

Questions to assess whether radio should be used to communicate with crisis-affected communities in a humanitarian emergency

1. Does the affected community usually get news and information from the radio?
2. Which FM radio stations cover the area where the affected community is at present? (the community may be on the move)
3. Which medium wave stations cover the same area?
4. Which short wave stations cover the same area and can be received clearly?
5. Do some households in the community (at least 1 in 4 households) have access to a functioning radio?
6. Which stations does the community usually listen to? This may be different for men/women/children.
7. Which programmes are popular in the community? Consider differences between men/women/children.
8. What are the peak listening periods during the day? This may be different for men, women and children.
9. Do people listen to the radio individually or collectively?
10. Who controls access to the radio and chooses the stations and programmes that are listened to? This will influence access to information amongst different groups.
11. What language(s) does the crisis-affected community speak?
12. Which languages do the main radio stations broadcast in?
13. Are any of the radio stations listened to by the community willing to carry public service announcements and humanitarian information from aid agencies?
14. Do the popular radio stations have political or religious affiliations and what are the implications of this if you wanted to broadcast humanitarian information?
15. Do any of the radio stations listened to carry audience participation programming? (Phone-ins, SMS messages read out on air, debates with studio audience participation etc.)
16. Do the radio stations that you plan to use have sufficient professional and technical capacity to produce their own humanitarian programmes and public service announcements?
17. Who will be responsible for producing content for humanitarian programming? (e.g technical experts within your agency, communication experts, media development organisations, radio station staff)
18. How will you get recorded material to the radio station for broadcast?
19. Do you have suitably qualified specialists with appropriate language skills who are available to be interviewed by the radio station or take part in its audience participation programmes?
20. How will you verify that agreed programming and public service announcements (PSAs) that you want to put on air have actually been broadcast?
21. How can you verify that the affected communities have actually heard the programmes and PSAs?