



Evaluation of Ache Media Reconstruction Assistance (AMRA) Programme in Indonesia

Executive Summary

Oxfam GB Programme Evaluation

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EXECUTIVE SUMMARY

Introduction

In May 2005, a programme was initiated to support reconstruction and development of media in Nanggroe Aceh Darussalam province destroyed by the tsunami on December 26, 2004. This programme, which was given the name Aceh Media Construction Assistance (AMRA), received funding of € 1,097,927 from Free Voice, Oxfam, ICCO, and NED. Under the coordination of Free Voice, the AMRA programme is run by Aliansi Jurnalis Independen (AJI), Kantor Berita Radio 68H (KBR 68H), and Komisi Penyiaran Indonesia Daerah (KPID) – hereinafter referred to as the AMRA partners. From July through August 2006, Free Voice, in its capacity as programme coordinator, decided to carry out an external evaluation of the AMRA programme through an independent evaluator. The purpose of this evaluation was to compare the results achieved by the partners with the objectives established in the project proposal and other preparatory documents. The evaluation also aims to identify the extent to which the collaboration between the partners had created synergy to build the media in Aceh and to make recommendations for future programme implementation – including specific recommendations on implementation of Aceh's first ever direct elections of regional heads, which are scheduled to take place on December 10, 2006.

Evaluation Purpose and Objectives

The main objective of this evaluation is to document AMRA programme results, and, based on the lessons learned during the evaluation, to make recommendations for the implementation of media programmes in Aceh in the future. These recommendations as well as focusing on programme implementation and management, also relate to network strengthening and programme proposals as a response to external issues, especially with regard to implementation of the elections of regional heads.

This evaluation also involves:

- Documenting programme implementation, including outputs, outcomes and impacts, of all AMRA partners.
- Documenting the processes and mechanisms of collaboration between AMRA partners and Free Voice.
- Identifying the strengths and weaknesses of the AMRA programmes run by the each of the partners and of Free Voice as programme coordinator.
- Identifying the programme sustainability, particularly with regard to the management of 6 radio stations in various districts/municipalities of Aceh.
- Analysing the quality of local news broadcasts via KBR 68H and 6 radio stations in the AMRA network.
- Identifying and comparing the strengths and weaknesses of programme management, including the structure, and the administration and financial systems of each of the AMRA partners.
- Gathering lessons learned and recommendations for future programme implementation from AMRA partners and the evaluator, on programme design to coordination and collaboration and programme management.

Evaluator

This evaluation was carried out by Wandy Nicodemus Tuturoong (Binyo), an independent media consultant with 11 years experience in the media business. As a journalist, Binyo ran and developed media programmes when working for The Asia Foundation, an international non-government organisation. Since mid-2004, Binyo has worked as an independent media consultant while editing books on humanitarian issues and democracy published by an independent publisher in Jakarta.

For the purposes of this evaluation, working alone Binyo gathered information and analysed various aspects of the AMRA programme, from programme management and coordination through impacts on the target groups. Binyo also acted as facilitator at a workshop organised to present the findings of the evaluation and gather input for future programme development.

Scope and Limitations of Evaluation

The scope of this evaluation is as stated in the terms of reference prepared by Free Voice for this project evaluation. The focus of data collection and analysis in this evaluation is on programme planning, programme history, implementation, results, collaboration, and programme management, including the management of 6 radio stations under the coordination of KBR 68H. Data were gathered in Jakarta (to meet with the directors and managers of institutions running AMRA programmes) and in Aceh (to meet with programme implementers in the field and also one of the programme donors, Oxfam).

Although visits were made to all radio stations supported by AMRA, the purpose of this evaluation was not to analyse the news content of the stations in a set timeframe (to identify trends and consistency in news reports). With just one day allocated for visits to each of the stations, the evaluator could only make analyses on the basis of available data (programme transcripts from each of the stations), voice data, and reports sent by the stations to KBR 68H, which coordinates these reports for relay via satellite on the “Kabar Aceh” and “Aceh Damai” programmes.

The purpose of this evaluation is not to evaluate the performance of donors supporting the AMRA programme. However, aspects of management of donor programmes, such as coordination and so forth, that impact on programme implementation in the field, are presented as part of this report.

Report Lay-Out

This report is organised into six sections. Section one, this section, is the introduction. Section two discusses the methodology of the evaluation, and section three, the purpose, goals and objectives, and approach of the AMRA programme. Section four concerns internal and external factors affecting programme results and programme management. Section five presents the key findings of the evaluation, which are arranged according to the key aspects of the evaluation, as stated in the terms of reference for the evaluator. The final section provides a summary of programme achievements and lessons learned, as well as recommendations for future programme implementation.

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