

Extra Monitoring Report: Dhamira January 2012

Executive summary

This report presents the findings from a follow-up telephone interview with 18 respondents on Twaweza's partner 'Dhamira's radio program popularly known as 'Uncle Kochikochi '. The interview was carried out by the Monitoring Unit between 24th and 25th January 2012. Dhamira and Twaweza had entered into a partnership with the interest of improving public accountability and citizen engagement on how citizen can make a difference in democracy, transparency, and freedom of expression in Tanzania. Dhamira agreed to:

- Develop, produce and arrange to have broadcasted 13 episodes of high quality popular radio program – *Uncle Kochikochi*. The program will highlight and foster:
- The core idea that ordinary citizens can make change happen, despite constraints, challenges and setbacks – by solving problem and pressuring government and public institutions to do the right things (public accountability)
- Lower tolerance level for such activities such as corruption and impunity, and how citizen can make a difference;
- Cover basic services: basic education, health, water and freedom of press;
- Promote core values: human rights, democracy and transparency in Tanzania through positive criticism that encourage reform;
- The idea of people comparing and analyzing realities – such as practice vs. policies, actual vs. budgets, political promises vs. what happens – and using that to discuss, question and drive change .

Survey design and sample

Dhamira provided Twaweza with a list of listeners' SMS feedback about *Uncle Kochikochi* program. The list contains contact details of 323 listeners. Eighteen respondents were randomly selected from this list and interviewed.

The survey questions asked what respondents know about the Kochikochi program, what topics they remembered, and if they learned anything from the radio program.

Key findings

The telephone survey was designed and conducted in an attempt to determine whether the radio satire program helped to raise people's awareness on issues, even those that seem 'unspeakable' in the public arena. The major focus of the survey was to test whether or not people remembered issues that were broadcasted by *Uncle Kochikochi* programs and whether or not they felt motivated to take action. The following were the key findings:

- 16 out of 18 respondents were aware of the *Uncle Kochikochi* radio satire and said the program was interesting, with 13 of them saying it has affected their way of thinking and 5 saying they just listened to it because it made them laugh.
- 14 out of 16 who were aware of the program recalled the topic issues discussed with the program. The popular topics that were recalled include governance and accountability, alcoholic behavior, health, and education. However, many were not happy that there was a repetition of topics in many programs broadcasted.
- At least two respondents said they have taken action by stopping to consume alcohol because they learned from the program that alcohol affects their health.

- Of the respondents we interviewed, youth appeared to be the most active listeners of *Uncle Kochikochi* (the average age among respondents was 28 and about half of them have only primary education).
- There is wide reach of the program countrywide for both rural and urban settings (see the respondents list below).

List of respondents

S/ N	Name	Age (years)	Sex	Level of education	Location
1	Peter Mungati Munga	34	Male	Primary education	Dodoma municipal
2	Mwajuma Riko	22	Female	Primary education	Selui, Singida region
3	Thomas Steven	45	Male	Form two (dropped)	Mwanza
4	Athanasia Lengai	34	Male	Primary education	Morogoro
5	Simon Amani	22	Male	Secondary education	Kilimanjaro
6	Saida Abdalah	22	Female	Primary education	Dar es Salaam
7	Abdalah Khamisi	28	Male	Form three (dropped)	Kondoa, Dodoma region
8	Rosemary Jonas	36	Female	Primary education	Mwanza
9	Martin Baleli	32	Male	Primary education	Tanga
10	Ahazi Kiyeyeu	23	Male	Advanced secondary education (form six)	Iringa
11	Eva Japhet	23	Female	Secondary education	Arusha
12	Hadija Hassan	28	Female	Primary education	Ifakara, Morogoro region
13	Michael Kaombwe	23	Male	Secondary education	Dodoma
14	Frank Kadege	33	Male	Primary education	Iringa
15	Chiliwani	30	Male	Secondary education	Dar es Salaam
16	Salim Sekalage	22	Male	Form three (dropped)	Majengo, Moshi, Kilimanjaro region
17	Geoffrey Kitu	20	Male	Secondary education	Dodoma municipal
18	Jane Bonn	19	Female	Primary education	Tunduma, Mbeya

Conclusion

This survey study is biased, in that the respondents are the ones that took the effort to send Dhamira an SMS, and the sample size is small (18 respondents). However, there are some interesting findings from the survey (see above). There are also some recommendations:

- *'Uncle Kochikochi'* should avoid repetition of the programs. Some respondents reported that there are times when the same show repeated up to three times.
- Many listeners complained that the program is aired for only 5 to 10 minutes. They proposed at least 20 minutes.

Uncle Kochikochi: Listener feedback

Salim Sekalage (Majengo - Moshi)

Salim used to listen to the *'Uncle Kochikochi'* program five times (Monday –Friday) a week as aired by TBC FM. He finds the program interesting as it uses humor to present bold messages on good leadership. The program also made him become aware that not everything needs to be done by leaders; citizens also have a role to play on issues that affects their living. He proposes that the program should improve coverage of issues affecting education and rural population.

Abdala Khamis (Kondoa)

Abdallah said that change will come only when individuals themselves take action to change their life. He said that the program once covered issues like road accidents and alcoholic behavior. These are things he sees that individuals are responsible for changing their behavior and not the government.

Ahazi Kiyeyeu (Iringa)

Ahazi is aware that the program was aired by TBC FM five times a week (Monday – Friday), but he used to listen the program not more than three times a week. Though he agrees that the program was interesting and educative, he found it to be tedious sometimes for its repetition of programs that were already aired in the previous shows. Ahazi likes how the program uses joke to change people's way of thinking and acting, but he does not know whether or not the program contributed to changing people's way of thinking and acting. He proposes that the program should cover more issues regarding corruption, rape, and women discrimination which are rampant in the Southern Highland Region.

Eva Japhet (Arusha)

Eva sees '*Uncle Kochikochi*' as a unique program that makes listeners laugh while providing strong messages that allows deep thinking about issues affecting the nation like security (she gives the example of aired program of Gongolamboto explosions) and health. However Eva is unenthusiastic on whether the program is contributing to change people's way of thinking and acting.

Hadija Hassan (Ifakara – Morogoro)

Hadija does not remember anything about the program. She said that the number she is currently using was previously her husband mobile number who might have contacted Dhamra.

Mwajuma Riko (Selui – Singida)

Mwajuma is upset that the program is no longer aired. She used to follow the program on a daily basis Monday-Friday. She even tried to call *Uncle Kochikochi* to ask why the program was no longer aired but she failed to reach him through mobile phone. She liked the program because she learned a lot of issues regarding leadership, politics, corruption, education, health, environment and livestock keeping. She learned politicians are incapable of implementing all promises they make, but usually they make them to get political popularity to fulfill their interest. She said that in any election she will reason very carefully before voting for anyone. To her this is how the '*Uncle Kochikochi*' program has changed her way of thinking. She will be happy if the program starts again.

Geoffrey Kitu (Dodoma)

Geoffrey remembers listening to the program only twice. However he does not remember the time or radio station on which the program was aired. He sees the program as intended to make people laugh but he does not know if people learn anything from the program.

Jane Bonn (Tunduma-Mbeya)

Jane likes the '*Uncle Kochikochi*' program because it uses art to bring thoughtful ideas to people. She says, 'I preferred following the program because it was a funny program, it made me laugh, but at the same time let people think'.

Rosemary Jonas (Mwanza)

Rosemary stated that she was a regular listener of '*Uncle Kochikochi*' radio program, tuning in to the program every day. She particularly likes 'Kimasai's fun and entertaining accent'. She recalled that the program discussed issues relating to education, social affairs, parenting, love and housing and

stated that the program 'helped her to understand issues of living together in harmony and how to be a good parent'. Rosemary gave the program 10/10 marks for quality; she stated that she had never used any form of social media to comment on the program. Rosemary suggested that in the future the program should discuss education on parenting, children's rights, parent's involvement in the schooling of their children and tuition fees. She also recommended that the length of the program be increased by at least ten minutes.