

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

1. Does the affected community usually get news and information from television?
2. Which TV stations (national or local) cover the area where the affected community is at present? (the community may be on the move)
3. Which satellite TV stations cover the same area and can be received clearly?
4. Do some households in the community (at least 1 in 4 households) have access to a functioning TV set?
5. Which TV stations does the community usually listen to? This may be different for men, women and children.
6. Which TV programmes are particularly popular in the affected community? This may be different for men, women and children.
7. What are the peak viewing periods during the day? This may be different for men, women and children.
8. Do people watch TV individually or collectively?
9. Who controls access to the TV set and chooses the stations and programmes that are listened to? This will influence access to information amongst different groups.
10. What language(s) does the crisis-affected community speak?
11. Are any of the TV stations listened to by the community willing to carry public service announcements and humanitarian programming from aid agencies?
12. Do the TV stations that are watched by the affected community have political or religious affiliations and what are the implications of this if you wanted to broadcast humanitarian information?
13. Do any of the TV stations watched carry audience participation programming? (Phone-ins, SMS messages read out on air, debates with studio audience participation etc.)

14. Do the TV stations that you plan to use have sufficient professional and technical capacity to produce their own humanitarian programmes and public service announcements?
15. Who will be responsible for producing content for humanitarian programming? (e.g technical experts within your agency, communication experts, media development organisations, TV station staff)
16. Do you have suitably qualified specialists with appropriate language skills who are available to be interviewed by the TV station or take part in its audience participation programmes?
17. How will you verify that agreed programming and public service announcements (PSAs) that you want to put on air have actually been broadcast?
18. How will you verify that the programmes and PSAs have been heard by the affected populations?