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CAMBODIA

CASE STUDY

Huge Audience Feedback from Radio



Programming

A Listening-Dialogue group meets to discuss an audio guide

The IBEC Project seeks to promote better educated youth with increased access to a quality and relevant basic education through an approach that emphasizes holistic programming, stakeholder-driven development, and improved educational relevance and management. To learn more, visit www.ibec.worlded.org

Telling Our Story

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Equal Access producers have created an audience feedback loop to allow exchanges between listeners, producers, and presenters. The comments, ideas and questions received were used to develop new radio program topics and track whether EA programming responded to audience preferences and needs. EAC's monitoring and evaluation team tracked the number of these "interactions" with the program on an on-going basis and fed this data to content producers. Audiences sent feedback in the form of letters, SMS text messages, and at the listening and dialogue group meetings. During the 7th Quarter, Equal Access received **3,273 letters from listeners, a huge increase in interaction compared to the previous quarter**, and 69 SMS messages. The content of all of the SMS messages and 9% of letters received by EAC were featured during subsequent radio programs, when questions could be answered on air. EAC also received letters in response to a competition included in the comic books' exercises, which Equal Access produced and distributed. The feedback received from listeners indicated that the radio program was important and relevant to their lives. As reported in feedback forms from listening and dialogue club leaders and members, the topics from which listeners felt they gained the most knowledge and understanding were: peer pressure, cooperative learning, and good morality.