

Evaluation of Talking Drum Studio- Sierra Leone

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Evaluation of Talking Drum Studio- Sierra Leone

Executive Summary

March 2002

Two years ago, the need for conflict resolution media was never greater in Sierra Leone. Violence between rebel and government forces has left thousands dead and dismembered. Consistent with its approach to conflicts on various areas, Search for Common Ground (SFCG) sought to use the media as a tool to help find solutions to this type of impasse in Sierra Leone, in part by promoting a new national and sub-regional dialogue. This project worked in conjunction with SFCG's Liberia project for the greater good of West Africa.

Talking Drum Studio - Sierra Leone (TDS-SL) began start-up operations in April 2000. Within a few months TDS-SL created five radio programming strands that are currently airing on eleven stations for a combined airtime of over 10 hours per week. Though each programming strand has a different format, all of them have the same goal: to encourage peace and reconciliation. Over the last two years, TDS-SL has been successful in reaching all areas of Sierra Leone. This was evident from the surge in the percentage of listeners, from about 40% in December, 2000, to 85% in March, 2002.

Consistent with SFCG's policy of conducting periodical comprehensive evaluations of its projects, an evaluation mission was conducted in March 2002, in order to assess the effectiveness of TDS-SL in achieving its goals and objectives. The evaluation team implemented the evaluation research techniques which have been used with other SFCG projects in Burundi and Liberia. The rationale for, and methods used with, this evaluation research are described in details in SFCG's research and evaluation reports conducted in Liberia in April, 1999¹. Multiple evaluation methods were developed in order to shed light on TDS-SL activities from various angles- focus groups were conducted with the staff; an audience survey was conducted with the public; survey interviewers gave their input into the survey design and methods of implementation; key informant interviews were conducted with a wide spectrum of officials in the government, NGOs and other agencies; and, case studies were developed and implemented to assess the link between specific TDS-SL activities and certain outcomes which had an impact on the society.

Assessment of the Current Condition of the Conflict in Sierra Leone:

The evaluation efforts focused not only on assessing the achievement of TDS-SL's goals and objectives, but also on assessing the current situation of conflict in Sierra Leone. In this regard several themes emerged:

¹. Abdalla, Amr and Torrey, Nancy. Research and Evaluation Methodology for Conflict Resolution Media. Presented to Common Ground Production. June, 1999

1. “war done done”. After ten years of conflict, peace was officially declared in Sierra Leone during the visit of the evaluation team on 18 January, 2002. This meant that the disarmament exercise, sponsored by the United Nations, was complete.
2. The ten-year conflict in Sierra Leone has had a devastating impact. It is hard to think of any aspect of the nation that has not suffered from the war. Many people have lost their lives, others have been maimed or raped. According to our survey, 86% of respondents had been displaced from their home due to the war. Property was destroyed, infrastructure lost. There are secondary effects on the agricultural and medical sectors in a nation that was even before the war near the bottom of any development index.
3. There hopeful signs that things are now returning to normal. Those interviewed in this assessment focused on the sense of security, and the freedom of movement which now obtain all over the country. Although the armed fighting has stopped, many noted that there are still underlying issues in the country, and that the *political arena* was the new arena of conflict.
4. Although most agree that peace has been achieved, there is widespread concern that most of the issues that led to the conflict still remain. Although people have seen what war can do and never want it to return, they are worried that unless something is done to address issues such as corruption, development, education, and so on, another war could happen in the future. Some also noted the impact of foreign intervention in leading to the war (e.g. the incursion of international diamond traders.)
5. There is one theme that arose from our interviews and focus groups that was a surprise to the evaluation team: Many people in Sierra Leone are talking about the *positive* effects of the conflict. Although universally decrying the horrific devastation, they point to a new openness and a new awareness in the people. Others point to the many lessons learned by refugees moving through new contexts. Others spoke about a lessening of tribalism as people came to realize that all Sierra Leoneans were affected by the conflict. Others told us of a new realization of the importance of women. War has taught many valuable lessons that the populace will carry into the future to rebuild their society.
6. Analyses of the conflict in Sierra Leone often aver that there is no *tribal* explanation (unlike, for example, the conflict between the Hutu and the Tutsi.) However, for some of our respondents, tribe or region are an important way of understanding politics and serve as a framework for explaining the uneven way the war played out around the country. These understandings influence efforts at peacebuilding. Everyone agrees that the fighting moved from the East and South, briefly into Freetown, and then into the North. In a way, this relates back to the theme of underlying conflicts still remaining. Different tribes are often perceived as supporting different fighting factions and political parties. In particular, the SLPP (the currently governing party) is seen by many Northerners as a party of the South, and therefore not responding adequately to the problems of the North. In addition, the varying tactics of the fighting forces, which in part varied as a result of the arc of the crisis, are sometimes cast as having a tribal or regional undertone.
7. The conflict in Sierra Leone cannot be understood outside of the context of conflicts in the subregion. It is widely agreed upon that the fighting originally started in Liberia and moved across the border into Sierra Leone. The flow of refugees back and forth across the Liberian and Guinean borders meant a constant uncertainty. And unrest is by no

means finished in the subregion. There is still fighting in Liberia, and many Sierra Leoneans are worried about another incursion.

The current conditions of the conflict determine to the Sierra Leonan society certain priorities and needs. Primary among these are: re-integration of ex-combatants, return of refugees, continuing peacebuilding efforts in the face of elections, and the Truth and Reconciliation Commission.

Assessment of TDS-SL's Efforts in Sierra Leone:

The most remarkable finding regarding TDS-SL activities was the tremendous increase in listenership from about 40% in 2000, to almost 90% in 2002. TDS-SL has done a remarkable job in reaching into the society with its programs and its unique style of journalism. Everyone praised TDS-SL for its neutral and fair approach to issues. Giving voice to the voiceless has been one of the most effective tools in addressing various issues. Going to places where no other journalists have been, and taking the risk to bring facts to the people, gave TDS-SL so much credibility among the people.

The diverse ethnic and linguistic mix of the TDS-SL staff has been another strength. First, it helps TDS-SL in addressing various groups in the society when there is a need to be represented by staff from a certain ethnic group, or who speak a certain language. Second, this mix set a role model for other organizations in the country on how to work together effectively.

The success of TDS-SL in working with children has been recognized by all. Their Golden Kids program has had a great positive influence on so many children, and adults as well. This was also coupled with successes in addressing trauma healing issues among the younger generations.

In general, TDS-SL's success was most visible in addressing what we may call the psycho-social aspects of the conflict: trauma healing, children, reintegration, women issues, etc. Their work on what may be called the political aspects of the conflict, such as elections, corruption, and the sub-region aspects of the conflict, may benefit from different approaches or emphasis.

The audience survey showed that listeners from different geographical locations varied in their views on TDS-SL programs. Most notable were respondents from Magburaka versus those from Kailahun². The former were more likely, in most instances, to express most satisfaction with TDS-SL programs. The latter were least likely, in many instances, to express such satisfaction. In addition to geographical variations, variations existed also based on education. Those with college education were more likely to listen to TDS-SL programs, perhaps because they have more access to radio sets. But respondents with secondary school education were more likely to express satisfaction with TDS-SL programs.

2 . According to TDS-SL administrators, it must be noted that Kailahun has no FM signal and so where people get their information about the programmes from is when they are traveling to Kenema or perhaps their relatives who travel – it is all second or third hand or more information.

In terms of the organizational capabilities, TDS-SL is perhaps a perfect example of an organization going through growing pains. The efforts of TDS-SL have been very well received in the entire society. More and more organizations and groups seek their support and collaboration. At the same time, TDS-SL seems to have a positive attitude of trying to reach out and address as many issues as possible. However, given the existing capabilities, and staff size, TDS-SL could benefit from increasing the number of its staff, and enhancing their skills and capabilities in various areas such a conflict resolution, HIV/AIDS and evaluation. This will also require a special attention to TDS-SL's community outreach department. That department is becoming increasingly involved in various activities which require more staff and higher skills. The work of the community outreach department will benefit from increasing its staff, improving their skills, and defining clearly its role within TDS-SL.

Recommendations:

Based on the findings from all data sources in this evaluation, the following are our recommendations to TDS-SL:

1. ***Keep doing what you have been doing.*** Specifically, the techniques that TDS-SL has been using, such as going to all places in the country and giving voice to the voiceless, have had a tremendous impact on that country. Continue to apply those methods, along with others that gained TDS-SL unique respect and credibility among the people.
2. ***Increase efforts for addressing elections, and possible election-related violence.*** Survey respondents did not rate TDS-SL programs on elections highly. At the same time, many interviewees expressed concerns about new forms of violence, such as election-related violence. It will be important in the immediate future to address these issues more extensively, and perhaps using different approaches.
3. ***Address sub-regional aspects of the conflict.*** Respondents to the survey did not rate the coverage of this issue favorably. At the same time, the organizational changes that just took place to appoint a local sub-region director seemed to be a step in the right direction. It will require, however, increased media and non-media activities addressing the sub-regional aspects of the conflict.
4. ***Address issues of Governance and leadership, tribalism and corruption.*** Survey respondents suggested that the coverage of those three issues was not as effective as that of other subjects such as trauma healing and children. Again, steps are being taken in the right direction, and more efforts are needed to address those subjects using both media and non-media approaches.
5. ***Keep the focus on violence, while adjusting the approaches.*** Almost all respondents to interviews insisted that the focus on violence must remain as a priority of TDS-SL. However, they also acknowledged that the conflict situation has changed. The focus on violence needs to address the causes of the conflict, and the roots of violence, and also pay attention to post-conflict forms of violence.

6. ***Expand non-radio activities, and support Community Radios.*** Many of the issues that are now facing the nation, such as HIV/AIDS, will require more than the media-based efforts. Several interviewees suggested that efforts to address HIV/AIDS and other issues would require community-based work. In this regard, special attention must be paid to developing community radios, given the success documented in the Mile 91 case study. The use and distribution of audiocassette tapes also proved to be effective in the case study on youth and elections, and may be replicated with other community-based activities.
7. ***Increase the staff.*** Related to the recommendation above, the current staff can hardly keep up with the increasing demand on TDS-SL. Several TDS-SL head of projects, and staff members, requested that more staff members be hired. The anticipated increase in TDS-SL activities, especially the non-radio ones, will require increasing the number of staff.
8. ***Build staff capabilities.*** Also related to the two recommendations above, several heads of projects, and staff members, suggested that there are needs for training of various aspects of their work. They mentioned specifically conflict resolution, HIV/AIDS, first aid and CPR, and evaluation.
9. ***Take actions to prevent burn-out.*** Many staff members stated that several of them work very long hours, mainly out of devotion to their work. However, they were also concerned that this may lead eventually to burn-out. Forcing staff to take vacations, and taking other measures to prevent possible burn-out will be necessary, especially as the organization is growing and expanding its activities.
10. ***Maintain positive relations with various agencies and organizations.*** At least three key informant interviewees stated that TDS-SL has not been responsive enough to their requests. It is the suggestion of this evaluation team that due to the overload mentioned in the recommendations above that TDS-SL was unable to continue to meet the demands of all groups and organizations. At the same time, it is necessary for TDS-SL to maintain positive relations with such groups and organizations. Increasing staff, and paying more attention to nurturing relations with others will help greatly. It will also be necessary to share with other groups and agencies seeking TDS-SL's assistance the balancing act that TDS-SL has to perform in order to meet as much of the demand on its services. Such sharing may help those groups and agencies appreciate the growing load that TDS-SL tries to accommodate.
11. ***Pursue the new emphasis areas of HIV/AIDS and human rights.*** TDS-SL has established HIV/AIDS and human rights as two areas of emphasis. This emphasis was praised and supported by all interviewees, and seems to resonate very well with the current needs of the society.
12. ***Explore causes of success with secondary school educated audience.*** The audience survey showed that while those with college education were more likely to listen to TDS-

SL programs (perhaps due to more access to radios), those with secondary school education were more likely to find TDS-SL effective and engaging. More research efforts are needed in order to understand what makes these programs more appealing to that one group, and find ways to make programs similarly appealing to other groups with higher or lower education levels.

13. ***Attend to audience's regional variations.*** The survey showed that respondents from different parts of the country reacted differently to various aspects of TDS-SL programs. This is perhaps due to the variations between regions politically, socially and economically. It also seems that the needs of largely refugee or displaced populations are different from the needs of others. This will require increased diversity in programming in order to address the needs of various areas. The differences in responses between respondents from Magburaka and from Kailahun present a good example of such variations. Perhaps TDS-SL can conduct focus groups in both areas, guided by results from the audience survey, in order to gather more in-depth information about the causes of these variations, and how to adjust to them programmatically.
14. ***Do more programs in local languages.*** Although most respondents spoke Krio, they also expressed the wish to listen to more programs in their local languages. Some interviewees also suggested that conducting programs in local languages might be more effective in communicating messages in a relevant manner.
15. ***Examine listenership habits data, and how to make them beneficial to TDS-SL and to the public.*** The evaluation report and Appendix, especially the audience survey data, included detailed information on listenership patterns across various demographic groups. These patterns may be well utilized in order to maximize the benefit to the society by targeting programs in terms of time and location to certain populations.

Evaluation of Talking Drum Studio- Sierra Leone

by
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Plan of Report

This evaluation report includes the results of the various evaluation efforts conducted during the evaluation mission to assess the process and outcome of Talking Drum Studio (TDS-SL) activities in Sierra Leone. This report will be divided into the following sections:

- I. Background of TDS-SL
- II. The Evaluation Mission
- III. The Conflict Situation in Sierra Leone Today
- IV. Assessment of TDS-SL Activities
 - a. From the Key Informant Interviews
 - b. From the Audience Survey
 - c. From TDS-SL Staff Focus Group
- V. Case Studies on Specific TDS activities
- VI. Summary and Recommendations

I. Background of Talking Drum Studio-Sierra Leone

Two years ago, the need for conflict resolution media was never greater in Sierra Leone. Violence between rebel and government forces has left thousands dead and dismembered. Consistent with its approach to conflicts on various areas, Search for Common Ground (SFCG) sought to use the media as a tool to help find solutions to this type of impasse in Sierra Leone, in part by promoting a new national and sub-regional dialogue. This project worked in conjunction with SFCG's Liberia project for the greater good of West Africa.

Talking Drum Studio - Sierra Leone (TDS-SL) began start-up operations in April 2000. Within a few months TDS-SL created five radio programming strands that are currently airing on eleven stations for a combined airtime of over 10 hours per week. Though each programming strand has a different format, all of them have the same goal: to encourage peace and reconciliation.

Modeled after its sister studio in Liberia, TDS-SL has developed programming strands that target all levels of society. One example, *Golden Kids News*, is produced by children for children affected by war. This program allows children to voice their concerns and their hopes in a society wrecked by conflict. Another example is TDS-SL's soap opera by *Sangbai Drama* called *Atunda Ayenda*. This programming strand is a drama series designed to inform former combatants about the disarmament and demobilization process. The accelerated rate in which TDS-SL is developing entertaining and effective programs is largely due to the mentoring and training by Talking Drum Studio - Liberia's staff.

TDS-SL has established itself as a strategic partner in the Sierra Leone peace process by producing programs for and in conjunction with local non-governmental organizations, international agencies, and the people of Sierra Leone. TDS-SL utilizes its production studio to increase the capacity of all local radio stations and to use its programs as a way to inform the people about the developing peace process.

TDS-SL's activities are not limited to radio programming. Its community outreach program has also been active in collaborating with various organizations and agencies to achieve the goals of peace and reconciliation through non-radio activities. For example, in April 2001, TDS-SL worked with the National Committee for Demobilization, Disarmament and Reintegration (NCDDR) on hosting and coordinating a Peace Carnival in Bo. The carnival was received as a huge success. The main highlights of the carnival included a concert with Jimmy B and other local artists as well as a drama festival, featuring TDS-SL's own Street Drama Unit. An awareness program on HIV/AIDS in Mile 91 was also among the significant non-radio activities.

II. The Evaluation Mission

In order to assess the effectiveness of TDS-SL in achieving its goals and objectives, an evaluation mission was planned and carried out during the month of January, 2002. An evaluation team consisting of Dr. Amr Abdalla as the team leader, Ms. Susan Shepler and Mr. Suleiman Hussein, spent three weeks in Sierra Leone gathering evaluation data related to TDS-SL activities. The scope of the evaluation activities was not limited to Freetown, but extended to various other parts of the country.

The evaluation team implemented the evaluation research techniques which have been used with other SFCG projects in Burundi and Liberia. The rationale for, and methods used with, this evaluation research are described in details in SFCG's research and evaluation reports conducted in Liberia in April, 1999³.

The general principles for conducting this evaluation research were:

1. To capture information for both the contextual level (i.e., the conflict issues and dynamics), and the specific level (i.e., the activities conducted by TDS-SL).
2. To utilize a variety of research methods (i.e., interviews, focus groups, surveys).
3. To target different types of audience (i.e., government officials, ordinary citizens, SFCG staff).
4. To observe actual activities as they happen (i.e., TDS-SL sponsored festivals, and meetings).
5. To conduct case studies to establish the link between TDS-SL efforts and specific impacts on the society.
6. To develop process and outcome evaluation measures.
7. To be flexible.
8. To involve TDS-SL staff, and aid staff (interviewers) in assessing the cultural dimensions of evaluation design and implementation.

The evaluation team adhered to these principles from the onset of this mission. Multiple evaluation methods were developed in order to shed light on TDS-SL activities from various angles- focus groups were conducted with the staff; an audience survey was conducted with the public; survey interviewers gave their input into the survey design and methods of implementation; key informant interviews were conducted with a wide spectrum of officials in the government, NGOs and other agencies; and, case studies were developed and implemented to assess the link between specific TDS-SL activities and certain outcomes which had an impact on the society.

This report discusses the results of the evaluation mission. The next section of this report will focus on the assessment of the conflict situation in Sierra Leone today. The following section will detail the results of the evaluation of TDS-SL's specific activities. That section will pull information from three different sources: the audience survey, key informant interviews, and the TDS-SL staff focus group. Another section will include the case studies conducted to assess the

³. Abdalla, Amr and Torrey, Nancy. Research and Evaluation Methodology for Conflict Resolution Media. Presented to Common Ground Production. June, 1999

impact of TDS-SL on specific aspects of the conflict. The final section will include a summary of the findings from this evaluation mission, and recommendations to TDS-SL

III. The Conflict Situation in Sierra Leone Today

1. The State of the Conflict in Sierra Leone.

1.a. “war done done”

After ten years of conflict, peace was officially declared in Sierra Leone during the visit of the evaluation team on 18 January, 2002. This meant that the disarmament exercise, sponsored by the United Nations, was complete. There was something magical about being in Freetown at that historic moment. The members of the evaluation team felt very lucky to experience it. In our discussions with people from all different walks of life, there was broad agreement that peace was almost complete. There have been many twists and turns on the road to peace -- coups and counter-coups, elections, military interventions -- so naturally there is still some wariness about the durability of this peace. As one interviewee put it, “The signs of peace are the following: due to disarmament more areas are opening up, refugees are coming home. However, I have my fears. The issues that brought about the conflict have not been adequately addressed.” Yet, many people told us that they were tired of war, and they believed that Sierra Leoneans wouldn’t let it happen again. As one interviewee told us, “I think that we came a long way on the road of peace. We all are exhausted. We came to realize that peace is the right way to go.”

The United Nations Mission in Sierra Leone (UNAMSIL) and the British forces are seen as very important to keeping the peace. There is concern over the possibility of violence arising out of the elections, currently scheduled for May 2002. There are also concerns in some quarters that the TRC and the Special Court might stir up old resentments. However, all in all, the combatants are disarmed, roadblocks are down, and people now travel freely throughout the country.

1.b. The impact of the conflict

The ten-year conflict in Sierra Leone has had a devastating impact. It is hard to think of any aspect of the nation that has not suffered from the war. Many people have lost their lives, others have been maimed or raped. According to our survey, 86% of respondents had been displaced from their home due to the war. Property was destroyed, infrastructure lost. There are secondary effects on the agricultural and medical sectors in a nation that was even before the war near the bottom of any development index. According to the most recent census, 75% of Sierra Leoneans have never attended any formal school. There is special concern for women and children, whom many of our respondents pointed out as the most impacted.

Nothing portrays the impact of the war better than the words of Sierra Leoneans who experienced it:

“I lost my property, but there are thousands who can’t get jobs, are denied justice, etc. They are being traumatized all over again now. As a blanket statement, I can say that all Sierra Leoneans were traumatized by the events of the war.”

“I knew a seven or eight year old boy who fought alongside me in the Army in 1991. These children have been deprived of their education, they have been raised in a situation of no stability. This is over a ten year period. ... We have teenagers and youth who never grew up in a structured society. They are ruled by jungle instinct and lawlessness. Even the secret society initiations – a kind of informal education – were disrupted by the war. Of course, women of all ages are the most disadvantaged. Girls were made wives

and mothers too early. They were exposed to many diseases, raped, abducted, died during childbirth in the bush, and drug abuse.”

“The war in SL is complex. For a while it was difficult to understand what the war was about and who was behind it. To me the whole war and atrocities were being directed mainly to the defenseless people especially women and children. The army who are supposed to help those people did like the rebels, by killing defenseless people. Those are the ones who suffered.”

“Many people lost their lives. Some people couldn’t complete their education because their sponsors died. In some areas, there are no schools remaining. Some marriages have broken up. Increase in prostitution. People had to move from one place to another when they weren’t ready to do so. Some people lost their hands and feet. People are unemployed.”

“Hardly a person does not have a horrifying story. The psychological effects will have to be dealt with for a long time. Geographically, I saw Kono has been devastated. There are issues of poverty, victimizing women, unemployment, HIV; youth and boys abducted and became combatants. One cannot easily separate victim from offender.”

“Of course youth and children are a lost generation as a result of the war. Drugs are being implanted in the country. There are higher rates of prostitution. Also a culture of violence is being reinforced in this country.”

“Women were the most affected- raped, bellies cut open. Also children because they had nothing to do with the conflict.”

“But in terms of massive destruction of the spirit and soul it was the girl child who was raped, made to be a child wife. Made to carry gun, and all that after being abducted and separated from family. Add to that the stigma she has to carry with her, especially if she has children. Unlike the boy child who does not carry such stigma, except if it is inscribed on their body”

1.c. The current state of the conflict.

Our respondents told us of the hopeful signs that things are now returning to normal. They focused on the sense of security, and the freedom of movement which now obtain all over the country. Although the armed fighting has stopped, many noted that there are still underlying issues in the country, and that the *political arena* was the new arena of conflict. These are some of the comments we heard:

“I think (the conflict) is at low ebb now. It is a different conflict now. It is no longer an armed conflict, but an interest conflict. Now that chiefs went back to their communities, and the people return to their homes they learned new ways of addressing issues. The number of political parties is large, reflecting the type of conflict we have right now.”

“Recently there was a fighting in Kono. Also there is some disarming happening in different areas. Until all disarming happens I cannot say we have complete peace. But now we can travel freely even at night. This is a kind of yardstick for measuring peace.”

“It is a no peace, no war. It is a very dangerous transitional period. Generally, it could be enhanced if there is a stronger degree of rehabilitation of the minds of the citizens and re-orientation of attitudes by the media and press.”

“Events of the past year have given us hope for a sustainable peace. This is the first Christmas people have freely gone to the provinces. We had a real African Christmas. There were no gun shots on New Years Day.”

“Everyone in the country has known that peace is the only way. We have seen signs that people are ready to forgive one another. We travel at night. We smile to each other. Even the police and the army talk to people nicely. We organize dances and people don’t fight like they used to. People are farming without worries. Schools are going on. Vehicles are moving throughout the country, everywhere they didn’t used to go. The secret societies are initiating in all the areas. This shows that peace has come, because you wouldn’t do those kinds of things if you thought guns would fire. And, people have started taking order from the local chiefs.”

Underlying these cautions and reservations were many factors related to the causes and roots of the Sierra Leonean conflict, factors which have not been resolved, and which continue to influence the dynamics of the society. Following are some of the themes that stood out in our interviews about the conflict in Sierra Leone:

1.c.1: Many of the underlying issues that prompted the conflict still remain

Although most agree that peace has been achieved, there is widespread concern that most of the issues that led to the conflict still remain. Although people have seen what war can do and never want it to return, they are worried that unless something is done to address issues such as corruption, development, education, and so on, another war could happen in the future. Some also noted the impact of foreign intervention in leading to the war (e.g. the incursion of international diamond traders.)

Some of the comments:

“The issues that brought about the conflict have not been adequately addressed. These social ills cannot be addressed by only a few people or organizations.”

“The conflict is not continuing but the dimensions of conflict are still there internally and externally, for instance, the attitude of people has not yet changed completely towards peace.”

“Collecting guns from only combatants will not by itself bring peace to SL. This is because armed fighting only reflects problems. The ruling party does not address those problems yet. Some of them have been the cause of the conflict. One of the reasons why I was convinced to be in the RUF was to create job facilities for the youth. The politicians could not do it. Many people were jobless. What we believe was that government and international community help create jobs for people. We believe that this must be done now. The money they give people who give up guns will not help the situation. What can happen is that any politicians may come back and make those jobless people come and join in fighting.”

“It started long ago although effects were felt only 10 years ago. Government was not doing well for the people; economy has been bad especially for unemployed youth; low standard of living and unemployment were wide spread. Now we have peace, but we still need to look at deep roots causes of the conflict.”

“The war started because of conditions of injustice and mismanagement of resources. Then came the foreign interest. This is a war that was economic with foreign investment. It was not about religion or ethnicity.”

“There are root causes and symptoms. This society marginalizes youth and women. This creates hostility. This will take a while to fix.”

1.c.2: Surprisingly, many see positive results of the war

There is one theme that arose from our interviews and focus groups that was a surprise to the evaluation team: Many people in Sierra Leone are talking about the *positive* effects of the conflict. Although universally decrying the horrific devastation, they point to a new openness and a new awareness in the people. Others point to the many lessons learned by refugees moving through new contexts. Others spoke about a lessening of tribalism as people came to realize that all Sierra Leoneans were affected by the conflict. Others told us of a new realization of the importance of women. War has taught many valuable lessons that the populace will carry into the future to rebuild their society. Several quotes from the interviews are included below to give a deeper sense of the nature of these surprising comments:

“When the war came to Freetown, that was a blessing. It brought us closer together. People ALL realized what the war could do. There was a conspiracy of silence in this country. It’s only now that people are beginning to talk.”

“We must refer to ourselves. Many people talk about forgiveness but in private say I will never forgive them. Maybe this thing had to happen so that people will learn that we are all the same.”

“When we look at the positive aspects it broadened our horizons. People moved around so they got to see new things and different ways of doing things. There have been positive outcomes, despite the horrible things that happened”

“There are negative and positive. The negative are a lot of destruction and trauma. But on the positive side it brought people closer together, and taught us tolerance and to talk to each other about issues. We have a stronger co-existence now and tolerance. It also helped tribes and ethnic groups to clarify misperceptions. This is one of the key positive effects of the conflict. Earlier in the conflict different ethnic groups accused each other. Eventually they all realized that they were affected equally, and that perpetrators came from all ethnic groups.”

“Another angle is the effect of the war is an eye opener to us and to other places in the world: war makes no gain, and resources have to be shared justly. The war changed our lives by causing poverty. It caused further deprivation. So this was an eye opener.”

“There are positive sides: people are now more enlightened and exposed; people from remote villages were forced to move to big cities- this made them more aware of issues and techniques that they were not aware of. They then went back home determined to improve their lives, and are more receptive to development messages.”

1.c.3: The regional and tribal dimensions of the conflict

Analyses of the conflict in Sierra Leone often aver that there is no *tribal* explanation (unlike, for example, the conflict between the Hutu and the Tutsi.) However, for some of our respondents, tribe or region are an important way of understanding politics and serve as a framework for explaining the uneven way the war played out around the country. These understandings influence efforts at peacebuilding. Everyone agrees that the fighting moved from the East and South, briefly into Freetown, and then into the North. In a way, this relates back to the theme of underlying conflicts still remaining. Different tribes are often perceived as supporting different fighting factions and political parties. In particular, the SLPP (the currently governing party) is seen by many Northerners as a party of the South, and therefore not responding adequately to the problems of the North. In addition, the varying tactics of the fighting forces, which in part varied

as a result of the arc of the crisis, are sometimes cast as having a tribal or regional undertone. This is nothing as strait forward as the Hutu - Tutsi split on the other side of Africa; rather, there are complex and shifting alliances.

“The RUF and CDF have unmet demands. The people are dissatisfied with the regional imbalance of service provision. Politically, the non-SLPP (the ruling party) are not satisfied.”

“In terms of damage, the North suffered much more despite shorter time of conflict there. This is because at that time the conflict became about terror tactics.”

“There must be a conscious effort by the government to address the issues that led to the conflict. (We need) awareness of tribal and regional divisions. With the slightest tilt, the North will revolt. The government must be truly national in terms of services: micro credit, NCRRR projects. The South is saturated with development projects.”

And, interestingly, one respondent brought out the point that the war may have increased tribal or regional solidarity, while increasing the divisions between tribes:

“In terms of region, the war actually brought people in the North closer, and to an extent this is true about the South and East. But minority tribes were abused by majority tribes. On the other hand, the regional division intensified between North and South and others as well.”

On the other hand, others told us that tribalism is not important in Sierra Leone. The only ones who keep it alive are the politicians. The people have no problem with each other.

“I think that we are moving away from a situation of a bloody war. However, I am concerned that the politicians are not giving people the ability to understand the situation and to deal with it effectively. Many of them are playing the tribal card. This is something needs to be addressed by organizations such as TDS because it is a serious matter.”

1.c.4: The conflict must be seen in the context of the subregion

The last theme that arose from interviews and focus groups is that the conflict in Sierra Leone cannot be understood outside of the context of conflicts in the subregion. It is widely agreed upon that the fighting originally started in Liberia and moved across the border into Sierra Leone. The flow of refugees back and forth across the Liberian and Guinean borders meant a constant uncertainty. And unrest is by no means finished in the subregion. There is still fighting in Liberia, and many Sierra Leoneans are worried about another incursion. The point here is that sub-regional issues are part of understanding the genesis of the conflict, but also events in neighboring countries may have a large impact on whether one can say peace has really been achieved in Sierra Leone.

Some quotes from the survey respondents:

“(An external factor) is the Liberia war which poses danger to Sierra Leone from outside.”

“We have learned a lesson in Sierra Leone. We should all have awareness in anything we do. We should try to fortify our borders.”

2. Factors Facilitating Peacebuilding and Reconciliation

Interviewees, and SFCG staff who participated in staff focus groups echoed some themes regarding what has been encouraging peace in Sierra Leone. One important factor was that people were tired of war, which was the first reaction given by several interviewees to the question about what factors encouraged peace. The following sections will cover some of the other important factors that were mentioned more than once: a tradition of peace, an increase in dialogue across fighting factions, general awareness among the population, and help from the international community.

2.1. A tradition of peace

Many interviewees talked about the incredible resilience of the communities. Despite massive destruction, people are ready to work to rebuild what was destroyed. This is based on traditions of tolerance, strong religious beliefs, and traditional structures such as chieftaincy and extended family.

“The resilience of the communities really is very strong. They try to recoup and reestablish their lives. The desire to get back to where we were before the war. Also the culture of silence in this country—meaning people do not try to rock the boat. There are also several channels to help with issues and bring people’s voices such as TDS. I also think that some of the traditional structures are still respected, although they were undermined by the conflict. But now they are helping to rebuild peace, along with extended families.”

“There has always been a strong ethnic and religious tolerance and family values. Also people are very religious and this helps because it opposes to violence and hatred.”

There was also discussion of a tradition of helping each other in times of difficulty, and of forgiveness. All of this seems to point to traditional forgiveness mechanisms as being very important.

“We should show love to one another. Sierra Leoneans should learn to help each other. If your brother is crying help him, maybe tomorrow it will be you who is crying.”

“People want to see justice. Culturally, people believe that if you accept fault and own up to your responsibility, people would forgive you.”

2.2. Dialogue across fighting faction, among Sierra Leoneans

Continuing with the theme of traditional forgiveness mechanisms, many people pointed to the importance of getting all of the parties to the conflict talking to each other. This includes the Sierra Leonean public talking to combatants and ex-combatants, but also combatants talking to each other across fighting faction. Because of fear, or a culture of silence, this didn’t happen during most of the war. People saw a difference in the trajectory of the war once that communication started happening on a larger scale.

“One of the factors (important to facilitating peace) is the attitude of Sierra Leonean people about rejecting violence, and trying to make efforts to resolve conflicts themselves. People denounce hatred. There was a strong appeal among the people for RUF to stop the war.”

“The first factor was dialogue. Earlier you could talk to the government and army; it was not easy to talk to the other side. But when RUF got a voice, and had a space to talk, there was a breakthrough in peacebuilding. The weapons were talking to each other. But now people are talking. Everyone is changing their mind towards peace.”

“Also, the fact that some SL people took the risk to build peace using their influence and ability to cross the lines of the two groups. NGOs such as TDS also helped by bringing the voices of different groups. They also brought the voices of other groups such as the victims themselves.”

There is an understanding that this kind of discussion is important, not just for the role it played in bringing the conflict to an end, but also for the role it will play in continuing peacebuilding. It is also important that these discussions include all sectors of the nation, RUF and Government, women, children, amputees, etc. There is a new inclusion in the public sphere.

“Sierra Leoneans talking to each other about the conflict (facilitated the peace). We need to sensitize ourselves and educate ourselves to make sure it doesn’t happen again.”

“TDS allows people to talk about their expectations. They are so happy to hear their own views on radio. It is helping them to heal. So allowing people to talk has been a factor. This was particularly important for rebels and child combatants.”

2.3. Awareness of the limitations of war

The third factor discussed in this section reflects the theme discussed above that, surprisingly, people see some positive effects from the war. One of these positive effects is a greater awareness of the political and economic situation in Sierra Leone. People are tired of war. Although, as some respondents told us, people prayed for this war (to end the years of corruption), now they have seen what war can do. One interviewee said, “The war was long. People got bored with it after ten years. Even those on the side of the government.”

The years of war, in a way, have emboldened the populace to demand more from their politicians and from government. As one respondent put it, “We now know that we have been exploited by politicians.” The people of Sierra Leone learned how important their role as the populace is to ensuring a continuing peace.

“Everyone is tired. We learned a very bad lesson. The civil society is becoming very strong. It is more vigilant, and active. The press is so free to write anything almost.”

“For peace building, there was no other option. If we don’t solidify the peace, the conflict will return.”

“I think that one the factor that we can build on is that most of us know that we have been exploited by politicians. If we build programs and education around that this can help. Also most of us know that bringing someone to power through the war was not going to make their life better.”

2.4. External help (UN, British, diamond embargo)

The final element mentioned as facilitating the peace process in Sierra Leone is the involvement of the international community. There are mixed feelings about UNAMSIL, and some of our interviewees mentioned alleged corruption on the part of some UN workers, but overall the assessment was positive. People pointed to a range of positive impacts, from military intervention, to general security monitoring, to training for the army and for NGOs, to the

internationally organized boycott on so-called blood diamonds. Here are some of those comments:

“The contributions of ECOMOG, UNAMSIL, the British, and the restructured Army have all been important.”

“There are lots of factors. One is the encouragement of the peacekeepers. Also the continuous meetings between peacekeepers and combatant groups. This had a very good impact. This is because if there was an attack by CDF for example, the meetings helped to bring such attacks to an end. The head of the mission has done a very good job on this front. Also, one of the other factors was that the UN deployment was speedy. Also the continuous meeting with NGOs who made it clear that there need to be peace in order to bring money to the country.”

“International pressure, the embargo on the rebels and on Charles Taylor. The campaign against blood diamonds.”

“British Embassy, and their military force, workshops for peace-building and reconciliation from various NGOs.”

“The other fact is that the participation of the UN forces as seen by both fighters as neutral, and can serve a real purpose of dialogue.”

“From the international community, many NGOs started to be on board, and actually started to implement activities.”

3. Factors Hindering Peacebuilding and Reconciliation

The one factor mentioned most often in the interviews and in the focus groups as a hindrance to peacebuilding was ongoing politics and greed in the country. Also mentioned were continuing social ills, external factors, and various concerns about how post-war reconciliation would be carried out.

3.1. Politics and greed

Partly as part of the new awareness discussed above, more people than ever seem to see the war as a result of vested interests on the part of a small number of people. It was a commonly stated belief that “politics as usual” was the most likely factor to disrupt the peace process. People decried the greed and lust for power of their politicians, and were especially worried about the manipulation of tribal or regional politics for personal gain.

“(What hinders peacebuilding is) the fact that we don’t love each other. We don’t help each other across family lines.”

“I think that the civil society needs to address the use of the tribal or regional card by politicians”

“We have to be careful about what the role of chiefs will be.”

“We need clear policies on issues of mining of diamonds.”

Of particular concern was making sure that the election system and the national government were transparent and accountable:

“There is still no electoral commissioner for the North, even now. Government must create a level playing field.”

“The 1996 elections was perceived as fraudulent, and because the ruling party had its militia as a fighting force it was not perceived favorably.”

“Bad politics. The impunity, which warrants a truth and reconciliation committee. The culture of impunity should be broken.”

“Politics: they have an agenda. Opposition does not want the government to succeed otherwise this would give them an edge in the elections. Even some civil society activists contributed to this.”

There is still an underlying lack of trust between parties to the conflict:

“One of (the factors is) confidence building; no trust or confidence between parties. For example, sometimes when I would attend meetings on behalf of the leader of the party, I would find that each party did not trust each other. I think that this lack of trust still exists.”

“Government’s reaction to the RUF of late, e.g. the attempted arrest of Gibril Massaquoi (an RUF leader, supposedly protected by the peace accords.)”

3.2. Social ills

There was also a widely stated concern that some of the social ills which led to the war in the first place could cause more conflict if left un-addressed. Most important, if youth continue to be marginalized, through unemployment and illiteracy, many thought that would undo the peacebuilding work that has been going on.

Some comments from the interviews:

“There are root causes and symptoms. This society marginalizes youth and women. This creates hostility. This will take a while to fix.”

“Also poverty can hinder peace efforts. Many were not reached easily.”

“Replacing social and economic infrastructure, e.g. the lost like schools, roads, hospitals etc.”

“There is no turning back. But the vices in the past should now be looked into, otherwise in 10 or 20 years, the same thing might happen again.”

3.3. Outside influence

Interestingly, intervention by the international community was also among the factors listed as facilitating the peacebuilding process. However, it seems that people want the intervention on their own terms, in ways that will not harm Sierra Leone, or will not work against local models of reconciliation.

“In my opinion, anything that has to do with Sierra Leoneans should be participatory. Even the TRC (The Truth and Reconciliation Commission), we don’t want ideas imported wholesale. Anything that has to do with the TRC must engage Sierra Leoneans. We have to give efforts a Sierra Leonean character. The Special Court has the same problem. There should be a bridge linking the Special Court with Sierra Leoneans.”

“Stage is set for peace, but not reaching a resolution. It all depends now on how things will be handled. Sensitization is very important at this point. This should have been done especially before establishing a special court and TRC.”

“The external factors in terms of support are also helpful, but not without the right attitude.”

There are allegations, and maybe a feeling of unease, that international troops and others have been involved in extracting Sierra Leone's resources. Some even allege that some individuals in Sierra Leone in the name of peace actually have an interest in continuing the conflict:

"The presence of the UN. There are allegations that they have interests in diamond trade."

"War is a business. So we have many who are making a career out of the plight of people. For example, arm dealers, mining dealers, business people who have interests in certain areas, and NGOs who make money especially relief NGOs' Sierra Leonean employees. All those do not like to see the war end quickly, because they would lose their jobs. Also the role of the UN peacekeepers has been a problem, because some individuals' interests are hampering the process. For example, an Indian UN official may have an interest in the presence in this country, which can cause problems. So the neutrality of some of them can be in question."

Finally, the issue of influence from Liberia is a concern.

"External influence especially from Liberia."

"Must take security issues more seriously especially when you have someone like Taylor next door (in Liberia)."

3.4. Problems with post war reintegration and policy

The last set of concerns have to do with the problem of demobilizing and reintegrating the fighting forces. There are worries that there are still guns in circulation; or that even after the ex-combatants have disarmed, if they are not satisfied with their benefits packages, they may pick up arms again. Some are worried that the DDR program is not well run or well funded. Some are concerned about a policy that rewards the RUF at the expense of the CDF. There is also concern that even if ex-combatants go through the training programs, there may not be enough jobs for them. In general, absorbing the class of ex-combatants is still a thorny issue, and a potentially explosive one.

"I think information has not been adequately communicated to combatants. They were cut off from the rest of the world."

"Illiteracy among warring factions was also a factor."

"Lack of funds for DDR, MRPG programs"

"The ones who are disarming, if they don't have anything to do, they will turn to armed robbery. They should be attached somewhere."

Another possibly explosive issue is the perception among some in the general populace that the combatants are being coddled out of fear, at the expense of the victims of the war.

"We over-emphasize reconciliation with the rebels and perpetrators so much at the expense of the victims."

"The major issues are demobilization of ex-combatants and their reintegration. Also make sure that we also take care of victims. Now there is much favoring of ex-combatants at the expense of the victims. We need to balance that."

"When I talk to people about the social reintegration of ex-combatants. They ask me why we are pampering them; what about us amputees and children? So we try to narrow the gap between NCRRR and NCDDR work."

“Also the CDF, the local government militia. They thought they fought for democracy. They thought that they should have had more than RUF.”

4. Emerging Issues and Needs

In addition to the typical needs of this conflict, such as the search for peace, humanitarian assistance, and peaceful coexistence of ex-combatants, key informant interviewees and SFCG staff, suggested that, as the conflict has been transforming, additional issues were pressing. Those issues would require careful attention by SFCG, other NGOs and government agencies. The major issues are re-integration of ex-combatants; settlement of returning refugees; and continuing peacebuilding in the face of upcoming events such as elections, the TRC, and the Special Court.

4.1. Re-integration of ex-combatants

Although the disarmament exercise has been declared complete, it remains to be seen how well ex-combatants will be accepted back into communities. There is an understanding that they were offered a benefit package in the interest of ending the war, but there is concern that as the years pass hidden resentments may surface both on the part of the populace and the ex-combatants. The size of the problem is only starting to dawn in Sierra Leone:

“We also have not addressed issues of ex-combatants well. There are over 40,000 of them. They may get training, but there are no jobs! “Should not look like rewarding them, need to put it in community context.”

Some are afraid that the RUF especially won't be able to make the adjustments necessary to live together with the rest of the country. Again, there is a sense that at the moment it is necessary to accept them back, but a continuing lack of repentance may cause a problem in the future.

“Leadership of RUF has never accepted that they did something wrong. Sankoh believes that he has done well. They see amputation and house burning to be just.”

4.2. Returning refugees

With a strong perception that there has been progress towards peace, the return of several hundred thousand refugees and internally displaced (according to UNHCR estimates) to their homes has already begun. This will require massive support on all levels. It will also raise challenges to the communities that the refugees will come back to.

4.3. Continuing peacebuilding in the face of elections, TRC, etc.

There is some nervousness about the impact of several upcoming events. Elections are scheduled for May 2002, and elections in Sierra Leone have rarely been free from violence. Some remarked that the peace was too fragile for the country to stage something as divisive as elections at this point.

Also potentially disruptive are the Truth and Reconciliation Commission and the Special Court. The modalities are still being worked out for these two novel judicial instruments, and most of the country is not yet aware of the possible impacts. Though at least one interviewee acknowledged, “The truth of the conflict still hasn't come out.” There is a culture of silence in Sierra Leone that has both good and bad effects. It has allowed people to get to work rebuilding

their communities without too many recriminations, but it also means that the truth is hidden. It's hard to say at this point what impact these institutions will have once they start operation. They may help speed the peacebuilding process as they are designed to do by giving people a sense of justice served. On the other hand, they may stir up more violence in reaction to new revelations.

4.4. Most people think the war is finished

When asked, "From your professional or personal perspective, do you think that the conflict is reaching a resolution?" almost everyone in the key informant interviews responded "yes." Perhaps even more impressive, 95.3% of those surveyed in the TDS listener survey responded in the affirmative. There is clearly a great deal of hope for peace in Sierra Leone.

Many described the progress towards peace as irreversible. Some of the signals for this long lasting peace were: the mass disarmament and safer access to roads, international community presence, better police and army structures. As one respondent put it, "People aren't too scared anymore. Minimal government services and NGO services are being provided. We have traveled around the country without any worries."

Steady Bongo, the musician supported by TDS to tour the country with a message of peace, responded, "Now, I am organizing a concert where people are coming from other towns with no problem. People sleep without any worries. Business people are moving around the country. Most importantly, the disarmament is done. Police and local chiefs are in most of the areas. Refugees and displaced are going back to their areas."

Several commented that the war had played itself out. The fighting factions, especially the RUF, realized that there was no sense in continuing the war.

"The RUF have no options left. I think it is reaching a resolution. This is because RUF no longer have an option. The disarmament process has in a way dismantled the leadership of RUF."

"Yes, it is reaching a resolution. Groups are getting to realize that war is only bringing war. Peace is needed, even for those who benefited, because they need peace to make use of their profits."

"When you talk to various combatants, the desire they project, they talk about they want to go back to normal life. The disarming has been very helpful. I believe that by disarming all combatants, 50% of the problem has been solved. But still there is so much to be done."

"Disarmament led to dismantling the war machine. The ability of RUF to make war has seriously been contained. Secondly, most combatants have now seen the other side: they have not benefited. At the same time the other side seems to be progressive. They also realized that it was not good for them to destroy their own hometowns, for now they have difficulty going back. The September 11 events has taught RUF leadership a lesson; some wanted to pursue further studies but cannot do it. They are afraid they could be haunted because of links with Al-Qaida. So they try to present themselves as good people. The RUF leader has been arrested and kept out of touch with his men."

However, some emphasized that there are other aspects of conflict present. "There are other forms of conflict than the RUF war. *But* the RUF war is nearing its conclusion." "But if underlying causes are not addressed this can cause conflict to flare up again."

IV. Assessment of TDS-SL Activities

This section will be divided into three sub-sections according to the source of data. The first is the key informant interviews; the second is the TDS-SL audience survey; and the third is the TDS-SL staff focus group.

A. Key Informant Interviews

Key informant interviews were conducted with a diverse group of key officials in various organizations and agencies. This included officials in different government agencies, international and local NGOs, the army, and civic groups. A structured interview form was designed in order to gather as much information in a systematic manner on subjects that were considered of significance to the assessment of TDS-SL work. In this section, the responses to each interview question related to TDS-SL work will be summarized and followed by excerpts from the interviews supporting the major themes in the summary.

What do you know about SFCG (TDS) efforts in SL?

Responses to this question highlighted several aspects of TDS-SL work. First, many interviewees emphasized TDS-SL's wide reach to all regions of the country. This was regarded as a pioneering effort, especially as TDS-SL has taken the risk of reaching to people in rebel controlled areas. Second, interviewees talked about the diverse topics that TDS-SL covered, with a strong emphasis on peacebuilding as its goal. These topics included women issues, children, elections, human rights, refugee issues and reintegration of ex-combatants. Third, interviewees recognized TDS-SL's multiple approaches to the conflict situation. Of course they stressed the media role played by TDS-SL. But they also highlighted the work they do with building community radios for example, their peace tours and their festivals, and their role as a facilitator convening various community groups. Finally, respondents also described the various advantages of TDS-SL's work, such as giving voice to the voiceless, allowing various sides to a subject to express themselves, giving voice to children, and setting a role model for other media outlets.

The following are examples of what some interviewees said in support of the themes described above:

"They have been to many places such as displaced camps and refugee camps to address some of the issues, and talk to local authorities about the effects of these issues. They also make good use of children in their programs."

"It is very wide and all encompassing. To the best of my ability they try to reach out to as many areas and people. They are sometimes doing better than others. They foster good amount of information through their programs. For example their efforts with the elections."

"They are facilitating the establishment of various radio stations. They are working with journalists to improve the quality of journalism (together with SLAJ). They have served as a mouthpiece for people who could otherwise hardly be reached. TDS first went to Kailahun. They are bringing information from the silent majority in the countryside. This information then reaches policy makers."

"They provide programs for peace process throughout the country. Make people express their view freely throughout the countries. Penetrate more areas than all other radio stations. They air views of sectors of different

people. They have also been making efforts through entertainment for the community through outdoor drama and activities.”

“They cover all of Sierra Leone. They work with a lot of local groups. They have a lot of programs. They were the first to go nationwide.”

“What we are familiar with here is TDS work. What they are doing is that they go out to different areas even areas that are not in government control. They talk to people about their issues and what they are going through. In this process they try to bring the country together, for example by sending messages over the radio from refugee camps. They give the ordinary people the chance to express their views. It also gives those people hope, and makes them feel as part of the process.”

“I can say that they have been so much instrumental in the peace process, trying to rebuild relationships between the warring factions and the community and war victims through their outreach programs. So they work with established local structure to achieve their aims. For example they work with us in order to reach the people and the government. They played the most significant role in building the peace process. They helped the civilians understand the process by interviewing RUF people, and collect information then distribute these information to UN and communities. So through their work with existing structure in communities they are helping in achieving peace.”

“They focus on bringing people together and appreciate each other. Many times when I worked with them I saw that they give voice to people and make them learn how to work together.”

“Actually government radio would not go whenever they are not sure that people will be critical; this was not an issue for TDS. The villagers have been heard by the entire nation due to TDS work.”

“They give the youths a voice. I have access to talk over the radio through TDS. Before, we never had that access, especially we the youth.”

“Their work is unique, exceptional and exemplary. The first is, this group has rekindled hope in the broadcast media and the radio. They go out to the grassroots to get views of people in villages. This has not been the case in the past. This sent a signal to other media outlets that Common Ground has given voice to the voiceless. Also CG had made SL know what is happening to refugees in Liberia and Guinea. Other radios do not go past one mile of their place. Also CG takes the message of peace and make it in the form of music and drama. They took the message to the country.”

“TDS stands for peace. TDS helps SL to settle the conflict in this country. TDS goes out to the villages and gives people a chance to talk about peace. It gives people zeal to work; too much laziness brings problems.”

What are the goals or objectives of these efforts?

The most obvious goals and objectives of TDS-SL work were to establish a forum for peaceful dialogue and expression of views by various groups in the society, and to provide accurate and fair information, with the purpose of building peace and integrating the society. Building a common ground, and ensuring the participation of all members of the society were also cited as main goals and objectives of TDS-SL’s work. The following are few of the comments made by respondents describing TDS-SL’s goals and objectives:

“It is about getting views and voices of the community heard in order to influence policy change and national agenda.”

“It is information sharing.”

“Creating or ensuring an informed civil society through their sharing of information on what is going on all over the country.”

“I know that the overall goal is to bring people together. And create a culture of speaking out and to voice their opinions. I have seen people who accepted to talk to TDS but not to others.”

“To integrate society. Trying to get all sectors involved. Designing programs to reach people.”

“Information dissemination and sensitization of the entire society towards peace and reconciliation.”

“I think it is to help people in SL identify their commonalities. By that I mean that they can identify what is affecting them, and use what is common on them. I also see them as giving voice to the voiceless. They also give the ordinary people the opportunity to influence policies and decision making.”

“I think they want to see a society that can live in peace, harmony and can promote human rights and democracy.”

“To return peace to the country.”

“Only one objective: to search for common ground and open society. Everything else is means to reaching this goal. They try to give a national identity to our government and people.”

What methods or techniques does SFCG (TDS) use with these efforts? How effective are these methods or techniques?

Respondents described various methods and techniques. Going to where the events are happening was one of the most important methods described, in addition to talking to all stakeholders on a matter, regardless of their position or role in the society. In this regard also, respondents highlighted the effectiveness of allowing the poor, the child, the woman, the displaced and the refugee to express their views on the radio. This last technique seemed to be the one that made TDS-SL stand out among other media outlets, and is probably affecting change in the culture. Another technique has been to allow the voice of the rebels to be heard, and to not deny them the opportunity to express their opinions.

Other effective techniques have been the use of drama, the use of musical festivals, and the use of community theater. Several respondents also noted their method of convening various groups to discuss and address specific issues. Another significant approach was training children and working with them, such as in the Golden Kids program. Finally it was also noted that the ethnic and lingual diversity of the TDS-SL staff facilitates their sending their messages effectively to various groups of people. The following are excerpts from the interviews:

“They use radio and interview people. They also allow opposing views to be heard. They have been effective. I heard prominent people responding to concerns raised on TDS programs. So they are taken seriously.”

“They go to the stakeholders, do interviews and discussions. They speak to leaders. They use a holistic approach.”

“Interviewing people. The Peace Festivals. They brought a lot of people together. Out of that, they developed radio programs. Recording the feeling of the crowd sends positive messages to Freetown that life is going on in the provinces. They facilitated the gathering of a crowd. They go to places that no one else goes.”

“I think the techniques they use, the language and drama are suitable for this country. The recorded messages about peace and reconciliation. They need to spread the message further.”

“They talk to the ordinary person. They also use community theater. They are very good in doing this. The theater in my opinion is more powerful because it brings the message closer to people and make people think critically. The discussions around thematic issues is also good through their programs that they do in non-radio programs in the country. Also support of other NGOs in their programs.”

“They work with existing structure in communities and work with media institutions, and leaders of communities and government. They also work with children to collect information about their needs. They also try to link and network groups together especially in terms of the peace process. They have already gone so far in the country to get information to help with the peace process.”

“The fact that every ethnic group is represented makes them able to reach all different groups of people. People listen to reporters who speak their dialect. I think they can do better by also broadcasting in other languages.”

“Sangbai Drama acts and spreads the message of peace. They even talk to the chiefs. They allow the fighters themselves to talk, what is in their heart, why they are fighting. They organize shows for the public and pass on the messages. They organize the Golden Kids who come on the radio and that makes the other children realize they have the right to talk. They interview teachers, their fellow students, and so on. They talk exactly about their problems and what needs to be done to solve the problems. They have programs on all the radio stations of SL.”

“Soap opera covers multiple issues: war, development, teach lessons, and help people think for themselves. Very cultured. It is a breakthrough.”

What is your opinion on how much these goals or objectives are reached?

Most respondents suggested that TDS-SL was reaching its goals and objectives, or was accomplishing them in very high rates. However, many also cautioned that they did not have the correct tools to make such an assessment, but were basing their opinion on their own observations. Few other respondents suggested that there is still so much to be done, not only by TDS-SL, but also by all groups in the society. In general, none of the respondents indicated in that TDS-SL was in any way failing to work towards its goals and objectives. The following are excerpts from their comments:

“They are very close to 100%. They have been well accepted by everyone even in the country. It is a household name in the country.”

“Very very successful. They’ve covered everywhere but Kailahun. My remarks are based on the listener feedback we get.”

“They have to do a lot more. Actually WE have to do a lot more being partners. People here are illiterate, so we need to do much to explain to them. We need to broaden our communication channels. Need to utilize local people in their local areas. Also the coverage area needs to expand. I think we should go beyond Krio. I think that they have been venturing in areas we have not been to. So they have done a lot, but we need to work together better.”

“TDS would be in a better position to judge. I don’t really know their goals. But they are certainly having an impact.”

“I know for sure that many people listen to TDS here in Freetown. In the North also they are listened to. Many people listen to them with much interest. Some want to listen to know if loved ones sent them messages. Others want to know the political situation.”

“I think that they are very much successful. If I can give them a grade I would say that they score 75% with more logistics they can do even better.”

“As far as peace is concerned, yes. They were the first to go to rebel controlled areas. They have been in the forefront of this. They also used their resources to help other journalists do similar work.”

“Yes, they are doing a very good job. If I grade them I would give them 90%. The other day, I met a woman who said that in all her life, TDS was the only who made her hear her voice. This is expanding democracy to the village, not only Freetown. Also they allowed the combatant groups to express their views. This helped them bring their views to the public.”

“I think that TDS has done more than all other media outlets put together. The reason is that others do not have the resources and logistics to go to other areas. For example, to speak about female circumcision, it is not enough to talk to westernized women in Freetown, but also talk to traditional women in the country. Yes, they are reaching their goals and objectives, but there is room to do more. I would rate them over 90% especially in terms of their organization structure.”

“They have accomplished quite a good bit. They can’t be 100%, especially with the problems of bureaucracy.”

“95%. It’s not easy to bring people together 4000-6000 for a concert and allow them to talk about peace.”

“Indeed, yes. I am very positive on that because they use all radio stations to broadcast their programs.”

“Their work is limited as it does not reach areas that do not have radio reception.”

“Yes, they are heading for their goals. They are on the right direction.”

What has been the impact of SFCG (TDS) programs on this country?

The views on this matter suggested that most respondents found that TDS-SL programs have been having a great positive impact on various aspects of life in Sierra Leone. One major impact has been to make people appreciate the value of information. Specifically, some respondents stressed the positive impact that TDS-SL has had on people living in remote areas; several respondents suggested that the impact of TDS-SL can be best felt in the country, not necessarily in Freetown. This was due to their approach of giving voice to everyone, and investigating issues where they happen.

Other respondents suggested that the impact on children has been great due to the effectiveness of Golden Kids and other approaches to kids’ problems. Others indicated that TDS-SL’s impact could be felt in relation to certain topics such as HIV/AIDS and human rights. Finally, other respondents found that TDS-SL’s work impacted positively other media outlets by working through them, and by setting a role model. Few respondents were not sure about the impact of TDS-SL on the country, but agreed that the people appreciate their work. The following are excerpts from their interviews:

“I cannot say impact, but outcome. They are one player among others. So one outcome is the response of some officials to their issues. Participation of groups in their activities such as children. Dissemination of information on HIV/AIDS. It is leasing the way to those types of intervention.”

“I don’t know all their programs. TDS is like an ambulance. It’s more of reporting and not proactive, not forecasting. They are not current. They are always reporting on the past. Their own reporting is richer and more down to earth than the others, but they should have discussions about issues now, like democracy, HIV/AIDS, youth.”

“The fact that they give their programs to other stations to play is helping those other radio stations. I have heard people in my community talking about the issues raised in their programs. It brings to light the suffering of other people. I can’t speak for the government, but this government is very tolerant of whatever issues are raised in the media. Government is listening to the programs. NGOs are benefiting from the information as well. For example, TDS’ trip to Kailahun let NGOs know that it was safe to go there and put pressure on UNAMSIL to deploy there.”

“Yes. The impact is that people now know the value of information, and there is a quest for more awareness. It made people to know different cultures in different ethnic settings. Before that people did not even get information from the rural areas. Now it is from rural to rural or rural to urban. I was alone doing this, so I am pleased to see TDS doing this work.”

“The impact has been great. My executive secretary and the staff they talk about TDS a lot. They appreciate the appropriate information and helping us with designing and clarifying our information. They go and talk to ex-combatants, which people did not want to do. I think we should re-contract with them to do our work.”

“We need assistance to let us move forward, guiding points should be given to people, TDS perspective is not heard, they should voice out their perspective. They can not conceal their neutrality; this is what I believe.”

“TDS makes it a tradition in going to remote camps to bring the news of problems of the people that facilitate the duties of my organization. They give us feedback of the projects of our activities. They tell us personally, through radio and in our meetings.”

“It is a positive impact. It is one of the most popular NGOs, even in the most remote communities. I think they like them because they deliver what people expect them to do. For example, in their radio programs they have a lot of peace and reconciliation messages that people need now.”

“That is a little difficult to answer. But I think that many people appreciate their programs and many people know them and discuss their programs.”

“Anywhere you go, any radio you tune, you’ll hear a TDS program that’s educative. You’ll learn something about the conflict in the country. We understand now what we didn’t understand before.”

“TDS has had a massive effect especially on children. Through the children programs they reach out to children, including mine. You should see how anxious they are to listen to TDS programs. Our children are becoming aware because of TDS issues. TDS brought Golden Kids to participate in a conference, and they were impressive. It also has given competitive approach to news-gathering to other stations.”

“They can do what the government station cannot. People have accepted TDS as a way of life.”

“It’s very great. We all appreciate the effort of TDS. They made us know that the things that go on in this country – fighting, killing – it’s not right. They’ve really helped bring about the peace.”

“If we talk about Freetown, then may be TDS is regarded as just another radio station. But when you see in country and in rebel areas that TDS is the only welcome radio, so you know their impact. In country they made a great impact by giving voice to the people.”

“Very positive. It brought information that was not available to people such as rape victims and children combatants.”

“Those who interacted with them have been impressed. But I am not sure about the impact of their work on the country.”

What has been the impact of SFCG (TDS) programs on your specific efforts?

Overall, almost all interviewees appreciated what TDS-SL has been doing. They indicated that TDS-SL has helped them by providing accurate information which helped them make better informed decisions. In other cases, TDS-SL's coverage of certain subjects triggered efforts to address such issues. In yet other cases, TDS-SL's coverage of some problems brought more assistance and aid to help remedy a situation. Several respondents also suggested that TDS-SL's work made their own work more efficient and easier by providing information from remote areas, and where events are happening. In at least two occasions, TDS-SL's method of giving voice to different parties to a conflict led to de-escalating the conflict, because parties were able to see the various sides of the story, and to adjust their actions accordingly. The following are examples of what interviewees said in this regard:

"They helped create a lot of peace messages; they collaborated with us on some events such as the peace tour with Steady Bongo in Bo. They also helped with community radio in Mile 91 and Tombo. They also have plans to help with more community radio."

"We informed people about some schools we rebuilt and TDS publicity got more NGOs involved in assisting those schools. Some programs have convinced refugees to return to the country. They have traveled to remote areas of the country with NGOs. When that word got out, within weeks, a village he knows of went from a population of 50 to about 1500. Some RUF have disarmed as a result of programs on the MRP."

"I think that the impact has been very good, as they share the information I give them."

"Little. They are focused on what's happening in the field. We don't have that constant interaction. I wish there could be greater rapport between the two organizations."

"I have learned from their programs and have used that information to devise mechanisms to intervene. We are planning a joint venture. I am expecting a positive impact."

"The opportunity to know what is happening in the countryside brought about a healthy competition among the various brigades. e.g. Soldiers made sure they were doing their work well because they knew TDS would check up. Different brigades would do more and better projects (road building, etc.). We saw a change in attitude of soldiers towards local people. Because the people are assessing the soldiers, it is unbiased."

"One of the information officers in NCDDR had given the wrong message to ex-combatants about the payment subsistence allowances. This created a lot of tension in Port Loko. They were getting ready to attack our staff and office. I got a radio message from our office about the issue. At the same time TDS called me and they asked me to clarify some things with them. So I came and listened to the information and recorded a message assuring that no payments were made at all. This calmed them down. Also the BBC reporter in Bo relayed to the BBC that NCDDR has stopped payments to CDF in Bo. The RUF in Makeni RUF then thought that we were favoring CDF. So I came to TDS and recorded a message to clarify that no payments were made at all. Of course the quality of TDS production and their reputation is what makes me use them as a vehicle of communication."

"They have not been able to penetrate into the country as well as do what they should do within this one year. The problem is because of circumstances not TDS, for they don't have everything in their hands."

"About youth, they work closely with some of the programs I am involved in. They help youth be critical and they also back up other organizations working on human rights."

"I can say that TDS helped in building our capacities. It also helped to build our images among other NGOs and the government, especially that there was much suspicion early on. The interviews they did with us gave us trust

among people. They also provided mobility to us through providing vehicles to help us travel to various places to send peace messages.”

“They helped a lot. For example, in Kabala there was a problem between SLA and RUF. Through TDS work we were able to learn what happened from the two sides. When I realized that our perspective on the story was different from the other side. So I went there and worked out the problem. “Digging the facts out helped so much.”

“Our group had fallen apart. TDS people (Ambrose, Ngolo Katta, and Crispin) went house to house to help organize us for more than a week. They set a meeting date. We saw that if someone came from outside to help us, we should also do something to help ourselves. Now we are looking for a piece of land to build a technical training center in our community.”

“I stand for peace. Since the war started in 1991 I’ve been traveling around the country making music for people. TDS has made more people know me, inside and outside SL. They made it possible for me to do a peace tour with World Vision. Even the American Ambassador wrote a letter to me to thank me. People have more respect for me in the country. Anywhere I go in the country people thank me. TDS made it possible for me to go back to my home, Kailahun, which was a big day in my life. I am ready to work with them at any time.”

“They facilitate my work. Before TDS I had one colleague who worked in far away places. But now TDS beats us to everywhere. In doing this they make it easy for us to send our journalists out because they had already paved the way.”

“For me, I have been impressed with their methodology of presenting materials. “It is what people need, not what I want.” Testimony can affect change. I learned this from them: go to the field and get materials from there.”

Two years ago, when SFCG started working in SL, the stated goal was “to reduce violence by stressing themes of peace, reconciliation and democratization in the sub-region.” Should reducing violence be the first priority today, or are there other more pressing priorities?

The vast majority of respondents insisted that the focus on violence reduction must remain. They acknowledged that the conflict has changed compared to the past few years. They acknowledged that fighting is almost over, disarmament has been successful, and the country in general is more peaceful today. However, they also recognized that the underlying causes of the conflict, and of violence, are still there, and have not been dealt with yet- namely, poverty, corruption, violations of human rights and exploitation. In addition, they were also aware of the fact that different forms of violence still prevail in the society such a violence against women, and also predicted an increase in petty violence associated with crimes, and election-related violence.

For all the reasons above, respondents did not favor a complete shift in TDS-SL priorities. They wanted to see a continued focus on violence, but perhaps from a different angle- an angle that focuses more on the underlying causes of violence, and which promotes human rights and peaceful approaches to conflict. The following are examples of their responses to this question:

“Yes, they have changed. It may be valid to keep the focus on violence in Liberia. Actually I am not sure that violence should be the focus now as much as it should be peacebuilding. But we need to continue to understand various aspects of the conflict, and understand the root causes of violence.”

“I think roles should change, as we are moving towards lasting peace. We need to focus on development, and also to look at the causes of that conflict to prevent it from happening ever again.”

“Violence is always there, and is the most dangerous aspect. But today we should focus on peace consolidation. We need to be more positive. Resettlement, reintegration, rehabilitation, and democratization are perhaps more pressing priorities.”

“We are putting war on the back burner, now we should be engaging civil society. Violence is always there. It won’t be chased out immediately. People’s psyches are involved. Schools are violent. Societies coming out of war are usually violent. There is armed robbery. And, the elections have always been marked with violence. The theme can be revisited over time with new emphases.”

“There are still some clashes between the people, therefore integration is still needed, education, urge people to participate in coming elections and other issues. Democratization is very important. Making the economy back on track, agriculture, trading and so on.”

“I think coming from the war and looking on the drug use issues, the issue of violence should continue to be vigorously pursued. It is alarming to see the spread of drugs, and youth ganging up in ghettos. This requires continued focus on violence. It is a different focus on violence from the one existed two years ago.”

“I think it has to continue to be. Especially because in our situation we need a lot of programs to reduce violence.”

“Yes. The UN said that the number of small arms is so large. There is a continued need to talk about the issue of violence. It has impact to development of the region. What we have now is the threat of violence not the actual use of violence as it was few years ago.”

“Reducing violence is one of the goals that TDS succeeded in accomplishing. But there are other aspects to violence. Violence is not only about armed fighting. Violence is also at school and at homes. We need to focus on reducing violence in homes for example especially against women and children. Also there is fighting between nations. This also needs to be addressed. I saw in Liberia that TDS works on the sub-region issues. We need this here too in order to ensure no violence.”

“Reducing violence is very important. We had too much violence. Especially during the elections. We are now busy campaigning against violence.”

“In reducing violence, one needs to target the minds of people. Also this has no terminal key- it is an ongoing process. TDS should continue to interact with the minds of people in order to stress the campaign of non-violence. Violence starts in the mind of people. This is why it must be always targeted. Civil education on violence-free society should be the goal, which is what SFCG has been doing.”

“Priority should be peacebuilding. Reducing violence could be a component of peacebuilding. Conflict is coming to end. Need to focus on strengthening the structure of peace.”

“That is a priority issue. If there is violence, no development will happen, no investors will come, no economy. It should be a priority; especially that violence at the end of a war comes in different forms and shapes.”

“Reducing violence for foreseen future is important. But eventually there will be a need to move to nation building. We are in a transitional period now.”

“Yes, they should continue with “reduced violence.” But also to be aware of potential of peace. To empower people. It is not enough to say “do not fight.” There has to be an alternative to fighting as well.”

What do you think of the new proposed focus of SFCG work in SL on health, especially HIV/AIDS, and human rights issues?

There was almost a complete consensus among respondents that the focus on human rights and HIV/AIDS issues was on target. Several respondents acknowledged the dangers associated with

the spread of HIV/AIDS in Sierra Leone, and do realize that more efforts are needed to address it. In addition, human rights violations have been rampant in that country for years, with horrifying effects on the population. Therefore, strong efforts are needed to educate people about them, and to promote them and integrate them into the culture. Several suggested the need to address these issues not only using radio programs, but also using non-radio activities in communities, and networking with others working on these issues. Many respondents also saw the connection between the two subjects, and their connection to violence in communities. The following are examples of the responses:

“That is good because health is one of the social indicators of development. As for human rights it is important because we do not want this conflict to happen again. We also need to focus on the judiciary.”

“Health: There are many other players working on that issue. They need to combine with other strategically placed organizations. Human Rights: If they just talk on the radio, they won’t have a big impact. They need to spread the messages of the churches and mosques, for example, to have real impact. Even if they are sending the right message, if they are just speaking for themselves, no one will listen to them.”

“The Human Rights organizations will need the work of TDS. We don’t have easy access to the media. For example, when we published our 2001 annual report on Human Rights, only two newspapers reported on it, two with whom we already had connections. Other newspapers expected us to pay them to cover the news! Newspapers only respect international NGOs. We are saying there should be more coverage of the activities of local NGOs. The focus on Human Rights is already there in TDS’ programs. Of course, AIDS is also a human rights issue.”

“These are factors that are a problem to most communities. Preaching on these issues is very helpful in informing communities that are otherwise neglected or not served. HIV could destroy useful human resources that may be needed to resolve conflicts. So it is important to address them. Same about human rights violations. One time we and TDS addressed a violation in a chiefdom. As a result the government had to do something about it.”

“HIV/AIDS issue is very important and it should be continued. Human Rights is also very important; the situation is getting better, so it should be the number one issue.”

“I think that they are important. Those issues relate to education. We need this awareness about these issues especially from a credible agency such as TDS.”

“The present economic situation has effects on HIV/AIDS because of ignorance and prostitution as well. So looking at the health of people is important because of its economic, social and family implications. As for human rights, this is the main issue of the war: freedom of speech, poverty, illegal detention. These are critical issues for the country. “A culture of human rights needs to be built on this country.”

“These two issues reinforce the reduction of violence. They are connected to violence or to fostering causes of violence. Human rights also would cause violence if they are continued to be violated.”

“It is very very nice. In villages they do not know what is HIV, or do not understand it. So I would be very very happy to see TDS addressing those health issues on village level. As for human rights, I think that it is important to take the subject to the home level, not just on the level of the war abuses. People need to know their rights, and how to protect them. This helps reduce the chance for violence.”

“It is not complimentary to what they are doing now. AIDS is serious now. So it is more than necessary to address this issue. Same is true about human rights: freedom of speech and freedom of association. There is no clear policy on HIV/AIDS yet, so it is time to address this issue.”

“They should concentrate on HIV/AIDS. It has wiped out whole villages in East Africa. It comes back to stigmatization. (In order to avoid shame, people here will often say that AIDS sufferers have been poisoned.) We need innovative ideas. This challenge may prove to be more difficult than the war. We’re working on human rights too, but it’s not as prevalent. They are both interesting. The rights of women, children, the courts, etc.”

“HIV/AIDS has been handled very badly here. “I have been in conflict with the minister on this issue.” I saw in Abidjan in a workshop two women who looked healthy but were HIV positive. This shook me. I told the ministry (of health) in a seminar about the figures on HIV and they could double so quickly. The minister was upset with me. So yes, TDS can use its influence to deal with the issue. Human rights is still academic and political. People are more political now. But I am not so enthusiastic about it.”

“Yes. Human rights is a fundamental issue in any community or government. So any effort to sensitize about the subject is good. Same about HIV/AIDS. They inter-play. It is good that they focus on these issues in light on high illiteracy. Trauma also is not helping people to learn about their rights.”

“Well placed. You cannot over-emphasize them given the spread of these issues in Sierra Leone.”

What suggestions, if any, do you have for SFCG (TDS) regarding their work in SL?

The suggestions to TDS-SL varied. Some suggested that TDS-SL must continue with what it is doing. Others suggested more expansion in the country, and establishing local offices. Others emphasized the need to do more work on human rights and HIV/AIDS, or to work more closely with other organizations and groups. Some respondents expressed concerns about TDS-SL’s collaboration and responsiveness, and wished for more. Some suggested doing programs in local languages, and others suggested that TDS-SL address new issues such as truth and reconciliation, or special courts. Finally there were suggestions about working with traditional leaders, and to better include traditional, and African, approaches to issues such as human rights. The following are examples of their responses:

“We have to go back to human rights issues and responsibilities. And how this relate to various aspects of life in this society. Get people to understand these issues in order to rebuild this society.”

“Focus on courts. It goes hand and hand with human rights and corruption issues.”

“They must focus on peace consolidation. They shouldn’t be in opposition to the government. They should have a positive focus on what we want to happen. At the same time, they shouldn’t be the mouthpiece of the government. It’s a delicate balance. Here in Sierra Leone TDS is seen as a radio program. They could perhaps do more training of journalists.”

“They could improve their collaborative work with NGOs. Especially with an emphasis on local organizations. If they are not encouraged, their spirit will die out. For example, we have always been reminding the Human Rights section of UNAMSIL that they need to do capacity building with local groups. If TDS leaves, there will still be a lot of expertise in radio production left behind which people can use.”

“I would say that there should be more support for the radio stations that air their programs. They can give more support. This does not have to be financial, but to help with building capacities and more community radio stations. They also should continue with advocacy and awareness raising efforts.”

“They are too slow. I want them to do things the way we do it. I wish I got the cassettes for review a bit earlier.”

“At the present moment we are not doing work together. When they were being established I had a dialogue with one of their staff members. We invited them to a workshop. Their participant was very effective. But since they we lost contact. May be they have other collaborations now.”

“When they first started, they came and attended our meetings. But then they stopped coming to our meetings, and have been doing their own work without coordinating with us. This is not the right thing to do. They need to be more responsive.”

“It is good for them to open more branches. It is kind of centralized. They need to expand to other areas. Especially where coverage is a problem. I do not know how is their collaboration with other NGOs, which I think they can foster relationships with them. Many of them have good messages, and they can benefit from using TDS to spread messages.”

“My suggestion would be to continue what they are doing. To double the efforts to reach the common man. Now they have more chance to go more areas. The issues of human rights, HIV and education need to be developed in many languages. As for human rights, focus should not be only on the universal charter, but also the African declaration. For example, the issue of the child belonging to the community not also the family. The African charter addresses the community issues more than the universal. Also there are a lot of protocols developed by West African leaders, and they are not disseminated to the people. TDS can help by getting people to discuss these issues, then bring them up to the leaders. As for non-radio programs, they can continue to do programs on thematic issues. Also build small community theater groups that can work in their areas. So they can build the local capacity to do these activities.”

“Everything they are doing is perfect really. But may be they need to expand their activities more. By this I mean to do the same things in more areas.”

“To broaden listenership and to have their own broadcast outlets. And to provide the community with more say in their programs. And focus more on political issues.”

“They have created confidence between parties by allowing parties to talk to each other. They also need to go around to meet people as they have been doing. Ask them what they think we should do next. Let people voice these issues. I also told TDS that they need to play another role. Now everyone is talking peace, reconciliation and forgiveness. But people do not know how to go about it. TDS can help people understand how to do truth and reconciliation. Even the issue of special court; they need to make people understand about it. I believe that if they let people talk about this issue, they will hear different perspectives on the issue. I think that doing reconciliation and special court at the same time may not work. I suggest that you have people who talk local dialects to people at the lower level. They only speak in Krio only, but not everyone in villages speaks Krio. So we need to send teams that include people who speak other languages. Also the ratio of women to men in TDS is not balanced. Most time I see men on their teams. We need to see an equal number of men and women. Also create offices in regions.”

“They should spread all over so that other youth will understand the peace message. The various youth groups will be able to learn from each other and we will have unity all over the country.”

“The first is to make its physical presence felt in the former rebel held territories. Especially in these areas where no stations are not located, and newspapers are hardly read, and the population is illiterate. They should take the message of peace, reconciliation and acceptance to these areas. Secondly, TDS regional offices must be strengthened in other areas. Bad government and poor education of people caused much of the conflict. CG should be active in the area of voter education, their rights and obligations. Finally, TDS must have special programs on the education on the truth and reconciliation committee and special courts.”

“Keep up the good work. They need more offices up country. The children in Golden Kids are literate. They need to work with grass roots kids.”

“We have more geographical areas to reach. We need peace concerts all over. The more we can act on stage for

the people, this really shows that peace has come. They need a program to make people pay more attention to teachers in this country. Even now the teachers are on strike. If the students don't learn, we'll have the same problems in the future. TDS should have a program to have people appreciate their own culture. Everyone is trying to copy the Western style. We need to sensitize people to come back to their culture. The youth of this country are straining. TDS needs a program to see to the strain of the youths. Because we have a lot of talent in this country, but because promotion is not there, they do other bad things."

"Should not only use Krio, but other languages too."

"Do not only represent both sides; also find those who can offer solutions. Engage government officials more."

"Community theater. Also present episodes in communities."

"Work with traditional leaders. Some of them listen to their programs and get direct feedback from them and discuss problems with them. Do story telling. It works well in the Sierra Leonean culture, and teaches children well."

"Consolidate what they are doing. Continue to work towards goals as they are creating an impact. Increase funding base. Network with more NGOs; many NGOS do not know that TDS can be of service to them."

B. TDS-SL's Audience Survey

The rationale for undertaking an audience survey in Sierra Leone at this particular time was to gather information on the general patterns of radio listening, plus specific data on listener reactions to TDS-SL programs, with emphasis on the following:

1. To determine the popularity of certain TDS-SL programs and if listeners could accurately describe the issues they address and how they are being affected (attitudes and behaviors) by the content of some programs.
2. To measure which radio stations among a growing field were the more popular ones, and to further identify a few characteristics of the listeners for some of the more popular radio stations – necessary for programming decisions and inter-institutional relations development.
3. To measure the overall amount of radio listening for each segment of the broadcast day -- needed to guide program scheduling decisions.
4. To learn from respondents from a wide range of listener categories about their perceptions concerning the acceptability and likely usefulness of the TDS-SL programs as tools for peacemaking, reconciliation, and resettlement.
5. To acquire an attitudinal snapshot of what Sierra Leoneans were expecting from the current peace initiatives.
6. To gather detailed program reactions and advice of a formative (diagnostic) nature from key stakeholder groups, such as internally displaced persons, employees of governmental and non-governmental organizations, other especially knowledgeable or influential individuals, and persons across a wide range of demographic categories -- done to identify strong and weak aspects of the subject matter and presentation.
7. To learn what measurable outcomes are brought about by the programs in the categories of knowledge, attitudes, behaviors and actions -- done to evaluate program effectiveness.
8. To allow for the acquisition of trend data – needed to track changes in audience response and attitudes over time.

a. Survey Methods And Procedures

The study reported here required only three weeks to plan and field, which included conceptualization of the survey method; designing of a survey questionnaire; establishment of respondent categories and sample-size quotas within each category; training of a 10-member Sierra Leonean survey team, and three supervisors; collection of complete questionnaire returns on a sample of 400 Sierra Leoneans; the coding and inputting of data and the running of preliminary results to report to TDS-SL staff before our departure. The evaluation team

conducted training and guidance for the local survey staff on how to conduct interviews, input data and other aspects of survey methodologies. The evaluation team was able to utilize the training workshop as a final tool for editing and refining the survey for its content and its cultural appropriateness, as well as to code and assist in inputting the data as it was being collected from the field. In six days the survey team successfully completed 400 interviews in six different geographical areas, which were immediately coded. Upon completing data collection and data entry, the evaluation team conducted a very fruitful session with most of the TDS-SL staff where the preliminary findings were presented and discussed.

a.1. Scope.

The survey was conducted in six locations: Freetown, the capitol of Sierra Leone; Magburaka, Kambia, Kenema, Kailahun, and Sembehun. The selection of the six locations was intended to provide a diverse representation of the sample, including rural and urban listeners, and various geographical areas. The following is a description of each location:

1. Freetown is the capital city of Sierra Leone. It has the largest and most diverse population. Some estimate that due to internal displacement one third of the total population now live in Freetown and environs. It is in the Western Area.
2. Magburaka is in the North. It only recently emerged from RUF control. It is a medium sized town, with a few large institutions. They receive the signal of the Mile 91 radio stations.
3. Kambia is in the North. It is a medium sized town and recently UNHCR began resettling returnees from Guinea back to their homes. The radio signal they receive is from Freetown.
4. Kenema is the headquarters of the Eastern province. It is a large town made larger by a sizable IDP population and UNAMSIL presence. It was fairly well off before the war due to the diamond mining in the area. There is one radio station in Kenema playing TDS programs, but the soap opera, Atunda Ayenda, is not yet playing in Kenema.
5. Kailahun is in the East. At one time it was a fairly well off medium sized town but spent the past 10 years occupied by the RUF. There is no FM radio signal in Kailahun. However, short-wave UNAMSIL and short-wave SLBS do reach to Kailahun periodically.
6. Sembehun 17 is in the South about 17 miles south of Bo town. It is a rural village near Bo and has been engulfed by diamond mining activities and hordes of strangers who engage in mining in the area. It has been approximately 4 years since there was any fighting in the area. Their FM signal comes from BO- either KISS FM or SLBS BO.

a.2. The survey instrument.

Qualifying questions. The survey began with two qualifying questions which required that prospective respondents be someone who is 1) willing to be interviewed, and 2) "sometimes listens to radio." If the response to any was negative, the interview was terminated.

Radio Listening Questions. Six questions focused on radio listening times and various locations where the respondents listened to radio, which radio stations they listened to most and which radio stations they trusted most.

Questions about Radio Programs. At the beginning of this section, respondents were asked whether they had ever listened to "TDS-SL Programs." This was followed by a series of questions about the problems and issues that the programs talk about. The latter was an open-ended question that allowed for respondents to present their interpretations of what was discussed in those programs. Respondents were then asked a series of questions about five TDS-SL programs. These programs were chosen in consultation with TDS-SL staff for addressing a variety of issues in the society, such as children, women and ex-combatants issues. Each set of questions related to one program included playing a tape-recorded excerpt of its standard theme music, then asked, "Is this a program you have heard on the radio?" Those who responded in the negative skipped to the next question of the survey. Those who responded in the affirmative were asked about the frequency of listening to the program in the past month. Following this they were asked about their views on how the program accomplished its specific intended outcomes. The intended outcomes varied from one program to the other. Questions were then tailored to reflect the content and purpose of each program and the specific information that both the evaluators and the TDS-SL staff would be able to use.

The Primary Mission of TDS-SL. The questionnaire then had four questions on how effectively the respondent perceived TDS-SL to have fulfilled its goals and objectives. These varied from trust in the "truth" of TDS-SL programs content to do they help people heal from trauma caused by the war. The last question in this group listed 14 different subject categories and asked respondents to classify TDS-SL coverage of each, if they thought that programs covered each area. If the respondent answered "No" then the next category was covered. If the respondent answered "Yes", s/he was asked to rate the coverage as very efficiently, slightly efficiently or not efficiently.

Radio and Non-Radio Activities. Respondents were asked if they were willing to support financially a community radio; if they ever make the point of listening to TDS-SL programs; if they ever seen any TDS-SL non-radio programs; and if there are programs in their local languages.

Respondents' principal problems, TDS-SL's Effects on their Lives and their Opinions about Peace. Respondents were asked six questions in this category. The first inquired about "the problems you face because of the crisis". How do the TDS-SL programs affect your life and how can the TDS-SL programs contribute to the peace process were the two questions on this theme. Finally, there were three questions related to the peace process: do you think the crisis is nearing resolution; what are your dreams for the future of Sierra Leone; and what would you like to see Talking Drum Studio do in post-war Sierra Leone

Demographics. The questionnaire included six questions on respondent demographics. The first two were related to refugee or displaced population status. Then the other four questions asked

for gender, age (using the age categories shown in the table below), education level (also as shown in the table below), and religion.

a.3. The interception point sampling strategy.

Interception point sampling, as the term suggests, consists of intercepting respondents at convenient locations -- i.e., at locations where many individuals who fit each of the survey's pre-designated audience categories can be found. Thus, all the respondents required to fill a pre-set sampling quota of displaced persons were intercepted at a camp for displaced persons, taxi drivers at the taxi rests, Sierra Leonean nationals employed by international NGOs at their workplace, college students on the university campus, street vendors, housewives, and unemployed in the city's main vending districts and at their homes, and so on.

The use of interception point sampling is the key not only to the speed and affordability of the SFCG Rapid Survey Method, but also to its special suitability for use in war zones, where travel can be hampered by physical obstructions, and where the application of classical survey sampling methods can expose survey teams to violent or otherwise unsafe conditions. In terms of personnel qualifications, the interception point sampling method, as compared with classical survey sampling, also greatly reduces the demand for sophisticated survey planning and sampling expertise which otherwise would be required to select and physically locate the respondents.

One caution in the use of interception point sampling is that the two critical steps that include making the choice of respondent categories, and establishing pre-designated sample-size quotas within these categories, are activities that require some technical understanding. Guidelines for identifying a suitably diverse and balanced sample of respondents are given in previous SFCG evaluation documents by Palmer and Abdalla, where this and other technical matters associated with the use of the method are addressed. Although these technical considerations concerning the method are grounded in powerful statistical models, they are described in the related SFCG documents in common sense terms. "A set of respondent categories that reasonably well reflects the diversity that is found in the population group to which the results are to be generalized" is what is meant by a "suitably diverse" sample. By "balanced" we meant that the relative quota sizes established for the different respondent groups should correspond reasonably well to the relative occurrence of these groups in the larger population. At the same time, these quota sizes need to be large enough in number in order to allow for making reasonable statistical inferences about the different groups within the larger population.

Another important consideration with the techniques of sample design for surveys conducted in foreign countries, which still suffer from post-war or crisis circumstances, is the inclusion of the local population of the country in the sampling design process. The local people are more capable of providing insights on the unique characteristics of their population that may be unseen by researchers from another culture. Therefore, in the design of this sample, Sierra Leonean local people participated in identifying the sample categories, survey locations, and quota size within each category and location. In addition, the ten surveyors who conducted the survey were selected from different ages and tribal backgrounds, and were equally divided in terms of gender.

a.4. Sample size and composition.

The sample consisted of 400 Sierra Leoneans, chosen according to the interception-point sampling plan described below. The respondent categories, along with the obtained quota size are shown in the table below.

Respondent Categories and Associated Sample-Size Quotas in Each Survey Location

	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun	Total
NGO	10	6	5	5	5		31
Government	10	5	5	5	5		30
Univ. Student	20			10			30
School Teacher	10	4	4	5	4	4	31
Secondary Student	10	4	4	3	4	4	29
Small Business	10	4	4	4	4	4	30
Farmers	5	5	5	5	5	5	30
Housewives	6	6	7	7	7	7	40
Unemployed	10	4	4	4	4	4	30
Drivers	14	5		10			29
Market Vendors	11	4	4	5	4	4	32
Miners		4		14		10	28
IDPs	15			15			30
Total	131	51	42	92	42	42	400

Many technical and situational considerations went into setting the over-all sample size of 400, and approximate category sample sizes. Specifically:

1. In all cases, the purpose for including a category was to attempt to make population projections to all persons in that category. The sample size of 30 was targeted as a statistically sufficient number for making such projections. As the table above shows, the sample size of 30 was reached in most cases, and was missed only on three occasions, by no more than two in any given category.
2. A reasonable balance across gender was also desired. Accordingly, an almost even number of men and women were interviewed with this survey.

The table below shows the sample distribution actually obtained for each of four important demographic groups. The demographic variable “education” was constructed from the responses to the survey question about level of education. The survey question included nine categories ranging from no education at all to completing a graduate degree. The constructed variable of “education” collapsed the initial education variable into three categories: no or primary education (including those with no education and those with a primary school degree), secondary education (including those with some or completed secondary education), and college education (including those with at least some college degree).

The composition of the obtained respondent sample in terms of gender, age, education and religion

Gender	Male: 48.5%	Female: 51.5%	
Age	25 or Younger: 22.9%	26-40: 56.3%	41 or Over: 20.8%
Education	Non-formal Education: 18.1%	Some Primary: 10.1%	Completed Primary: 6.5%
	Some Secondary: 24.5%	Secondary Degree: 18.3%	Some College: 11.4%
	College Degree: 9.0%	Some Graduate: 2.1%	Graduate: 0.0%
Religion	Christian: 48.1%	Muslim: 51.9%	Other: 0.0%

To summarize, because the interception point sampling method departs from the textbook ideal of random sampling in most emergency scenarios, special measures were taken to minimize departures from representativeness in the sample. These measures were meant to ensure that the sample would reflect the two important qualities of demographic diversity and reasonably proportionate representation (balance) of different respondent groups. The depiction of the over-all sample in the sample design table reflects the fact that diversity and balance in the over-all sample were achieved in part by judicious category selection and quota setting. Diversity and balance were also achieved by other means. The solid representation of women was achieved in part through direct quota setting, as described earlier, and in part by including a special category of working women. By contrast, the desired balance in education levels was achieved not by quota setting, but by deliberately selecting respondent categories that would yield a credible range and proportionate representation of different education levels.

In conclusion, the Sierra Leonean survey sample, while established by a method that departs from standard random sampling survey practices in calm developed areas, nevertheless compensates in the several ways described above for the potential loss of precision and is increasingly referred to in the literature as “purposive sampling”. The two important tests of technical and common sense judgment leave no cause to believe that the results differ markedly from what would be obtained through the use of a much more painstaking, time-consuming and costly random sampling method. Moreover, the departure from the random sampling method in situations of social upheaval is not only logically necessary, it is receiving increasing validated support as long as the procedures outlined above are followed.

a.5. Demographic Information

The questions in this section were fairly straightforward. The first two questions intended to establish some information on the displaced status of respondents. They were asked if they had to leave the country, and if they had to live in a displaced persons camp.

Did the war at any time force you to leave Sierra Leone?	Percentages
Yes	39.3%
No	60.7%

Have you ever been displaced from your home due to the war?	Percentages
Yes	87.9%
No	12.1%

These results show that the vast majority of Sierra Leoneans had been displaced from their homes during the conflict, and more than one-third had to leave Sierra Leone. Those who were 25 years or younger, from Kambia and Kailahun, both border towns, and who had some or completed secondary education, were statistically significantly more likely to report that they had to leave the country during the war. No statistically significant differences existed between demographic groups regarding the second question, except based on survey location- those from Sembehun, Kailahun and Magburaka were more likely to report that they were displaced because of the war.

Another demographic question that was included in the survey was related to the local languages that respondents spoke. The following chart shows the percentages of those who spoke each of the local languages:

1- [93.3] Krio	6- [1.8] Sherbro
2- [35.3] Temne	7- [6.8] Kono
3- [49.5] Mende	9- [2.0] Kuranko
4- [9.5] Limba	8- [2.5] Kissi
5- [3.0] Loko	

b. Results

In this section the discussion will focus on the responses to the questions in each of the survey sections. The discussion will include the results for all respondents, then will be followed, for selected questions, by comparisons based on four demographic variables: age, gender, place where the interview was conducted, and education. For each of the demographic comparisons a Chi-Square analysis was conducted to determine the statistically significant differences between groups in each demographic variable. The results for the demographic comparisons are included in tables, with each row relating to one demographic variable. Shaded row(s) indicate that the differences among groups in the particular demographic variable are statistically significant ($P \leq .05$).

b.1. Radio Listening Questions

When respondents indicated that they listened to radio, they were asked, “Why do you listen to the radio?” They were free to state their reasons for listening to the radio without imposing on them any list of choices of subjects. The three top reasons given were: to get information, entertainment/music, and education. The following chart shows the reasons they listed for listening to the radio, and the percentages of those who mentioned the reasons.

Why do you listen to the radio?

	Frequency	Percent	Valid Percent ⁴
Get information	435	36.3	42.4
Entertainment/music	218	18.2	21.3
Education	109	9.1	10.6
Know about the world	71	5.9	6.9
Obituary	71	5.9	6.9
Public notice	54	4.5	5.3
Advertisement	29	2.4	2.8
Development programs	22	1.9	2.1
Listen to the voice of children	16	1.3	1.6
Total	1025	85.4	100.0
System	175	14.6	
	1200	100.0	

The results in the table below show that the majority of respondents listened to the radio the day before they were interviewed. This indicates that listening to the radio is a daily pattern for most respondents.

Apart from today, when did you listen to radio last?

	Frequency	Percent	Valid Percent
Yesterday	218	54.5	55.2
Within last 7 days	120	30.0	30.4
Within last 4 weeks	46	11.5	11.6
Other	11	2.8	2.8
Total	395	98.8	100.0
System	5	1.3	
	400	100.0	

The table below shows the differences according to the four demographic variables. Statistically significant differences existed only with survey location, where respondents from Freetown and Sembehun were more likely to have had listened to radio “yesterday.” Differences within the three other demographic variables were not statistically significant.

Listening to Radio Yesterday

Survey Location	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
	66.9%	49.0%	37.5%	54.3%	32.5%	66.7%
Gender	Male: 60.6%			Female: 50.0%		
Age	25 or Younger: 45.3%		26-40: 55.9%		41 or Older: 67.5%	
Education	None or Primary: 53.4%		Secondary: 49.4%		College: 67.1%	

Where do you Listen to Radio?

Respondents were given seven options for where they listen to the radio: home, someone else’s place, work, the coffee shop, the market, on the road, in the car, and other places. From the percentages shown in the table below, it is clear that the overwhelming majority of respondents

4 . The Valid Percent column includes the percent distribution for all response categories excluding the “missing” responses. Missing responses are referred to as “System” in all tables in this report.

listen to the radio while at home. However, it is also clear that a sizeable number of respondents also listen to radio while on the road or while in a car.

Percentage of respondents who listened to radio “very often” or “sometimes” in the following locations

Listening at Home	93.9
Listening at someone else’s place	58.7
Listening in the car	49.2
Listening on the road	43.0
Listening at Work	33.7
Listening at the coffee shop	18.9
Listening at Other Places	18.4
Listening at the market	14.2

The above results for “listening at home” were further analyzed based on the four demographic variables. The following chart shows the differences within each demographic variable.

Listening at Home (Very Often)

Survey Location	Freetown 66.2%	Magburaka 62.0%	Kambia 76.2%	Kenema 71.7%	Kailahun 7.3%	Sembehun 41.5%
Gender	Male: 59.1%			Female: 59.6%		
Age	25 or Younger: 45.5%		26-40: 62.6%		41 or Older: 62.8%	
Education	None or Primary: 43.5%		Secondary: 64.2%		College: 71.3%	

The results above show that significant differences existed with survey location and education. For education, the results show that those with higher education were more likely to report listening to radio at home. This finding, perhaps, reflects availability of radio sets, and time to listen, at the homes of those with more education. Survey location results showed that those from Kailahun were the least, by far, to report listening to radio at home very often. Those from Sembehun were also less likely to report listening to radio at home very often compared to those from the four other survey locations.

When Are You Likely to Listen to Radio?

Respondents were asked about the hours of the day when they were likely to listen to radio and how often they did so during those hours. Response choices were divided into seven general periods of the day: very early in the morning, in the morning, at midday (noon), in the afternoon, in the evening, at night, and after midnight.

Percentage of Respondents' Preferred Periods of Time for Listening

Period of the Day	Very Often or Sometimes
Very early in the morning	82.9
In the morning	70.8
At midday (noon)	43.5
In the afternoon	61.2
In the evening	86.1
At night	77.2
After Midnight	31.6

Results show that the majority of respondents listen to the radio very early in the morning and in the morning. Listening in the evening and listening at night were also reported by large numbers of respondents. It also appeared that respondents listened to the radio often in the afternoon. This information can assist TDS-SL staff in planning their program transmission hours to effectively target and expand upon their audience.

Demographic Differences Regarding Times of Listening to the Radio

The table below specifies the times when specific demographic groups are statistically significantly different from each other in terms of radio listening times. The table does not include information on listening time when the differences between groups are not statistically significant. For differences between survey locations, it is obvious that listeners from Kailahun and Sembehun are less likely to listen to the radio very often at any given time of the day compared to listeners in other places. Listeners from Freetown are more likely to listen to radio in the morning times, and listeners from Magburaka, Kambia and Kenema are more likely to listen in the evening and night times.

Male respondents seemed to listen to radio more often than women whenever the differences were statistically significant. Those with college education reported listening to the radio more than others in the early morning, in the evening and at night. Those with secondary education were more likely than others to listen at late night hours. Finally, the oldest respondents were more likely than others to listen in the early morning hours, while middle-age respondents were more likely than others to listen at night.

**Times of Listening to Radio (Based on “Very Often” Scores)
Significant Differences Based on Survey Location, Gender, Education and Age**

Time of Day	Survey Location	Gender	Education	Age
Early Morning	Freetown: 67.2% Magburaka: 52.9% Kambia: 57.1% Kenema: 44.6% Kailahun: 0.0% Sembehun: 25.0%	Male: 56.5% Female: 39.7%	No or Primary: 30.5% Secondary: 48.8% College: 72.4%	25 or Younger: 33.0% 26-40: 50.7% 41 or Older: 60.3%
Morning	Freetown: 56.3% Magburaka: 39.2% Kambia: 29.3% Kenema: 32.6% Kailahun: 2.5% Sembehun: 19.5%			
Midday	Freetown: 26.8% Magburaka: 9.8% Kambia: 4.8% Kenema: 7.8% Kailahun: 0.0% Sembehun: 5.0%	Male: 17.3% Female: 8.5%	No or Primary: 14.0% Secondary: 16.0% College: 7.0%	
After Noon	Freetown: 25.8% Magburaka: 45.7% Kambia: 38.1% Kenema: 23.6% Kailahun: 0.0% Sembehun: 13.2%	Male: 32.6% Female: 18.2%	No or Primary: 20.5% Secondary: 28.1% College: 27.2%	
Evening	Freetown: 52.8% Magburaka: 64.0% Kambia: 66.7% Kenema: 60.0% Kailahun: 2.5% Sembehun: 24.4%		No or Primary: 31.5% Secondary: 50.6% College: 67.4%	
Night	Freetown: 54.0% Magburaka: 60.0% Kambia: 61.0% Kenema: 46.7% Kailahun: 0.0% Sembehun: 22.0%	M: 42.5%, 38.9% F: 47.0%, 26.3% <i>(very often, and often results)</i>	No or Primary: 34.9% Secondary: 48.2% College: 52.3%	25 or Younger: 35.6% 26-40: 48.8% 41 or Older: 39.2%

Time of Day	Survey Location	Gender	Education	Age
Late Night	Freetown: 30.0% Magburaka: 22.9% Kambia: 15.0% Kenema: 3.3% Kailahun: 0.0% Sembehun: 0.0%		No or Primary: 10.3% Secondary: 20.2% College: 12.6%	

What radio station do you listen to and how much do you trust that radio station?

This is an important question in this survey because TDS-SL staff needs to know which are the most popular stations on which to air their programs. All major stations in the country were included on this question. Possible responses were the same as for the previous question of when do you listen to the radio: very often, occasionally or sometimes, never and I don't know or undecided. The table below includes the percentages of those who reported that they listen to the radio stations "very often" or "sometimes." The results in the table are broken down by the geographic location. This is because most radio stations have signals only in certain areas⁵.

Percentage of Respondents Who Listen to Radio Stations "Very Often" or "Sometimes"

	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
99.9	92.4%	96.1%	92.9%	41.3%	14.3%	16.7%
98.1	96.9%	82.4%	81.0%	4.3%	4.8%	2.4%
96.2	80.2%	19.6%	14.3%	2.2%		2.4%
UNAMSIL	80.9%	68.6%	92.9%	3.3%	2.4%	2.4%
93 BBN	26.0%	3.9%	2.4%	1.1%	2.4%	4.8%
SLBS, Bo	3.8%	41.2%	19.0%	66.3%	2.4%	85.7%
KIISS 104, Bo	1.5%	47.1%	23.8%	75.0%	7.1%	95.2%
SLBS, Kenema	1.5%	9.8%	7.1%	98.9%	61.9%	16.7%
SLBS, Mile 91	1.5%	70.6%	2.4%	3.3%	4.8%	4.8%
Radio Mankeh, Mile 91	2.3%	70.6%	2.4%	1.1%	2.4%	4.8%
BBC	88.5%	78.4%	71.4%	80.4%	71.4%	38.1%
VOA	60.3%	58.8%	42.9%	69.6%	66.7%	38.1%
BFBS	69.5%	11.8%	4.8%	3.3%	00.0%	00.0%

The results in the table above show that most respondents from Freetown and Magburaka listen to most of those radio stations, while most respondents from Kambia and Kenema listen to half of them, respondents from Sembehun listen mainly to two radio stations (the ones in Bo), and respondents from Kailahun listen mostly to SLBS, Kenema, in addition to BBC and VOA. These variations, as will be explained later throughout the report, do affect to a great extent the

5. For instance KISS FM 104 and LSBS Bo only cover the south and therefore respondents from only one of the sample locations would likely indicate that they listen to them. 98.1 FM, 96.2 FM and SLBS 99.9 are all Freetown based stations; however 96.2 is in a valley and has a very limited range while 98.1 FM can be heard in Makeni on a clear night. 99.9 has a 3000 watt transmitter and has by far the furthest range in the country. Radio Mankneh has approximately a 30 mile range; Kenema SLBS also has a limited range. (This information was provided by TDS-SL administrators).

level of familiarity with TDS-SL programs, and the extent to which these programs influence listeners’ attitudes.

In addition to asking respondents about listening to these radio stations, they were also asked about how much they trust the news presented by those stations. Given that respondents were not familiar with each radio station to the same degree, their ability to rate their trust in their news depended on whether the radio signal was received in their location or not. The tables below include responses to the questions about how much they trusted news from various radio stations, broken down by the geographical location.

Number and Percentage of Responses to “How much do you trust the news presented by SLBS”

	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
Very much	67	33	22	44		15
	51.5%	64.7%	52.4%	48.4%		35.7%
Somewhat	57	17	18	34	5	18
	43.8%	33.3%	42.9%	37.4%	11.9%	42.9%
Not at all	5			2	9	
	3.8%			2.2%	21.4%	
Don't know - undecided	1	1	2	11	28	9
	.8%	2.0%	4.8%	12.1%	66.7%	21.4%
Total	130	51	42	91	42	42
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Number and Percentage of Responses to “How much do you trust the news presented by 98.1”

	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
Very much	97	32	22	5		
	74.6%	62.7%	52.4%	6.0%		
Somewhat	28	13	18	7	1	1
	21.5%	25.5%	42.9%	8.3%	2.5%	2.4%
Not at all	4			8	9	6
	3.1%			9.5%	22.5%	14.3%
Don't know - undecided	1	6	2	64	30	35
	.8%	11.8%	4.8%	76.2%	75.0%	83.3%
Total	130	51	42	84	40	42
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Number and Percentage of Responses to “How much do you trust the news presented by 96.2”

	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
Very much	69	6	3	4		
	53.9%	11.8%	7.3%	4.7%		
Somewhat	44	6	6	2		
	34.4%	11.8%	14.6%	2.4%		
Not at all	8		1	8	10	6
	6.3%		2.4%	9.4%	25.0%	14.3%
Don't know - undecided	7	39	31	71	30	36
	5.5%	76.5%	75.6%	83.5%	75.0%	85.7%
Total	128	51	41	85	40	42
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Number and Percentage of Responses to “How much do you trust the news presented by Radio UNAMSIL”

	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
Very much	108	30	31	4		
	84.4%	58.8%	73.8%	4.8%		
Somewhat	13	4	5	7		1
	10.2%	7.8%	11.9%	8.4%		2.4%
Not at all	1			8	10	6
	.8%			9.6%	25.0%	14.3%
Don't know - undecided	6	17	6	64	30	35
	4.7%	33.3%	14.3%	77.1%	75.0%	83.3%
Total	128	51	42	83	40	42
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Number and Percentage of Responses to “How much do you trust the news presented by KISS 104 Bo”

	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
Very much	6	17	3	41		21
	4.7%	33.3%	7.3%	44.6%		50.0%
Somewhat	6	5	5	36	2	16
	4.7%	9.8%	12.2%	39.1%	5.4%	38.1%
Not at all	39	3		8	10	
	30.5%	5.9%		8.7%	27.0%	
Don't know - undecided	77	26	33	7	25	5
	60.2%	51.0%	80.4%	7.6%	67.6%	11.9%
Total	128	51	41	92	37	42
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Number and Percentage of Responses to “How much do you trust the news presented by BBC”

	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
Very much	119	34	21	69	22	10
	92.2%	66.7%	51.2%	75.0%	52.4%	23.8%
Somewhat	7	8	6	11	11	10
	5.4%	15.7%	14.6%	12.0%	26.2%	23.8%
Not at all	2	1			6	1
	1.6%	2.0%			14.3%	2.4%
Don't know - undecided	1	8	14	12	3	21
	.8%	15.7%	34.1%	13.0%	7.1%	50.0%
Total	129	51	41	92	42	42
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Number and Percentage of Responses to “How much do you trust the news presented by VOA”

	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
Very much	70	32	10	57	17	9
	53.8%	62.7%	24.4%	64.8%	40.5%	21.4%
Somewhat	35	8	4	15	14	8
	26.9%	15.7%	9.8%	17.0%	33.3%	19.0%
Not at all	6		1	1	8	2
	4.6%		2.4%	1.1%	19.0%	4.8%
Don't know - undecided	19	11	26	15	3	23
	14.6%	21.6%	63.4%	17.0%	7.1%	54.8%
Total	130	51	41	88	42	42
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The results in the tables above show that BBC news was trusted the most by listeners from Freetown, Magburaka, Kenema, and Kailahun. UNAMSIL news was trusted the most by respondents from Kambia, and also by respondents from Freetown. VOA news received high ratings among participants from Magburaka and Kenema. Simbehun respondents indicated that, among the very few radio stations they received, they trusted KISS 104 Bo news the most. Respondents from Magburaka also indicated that they highly trusted news from SLBS and 98.1.

The electronic Appendix includes a complete demographic analysis of the frequency of listening to different radio stations, and trusting their news. Given the variations in receiving different radio station signals in the six survey locations, the demographic analysis is conducted for each of these locations separately.

b.2. Questions About TDS-SL Programs

This section included questions about frequency of listening to TDS-SL programs, and subjects covered by these programs. The section also includes a comprehensive set of questions intended to shed light on five major TDS-SL programs.

b.2.a: Listening to TDS-SL Programs

Regarding listening to TDS-SL programs, almost 85% of respondents said that they listened to their programs. This figure is twice as much as the figure obtained one year earlier, indicating that TDS-SL has been very successful in penetrating the society with its radio programs.

Listening to Talking Drum programs on the radio

	Frequency	Percent	Valid Percent
Yes	326	81.5	84.9
No	58	14.5	15.1
Total	384	96.0	100.0
System	16	4.0	
	400	100.0	

The table below shows that those with college education were much more likely to have listened to TDS-SL programs. Males were also more likely than females to have listened to these programs. In light of the results in the section on listening and trusting various radio stations, it appears that men, with college education, are more likely to listen to radio in general. It is not surprising that they were the ones who were more likely to listen to TDS-SL programs. In terms of survey locations, those in Freetown, Magburaka, and Kenema, were more likely to listen to TDS-SL programs. This last finding was also consistent with findings related to listening and trusting various radio stations, where respondents from those three areas were more likely than respondents from other areas to listen and trust various radio stations. No statistically significant differences existed based on age of respondents.

Listening to TDS-SL Programs

Survey Location	Freetown 97.5%	Magburaka 90.0%	Kambia 70.7%	Kenema 89.9%	Kailahun 59.5%	Sembehun 70.0%
Gender	Male: 88.9%			Female: 81.0		
Age	25 or Younger: 82.4%		26-40: 85.5%		41 or Older: 86.8	
Education	None or Primary: 76.0%		Secondary: 84.4%		College: 98.8	

When respondents were asked about the subjects that TDS-SL programs cover, they reported that children, women, education, peace, and reintegration of ex-combatants issues were the often-covered subjects in TDS-SL programs. The following chart shows the various subjects that they reported that TDS-SL covers, along with the percentages of those who reported the subjects.

What kinds of problems and issues do TDS-SL programs talk about?

	Frequency
Children	218
Women	114
Education	91
Peace	67
Reintegration of ex-combatants	64
Human rights	58
War	56
Disarmament	54
Refugees	47
Resettlement and rehabilitation	41
Governance	28
Health	26
Corruption	19
Tribalism	18
Public information	10
Poverty	10
Mining	1

b.2.b: Common Ground Features

This is a news series in a magazine style featuring stories depicting interests and issues that are shared by conflicting groups. TDS-SL staff conduct interviews on a wide-range of topics, recording opinions from the different groups involved in order to clarify positions and assist in the process of peace building, reconciliation, and reconstruction. This series has a signature tune written and sung by Jimmy B, which is very popular and has become closely identified with the show. This series creates a public forum where issues can developed and be delved into that normally would not be. This show airs twice a week for thirty minutes on eleven stations.

Percent of Listeners to Common Ground Features

Program Name	Percent of Respondents who Recognized the Program	Percentage of those who listened to it either very often or sometimes in the past month
<i>Common Ground Features</i>	82.1	93.3

A large percentage of respondents reported that they listened to the program (82.1%). The vast majority of those (93.3%) listened to it very often or sometime in the past month. Consistent with previous findings, male, college-educated respondents, were more likely to report having listened to the program. The program was listened to by a large number of respondents in Magburaka and Sembehun. No statistical significant differences existed based on respondents' age.

Comparison of Listeners to Common Ground Features

Survey Location	Freetown 82.8%	Magburaka 94.0%	Kambia 70.0%	Kenema 86.7%	Kailahun 57.1%	Sembehun 92.9
Gender	Male: 86.1%			Female: 78.5%		
Age	25 or Younger: 77.0%		26-40: 84.8%		41 or Older: 82.3%	
Education	None or Primary: 77.3%		Secondary: 81.5%		College: 90.6%	

In addition to asking the respondents about if they listened to Common Ground Features, and how often they listened to it, those who recognized the program were also asked about how much the program accomplished its specific objectives. The following chart includes the percentages of those who indicated that the program accomplished its objectives “very much” or “sometimes”.

Percentage of “very Much” and “Sometimes” Responses to Questions about Program Objectives

Program Objectives	“Very much” and “Sometimes” Responses
Does this program provide truthful information about Sierra Leone today?	98.8%
Does this program help you understand important issues affecting Sierra Leoneans?	98.2%
Does this program help resolve conflicts or misunderstandings?	98.8%
Do people like you discuss the issues raised in this program after listening to it?	82.0%

The results in the table above show that respondents think that Common Ground Features does indeed provide truthful information about Sierra Leone today, help people understand important issues affecting them, and help resolve conflicts or misunderstandings. This is obvious from the very high percentage (almost 100%) of those who agreed that the program accomplishes those objectives. When asked if people discuss subjects raised in the program, a large percentage of respondents (82%) agreed. Looking at demographic differences, the four tables below show the differences within various groups in response to the questions about accomplishing the four objectives mentioned above.

Does this program provide truthful information about Sierra Leone today? (“Very Much” Responses)

Survey Location	Freetown 80.6%	Magburaka 79.2%	Kambia 77.4%	Kenema 78.5%	Kailahun 50.0%	Sembehun 74.4%
Gender	Male: 82.1%			Female: 70.8%		
Age	25 or Younger: 77.9%		26-40: 76.6%		41 or Older: 77.9	
Education	None or Primary: 67.3%		Secondary: 83.7%		College: 77.2%	

Does this program help you understand important issues affecting Sierra Leoneans? (“Very Much” Responses)

Survey Location	Freetown 81.3%	Magburaka 89.6%	Kambia 83.9%	Kenema 85.9%	Kailahun 60.9%	Sembehun 66.7%
Gender	Male: 83.6%			Female: 77.6%		
Age	25 or Younger: 82.4%		26-40: 80.2%		41 or Older: 82.8	
Education	None or Primary: 68.0%		Secondary: 89.5%		College: 82.3	

Does this program help resolve conflicts or misunderstandings? (“Very Much” Responses)

Survey Location	Freetown 60.7%	Magburaka 81.3%	Kambia 93.5%	Kenema 67.1%	Kailahun 45.8%	Sembehun 74.4
Gender	Male: 72.5%			Female: 65.2%		
Age	25 or Younger: 70.6%		26-40: 68.5%		41 or Older: 68.8	
Education	None or Primary: 61.5%		Secondary: 82.2%		College: 57.7	

Do people like you discuss the issues raised in this program after listening to it? (“Very Much” Responses)

Survey Location	Freetown 27.1%	Magburaka 66.0%	Kambia 54.8%	Kenema 36.7%	Kailahun 4.2%	Sembehun 7.7
Gender	Male: 35.3%			Female: 31.9%		
Age	25 or Younger: 38.8%		26-40: 30.6%		41 or Older: 33.8%	
Education	None or Primary: 24.3%		Secondary: 42.5%		College: 29.1	

The results in the four tables above show consistent patterns within each demographic group. For example, in terms of survey locations, respondents from Magburaka and Kambia were more likely to express agreement that the program accomplishes its four objectives (with the results for three of them being statistically significant). In terms of gender, male respondents were more likely to agree with the statements, although the differences between the two groups were not statistically significant except for one statement. In terms of education, a surprising pattern emerged, where those with secondary education were more likely to agree that the objectives were being accomplished. This pattern existed for all four statements, with statistical significance for three of them.

b.2.c: Golden Kids

TDS-SL has developed a children’s news program called *Golden Kids News*. This is a news and issues program that is partially identified, reported and produced by kids. It is truly a show for kids by kids. This show engages 16 children of mixed backgrounds who serve as producers, reporters and actors and who identify issues for and about children and advocate on their behalf. This show creates a forum for children to discuss their hopes and fears, advocate their issues and present events important to them. This program also feeds children with a positive perspective of Sierra Leone. This show airs twice a week for fifteen minutes on eleven stations.

When respondents were asked if they listened to the program (after playing a segment of the program for them), 88.4% affirmed, and almost 96% indicated that they listened to the program either very often or sometimes in the past month.

Percent of Listeners to Golden Kids

Program Name	Percent of Respondents who Recognized the Program	Percentage of those who listened to it either very often or sometimes in the past month
<i>Golden Kids</i>	88.4	95.9

The table below shows that more respondents from Sembehun, Freetown, Magburaka and Kenema listened to the program, compared to respondents from Kambia and Kailahun. More of college-educated respondents also listened to the program.

Comparison of Listeners to Golden Kids

Survey Location	Freetown 94.7%	Magburaka 94.0%	Kambia 76.2%	Kenema 91.1%	Kailahun 60.0%	Sembehun 95.2%
Gender	Male: 90.1%			Female: 86.8%		
Age	25 or Younger: 84.9%		26-40: 89.8%		41 or Older: 87.5	
Education	None or Primary: 85.6%		Secondary: 86.0%		College: 96.5%	

The program seemed to be accomplishing its objectives to a great extent. People enjoy listening to children voice on the radio, and almost all of them (98%) reported that the program changed their attitudes towards the role of children in Sierra Leone. About three-quarter of the respondents reported that they listen to the program with children, and about 82% reported that people like to discuss issues raised in the program. The program seemed to also attract not only children audience, but also adults. This was obvious from the fact that two-third of respondents indicated that the program was for both children and adults, not children only.

Percentage of “very Much” and “Sometimes” Responses to Questions about Program Objectives

Program Objectives	“Very much” and “Sometimes” Responses
Do you like hearing the voices of children on the radio?	100.0%
Has this program changed your attitudes towards the role of children in Sierra Leone?	98.0%
Do you listen to the program together with children?	73.1%
Do people like you discuss the issues raised in this program after listening to it?	81.8%
Do you think this program is more for children or for adults?	Children:29.0 % Adults: 5.5% Both: 65.2%

The five charts below describe the differences within each of the four demographic groups in response to the five questions related to program objectives. In response to the question “Do you like hearing the voices of children on the radio?,” over 90% of all respondents from all locations except Kailahun (with 74%) agreed. No other demographic differences were statistically significant. In response to the question “Has this program changed your attitudes towards the role of children in Sierra Leone?,” respondents from Magburaka, Kambia and Kailahun especially agreed. No other statistically significant differences existed with the other demographic groups. In relation to the question “Do you listen to the program together with children?,” about one-third of respondents from all areas, except Kailahun, agreed; and more women also agreed with the statement. When asked “Do people like you discuss the issues raised in this program after listening to it?,” more respondents from Magburaka, Kambia and Kenema agreed, and more secondary educated respondents also agreed. Finally, when asked “Do you think this program is more for children or for adults?,” respondents from Sembehun were far more likely to agree with the statement (92.5%), compared to an average of 60% among respondents from other areas.

Do you like hearing the voices of children on the radio? (“Very Much” Responses)

Survey Location	Freetown 99.2%	Magburaka 97.9%	Kambia 96.9%	Kenema 95.0%	Kailahun 73.9%	Sembehun 92.5%
Gender	Male: 96.5%			Female: 94.2%		
Age	25 or Younger: 94.4%		26-40: 94.3%		41 or Older: 98.6%	

Education	None or Primary: 94.7%	Secondary: 95.6%	College: 96.3
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Has this program changed your attitudes towards the role of children in Sierra Leone? (“Very Much” Responses)

Survey Location	Freetown 71.7%	Magburaka 97.9%	Kambia 87.5%	Kenema 80.5%	Kailahun 87.5%	Sembehun 72.5%
Gender	Male: 78.4%			Female: 81.7%		
Age	25 or Younger: 79.2%		26-40: 82.8%		41 or Older: 75.7%	
Education	None or Primary: 77.4%		Secondary: 84.1%		College: 75.6%	

Do you listen to the program together with children? (“Very Much” Responses)

Survey Location	Freetown 28.3%	Magburaka 31.3%	Kambia 36.7%	Kenema 37.2%	Kailahun 4.5%	Sembehun 35.1%
Gender	Male: 29.1%			Female: 32.4		
Age	25 or Younger: 31.0%		26-40: 30.1%		41 or Older: 36.2%	
Education	None or Primary: 28.4%		Secondary: 36.6%		College: 25.3%	

Do people like you discuss the issues raised in this program after listening to it? (“Very Much” Responses)

Survey Location	Freetown 28.3%	Magburaka 60.4%	Kambia 56.3%	Kenema 48.7%	Kailahun 0.0%	Sembehun 20.0
Gender	Male: 36.3%			Female: 38.2		
Age	25 or Younger: 41.4%		26-40: 38.6%		41 or Older: 31.0%	
Education	None or Primary: 26.5%		Secondary: 48.5%		College: 32.5%	

Do you think this program is more for children or for adults? (“Both” Responses)

Survey Location	Freetown 68.3%	Magburaka 54.2%	Kambia 65.6%	Kenema 54.3%	Kailahun 62.5%	Sembehun 92.5%
Gender	Male: 66.1%			Female: 64.4		
Age	25 or Younger: 73.2%		26-40: 60.4%		41 or Older: 69.0	
Education	None or Primary: 65.2%		Secondary: 58.1%		College: 74.7%	

b.2.d: Home Sweet Home

This is a program focused on targeting information for returnees and refugees. This program is formatted in a soap opera style, with information intertwined with the dialogue to provide not only an entertaining drama, but also a series that informs and educates refugees about the issues they must face and overcome in returning home.

The results in the table below show that almost 80% of respondents listen to the program, with almost 95% of them having listened to it very often or sometimes in the past month. The comparisons in the table that follows show that respondents from Sembehun, Magburaka, Kenema and Freetown were statistically significantly more likely to have listened to the program, compared to respondents from Kailahun and Kambia. No statistically significant differences existed within the other three demographic categories.

Percent of Listeners to Home Sweet Home

Program Name	Percent of Respondents who Recognized the Program	Percentage of those who listened to it either very often or sometimes in the past month
<i>Home Sweet Home</i>	78.9%	94.9%

Comparison of Listeners to Home Sweet Home

Survey Location	Freetown 80.5%	Magburaka 87.5%	Kambia 70.0%	Kenema 83.1%	Kailahun 52.4%	Sembehun 90.5%
Gender	Male: 81.3%			Female: 76.7%		
Age	25 or Younger: 75.0%		26-40: 79.7%		41 or Older: 79.5%	
Education	None or Primary: 75.2%		Secondary: 80.6%		College: 80.0%	

Home Sweet Home seemed to be accomplishing its goals well. This was obvious from the almost complete consensus among respondents that the program provides truthful information for refugees and returnees, and helps people understand important issues affecting Sierra Leone. In addition, almost 80% of respondents indicated that people like to discuss the issues raised in the program.

Percentage of “very Much” and “Sometimes” Responses to Questions about Program Objectives

Program Objectives	“Very much” and “Sometimes” Responses
Does this program provide truthful information for refugees and returnees?	99.0%
Does this program help you understand important issues affecting Sierra Leoneans?	96.5%
Do people like you discuss the issues raised in this program after listening to it?	78.5%

The results in the three tables below show that statistically significant differences existed mainly within the survey location category. Kambia, among the six locations stood out with its contrasting results compared to other areas. On one hand, respondents from Kambia were least likely to agree with the statement in the first question regarding providing truthful information for refugees and returnees. On the other hand, they were more likely to agree that the program helps them understand important issues affecting Sierra Leone; and, along with respondents from Magburaka, were much more likely to agree that people discuss issues raised in the program, compared to respondents from other locations.

Statistically significant differences also existed within the education category for the last two questions. These differences reinforce the already emerging pattern that respondents with secondary school education are more likely to appreciate TDS-SL programs, and to engage in discussions of issues raised in its programs.

Does this program provide truthful information for refugees and returnees? (“Very Much” Responses)

Survey Location	Freetown 79.6%	Magburaka 79.5%	Kambia 56.7%	Kenema 81.3%	Kailahun 72.7%	Sembehun 78.9%
Gender	Male: 80.3%			Female: 74.2%		
Age	25 or Younger: 82.8%		26-40: 77.9%		41 or Older: 75.0%	
Education	None or Primary: 71.0%		Secondary: 83.3%		College: 75.0%	

Does this program help you understand important issues affecting Sierra Leoneans? (“Very Much” Responses)

Survey Location	Freetown 73.8%	Magburaka 93.2%	Kambia 96.7%	Kenema 82.7%	Kailahun 63.6%	Sembehun 68.4%
Gender	Male: 78.3%			Female: 80.6%		
Age	25 or Younger: 84.4%		26-40: 79.1%		41 or Older: 75.0%	
Education	None or Primary: 73.0%		Secondary: 89.4%		College: 72.1%	

Do people like you discuss the issues raised in this program after listening to it? (“Very Much” Responses)

Survey Location	Freetown 21.6%	Magburaka 61.4%	Kambia 63.3%	Kenema 30.7%	Kailahun 13.6%	Sembehun 10.5%
Gender	Male: 32.5%			Female: 30.5%		
Age	25 or Younger: 38.1%		26-40: 28.3%		41 or Older: 31.3%	
Education	None or Primary: 25.0%		Secondary: 40.9%		College: 20.6%	

b.2.e: Salon Uman

This program is about key issues affecting women in post conflict Sierra Leone. In collaboration with local human rights groups issues are identified that are affecting the status of women and require exposure and reflection. The production team then collects actualities from women around Sierra Leone vis a vis the issue identified. Two fifteen-minute programs highlighting the predicament of women are produced per week and air on eleven stations.

The results in the table below show that over 75% of respondents recognized the program, and that almost 95% listened to it very often or sometimes in the past month. The following table shows that statistically significant differences existed between respondents from Sembehun, Freetown and Magburaka, who were more able to recognize the program compared to respondents from the three other locations. Kenema respondents were especially less likely to recognize the program (44.9%).

Percent of Listeners to Salon Uman

Program Name	Percent of Respondents who Recognized the Program	Percentage of those who listened to it either very often or sometimes in the past month
<i>Salon Uman</i>	75.6%	94.9%

Comparison of Listeners to Salon Uman

Survey Location	Freetown 91.4%	Magburaka 88.2%	Kambia 70.0%	Kenema 44.9%	Kailahun 61.0%	Sembehun 97.6
Gender	Male: 76.2%			Female: 75.1%		
Age	25 or Younger: 65.1%		26-40: 76.4%		41 or Older: 88.6%	
Education	None or Primary: 74.0%		Secondary: 69.3%		College: 91.7%	

As with other programs, respondents seemed to appreciate the program’s objectives. Almost all respondents reported that the program caused them to think in new ways about the role that women can play in rebuilding Sierra Leone, and that it provided information on resources and services that were useful to women. Over 80% of respondents indicated that people discuss issues raised in this program.

Percentage of “very Much” and “Sometimes” Responses to Questions about Program Objectives

Program Objectives	“Very much” and “Sometimes” Responses
Has this program caused you to think in new ways about the role that women can play in rebuilding Sierra Leone?	98.0%
Does this program provide information on resources and services that are useful to women?	97.0%
Do people like you discuss the issues raised in this program after listening to it?	82.2%

Similar to other findings in this survey, differences based on survey location were most likely to be statistically significant, while differences based on education were occasionally statistically significant, and differences based on gender and age were rarely statistically significant. The three tables below show that respondents from Magburaka and Kambia were more likely to agree that the program caused them to think in new ways about the role that women can play in rebuilding Sierra Leone, and that people discuss the issues raised in this program after listening to it. But respondents from Freetown and Magburaka were more likely to indicate that the program provided information on resources and services that were useful to women. Respondents with secondary school education were also more likely, compared to other respondents, to agree with that last statement.

Has this program caused you to think in new ways about the role that women can play in rebuilding Sierra Leone? (“Very Much” Responses)

Survey Location	Freetown 76.9%	Magburaka 91.1%	Kambia 86.2%	Kenema 61.0%	Kailahun 76.9%	Sembehun 73.2
Gender	Male: 74.1%			Female: 80.3%		
Age	25 or Younger: 80.7%		26-40: 76.8%		41 or Older: 74.6%	
Education	None or Primary: 76.8%		Secondary: 80.5%		College: 73.4%	

Does this program provide information on resources and services that are useful to women? (“Very Much” Responses)

Survey Location	Freetown 85.5%	Magburaka 86.7%	Kambia 72.4%	Kenema 60.0%	Kailahun 53.8%	Sembehun 65.9
Gender	Male: 77.6%			Female: 73.5%		
Age	25 or Younger: 73.7%		26-40: 75.5%		41 or Older: 78.9%	
Education	None or Primary: 69.4%		Secondary: 81.4%		College: 75.9%	

Do people like you discuss the issues raised in this program after listening to it? (“Very Much” Responses)

Survey Location	Freetown 29.9%	Magburaka 68.9%	Kambia 75.9%	Kenema 30.0%	Kailahun 15.4%	Sembehun 24.4
Gender	Male: 35.4%			Female: 41.1%		
Age	25 or Younger: 40.4%		26-40: 36.8%		41 or Older: 38.0%	
Education	None or Primary: 30.6%		Secondary: 46.9%		College: 35.4%	

b.2.f: Lost and Found/Sangbai Drama

Launched in November of 2001, *Lost and Found* plays six times a week on nine stations. The program targets the youth, and particularly addresses both how they became involved in the war and how they escaped from it. Foremost among the topics are disarmament and reintegrating youth ex-combatants into their communities. This radio drama explores the experience of youth in a forward-looking manner and helps develop their critical thinking about their situation.

Probably because this program was recently launched, it was recognized by fewer than half of respondents. However, almost 95% of those who recognized it indicated that they listened to it very often or sometimes in the past month. The fewest number of respondents to recognize the program were from Kailahun and Kenema, with about 10% only recognizing the program, compared to an average of 50% in other locations.

Percent of Listeners to Lost and Found/Sangbai Drama

Program Name	Percent of Respondents who Recognized the Program	Percentage of those who listened to it either very often or sometimes in the past month
Lost and Found/Sangbai Drama	41.9%	94.4%

Comparison of Listeners to Lost and Found/Sangbai Drama

Survey Location	Freetown 56.3%	Magburaka 66.0%	Kambia 46.2%	Kenema 9.0%	Kailahun 11.9%	Sembehun 57.1
Gender	Male: 44.2%			Female: 38.0%		
Age	25 or Younger: 37.3%		26-40: 42.7%		41 or Older: 46.3%	
Education	None or Primary: 41.7%		Secondary: 37.0%		College: 51.2%	

Despite the low number of listeners, this program gained much appreciation from almost all of the respondents for showing people better ways to live, give people hope for the future, and for showing real-life situations and problems in Sierra Leone today. In addition, almost 90% of respondents indicated that people discuss issues raised in this program. This was the highest affirmative response to this question among all five programs included in this survey.

Percentage of “very Much” and “Sometimes” Responses to Questions about Program Objectives

Program Objectives	“Very much” and “Sometimes” Responses
Does this program show people better ways to live?	98.1%
Do people like you discuss the issues raised in this program after listening to it?	88.1%
Does this program give people hope for the future?	98.1%
Does this program show real-life situations and problems in Sierra Leone today?	96.2%

The demographic comparisons for this program show that there were no statistically significant differences between respondents in the categories of gender, age or education. Differences were statistically significant between respondents from different survey locations. The major pattern that emerged in this regard was that respondents from Kenema and Kailahun were least likely to express high levels of agreement with the four statements, compared to respondents from other locations. Respondents from Kambia were least likely to agree with the statement “Does this program show people better ways to live?” But their responses to the other three statements were comparable to those of respondents from Freetown, Magburaka and Sembehun.

Does this program show people better ways to live? (“Very Much” Responses)

Survey Location	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
	71.4%	75.8%	45.0%	57.1%	50.0%	69.2%
Gender	Male: 71.3%			Female: 63.0%		
Age	25 or Younger: 65.6%		26-40: 67.0%		41 or Older: 69.4%	
Education	None or Primary: 62.5%		Secondary: 73.3%		College: 64.3%	

Do people like you discuss the issues raised in this program after listening to it? (“Very Much” Responses)

Survey Location	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
	44.3%	65.6%	57.9%	12.5%	0.0%	26.9%
Gender	Male: 41.4%			Female: 48.6%		
Age	25 or Younger: 54.8%		26-40: 41.8%		41 or Older: 44.4%	
Education	None or Primary: 44.6%		Secondary: 51.7%		College: 37.2%	

Does this program give people hope for the future? (“Very Much” Responses)

Survey Location	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
	77.1%	90.9%	88.9%	50.0%	50.0%	76.9%
Gender	Male: 75.9%			Female: 83.3%		
Age	25 or Younger: 76.7%		26-40: 81.5%		41 or Older: 75.0%	
Education	None or Primary: 80.4%		Secondary: 86.2%		College: 67.4%	

Does this program show real-life situations and problems in Sierra Leone today? (“Very Much” Responses)

Survey Location	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
	71.4%	84.8%	72.2%	57.1%	0.0%	76.9%
Gender	Male: 69.4%			Female: 76.7%		
Age	25 or Younger: 70.0%		26-40: 72.8%		41 or Older: 74.3%	
Education	None or Primary: 70.9%		Secondary: 77.6%		College: 67.4%	

b.3. The Primary Mission of TDS-SL

This section is made up of four questions which sought information from the respondents about their attitude in general regarding TDS-SL and their programs. The first three questions assess respondents’ views regarding three aspects of TDS-SL’s work: telling the truth, improving the lives of children, and helping people heal from trauma. The fourth question addresses several issues that the evaluation team identified as important for the current social and political life of Sierra Leone. The question has two parts, one about whether TDS-SL programs addresses these issues, and how effective are the programs in addressing these issues.

b.3.a: Attitudes about TDS-SL Programs

The responses in the three tables below show that the vast majority of respondents found that TDS-SL tells the truth, improves the lives of children and helps people heal from trauma very often or very much. Fewer than 10% of respondents to any of the three questions either responded “not at all” or “don’t know or undecided.” It is also noted that no one responded “not at all” to the question about telling the truth.

Do TDS-SL programs tell the truth

	Frequency	Percent	Valid Percent
very often	236	59.0	63.1
Sometimes	111	27.8	29.7
don't know or undecided	27	6.8	7.2
Total	374	93.5	100.0
System	26	6.5	
	400	100.0	

Do TDS programs improve the lives of children

	Frequency	Percent	Valid Percent
very much	292	73.0	78.5
Somewhat	49	12.3	13.2
not at all	1	.3	.3
don't know or undecided	30	7.5	8.1
Total	372	93.0	100.0
System	28	7.0	
	400	100.0	

Do TDS program help people heal from trauma

	Frequency	Percent	Valid Percent
very much	266	66.5	72.1
Somewhat	77	19.3	20.9
not at all	2	.5	.5
don't know or undecided	24	6.0	6.5
Total	369	92.3	100.0
System	31	7.8	
	400	100.0	

The three tables below include the demographic comparisons for the three questions above. As usual, differences based on survey location were statistically significant. The major differences in this regard are related to Magburaka and Kailahun. Magburaka respondents seemed to be the most likely to agree that TDS-SL was telling the truth, helping improve children’s lives and helping people heal from trauma. By contrast, none of the respondents in Kailahun indicated that TDS-SL told the truth “very often.”⁶ Their agreement with the second statement regarding improving children’s lives was close second to last, and their agreement with the last statement regarding healing from trauma was the lowest.

In terms of age, younger respondents were statistically significantly more likely to agree that TDS-SL programs help people heal from trauma. This is not surprising in light of the visibility of TDS-SL’s programs on children, and the favorable ratings that the Golden Kids program received. In terms of education, the college educated respondents were the most to trust that TDS-SL programs tell the truth, while those with secondary school education were more likely, consistent with existing patterns in the survey, to find that TDS-SL programs help improve the lives of children, and also help people heal from trauma. No statistically significant differences existed based on gender.

Comparison on “Do TDS-SL programs tell the truth?”

Survey Location	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
	74.8%	80.4%	58.5%	59.0%	0.0%	75.0%
Gender	Male: 67.0%			Female: 59.3%		
Age	25 or Younger: 59.0%		26-40: 63.7%		41 or Older: 64.9%	
Education	None or Primary: 56.3%		Secondary: 63.9%		College: 72.2%	

Comparison on “Do TDS programs improve the lives of children?”

Survey Location	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
	78.7%	94.1%	73.2%	82.9%	66.7%	65.0%
Gender	Male: 80.3%			Female: 76.7		
Age	25 or Younger: 80.5%		26-40: 80.1%		41 or Older: 71.4%	
Education	None or Primary: 70.1%		Secondary: 87.7%		College: 74.7%	

Comparison on “Do TDS program help people heal from trauma?”

Survey Location	Freetown	Magburaka	Kambia	Kenema	Kailahun	Sembehun
	64.8%	84.3%	76.3%	80.5%	50.0%	77.5%
Gender	Male: 70.7%			Female: 73.5		
Age	25 or Younger: 80.2%		26-40: 69.8%		41 or Older: 65.8%	
Education	None or Primary: 66.1%		Secondary: 78.1%		College: 68.4%	

6 . This may be explained by the fact that at the time of the survey, Kailahun was just emerging from RUF control and residents there had not heard outside voices in some time. Radio signals weren’t getting there. Their mistrust of TDS probably represents a general mistrust of the government and the rest of the nation.

b.3.b: Do the Programs Deal with Issues of Concern?

This question was a mini-survey in itself. The surveyors were requested to first obtain a “yes” or “no” answer for the question do TDS-SL programs deal with issues like each of the themes mentioned below. If the respondent answered “yes” then the surveyor was to go on to the next part and ask how efficiently did they cover that specific theme. If the respondent said “no” then the surveyor was to go on to the next theme on the list. This question is of considerable value to the TDS-SL staff in creating, modifying and continuing programs. The results were:

Areas of coverage by TDS-SL	1) Yes	2) No	If Yes, how do you rate the programs' efficiency ?		
	Percentages Yes	Percentages Very Effective	Percentages Somewhat Effective	Percentages Not Effective	
a. Governance and leadership	75.8	59.5	32.3	8.2	
b. Tribalism	74.8	59.6	35.8	4.6	
c. Trauma from the war	95.4	88.4	10.7	0.9	
d. Education and Schools	96.2	88.7	10.1	1.2	
e. Reintegration of ex-combatants	95.7	87.5	11.3	1.2	
f. Children	97.0	92.9	6.2	0.9	
g. Poverty	80.7	65.0	32.9	2.1	
h. Health	83.1	69.3	27.2	3.5	
i. Refugees, Resettlement and Reconstruction	94.3	86.1	12.4	1.5	
j. Sub-regional conflict	75.8	50.0	40.1	9.9	
k. Women's issues	91.1	86.1	11.9	1.9	
l. Elections	61.6	54.4	36.7	8.8	
m. HIV/AIDS	80.7	74.8	19.8	5.4	
n. Corruption	80.9	60.8	32.9	6.4	

The results from the table above suggests that in terms of TDS-SL's addressing of these issues, there are three categories: one category which received 90% or more in response to the questions of whether or not TDS-SL programs address an issue; the second relates to issues that received 80% to 89%; the third includes issues that received below 80%. In this regard, issues of children, education and schools, integration of ex-combatants, refugee, resettlement and reconstruction, trauma healing and women, all fell in the first category. Issues of health, corruption, poverty and HIV/AIDS fell in the second category. Finally issues of governance and leadership, sub-region conflict, tribalism and elections all fell in the third category. These results may suggest that TDS-SL's has been emphasizing much of psycho-social issues such as trauma healing, children, and reintegration of ex-combatants. On the other hand, it could be suggested that respondents have not noticed issues of political nature such as governance and leadership, sub-regional conflict and elections as much as they have noticed psycho-social issues.

In terms of TDS-SL's effectiveness in addressing these issues, a similar pattern emerges, where some issues received a “very effective” rating by at least 80% of respondents, while others received that rating by at least 60%, and the rest received it by fewer than 60% of respondents.

In this regard, the same issues that were received by more respondents as being covered by TDS-SL, also received the highest scores of effectiveness, while issues that received lower scores in terms of whether or not they were covered, also received lower effectiveness ratings.

Demographic Comparisons for TDS-SL’s Subject Covering

The charts below summarize the demographic comparisons for responses to the questions of covering specific issues, and the effectiveness in covering them. The first comparison, by gender, reveals that the only statistically significant difference between male and female respondents was about tribalism- male respondents were more likely to find that TDS-SL does cover the subject, compared to their female counterparts.

Comparison by Gender of Issue Coverage

Areas of coverage by TDS-SL	1) Yes	2) No
	Percentages Yes	
	Percentages Very Effective	
a. Governance and leadership	Male: 76.0 Female: 75.7	Male: 57.8 Female: 61.2
b. Tribalism	Male: 82.3 Female: 67.6	Male: 59.7 Female: 59.5
c. Trauma from the war	Male: 95.6 Female: 95.2	Male: 86.7 Female: 90.1
d. Education and Schools	Male: 96.1 Female: 96.3	Male: 84.7 Female: 92.4
e. Reintegration of ex-combatants	Male: 96.7 Female: 94.7	Male: 86.1 Female: 88.8
f. Children	Male: 97.2 Female: 96.8	Male: 93.4 Female: 92.4
g. Poverty	Male: 84.5 Female: 77.0	Male: 63.0 Female: 67.2
h. Health	Male: 84.7 Female: 81.5	Male: 66.0 Female: 72.7
i. Refugees, Resettlement and Reconstruction	Male: 94.4 Female: 94.1	Male: 86.4 Female: 85.7
j. Sub-regional conflict	Male: 76.1 Female: 75.5	Male: 46.7 Female: 53.3
k. Women’s issues	Male: 90.1 Female: 92.0	Male: 87.6 Female: 84.7
l. Elections	Male: 65.6 Female: 57.8	Male: 50.4 Female: 59.0
m. HIV/AIDS	Male: 84.4 Female: 77.2	Male: 74.1 Female: 75.6
n. Corruption	Male: 82.8 Female: 79.0	Male: 60.6 Female: 61.0

The comparison below, by age, also showed only one statistically significant difference. That difference was related to the effectiveness of programs on trauma. Younger respondents were more likely to find TDS-SL programs on the subject of trauma to be effective. This is consistent with a similar finding earlier.

Comparison by Age of Issue Coverage

Areas of coverage by TDS-SL	1) Yes 2) No	
	Percentages Yes	Percentages Very Effective
a. Governance and leadership	25 or Younger: 78.2 26-40: 74.1 40 or Older: 77.9	25 or Younger: 57.9 26-40: 59.0 40 or Older: 61.0
b. Tribalism	25 or Younger: 74.7 26-40: 75.6 40 or Older: 72.7	25 or Younger: 59.6 26-40: 58.2 40 or Older: 63.0
c. Trauma from the war	25 or Younger: 96.2 26-40: 95.5 40 or Older: 93.6	25 or Younger: 97.1 26-40: 86.5 40 or Older: 84.7
d. Education and Schools	25 or Younger: 98.7 26-40: 95.5 40 or Older: 94.9	25 or Younger: 91.2 26-40: 85.9 40 or Older: 91.5
e. Reintegration of ex-combatants	25 or Younger: 96.2 26-40: 95.0 40 or Older: 96.2	25 or Younger: 91.2 26-40: 84.2 40 or Older: 91.7
f. Children	25 or Younger: 97.4 26-40: 96.5 40 or Older: 97.4	25 or Younger: 94.3 26-40: 93.5 40 or Older: 89.0
g. Poverty	25 or Younger: 79.7 26-40: 79.5 40 or Older: 85.9	25 or Younger: 73.2 26-40: 64.7 40 or Older: 62.5
h. Health	25 or Younger: 85.7 26-40: 80.8 40 or Older: 88.2	25 or Younger: 67.8 26-40: 72.9 40 or Older: 64.6
i. Refugees, Resettlement and Reconstruction	25 or Younger: 96.2 26-40: 92.5 40 or Older: 96.1	25 or Younger: 89.7 26-40: 84.4 40 or Older: 84.7
j. Sub-regional conflict	25 or Younger: 74.7 26-40: 75.5 40 or Older: 78.2	25 or Younger: 49.1 26-40: 50.3 40 or Older: 53.3
k. Women's issues	25 or Younger: 91.1 26-40: 91.0 40 or Older: 92.3	25 or Younger: 91.8 26-40: 82.5 40 or Older: 90.0

Areas of coverage by TDS-SL	1) Yes 2) No	
	Percentages Yes	Percentages Very Effective
i. Elections	25 or Younger: 60.8 26-40: 61.5 40 or Older: 62.3	25 or Younger: 62.8 26-40: 52.5 40 or Older: 54.2
m. HIV/AIDS	25 or Younger: 86.1 26-40: 79.5 40 or Older: 80.8	25 or Younger: 78.0 26-40: 75.5 40 or Older: 69.4
n. Corruption	25 or Younger: 81.0 26-40: 79.1 40 or Older: 85.5	25 or Younger: 61.8 26-40: 64.3 40 or Older: 49.2

The results in the table below showed that most statistically significant differences existed with the question of whether or not TDS-SL covered a certain issue or not. In this regard, and consistent with previous patterns, those with college education were more likely to report that TDS-SL covered issues, compared to respondents with lower education levels. This was true for the issue of governance and leadership, tribalism, trauma from the war, women’s issues, and corruption. The one statistically significant difference in terms of the effectiveness of coverage was related to the subject of education and schools. Again, consistent with other results, those with secondary school education were more likely to find the coverage of that subject effective.

Comparison by Education of Issue Coverage

Areas of coverage by TDS-SL	1) Yes 2) No	
	Percentages Yes	Percentages Very Effective
a. Governance and leadership	None or Primary: 69.4 Secondary: 74.5 College: 88.0	None or Primary: 58.0 Secondary: 60.6 College: 58.7
b. Tribalism	None or Primary: 69.0 Secondary: 74.8 College: 84.5	None or Primary: 58.0 Secondary: 55.9 College: 65.2
c. Trauma from the war	None or Primary: 92.1 Secondary: 96.6 College: 98.8	None or Primary: 86.5 Secondary: 90.1 College: 88.1
d. Education and Schools	None or Primary: 96.0 Secondary: 95.3 College: 98.8	None or Primary: 86.7 Secondary: 96.9 College: 77.1
e. Reintegration of ex-combatants	None or Primary: 93.6 Secondary: 95.9 College: 98.8	None or Primary: 84.5 Secondary: 90.2 College: 86.7

Areas of coverage by TDS-SL	1) Yes 2) No	
	Percentages Yes	Percentages Very Effective
f. Children	None or Primary: 95.2 Secondary: 97.3 College: 98.8	None or Primary: 91.1 Secondary: 93.9 College: 94.1
g. Poverty	None or Primary: 80.2 Secondary: 81.0 College: 82.1	None or Primary: 63.2 Secondary: 67.9 College: 62.5
h. Health	None or Primary: 79.8 Secondary: 86.2 College: 82.9	None or Primary: 68.4 Secondary: 73.7 College: 62.3
i. Refugees, Resettlement and Reconstruction	None or Primary: 92.7 Secondary: 93.9 College: 97.6	None or Primary: 87.5 Secondary: 84.3 College: 85.4
j. Sub-regional conflict	None or Primary: 72.0 Secondary: 79.6 College: 74.1	None or Primary: 47.4 Secondary: 55.7 College: 41.9
k. Women's issues	None or Primary: 88.1 Secondary: 89.1 College: 98.8	None or Primary: 87.3 Secondary: 85.3 College: 85.5
l. Elections	None or Primary: 59.5 Secondary: 62.6 College: 63.9	None or Primary: 54.3 Secondary: 59.5 College: 44.6
m. HIV/AIDS	None or Primary: 78.6 Secondary: 82.2 College: 82.4	None or Primary: 80.4 Secondary: 78.0 College: 65.7
n. Corruption	None or Primary: 82.4 Secondary: 75.5 College: 90.5	None or Primary: 62.0 Secondary: 66.3 College: 50.0

In comparing the results for the question of whether or not TDS-SL program cover certain issues, based on survey locations, Kailahun seemed to stand out with two patterns. One pattern, which was more prevalent, was to find respondents from Kailahun statistically significantly less likely compared to respondents from other locations to agree that issues were covered by TDS-SL; for example, the issues of governance and leadership, tribalism, reintegration of ex-combatants, women and children. In this regard, respondents from either Kenema or Kambia were also less likely to report coverage of these issues. The second pattern, also related to Kailahun, was the opposite of the first one- that is, respondents from Kailahun were statistically significantly more likely to report coverage of certain issues, compared to respondents from other areas. This was true in the cases of poverty and health.

In terms of effectiveness of coverage of certain issues, respondents from Kailahun also seemed, overall, to report the least “very effective” scores to most issues. This was obvious especially in the cases of governance and leadership, tribalism, refugees, resettlement and reconstruction, and elections. On the other hand, respondents from Magburaka seemed to report the most “very effective” scores in most instances. This was true for example in subjects of tribalism, children, health and corruption. However, it must be noted that these findings about Kailahun and Magburaka were not conclusive, and that in several occasions respondents from other locations wither had the highest or lowest “very effective” scores. In other words, the argument made about the two locations is about tendencies that emerged in the data, but not consistent patterns.

Comparison by Survey Location of Issue Coverage

Areas of coverage by TDS-SL	1) Yes	2) No
	Percentages	
	Yes	Percentages Very Effective
a. Governance and leadership	Freetown: 86.6 Magburaka: 68.0 Kambia: 84.4 Kenema: 67.1 Kailahun: 55.6 Sembehun: 80.5	Freetown: 60.0 Magburaka: 61.1 Kambia: 55.6 Kenema: 64.8 Kailahun: 26.3 Sembehun: 69.7
b. Tribalism	Freetown: 82.4 Magburaka: 70.6 Kambia: 50.0 Kenema: 69.9 Kailahun: 63.9 Sembehun: 95.2	Freetown: 59.6 Magburaka: 72.2 Kambia: 56.3 Kenema: 60.4 Kailahun: 26.1 Sembehun: 68.4
c. Trauma from the war	Freetown: 95.2 Magburaka: 92.2 Kambia: 97.0 Kenema: 96.4 Kailahun: 94.4 Sembehun: 97.6	Freetown: 91.5 Magburaka: 91.5 Kambia: 90.3 Kenema: 91.1 Kailahun: 84.8 Sembehun: 73.2
d. Education and Schools	Freetown: 98.4 Magburaka: 94.1 Kambia: 93.9 Kenema: 96.3 Kailahun: 94.4 Sembehun: 95.2	Freetown: 77.4 Magburaka: 89.6 Kambia: 100.0 Kenema: 94.7 Kailahun: 94.1 Sembehun: 92.5

Areas of coverage by TDS-SL	1) Yes 2) No	
	Percentages Yes	Percentages Very Effective
e. Reintegration of ex-combatants	Freetown: 98.4 Magburaka: 92.2 Kambia: 93.9 Kenema: 98.8 Kailahun: 86.1 Sembehun: 95.2	Freetown: 83.2 Magburaka: 97.8 Kambia: 93.5 Kenema: 91.3 Kailahun: 71.0 Sembehun: 78.5
f. Children	Freetown: 99.2 Magburaka: 94.1 Kambia: 97.0 Kenema: 100.0 Kailahun: 91.7 Sembehun: 92.9	Freetown: 93.5 Magburaka: 100.0 Kambia: 100.0 Kenema: 91.4 Kailahun: 93.8 Sembehun: 79.5
g. Poverty	Freetown: 86.4 Magburaka: 86.3 Kambia: 72.7 Kenema: 61.7 Kailahun: 94.4 Sembehun: 88.1	Freetown: 50.5 Magburaka: 72.2 Kambia: 79.2 Kenema: 58.3 Kailahun: 76.5 Sembehun: 81.1
h. Health	Freetown: 84.7 Magburaka: 89.8 Kambia: 81.8 Kenema: 67.9 Kailahun: 91.4 Sembehun: 92.9	Freetown: 50.0 Magburaka: 90.9 Kambia: 73.1 Kenema: 69.8 Kailahun: 80.6 Sembehun: 79.5
i. Refugees, Resettlement and Reconstruction	Freetown: 94.3 Magburaka: 92.2 Kambia: 90.9 Kenema: 97.6 Kailahun: 91.7 Sembehun: 95.2	Freetown: 88.3 Magburaka: 89.4 Kambia: 90.3 Kenema: 92.3 Kailahun: 61.3 Sembehun: 80.0
j. Sub-regional conflict	Freetown: 73.6 Magburaka: 88.2 Kambia: 81.8 Kenema: 70.7 Kailahun: 60.0 Sembehun: 85.7	Freetown: 38.0 Magburaka: 77.8 Kambia: 48.1 Kenema: 41.5 Kailahun: 31.8 Sembehun: 71.4

Areas of coverage by TDS-SL	1) Yes	2) No
	Percentages Yes	Percentages Very Effective
k. Women's issues	Freetown: 96.0 Magburaka: 90.2 Kambia: 97.0 Kenema: 79.0 Kailahun: 91.7 Sembehun: 95.2	Freetown: 88.6 Magburaka: 97.8 Kambia: 100.0 Kenema: 75.9 Kailahun: 64.5 Sembehun: 87.5
l. Elections	Freetown: 59.3 Magburaka: 76.5 Kambia: 54.5 Kenema: 57.3 Kailahun: 36.1 Sembehun: 85.7	Freetown: 37.7 Magburaka: 74.4 Kambia: 76.5 Kenema: 37.2 Kailahun: 18.2 Sembehun: 86.1
m. HIV/AIDS	Freetown: 88.7 Magburaka: 88.2 Kambia: 97.0 Kenema: 59.8 Kailahun: 61.1 Sembehun: 92.9	Freetown: 58.2 Magburaka: 95.5 Kambia: 96.7 Kenema: 76.1 Kailahun: 57.1 Sembehun: 84.6
n. Corruption	Freetown: 85.7 Magburaka: 86.0 Kambia: 83.3 Kenema: 73.2 Kailahun: 61.1 Sembehun: 90.5	Freetown: 38.5 Magburaka: 83.3 Kambia: 80.8 Kenema: 65.5 Kailahun: 43.5 Sembehun: 81.6

b.4. Radio and Non-Radio Activities

This section included questions related to respondents' attitudes and perceptions about certain aspects of TDS-SL work, and radio listening in general. The first question was about respondents' willingness to pay Le1000 a month to support a radio station in their community that talks about events and issues in their community. The table below shows that there was a strong support for contributing to community radio, as 87% of respondents agreed to pay that amount to support community radio. The statistically significant demographic comparisons on this question showed that all respondents from Kambia and Magburaka were willing to contribute to a community radio, while only 73% of respondents from Kenema were willing to do the same. In terms of education, the willingness to contribute increased with higher levels of education.

Would you be prepared to pay Le1000 a month to support a radio station in your community that talks about events and issues in your community?

	Frequency	Percent	Valid Percent
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Yes	348	87.0	89.7
No	25	6.3	6.4
I don't know	15	3.8	3.9
Total	388	97.0	100.0
System	12	3.0	
	400	100.0	

Comparison on “Would you be prepared to pay Le1000 a month to support a radio station in your community that talks about events and issues in your community?”

Survey Location	Freetown 91.4%	Magburaka 100.0%	Kambia 100.0%	Kenema 73.3%	Kailahun 95.2%	Sembehun 90.5%
Gender	Male: 90.5%			Female: 88.9%		
Age	25 or Younger: 90.7%		26-40: 92.0%		41 or Older: 85.9%	
Education	None or Primary: 83.8%		Secondary: 92.7%		College: 95.2%	

When respondents were asked the question: “Do you ever make a special point of tuning in to a Talking Drum program?,” fewer than one half of respondents said that they do. The main program that respondents tuned in to was Golden Kids. Statistically significant demographic comparisons existed only with survey location, where respondents from Magburaka were most likely to report that they make a special point of tuning into a TDS-SL program, while respondents from Freetown and Sembehun were least likely to do the same.

Do you ever make a special point of tuning into a TDS program?

	Frequency	Percent	Valid Percent
Yes	176	44.0	46.2
No	201	50.2	52.8
I don't know	4	1.0	1.0
Total	381	95.2	100.0
System	19	4.8	
	400	100.0	

Comparison on “Do you ever make a special point of tuning into a TDS program?”

Survey Location	Freetown 20.8%	Magburaka 81.6%	Kambia 51.3%	Kenema 69.4%	Kailahun 47.6%	Sembehun 26.2%
Gender	Male: 46.0%			Female: 46.2%		
Age	25 or Younger: 41.2%		26-40: 48.3%		41 or Older: 44.3%	
Education	None or Primary: 81.6%		Secondary: 83.3%		College: 71.4%	

When respondents were asked if they ever heard of any Talking Drum sponsored, non-radio events, 30% agreed, mentioning mostly the Peace tour with Steady Bongo. Almost all respondents who attended a non-radio event praised it.

When respondents were asked if there were programs on the radio in their own language, the vast majority agreed (85.5%), and also stated that they listen to them (98.2%). This large percentage of agreement suggests that because almost all respondents spoke Krio, and most programs are in Krio, they consider that there are radio programs in their own language. However, when they were asked if they like to see more programs in their own language, still, almost every respondent agreed (99.7). These results suggest that, on one hand, respondents

acknowledged that most programs were played in their language (meaning Krio), but at the same time all of them (except for one respondent out of 400) wanted to hear more programs in their local languages other than Krio.

b.5. Respondents’ principal problems, TDS-SL’s Effects on their Lives and their Opinions about Peace

All questions in this section, except one, were open-ended. This allowed for gathering anecdotal information from respondents in their own words, without trying to impress them with certain approaches or directions. The responses for the open-ended questions were then coded in terms of the categories that they represented, and then quantified. This process engaged all the survey interviewers who completed the coding of these questions.

In response to the questions: “Briefly tell me the most important problems you face because of the crisis?,” the following table includes the types of problems mentioned by respondents:

	Frequency
Loss/destruction of property	348
Loss of loved ones	199
Hunger	97
On the move/displaced	91
Backward educational system	69
Financial constrains/poverty	53
Humiliation before family	49
Trauma	35
Unemployment	32
Abduction/amputation	30
Lack of medical care	30
Poor communication	8
No freedom of movement	8
Divorce	5
Tribalism/ nepotism/ corruption	4

When asked: “What should be the priorities of the nation now?,” the following were their responses:

	Frequency
Improved infrastructure/ deployment and living standard	270
More attention to education	196
Peace and reconciliation	151
Good governance	72
To end the war	53
To help the poor and needy	53
To create employment facilities	51
Rehabilitation of war affected	48
Resettlement	45
To love one another	44
Government to encourage farmers	42
More international support	8

	Frequency
More attention to children and women	7
Free port	6
Total	1046

And, when asked: “How do Talking Drum programs affect your life?,” their responses were:

	Frequency
Change ways of thinking positively	74
Give people hope for peace	67
Increase knowledge of Human Rights, etc.	41
No effect	36
Brought unity among people	32
Involved children in public/social activities	28
Help de-traumatize people	17
More knowledge about SL	13
Help prepare people for reconciliation	12
Motivates me	7
Makes me recognize the importance of SL	2
Total	329

The following are few quotes from what respondents had to say in their own words in response to the question above. The responses are organized by the major categories included in the table above:

- ***Changed way of thinking positively***

- *“It made me forget about the war. Trauma healing.”*
- *“Talking Drum encouraged us to forget about the war in the country.”*
- *“Help in bringing permanent peace in the country. Encourage me to forget about the war.”*
- *“It encourages me to forget about the past conflict in Sierra Leone.”*
- *“It made me forget about the war and all the atrocities.”*
- *“By motivating me.”*
- *“They heal my trauma.”*
- *“I have learned about forgiveness.”*
- *“Now I have forgiven my brothers and sisters and I now do a good job.”*
- *“I was traumatized, but now the programs healed my trauma.”*
- *“I have changed my attitude because I was traumatized but now I am myself.”*
- *“It makes me happy and updates me on the day to day activities of the country.”*
- *“My mind is off from revenge now.”*
- *“I have got a change of mind for my enemies.”*
- *“I have love for fellow mankind now which I hadn’t before.”*
- *“I have zeal to mine better now.”*
- *“I no longer talk revenge but unity and development.”*
- *“Through their programs, I have started forgetting tribalism which used to be chronic in me.”*
- *“I now think of self-development, not of the war again.”*

- ***Gives people hope for peace***

- *“It gives me hope for a peaceful Sierra Leone.”*
- *“It makes me forgive the rebels.”*
- *“It makes me feel very happy and gives me courage for the peace.”*

“It has built strong faith in me that all is not lost.”
“I have good hope for my future after listening.”

- **Increased knowledge of human rights and similar issues**

“They made me know that we should give rights to our children.”
“They made me know my right under gender equality.”
“Changed my attitude towards children.”
“Changed by attitude toward my children.”
“They gave me ideas about the children’s role in the country.”
“Makes me to know about the suffering about the children.”
“The few times I’ve listened to the children’s program gave me the initiative to find ways of advocating for the children who are most affected by the war, especially on the rights of children.”
“Building more interest in working with children.”
“I pay attention to educate children. I no longer beat my wife.”
“To educate our children although we do not have the upper hand.”
“Salone Uman program has greatly enlightened me.”

- **Brought unity among people.**

“I have forgiven my brothers and sisters that hurt me in the war.”
“Sometimes it helps me to friendly with ex-combatants.”
“I can now go to my village because Talking Drum has tried to talk about peace and reconciliation.”
“I now look at anybody as my own brother or sister. I treat all children as one.”
“I have now decided to accept rebels as my brothers and sisters although I am a Kamajoh.”

The one close-ended question in this section was: “In your opinion, is the crisis nearing resolution?” The results in the table below show clearly that the overwhelming majority of respondents (95.3%) agreed that the crisis was nearing a resolution. Demographic comparisons showed no statistically significant differences between respondents in any of the four demographic groups.

In your opinion, is the crisis nearing resolution?

	Frequency	Percent	Valid Percent
Yes	347	86.8	95.3
No	8	2.0	2.2
I don't know	9	2.3	2.5
Total	364	91.0	100.0
System	36	9.0	
	400	100.0	

Comparison on “In your opinion, is the crisis nearing resolution?”

Survey Location	Freetown 93.9%	Magburaka 91.7%	Kambia 100.0%	Kenema 97.5%	Kailahun 100.0%	Sembehun 90.5%
Gender	Male: 94.9%			Female: 95.7%		
Age	25 or Younger: 94.9%		26-40: 96.0%		41 or Older: 93.5%	
Education	None or Primary: 94.2%		Secondary: 96.8%		College: 93.8%	

When respondents were asked: “What are your dreams for the future of Sierra Leone?,” their responses were:

	Frequency
To get lasting peace and unity	137
Better living conditions	66
See a developed economy	65
Good governance	59
Improved education	52
See Sierra Leone as Athens of West Africa	44
See more construction/roads and schools	36
See a country where jobs are available	27
See self reliant SL	26
Political stability and security	15
Free port	2

The following are excerpts of their actual responses, organized by the major categories in the table above:

- ***To get lasting peace and unity***

- *“To get permanent peace and free movement of people.”*
- *“We want peace in Sierra Leone because we have nowhere to go. We want freedom of movement all over the country.”*
- *“To bring everlasting peace in the country, to help bring our family together again.”*
- *“Pray for peace and unity to come back in the country.”*
- *“To join hands in bringing peace to the country.”*
- *“United Sierra Leone and work together as one.”*
- *“I will like to see that all Sierra Leoneans become one.”*
- *“For all to live in peace.”*
- *“To have everlasting peace.”*
- *“A Sierra Leone that is politically stable.”*
- *“To see that all ex-combatants lay down their arms and provide training skills for them in future.”*
- *“We will soon forget all what we went through during this war.”*

- ***See a developed economy***

- *“There should be development in agriculture so that we get enough food.”*
- *“Sierra Leone should develop in agriculture because my husband is a farmer.”*
- *“To provide job facilities in the country.”*
- *“We want Sierra Leone to progress. We want more investors to come to Sierra Leone.”*
- *“Forget about the past and develop Sierra Leone. Help for small scale business people.”*
- *“To create more employment for people.”*
- *“There should be improvement in electricity for all of us, good water supply, good medical facilities.”*

“Sierra Leone should be a useful place for all citizens. To get more access to work for our country and other country.”

“Sierra Leoneans to come together as one people to build up the country.”

“Good roads and cheap transportation. Everybody be engaged in some work that can make a good living.”

“Prices of items will be affordable. More jobs and prompt salary payments. Good facilities like schools, roads, etc. The country will be free of arms.”

“Better infrastructures, electricity all over Sierra Leone, Enjoyment everywhere, there will be jobs as mining sectors and others expand.”

- **Better living conditions**

“Good roads to be accessible in villages.”

“We want freedom of speech and movement.”

“I want Sierra Leone to flow in milk and honey (prosperity.)”

“To get a sweet Sierra Leone”

“Sierra Leone should be the country I used to know. We should have freedom of movement.”

“We are going to enjoy at the end of this war.”

“I feel that Sierra Leone will become as it was before. By getting more food and medical facilities.”

“To repair the streets or roads.”

“For Sierra Leone to be like paradise.”

“Improvement in the lives of the people – education for children, jobs and other social facilities.”

“I want Sierra Leone to be a peaceful country, people moving about without hindrance.”

“I want Sierra Leone to be the country our elders told us about. I want to see a prosperous Sierra Leone.”

“Sierra Leone to come back to the way it used to be. To provide more job opportunities for the youth.”

“I want Sierra Leone to flow with milk and honey just as our parents used to tell us about our country.”

“Enjoyment land. People will change job, cars, etc. Food will be more than enough. One can travel or communicate at all times.”

“Enough food for all. Cheap items to buy. Good roads and Communication.”

- **See Sierra Leone as the Athens of West Africa (educational excellence)**

“Improvement of education in Sierra Leone”

“To build more class for schools.”

“To see Sierra Leone become the Athens of West Africa.”

“Government to put effort in assisting teachers in early payment of salary.”

“To develop the minds of the people. To push gender equality.”

“Government to provide free education for primary and secondary schools in Sierra Leone.”

- **Good governance**

“To pay salaries to government workers on time.”

“To build up a consistent, holistic, and stable democratic Sierra Leone.”

“I would also like the elections to be free and fair.”

“There should be freedom of movement, good leadership, and trust among us.”

“Government should encourage their workers so that the manpower will increase, like good quality education, electricity, health facilities.”

“Good governance. A corrupt free Sierra Leone. To see a modern Sierra Leone.”

“We will have government institutions to pay high for our diamonds. Good roads for travel. Free custom for articles.”

“Sierra Leone will be more prosperous than before if the current president is given another chance to rule.”

Finally, when asked: “What would you like to see Talking Drum Studio do in post-war Sierra Leone?,” their responses were:

	Frequency
Sensitization/education	73
Help rebuild SL	58
Reach grassroots nationally	42
More children programs	37
Undertake developmental work	36
Help displaced children	31
Involve more people in their programs	29
More programs for women	27
To work on peace/unity and reconciliation	27
TDS to own its station	24
Open offices in province headquarters	23
To do more HR programs	19
Do not know	8
More workshops with NGOs	7
To help reduce tribalism	3
Community drama	3

The following are some of the comments made by respondents in response to this question. Responses are organized according to the major categories in the table above:

- ***Sensitization and education***

- *“To sensitize the public about women’s and children’s rights.”*
- *“There should be many radio programs on gender equality, especially for women.”*
- *“Sensitize people on good water system in the whole country and good governance.”*
- *“We want them to talk about peace, forgiveness, and reconciliation and to love one another.”*
- *“To put more effort in sensitizing the people in Sierra Leone about the war.”*
- *“To sensitize youths to stop idling and engage themselves in jobs.”*
- *“To promote peace and develop the programs that will bring lasting peace.”*
- *“To introduce more programs on peace building.”*
- *“TDS to take a lead in the peace process by doing more radio/community programs and workshops.”*
- *“To educate people about good governance.”*
- *“To preach about peace and reconciliation.”*
- *“Continue to talk about peace with programs that can advocate for children and women.”*
- *“Talking Drum to talk more on education and the welfare of the people.”*
- *“They should talk about human rights violations.”*
- *“We want them to sensitize the public about the women’s rights. To make more programs on peace building.”*
- *“Talking Drum should continue giving us programs that sensitize us about human rights, women’s rights, and children’s rights.”*
- *“They should do more programs in the whole of Sierra Leone in terms of human rights violations.”*
- *“Awareness education for all. Institute programs that will ensure lasting peace.”*
- *“Involve in programs that will make peace to last among us in Sierra Leone.”*
- *“Educate people on what to do.”*
- *“Teach people to be independent.”*

- ***Help rebuild Sierra Leone***

- *“To assist the government in developing the country.”*

“To help government to push the peace process fast.”
 “To help government in the disarmament program.”
 “To assist government to bring the fighters out of the bush.”
 “To help the children affected by war.”
 “Join hands with the government to develop the country.”
 “Help in reconstruction and resettlement and health facilities.”
 “To encourage women in working along with men. To improve on illiteracy.”
 “Food security and marketing.”
 “Training old and young. Improve and expand agriculture.”
 “Help government to create jobs for the youth.”
 “Rehabilitate our homes. Provide light and water facilities.”
 “Train more women for food security. Train women in business skills. More farm work for food.”

- **Reach the grass roots nation wide**

“To extend their broadcasting station nation wide.”
 “To improve on a radio station in Kambia.”
 “They should establish a radio station in Kambia district and other parts of the country.”
 “To extend the peace program throughout Sierra Leone”
 “To organize more drama all over the country, such as football games and encourage the youths.”
 “TDS to do more programs in the villages.”
 “To involve more people in their programs.”
 “Support community radio.”
 “To extend their programs in the provinces.”
 “Continue to sensitize us about issues of the country. We want a help for a radio station all over the country.”
 To sensitize people in the villages more on their activities they are undergoing in Sierra Leone.”

- **Undertake development work**

“To provide more food and medicine.”
 “To set up their own studio. To help the poor and needy.”
 “To set up their own studio.”
 “I would be glad if they will help us the orphans in Sierra Leone.”
 “Let them help Sierra Leone and the amputees because they are the most sorrowful people.”
 “To bring unity among the NGOs in the country by holding workshops with them when necessary.”
 “Help us to get more food. Help us in education and health.”
 “Road construction. Rebuild schools and hospitals. Involve in agriculture work. Train our wives in business.”
 “Development initiatives. Train our brothers and sisters.”
 “Food production.”
 “Ways to help the poor learn a trade. Help provide cheap building materials. Improve on food production.”
 “Help farmers to produce more food. Involve in community development programs.”
 “Education and skills training programs to be sponsored by them.”
 “Train Sierra Leoneans in skilled jobs. Expand and employ more people. Improve on food production.”

- **More children’s programs**

“To sensitize about the promotion of education, especially the children.”
 “TDS to do more children programs.”
 “To de-traumatize the children that have been abducted by the war.”
 “To continue to talk to the children since they are the future for tomorrow.”
 “Discussion of educational facilities for the girl child.”

C. TDS-SL Staff Focus Group and Head of Projects Interviews

This section includes mainly responses from the focus group conducted with TDS-SL on the first day of the evaluation mission. This focus group is usually conducted early in the evaluation process because it is intended to be a source of information to the evaluators on what is important, and what to look for when designing the various evaluation methods. In addition to the focus group, interviews were conducted with TDS-SL's heads of projects, including the head of TDS-SL, Frances Fortune. These interviews were also intended to be another source of information to the evaluators. The results and findings described in this section are based primarily on what was discussed in the focus group, but also include input from the head of projects interviews, especially in terms of the obstacles that the staff faces, and what needs to be done to improve their work conditions.

This section is organized by the questions that were asked during the focus group to address TDS-SL work. Other questions that were asked in relation to the conflict situation in Sierra Leone have been already discussed in the section on the conflict context.

How do you describe the mission of SFCG/TDS-SL?

Giving people the opportunity to voice their feelings and problems.

Reaching the grassroots and, bringing families and households together.

Reaching the returnees.

Heal broken minds and spirits, give hope and build confidence.

Involving local musicians to talk to combatants and civilians.

Making politicians know that they work for the people.

Conflict resolution

Include everyone, across tribe, region, faction, age, gender, literacy, rural/urban, rich/poor.

Identify potential conflicts and nip them in the bud

create a national dialogue

educate, sensitize, inform.

How does your work address the issues mentioned in the previous two questions?

We go to remote areas, to meet people and let them talk about their issues (voice to the voiceless). We encourage people to talk in their own language in their own accent. We agree with our interviewees beforehand.

Work with NGOs.

Highlight important issues affecting the country, we are issues focused rather than news focused. This leads to conflict resolution.

We identify potential conflicts and address them early, e.g. the district block system. Sometimes we physically intervene.

Air out problems of the people and make officials who are responsible for them address them.

Try to explain the rights of people especially children and women who are bullied.

Inform and educate the people of the new type of elections (PR system).

The community component, where staff members go to talk to people in the community about major issues such as HIV/AIDS.

Give people hope and make ex-combatants to have confidence in themselves as well as in their communities.

Talk to everybody and not to take sides. This leads to confidence building (we first put RUF) voices on the radio.

We hold Peace Tours and bring people together to feel that they are one; build confidence and hope, give youth something to aspire to. Steady Bongo gives advice and encouragement and raises awareness.

Staff of TDS comes from different ethnic groups thereby helping the people to feel free to talk and mingle with staff.

Make it possible for two big different factions to work together.

We create opportunities for youth and women.

We investigate corruption.

What factors make your work easier?

Mobility.

Materials and resources.

Machines and equipment.

People have respect for us.

Coordination among staff, dedication, flexibility and teamwork. The staff is like a family. They work around the clock. Meetings everyday. The Director is accommodating.

Sponsorship from the directors.

Money. Nobody can buy us with money. We don't take bribes

The independence, impartiality and neutrality of our work.

We get good cooperation from radio stations.

People are accommodating; they know and trust TDS (the government and the fighting factions). They were ready for this opportunity. The government allows freedom of speech and press.

As Sierra Leoneans, these are our personal issues. We take ownership of the problem.

Our work is innovative and therefore exciting. You can see the result

We focus on early intervention.

What makes your work difficult?

Some officers in the government or NGOs do not want to face our journalists and therefore refuse to be interviewed.

Poor conditions of the roads.

Difficult to talk with NGOs as far as interviews are concerned.

Radio stations (some especially in the city) do not play programs on time. Sometimes people get upset when their interviews are not aired.

Not enough equipment (computers, etc.). Insufficient equipment for a number of programs. We need more training, especially on how to use the equipment

Not enough time in the day!

Lack of adequate logistics: per diem, salary, and few vehicles.

Difficult communication from up-country. There, you depend on the vehicle radio. If it is out, you have no means of communicating.

Long hours of work especially for technicians

Staff burnout.

Few offices in the country.

Domestic problems; lack of housing; family issues.

Staff does not organize to help themselves; they expect TDS to do everything for them.

We do not have access to certain meetings e.g. the tripartite meetings.

There is a certain backlash against our impartiality

There is envy and malice against us from NGOs and newspapers

The news media sometimes see us as competitors.

What can be done to fix the in-house issues?

Medicines and medical training before going on trips. First Aid kit in every vehicle.

Prepare people to go up-country.

More equipment; marantz.

Forced vacations!

Outreach to print media.

Help the radio stations more (with equipment, etc.).

Launch a campaign for road repair. (This is a general strategy for addressing issues: work with pressure groups in connection with TDS programs).

Involve the news media in our campaigns (feed them stories)

Make courtesy calls in the field e.g. to NCDDR field offices

Go to interagency meetings

Participate in SLAJ (Sierra Leone Association of Journalists)
Support the freedom of information Act.
Attract more contracts, local funds
Be more efficient with our resources
Organize Osusu.
Hire more correspondents
More advanced training (conflict resolution)
In-house skills training
Better monitoring. Producers should listen to their programs as they are aired on the radio.

What is your vision of SL's future?

Donor fatigue. When the donors leave, people are going to feel it.
Selfishness.
Self reliance.
Elite clash.
Poor education if system is not changed. Improvement in education: teachers' condition, access, etc.
More arm robbery due to unemployment.
With peace and stability coming, Sierra Leone will have a lot of investors.
Police and army are well trained to deal with security issues.
Economic emancipation. Infrastructure improvement. People can live within their income and maybe even save some. Lebanese are still taking care of economy and business instead of Sierra Leoneans.
Social and cultural reform e.g. gender equality. Women would be holding key posts in offices.
Lot of training centers thus the market will be flooded with the same commodity. Food in abundance.
Politicians keep on lying; I see the country sinking down.
I see Sierra Leone taking care of disabled people.
Peaceful transition of government.
Greater conflict without arms (i.e. conflict is necessary in society, we just need non-violent ways to mediate it.)
Free and fair flow of information
Government will respond to the will of people
Industrial facilities and, jobs for all people
No corruption.

What is your vision of how SFCG/TDS-SL can contribute to building that future?

Help to sensitize people.
Train staff in their areas of work, news, more conflict resolution (the type that could help journalist stop sensationalisation).
Create new programs and new innovations.
Good relationships with others.
The staff should be a model.
Hand set communication.
Try to get FM stations up-country for better news for the people.
Community radio.
Information through the internet and books.
Try to bring programs in the sub-region: Sierra Leone, Liberia and Guinea.
Manage the ongoing conflict.
Intangible things like peace and stability, social and cultural reform.
Help people to realize that diversity of opinion is good; build tolerance.
Walk the talk. Show in our actions that we accept these goals
Community outreach with the drama unit.
Distribute more free-play radios.
Create community listening groups

V. Case Studies

Case studies is an evaluation technique that has been used with other SFCG projects. The purpose of the case study technique is to capture in-depth information about the impact of SFCG on a specific area. Usually the technique is used when evaluators get to learn about a specific situation in which an SFCG activity had a direct impact on peacebuilding or conflict resolution. In the case of TDS-SL, four case studies were identified. One case related to the effectiveness of the Golden Kids program in addressing the needs of street children, and also its impact on the life of one ex-child combatant. The second case related to the effectiveness of TDS-SL activities in the area of Mile 91. In that area the focus of activities is on addressing ex-combatants' needs, and on helping with the establishment of community radios stations. The third case study addressed the effectiveness of Troway di Gun Program on the reintegration of ex-combatants. Finally, the last case study addressed the work that TDS-SL's community outreach program has been doing with youth to get them involved peacefully in the election process.

Case Study #1: Golden Kids Program

This case study of Golden Kids is about an ex-child soldier called Swanky. The boy was 9 years old when he was captured by the RUF and the AFRC rebels. He fought for the rebels for 3 years. TDS found Swanky in one of the interim care centers. To the surprise of all, he is now one of the best producers and presenters on the Golden Kids news. He participated in a conference held in Cairo, sponsored by UNICEF, on children who were affected by war and children rights. Swanky's testimony and presentation of his story at the conference, was very powerful. TDS-SL endeavored to find his parents in Kono, but he is currently sojourning in Freetown under the care of TDS staff, and is going to school.

Not only did Swanky benefit from TDS-SL's care for him.; through TDS-SL, and the Golden Kids program, he has been able to touch the lives of so many children, and to send to them a strong message for peace and reintegration. After all, he himself was a rebel fighter; he knows what they have been through. This gives him much credibility in approaching and convincing other children to become a positive force in the society. The impact of Swanky's and the Golden Kids' work was assessed in the Don Bosco Institute, where many children confirmed the positive message they have been receiving, and the transformative effects of these messages on their lives. These results came as no surprise to the evaluators, as other data from the audience survey and from key informant interviews confirmed the wide positive effects of TDS-SL children programs, especially in the area of trauma healing (see results of the audience survey above).

a. Case Study Techniques

In this study, the evaluator, Suleiman Hussein, interviewed Swanky himself, to tell about his previous experience in the war with the rebels, as well as the most horrible story he came across during the war, and how he got connected to the TDS. He also interviewed Ken, the person in charge of the Golden Kids programs in TDS-SL, to talk about the nature and input of his job. He also paid a visit to a child training and rehabilitation center called Don Bosco where he

interviewed the Director of the camp named Bo John. The purpose of his interview was to know TDS-SL's impact on their work in general and, the impact of Golden Kids programs on their children specially.

b. Interview with Swanky:

The Evaluator met Swanky in the office of Ken after he had already been informed that the evaluator wanted to meet him. He was confident and relaxed. When asked about how did he come about to be a Golden Kid, he explained that:

"In 1997 Government soldiers and rebels captured me to fight with them. I was 9 years old. They trained me, and I fought for them for 3 years. When UNAMSIL came the rebels freed us. UNICEF took us to Freetown; that was year 2000. I was in child protection organization in Freetown called Family Homes Movement, One day Mr. Gibril from TDS came and interviewed us. After the interview he realized that I was an intelligent boy. We were a group of children taken from different camps. We were given five days workshop training to become child journalists.

When asked about what kind of risks he was going through before joining the Golden Kids, Swanky explained:

"Rebels took me from my parents in Kono in the East and send me to the North. They took me to everywhere they go; some times they bully me and abuse me. I was not going to school, they were always taking us to go and fight with the Government soldiers. I was very fast to learn the tactics of the war, if you are not strong, you will die and they abandon you and go. Many of my friends died and we left them and go. After I came back from the war I was very stranded and confused in the child protection camp. I did not know what to do until TDS connected with me. The most difficult day was when the rebels took me and my best friend, called Mohammed, with them to go and fight. On our way to the battlefield we fell ambushed with ECOMOG soldiers. When the firing started, they shot my friend in front of me. And when he was dying, he screamed and he mentioned my name T-BOY - this name was given to me by the rebel commanders-when I saw him in this situation, I had nothing to do other than to take his weapon from him, and covered him with my T-shirt. I did so because I didn't want the enemy to take that weapon, that day the fighting was very serious, this friend that I missed was at the same age of me and a close friend of mine, I still remember him."

The impact of TDS-SL on Swanky's life has been tremendous. He explained that TDS has a very big impact on him, because TDS "takes care of me by giving me the opportunity to go to school, takes care of all necessary expenditures includes health, clothes, every thing that I need. To me, education is very important, because in Sierra Leone, if you don't go to school you cannot do any thing. TDS has changed my life completely, because now I am in class six."

Swanky also described his specific activities with TDS. He stated:

"I am an interviewer for TDS, my main position is a reporter. Sometimes they take me to interview other kids in the various child camps. While interviewing them I ask them about their previous experience with the rebels; they are always happy to meet me, as well as tell me more about their experience, because they want their voices to be added to, and heard in the TDS programs."

Speaking about the impact of the program on kids, he said that he went to so many ex-child combatants' centers, where he met his old friends who were in the jungle with him. They asked him a lot of questions about how he became a Golden Kid, especially when he went to Lungi ex-child combatant's camp. All the kids there wanted to be like him, "because they saw me in a good shape and condition."

Swanky suggested that TDS-SL should try to give wide opportunity to more kids to voice out their problems. However, he also acknowledged that before TDS-SL came, kids could not say anything, nobody heard them, and they had no means for speaking out their problems.

c. Interview with Ken, TDS-SL Staff Member in Charge of Golden Kids Program

Ken explained that Golden Kids program is for kids' advocacy through the radio programs. Children are given the opportunity to voice out their problems. Before this program, children were hardly heard. That was why the program tried to get to children wherever they are- in the camps, streets, schools and ex-child combatant care centers. TDS-SL staff trains the children, and teaches them skills of journalism. Once trained, they go to schools and camps to interview the kids, record their problems and air them through the various radio stations. Initially the program was just fifteen minutes, and now is extending. Golden Kids also go to areas other than Freetown, like Kenema, Bo, Port Loko, and Makeni. They train children there and also record their problems and bring the cassettes down to Freetown, and air them.

Describing how TDS-SL got to know Swanky, Ken said:

“It was Gibril who got connected with Swanky in one of the child’s camps. When he realized he was very intelligent after interviewing him, we took him to several camps where he met his friends. The kids were impressed about him because he is a smart boy. He obeys laws, especially with the school teachers. Some children in the school do escape the classes, wander around, but he always stays behind. He is very good at interviewing people; the first time we took him with us he mastered everything. Now I just give him the background of the interviews, then he would do them himself; he handles everything very well. We allow him to interview managers, and other top personnel. The feedback is always that the boy is smart.”

Talking about the impact of Golden Kids on other children, Ken stated that they go to up-country and talk to the parents of the kids, and try to re-unite them with them. The kids are respected by their parents and in their communities. This is because of the training that TDS-SL has been giving to the kids. Many people want their kids come to TDS-SL programs, and the kids also want to come because they always want their voice be heard in the studio. The fact is that the parents seldom handle the kids very well, because they have no time to do that themselves. But whenever TDS-SL trains them and sends them back, their communities respect them.

d. Interview of the Director in Charge of the Don Bosco Camp.

When asked to describe the mission and activities of the Don Bosco, the director stated:

“There is Don Bosco centers in 140 countries around the world. Rev. Father John Thomson established ours in Freetown, in January 14 1998. It is catholic oriented organization, from a congregation called Silesian. It focuses on youth work to develop their mind, especially the disadvantaged youth. One of its aspects is to spread Christian faith, but it includes all categories of children. The other aspect of development is to educate the children, especially the street children. We have displaced children, ex-child combatants. Don Bosco was established at the time when all the childcare organizations folded their properties and left. Our main activities are to rehabilitate the minds of children, give them education and provide them vocational training.”

Describing TDS-SL's work with children, the director said:

“We started working with them in the same year our organization was established. When TDS came to meet children, the first boy they trained to do video filming was Mohammed Krumah from Don Bosco. He represented

Don Bosco in Common Wealth Children Summit in South Africa; he is currently in South Africa. TDS has children programs; they use media to ask children to leave street and go to the camps. They also send children to Don Bosco. They work with us with good intention. Whenever we have our programs we ask their help and they come and do everything for us for free of charge and they don't take anything from us. Every December we have our national party; TDS is very much attendant in those events."

When asked about TDS-SL's specific impact on his organization's work, he said that TDS does many activities with the Don Bosco- they campaign for peace building; their children programs send a positive impact on the Don Bosco children, especially, the Golden Kids programs. They are always efficient. Those programs help tremendously with the Don Bosco's programs of rehabilitation. When asked if the children in his institute listen to the Golden Kids, he affirmed that know the program very well and they listen to it.

e. Interviews with Children in the Don Bosco.

In the Don Bosco camp the evaluator met 4 young ex-child combatants. The first one among them was Ibrahim Conte, 15 years old who came to holding his small radio. The evaluator asked him if he listens to Golden Kids program. He answered: "Yes, I always listen to the program and tell my friends who are still in the streets to come to the camp because being on the streets is not good for their future. The program asks us to do that. I myself was one of those who listened to it and because of that I am here."

The next ex- child combatant was Allasan Turay, 13 years old, who told the evaluator that he listens to the Golden Kids program. He said "I don't have my own radio, but I listen with my friend whenever it is time for the program. The evaluator asked him if he knew Swanky; he said "yes, I know him, and I listen to his voice in the radio." The evaluator asked him about the benefits from the program. He said: "I came here to learn because of this program. Before that, I did not know who would look after me to do what I want to do until I listened to this program."

The third ex- child combatant was Abubakar Koroma,14. The evaluator asked him if he listens to Golden Kids program? He said: "Yes, I listen to it but not every day, because I don't have my own radio; I am planning to buy one." When asked about what the program tells him, he said that "It tells us to leave street and go to the camps, where we will be able to re- unite with our families."

The fourth ex-child combatant was Sulemana Sesay, 14. When asked about what he knew about Golden Kids program, he said "I listen to the program from time to time. It tells us not to remain going around on the streets; we should go to the childcare centers to get free education."

f. Conclusions

The interviews with Swanky, Ken, the Don Bosco director and the four children, all showed the positive effects of the Golden Kids program both on the life of Swanky, and on the lives of children on the street. The impact on Swanky's life has been tremendous. He was transformed from being a child combatant, perhaps with no destiny other than that of his friend Mohammed, or the fate of the so many street children. TDS-SL's efforts with Swanky extended beyond simply training him to be a radio journalist. TDS-SL staff obviously have embraced that child,

and helped him in so many ways. This is an example of supporting TDS-SL's media work, with other non-media activities to help even one child.

On the level of the society, Golden Kids have touched the lives of so many children in that country. All kids indicated that they have been actively listening to Golden Kids. They were very clear on its message. And because of Golden Kids many of them are now in safe hands with an organization such as the Don Bosco, where they have a shelter, and are receiving care, and training that will help them become good citizens of Sierra Leone.

Case study #2: TDS Activities in Mile 91

Mile 91 lies at the junction of several important roads in Sierra Leone. Although it is in the Northern Province, anyone heading to the South or the East must pass through Mile 91. It has been the home to many Internally Displaced People and also home to a fairly large contingent of UN peacekeepers. Mile 91 has been a very strategic area in the unfolding of the peace process and TDS has had a significant impact in this community through their work with several groups.

The goal of this case study is to look at the range of TDS activities in one community over time, to understand how various efforts meshed together and to show how different aspects of TDS work in the community built upon each other, so that now there is local capacity for peace building.

The first group that TDS has been deeply involved with in Mile 91 is OPARD -- the Organization for Peace, Reconciliation, and Development. It is a group of mainly young people living in Mile 91. They work for peace and development in Mile 91 and in the surrounding areas. The organization played a very important role in getting the RUF and the UN talking to each other, especially after the events of May 2000 when the RUF captured over 500 UN peacekeepers in various parts of the country. OPARD has male and female members, ex-combatants and non-combatants; but the majority of their membership is male ex-RUF. At first there was a great deal of trepidation about them in Mile 91, but now they are widely accepted and appreciated by the local community. They are involved in cleaning up the community, small-scale agriculture, skills training, and other activities.

TDS was one of the first to recognize the potential of working with OPARD. They started supporting the organization in small ways when others were thinking that OPARD was a rebel organization. This was brave and forward thinking on the part of TDS. They also involved the Council of Churches of Sierra Leone (CCSL), as a sort of "moral guarantor." Together TDS and CCSL purchased a motorcycle for the head of OPARD to pursue peacebuilding activities. TDS included some OPARD members in a journalists training workshop they held in Bo.

The other main strand of involvement in Mile 91 is TDS' support of a community radio there. TDS obtained a small transmitter, and brought along the staff of Radio Mankneh, a community radio station previously operating in Makeni several years earlier. (At the point TDS brought them to Mile 91, Makeni was still under RUF control.) There were many people displaced from

Makeni in residence at Mile 91 who were familiar with Radio Mankneh. Another reason to start the radio station was the fact that there were functioning radio stations in the South and East of the country, but none in the North – the largest province, though at the time under RUF control. So, the staff and board came to Mile 91 to set up a community radio station with the understanding that eventually they would go back to Makeni (when things returned to normal) and that a smaller radio station – Radio Gbafth⁷ -- would stay behind in Mile 91. The community was asked to get involved with the radio station and to work to make it what the community needed. Presently, the radio station transmits a variety of programming: local news, obituary announcements, requests, music, TDS programming, the BBC news, discussion programs on peace and reconciliation, and so on. Now, the community is involved in constructing a building for Radio Gbafth with support from the Canada Fund and community materials and labor.

The story of Mile 91 is about synergy. TDS helped OPARD and that pushed ahead the peace process. Then they got a community radio station going, and involved OPARD. Now the two work together. Many of the Radio Gbafth trainees are OPARD members. TDS and OPARD also planned a Peace Carnival that was covered on Radio Mankneh and used for other TDS nationwide programs. TDS and Action Aid organized World AIDS day activities in Mile 91, and it was largely the efforts of OPARD and Radio Gbafth staff that made it a success. OPARD took part in the UNICEF National Immunization Days, accompanying the medical team to rebel held areas. There was also a connection between OPARD and the Youth Reintegration Training and Education for Peace (YRTEP) program sponsored by USAID. OPARD and Radio Mankneh/Gbafth are working with local children who are field reporters for the Golden Kids News program. All the non-radio, community peace building activities in Mile 91 have been covered on TDS regular programming. Finally, new organizing – for example, the organizing of youth groups against election violence – is building on the partnerships already established.

a. Techniques used in the case study

Susan Shepler spent four days in Mile Ninety-one, interviewing members of OPARD and staff and volunteers at Radio Mankneh and Gbafth. She was lucky to observe some of the community labor organized to put up a new building for Radio Gbafth. She also interviewed local board members and other community members in Mile Ninety-one. In Freetown, Susan interviewed some of the OPARD members who are now working with TDS. She also interviewed Alimamy Koroma, the Head of the Council of Churches of Sierra Leone, an agency that worked together with TDS to support OPARD.

b. Interviews with OPARD members

The first interview was with Ahmed Muckson Sesay, an ex-combatant of the RUF and the head of OPARD. When asked about the impact of TDS on the country, he said, “I can say that they have been instrumental in the peace process, trying to rebuild relationships between the warring

7. Radio Mankneh was originally named after the small village near Makeni where the transmitter was located. *Mankneh* means “hidden” in Temne, the local language of the North. When trying to find a name for the station to remain in Mile 91, they decided on *Gbafth*, which means “in the open” in Temne.

factions and the community and war victims through their outreach programs. So they work with established local structures to achieve their aims. For example they worked with us in order to reach the people and the government. They played the most significant role in building the peace process. They helped the civilians understand the process by interviewing RUF people, and collecting information then distributing this information to the UN and communities. Through their work with existing structure in communities they are helping in achieving peace.”

When asked about the impact of TDS programs on his own efforts, he replied, “I can say that TDS helped in building our capacities. It also helped to build our image among other NGOs and the government, especially since there was much suspicion early on. The interviews they did with us gave us trust among people. They also provided mobility to us through providing vehicles to help us travel to various places to send peace messages.”

Morlai S. Bangura, the Public Relations Officer for OPARD and another RUF ex-combatant explained their work this way: “Mile 91 is an important area. It’s the central route to all the districts. OPARD is from this area. After May 8th, 2000 there was no confidence in the peace process. No one had a chance to talk to the RUF. But we broke that silence and talked with the RUF. We worked closely with the Indian contingent of UNAMSIL here in Mile 91.”

When asked about the community’s reaction to OPARD, he replied, “People often tell us thank you. We were able to bring peace to the area. People first thought that all OPARD members are RUF, but all along we believed in peace. Without peace, there can be no development. We had to convince both sides. People started to see us as saviors, they didn’t have to run away again. They saw us taking risks. For any rumor, they would come to us for the truth since we were in contact with the rebels. Confidence built between us and the people.”

c. Interviews with Radio Mankneh and Radio Gbafth Staff and Volunteers

Staff, trainees, and board members from the two radio stations were interviewed in Mile 91. Mohamed Sankoh, the station technician for Radio Mankneh, said about the radio’s impact on the community: “There was a news blackout. At that time, there was no local news, only short wave, and all of that was in English. Because Mile 91 is a major junction, people would pass through with all sorts of lies and rumors. Even the Paramount Chief wasn’t around. When rumors came around, the only option was to go and hide. If the elders wanted to hold a meeting to pass on information, there was no reliable way to send the message. Children would get lost and there was no way to reunify them.”

The Senior Producer for Radio Mankneh, Ibrahim S. Bundu, told this story of how he came to work for the radio station in Mile 91: “I had worked with Radio Mankneh in Makeni before. I was living in Mile 91 as a displaced person for three months when Frances came around talking about starting up again here. She suggested that we should work with OPARD.” He went on to say that one big achievement of Radio Mankneh in Mile 91 is the fact that they have worked with OPARD. “I had already met with them but there was some resistance from others” he said. “Many thought they were rebels, or rebel collaborators. The community therefore was a little afraid of us, since we were working with OPARD. But I think we have shown how much we can do together.”

When questioned about the impact of the community radio station, several people told the story of catching a hit and run driver. Apparently, there was a vehicle accident near the radio station. The local people came running immediately to the radio station to announce it. By the time the car got to Mile 88 (three miles away), the security forces stopped the car and they captured the perpetrator.

There have been some problems with the operating budget. Although NCRRR has promised to pay the salaries of the staff, they complained that they haven't been paid in months. The fuel for the generator to run the station is supposed to come out of the money that people pay to make dedications (Le 500 or about 25 U.S. cents) or to request public notices (Le 1000 or about 50 U.S. cents.) Because there is also an SLBS station operating in Mile 91 with a stronger transmitter, often people will only pay to have their announcements on the other station. Because Radio Mankneh is community radio, people will sometimes come to the station and beg to have their announcements read for free. However, as peace returns to Makeni, both the SLBS station and Radio Mankneh are planning to move north. The future is unknown for Radio Gbafth. Some say that it will thrive as the only station in Mile 91, and as a more community oriented station. Some worry whether Mile 91 will be large enough to support a radio station of its own once the UN and the displaced people leave. The future of the station depends on making sure that the community understands what community radio means and what it has to offer them.

d. Interviews with Community Members

Interviews were conducted with town elders, including the town chief, members of the board of Radio Gbafth, ordinary community members involved in the construction, and other community dignitaries not involved with OPARD or Radio Gbafth.

The town chief, Pa Santigie Bangura, has been very supportive of OPARD and Radio Mankneh, and now Gbafth. He has been involved since the very beginning. He gives OPARD a lot of credit for bringing peace to his town, and TDS a lot of credit for supporting OPARD. When asked whether he was initially hesitant to work with OPARD due to their RUF connection, he confided that his own son had been involved with the rebels, but that now everyone was interested in working for peace. He was unconcerned that Mankneh would be leaving, pointing out that "they are training our children to take over the work, so it is all right."

In fact, Marie Bangura is the daughter of the town chief and also a production trainee at Radio Gbafth and a member of OPARD. Describing the impact of Radio Mankneh on the community, she said, "We didn't really know what a radio station was. At first, we didn't come close to them. But now that Mr. Sankoh (the station technician) has been talking to the community members about it, they're ready to support it. Even the chief sometimes comes on the radio programs. Most importantly, the community knows that the radio equipment is staying with them.

Sheik Mohamed Tholley, the chairman of the Traders Association and member of the Radio Gbafth board said he was "Happy to support any kind of community development."

On the day Susan Shepler was present to conduct interviews, there were approximately one hundred community members turned out to make bricks and clear stumps at the building site for Radio Gbafth.

For triangulation, other community leaders who are not involved with either OPARD or Radio Mankneh or Gbafth were interviewed. There were positive reactions to all of their activities.

However, there is still some confusion about the meaning of “community radio.” Several people seemed to think of the radio stations as Frances Fortune’s stations. One of the community members at the construction site said that he was working “(to build) a house so if we want to call Magburaka, Makeni, Freetown, we can call.” There is clearly some outreach needed to make sure that people understand what the radio station can do and that they can all be involved in determining the programming.

e. Conclusions

One can’t really say that TDS brought peace to Mile 91. Peace came through a variety of forces and historical junctures. However, the support of OPARD at a critical time was pointed out by almost everyone as key to achieving the peace they now enjoy. Also, people said that the radio station stopped the rumors and made it easier for people to stay in Mile 91, it gave people a sense that developments were happening in their community, and eventually a confidence in peace.

This is the kind of intervention TDS should be involved in: supporting existing community structures to work for peace, creating synergy by supporting organizing that feeds into their radio programs. Muckson Sesay, the head of OPARD agreed. When asked what suggestions he had for TDS’ work in Sierra Leone, he said, “Everything they are doing is perfect really. But maybe they need to expand their activities more. By this I mean to do the same things in more areas.” The difficult question for future interventions will be determining which locations are most ripe for this sort of intervention.

Case study#3: Troway di Gun

Troway Di Gun is a radio program produced by and for combatants and ex-combatants by Talking Drum Studio (TDS) in Sierra Leone. The title means “Throw Away the Gun” in Sierra Leone’s local language, Krio. The show is hosted by two ex-combatants, former high-ranking officials in two opposing factions: Rashid Sandi of the Revolutionary United Front (RUF or “the rebels”) and Foday Sajuma of the Civil Defense Forces (CDF or “Kamajohs.”)

The show has several target audiences and messages. First is to convince combatants who have not yet disarmed to “throw away the gun.” They do this by spreading accurate information about the disarmament process. This is important because there is a great deal of misinformation circulating, at times stopping people from disarming. Second, they provide an example of combatants who have successfully disarmed and are now living peaceful and productive lives. Third is to address the issues of ex-combatants generally. They discuss issues such as whether

people are getting the appropriate benefits, what skills training programs are available, and so on. In this way, they serve as something like a watchdog on NCDDR (The National Commission for Demobilization, Disarmament and Reintegration.) They encourage those who have disarmed not to give up hope by showing that someone cares about their issues. Finally, the show gives ordinary Sierra Leoneans some insight into the issues of combatants and ex-combatants, humanizing them in the eyes of the general public. Because people can see that former RUF and former CDF are working side by side, and even joking, it gives them hope for peace.

They are successful in reaching the combatants and ex-combatants for several reasons. The two hosts were well-respected members of their fighting factions. Their former colleagues know them and trust them to speak the truth. (Rashid was a signatory to the Lomé Peace Agreement for the RUF, and Foday was a regional commander and trainer for the CDF.) Also, these men speak the language of the combatants and ex-combatants, using the same slang vocabulary, and putting things in a way that is compelling to their audience. They go to the “grass roots” and get the stories from men living in disarmament camps and in skills training centers. Combatants and ex-combatants hear the voices of people they know on the radio. Finally, because the program is associated with Talking Drum Studio, they gain by association with the studio’s good reputation.

a. Techniques Used to Assess the Program:

Susan Shepler interviewed the two hosts in the studio in Freetown. She also interviewed some ex-combatants in Freetown and Mile 91 about their reactions to the show. At the suggestion of the show’s hosts, Dr. Amr Abdalla and Suleiman Hussein interviewed the director of PC Plus, a local computer training institute providing NCDDR sponsored training for ex-combatants. They also interviewed some ex-combatants pursuing skills training at the center. Also included are some reflections on SFCG’s work in Sierra Leone from a key informant interview with Sullay Sesay of NCDDR.

b. Interview with the Show’s Hosts

In the interview, both men described their long association with the war, how they came to disarm, and how they came to be involved with TDS. In discussing the genesis of the program, they said that NCDDR had given money for a radio program on ex-combatant issues, but that they were asked to design the program and its content.

They emphasized their style of interaction on the show as an important aspect of its success. They talk about the past conflict in an almost joking way. They see this as a way of modeling post-war behaviors for ex-combatants, pointing out that one should be able to discuss one’s past involvement – even with an ex-combatant of an opposing faction – without fear of recrimination.

One of the most powerful aspects of the program is the fact that the two hosts at one time fought against each other on the same battlefields and now they now take each other as brothers. Foday said, “We are very close. In fact, after talking we discovered that I am Rashid’s Uncle. Also, my own younger brother was a big man in the RUF who was best friends with Rashid while they were in the bush. My brother was killed in the fighting. So now I think of him almost as a younger brother, especially because of the close relationship that existed between him and my brother.”

When asked about the continuing need for such a program, now that the disarmament exercise has been declared complete, they spoke of new directions for the show, focusing more on facilitating social reintegration. “We have people who have disarmed, but are afraid to go back to their communities of origin. In these cases we have interviewed them and then taken the tapes to the communities and recorded interviews with community people saying that they should come back.”

c. Interview with NCDDR Representative

Sullay Sesay of NCDDR was interviewed. He worked together with TDS to develop programs for ex-combatants. In particular, NCDDR performed a needs assessment survey that convinced them to put their message on the radio. The program *Troway di Gun* is partly funded by NCDDR, and they are also partly funding the new soap opera.

When asked about the impact of SFCG (TDS) programs on the country, he responded: “The impact has been great. My executive secretary and the staff talk about TDS a lot. They appreciate the appropriate information and helping us with designing and clarifying our information. They go and talk to ex-combatants directly, which is something most people did not want to do.”

He was particularly grateful to TDS for help in resolving two potentially explosive conflicts involving ex-combatants:

“One of the information officers in NCDDR had given the wrong message to ex-combatants about the payment subsistence allowances. This created a lot of tension in Port Loko. They were getting ready to attack our staff and office. I got a radio message from our office about the issue. At the same time TDS called me and they asked me to clarify some things with them. So I came and listened to the information and recorded a message assuring that no payments were made at all. This calmed people in Port Loko down.

“Also the BBC reporter in Bo relayed to the BBC that NCDDR has stopped payments to CDF in Bo. The RUF in Makeni RUF then thought that we were favoring CDF. So I came to TDS and recorded a message to clarify that no payments were made at all. Of course the quality of TDS production and their reputation is what makes me use them as a vehicle of communication.

d. Interviews with Ex-combatants and Skills Trainers

One former RUF combatant who has disarmed and is now working with TDS said about *Troway di Gun*, “When I was in Gberi junction after a motorcycle breakdown. I heard *Troway di Gun* on the radio. It really touched me. Especially the fact that the hosts -- at least the RUF guy, I don’t know about the CDF guy -- were *senior* commanders.” When asked about the content of the program, he said, “They talk about disarmament, the benefits. The message is: if you throw away your gun you’ll have a better future.”

Amr Abdalla and Suleiman Hussein interviewed the head of PC Plus and some of his trainees about the impact of *Troway di Gun*. PC Plus provides computer training for ex-combatants in Freetown. The director had this to say about the impact of the program: “It is a big change in

the way people in Sierra Leone have been exposed to war issues. It makes it clear that it is time to move away from thinking about the war to thinking of development.”

In addition, they interviewed some of the ex-combatants who are receiving training at the center. This is an excerpt from that interview:

Q1. How long has it been since you threw away your guns?

2 years for one, and 4 years for the other.

Q2. What do you know about Troway Di Gun?

It is a program telling combatants to drop the gun and to reintegrate into the society.

Q3. How helpful it is in your opinion?

It helps greatly because in times of war there is no planning; everything is a chaos. Dropping weapons by itself does not solve the problem, but there have to be jobs for ex-combatants in order to help them reintegrate. *Troway Di Gun* helps people find these jobs.

Q4. What methods does Troway Di Gun use?

It always tries to get ex-combatants to understand how better off they will be if they disarm and find training and reintegrate. By hearing this program they get people to move towards dropping their guns and to find way to build their lives.

Q5. Do you yourself listen to the program? Why?

I still listen to it because it makes me happy to know that they continue to make people learn how to drop their gun and find a decent living.

Q6. Do you know people who dropped their guns as a result of listening to Troway Di Gun?

Yes, I know (both agreed) that the program contributed to making people drop their guns. They also helped many people learn how to get a job and rebuild their lives. It is a good a program, and I recommend it for both civilians and combatants.

e. Conclusions

It is hard to find anyone who will say he disarmed purely due to the program. Clearly, the decision to disarm is complicated and affected by many factors. However, we found many ex-combatants who will say they were influenced by the messages of the program. Perhaps a more important way of measuring the impact of the program is to look at how they continue to address the needs of ex-combatants in the country. Foday, one of the hosts, said, “No one has said (he disarmed) just because of our program, but they say that they appreciate the knowledge we have given them, especially the NCDDR information. They are proud to tell us that they have disarmed.” Rashid added, “Our program is designed by and for ex-combatants. We are very proud of it. We know that full reintegration won’t be automatic, it will take time.”

Case study # 4: Organizing Youth Against Election Violence

Young people in Sierra Leone have in the past often been used by politicians to foment violence around elections. Many see this long-standing pattern as a precursor to the involvement of youth in the war. In addition, there is a general lack of avenues for youth political participation. However, with at least 300 community youth groups in the Freetown area alone, there is a large potential for organizing youth groups around non-violence and the upcoming elections.

According to Ambrose James, the head of the Community Peace Building Unit of TDS-SL, the goal of this activity is to organize youth groups against violence in the upcoming elections. The partners are TDS, The Center for the Coordination of Youth Activities (CCYA), and National Democratic Institute (NDI). The hope is that youths will become involved in elections in a positive way by:

1. Receiving training on election monitoring from NDI
2. Doing voter education in their communities
3. Serving as volunteer domestic election monitors in their communities
4. Organizing against the use of violence around elections
5. Spearheading a voter registration campaign
6. Reporting on problems youths face regarding registration and elections so that information can be used in TDS programs.

a. Techniques Used to Assess the Intervention:

Susan Shepler attended two of the initial organizing meetings with the group. She spoke with Ambrose prior to the first meeting about the goals and objectives of planned activities. The rest of the information is based on participant observation at the meeting, and five intercept interviews with randomly selected participants after the meeting. In those interviews she asked about assessment of the success of the meeting, the appropriateness of the focus on prevention of violence, the range of participants, their knowledge of TDS and their knowledge of TDS sponsored non-radio programs in general.

In addition, she interviewed the TDS staff involved in the program, as well as representatives of CCYA and NDI, the main implementing partners. She conducted longer interviews with two of the youth group leaders. Finally, she was fortunate to be able to observe some of the activities on the first day of election registration, and see some of the youth groups in their usual locales. She talked with community members in some of those Freetown communities about the activities of the youth groups.

b. Interviews with the Organizers

The TDS and CCYA representatives explained their idea of starting a youth movement to fight violence in the elections. They said that the participation of youths would be vital to a successful and non-violent election. They pointed out that they had no funds to support such an activity, and that participation was voluntary. Ambrose pointed out that although every one has his or her own party affiliation, they only wanted to involve people who are not party activists, so that they could be seen as neutral. Ambrose also pointed out that TDS could provide media access for youth issues and occasionally do some advocacy. The representative from NDI said his

organization was particularly interested in monitoring election violence, and that youth would have a unique perspective on the issue. CCYA is interested in a National Youth Policy and in making government more responsive to the needs of youths generally. They serve as an umbrella group to coordinate youth group activities around the Western Area.

c. Interviews with Youth Group Leaders

Interviews with participants after the meetings yielded interesting results. Participants all applauded the focus on youth political participation, and especially the work against violence. Several commented to me that youths are always complaining that the older generation always has all the power, and that this was their chance to do something about it by not being duped again. One said “I am glad to see such a range of youth groups present. Usually at these meetings we see all the same old faces. They have gathered together representatives from the length and breadth of Freetown and everyone has had his voice heard.” They also expressed a willingness to work with the Government of Sierra Leone, and indeed hoped that the government would reach out a hand to help them.

The participants interviewed agreed with the anti-violence focus. The group from York said that they had political problems in their community and that they would work hard to avoid violence in the upcoming elections.

Everyone interviewed had heard of Talking Drum, but they had varying levels of knowledge of its work. One said, “TDS has come to work in Sierra Leone, to know more about our problems and to publicize them.” Another said “TDS is an advocacy group for peace and stability, especially for youths.” Another said “Everyone respects TDS because they are everywhere in the country. TDS’ intervention has led to the success of youth movements. They have also been very involved in children’s issues.” Finally, one man summed it up by saying “I enjoy the children’s program. TDS goes to remote areas and interviews people.”

Excerpt from an interview with Yaya Sankoh, head of Kanikay Youths:

SS: What was the problem or issue in your community that is addressed by this project?

YS: Formerly, when elections came, we would have different candidates of different parties. We became angry with each other over the support of the wrong candidates. Politicians would come into our community and lie to us. All of this caused a problem, especially for us the youths. We see now that we should allow everyone to support his own candidate, as long as we live together in peace with no conflict.

SS: What did TDS do to address the issue?

YS: They sensitized us for a non-violent election. Sunday we had a meeting of our own group and delivered the message about what we learned at the big meeting of all the youth group leaders. We plan to be present at voter registration to help identify the people registering in our community. (Because of the war, so many people no longer have identifying documents. So, the electoral commission will listen to us to determine who is really a Sierra Leonean, who is really a resident of the community.)

d. Observation of Election Activities

On the first day of a scheduled three week long voter registration period, Susan Shepler went out with Maxwell Kpakra, a CCYA staff member, to see the activities of some of the youth groups that had taken part in the organizing. In particular, they had heard reports of problems at the Clay Factory Displaced Persons Camp that had been effectively dealt with by the youth group members in the camp. This site was chosen because it was an example of youths having a positive impact on the voter registration process.

Susan met with Nathaniel Young, the Chairman of the Provincial Displaced Youths Organization (PRODYO). They have been working with CCYA and he had attended the sensitization meetings over the previous two weeks.

SS: What happened here today?

NY: This morning, we had a small problem with the camp leaders, the IDRC (Inter-district Representative Committee. A twelve man, chief like group.) The government has abandoned the camp, saying to us “you are rebels” because when they come here people are fighting. So, when NEC came, the leaders didn’t want them around. They said, “government has abandoned this place, now when they need us, they come.” The leaders refused to let them set up the registration centers. The youths talked to the leaders and said “let us register. After we’ve registered, we can discuss it more.” Our message was to register and then vote for whomever you think can help you.

SS: So now things are going smoothly?

NY: There are four registration centers inside the camp. We’ve helped to set them up. The locations were selected, but there were no chairs or tables. We the youths did the work of finding even simple things like chairs for the registrars.

SS: I know you have been attending the meetings at CCYA. How much did those meetings impact your actions here today?

NY: The meetings at CCYA really motivated us to do this. I’m really impressed with the effort of our youths. I will show you the posters that we put up on voter education (at the camp notice board.) We took the ones we got from the meeting, and we made some of our own. One poster says “think when you vote” and “voting is your right.” The message of the meetings at CCYA really got through. We are not supporting any party, rather we are supporting the process.

SS: What else will you do for registration?

NY: We want to work with children to do folk drama. There’s not much to do in the camp, so when people hear drums and singing they really gather around. We need money for those things, to buy drums and so on. We are very proud of what we have accomplished. Everyone would expect that Clay Factory would be one of the most violent places. They always called us rebels and trouble makers. But you can see that things are going smoothly here, that must mean things will go well throughout the country.

SS: What do you think of TDS' work with CCYA?

NY: Their work is good. It used to be that politicians would come around with drugs and alcohol for the youths. If people didn't vote for the right person, we would beat them. The youths are now aware. We've been sensitizing them to vote. If you don't vote, you don't know yourself. The youths stood up to make sure that registration happened in their community. They see voting as a right. There is some of the very rhetoric from the CCYA meetings, so it seems clear that the message is getting through.

e. Conclusions

TDS taped a program about elections with Mr. Mattia of the National Electoral Commission, various youths, and some TDS staff. They made duplicate cassettes of it for distribution to radio stations and youth groups. The cassettes were very useful and even the electoral commission asked for more copies to use in their own work. This is an example of how flexibility and synergy can happen at TDS. Something that was done on the spur of the moment, ended up being very useful. TDS stepped in to fill a real need that others were ignoring. They were flexible and quick.

NDI, for example, didn't seem to understand exactly what TDS and CCYA had in mind. There was no centralized plan, and that seemed hard for them to swallow. It became apparent that the youth knew what was needed in their communities. At Clay Factory, for example, they needed chairs and tables for the registration exercise. These are the sorts of needs that might not be foreseen by a large NGO, but they were obvious and quickly met by the people on the ground.

The organizing was very successful, as evidenced in part by the demand by other youth groups to be included.

All of the participants in the meeting were male, and a few people mentioned the absence of any female youths. Part of this has to do with the definition of "youth" in Sierra Leone: it usually means a man between the ages of 15 and 35 (approximately). However, it seems there is the possibility for real outreach to women as well. The CCYA head said that he had been sure to invite representatives from female youth groups and that many of the groups represented also had female members. This is something to be taken into consideration.

Finally, this activity is a good example of synergy between the radio and non-radio aspects of TDS programming. There was a feedback between publicizing the organizing activities, involving those youths in producing a cassette on registration procedures, the use of those cassettes in community organizing, and then further radio coverage.

VI. Summary and Recommendations

The evaluation mission has been successful in gathering much needed information to help TDS-SL recognize how its various activities are affecting the people of Sierra Leone. Overall, the findings from this evaluation may be summed in terms of those related to the conflict context, and those related to TDS-SL activities.

Findings on the Conflict Context

The most significant finding in this regard was that almost all respondents to interviews and surveys confirmed the view that the violent conflict was over, and that the country was heading towards peace. The fact that people were now free to travel anywhere in the country safely was perhaps the strongest indication given by respondents that peace has finally arrived.

It was amazing to the evaluation team to find respondents talking about the positive aspects of the conflict when asked about the effects of the conflict. Many respondents acknowledged of course the horrible effects of the conflict, but they also recognized the positive sides of that conflict such as creating a stronger sense of community, and making people more aware of their rights. Peacebuilding, reconstruction, return of refugees, and reintegration seemed to be the most pressing issues.

Among the problems that the country is facing now is HIV/AIDS. It is becoming clear to many that that epidemic will have to be addressed more effectively. It was also noted by many that HIV/AIDS is directly connected to issues of poverty and abuse, and that it could result in instigating various forms of violence if not addressed with urgency and efficiency.

Elections are around the corner. This too is a preoccupation for many. How the elections will proceed, and how will violence be prevented from overshadowing the elections was another concern for many. Reintegration of ex-combatants into their communities was yet another challenge. On one hand, efforts are underway to rehabilitate those ex-combatants, and on the other, addressing issues of justice through the special court has just been approved. The healing of the country depends to a great extent on how ex-combatants will be dealt with, both in terms of addressing their needs to reintegrate in the society, and the need to seek justice against those who committed atrocities. Finally, the sub-regional aspects of the conflict could not be over-emphasized. The current violence in Liberia worries many. The instability of the situation in Guinea is another concern.

Findings on TDS-SL Activities

The most remarkable finding regarding TDS-SL activities was the tremendous increase in listenership from about 40% in 2000, to almost 90% in 2002. TDS-SL has done a remarkable job in reaching into the society with its programs and its unique style of journalism. Everyone praised TDS-SL for its neutral and fair approach to issues. Giving voice to the voiceless has been one of the most effective tools in addressing various issues. Going to places where no other journalists have been, and taking the risk to bring facts to the people, gave TDS-SL so much credibility among the people.

The diverse ethnic and linguistic mix of the TDS-SL staff has been another strength. First, it helps TDS-SL in addressing various groups in the society when there is a need to be represented by staff from a certain ethnic group, or who speak a certain language. Second, this mix set a role model for other organizations in the country on how to work together effectively.

The success of TDS-SL in working with children has been recognized by all. Their Golden Kids program has had a great positive influence on so many children, and adults as well. This was also coupled with successes in addressing trauma healing issues among the younger generations.

In general, TDS-SL's success was most visible in addressing what we may call the psycho-social aspects of the conflict: trauma healing, children, reintegration, women issues, etc. Their work on what may be called the political aspects of the conflict, such as elections, corruption, and the sub-region aspects of the conflict, may benefit from different approaches or emphasis.

The audience survey showed that listeners from different geographical locations varied in their views on TDS-SL programs. Most notable were respondents from Magburaka versus those from Kailahun⁸. The former were more likely, in most instances, to express most satisfaction with TDS-SL programs. The latter were least likely, in many instances, to express such satisfaction. In addition to geographical variations, variations existed also based on education. Those with college education were more likely to listen to TDS-SL programs, perhaps because they have more access to radio sets. But respondents with secondary school education were more likely to express satisfaction with TDS-SL programs.

In terms of the organizational capabilities, TDS-SL is perhaps a perfect example of an organization going through growing pains. The efforts of TDS-SL have been very well received in the entire society. More and more organizations and groups seek their support and collaboration. At the same time, TDS-SL seems to have a positive attitude of trying to reach out and address as many issues as possible. However, given the existing capabilities, and staff size, TDS-SL could benefit from increasing the number of its staff, and enhancing their skills and capabilities in various areas such as conflict resolution, HIV/AIDS and evaluation. This will also require a special attention to TDS-SL's community outreach department. That department is becoming increasingly involved in various activities which require more staff and higher skills. The work of the community outreach department will benefit from increasing its staff, improving their skills, and defining clearly its role within TDS-SL.

8 . According to TDS-SL administrators, it must be noted that Kailahun has no FM signal and so where people get their information about the programmes from is when they are traveling to Kenema or perhaps their relatives who travel – it is all second or third hand or more information.

Recommendations

Based on the findings from all data sources in this evaluation, the following are our recommendations to TDS-SL:

16. ***Keep doing what you have been doing.*** Specifically, the techniques that TDS-SL has been using, such as going to all places in the country and giving voice to the voiceless, have had a tremendous impact on that country. Continue to apply those methods, along with others that gained TDS-SL unique respect and credibility among the people.
2. ***Increase efforts for addressing elections, and possible election-related violence.*** Survey respondents did not rate TDS-SL programs on elections highly. At the same time, many interviewees expressed concerns about new forms of violence, such as election-related violence. It will be important in the immediate future to address these issues more extensively, and perhaps using different approaches.
3. ***Address sub-regional aspects of the conflict.*** Respondents to the survey did not rate the coverage of this issue favorably. At the same time, the organizational changes that just took place to appoint a local sub-region director seemed to be a step in the right direction. It will require, however, increased media and non-media activities addressing the sub-regional aspects of the conflict.
4. ***Address issues of Governance and leadership, tribalism and corruption.*** Survey respondents suggested that the coverage of those three issues was not as effective as that of other subjects such as trauma healing and children. Again, steps are being taken in the right direction, and more efforts are needed to address those subjects using both media and non-media approaches.
5. ***Keep the focus on violence, while adjusting the approaches.*** Almost all respondents to interviews insisted that the focus on violence must remain as a priority of TDS-SL. However, they also acknowledged that the conflict situation has changed. The focus on violence needs to address the causes of the conflict, and the roots of violence, and also pay attention to post-conflict forms of violence.
6. ***Expand non-radio activities, and support Community Radios.*** Many of the issues that are now facing the nation, such as HIV/AIDS, will require more than the media-based efforts. Several interviewees suggested that efforts to address HIV/AIDS and other issues would require community-based work. In this regard, special attention must be paid to developing community radios, given the success documented in the Mile 91 case study. The use and distribution of audio cassette tapes also proved to be effective in the case study on youth and elections, and may be replicated with other community-based activities.

7. ***Increase the staff.*** Related to the recommendation above, the current staff can hardly keep up with the increasing demand on TDS-SL. Several TDS-SL head of projects, and staff members, requested that more staff members be hired. The anticipated increase in TDS-SL activities, especially the non-radio ones, will require increasing the number of staff.
8. ***Build staff capabilities.*** Also related to the two recommendations above, several heads of projects, and staff members, suggested that there are needs for training of various aspects of their work. They mentioned specifically conflict resolution, HIV/AIDS, first aid and CPR, and evaluation.
9. ***Take actions to prevent burn-out.*** Many staff members stated that several of them work very long hours, mainly out of devotion to their work. However, they were also concerned that this may lead eventually to burn-out. Forcing staff to take vacations, and taking other measures to prevent possible burn-out will be necessary, especially as the organization is growing and expanding its activities.
10. ***Maintain positive relations with various agencies and organizations.*** At least three key informant interviewees stated that TDS-SL has not been responsive enough to their requests. It is the suggestion of this evaluation team that due to the overload mentioned in the recommendations above that TDS-SL was unable to continue to meet the demands of all groups and organizations. At the same time, it is necessary for TDS-SL to maintain positive relations with such groups and organizations. Increasing staff, and paying more attention to nurturing relations with others will help greatly. It will also be necessary to share with other groups and agencies seeking TDS-SL's assistance the balancing act that TDS-SL has to perform in order to meet as much of the demand on its services. Such sharing may help those groups and agencies appreciate the growing load that TDS-SL tries to accommodate.
11. ***Pursue the new emphasis areas of HIV/AIDS and human rights.*** TDS-SL has established HIV/AIDS and human rights as two areas of emphasis. This emphasis was praised and supported by all interviewees, and seems to resonate very well with the current needs of the society.
12. ***Explore causes of success with secondary school educated audience.*** The audience survey showed that while those with college education were more likely to listen to TDS-SL programs (perhaps due to more access to radios), those with secondary school education were more likely to find TDS-SL effective and engaging. More research efforts are needed in order to understand what makes these programs more appealing to that one group, and find ways to make programs similarly appealing to other groups with higher or lower education levels.

13. ***Attend to audience's regional variations.*** The survey showed that respondents from different parts of the country reacted differently to various aspects of TDS-SL programs. This is perhaps due to the variations between regions politically, socially and economically. It also seems that the needs of largely refugee or displaced populations are different from the needs of others. This will require increased diversity in programming in order to address the needs of various areas. The differences in responses between respondents from Magburaka and from Kailahun present a good example of such variations. Perhaps TDS-SL can conduct focus groups in both areas, guided by results from the audience survey, in order to gather more in-depth information about the causes of these variations, and how to adjust to them programmatically.
14. ***Do more programs in local languages.*** Although most respondents spoke Krio, they also expressed the wish to listen to more programs in their local languages. Some interviewees also suggested that conducting programs in local languages might be more effective in communicating messages in a relevant manner.
15. ***Examine listenership habits data, and how to make them beneficial to TDS-SL and to the public.*** The evaluation report and Appendix, especially the audience survey data, included detailed information on listenership patterns across various demographic groups. These patterns may be well utilized in order to maximize the benefit to the society by targeting programs in terms of time and location to certain populations.