CONFIDENTIAL & RESTRICTED

Post Program Assessment of **Tackling Violent Extremism in Pakistan**

Co-ordinated Media and Outreach Program

by Manhattan Leo Burnett and African Communication

Assessment Report

MISHAL مشعل
Mishal Pakistan

250-B, Street 5, Sector E-11/3
Islamabad, Pakistan
T: +9251 2228559
E: info@mishal.com.pk

Disclaimer:
The contents of this report are independent opinions of consultants based on scientific assessment of Activity Matrixes and conclusions are drawn as a scope of this project without the aim of questioning the credibility or capability of any individual or organization.

Table of Contents:

Introduction and background 3

Need Analysis & objective 4

Scope of work 6

ACTIVITY-A (Assessment) **7**

(Assessment of Radio Soap and Magazine Program)

- DDZD (Radio Soap) 8
- Quality of content & values personified 10
- Issues highlighted 11
- Technical Features 12
- Production Features 13
- Time schedule & Presentation 15
- Listenership Trends in FATA 17
- The scope of message 21
- Commentary on the plot 22
- Effectiveness and impact 24
- Audience understanding 26
- Overall impact 26
- Technical Framework Evaluation samples 28
- Assessment of Radio Magazine 38
- Format of the program 39
- Issues highlighted 39
- Technical components of the Mag 40

ACTIVITY-B (Assessment) **42**

(Assessment of outreach strategy and Social Media Tools)

- Social Media Intelligence Report 43

Research by TNS Aftab Associates 48

Table of Contents:

(Continued)

ACTIVITY-C (Assessment) **48**

(Assessment of Choice of Medium)

ACTIVITY-D (Assessment) **49**

(Assessment of role and outcome of FDGs)

ACTIVITY-E (Assessment) **50**

(Assessment of effectiveness of team members and their role)

Role of African Communications 50

Role of Manhattan Leo Burnett 51

ACTIVITY-F (Assessment) **52**

(Overall program assessment)

RECOMMENDATIONS **53**

Consultant's brief **54**

Introduction and Background:

Pertinent to the 'Framework Program in Support to Democratic Pakistan and Early Recovery of Khyber Pakhtunkhwa and FATA', the Danish Government, through the Embassy of Denmark Islamabad has undertaken a series of programs to support activities for:

1. Emasculating the radicalization and violence in the region.
2. Undermining existing and growing impact of radicalized groups
3. Bolstering education and gender equality for the local populace

Under the above initiative the Danish government intends to augment the efforts of national and international partners as well as of SCOs to accelerate the support in achievement of objectives set out in the framework by identifying and responding to the human rights and gender equality dimensions and has entered into various agreements with civil society organizations, in media development initiatives aimed at strengthening of human rights, democracy and gender in Pakistan.

One of the initiatives to augment above has been taken in partnership with Manhattan Leo Burnett Pakistan & consultants from African Communication. The project is titled "Tackling Violent Extremism in Pakistan - Co-ordinated Media and Outreach Programme". This is a yearlong project ending August 2012, carried out at Khyber Pakhtunkhwa (KPK) and the FATA through which different medium will be used to deliver the message like:

a. Mainstream Media
b. Social Media
c. Outreach Programs

The Danish Government has since 2011 entered into various agreements with civil society organization, where more than half of the agreements have been made within media development initiatives aimed at strengthening of human rights, democracy and gender in Pakistan, whereas the remaining agreements aim to provide support to statutory institutions and civil society organisations.

Although the overall program focus for the civil society component is national, there has been a strong focus on supporting the KPK/FATA region due to the existing and growing impact of radicalized groups, where education and gender equality continues to be a struggle for the local populace. The radical groups of this region, however, have a strongly destabilising effect in the rest of Pakistan. For a region with no electrical grid

and telecommunications infrastructure the population has limited access to factual information and continue to be influenced by many of the illegal radio stations set up by the radical groups. Due to safety reasons it is very complicated to do traditional door-to-door outreach campaigns in this region. Although the KPK Government has taken initiatives to counter the radical stations through rolling out more Government radio stations, the content of the radio remain limited to the political development and less on the socio-economic issues and impact of radicalization.

To address the need of a balanced flow of information and support to youth and gender empowerment, the Danish Embassy entered into agreement with a local production and broadcasting company Manhattan Leo & Burnett to develop drama based programming and interactive phone-in programmes reaching out to both young people and women. The program was co-designed in joint collaboration with two international consultants from African Communications, who served as the lead for program and content designing.

While targeting key groups as young people and women of the KP/FATA region, the project also aim to involve the youth into building the future society while simultaneously attempting to strengthen the authority of women. The project use mainstream media, social media and outreach programmes to encourage discussion among young people on how to form a stable and socially just national and international society, thus in the process mitigating the rising effects of violent extremism. Additionally, the project also exploited the central role of women in Pakistani households to become the eyes and ears watching out for signs of dangerous radicalisation within their own families. It also aims to empower women to take appropriate action to combat such radicalisation and to seek external help when unable to do so themselves.

This was a one year program ending end of August 2012. Although the feedback from the project team has been positive, the impact of the program still remains undocumented as the change in public perceptions is not easy to gauge, especially within one year of intervention.

Due to the program's sensitive theme and regional challenges, the Danish Embassy in Islamabad seek the services of Mishal Pakistan for short time services as a third party, i.e. a consultant, to assess the program outcome based on content and outreach strategy.

Need Analysis and Objective:

The program has been concluded by Manhattan Leo Burnett and African Communication and the Danish Embassy Islamabad intends to get it evaluated through

a third party independent evaluator regarding the effectiveness, efficiency, relevance and desired output.

Objectives of the subject assessment are the following:

I. To assess the key components of the program

II. To analyse the production content

III. To examine outreach impact with target audience

IV. To evaluate use of medium

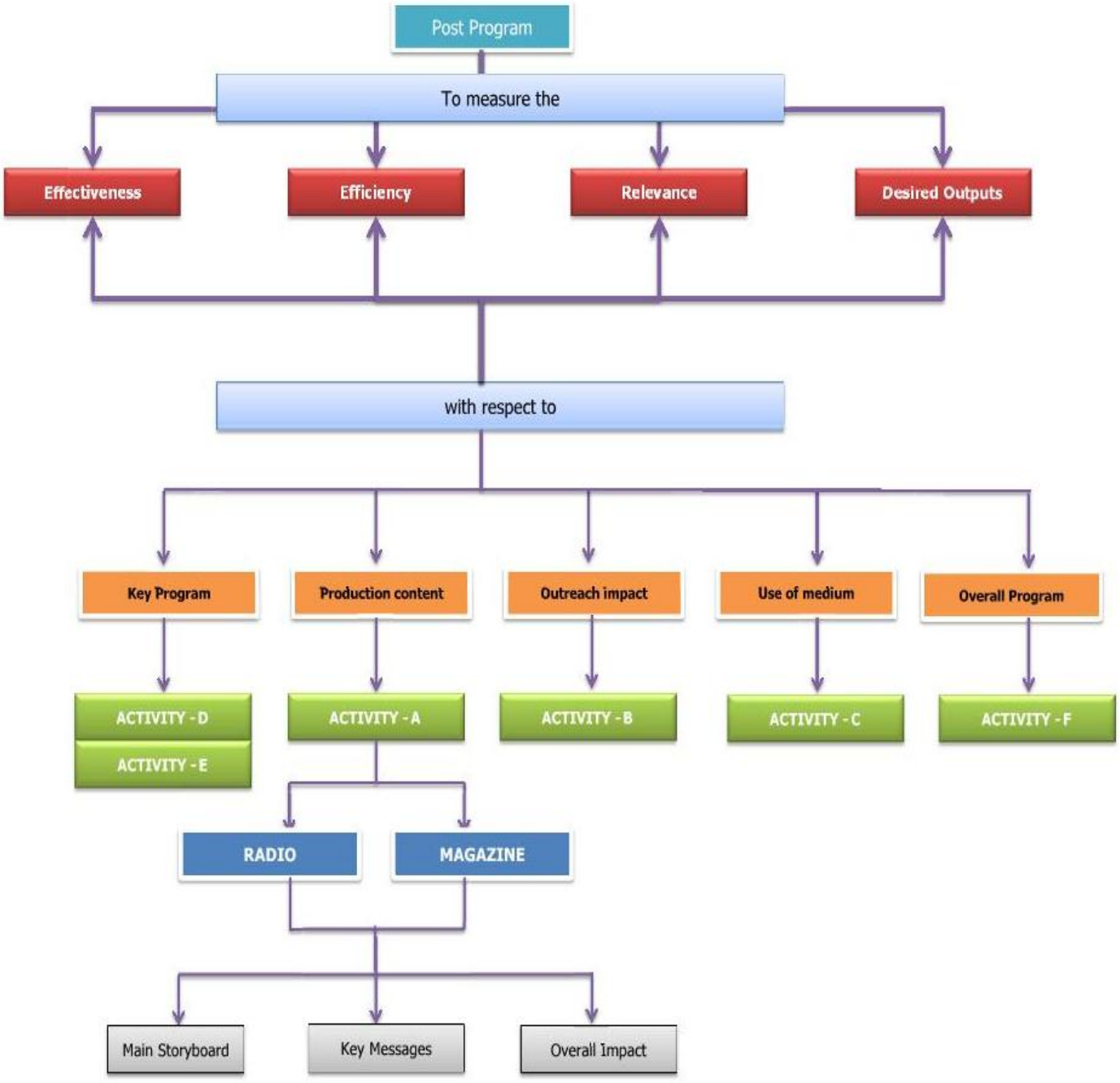
V. To undertake an assessment of the programme performance in terms of effectiveness, efficiency, relevance and output.

The overall objective of the project is to empower individuals, especially women, to play a more active role in the prevention of radicalisation particularly within their own family structures and within their own peer groups. The project also aims to counter the growing influence of extremist groups upon young people and present alternative narratives to balance those propagated by radicalising influences.

A set of activities has been designed to achieve the overall program objective. The specific activities included:

- Production of 156 episodes of radio soap opera titled Da Duniya Zamung Duniya. (Our World) and 52 weekly Magazine programmes
- Broadcasting of the 156 episodes and 52 Weekly magazines on 4 FM radios covering KPK region.
- Broadcast 156 episodes of radio show titled Kadam Pa Kadam (KPK) on Pakistan Broadcasting's AM station reaching out to the FATA region. This program will include news updates, interviews, panel discussions, songs, Pashto poetry and storytelling. It will also include 15 minutes of broadcasting of the soap opera "Our World".

Scope of Work:



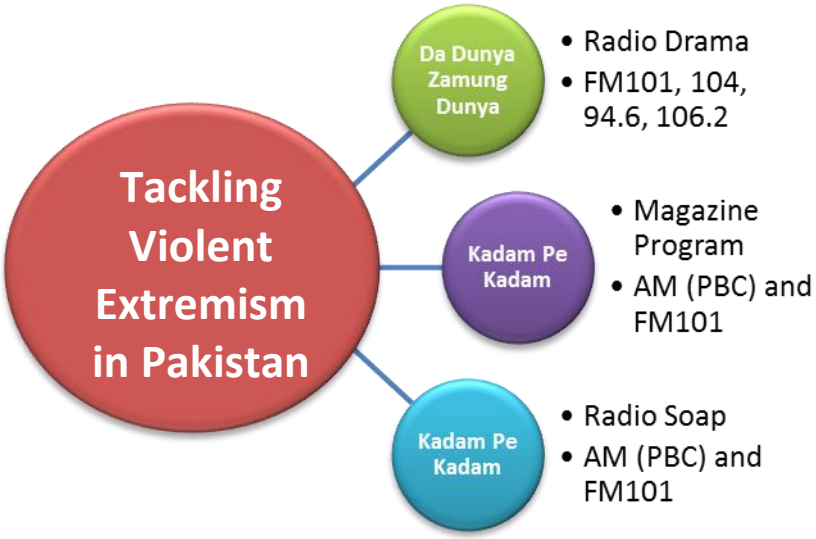
ACTIVITY-A

- *Review samples of both the Radio and Magazine Program with assessment of*
- *Main Story Board (What values are being personified)*
- *What are the key Messages and how are they being communicated?*
- *Audience Feedback and Impact (which target audience responded and from which areas - any success stories/Audience highlights)*

METHODOLOGY:

- Random samples of the broadcast content produced for Radio and magazine programs will be assessed to have a clear picture of:
    - Quality of the content in terms of values personified
    - Technical features of the content
    - Time schedule and presentation
    - Scope of the message
    - Effectiveness of the programs
    - Feedback and comments from audience
    - Success stories

ASSESSMENT:



DA DUNYA ZAMUNG DUNYA – Radio Drama:

”Da Duniya Zamung Duniya” (Our World) is a continual Drama Serial having 156 episodes, the first of which was aired on November 2011 and broadcasted through FM 101, FM 104, FM 94.6, FM 106.2 and has been rebroadcasted on AM frequency of Pakistan Broadcasting Corporation and FM 101.

The drama was put on air every Monday, Tuesday and Wednesday at a fixed time slot of 7:45 PM. Initially DDZD began transmission on three radio stations – (FM 101, FM 94.6, FM 106.2) of the four chosen FM stations in Peshawar. The transmissions on the forth radio station, 104 Radio Buraaq was started in January 2012.

Introduction to lead characters:

ZAR TAJA: She is a 62 years old woman who lives in the village with her husband Jamroz Khan, sons and grandchildren. Her wish is to see peace and harmony and her family's life. She is always concerned about her sons, loves cooking and even knows how to make Taweez. The secret about her is that she has saved a lot of money and no one knows about it.

JAMROZ KHAN: He is a 65 year old man, who is the Khan of his village and lives with his family in the village and also visits his son living in the city, he wishes that his village becomes a place full of peace and is afraid that his leadership doesn't get effected in the village, he is a very sharp shooter, he has also sold the land in which his cousin was an equal partner and wants to keep this secret hidden.

ISMAIL KHAN: A young man aged 25, is the grandson of Jamroz Khan and son of Nadar Khan, he wishes to be a big business man in the city just like his uncle. He is afraid that his family shouldn't know about his bad habits. He loves watching movies, rides motorbike very well, and also has connections with extremist groups.

BREKHNA: She is Ismail's younger sister, she loves education and wants to have as much education as possible, she is afraid of gun shots, loves reading novels, and is also very good at embroidery. She also often sees dreams which most of the times are true.

SADA GUL: Aged 55, he is Jamroz Khan's servant and lives in his *hujra* in the village, he has no family background, dreams of being rich and always hides his mischievous activities from Jamroz Khan, he loves pigeons and plays *rabab* very well, he is a murderer and no one knows about it.

HAMEED SHAH: He is a 55 year old religious scholar; a *Molana* in the village, loves poetry and is a poet himself, he has connections with extremists and wants to keep this secret hidden and at the same time wants a lot of people to join his group.

HABIB GUL: 63 year old man, who lives in the city runs a shop, and lives with his daughter and five grandchildren, he wishes that his grandchildren succeed in life and are away from all bad habits; he is a very social person and knows how to make weapons.

ZUBAIDA: Zubaida is 43 year old house wife, daughter of Habib Gul and lives in the city, she wants her all three daughter to get married and live a happy life and is always worried about her sons. She is good at shooting as well and keeps her saved money with her without telling anyone.

ALI ZAMAN: He is 20 year old boy and is looking for job, wants to earn money and become a rich person. He loves photography but is always concerned that his family is not affected by his brother's hidden activities, he knows people around him who are connected to an extremist group. No one knows but he is a very good writer as well.

KAMRAN ZAMAN: Zubaida's elder son, works as an assistant to a business man in the city (his boss is Jamroz Khan's Son), Kamran wants to earn a lot of money very soon, and his hobby to to play with weapons, he is a gambler and hides this from his family, he is a very good motor mechanic and has connections with a gang in the city.

FARKHANDA: Farkhanda is Zubaida's 17 year old daughter, who studies and dreams of becoming a textile designer, she watched TV and reads magazines a lot; she also has a friend who is a designer. She gets very upset when her family members fight.

DILAWAR KHAN: Aged 50, he is a rich business man in the city, and lives with his two wives, two daughters and a son. He has always kept his business secret from his children; he loves weapons, and is computer savvy. He also has connections with extremists.

SHANDANA: Shandana is the first wife of Dilawar Khan, she has no children, and is a house wife. She always wants that her husband loves her a lot. She loves reading Islamic Books, always takes care of her husband so that he never leaves her, and she also has some secret documents which she never showed to anyone.

SANAM JAANA: She is the second wife of Dilawar Khan, she is a modern lady, who loves music and stays most of the times at home. She loves her children a lot and want them to be successful in their lives. She always cares about her children so that they do not get astrayed. She has always kept her past hidden and does not want to disclose it.

EHSAAN: He is a 20 years old boy, who lives with her parents, step mother and two sisters; he wants to become a Police Man. He loves to play cricket and also knows computer hacking. He is always concerned about his step mother, that his parents should not mistreat her.

AINEE: Ainee is 18 and studies, her dream is to become a lecturer and, she is fond of collecting postage stamps, she secretly loves a boy, and apart from all this she is very smart in business tactics.

a) <u>QUALITY OF THE CONTENT AND VALUES PERSONAFIDE:</u>

The main story of DDZD revolves around issues concerning extremism, intolerance, fundamentalism and radicalization. It has an energetic young female character fighting for her right to be educated. In subsequent episodes a bomb was exploded in the main CD market in the town killing one of the lead characters. Further story showed a mother learning that her son was being radicalised and how she handled the situation slowly bring him back from engaging in terrorist activities.

In all cases the scripting works hard to make sure that the act has been criminalised and detached from religious ideology. In the case of the burning of the girl's school a great deal of reference was made by characters to the Prophet and his teachings in relation to the educating of girls. The inference being that to stop girls from being educated is un-Islamic and against the teachings of the Prophet. In the case of the bomb blast, the initial aftermath was based on the emotional impact of losing loved characters. Then as the arc developed the

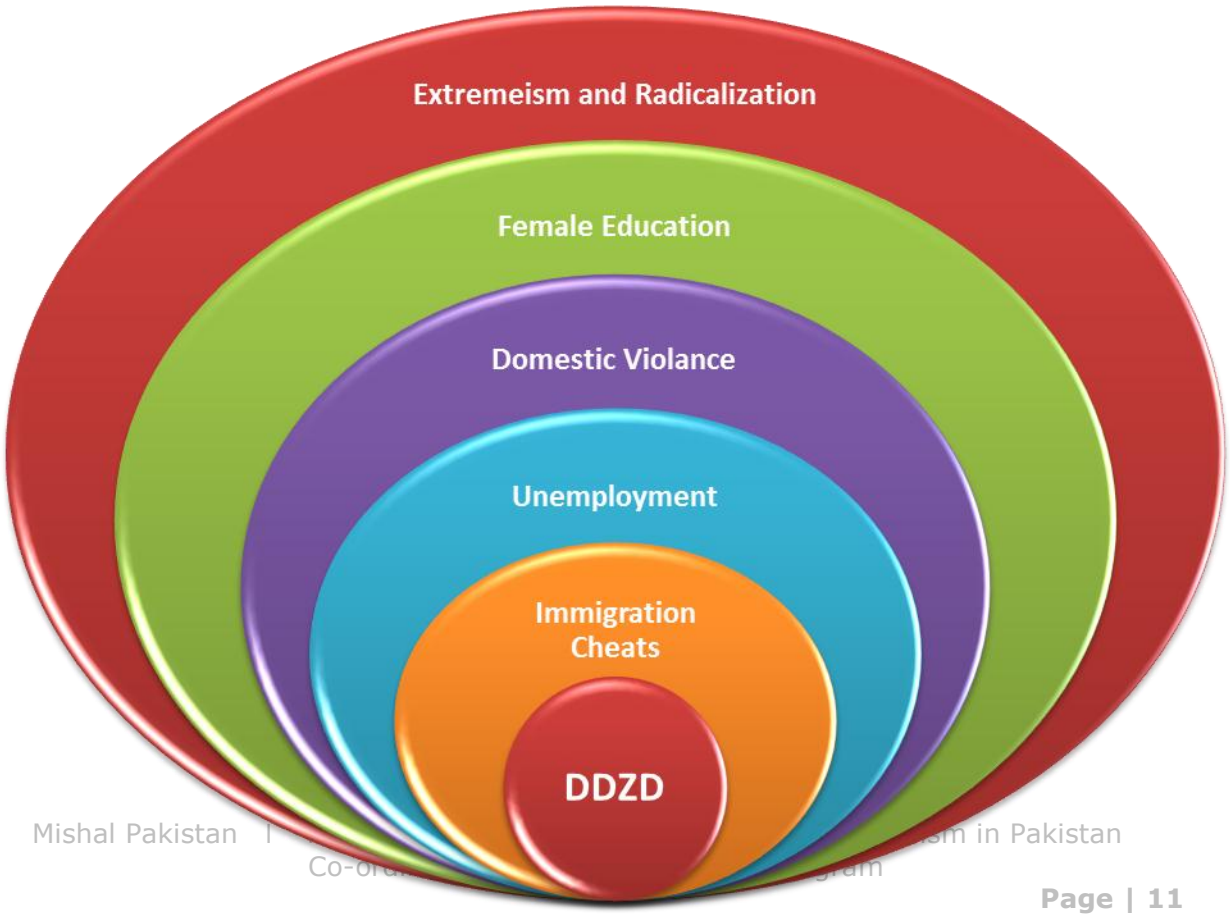
motives of the perpetrators was shown to be anything but religious. Again positive respected characters were used to reinforce the narratives that these acts are against the basic principles of the religion. In the mother's story, she again used references from the life of the Prophet to slowly counter the extremist ideology that her son was being subjected to and endeavour to get him to see reason and adopt a more moderate stance.

In addition story curves other social issues affecting the young people in the region including unemployment, domestic violence, education and immigration cheats have been covered.

The soap encompasses the following issues of KPK and FATA:

1. Terrorism and extremism
2. Interfaith tolerance
3. Domestic violence
4. Gender equality
5. Immigration cheats

AN OVERVIEW OF ISSUES PERSONAFIDE IN DDZD:



b) TECHNICAL FEATURES OF THE CONTENT:

Drama is a composition that tells a story through action and dialogue. It generally involves a conflict: person vs. person, or person vs. society. A drama in its broadest form has a plot, usually a plot has a beginning, middle, and end. A drama includes dramatic techniques, such as suspense and exposition.

1. Commands attention.

Da Dunya Zamung Dunya (DDZD), with its captivating characters and good plot, attracts and holds the listeners' attention throughout many episodes. It also directs attention to the social message of peace and tolerance by making it stand out from all the other information a listener receives in the course of a day, by making the message relevant and useful to listeners and by making it compatible with listeners' beliefs, social norms and values quoting many examples from the life of Holy Prophet (PBUH).

2. Caters to the heart and the mind.

The drama attracts the audience and motivates listeners to change in a very convincing way. The emotional messages are capable to increase the time and energy a listener spends thinking about the message. Furthermore, decisions are reached logically and have strengthened the message by making it emotionally rewarding. Drama has the ability to involve listeners in a range of emotional experiences as well as to provide them with information to help them to improve their lives. Especially the character of Brekhna is very strong in terms of converting dreams into realities.

3. Clarifies the message.

Messages are repeated by various characters in different situations that the audience can understand and readily recall. However the repetition is not overwhelming the overall impact of story and makes the message much clearer than any abstract description.

4. Communicates the benefit.

Through role-modeling by the various characters, the drama demonstrates to listeners the benefits to be gained from a change in their thinking and its impact of their social wellbeing. It quickly illustrates the consequences, both good and

bad, of behaviors associated with violence, extremism, gender bias, education and a few other social issues.

4. Creates trust.

As listeners become personally and emotionally involved with role-model characters in the drama, they come to see the characters as real people whom they can trust and rely upon, and same is the case with the characters of Zartaja, Brekhna and Farkhnada. The drama features experienced and knowledgeable characters who can relate to listeners' lives hence listeners will trust the message they are delivering.

6. Calls to action.

Characters in drama have the power to inspire and motivate listeners to adopt a new behavior and to advocate it to their families and friends. It calls to change their views on female education and recalls that the Holy Prophet emphasized the education of both male and female. It calls to parents to keep an eye on the activities of their children and see if they are involved in any kind of suspicious activity which may harm them later.

7. Remains consistent.

The drama delivers the message to the listening audience in a consistent, appropriate, and relevant manner by restating the message through many characters in different ways. Consistent repetition of the message helped listeners to understand new ideas, to learn how to perform a new behavior, and to rehearse mentally how they might act.

PRODUCTION FEATURES OF THE DRAMA:

The drama DDZD has been assessed on the basis of three basic technical components of drama production which are key factors in determining its success in terms of effective message delivery:

a) **DIALOGUES:**

The dialogue writing has been done in a very effective, appropriate and informal way; however in some cases the voice of actor does not compliment the voice of character. The dialogues also reflect the cultural realities and are being appreciated by the communities it has been played in.

b) **MUSIC:**

A very soothing traditional music is presented in the title of the program using conventional music instruments of Pakhtoon culture. The main story of the drama flows without a background music which has both merits and demerits. It does not interfere with the environment of the drama leaving the listener in real acoustics. However in many cases where dialogues or

scene becomes long the listener gets jaded, which may cause the diversion or loss of attention. The title of the drama is the strongest part of its music.

c) SOUND EFFECTS:

Much attention has not been paid to the sound effects of the drama as even at some instances, mike distance is not given proper attention. Other supporting sounds also appear untimely at a fewer instances, which creates an impediment in the story flow. The most immediate consideration of sound effects in producing radio drama or inserting a dramatic element is to create the illusion of place and movement, where place means location of the actors and movement means their physical movement through space. This needs to be worked out in future.

d) PLOT

The plot or storyline of DDZD advances all action and dialogue in each scene in a manner to involve the listener. Story moves gradually to a resolution of conflicts serving desired messages well in time and in an appropriate manner as to reinforce them into listener's mind.

The overall plot of DDZD has been designed very strategically, it encompasses the basic objective of the initiative in a very subtle and engaging manner.

e) SEQUENCE OF EVENTS

Drama has a good sequence of events and moves gradually towards conflict resolution on different themes, however it is observed that in some episodes no major turn in story takes place which may result in loosing grip on the listener. A more engaging approach should be adopted in the future.

f) CONFLICT

Drama presents person to person and person to society conflicts in a manner to understand the severity of the situation and eventually offers the resolution to those conflicts. Characters are strong enough to deal with the conflict and offer suitable resolutions to the issues thus highlighted.

The tension between characters on issues ad values has been depicted in a very professional manner. The writers and the visualizer's work must be appreciated for this initiative, which has been done in a very subtle way.

The Consultants when approached listeners in Peshawar and other KPK areas, were told that the program has a strong following and different people in the community can actually relate to different characters in the program.

g) SUSPENSE

Suspense in DDZD is what compels the audience to keep listening. Plot writers have very tactfully refrained from providing conflict and resolution at the same time. Their is a waiting period which allows the listener to suggest a resolution in his or her mind.

h) EXPOSITION

The information has been effectively imparted in the drama and addresses some of very key issues prevailing in the society. The whole story eventually ends up with useful messages delivered to the audience. Graceful exposition techniques have been used in short dramatic scenes and feather-duster expositions have been avoided (a clumsy recitation of facts).

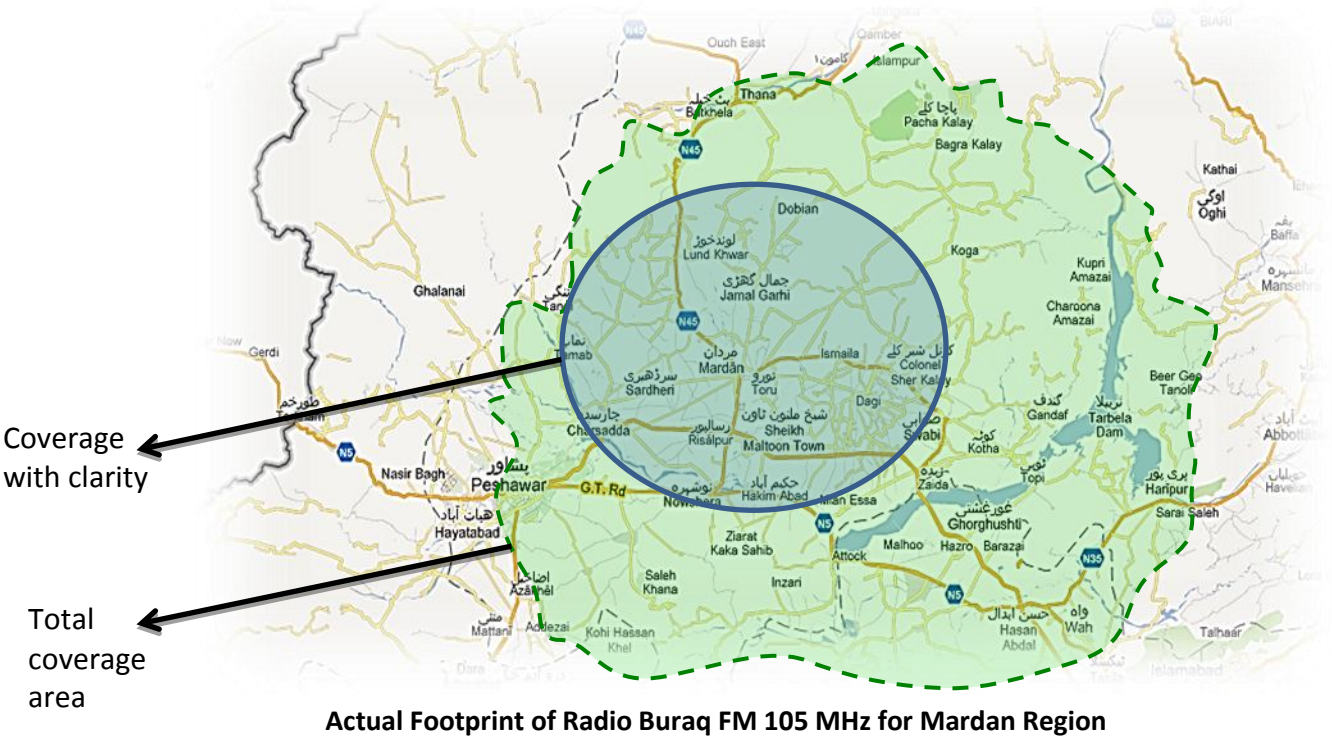
c) TIME SCHEDULE AND PRESENTATION:

156 episodes of the drama DDZD have been aired in the period from November 2011 to October 2012 broadcasting three new episodes every week.

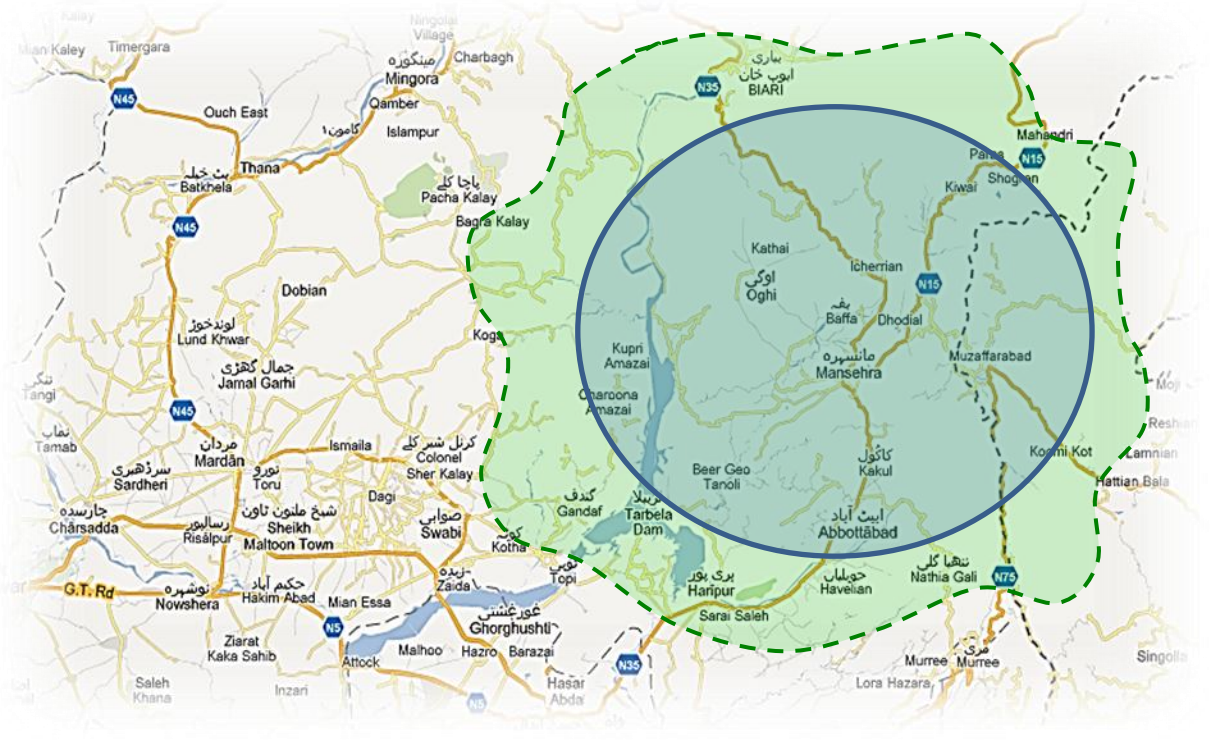
The time slot chosen to air the drama is 7:45 PM, when most of the people are back home from jobs. However this time slot is not well suited to women, who are the primary audience of the drama, as they are usually busy with their families by the time the drama is broadcasted.

The drama was aired on three of four selected radio channels and FM104 (Radio Burraq) was aired after February 2012 which resulted in low coverage of the drama serial in various areas of KPK and FATA.

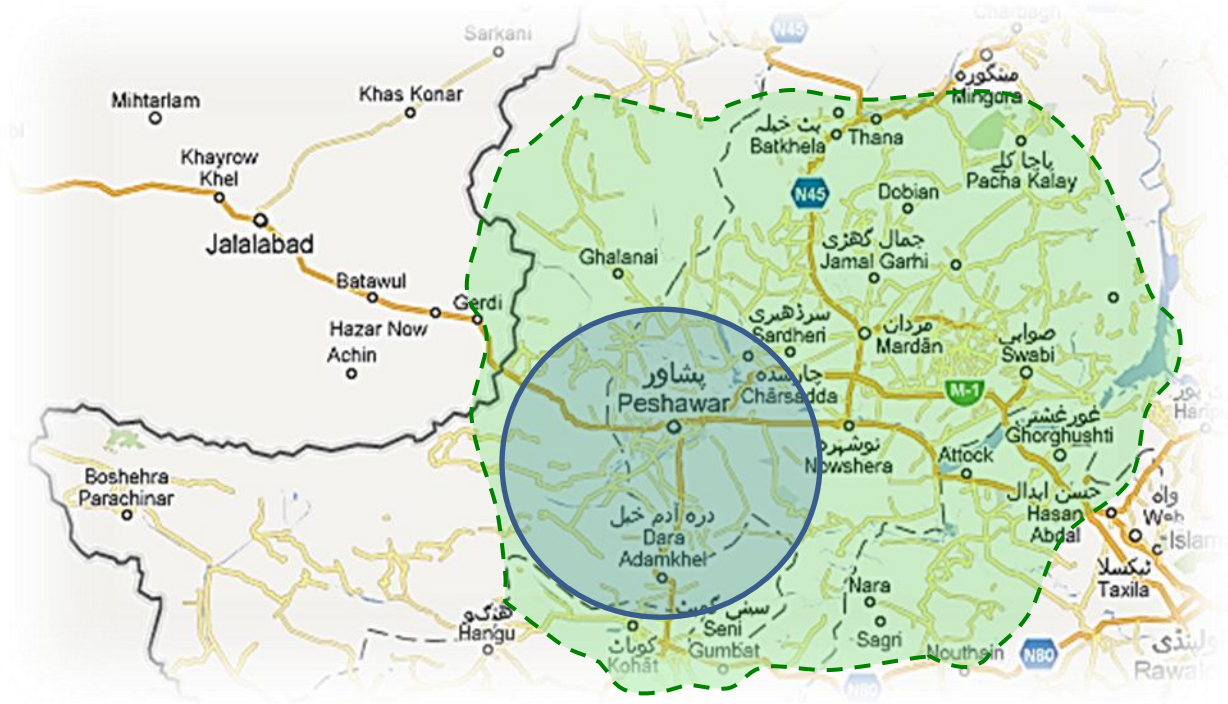
Due to the difficult terrain in FATA, the broadcast signals of FM based stations are not received well in the region. People in FATA, usually prefer AM or MW frequencies for clarity in voice and impartial programming.



Actual Footprint of Radio Buraq FM 105 MHz for Mardan Region



Actual Footprint of Radio Buraq FM 104 MHz for Mansehra Region



Actual Footprint of Radio Buraq FM 104 MHz for Peshawar Region

As the FM signals do not reach the population of FATA with quality and clarity, the listenership in FATA usually rely on other frequencies. The airwaves carrying Radio Peshawar on AM are also not very popular and the listenership is also quite low.

LISTENERSHIP TRENDS IN FATA:

The Consultant found the following listenership trends in FATA as the most popular broadcasters: *(number of starts (★) indicates popularity level):*

WANA (South Waziristan)

All following Radio Frequencies at AM except one FM 96 at WANA:

CHANNEL .	POPULARITY .
Diva,	★★★★★
BBC (Urdu/Pashto),	★★★★
VOA,	★★★
Mashal,	★★★★★
Aap Ki Dunya	★★★

Shakai (South Waziristan)

Diva,	★★★★★
BBC (Urdu/Pashto),	★★★★
VOA,	★★★
Mashal,	★★★★★

Miran Shah (North Waziristan)

Diva,	★★★★★
BBC (Urdu/Pashto),	★★★★
Mashal,	★★★★★
Aap Ki Dunya	★★★

Mir Ali (North Waziristan)

Diva,	★★★★★
BBC (Urdu/Pashto),	★★★★
Mashal,	★★★★★

Bakakhail (North Waziristan)

Diva,	★★★★★
BBC (Urdu/Pashto),	★★★★
VOA,	★★★
Mashal,	★★★★★

Palosin (Kurram Agency)

Diva,	★★★★★
BBC (Urdu/Pashto),	★★★★
Aap Ki Dunya	★★★

Orakzai Agency

Diva,	★★★★★
BBC (Urdu/Pashto),	★★★
Mashal,	★★★★★

Sur Qamber (Kyber Agency)

Diva,	★★★★★

BBC (Urdu/Pashto), ★★★★
VOA, ★★★
Mashal, ★★★★★
Aap Ki Dunya ★★★

Tirah (Khyber Agency)

Diva, ★★★★★
BBC (Urdu/Pashto), ★★★★

Landikotal (Kyber Agency)

Diva, ★★★★★
BBC (Urdu/Pashto), ★★★★
Mashal, ★★★★★
Aap Ki Dunya ★★★

Gundai (Kyber Agency)

Diva, ★★★★★
BBC (Urdu/Pashto), ★★★★
VOA, ★★★
Mashal, ★★★★★
Aap Ki Dunya ★★★

Safi (Momand Agency)

Diva, ★★★★★
BBC (Urdu/Pashto), ★★★★
VOA, ★★★

Bajur Agency

Diva, ★★★★★
BBC (Urdu/Pashto), ★★★★
Mashal, ★★★★★

The only FM based station in FATA is the International Radio Network on FM 96 Mhz. FM 96 International Radio Network; is a subsidiary of Shalimar Recording and Broadcasting Company (SRBC) being run by the Pakistan Television.

The transmission of the radio network is managed by the Pakistan Army and can be heard in Malakand Division, Fata except Orakzai Agency and various parts of Balochistan - Quetta, Panjgur, Khuzdar and others – in Urdu, Pashtu, Balochi and Barahvi languages.

Major chunk of the programs are related to music, culture and national songs, while news and current affairs has so far received a limited slot. Interestingly, Indian songs are not relayed by the Radio Pakistan, but they get ample space in the army-run FM network. The head of the project is an in-service colonel of the military's Inter-Services Public Relations (ISPR).

The initiative is not a commercial venture, but a community service project. So far no serious efforts have been put to acquire advertisements from the insurgency-hit areas. This provides an opportunity for the project to work with in the FATA region with a FM based station.

According to the ISPR, the army had shut down multiple illegal FM radio stations operated in Malakand Division by militant chief Fazlullah, because they had been used to attract locals towards jihad. During the military operation in Swat and other areas, it had been observed that there was need to start FM radio service to provide entertainment and information to the people, badly affected by violence.

The radio network had been set up by ISPR after an approval given by the Ministry of Information and Broadcasting. In an interview to BBC, ISPR was asked why the army launched the project in the presence of the state-run Radio Pakistan, which already had the necessary experience and technical expertise; the reply given was that that media was mushrooming in Pakistan and thus it was necessary to establish more organizations to convey the state's message to people.

There are plans to expand the network; however any formal future strategy is not clear at this time. On the other hand, the Consultants have learned that the plan envisages establishing 44 radio stations under the army-sponsored network.

This provides a good opportunity for the project to collaborate with the Pakistan Army on the de-radicalization initiative.

BROADCAST SCHEDULE

Radio coverage	Mon	Tue	Wed	Thu	Fri	Sat	Sun
FM 94,6 - **Peshawar,Hassan Abdal,Abbotabad, Swabi and Wah Cantt**	7.45–8.00 pm DDZD Drama	7.45–8.00 pm DDZD Drama	7.45–8.00 pm DDZD Drama	7.45–8.00 pm DDZD Magasine			
FM 101 - **Peshawar,Landikotal, Naushera, Attak, Taxila, Mardan, Kohat, Jehangira and FATA**	8.30-8,45 am KPK Magasine 8.45–9.00 am. KPK Drama 7.45–8.00 pm DDZD Drama	8.30–9.00 am KPK Magasine 7.45–8.00 pm DDZD Drama	8.30–9.00 am KPK Magasine 7.45–8.00 pm DDZD Drama	8.30–9.00 am KPK Magasine 7.45–8.00 pm DDZD Magasine	8.30–8.45 am KPK Magasine Re-broadcast 8.45–9.00 am DDZD Drama re-broadcast	8.30–8.45 am KPK Magasine Re-broadcast 8.45–9.00 am DDZD Drama re-broadcast	8.30–8.45 am KPK Magasine Rebroadcast 8.45–9.00 am DDZD Drama rebroadcast
FM 104 - Peshawar, Mardan, Abbotabad and Mansehra	7.45–8.00 pm DDZD Drama	7.45–8.00 pm DDZD Drama	7.45–8.00 pm DDZD Drama	7.45 –8.00 pm DDZD Magasine			
FM 106,2 - Peshawar, Malakand Agency, Muhammad Agency, Takht Bhai, Charsadda, Mardan, Swabi, Shab Qadar, Landi Kotal, Khyber Agency, Bara, Kajoon, Teera and Attak	7.45–8.00 pm DDZD Drama	7.45–8.00 pm DDZD Drama	7.45– 8.00 pm DDZD Drama	7.45–8.00 pm DDZD Magasine			
PBC AM – **FATA, most of KP Province and parts of Eastern Afghanistan.**	8.30-8,45 am KPK Magasine 8.45 – 9.00 am KPK Drama	8.30–9.00 am KPK Magasine	8.30–9.00 am KPK Magasine	8.30–9.00 am KPK Magasine	8.30–8.45 am KPK Magasine Re-broadcast 8.45–9.00 am DDZD Drama re-broadcast	8.30–8.45 am KPK Magasine Re-broadcast 8.45–9.00 am DDZD Drama re-broadcast	8.30–8.45 am KPK Magasine Rebroadcast 8.45–9.00 am DDZD Drama rebroadcast 3.00-3.15 pm KPK Magasine Rebroadcast 3.15–3-30 pm DDZD Drama rebroadcast

Table extracted from Manhattan reports

d) THE SCOPE OF MESSAGE:

The overall scope is to increase awareness of growing violent extremism and empower social networks to prevent peers and family members from engaging in radicalized and violent actions and to build in-formal civil society based platforms for future peaceful development and covers:

6. Empowering individuals to play a more active role in the prevention of radicalization particularly within their own family structures and within their own peer groups.

7. Countering the growing influence of extremist Islamic groups upon young people and presenting alternative narratives to balance those propagated by radicalizing influences.

8. Mitigating the variety of radicalization influences prevalent in FATA and KP region, presenting women with alternative solutions and strengthening the women's voice in the family structures.

COMMENTARY ON THE FEATURES OF PLOT:

1. The plot of DDZD creates an emotional experience of characters towards burning issues of FATA and KPK by emotionally involving them in a drama. This allows listeners to live out their own hopes and fears vicariously in restricted environment of KPK and FATA.

   Most adults in conflict affected and underdeveloped areas of KPK do not freely give vent to their emotions but keep them bottled up inside. Characters in dramas express strong emotions "on behalf of" audience members on the sensitive issues, who then experience an emotional release or catharsis. It is this emotional experience that makes drama so powerful.

   The added advantage of serial drama is that the characters in its multiple, ongoing plots demonstrate realistic ways for listeners to achieve personal, not just vicarious, relief from their own problems.

2. The drama tells people story on the subjects concerning the common people of the area, creating greater interest of the audience in characters' life.

   Dramatic details about the tragedies and triumphs in the lives of other people, who are just like themselves, will always attract listeners. In DDZD it is people characters, not messages, which make drama. It focuses on the characters who demonstrate the message as they go about their daily lives.

3. The characters of the plot work within the Pushtoon culture. All the characters in the drama reflect Pushtoon customs. For example, young people customarily address their elders with terms of respect rather than their names; elsewhere, names are used. Pushtoon culture emphasizes praying before undertaking any new venture or going to start a new work.

   Colloquial expressions are also included which enhances the drama's attraction for listeners. The writer was well aware of religious expressions, proverbs, fables and other colloquial expressions that are widely known and commonly used by the Pushtoon community.

4. The drama conveys ideas rather than words and all the ideas are effectively correlated to each other. The writer kept him away from didactic words and

made the drama a medium of the imagination through the lives and conversations of realistic characters, not through moral speeches.

5. The characters “show” rather than “tell” about intended messages. A major strength of the drama serial DDZD is its ability to demonstrate what life is like when new attitudes and practices are adopted. The writer has created characters who can act as role models for listeners by demonstrating a growing understanding of the new ideas presented and by showing listeners how to adopt desired behaviors. One such strong role model is the character of Brekhna.

6. It would have been lighter if a bit of humor was added by introducing some comic character. Everybody enjoys a touch of humor in life. While a story need not be uproariously funny all or even part of the time, it helps to have occasional amusing scenes.

   Sometimes it is useful to create a comic who has a great sense of humor or is frequently involved in funny situations. However, a serious message through the words of a comic character may not be delivered. Since listeners are accustomed to laughing at comic characters, they are not likely to take the words of comics seriously when they deliver a valuable educational message.

7. Right from the beginning, the characters motivate the listeners to a positive change. While the drama includes a few difficult, even nasty, characters who are opposed to new ways, the overall thrust of the story is quite positive. Telling listeners not to believe a person who preaches extremism, for example, has planted the notion even more firmly in their minds.

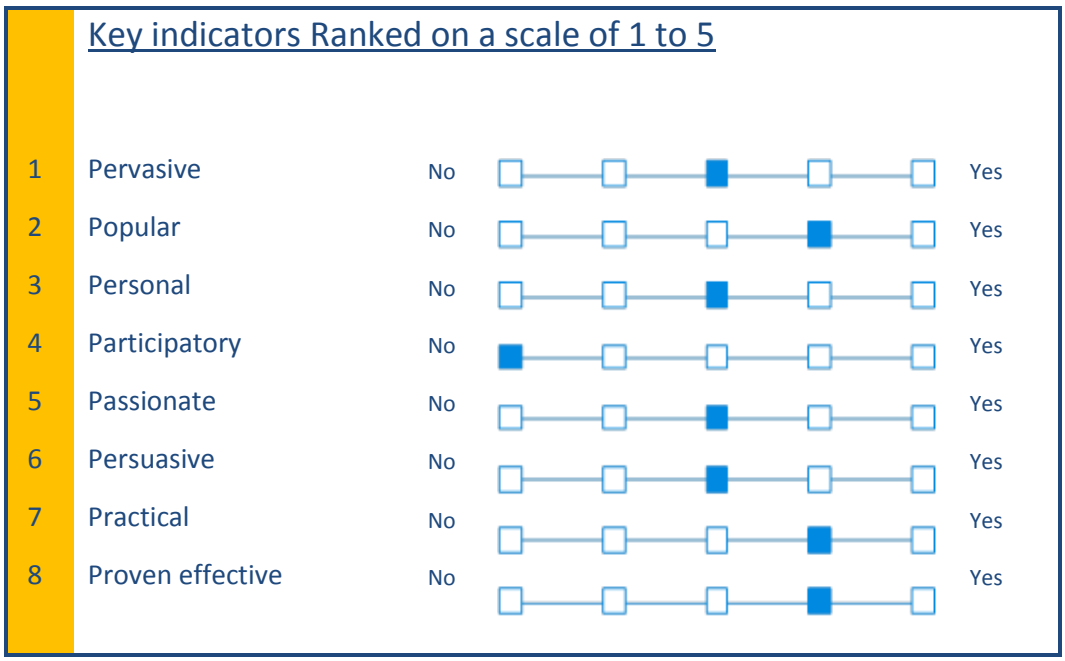
8. The plot is written in a manner that characters create trust in the minds of listeners for being advocates of change Creating trust in the listening audience is critical to bringing about social change through radio drama. Listeners must have confidence in the story and in the message and the same is the case with DDZD. The role model characters resemble closely the type of people whom listeners respect in their community giving authority to the characters. Trust is further enhanced by presenting accurate, appropriate, and consistent information on female education and other issues of importance.

9. All the characters presented in the drama showed originality and does not look fake. Apparently the writer has tried to avoid a stereotyped story that follows a predictable pattern, even when dealing with a problem that results from a known and finite set of causes, such as female education.

   In DDZD, the multi-plot nature of the serial gives the writer the opportunity to fulfill all nine aims of plot development. While no single plot will achieve

every aim, the combination of the main plot and various subplots can encompass all nine aims comfortably and create a foundation for a successful blending of plot and message.

e) THE EFFECTIVENESS AND IMPACT OF RADIO SOAP:



Ranked on sample evaluation

Key Indicators Explained:

1. **Pervasive:**

   Appealing to and influencing a wide spectrum of the community.

2. **Popular:**

   Attracting and holding listeners' attention so that they not only enjoy listening and want to tune in regularly themselves, but also encourage others to listen and to consider adopting the new behaviors.

3. **Personal:**

   Appealing to individual listeners who can identify with one of the varied characters who represent many different aspects of the listening audience.

4. **Participatory:**

   Showing the audience members how they can get involved personally in advocating and bringing about a positive social change.

5. **Passionate:**

   Displaying a wide range of human emotions or passions that attract and involve the listening audience through the various plots and characters.

6. **Persuasive:**

   Presenting believable role-model characters who can demonstrate how listeners can move towards the new behavior comfortably, naturally, and gradually.

7. **Practical:**

   Entertainment infrastructures and performers already exist. They always need new themes to keep audiences interested, and the themes of tolerance, gender equality, health and hygiene, unemployment, domestic violence and immigration cheats are compelling and dramatic. Effective Enter-Educate approaches are using believable characters to present actions that audience members can understand and adopt comfortably themselves.

8. **Proven effective:**

   People respond to entertainment. They acquire new knowledge, change their attitudes, and act differently as a result of messages conveyed in entertainment.

AUDIENCE UNDERSTANDING ABOUT PROGRAM'S MESSAGE:

For a fair evaluation of the impact it is imperative to assess whether or not the audience has understood and absorbed the program's message. The assessment is made in light of project reports, FDG minutes and feedback assessment.

Does the audience **accept** the program?	• Majority of audience believe that the program was designed and is appropriate for people just like themselves.
Do the listeners **understand** the program?	• The progress of the story, involvement of characters and the meaning and importance of the message, and the language used was claerly understood by the audience.
Do the listeners **trust** the program?	• feel that the characters in the drama are not imaginary and are from among themselves and can be accepted as reliable while discussing the subject
Are the listeners **attracted** to the story?	• Right from first few episodes they genuinely want to hear more of it .
Do the listeners **appreciate** the program?	• They appreciate both the story of soap and the messages conveyed.

THE OVERALL IMPACT:

The overall impact of the drama DDZD is encouraging in terms of addressing core issues highlighted in the scope of program. It shows a measureable impact on the following:

- Fostering awareness and information sharing: It provided a vehicle for civic education and community awareness in one of the most remote and marginalized regions of Pakistan. …… ★★★★★

- Combating extremism: Through the KPK program, KPK built confidence and empowered individuals and communities to play an active role in fostering positive change and preventing extremism. ..... ★★★★★

- Promoting Women Rights: KPK provided information about educational opportunities for women and strive to empower women who are marginalized from the political process in the region, featuring success stories of successful women political leaders to inspire and attract other youth toward education. ..... ★★★★★

- Promoting positive life skills and education: KPK provided information about educational and vocational training opportunities in the region, featuring success stories of talented students to inspire and attract other youth toward education. ..... ★★★

- Elevating Youth Voices: Special focus was given to youth on KPK, for promoting civic participation and basic life skills as well as raising youth perspectives through program feedback and listening groups in FATA and Khyber Pukhtunkhwa. ..... ★★★★

- Interactive Feedback and Mobile Technology: KPK and DDZD radio programs received SMS message feedback from listeners which helped identify topics of interest. However the effort to create interactivity has been very ineffective, as the short code was changed due to the regulatory changes, it is recommended that the initiative should establish its own short code and SMS feedback mechanism for gauging the audience response and increasing the participation. ..... ★★

TECHNICAL EVALUATIONS USING MISHAL ASSESSMENT FRAMEWORK:

The following are the sample assessment framework. The entire content was evaluated by experts through listening of the entire programs, which resulted into the assessment explained above.

Post-Program Assessment of the Media and Outreach Programme by Manhattan Leo Burnett and African Communication

EVALUATION METHODOLOGY

The following criteria has been developed by the Mishal Pakistan in collaboration with the Center for International Media Ethics (CIME) for monitoring and evaluation of content on the basis of impartiality, biasedness, media ethics, safeguarding the interest of the marginalized segments of the society and acceptance by the community. The United Nations Educational Scientific and Cultural Organization's Headquarter also extended their professional feedback on the criteria, which was initially developed for Mishal Pakistan to evaluate content in the Pakistani perspective.

Language: Pashtu Report We blink:

The entries should be marked on the following indicators;

	INDICATORS	ASSESSMENT	TOTAL
1. Activity Reflecting Diversity		**15**	
1.1	Activities that highlight issues and content reflects' an unbiased viewpoint.	**3**	
1.2	News/Article/Content well researched, written, and edited by a professional news outlet.	**4**	
1.3	Portrayal of sources with contrasting viewpoints	**4**	
			11
2. Activity should serve the need of all groups in the society: public, private and community based		**20**	
2.1	Identify stakeholders: government, security establishment, political parties/groups, minorities, religious groups, cultural groups	**2**	
2.2	Understand the history and be familiar with coverage of diverse groups in society.	5	
2.3	Usefulness of the news information for the public at large	**4**	
2.4	Accessibility of the content	**3**	

			14
3. Activity displays culture of self-regulation and media ethics.		**10**	
3.1	Applied ethical guidelines and practices that govern the profession and the legal implications and considerations that inform the profession	**5**	
3.2	Including information about sources, accuracy estimates, possibilities of bias and voluntary retractions	**4**	
			9
4. Activities supporting communication with fairness and impartiality - providing space for other party's point of view.		**10**	
4.1	Demonstrate the ability to apply tools, concepts and technology appropriate for the presentation of images and information on diversity	**4**	
4.2	Encourage minimum 2 or more contrasting views in the story use of neutral (unemotional) vocabulary	**5**	
			9
5. Content displays high-level of trust and confidence with the civil society organization/academia.		**5**	
5.1	Credibility could be measured by the number of readers or subscribers of the professional media outlet	**4**	
	*(*Applicable to the evaluators with whom the data is available)*		4
6. The activity should also reflect the linguistic diversity of the targeted issues.		**10**	
6.1	Credit reports that discuss regional (and not national issues) in less commonly spoken languages and that interact with minorities in their local languages	**5**	
6.2	The activities includes participation from linguistically diverse segments of society	**5**	
			10
7. The activities should represent the views of the entire political spectrum and the wide spectrum of the social interests including the weakest segments of the society.		**10**	
7.1	Is there a political bias or not?		
7.2	Choice of a topic (or topics) that highlight a minority (or underrepresented) group Major piece on a minor political group	**5** 4	
			9
8. Brownie Points		**10**	
8.1	(*Write Yes/No whether the content		0

deserve brownie points)		
	TOTAL	66

Feedback on the content: The drama in which highlighted local issues such as family disputes and their internal disputes. The characters tried to teach the listeners to live peacefully and have close relations with each other. A point of health related issues was also discussed in the drama that people should consult with concerned doctors rather they take medicines from Hakims who mostly are not appropriately qualified. The famous Hakim who was sick in the drama used very strong words which would not be easy for listeners to understand.

Evaluated by: Ashrafuddin Pirzada

Dated: 7/11/2012

Mishal Pakistan content assessment framework © 2010-2015

Post-Program Assessment of the Media and Outreach Programme by Manhattan Leo Burnett and African Communication

EVALUATION METHODOLOGY

The following criteria has been developed by the Mishal Pakistan in collaboration with the Center for International Media Ethics (CIME) for monitoring and evaluation of content on the basis of impartiality, biasedness, media ethics, safeguarding the interest of the marginalized segments of the society and acceptance by the community. The United Nations Educational Scientific and Cultural Organization's Headquarter also extended their professional feedback on the criteria, which was initially developed for Mishal Pakistan to evaluate content in the Pakistani perspective.

Content Evaluated:	Episode 11 of KPK	Prepared by:	Asraf uddin Pirzada
Language:	Pashtu	Report We blink:	

The entries should be marked on the following indicators;

INDICATORS	ASSESSMENT	TOTAL

1. Activity Reflecting Diversity		**15**	
1.1	Activities that highlight issues and content reflects' an unbiased viewpoint.	**5**	
1.2	News/Article/Content well researched, written, and edited by a professional news outlet.	**3**	
1.3	Portrayal of sources with contrasting viewpoints	**4**	
			12
2. Activity should serve the need of all groups in the society: public, private and community based		**20**	
2.1	Identify stakeholders: government, security establishment, political parties/groups, minorities, religious groups, cultural groups	**5**	
2.2	Understand the history and be familiar with coverage of diverse groups in society.	4	
2.3	Usefulness of the news information for the public at large	**5**	
2.4	Accessibility of the content	**4**	
			18
3. Activity displays culture of self-regulation and media ethics.		**10**	
3.1	Applied ethical guidelines and practices that govern the profession and the legal implications and considerations that inform the profession	**5**	
3.2	Including information about sources, accuracy estimates, possibilities of bias and voluntary retractions	**3**	
			8
4. Activities supporting communication with fairness and impartiality - providing space for other party's point of view.		**10**	
4.1	Demonstrate the ability to apply tools, concepts and technology appropriate for the presentation of images and information on diversity	**3**	
4.2	Encourage minimum 2 or more contrasting views in the story use of neutral (unemotional) vocabulary	**5**	
			8
5. Content displays high-level of trust and confidence with the civil society organization/academia.		**5**	
5.1	Credibility could be measured by the number of readers or subscribers of the professional media outlet	**4**	
	*(*Applicable to the evaluators with whom the data is available)*		4
6. The activity should also reflect the linguistic		**10**	

diversity of the targeted issues.			
6.1	Credit reports that discuss regional (and not national issues) in less commonly spoken languages and that interact with minorities in their local languages	**3**	
6.2	The activities includes participation from linguistically diverse segments of society	**3**	
			6
7. The activities should represent the views of the entire political spectrum and the wide spectrum of the social interests including the weakest segments of the society.		**10**	
7.1	Is there a political bias or not?	**3**	
7.2	Choice of a topic (or topics) that highlight a minority (or underrepresented) group Major piece on a minor political group	**5**	
			8
8. Brownie Points		**10**	
8.1	(*Write Yes/No whether the content deserve brownie points)	**yes**	0
		TOTAL	64

Feedback on the content : In this episode the reporters had tried to highlight the importance of media in FATA. In the first segment a religious scholar urged people to bring a power of tolerance in their lives and understand needs of others. His speech was focused on love, sacrifices, rights and brotherhood. In the second segment media role in FATA was the theme. Media role was very nicely elaborated. But most of the interviewees were only talking on the importance of radio because they were related to radio journalism. I appreciate them but they should have to talk on all mediums of media organizations. They did not talk on social media and print. Women were given priority which is good. However, people were aware about the role of media in bringing peace and development in FATA.

Evaluated by: Ashrafuddin Pirzada Signature:

Dated: 7/11/2012

Mishal Pakistan content assessment framework © 2010-2015

Post-Program Assessment of the Media and Outreach Program by Manhattan Leo Burnett and African Communication

EVALUATION METHODOLOGY

The following criteria has been developed by the Mishal Pakistan in collaboration with the Center for International Media Ethics (CIME) for monitoring and evaluation of content on the basis of impartiality, biasedness, media ethics, safeguarding the interest of the marginalized segments of the society and acceptance by the community. The United Nations Educational Scientific and Cultural Organization's Headquarter also extended their professional feedback on the criteria, which was initially developed for Mishal Pakistan to evaluate content in the Pakistani perspective.

Content Evaluated: Episode 21 of KPK Prepared by: Ashrafuddin Pirzada

Language: Pashtu Report We blink:

The entries should be marked on the following indicators;

	INDICATORS	ASSESSMENT	TOTAL
1. Activity Reflecting Diversity		**15**	
1.1	Activities that highlight issues and content reflects' an unbiased viewpoint.	**5**	
1.2	News/Article/Content well researched, written, and edited by a professional news outlet.	**5**	
1.3	Portrayal of sources with contrasting viewpoints	**5**	
			15
2. Activity should serve the need of all groups in the society: public, private and community based		**20**	
2.1	Identify stakeholders: government, security establishment, political parties/groups, minorities, religious groups, cultural groups	**5**	
2.2	Understand the history and be familiar with coverage of diverse groups in society.	2	
2.3	Usefulness of the news information for the public at large	**5**	
2.4	Accessibility of the content	**5**	
			17

3. Activity displays culture of self-regulation and media ethics.		**10**	
3.1	Applied ethical guidelines and practices that govern the profession and the legal implications and considerations that inform the profession	**4**	
3.2	Including information about sources, accuracy estimates, possibilities of bias and voluntary retractions	**5**	
			9
4. Activities supporting communication with fairness and impartiality - providing space for other party's point of view.		**10**	
4.1	Demonstrate the ability to apply tools, concepts and technology appropriate for the presentation of images and information on diversity	**5**	
4.2	Encourage minimum 2 or more contrasting views in the story use of neutral (unemotional) vocabulary	**5**	
			10
5. Content displays high-level of trust and confidence with the civil society organization/academia.		**5**	
5.1	Credibility could be measured by the number of readers or subscribers of the professional media outlet	**5**	
	*(*Applicable to the evaluators with whom the data is available)*		5
6. The activity should also reflect the linguistic diversity of the targeted issues.		**10**	
6.1	Credit reports that discuss regional (and not national issues) in less commonly spoken languages and that interact with minorities in their local languages	**5**	
6.2	The activities includes participation from linguistically diverse segments of society	**4**	
			9
7. The activities should represent the views of the entire political spectrum and the wide spectrum of the social interests including the weakest segments of the society.		**10**	
7.1	Is there a political bias or not?	**5**	
7.2	Choice of a topic (or topics) that highlight a minority (or underrepresented) group Major piece on a minor political group	**5**	
			10
8. Brownie Points		**10**	
8.1	(*Write Yes/No whether the content deserve brownie points)	**yes**	0
		TOTAL	75

Feedback on the content: An important issue which highlighted women problems was aired in this episode. Women education, health and causes of women folks were discussed. Many things which i think increase awareness was the interviews with the less educated or illiterate women which could develop motivation among mothers who themselves are illiterate but want to get educated their daughters. The effort of listeners club was too good and the report which said the healthy and educated mother can give strong nation. All the tools were used very good and with the professional methods.

Evaluated by: Ashrafuddin Pirzada Signature:

Dated: 13/11/2012

Mishal Pakistan content assessment framework
© 2010-2015

Post-Program Assessment of the Media and Outreach Program by Manhattan Leo Burnett and African Communication

EVALUATION METHODOLOGY

The following criteria has been developed by the Mishal Pakistan in collaboration with the Center for International Media Ethics (CIME) for monitoring and evaluation of content on the basis of impartiality, biasedness, media ethics, safeguarding the interest of the marginalized segments of the society and acceptance by the community. The United Nations Educational Scientific and Cultural Organization's Headquarter also extended their professional feedback on the criteria, which was initially developed for Mishal Pakistan to evaluate content in the Pakistani perspective.

Content Evaluated: Episode 16 of KPK Prepared by: Ashrafuddin Pirzada

Language: Pashtu Report We blink:

The entries should be marked on the following indicators;

	INDICATORS	ASSESSMENT	TOTAL
1.	**Activity Reflecting Diversity**	**15**	
1.1	Activities that highlight issues and content reflects' an unbiased viewpoint.	**3**	
1.2	News/Article/Content well researched, written, and edited by a professional news outlet.	**4**	
1.3	Portrayal of sources with contrasting viewpoints	**5**	
			12
2.	**Activity should serve the need of all groups in the society: public, private and community based**	**20**	
2.1	Identify stakeholders: government, security establishment, political parties/groups, minorities, religious groups, cultural groups	**3**	
2.2	Understand the history and be familiar with coverage of diverse groups in society.	2	
2.3	Usefulness of the news information for the public at large	**5**	
2.4	Accessibility of the content	**3**	
			13

3. Activity displays culture of self-regulation and media ethics.		**10**	
3.1	Applied ethical guidelines and practices that govern the profession and the legal implications and considerations that inform the profession	**3**	
3.2	Including information about sources, accuracy estimates, possibilities of bias and voluntary retractions	**5**	
			8
4. Activities supporting communication with fairness and impartiality - providing space for other party's point of view.		**10**	
4.1	Demonstrate the ability to apply tools, concepts and technology appropriate for the presentation of images and information on diversity	**5**	
4.2	Encourage minimum 2 or more contrasting views in the story use of neutral (unemotional) vocabulary	**2**	
			7
5. Content displays high-level of trust and confidence with the civil society organization/academia.		**5**	
5.1	Credibility could be measured by the number of readers or subscribers of the professional media outlet	**5**	
	*(*Applicable to the evaluators with whom the data is available)*		5
6. The activity should also reflect the linguistic diversity of the targeted issues.		**10**	
6.1	Credit reports that discuss regional (and not national issues) in less commonly spoken languages and that interact with minorities in their local languages	**5**	
6.2	The activities includes participation from linguistically diverse segments of society	**2**	
			7
7. The activities should represent the views of the entire political spectrum and the wide spectrum of the social interests including the weakest segments of the society.		**10**	
7.1	Is there a political bias or not?	**1**	
7.2	Choice of a topic (or topics) that highlight a minority (or underrepresented) group Major piece on a minor political group	**5**	
			6
8. Brownie Points		**10**	
8.1	(*Write Yes/No whether the content deserve brownie points)	**yes**	0
		TOTAL	58

Feedback on the contents: This episode was very interesting and fruitful. The most pivotal point in this episode was Education especially technical or professional education. All the players were useful and informative. All the interviewees were good but they much used English words which would be not easy for less educated people in FATA to understand. The sequence and editing were good. But no professional figure was interviewed in this episode who could say what he achieved by his technical or professional education. A song and poet were there in this episode who said about the importance of education, peace and love.

Evaluated by: Ashrafuddin Pirzada Signature:

Dated: 13/11/2012

Mishal Pakistan content assessment framework
© 2010-2015

KADAM PE KADAM – Radio Magazine Program:

Kadam Pe Kadam is a radio magazine show in Pushto language designed specifically for the FATA and tribal areas. Kadam Pa Kadam covers news updates, one-on-one interviews, panel discussions, songs, Pashto poetry, storytelling and the drama.



Kadam Pe Kadam has been broadcasted on Pakistan Broadcasting Corporation's (PBC) AM frequencies and in Radio Peshawar's' FM 101. It engages communities development activities in the tribal belt and delivers messages emphasizing the positive aspects of progress and development in the area. Kadam Pe Kadam, abbreviated as KPK, utilizes respected local voices to communicate credible and culturally sensitive messaging that embraces the unique elements of FATA culture, customs, traditions and history.

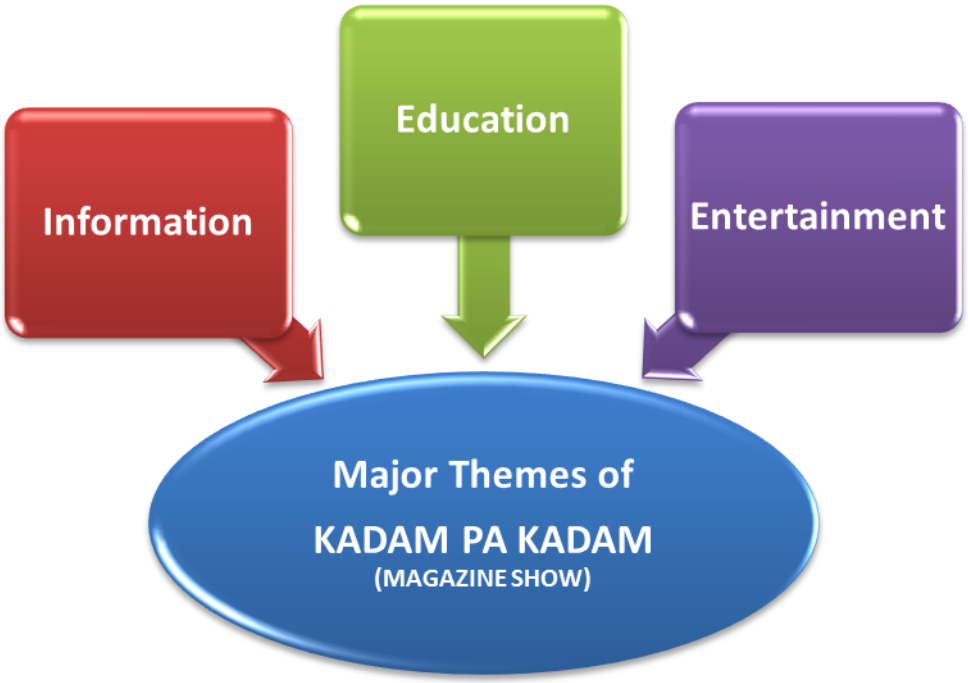
The program incorporates a wide range of messaging that supports counter-extremism and helps foster tolerance and dialogue. Topics include women's rights and human rights within the context of Islam, promoting rule of law, and civic participation to mitigate the impact of extremist ideologies. The program is also striving to

sensitize youth studying in religious institutions (Madrassas) to play active role in national development and the peace building process.

52 episodes of half an hour each of Kadam Pa Kadam have been aired during the project period on AM and FM101 frequencies. The first episode was aired on 14th November 2011. It is broadcast four days a week (Monday, Tuesday, Wednesday, Thursday) while 3 days for program rebroadcasting (Friday, Saturday, Sunday). Program is broadcast regularly at 8:30 AM to 9:00 AM, 7 days a week while the 8th program has been broadcast on Sunday at 3:00 PM – 3:30 PM.

According to reports from Manhattan Leo Burnett, to date 29 sector specialists have participated in the program and 37 young people have contributed to the program, providing youth perspectives and content.

FORMAT FEATURES OF THE MAGAZINE PROGRAM:



MAJOR ISSUES HIGHLIGHTED:

- Scholarship opportunities for women
- New FATA Education Policy

- Harassment of women at workplace
- Women's health issues
- Female politicians from FATA as models of change
- Islamic heroines and their role
- Islam promoting tolerance and preaching peace and harmony
- Updates from different development reports from FATA
- Female education and its importance in Islam
- Cleanliness and hygiene in Islam
- Muharram and tolerance among several sects
- Unemployment and youth
- Immigration cheats
- Comments and commentary of supporting Radio Soap DDZD

TECHNICAL COMPONENTS OF THE MAGAZINE SHOW:

The Title:
The title of the magazine show "Kadam Pa Kadam" is catchy and means Step by Step. The name of the program preferably reflects the presentation's mood and content as an advocate of development, day by day.

Signature Tune:
Using typical Pushtoon lyrics and instruments, the identity or signature music has been designed to permeate the whole show. At some instances the signature tune has been used as "bed" - played as background, transition and filler of gaps during the program. The signature tune of KPK serves as an additional program identity hence, reflects content.

The Host or Presenter
The host, or hosts, regulates the tone of the program by approach and style. Unless the host has attained superstar status there is good reason to have two presenters working in a lively dialogue style. It makes for a dynamic presentation. In case of KPK most of the episodes are hosted by one male host whereas in some episodes a female co-host also appeared.

The lead host of the magazine show is a good broadcaster and holds strong grip on the subject matter. He has established his credibility as a responsible host during the course of the program. The following are virtues that add to the "listen-ability" of the program:

· Friendly and outgoing sound

· Companionable

· Informal

· Briskly theme-like

· Knowledgeable and authoritative.

Linking Style

The element of magazine program KPK which needs attention is the way in which items are introduced, the type of humor used, joviality and enthusiasm, which fluctuated in different episodes, perhaps depending on the mood and environment on the day. The presentation should ensure that the various sections and formats blend together, which is a bit lacking in KPK.

Keeping the interest high, the dynamic pace going and the vibrant quality of the program sustained is the task host performed well in most of the episodes.

Program Content

The subject matter offered in every section was mostly new, relevant and interesting. The type of useful information depended on the particular needs of the target groups.

Section lengths needed be trimmed to bite sizes of stimulating scraps and chunks. Fewer of the items were too long, too dull, above the listeners' heads or remote from their experience, in very few cases.

Long segments of speech, especially by one voice, should be avoided. Different voices, locations, actuality and the use of music bridges and stingers may produce an overall effect of brightness and variety. These music stingers and segment intros need not be trivial

ACTIVITY-B

b) Assess the Outreach Strategy in both program and other social media tools (Call Ins/Website/Facebook/SMS code etc)

METHODOLOGY:

- Outreach strategy will be analysed through one-on-one meetings, interviews and collection of data in terms of feedback on the activity.
- Analysing effectiveness and sustainability of the activity in terms of community involvement and its short term as well as long term impact.
- Websites and other social media will be monitored to determine the web presence of the messages and its outreach.

ASSESSMENT:

The outreach strategy in both programs to engage the target market has been very weak. The use of social media tools, websites and SMS codes have been extremely ineffective. This shows a weakness at the part of the communication partner in Pakistan. Manhattan L.B. needs to put an extra effort in ensuring the participation of the audiences through website and social media tools.

The initiative needs to acquire its on SMS based mechanism to send information and receive feedback on the content; this would also help the content writers to design better strategic communication in line with the sentiments of the people as well.

The call in numbers used by the radio broadcasters does not keep a record or log of the records for the specific programs; therefore it is recommended that the initiative should establish its own IVR system for generating knowledge based reports.

The website of the programs and Facebook are not managed professionally:

The project scope clearly defined the support of Radio Programs through a coherent online strategy which included dedicated website and facebook page.

Though websites were established however those mainly focused on posting the past episodes of Radio programs; that too was not done professionally and at a few instances the episode link contained only the signature music (refer episode 2 of the listing in “ZamungDunya” website). There was no feedback mechanism followed and proper traffic was not generated for either website or facebook page.

Site Popularity Report*

URL: http://**www.zamungdunya.com**

Site registered on: **June 4, 2010 (29 months)**

This site is not very circulated and has limited audience. Summary of statistics are:

Pages indexed by major search engines:

SEARCH ENGINE	INDEX SCORE
Google	41
Yahoo	9
Bing	9
Alexa Rank	0
Google Page Rank	2

Other sites having link to this website (backlinks):

BACKLINK WEBSITE	LINKS
Twitter	0
Facebook	54
Technocrati	0
Google Plus	0
Digg	0
Stumble upon	0

** Website evaluated on 8th November, 2012*

Site Popularity Report*

URL: http://**www.kadampakadam.com**

Site registered on: **August 6, 2012 (4 Months)**

This site is not very circulated and has limited audience. Summary of statistics are:

Pages indexed by major search engines:

SEARCH ENGINE	INDEX SCORE
Google	0
Yahoo	6
Bing	0
Alexa Rank	0
Google Page Rank	0

Other sites having link to this website (backlinks):

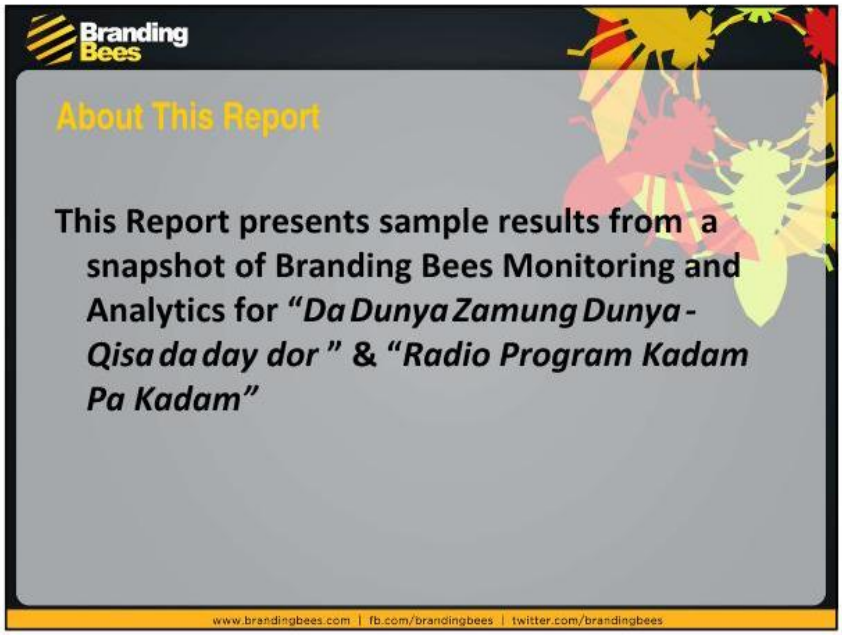
BACKLINK WEBSITE	LINKS
Twitter	0
Facebook	0
Technocrati	0
Google Plus	0
Digg	0
Stumble upon	0

** Website evaluated on 8th November, 2012*

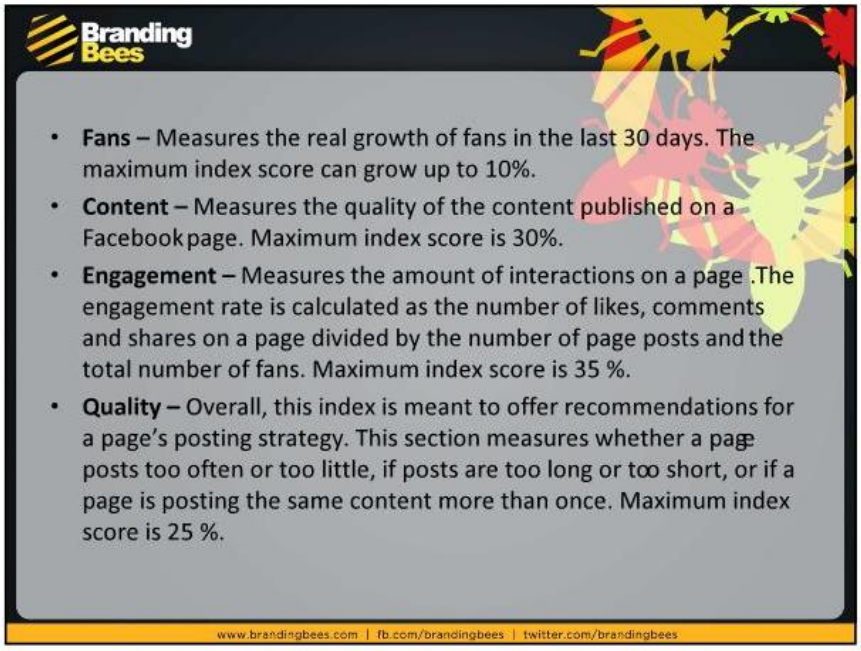
Displayed in following pages is the Social Media Intelligence Report for the program:

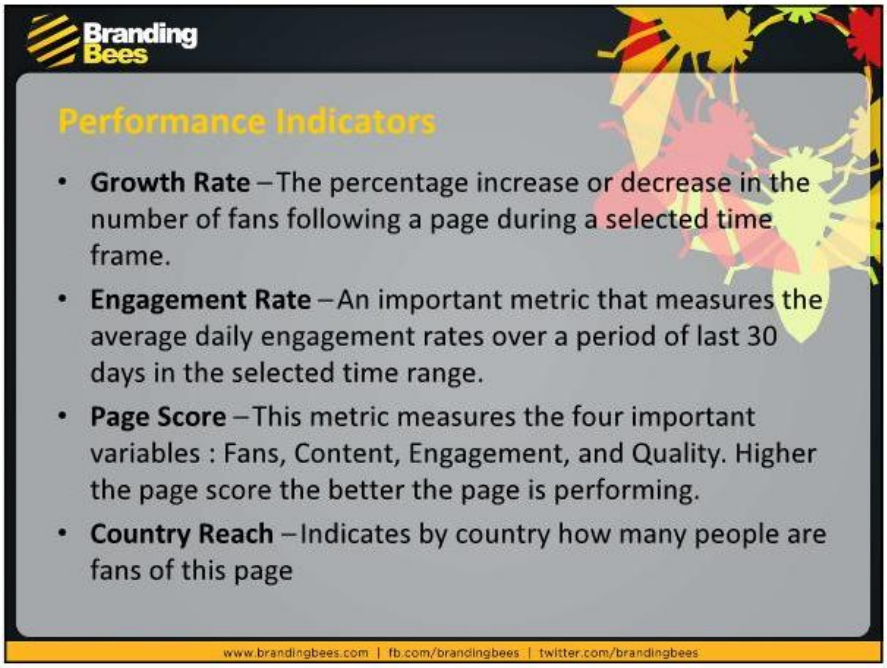
SOCIAL MEDIA INTELLIGENCE REPORT:



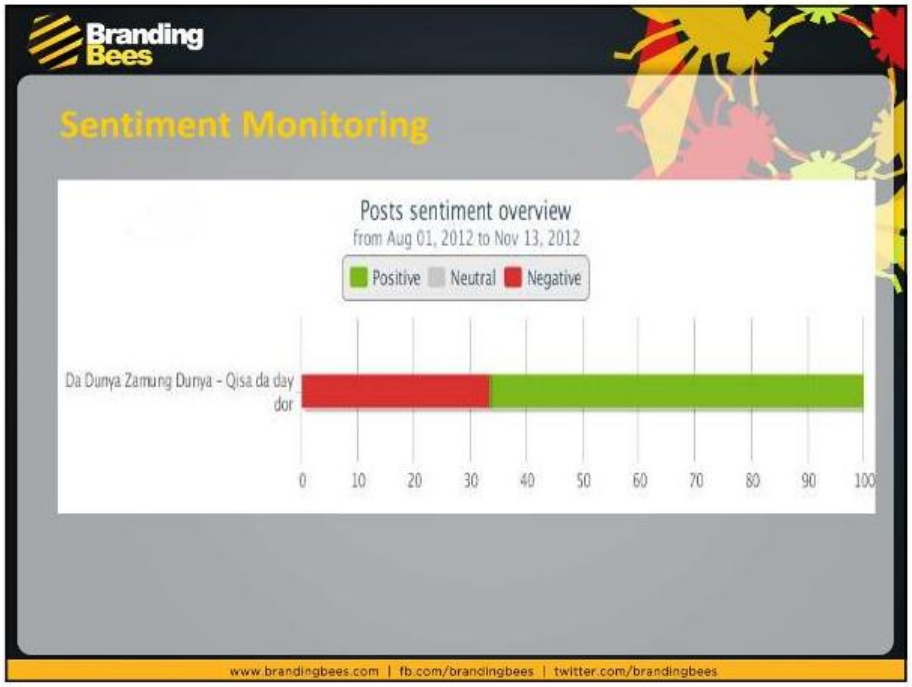



Branding Bees
Da Dunya Zamung Dunya - Qisa da day dor
General overview
Total score 8 %
Fans 0 % (max 10 %)
Content 0 % (max 30 %)
Engagement 0 % (max 35%)
Quality 8 % (max 25%)
Key performance indicators
Growth rate 0 0 %
Moving Average Engagement Rate 0,0000 % 0,0000 %
Page score 8 % 0 %
Country reach N/A
www.brandingbees.com | fb.com/brandingbees | twitter.com/brandingbees

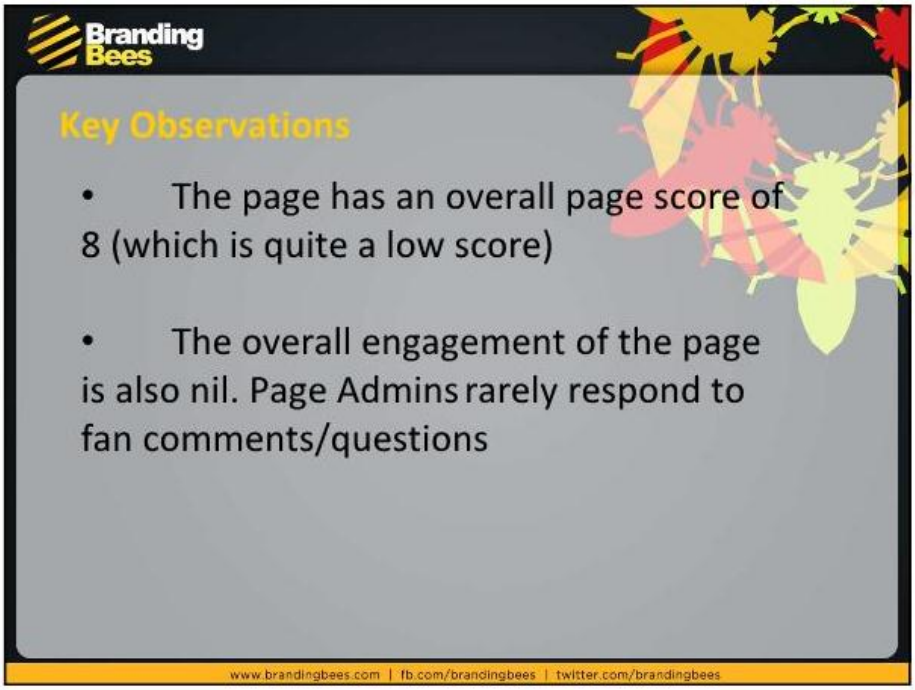

Branding Bees
• Fans – Measures the real growth of fans in the last 30 days. The maximum index score can grow up to 10%.
• Content – Measures the quality of the content published on a Facebook page. Maximum index score is 30%.
• Engagement – Measures the amount of interactions on a page .The engagement rate is calculated as the number of likes, comments and shares on a page divided by the number of page posts and the total number of fans. Maximum index score is 35 %.
• Quality – Overall, this index is meant to offer recommendations for a page's posting strategy. This section measures whether a page posts too often or too little, if posts are too long or too short, or if a page is posting the same content more than once. Maximum index score is 25 %.
www.brandingbees.com | fb.com/brandingbees | twitter.com/brandingbees

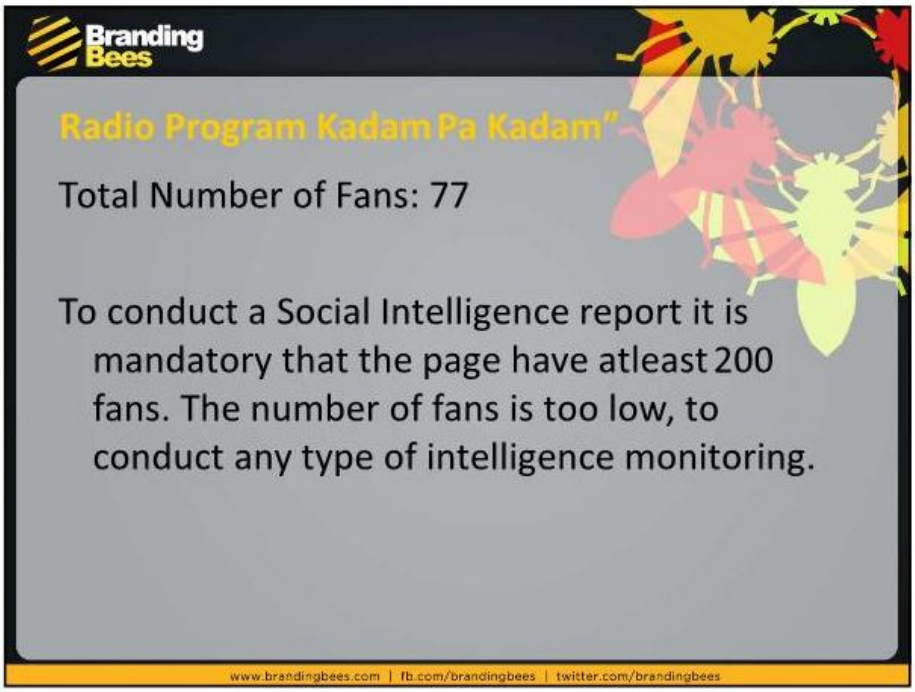

Branding Bees
Performance Indicators
• Growth Rate – The percentage increase or decrease in the number of fans following a page during a selected time frame.
• Engagement Rate – An important metric that measures the average daily engagement rates over a period of last 30 days in the selected time range.
• Page Score – This metric measures the four important variables : Fans, Content, Engagement, and Quality. Higher the page score the better the page is performing.
• Country Reach – Indicates by country how many people are fans of this page
www.brandingbees.com | fb.com/brandingbees | twitter.com/brandingbees


Branding Bees
Fan Growth
Likes
www.brandingbees.com | fb.com/brandingbees | twitter.com/brandingbees


Branding Bees
Sentiment Monitoring
Posts sentiment overview
from Aug 01, 2012 to Nov 13, 2012
Positive
Neutral
Negative
Da Dunya Zamung Dunya - Qisa da day dor
0
10
20
30
40
50
60
70
80
90
100
www.brandingbees.com | fb.com/brandingbees | twitter.com/brandingbees


Branding Bees
Sample Sentiments
Waqar Afridi
posted status
Add label
mong da staso da de drama na del ca ehzdakara dele kha drama de
Engagement Rate: N/A
Imran Bazargwal
posted status
Add label
www.brandingbees.com | fb.com/brandingbees | twitter.com/brandingbees


Branding Bees
Key Observations
• The page has an overall page score of 8 (which is quite a low score)
• The overall engagement of the page is also nil. Page Admins rarely respond to fan comments/questions
www.brandingbees.com | fb.com/brandingbees | twitter.com/brandingbees


Branding Bees
Radio Program Kadam Pa Kadam"
Total Number of Fans: 77
To conduct a Social Intelligence report it is mandatory that the page have atleast 200 fans. The number of fans is too low, to conduct any type of intelligence monitoring.
www.brandingbees.com | fb.com/brandingbees | twitter.com/brandingbees

RESEARCH REPORTS BY TNS AFTAB ASSOCIATES:

The research reports conducted by Manhattan L.B. through TNS Aftab Associates have been evaluated by the Consultant and have been found flawed in terms of data representation and authentication of the report. The reports submitted by TNS Aftab Associates lack consistency in the data analysis and evaluation methodology, a fact acknowledged by one of the foreign consultants as well.

The Consultants approached both Manhattan L.B. and the research company Aftab Associates on several occasions for explanations but till to-date have not received a satisfactory answer from the research company.

Poor research done in the pre and post evaluation of the program; makes the entire assessment on the communication methodology and feedback mechanism not only difficult but also puts the entire approach of the program questionable.

It is highly recommended that a new assessment is done by a third party, which should not be recommended by either African Communications or Manhattan L.B. to do the baseline surveys and periodic assessments accordingly.

ACTIVITY-C

c) Assess the effectiveness of Choice of Medium

METHODOLOGY:

- Channel outreach will be assessed in terms of listenership and outreach with regard to communities and areas as well as age groups

ASSESSMENT:

The program DDZD has been aired successfully in Peshawar and the KP Province on the four leading FM broadcasters, however the same programs were quite ineffective in reaching out to the population in the FATA region. As the FM signals do not reach to the majority of the population in FATA with quality and clarity, the listenership in FATA usually rely on other frequencies. The airwaves carrying Radio Peshawar on AM are also not very popular and the listenership is also quite low.

It is recommended that the programs should also be aired on some of the AM and MW frequencies as well. The Radio International Network FM 96 is also a good opportunity for the program to reach via FM airwaves in most parts of FATA.

It was also evaluated that the initiative lacks any documentation in terms of agreements between the partners and various channels engaged for the program. The Consultant when requested for the agreements for the channel to broadcast the programs, were told that the entire initiative was done through a media buying house Axis Media Pvt. Limited, an associate company of Manhattan Leo Burnett. The transmission certificates for the program airing are one evidence, but a contract or agreements are also essential for maintaining transparency of the initiative with the radio channels.

It is highly recommended the airing arrangements of the programs should be documented properly and made transparent for future continuation of the project.

ACTIVITY-D

d) Evaluate the Role and Outcome of the Focus Discussion Groups

METHODOLOGY:

- One-one meetings will be held with FDGs and interviews will be conducted regarding their experiences
- Feedback will be collected from FDGs about effectiveness of the program, interest level and expected outcome.
- A special focus will be given to participation level in FDGs.

ASSESSMENT:

Despite Consultants repeated efforts, we could not approach the members of the FDG to have their views on the effectiveness of the program. The members of the FDG were selected and evaluated by TNS Aftab Associates.

Requests have been made to Aftab Associates to facilitate evaluation of the FDG, so far there has not been a positive response from their end. Looking at the trends and analysis of the FDGs, the Consultants found enough evidence to suspect the factuality and functioning of the FDG's methodology and evaluations.

ACTIVITY-E

e) Assess the effectiveness of team members and their individual role.

METHODOLOGY:

- Effectiveness of team members will be evaluated through one-on-one meetings as well as group discussions with teams.
- Team profiles will be monitored and their corresponding roles will be examined
- Acceptance level of team individuals will also be checked through interviews and feedback from the field.

ASSESSMENT:

The Consultants interviewed the team members from both Manhattan L.B. and African Communications.

Role of African Communications:

The two consultants from the African Communications were interviewed and their roles were assessed:

1) Dr. Waseem Mehmood is associated with the program in terms of visualising the entire initiative and creating the characters web for the programs, this is a highly skilled task, which requires not understanding of the local customs and traditions but also the art of storytelling through Radio broadcast.

   Dr. Mehmood is also actively engaged in building the capacity of the local staff to write the scripts of the shows and ultimately transfer the knowledge to have other similar initiatives in the Pakistani information ecosystem.

   After assessment, it is recommended that Dr. Wasim Mehmood's role is critical for the success and continuation of this important project for Pakistan.

   The Consultants were not able to interact with the local writers, as were told that all of them are in FATA and not accessible for interview, therefore assessment of Dr. Waseem Mehmood's work to train and transfer knowledge to the local writers was not possible to be evaluated.

2) Dr. Bent Noreby Bonde

Dr. Bonde has been associated with the program as a technical resource in terms of radio broadcasting and technical assistance for content development. Dr. Bonde's role is also important in terms of the technical training for artists to create visuals impacts through sounds and music.

Dr. Boonde has also been involved in designing the feedback mechanism and the pre and post assessment of the project's communication impact. The Consultants foud that the methodology developed by Dr. Bonde was excellent and quite innovative in respect to any communication project design for Pakistan, however the implementation and data assessment had been very weak and has put the credibility of the entire project at risk.

Role of Manhattan Leo Burnett:

The role of Manhattan Leo Burnett is critical for the success of the project in Pakistan. However as an implementation partner Manhattan L.B. lacks experience in strategic communications and its outreach strategies.

The expertise to evaluate and develop research reports on the pre and post assessment of the project also raises questions on the institutional capability of the partner.

The change in policy by the authorities in acquiring a SMS code for communication and feedback mechanism and distribution of marketing collateral with wrong short code also raises serious questions on part of the partner's ability and understanding on strategic communications.

ACTIVITY-F

f) Provide an overall assessment of the program

METHODOLOGY:

- An overall of all of the above components will be done in order to assess if such programs serve as relevant, effective and efficient measures to counter the

increasing extremism and support to youth and gender empowerment in conflict affected areas.

- The assessment would also focus if the program has contributed to any attitudinal changes and on how the program may develop more effective outreach and impact – if any such actions seem necessary.

ASSESSMENT:

The program has achieved its overall objective in engaging the community to debate the various objectives of the initiative.

The program was also successful in creating recall among the communities on the various themes and characters associated with the initiative.

The program also provided quality information on the various opportunities in education and other livelihood projects for different members of the society, especially the female population in KP and FATA.

The program failed in terms of creating a feedback mechanism and to engage social media for references and usage.

The program was not able to create a proper website with updated and complete content.

Recommendations:

- The program should have a new pre-assessment evaluation by a professional research organization.
- DANIDA should ensure that the Pre-Assessment evaluations are vet by external consultants for future projects, so precious time and money can be saved on projects. This will ensure correct methodology for program strategy and objectives to be achieved.
- The research methodology of the program should be approved by the program funding organizations to ensure right investments into the initiative.
- To create the real and lasting impact in the community, it is recommended that any media related activity be funded for at least three consecutive years.
- A new FDG should be evaluated for the program and its future roadmap to streamline the initiative.
- The programs should explore AM, MW and FM channels in FATA to maximize the reach of the content in the local communities.
- A proper website should be developed for the programs and should be marketed on Facebook for maximum user participation from KPK and FATA (wherever internet is available) as a knowledge resource.
- The project should establish its own IVR system to monitor and analyze the interaction with its stakeholders. This will equip the project to create a knowledge based communication mechanism.
- An effective, transparent and real time monitoring & evaluation mechanism can be developed by deploying interactive tools such as two way SMS based interaction and IVR with toll-free line.
- The initiative should explore the possibility of inculcating product placements and other sponsorship opportunities to ensure the sustainability of the project on commercial basis.
- To ensure the transfer of knowledge from foreign consultants, the initiative should work with local institutions in Peshawar and KP. The initiative can have institutional partners, instead of individuals. A combination of Public Sector (University of Peshawar) and Private Sector Institutions (IM Sciences and/or Iqra National University) should be explored in addition to various other civil society organizations working in the media sphere.

_____ End of report _____

AMIR JAHANGIR



A strategic communication and media professional, Jahangir has been Honored as the Young Global Leader 2010 by the World Economic Forum for his work on initiatives to improve the state of media and its co-relation with innovation and development issues on media ethics.

He is the CEO for Mishal and has launched the flagship program for Pakistan's media development by bringing press clubs & journalist's associations on a common platform to identify gaps in issues impacting the society and media ethics. The initiative has brought more than 20,000 professionals together to understand the socio, economic and political challenges and their impact in the new economy. He has also worked on the national strategy to engage media to develop policy frame work and its dissemination at the grass root level. He is currently working on building a strategic framework for media to work on investigative journalism on anti-terrorism and counter-narrative in the country.

He was made Advisor to the Stanford Center for Innovation and Communication at the Stanford University on Journalism and Media in 2009. The Festival of Media 2010, Valencia ranked him among the top 10 most influential media personalities in the world. Jahangir is also the founding curator for the World Economic Forum's Global Shapers Community and the Country Chair for Global Dignity.

Jahangir is an Alumnus of the Harvard University, where he has been part of the programs on "Global Leadership and Public Policy for the 21st Century", a program with Harvard Kennedy School.

Jahangir was awarded the Innovation in Health Journalism Award by the Government of Pakistan in 2009 and the Health Media Award for Innovation in 2010. He was also bestowed recognition for being the most innovative strategist for inter-clusters communication between media, communications and various economic growth indicators. He has received multiple awards by various national and international multilateral entities for his contributions for media development in Pakistan including UNICEF, WHO, Ministries of Hea lth, Interior and Communications, Government of Pakistan, The Chicago Film Festival and the Asian Institute of Management.

Amir Jahangir has worked on the post-program assessment of "Tackling violent extremism in Pakistan – coordinated media and outreach program" as Lead Consultant.

Zahid H. Jafri:



A person with 20 years of diversified experience in Project Management, Monitoring and Evaluations, Budgeting, Reporting and Financial Analysis. Specializes in conducting Monitoring & Evaluations of the projects, foresee goal achievement. He is a post graduate in Economics from University of the Punjab and has also done MBA with Finance major.

Professionally Trained on Developing "Theory of Change" for Monitoring & Evaluation of Projects. He is also trained as MR and lead auditor for ISO certifications. He has been associated with various development projects in lead role. He has also been participating in various television talk shows as an intellect to speak on the issues of Human rights.

He has worked on the post-program assessment of "Tackling violent extremism in Pakistan – coordinated media and outreach program" as co-consultant.



Lead Consultant:

Amir Jahangir
aj@mishal.com.pk

Co-Consultant:

Zahid H. Jafri
zahid@mishal.com.pk

Mishal Pakistan
250-B, Northern Strip
Sector E-11/3, Islamabad-44000
www.mishal.com.pk