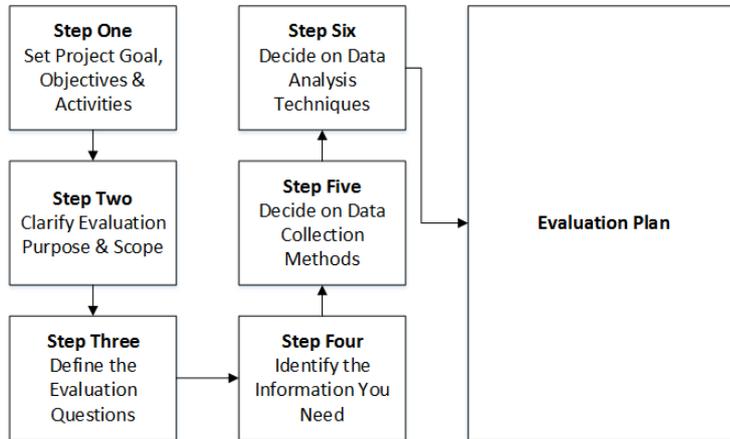


Workshop Twenty – Evaluating Community Media Projects

Evaluation planning process



Planning an evaluation can be broken down into a step-by-step process to ensure you think about all the necessary aspects. This planning process should ideally be undertaken by a team, consisting of project officers, community representatives, project participants and other stakeholders. You need to think through all 7 steps at the beginning of the project. This section of the manual gives you detailed information and guidelines for your evaluation design. Using the 7-step evaluation planning checklist for quick reference, you should think through the entire evaluation – ideally before you’ve even begun the project. <http://www.startts.org.au/media/Services-Community-Development-Evaluation-Manual.pdf>

Ways of gathering additional information: a menu

1. **A questionnaire survey:** A questionnaire survey can be used to find out more about the views and experiences of users, the wider community, agencies, etc. Use tick-boxes or questions that can be answered with a yes or no if you want to survey a lot of people, or ask a lot of questions. Questions that allow people to say more than just yes or no will give you more detailed information, but they take longer to fill in, a lot more time to analyse, and fewer people will fill them in. Responses to questionnaires are often low so think about offering a prize.
2. **In-depth interviews:** It is usually best to limit the number of in-depth interviews to those people whose involvement with the project gives them particular insights or valuable experience – but try to talk to a range of people who are likely to have different perspectives and views on your project.
3. **Feedback forms:** You can find out whether people have found your training and other events useful by asking them to fill in a short form. Ask them, for example, what they found most and least useful; what they might do differently as a result; what could be improved.
4. **Focus groups and round tables:** A ‘focus group’ gathers together about half a dozen people who are broadly similar (for example, they are all single parents with young children) to discuss themes or questions you want to address in the evaluation. A ‘round table’ discussion

is a similar idea, which brings together people with different perspectives (for example, teenage parents, teachers, health visitors).

5. **Diaries:** Ask key people to keep diaries of their involvement with the project.
6. **Press reports:** Gather and review press reports on the area (for example, you could see whether positive reports about the area are increasing).
7. **Observation:** Take photographs of your area over time, to see if you can observe any changes. Observe who contributes to meetings or comes to your centre, and see whether this changes over time. This will give you an idea of which types of people you are reaching (men, women, younger, older) and which of these types of people are playing a more confident role in the project.
8. **Case studies:** In order to make the evaluation manageable, you might want to pick a few pieces of work (case studies) to explore in detail, rather than trying to explore everything. Pick pieces of work that illustrate your main objectives.
9. **Evaluation workshops and review meetings:** Hold special workshops/review meetings of people who are involved in your project and use pictures, photographs or models, as well as the spoken word, to get feedback from participants

https://www.knightfoundation.org/media/uploads/publication_pdfs/Impact-a-guide-to-Evaluating-Community-Info-Projects.pdf

Evaluating Community Media Projects

The universe of community information projects includes a wide range of activities, but many focus on one or a few of the following:

- **News:** Strengthening credible professional news sources.
- **Voice:** Providing places where residents (e.g., youth, educators, the community at large) can share news and information with their communities.
- **Capacity:** Building the capacity of individuals and/or organizations to address information needs and use digital tools.
- **Awareness:** Creating awareness campaigns about community issues.
- **Action:** Providing platforms for civic engagement and action.

A logic model typically includes information on each of the following topics:

- **Resources** – What resources do we have to work with?
- **Activities** – What is the project doing with its resources?
- **Outputs** – What are the tangible products of our activities?
- **Short-term outcomes** – What changes do we expect to occur within the short term?
- **Mid-term** (or intermediate) outcomes – What changes do we want to see?
- **Long-term** outcomes – What changes do we hope to see over time?

Devise a table and identify three characteristics about your project:

Resources	Activities	Outputs	Short-Term	Mid-Term	Long-Term

Evaluation can help you to:

- Learn from your experience;
- Record what you have learnt, and share it with other stakeholders;
- Check your progress;
- Check whether what you are doing is still what local people want or need;
- Identify strengths and weaknesses in your project;
- Create a basis for future planning;
- Demonstrate whether you have used your resources – time and money – effectively;
- Explain to funders, and others involved in your work, what you have achieved and how successful it is.

Reviewing the Situation:

What Problems Are You Trying to Solve?	What Would Make Change Happen?	How Do You Plan to Make Change Happen?	What Results Do You Want to See?
Analysis			
Engagement			
Capacity			
Cohesion			

<https://www.jrf.org.uk/sites/default/files/jrf/migrated/files/1859354157.pdf>