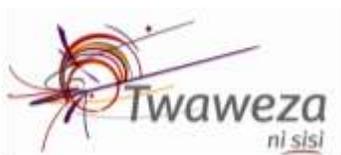


Monitoring Report 2011: Dhamira - Uncle Kochi Kochi

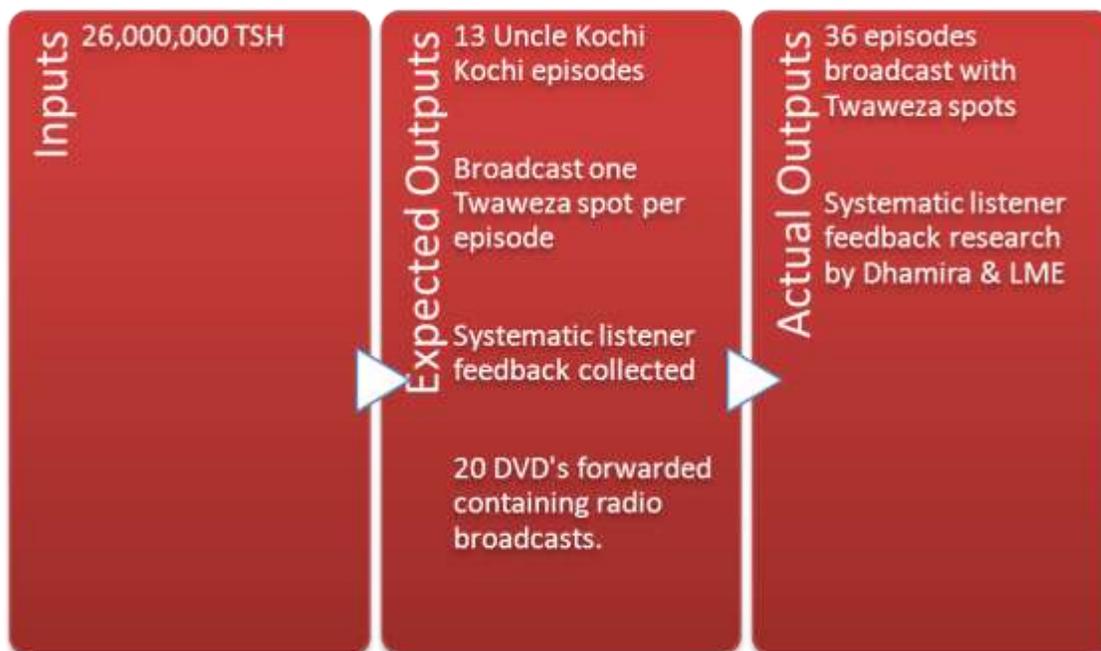


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|--------------------------|--|
| Name of organisation | Dhamira Communicating Artists Company Ltd |
| Name of programme | Uncle Kochi Kochi |
| Area of work | Tanzania |
| Sector | Access to information |
| Channel | Media: Radio |
| Dates | 2010-2011 |
| Funding | 26,000,000 TSH |
| Twaweza partnership goal | Citizen Agency |
| Achievement | 36 radio satire programs broadcasted by 14 radio stations, covering 90% of population in Tanzania |
| Monitoring | Partner Report and follow-up telephone survey by LME |



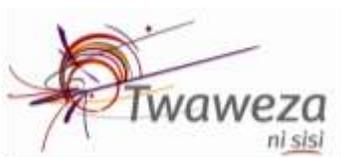
'Uncle Kochi Kochi' is a satire radio programme in Tanzania that offers the public the opportunity to express their views on public issues and current affairs through direct participation in radio broadcasts and text messaging. The radio drama encourages listeners to compare and analyze realities – such as practice vs. policies, actual vs. budgets, political promises vs. what happens – and using it to discuss, question and drive change in basic services: education, health, water and freedom of press. The idea is to provoke people to think and engage, to analyze, to speak out and devise solutions to their problems.

Twaweza provides Dhamira with quality research and data studies on education, health, water, freedom of press, human rights, democracy, transparency and other social issues that inform the underlying serious basis of the satire, and seed funding for the research and development costs of this new idea. Dhamira develops and produces a high quality show and syndicates it to national and local stations.



Key Outputs

- 36 episodes successfully broadcasted nationwide on Tanzanian radio stations. Each radio episode included at least one 'Twaweza spot': a short educational message on one of Twaweza's focus areas: Education, Health, Water and Citizens Agency.
- Successful partnerships and contracts with 14 radio stations, allowing Dhamira to reach up to 90% of citizens through the broadcast of Uncle Kochi Kochi.



Citizen Effects

- Radio network coverage reached up to 90% of Tanzanians.
- Strong participation by public and Dhamira in social/print media and public events.

Twaweza Monitoring

Twaweza received annual reports and transcripts from Dhamira detailing the outputs of their operations across Tanzania and listener feedback. In January, 2012 Twaweza used the Dhamira transcript of listener responses to conduct an independent follow-up survey with twenty respondents. Twaweza's LME unit concluded that the information collected from these two sources is valid and sufficient to verify Dhamira's required outputs. Twaweza's Learning, Monitoring and Evaluation Unit (LME) found that:

- All respondents rated the programme, 'highly', complementing the programmes humour with tribal accents and focus on current affairs.
- Respondents widely responded the length of the programme should be increased.
- Several respondents stated the programme helped them to tackle 'personal concerns' including 'alcoholism and idleness' and helped them to take up new personal initiatives including 'saving money and exercising leadership in the household and community'.

'Uncle Kochi Kochi has encouraged me to be a good leader for my family, as we must be leaders in the family before leaders in politics'. Athanas Lengai, 34 years old, Morogoro.

'I listen to the program whenever I am home. I like the program as it presents different forms of life, hardworking people, lazy people, etc. I learnt not to drink beer after getting money as I used to do in the past. I think that current affairs addressing education, politics, governance, constitutional development should be better known to the citizen before changing the present one'. Peter Mungati Munga, 34 years old, Dodoma.

As Dhamira expands its work, Twaweza will seek to monitor its operations through a variety of means, including:

- Obtaining recordings or transcripts of every programme broadcasted
- Obtaining records of all listener feedback through mobile, text or social media.



Future Plans

Dhamira seeks to initiate a number of measure in order to expand the 'Uncle Kochi Kochi' radio program across Tanzania including:

- Up to thirty radio stations broadcasting Uncle Kochi Kochi programmes.
- Build a social media fan base of up to one million persons.
- Diversify 'Uncle Kochi Kochi' to electronic media and television format.
- Increase the broadcast time of each radio program to at least twenty minutes.