult population who are regularly reached by local programming to the size of the adult population in Southern, Western, and Lusaka provinces. The regularly reached audience of the three local programmes was 0.31 million. This is equivalent to 12% of the adult population in the Southern, Western, and Lusaka provinces (Table 2).

**Table 2 Breakdown of overall regular reach calculation for Zambia**

A. Adult population estimate in covered provinces*	B. % regularly reached by programmes	C. Regular Reach (millions)
2.62 million	12.0%	0.31 million

\* Zambia National Statistics Office, 2010 population census

Radio Chikuni’s *The Platform* regularly reached audience was 0.2 million, which equates to 24% of adults in Southern province. In Western province, 0.09 million (6%) of the adult population were regular listeners of Radio Liseli’s *Community Connections*, as were 0.03 million (7%) in Lusaka province listening to Radio Yatsani’s *The Podium* (please see Figure 4) *Figure* .

**Figure 2: Number of regular listeners of BBC Media Action and partner stations’ programming as a percentage of adult population**

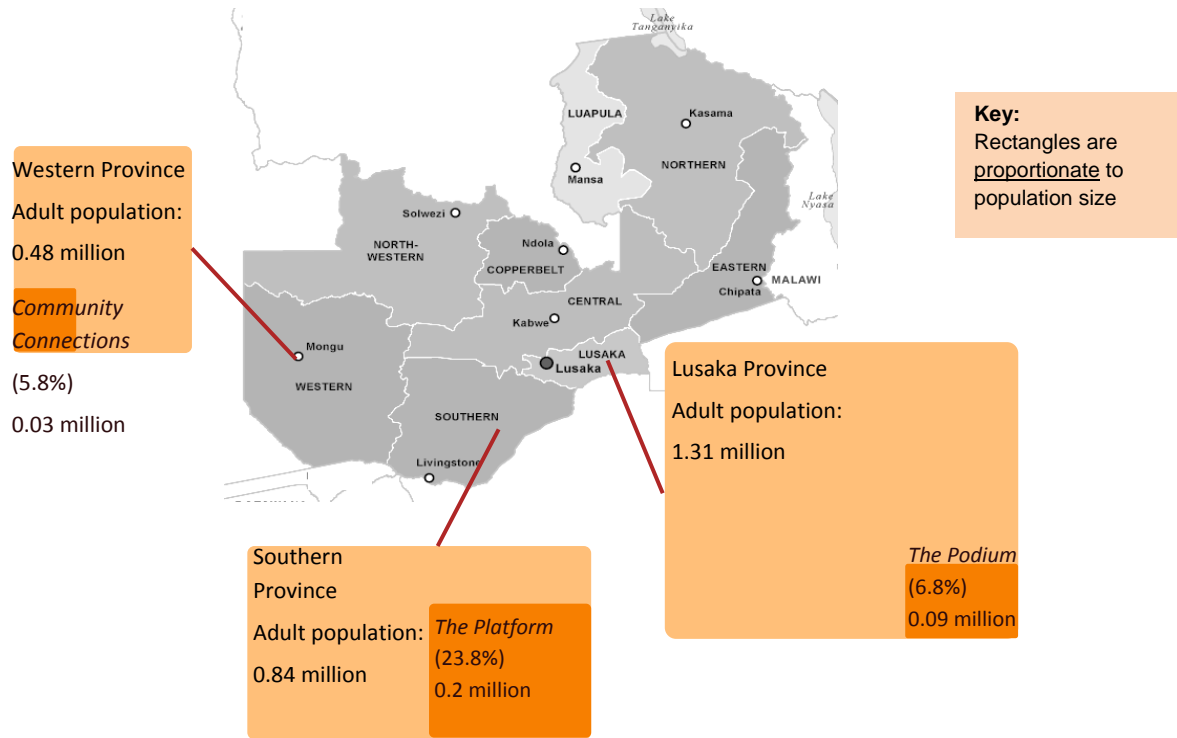


BBC Media Action Zambia

Audience perspectives on governance programming in Zambia: Selected findings  
from research

Audience perspectives on governance programming in Zambia: Selected findings from research

**Figure 2: Number of regular listeners of BBC Media Action and partner stations' programming as a percentage of adult population**

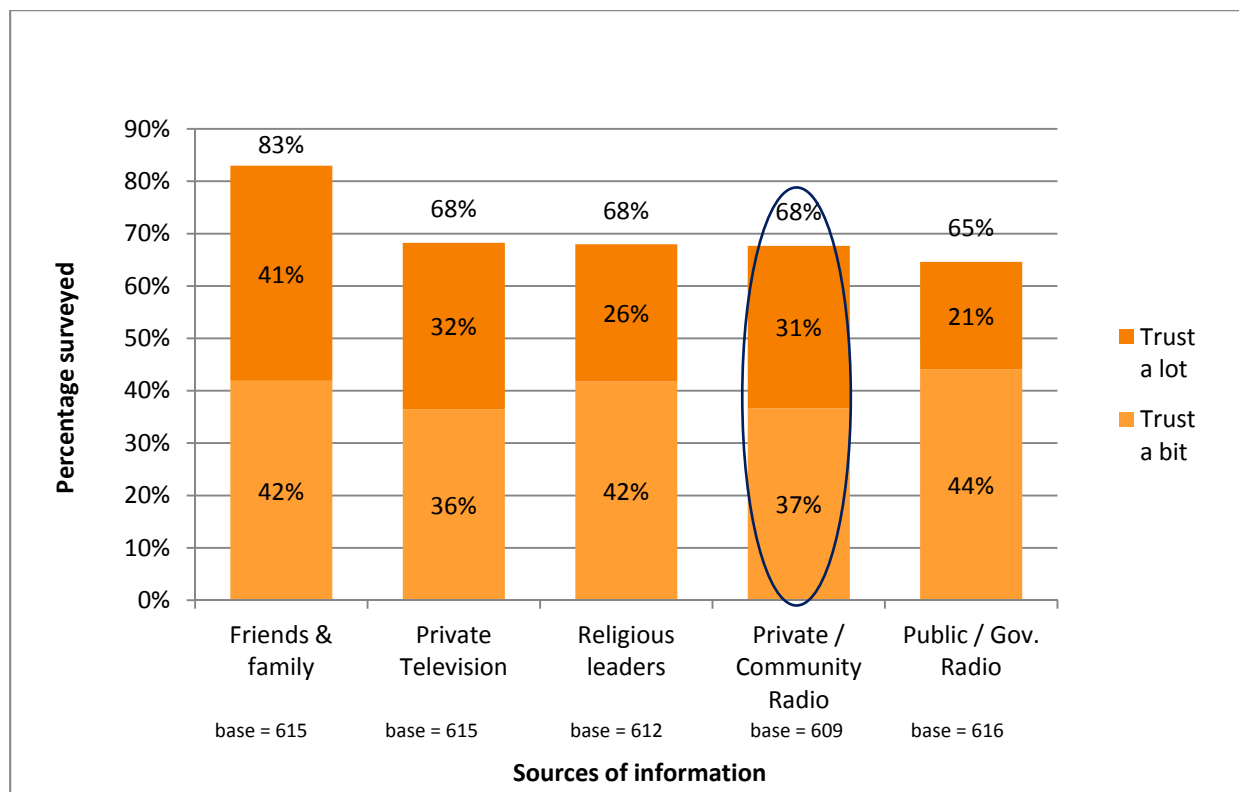


Regular reach estimates calculated from BBC Media Action survey data. Regular reached based on n=76 for *The Platform*. Regular reached base n=16 for *The Podium* and n=13 for *Community Connections* therefore figures are indicative. Source map: [www.mapsopensource.com](http://www.mapsopensource.com)

*Is community radio a trusted source of information on political issues and current affairs?*

Audiences in Southern, Western, and Lusaka provinces ranked community radio in the top five most trusted sources of information on political issues and current affairs (Figure 6). This indicates community radio is an effective vehicle for reaching the population on governance issues.

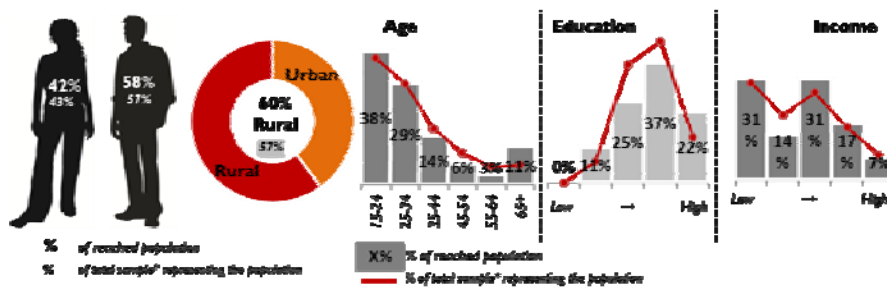
*Figure 6: Top five most trusted sources of information on political issues and current affairs*



*What is the audience profile of regular listeners to local programming?*

The audience profile of local programming was quite similar to the sample profile of adults in Southern, Western, and Lusaka provinces in terms of gender, place of residence, age, and broadly similar to the general profile of adults with respect to education and income (Figure 7). The percentage of female listeners who were regularly reached by local programmes was similar to the proportion of female listeners from the sample (42% and 43% respectively). Results from comparable surveys in four other countries<sup>9</sup> have found that the percentage of female listeners of BBC Media Action debate programmes regularly reached range from 27% to 44%. Similar to the adult population of Zambia, about 60% of the listeners to local programming live in urban areas, and over half (67%) are young, between 15 and 34 years of age. About 11% of listeners to the local programmes are aged 65 or older, which is greater than the proportion of 65+ in the general population. In general, the local programming audience is similar to the general population in terms of education and income levels. The local programming audience had slightly fewer people who attended secondary school, but more people who had attended college or university, than did the general population. Slightly fewer listeners are of the mid-low income group than in the general population.

*Figure 7: Audience profile of regularly reached listeners of local programming\**



\* Samples are reflective of the population distribution of gender, age and location according to census data

Estimates from the BBC Media Action survey. Base: Sex n=170, Area n= 170, Age n=170, Education n= 168, Income n=168.

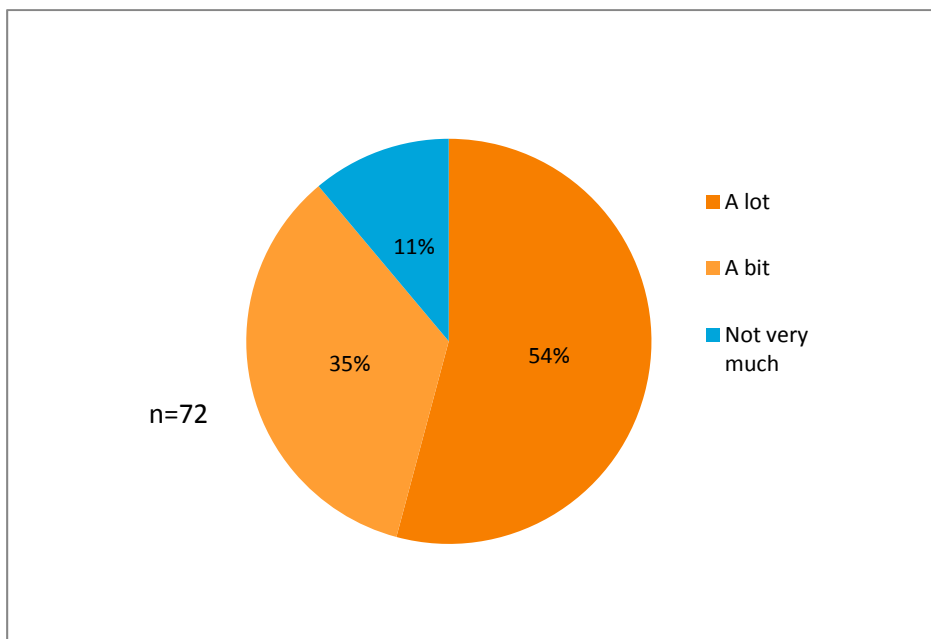
\* Regular reach is only for local radio programming; *The Platform* in Southern Province, *The Podium* in Lusaka Province and *Community Connections* in Western Province. The *Forum*, the national programme, only aired two broadcasts on radio and TV.

<sup>9</sup> Bangladesh, Kenya, Nepal and Nigeria

*What was The Platform’s impact on improving understanding of governance issues?*

The results indicate that *The Platform* improved understanding of social and political issues among the majority (89%) of listeners (Figure 8). One-third (35%) of listeners reported their understanding improving ‘a bit’ and more than half (54%) ‘a lot’ across five major governance issues: water and sanitation, quality of education, quality of health service delivery, unemployment and quality of agricultural support.

**Figure 8: Improved understanding of social and political issues among The Platform’s audience**



*Was The Platform effective in holding the government to account?*

The majority (76-89%) of *The Platform* listeners on Radio Chikuni in Southern province agreed the programme helped hold government to account in terms of participation, accountability and government responsiveness (Figure 9). Specifically, nine-in-ten (89%) of the audience agreed the programme provided an opportunity to question government officials about their decisions and actions, and eight-in-ten (83%) respondents agreed that the programme highlighted government information that was untrue or insufficient. In addition, 79% of listeners agreed the programme exposed wrongdoing or failures of government officials and three-quarters (76%) agreed the programme made officials respond to the needs of ordinary citizens.

**Accountability** refers to the process of holding actors responsible for their actions. More specifically, it is the idea that individuals, agencies and organisations (public, private and civil society) are held

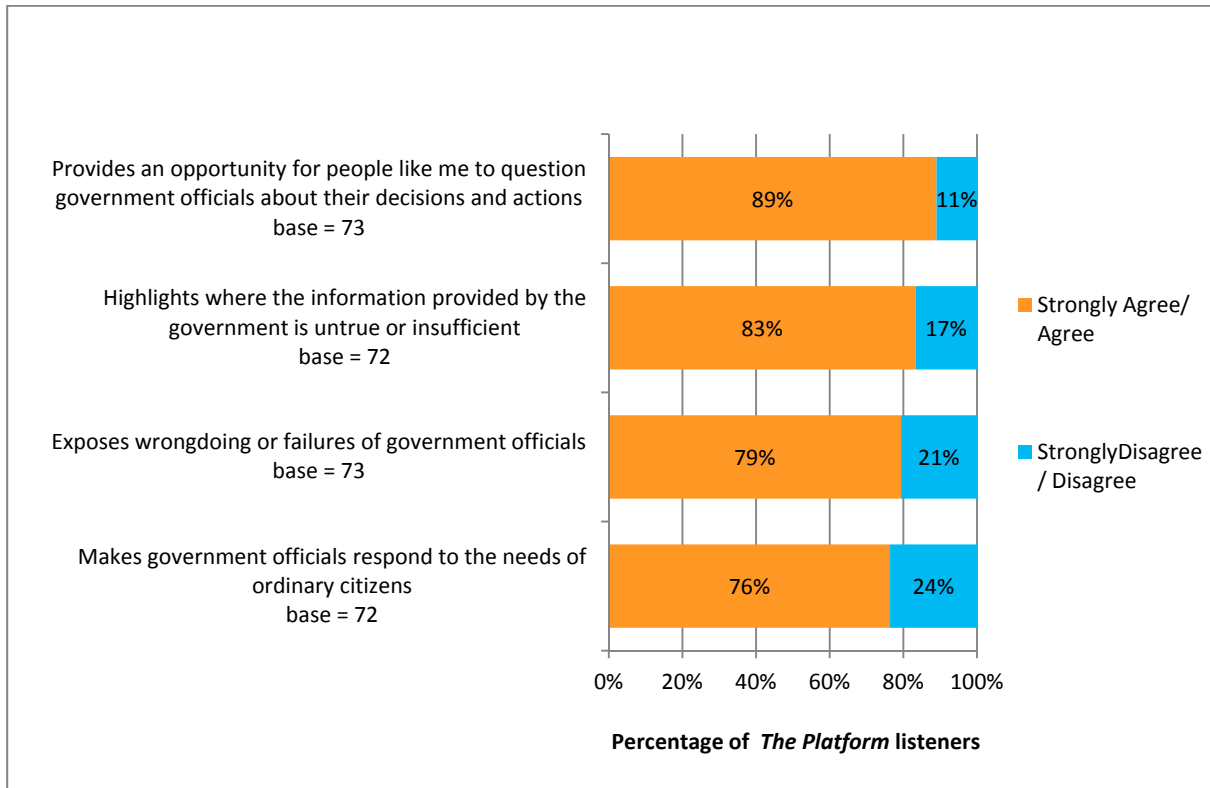
These findings are consistent with audience research conducted for the EU/Finnish Embassy funded MAKE project in 2012<sup>10</sup>, in which some respondents felt their concerns were not taken seriously by government officials, who would often evade questions when on the programme.

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<sup>10</sup> Media for Advocacy and Empowerment (MAKE) capacity building project in Zambia: Project summary report, July 2013

Audience perspectives on governance programming in Zambia: Selected findings from research

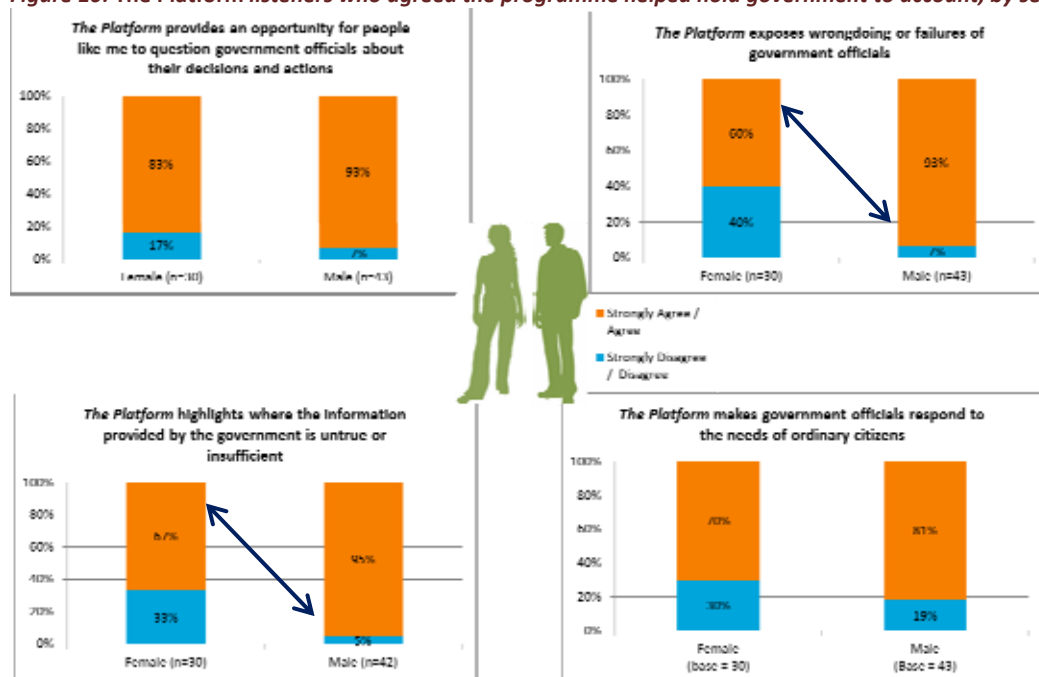
Figure 9: The Platform listeners who agreed the programme helped hold the government to account



Audience perspectives on governance programming in Zambia: Selected findings from research

While *The Platform* was broadly successful holding government to account, there were wide variations between women’s and men’s opinions on the impact of the programme (Figure 10). In terms of accountability fewer women than men agreed the programme exposed wrongdoing or failures of government officials (60% of women compared with 93% of men). Similarly, the statement about the programme highlighting information provided by the government is untrue or insufficient was only agreed by two-thirds (67%) of women, compared with over nine-in-ten (95%) men. These findings suggest that while the programme is overall successful addressing government accountability, fewer women feel it achieves this successfully. This finding may reflect the lower status of women as compared to men, particularly in rural areas, and their sense of being particularly disenfranchised and disengaged.

Figure 10: The Platform listeners who agreed the programme helped hold government to account, by sex



Opinions on the impact of the programme also vary among audience members of *The Platform* depending on their place of residence in urban or rural locations (please see Table 3). In terms of participation, fewer people from urban locations agree that the programme provides an opportunity to question officials about their decisions (76% in urban areas compared to 96% of listeners from rural areas, a statistically significant difference of proportion). A larger proportion of audience



members from urban locations were dissatisfied with how the programme addressed government accountability. Almost one-third (33%) of urban respondents disagreed that the programme highlights where information provided by the government is untrue or insufficient, compared to 10% of listeners from rural environments. One-third (38%) of urban respondents disagree the programme exposes wrongdoing or failures of government officials (compared with 12% of rural residents). This suggests that fewer people from urban areas feel the programme is successful in addressing government accountability. Urban audiences may be more educated than rural audiences, and may be more exposed to more opportunities to hold government to account. They may also be more skeptical, and perhaps cynical, than rural audiences about the programme's ability to hold government to account. Urban audiences may have had greater exposure to government functions and greater contact with government officials than rural audiences did, and may have been more skeptical about broadcast media's ability to hold these entities to account than were their rural counterparts.

**Table 3: The Platform listeners who agreed the programme helped hold government to account, by area.**

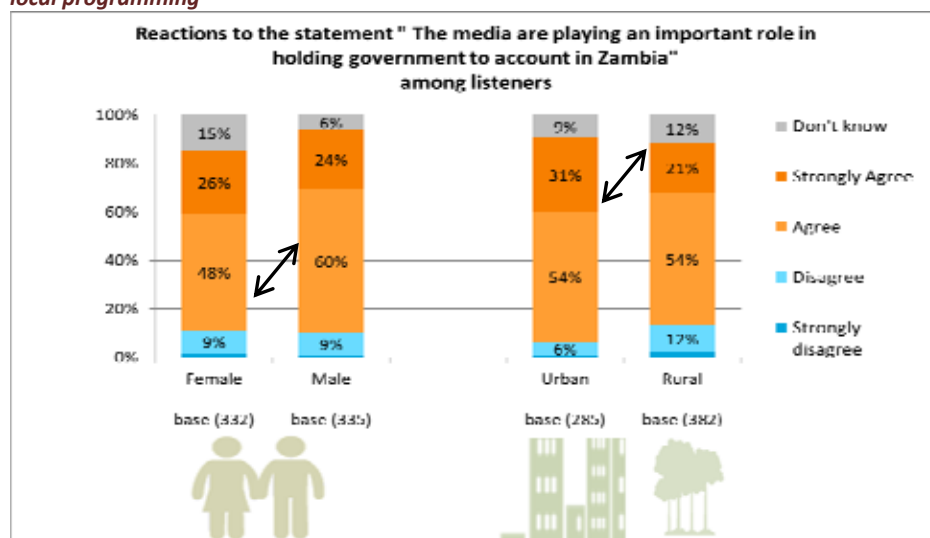
	Area	Strongly Disagree/ Disagree	Strongly Agree/ Agree
<i>The Platform</i> provides an opportunity for people like me to question government officials about their decisions and actions	Urban (base=21)	24%	76%
	Rural (base=51)	4%	96%
<i>The Platform</i> highlights where the information provided by the government is untrue or insufficient	Urban (base=21)	33%	67%
	Rural (base=51)	10%	90%
The Platform exposes wrongdoing or failures of government officials	Urban (base=21)	38%	62%
	Rural (base=51)	12%	88%
<i>The Platform</i> makes government officials respond to the needs of ordinary citizens	Urban (base=21)	38%	62%
	Rural (base=52)	17%	83%

*Differences between responses from rural and urban respondents are statistically significant for all four statements, p<0.05.*

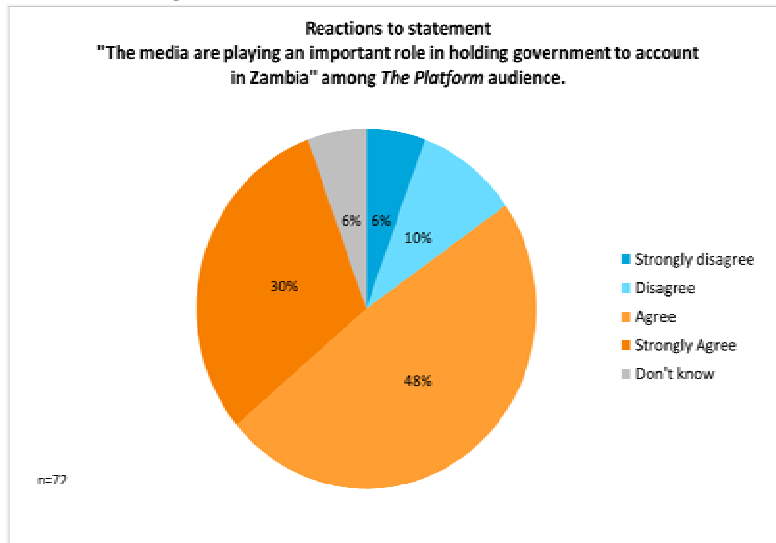
*What is the role of media in accountability of government to citizens?*

Four-in-five (79%) listeners of local programming believe the media is playing an important role in influencing political accountability. However results suggest slight variation in the strength of agreement is associated with different groups (Figure 11). Additionally, fewer people living in rural areas strongly agree with the statement than do their urban counterparts (21% compared to 31% respectively) Fewer female listeners in the three regions agree with the statement the media plays an important role in holding government (48% compared to 60% of men). Additionally fewer people living in rural areas strongly agree with the statement than their urban counterparts (21% compared to 31% respectively).

**Figure 11: Extent to which the media is playing an important role in holding government to account among listeners to local programming**



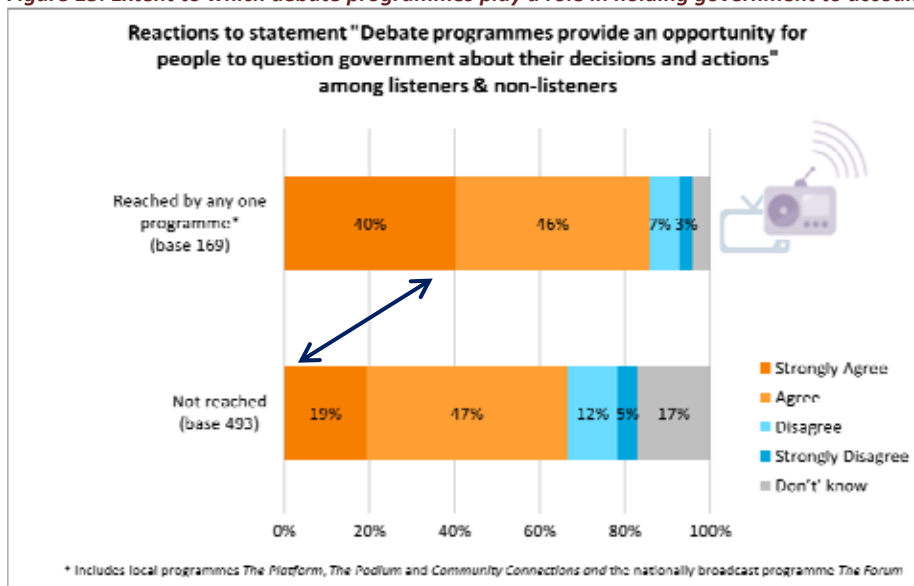
**Figure 12: Extent to which the media is playing a role in holding government to account among The Platform's audience**



Most listeners of *The Platform* are of the opinion that the media is playing an important role in influencing political accountability. Approximately three-in-four of *The Platform's* audience (78%) agree or strongly agree that the media is playing an important role in holding government to account in Zambia (Figure 12).

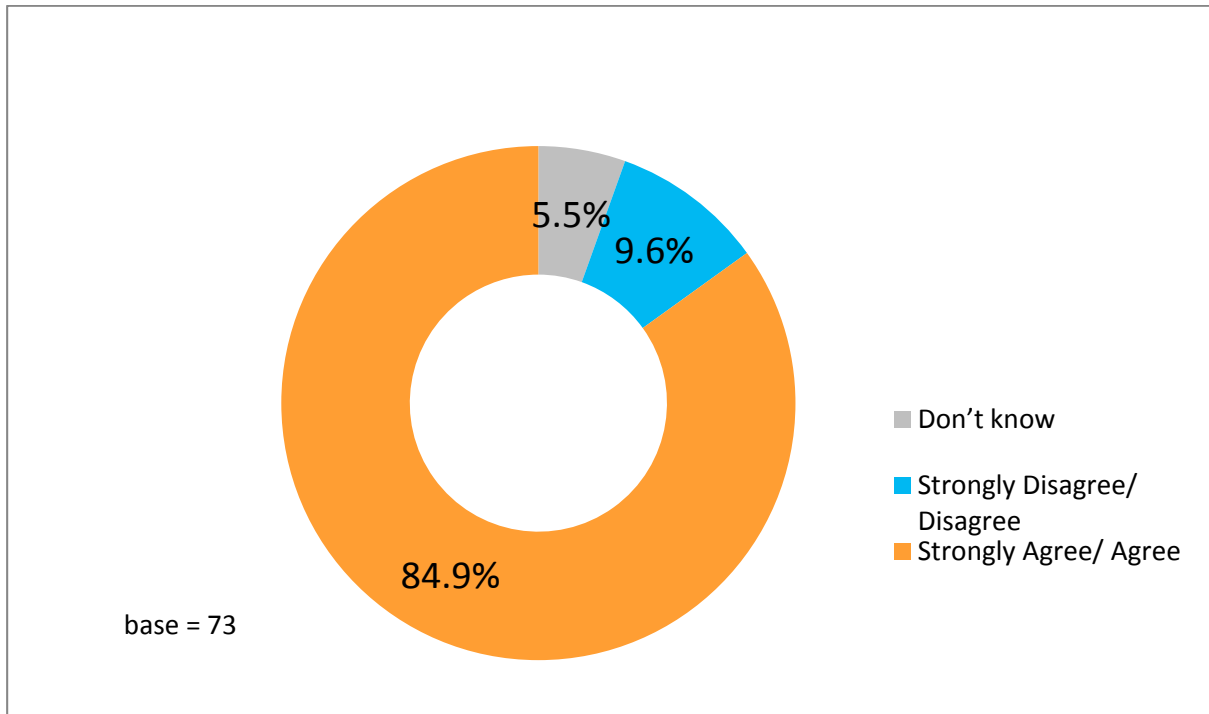
Looking at the impact of BBC Media Action and partner station programming, the findings indicate that those exposed to the programming feel that debate programmes provide an opportunity for people to question their government. Almost nine-in-ten (86%) of those exposed to debate programmes agree they enable people to question government officials, compared with 66% of those unexposed (Figure 13). This suggests that the debate programmes play an important role in political participation.

**Figure 13: Extent to which debate programmes play a role in holding government to account**



The programmes are both a means and platform for citizens to question government officials. Most listeners to *The Platform* (85%) agreed that debate programme formats provide an opportunity for people to question government about their decisions and actions, and only 10% disagreed that debate programmes serve this function (please see Figure 14).

**Figure 14: Reactions to statement “Debate programmes provide an opportunity for people to question government about their decisions and actions” among The Platform audience**

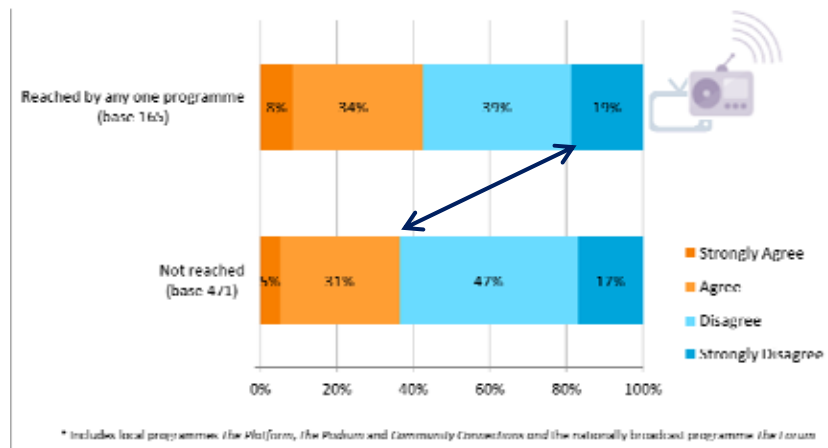


### *Responsiveness of government to its citizens*

The findings indicate that adults living in the three regions are largely dissatisfied with the extent that national government responds to the needs of ordinary people in Zambia. When comparing the perceptions of those exposed to local programming with those who do not, it appears that listeners are slightly more positive towards government with 42% agreeing national government is responsive compared to 36% of non-listeners. Similarly 53% of *The Platform* audience agree the national government responds to people’s needs (Figure 15).

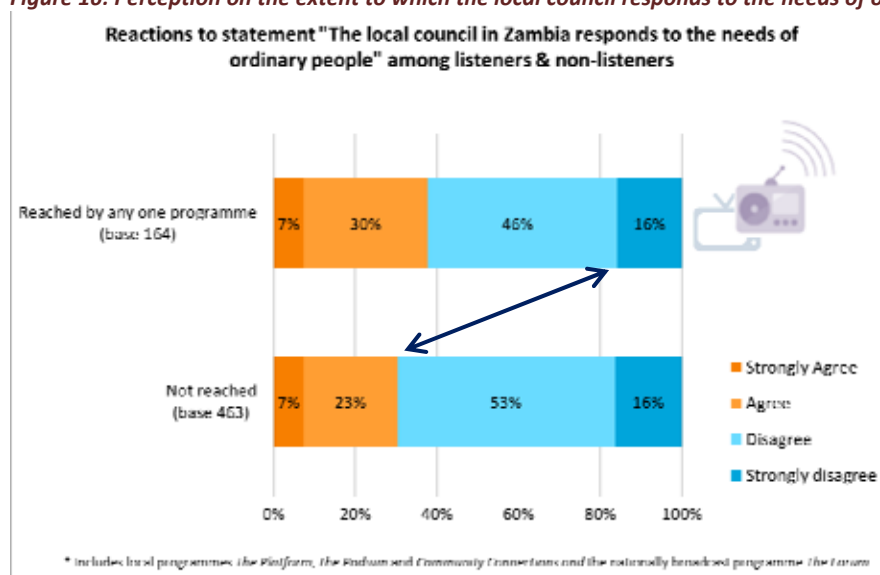
**Figure 15: Perception on the extent to which the national government responds to the needs of ordinary people among listeners and non-listeners**

Audience perspectives on governance programming in Zambia: Selected findings from research



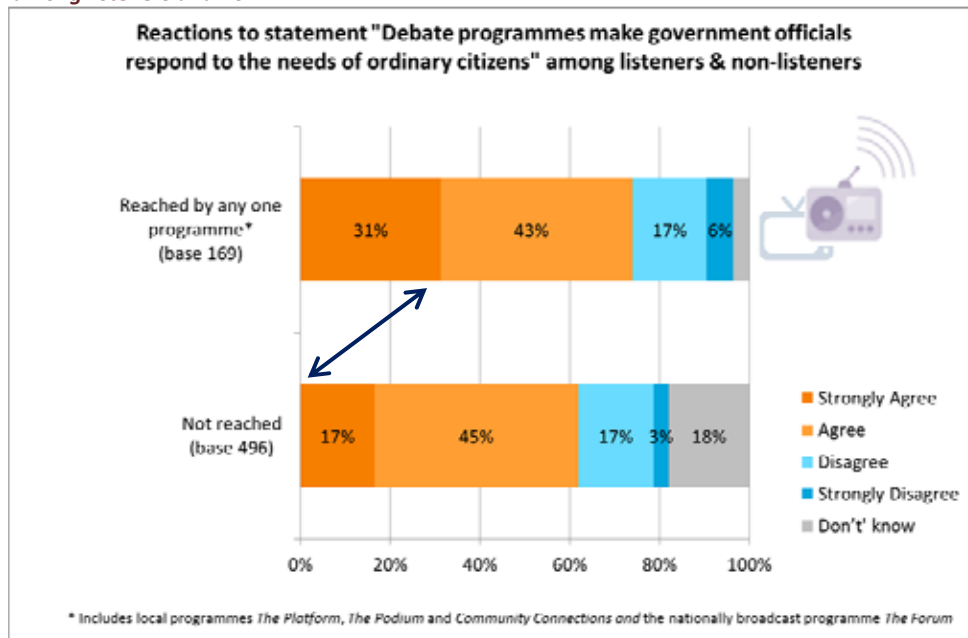
The level of dissatisfaction with the local council amongst adults from the three regions in Zambia is even higher than with national government). Again it appears that those exposed to local programming are more positive towards government as 37% of listeners agree that local governments respond to the needs of ordinary people compared to 30% of non-listeners (Figures 16 and 17).

Figure 16: Perception on the extent to which the local council responds to the needs of ordinary people



*What is role of media in government responsiveness to citizens?*

**Figure 17: Reactions to statement “debate programmes make government official respond to the needs of ordinary citizens,” among listeners and non-**



*listeners*

The results indicate that those exposed to programmes felt that media debate programmes were an effective mechanism to encourage government responsiveness to the needs of ordinary citizens. Three-quarters (74%) of respondents exposed to debate programmes agreed debate programmes make the government respond to the needs of ordinary people, compared to 62% of those unexposed.

*Selected anecdotes of impact*

Some anecdotes from the local partner stations Radio Maranatha, Radio Liseli and Radio Chikungwe give context to the findings from quantitative research with audiences that are reported above.

In Central Province, *The Big Conversation* on Radio Maranatha generated positive responses on a number of issues covered in 2012. For example, in a programme titled ‘Kabwe’s preparedness in averting floods’ the programme producers featured Kabwe municipal council’s chairperson for public works, councillor Richard Mbango, among others. A caller complained that the council had not completed the dredging of the canal in their area. Mr. Mbango promised that the remaining stretch of 3 km which needed to be dredged would be worked on soon and promised that he would look into the matter. A week later the councillor called the programme producer

indicating that the last stretch was being worked on. The production team checked this and confirmed what the councillor had said.

The week after a BBC trainer worked with Radio Maranatha production staff on live reporting, the producers aired a programme on the sanitation situation in Kabwe. Two of the station's producers gave a live report on an illegal dumpsite in town. Immediately after the programme, the Kabwe Municipal Council Town Clerk summoned the Kabwe Municipal Council Public Relations Manager and the Health Inspector (who had featured on the programme) to have an on-the-spot check of the illegal dump site. After this tour, the town clerk engaged other stakeholders who had machinery and cleared the dump site. This was followed by a warning to all residents that anyone found dumping litter at this site would be prosecuted.

*The Big Conversation* aired a programme on the closure of Neem Tree Basic School because of a lack of sanitation facilities. During this programme, the Minister of Education, Dr John Phiri, gave an exclusive interview and then pledged a cash injection of 20 million Kwacha to rehabilitate one of the three collapsed ablution blocks. The school was reopened in three weeks' time as promised by the Minister.

In Monze, Southern province, the government built a bridge across one of Monze's main rivers after Radio Chikuni broadcast four episodes of *The Platform* on the absence of this bridge and how it was affecting the lives of those in the area.

Also in Monze, a widow whose land was taken from her by her in-law was able to keep the land after she heard an episode of *The Platform* on land rights and sought support from the government.

In January 2013, BBC Media Action supported partner Radio Liseli to produce a debate programme in the poverty-stricken Mawawa community of Mongu district in Western Province, focused on the state of education in the area. In February, BBC Media Action's mentor visited the town of Mawawa to find out if anything had been done to address the issues raised in the debate. Two of the major issues raised – water and electricity for the local school – had received attention. The government sunk a borehole at the only community school in the area. Plans were underway to fix the pump to start supplying water around. All the required materials including the pump were already in the school. One of the local 'indunas' (chief) informed the BBC Media Action mentor that the school had been visited by a large delegation from the Rural Electrification Authority, Japanese Consultants and Zambia Electricity



Supply Corporation staff. The delegation confirmed that the school is one of those to be electrified as soon as the floods subside.

### *Discussion and Conclusions*

Overall the findings from this research support the continued use of debate programming on community radio stations. The programming meets the donors' programme objectives of providing a platform for local populations to access information on local government and service delivery issues, and to voice their concerns or questions to those in positions of authority. Audiences appreciate BBC Media Action and partners' local governance programming and a substantial proportion of the population have been exposed to one or more programmes.

This research found that BBC Media Action local debate programming in Zambia was, in general, reaching a general audience of adults aged 15 and over as intended, in terms of gender, residence, and age. *The Platform* on Radio Chikuni in Southern province had a regular listenership equivalent to 24% of the province's population. The programme successfully reached the poor and less educated residents of Southern province. Rural listeners to *The Platform* were particularly supportive of its role in holding government to account. This finding may reflect rural listeners' greater appetite for direct contact with their government officials, with whom they might otherwise have little contact, and for programming related to local governance issues, which otherwise are not covered.

BBC Media Action's magazine programming is unique within Zambia's media landscape. A strength of the project design is that it is partner-driven. The weekly programmes are the stations' programmes, not BBC Media Action's. Each programme's tone, voice, and topics are localised. The programmes resonate with the audiences. However, in general, community stations do not have the capacity to produce magazine format programming. Support to create this type of programming was a unique contribution of BBC Media Action's collaboration with the community stations.

The audience research found that most audience members trust the media as a source of political information, and believe the media plays an important role in influencing political accountability. Anecdotes from community station staff of political leaders following up on issues discussed on radio programmes reinforce this finding from the research with audiences.

This research found that women have less involvement with programming than do men. This finding may be attributable to women's lesser access to radio and lesser control of radio programme selection as compared to men.<sup>11</sup> Programmes should consider ways to get more topics of interest to women into the programmes. Most programme ideas come from listening groups. Holding women-only listening groups could elicit more content ideas that would have greater appeal to women. More coverage of topics that are specifically of interest to women may attract participation of more women listeners and improve women's sense that the programme is playing a role in holding government to account.

Future qualitative and quantitative research with audiences should seek to explore in greater detail audience's views on local programming with respect to governance-related concepts of accountability and voice, and understand why non-audience members with radio access fail to listen to the programmes. Further analysis of this survey data using multivariate statistical techniques could help better distinguish how much the programme impacts its audiences and segments of the audience. Analysis of qualitative data from related governance programme research in Zambia, such as the EU-funded Media for Advocacy and Empowerment (MAKE) project, could be informative for contextualising some of the findings of this research.

A limitation of this research is that it was based on self-reported data, yielding audience perceptions. Future programmes should consider research to prove how things have actually changed on the ground, beyond just audience perception of changes as we have reported here. Future research to inform programming could also use expert panels, comprised of experts in media and governance. These panels' input would give balance to the audience perspective and context that is available from audience research like that reported here. To help build the evidence base about local radio programming and debate programming's impact on particular segments of a general audience, such as young rural women, it would be helpful for future similar projects in Zambia to be resourced so as to be able to conduct thorough quantitative research with larger sample sizes to more thoroughly assess the views of local programme audience listeners.

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<sup>11</sup>According to the 2007 Zambia Demographic & Health Survey (DHS), 58% of households own a radio, (71% in urban areas and 50% in rural areas) and 24% own a television (57% in urban areas and 7% in rural areas). BBC Media Action plans to analyse DHS data by gender.

BBC Media Action Zambia

Audience perspectives on governance programming in Zambia: Selected findings  
from research

### *Appendix A: Detailed research design*

BBC Media Action contracted IpsosSynovate Zambia through a competitive process to conduct a survey of audience members. IpsosSynovate Zambia conducted face-to-face household interviews using mobile device data collection devices.

#### **Desired sample**

The survey was conducted with male and female adults aged 15 and older from rural and urban areas of Western, Southern, and Lusaka provinces. The targeted sample size was 600, with 200 respondents from each province. The achieved sample size was 665.

#### **Sampling frame**

IpsosSynovateZambia developed the sampling frame, with R&L London's oversight. Zambia is divided into 10 provinces which are sub-divided into districts, which are sub-divided into wards. For census purposes each ward is divided into Census Supervisory Areas (CSA), which are then sub-divided into Standard Enumeration Areas (SEA).

Sampling for this research was done based on the Central Statistical Office (Government census management office) 2010 census data. Media Action initially purposively identified areas that the radio broadcasts reach in each of the three provinces. This was especially the case for the partner radio stations which were based in specific areas and broadcast to specific regions. The sample was stratified across these three provinces and then further stratified by districts. Within these districts a multi-stage cluster sample was employed (stage 1 ward, and then from the ward level, SEAs were selected for stage 2). At both levels the selection of clusters was random and self-weighting. A total of 20 SEAs were sampled in each of the three provinces. From each SEA, 10 individuals were to be sampled, giving a total of 600 targeted respondents.

Initially, the survey agency IpsosSynovate Zambia planned to use a fixed household sampling interval of four in each of the SEAs. Based on Media Action's advice, the agency re-worked the sampling interval by calculating it based on the number of households in each SEA as provided by Central Statistical Office (CSO). This approach seemed reasonable but it proved to be difficult to apply it in the field. A particular case was where households had shifted due to seasonal floods. In some cases there were changes due to new households coming up while others totally

closed down. This was particularly the case for rural SEAs. The approach was then changed to use household sampling.

To sample households, local leadership in the SEA were contacted and asked for their assistance with the identification of physical features as provided on the SEA Maps. This was meant to ensure that the data was being collected within the sampled SEA boundaries. The leaders were then asked to help list down the household Heads within the SEA boundaries. The sampling interval was then calculated based on the total number of households in the SEA (that is, total household number divided by ten). The individual respondent was then automatically selected by the portable data collecting device, which was hosted on a mobile phone.

Data collection supervisors were responsible for selecting landmarks for their teams. Landmarks were to be permanent structures that could be easily identified and not easily moved, such as schools, churches, or markets. Starting from these permanent landmarks, field teams used the random walk method to select households. Interviewers added the first and second numbers of the day to obtain their starting points. For example, those who started fieldwork on the 12<sup>th</sup> would obtain their first household by adding 1 and 2 to obtain 3; their first interview was done at the 3<sup>rd</sup> household from the selected landmark. If the interview was successful, the interviewer would skip a given number of households proportional to the number of households in that particular SEA. Enumerators used the left hand rule to move in an anticlockwise direction to reach their second household. If unsuccessful, the enumerator would go to the very next household until the interview was successful. For example, if there were 200 households in a particular SEA and 20 interviews required from that EA, the skipping interval was every 10<sup>th</sup> house (20/200).

### **Instrument**

BBC Media Action Research & Learning team staff in London and Lusaka designed the survey instrument to capture information relevant to governance programming, media consumption, and demographics, and coordinated survey items with the standard DfID Global Grant governance survey questions.

The survey took approximately 45 minutes to administer. The survey was translated into Tonga, Nyanja, Lozi, Kaonde, and Bemba.

### **Enumerator training**

The enumerators were selected on the basis of their ability to adequately communicate in the local languages, Tonga and Lozi. Four supervisors and 15 interviewers were trained on the nature of the project, objectives of the study, methodology, sampling techniques, interviewing skills, and research ethical standards. Enumerators were trained from 6-9 March, 2013.

### **Informed consent to participate**

Enumerators were trained to obtain informed consent from all respondents. Enumerators were required to sign and date the consent form to confirm that the respondent has given their consent. For potential respondents who were under the age of 18, enumerators were to obtain parental consent. In the case of married females aged 15, living away from the parental home, consent was to be obtained from the husband. The interviewer was to sign and date the consent form twice, to confirm that the respondent had given their consent and that their parent/guardian had given consent.

### **Questionnaire piloting**

A pilot interview was conducted on 9 March. A total of 38 questionnaires were completed for the pilot. Piloting was conducted in English, Nyanja, Bemba, Lozi, Kaonde, and Tonga. During piloting, enumerators identified some questions that respondents, particularly in rural areas, found difficult to understand. This called for revising and reviewing translations to better administer the questionnaire.

### **Data collection fieldwork**

Fieldwork began in Lusaka province and took six days. Fieldwork in Southern and Western provinces began a bit later, because the teams needed to acquire new maps that were more useful than the GPS maps initially obtained from the Central Statistical Office. For Southern and Western provinces the interviews could have been conducted in either English or a local language.

The research agency's fieldwork took approximately 14 days to complete in all regions, and Western province was the last province to complete fieldwork. Heavy rains fell in some parts of the country during fieldwork. The activities continued until 27<sup>th</sup> March 2013.

### **Challenges of fieldwork**

Some of the maps initially used to locate the sampled SEAs were difficult to relate to the features on the ground. This challenge was observed during the field-testing of

the questionnaire, and the research agency was advised to find alternative, simple to use, maps. As a result, fieldwork was delayed by about two days.

Western province has several areas that are flooded at this time of the year. This meant that some areas could only be reached using water transport, which was not readily available. Kama, Lumbo, Lealui were wards where water transport was needed to access households. In addition some households had to re-locate to higher grounds to avoid the floods. This movement is annual and normal for the people of Western province. It is also possible that this movement could have affected the total number of households available in the sampled SEAs.

Some of the sampled areas, especially in Western and Southern provinces, were very far apart, and Media Action staff in Zambia felt that the research agency seemed not to have planned adequately for such a scenario. This could have affected the flow of data collection and possibly data quality in the initial stages of data collection. With Media Action's advice, the agency made the necessary adjustments, which resulted in the delay in completing data collection especially for Western province.

The agency noted that local authorities and time-consuming procedural approvals presented a challenge to fieldwork. Respondent cooperation and acceptability were also challenging, because of a malaria outbreak and skepticism. It was farming season and respondents were busy with farming activities, some were skeptical about data collection, and some were sick.

### *Appendix B: Definitions*

These definitions below are consistent with and are reproduced from the BBC Media Action document *Principles for Calculating Audience Reach Estimates*, which was provided for DfID Annual Review 2012.

**Reach:** *Reach* refers to the number of listeners within our target audience who have listened/watched/used BBC MA programmes within the previous twelve months.

**Regularly Reached:** *Regularly reached* is defined by type of format, platform and broadcast schedule. For global grant programmes broadcast on TV and radio, regular reach is the number of listeners within our target audience who report listening to at least every other episode of a broadcast programme. For example, for a show broadcast weekly, a regularly reached listener would listen at least fortnightly. For online content and Public Service Announcements (PSAs) definition of regular reach will be tailored to the specific output.

**Sample estimate:** The *sample estimate* is the percentage of people surveyed who report exposure to any one BBC MA output.

**Extrapolating:** Extrapolating refers to the process whereby we take *sample estimates* for regions where we have collected data on programme reach (*hard reach estimates*),<sup>2</sup> and apply these estimates to similar regions where we have only got data on partner platforms to produce *soft reach estimates*.

**Projecting:** Projecting refers to the process whereby a *sample estimate* is applied to the target population of a broadcast region, to produce a reach estimate expressed in millions for that region. Both hard and soft estimates can be projected.

**Sampling Frame:** The sampling frame is the segment of the population that is covered by a survey; it dictates the proportion of the total population that *sample estimates* can be projected onto.

**Platform audience:** A platform audience is the entire audience of a particular TV or radio broadcaster, internet site, etc. Many BBC MA outputs are broadcast through partner platforms (TV or radio stations) in addition to BBC World Service.



*Appendix C: Calculation and estimation of reach, using hard and soft estimates*

*Narrative of reach calculations*

The BBC Media Action survey in 2012 was only conducted in three out of Zambia's 10 provinces: Lusaka, Western and Southern.

Therefore for local programmes, we are able to provide hard reach estimates for *The Platform*, *The Podium* and *Community Connections* which were broadcast in the regions where the survey was conducted. As data collection did not take place in Central province, no reach estimates are available for the *Big Conversation*.

In order to estimate the reach of *The Forum* beyond the three provinces surveyed, the hard reach estimates have been extrapolated to produce soft reach estimates. These soft estimates are based on 'matching' of provinces. Therefore the reach calculations have been split into three parts:

- i) Hard Estimates for Lusaka, Southern and Western provinces which are based on the BBC Media Action data from 2012.
- ii) Soft estimates for Copperbelt, Central, North Western, Eastern, Northern and Luapala.
- iii) Total reach

*i) Hard Estimates*

To calculate the hard reach, the adult population of each region (A) is multiplied by the % of respondents to the BBC Media Action survey who report watching or listening to *The Forum*, *The Platform*, *The Podium* and *Community Connections* (B). This produces an estimate of the number of programme viewers/listeners to each of the programmes in each of these three regions (E).

*ii) Soft Estimates*

To calculate the soft estimates, first we have matched the provinces based on three factors: urban/rural split, media access and exposure to ZNBC. As a result of these calculations, it has been chosen to match the following provinces:

- **Lusaka** – Copperbelt (these are the most urbanised areas, with high media access and ZNBC exposure)
- **Southern** – Central, North Western and Eastern (these are mainly rural but with large urban areas, medium levels media access and ZNBC exposure)

- **Western** – Northern and Luapala (these are the most remote and rural provinces, with low levels of media access and ZNBC exposure).

In order to extrapolate from the surveyed provinces to the others, the following method has been used:

1. Multiply the province population (A) by percentage who report watching or listening to ZNBC in the last 12 months (Source: MC&A survey) to calculate the ZNBC audience (C).
2. Multiply ZNBC audience (C) by the percentage of ZNBC viewers/listeners expected to watch/listen to *The Forum* i.e. audience conversion rate<sup>12</sup>(D) (Source: BBC Media Action survey). The audience conversion rate is taken from the surveyed province that each other province is matched with (Source: BBC Media Action survey).<sup>13</sup>
3. This produces an estimate of the number of programme listeners in each province (E).

### *iii) Total Reach*

To calculate the total reach:

1. Calculate the percentage of people in the surveyed provinces who have watched/listened to any one of the four outputs with no double counting.
2. Multiply this percentage by the adult population in the three surveyed provinces to produce the hard reach estimate.
3. Add the hard reach figure to the total soft reach estimate for *The Forum*, to produce the total reach estimate.

### Breakdown of overall reach calculation for *The Forum* in Zambia

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<sup>12</sup> The audience conversion rate is the percentage of the ZNBC audience who also watch/listen to *The Forum* in each of the surveyed provinces, calculated using BBC Media Action data. This audience conversion rate is then extrapolated to the matched provinces.

<sup>13</sup> There is an inconsistency with this calculation as the ZNBC audience calculated from the MC&A data is those who have been exposed to the platform in the last seven days, whereas the ZNBC audience in the BBC Media Action survey is those who have ever been exposed to the platform. Therefore the ZNBC audience according to the BBC Media Action survey is larger than the ZNBC audience according to the MC&A survey. Given that the soft estimates are based on the smaller MC&A ZNBC audience, the reach may be under-estimated.

## Audience perspectives on governance programming in Zambia: Selected findings from research

<i>Programme</i>	A. Adult population estimate*	B. % Hard Reach	C. Estimated ZNBC TV and radio audience	D. Audience conversion rate	E. Reach (millions)
<b>The Forum</b>					
Hard estimate	2.62 million	17.9%	-	-	0.47million
Soft estimate provinces:					
Copperbelt	1.16 million		1.10 million	18.3%	0.19 million
Central	0.69 million		0.38 million	31.1%	0.12 million
North Western	0.37 million		0.36 million	31.1%	0.11 million
Eastern	0.84 million		0.50 million	31.1%	0.16 million
Northern	0.57 million		0.35 million	8.4%	0.03 million
Luapala	0.52 million		0.22 million	8.4%	0.02 million
<b>TOTAL REACH <i>THE FORUM</i></b>				<i>(16.2%)**</i>	<b>1.10 million</b>
<b>The Platform (Southern province)</b>					
Hard estimate	0.84 million	33.3%	-	-	0.28 million
<b>The Podium (Lusaka province)<sup>14</sup></b>					
Hard estimate	1.31 million	7.6%	-	-	0.10 million
<b>Community Connections (Western province)<sup>15</sup></b>					
Hard estimate	0.48 million	9.4%	-	-	0.05 million
<b>Total Reach<sup>16</sup></b>					
Hard	2.62 million	25.3%	-	-	0.66 million

<sup>14</sup> For *The Podium* reach, n=18 therefore the figures presented are only indicative.

<sup>15</sup> For *Community Connections* reach, n=20 therefore the figures presented are only indicative.

<sup>16</sup> With no double counting.

BBC Media Action Zambia

Audience perspectives on governance programming in Zambia: Selected findings from research

estimate					
Soft estimate	4.15 million	-	→		0.63 million
<b>TOTAL REACH</b>				<i>(19.2%)</i>	<b>1.29 million</b>