Capacity Building for Local Radios

Content Analysis Report

Content Analysis

Introduction

This item pertains to the third objective of the project of Capacity Building for Local Radios which involves 7 radios. The objective is to:

1. Assess the content of each radio with the aim of arriving at clear results regarding the distribution of interests within each radio (program cycle grid analysis)
2. Analyze each radio's broadcast with the aim of arriving at results regarding the professional features and gaps in the content quality.

Background

UNESCO Amman, in cooperation with the Jordan Media Institute, are carrying out the project "Capacity Building for Local Radios" funded by the European Union. The project involves seven local radios. They are:

#	Radio	Sponsor/Owner	City	Frequency	Website
1	Yarmouk FM	Yarmouk University	Irbid	105.7	http://www.liveonlineradio.net/jordan/yarmouk-fm-105-7.htm
2	Liqaa FM	Zarqa Private University	Zarqa	106.5	http://www.leqaa.fm/
3	Jordan Universit	Jordan University	Amman	94.9	http://jufm.ju.edu.jo/Pages/ListenNow.aspx
4	Sawt Al Karak	Mu'tah University	Karak	91.9	https://www.mutah.edu.jo/radio/index.html
5	Tafileh Technical	Tafileh Technical University	Tafileh	91.3	http://fm.ttu.edu.jo/
6	Sawt Al Janub	Alhusayn Bin Talal University	Maan	90.3	www.jobook.jo
7	Sawt Al Aqaba	Aqaba Special Economic Zone Authority	Aqaba	93.1	http://aqaba.ju.edu.jo/Radio.aspx

The project is made up of **five** stages:

1– Evaluating the needs for capacity building
2– Providing capacity building for the radios' staff and volunteers based on the evaluation outcome
3– Assessing the radio content which is strongly related to the design of the training plan
4– Assisting in internal organization and developing new programs based on the content assessment
5– Establishing a collective organization for the local radios.

Local/Community Radios

The term "community radio" refers to the third type of radios following the Public Service radios and the Commercial radios. The community radio serves a specific community defines by geography, identity or interest; such as the community of a village, town, or city; or an ethnicity, or age group, or a group of professionals, or volunteers in a certain field.

The definition also implies that a community radio is run on a non-for-profit basis, and depends largely on volunteers. Journalism training often makes up a great part of the radio's tasks.

Examples of such radios:

- Radio CKUT in the Canadian Quebec which is dedicated to youth empowerment. One of the salient shows is "Anything Goes" which is produced and presented by teenagers.
- Radio KBOO which has been broadcasting to the residents of Willamette Valley in Portland of Oregon in the United States since 1968. They broadcast in several Asian languages due to the ethnic diversity of that region.
- Radio UAACC in Tanzania which provides education and knowledge outside the classrooms.
- 119: Disability in England, which is run by peoples of special needs.
- VIP On Air in Scotland which is dedicated to the visually challenged
- Colchester Garrison FM in Britain which is dedicated to the families of army soldiers.
- Takover Radio in Leicester in England which is run by children

General Analysis Methodology

The Project Management Office has put in place several procedures to ensure the required quality of analysis taking into consideration:

1- Quantitative Analysis which provides a statistical representation of the content and the final outcome which will be utilized in designed both the training plan and the content development plan.
2- Qualitative Analysis to identify areas of strength and weakness within the content in relevance to the professional and ethical standards of radio practice.

Qualitative Analysis

Analysis Methodology

The following procedures have been applied in the monitoring process:

1. The radios' live streaming was observed during days chosen randomly with a deliberate timing difference between each day of monitoring with the aim of bypassing the "exceptional" day or circumstances that might have affected the radios' operations whether in terms of responding to breaking news, or unavoidable human and technical errors. For instance:
2. Yarmouk FM streaming was monitored on 4 October 2016, and again on 10+15+16 November 2016, from 8am to 4pm during weekdays from Sunday to Thursday. It was noted during the first day of monitoring that they played non-stop music all day. During the second phase of monitoring, there was a breakfast show. Similarly, the Jordan University radio was observed on 3 October 2016 and again on 11+13+13 November 2016. It was noted that on one day the news was not broadcast. Later it was explained that the news reader was absent on that day.
3. As for radios that do not stream online, namely Sawt Al Janub in Maan and Sawt Al Karak of Karak, we requested recorded editions of the morning shows and weekly shows.
4. We examined the program cycle/grid of the targeted radios. Radios that had one were Yarmouk FM, Jordan University, Sawt Al Karak, Sawt Al Janut, and Sawt Al Aqaba.

Subjects of Monitoring & Analysis

In order to arrive at a clear picture of areas of weakness and strength in the targeted radios' content, and in line with the professional and ethical standards, the following factors were defined for monitoring and analysis. They are:

Firstly, **Content & Discourse**, which include:

1.   Topics discussed
2.   Language and tone
3.   Gender consideration in treatment and language
4.   Consideration of fragile sections of the society: Youth, People With Disabilities, and Children
5.   News

Secondly, **Content Quality**, which includes:
1.   Consideration of listening patterns
2.   Interaction with the audience
3.   Interviews

Thirdly, **Technical Aspects**, which include:

1.   Music and songs
2.   Stations IDs and trailers

Discussion

First: Scope of Evaluation

Success Stories

The community radio is based on sharing, volunteerism, diversity, independency and locality. In this sense, community radios differ from the mainstream radios in terms of ownership and funding, and in terms of the content provided be it topics for discussion or music that target a specific audience.

In the world, there are many distinguished experiences, such as the community radios in Australia. Over 50% of the population over 15 years of age tune in to local radios every month. The local radios there go back to the year 1971, when the first local radio station was set up. Radio 5UV was an education radio owned by the Adelaide University. Today, it is known as Radio Adelaide, and is run by over 500 volunteers and a handful of staff. Among the volunteers are people with disabilities who produce and present a variety of shows. There shows tackle social justice, news, cultural agenda, and the history of Rock and Roll. The content is provided in nine languages including English, Spanish and Persian.

Another distinguished experience in Australia is SYN (Student Youth Network) which is run by 500 volunteers mostly students who provide 80 programs every week. One of the most popular shows is "Detention" in which, contrary to the name, teenagers gather to talk about their feelings and aspirations and play music they like. The station targets 15–25 year old youth.

RRR is one of the oldest community radios in Australia. in 2017, they celebrated their 40th anniversary. It is owned by the Melbourne University and the Melbourne Royal Technology Institute. It is run by 150 volunteers who provide 63 programs every week. Their topics range from environment, Aids, and local politics. Their playlist showcases Australian talent that otherwise do not find their way to mainstream music or that might not be played by commercial or big radio stations.

In 3CR, 500 volunteers produce 132 weekly programs. The station broadcasts in 28 languages. Their topics range from social justice, sports, ethnicities, arts, music and labor unions. The station was set up in 1976.

Subsequently, the local or community radio, the term being used here loosely, is expected to address "local" topics that are not usually tackled or expanded on by commercial radios or radios that broadcast nationwide. Such topics relate to underprivileged or fragile social segments such as women, children, people with disabilities. Others tackle social phenomena such as foreign labor, labor culture, vocational education; or topics of local interest such as local industries, or local customs and traditions.

The community radio is also expected to tackle an issue differently from other radios. It is not enough to mention headlines; it is imperative to provide field reporting such as face to face interviews whit the citizens affected by the subject matter. Ideally, such radio programs are produced and presented by members directly affected by the subject matter. Doing so, one significant condition of a community radio is fulfilled.

Considering Listening Habits

It is important to schedule the broadcast grid in a way that corresponds to the listening habits of the target community. For instance, listeners in the morning tend to favor upbeat music, short and fast segments including news.

Likewise, there is always a need to identify the Prime Time slots in a day so as to invest in them by broadcasting the radios' flagship shows.

A great deal of the problems that obstruct the popularity of a certain show is usually attributed to misplacement within the grid. A good show or segment that is well produced and executed might not be sufficiently promoted if broadcast within wrong times of the day. Accordingly, long interviews are best broadcast within a weekly show or at a later time within the afternoon slot.

The same thing applies for the breakfast shows which are supposed to provide a content of info-tainment. Therefore, a "poetic" or "romantic" content in tone or music might not be appropriate for the fast pace of the morning.

Similarly, long and classical or slow songs, unless a hit song, should be played in the lay-back evenings or late afternoon.

Radio Discourse and Language

The presenter should be able to articulate coherent sentences understandable by the audience. This happens when the presenters are well-prepared for what to say and what is coming up next. As such, some misunderstand the value of "improvisation" as the most salient feature of a good presenter. Although "improvisation" is an indication of one's knowledge and linguistic proficiency, it is a quality recalled cases that cannot be scripted, such as breaking news, or when the show is of a nature where the presenter speaks directly to the audience. The rule however is that presenters should have their scripts ready beforehand.

The presenters discourse relates also to his/her tone whether they sound condescending, neutral, or bias. This can be defined both verbally through use of certain words and structures, or non-verbally through their voice pitch.

Engaging the Audience

Community and local radios are by definition closer to the local community than radios that broadcast over a larger area or nationwide. It is therefore important to look for spaces within the broadcast to engage the broadcast whether through phone-calls, social media interaction, or to be with the audience where they are.

Music and Songs

Songs and music make up an integral part of radio broadcast. When playing music however the broadcaster should consider the listening habits and subject matter. In a breakfast show, long sad songs do not play well.

Music playlists should also be mixed seamlessly so that no disruption or distortion is made. It is also important that the sound technicians properly mix music with editorial content. Often, the music in the background is louder than the speech, or too low that it's not recognizable.

Type of music played is an editorial decision that is no less important than that of news of stories. The decision to broadcast a certain type of song reveals the station's editorial line and appreciation of the audience taste. For instance, there is a need to define the meaning of patriotic songs and to distinguish it from war songs. Equally so, there's a need to determine when and where to play them. Likewise, the decision to withdraw songs by a famous singer who's been implicated in a rape case is always appreciated and shows editorial judgment.

Interviews

Conducting interviews is an integral part of radio broadcast. It is shown in general phone-in shows, interviewing officials or experts and long specialized interviews. Adhering to good interviewing practices shows the journalist's preparedness, understanding of the interview purpose and how to relay that to the audience.

Consideration of Gender

Community radios are particularly sensitive to dealing with gender issues whether through use of language, making comments or observation, or producing specialized shows on gender. This sensitivity also applies to other issues such as persons with disabilities and children.

News

A number of the target radio stations broadcast news, briefs or bulletins, in addition to press review within the breakfast shows.

News should be well written in the form of short and clear sentences. A commitment to the editorial line and ethics is essential. News should also be augmented with relevant sounds bites and interviews.

The news broadcast on community radios should be more "local" than similar broadcast on nationwide radios. For instance, opening a vocational center in the immediate community served by a given radio is of great significance to that radio, while the same story might never find its way in the nationwide broadcast.

Station IDs and Trailers

This item was later added during the days of monitoring. Stations IDs indicate an understanding of what the station is about and how it expresses that identity. This is equally true for the trailers. It is also important to distribute the Station IDs and trailers throughout the playlist, taking into consideration the frequency of broadcast and how they are mixed with other items within the broadcast.

Second: Evaluation Results

Subjects of discussion

Through the monitoring and analysis, the overall points of strength can be summarized as follows:

1. There is a tendency among the target radios to provide a variety of programs that are different in content from most nationwide radios. For example, the Tafileh Technical Radio presents a breakfast show that deals with people's general interests rather than the service-oriented phone-ins. In Maan, the broadcast starts with a "Good Morning" show of songs, music and pause for thought designed to be a prelude for the morning. Again, this is different from the mainstream service-oriented phone-in shows. Yarmouk FM presents a youth-oriented breakfast show where two young journalists talk about issues of interest to the youth. Sawt Al Aqaba provides a contest show. The targeted radios also show a particular interest in sports, heritage, language and talents. This ensures a greater engagement of the audience.

2. There is a tendency to focus on the peculiarities of the immediate community. Burj Assa'a (Clock Tower) on Jordan University Radio is designed to the students of Jordan University. The Olive Picking Campaign was dedicated to the olive reapers in Tafileh. Similarly, the women's network programs are dedicated to the women of Karak and Maan.

3. The radio stations are committed to serve the immediate community through the service-oriented phone-ins. This is a good thing that can be utilized as indicative of the radio's presence in the region.

At the same time, the weak points can be summarized as follows:

1. The service-oriented phones in dominate the breakfast shows the same way similar shows dominate mainstream radios to the extent that the identity is lost. The execution is similarly weak: citizens phone in with complaints, radio interviews official, and so on. So often, the broadcast turns into a long playlist if there are no phone-ins. This shows poor production.

2. Poor production is also seen in how a family oriented show turns into a long interview with a female agriculture engineer on house plants. The same show would turn into a long phone interview with an old woman on "feeling warm in the winter."

3. A number of radios offered shows on vital topics as women and the environment. However, such shows were part of a funded program. In other words, the shows would stop with the end of funding.

4. Most often, topics in the breakfast show were subject to the presenter's mood and personal taste. For instance, a breakfast show would turn into a eulogy for a personal friend who passed away "four years ago."

Listening Patterns

There is room to improve the grid distribution in a way that responds to the listening habits especially in the breakfast show which should be a prelude to the day with infotainment content and audience engagement rather than the service oriented phone ins. Most often the breakfast show is based on the service oriented phone- ins, or the long specialized interviews.

The same applies to playing songs that correspond to listening patterns. Long and sad songs do not play well in the morning hours.

Radio Discourse and Language

Presenter's Discourse

The points of strength can be summarized as follows:

- Despite the financial challenges, lack of staff and training, the targeted radios strive to address the audience directly through live shows.
- Most often, the presenter commands the necessary presence to resolve people's problems through a direct dialogue with citizens and officials.
- It is very important that the presenters engage listeners who simply ask for a song.
- Areas of weakness are seen in the following:
- Presenters to improvise instead of scripting their pieces reflecting poorly on their performance. Their sentences are usually incoherent, unintelligible and sometimes contradictory. For instance, a presenter comments on street fights by saying: "The reason behind this is the occupation … we must go back to God." He then says: "But being religious can be exaggerated."
- There is a tendency to involve the "powers-to-be" in every segment. For instance, within a regular morning show, a presenter would say: "Tribute to the brave men of the general intelligence. Tribute to the civil defense and public security and criminal investigation."

Audience Engagement

Points of strength:

1. The targeted radios are keen on dedicating spaces for direct interaction with the audience. The service-oriented phone in show is one such space.
2. Other programs depend solely on engagement such as "For & Against" on Sawt Al Aqaba, and "Good Morning" on Yarmouk FM.
3. The Facebook has been used to listen to the streaming of parts of the broadcast, or listen to pre-recorded segments. This increases the base of listenership and participation which is reflected in comments or phone-ins.

Points of <u>weakness</u>:

1. There is a need to develop the spaces of engaging the audience. The radio staff have to go where people are rather than wait for people to call in.

2. There is also a need to diversify the subjects offered for open discussion. Inviting people to call in doesn't have to be based on their contribution to a debate or complaint. They can simply call to pick up a song. However, this rather retro segment can be repackaged.

3. Lack of field reports and vox pops. This will be indicated later in the quantitative analysis and specifically in table 11 on the form of the audio material broadcast by the target radio. Pre-recorded reports were under 2% of a 36 hour content; field reports stood at 4%.

Music

Points of <u>strength</u>:

1.   There is a tendency to blend old, new and traditional songs. This reflects the vision of the radio practitioners as they seek to be distinguished through the music played. They also believe that they offer what people want. Sawt Al Aqaba presents "shaylat" which is a genre of music specific to Aqaba. Sawt Al Janub in Maan plays Maani traditional songs.

Points of <u>weakness</u>:

1.   Songs are not played enough or long enough. During the breakfast shows, phone-ins and the presenter's "talk" overtake most of the show leaving little room for songs.

2.   Songs are often confusingly cut off for no particular reason. For instance, only 60 seconds are played from a four-minute song, leaving the listeners disappointed. This relates to poor production and absence of a running order.

3.   Patriotic songs are overplayed all the time and after any segment. For instance, a show on women plays only patriotic war-like songs.

4.   Poor regard to the intellectual property. Songs are downloaded from the internet and played on air unedited. This shows when the producers' signature is aired in the middle or at the end of a song.

5.   There is a need to balance the sound levels and mixing of songs, stations IDs and presenters' voice. There is a need to learn more about audio engineering and how to operate the mixers and equalizers.

Interviews

Most interviews are conducted over the telephone. Even then, they are not appropriately lined up either technically or editorially. For example, the first question asked is: "First, introduce yourself."

Also, the quality of the phone communication is rarely checked before airplay causing disturbance or disconnection. Often, the presenter and the caller would exchange the word "hello" several times as neither of them can hear the other.

Direct interviews with people are rare.

In table 9 of the quantitative analysis regarding the form of the audio material, the "studio interview" constituted 12% of the content, while phone interviews were at 20%.

Table 3 on the interlocutors in the radio content shows that the "dialogue" between the presenter and the caller (citizen) constituted 16% while the dialogue with an expert or a public figure stood at 27%. This shows a greater interest in the expert of official rather than the citizen.

Gender

Points of strength:

1. There is a considerable number of female radio practitioners (volunteers or staff) who take part in producing, presenting and sound engineering. This reflects the power of radio to make change in the immediate community by giving women new opportunities especially in regions known to be restrictive of women's movement. This indeed is a success story.
2. There is a tendency to produce programs by women on women. This can be further invested in.

Points of weakness:

1. There is however a need to consider gender in the radio discourse. For example, a male presenter would use "girls" or "females" to refer to his "colleagues" and "female students" who were complaining about the university cafeteria.
2. There is a need to develop an editorial policy on gender so that all radio practitioners adhere to it and practice it.

3. Women-related content is still limited. Table 13 below on the interlocutors in radio, a single woman interlocutor (presenter) was 21% compared to 58% for a male presenter.

Youth

Points of strength:

1 . The target radios are keen on providing a youth-related content whether through programs specifically produced for the youth, especially university students. Tafileh Tech radio presents a show "Voice of University" which include field reports showcasing male and female students. Jordan University radio presents "Clock Tower" show and Yarmouk FM presents "University Chit-Chat"
2 . Young men and women from the immediate community are given the opportunity to produce and present shows. They are usually volunteers. Staff are usually older.
3 . There is an interest in presenting sports programs as broadcast on Yarmouk FM, Sawt Al Aqaba and Sawt Al Janub.

Points of weakness:

1 . There's a need to improve production, balance the discourse and diversify topics of infotainment.
2 . There is a need to pick the topics discussed in the youth-oriented programs. For instance, a youth program on one university radio focuses on the activities of the teaching staff, deans and events held at the university with no relevance to the youth. This transforms the youth program into a ceremonial news bulletin.
3 . There is a need to increase the contribution of young men and women in the content presented. The youth is often regarded as receivers rather than doers. That is why in a program on the youth, the larger space is given to older analysts and experts.
4 . There is a need to empower the youth in the radio discourse through attracting and training volunteers. They will "voice" to the youth.
5 . There is a need to develop sports programs so that they are more localized by diversifying resources within the immediate community. In other words, sports programs do not have to be about what happens in Amman the capital or the world albeit significant.

People with Special Needs

No programs or segments on people with special needs were detected during monitoring.

News

Points of strength:

1. Commitment to present news and press review despite lack of personnel needed to undertake such a task.
2. All target radios have news content
3. Two radios had a specific focus on "local" news on the level of the governorate rather than the entire homeland. This fosters the value of news in tehse radios.

Points of weakness:

1. However, most news presented does not give weight to "locality". Sometimes, local affairs are completely absent from the news. There is a need to re-establish the values of "local" news.
2. The need to develop resources for local news.
3. The news editors need to appreciate the premise of "news lifecycle".
4. The need to update the news. All target radios present the same news item(s) from 8am to 4pm without any update.
5. In one radio, it was difficult to distinguish between a bulletin and a brief. The bulletin was basically a brief but with headlines. This shows weakness of production and general understanding of how news is made.
6. The need to highlight the news of the immediate community the radio station serves. Repeating the news broadcast on mainstream radio does not add to the news worthiness of the local/community radio station. To be distinguished, the news has to be very local. This is the kind of news the "targeted" listener does not find in other channels be it radio, television or online. For example, in a "repeated" news brief on one of the targeted radios, there was a particular interest in a ceremonial state visit by a foreign official. There were also un-updated news items from Iraq, Yemen and Syria. However, the newscast did not mention the completion of a very important project in the immediate community. It also failed to mention an important achievement by students of the university that owns the radio.

7. The need to keep the listener in mind when writing news stories. On one day of monitoring, the top story worldwide was Samsung's decision to withdraw its latest version of smart phones because they tend to "explode". One of the radios monitored that day failed to mention the story throughout its entire broadcast from 8am to 4pm. The same applies to the news of Trump winning the US presidential elections. These stories are of interest to the listener as they transcend geography and classification (i.e political, sports, music, scientific, etc). Such classifications strip news of its value.

8. Lack of field reporting. The news is just a long recital.

9. The need to edit news in an intelligible way. Most news items monitored were written in a newspaper headline style.

10. Lack of feature stories; or stories of human interest.

Station IDs and Trailers

The Station ID "identifies" the station. In this sense it holds information about the radio. It is mandatory by law to broadcast the Station ID. This is done in one of two ways: First: Mentioning the name and frequency of the station. Second: Showing the general orientation of the station through its motto, for instance, or identifying its audience, or its purpose. Therefore, Station IDs are important as "branding".

Stations IDs are different from jingles which are short usually musical recordings that help the transition from one segment to another. They are also designed so that they are remembered by the listeners. However, they do not carry the station identification details.

Within this group, and for the purpose of this report, we will also include the promotions or trailers.

Points of strength:

1. All station IDs and promos are produced within the station. This requires a lot of work and talent by the radio's staff especially sound engineering.

Points of weakness:

1. There is a need to rethink the content of the station IDs. Most IDs include "poetic" phrases and rather long rhetorical sentences devoid of identity. The problem here is that repeating these IDs strips it of its value.

2. Some IDs and promos include words in English (Phrases like "Let's party") that do not add to their value or to the overall broadcast. Two radios use this style although they do not provide any content in English.

3. Likewise, some promos sound awkward in a way that affects the overall flow of the playlist. For instance, one radio airs a promo with a child's voice. The promo is unintelligible and the content has no reference to children.

4. When playing or placing an ID, promo or jingle, it is important to consider what will follow. Sometimes the ID is fast paced followed by a slow song. There is a need here to consider the levels when mixing promos and songs.

5. The need to develop attractive, creative and modernized IDs.

Quantitative Analysis

Objective

The quantitative analysis aims to arrive at a statistical representation of the content and the final outcome which will be utilized in designed both the training plan and the content development plan

Analysis Methodology

For the quantitative analysis, the Project Management Office set up the following procedures:

a. The sample

For the purpose of this analysis, a random sample was taken as follows:

- Three morning shows randomly picked within a three-week broadcast
- Three developmental shows randomly picked within a three-week broadcast

These shows totaled 36 hours of broadcast distributed as follows:

Radio*	Duration	Number	Percentage %
Jordan University Radio	6:00:00	106	18.3
Sawt Al Janub	6:00:00	70	12.1
Sawt Al Aqaba	6:00:00	119	20.5
Tafileh Technical	6:00:00	108	18.6
Yarmouk FM	6:00:00	78	13.4
Sawt Al Karak	6:00:00	99	17.1
Total	36:00:00	580	100

Table 1: Duration of Radio Coverage

* Liqaa FM in Zarqaa is not presented because they went on air after starting this analysis

Choosing this sample (morning and developmental shows) serves to ensure that the analysis include a segment of the broadcast were most if not all of the radio features would appear. For instance, the morning show exhibits the radio's ability to deal with morning prime time and coping with the audience at the start of the working day. It is there expected to include new. It also shows the balance between providing information and entertainment at the same time. We also expect to hear interviews, discourse, language and music. The developmental show exhibits the radio's ability to deal with issues of interest to the community in terms of form and content.

b. *Dividing the monitored duration into 5 minute units*, and analyzing it based on the elements that form any radio work in terms of form and content. They are:

- Opening welcome
- Frequency of Music and songs
- Frequency of Commercials/ promotions/ announcements
- Frequency of general topics
- Frequency of citizens' complaints and problems
- Frequency of varieties
- Frequency of other topics

Radio	Subject														Total	
	Other Topics		Varieties		Citizens' Complaints		General Topics		Announcements		Music & Songs		Openers			
	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	No.	%
Jordan University Radio	0.00	0	14.20	15	0.00	0	68.90	73	0.00	0	17.00	18	0.00	0	106	18.3
Sawt Al Janub	8.60	6	0.00	0	21.40	15	34.30	24	0.00	0	10.00	7	25.70	18	70	12.1
Sawt Al Aqaba	1.70	2	26.10	31	30.30	36	31.90	38	2.50	3	2.50	3	5.00	6	119	20.5
Tafileh Technical	0.00	0	24.10	26	12.00	13	54.60	59	0.00	0	3.70	4	5.60	6	108	18.6
Yarmouk FM	0.00	0	14.10	11	24.40	19	57.70	45	0.00	0	0.00	0	3.80	3	78	13.4
Sawt Al Karak	8.10	8	16.20	16	16.20	16	38.40	38	1.00	1	9.10	9	11.10	11	99	17.1
Total	2.80	16	17.10	99	17.10	99	47.80	277	0.70	4	7.10	41	7.60	44	580	100

Table 2: Percentage distribution according to topics

Welcome/ Openers

Openers by the presenters range from 0% as in the Jordan University Radio and 26% as in Sawt Al Janub. In both cases, this is attributed to lack of proper production that the presenter is forces to "fill in" the air with unscripted speech. This can be linked to the distribution of the interlocutors in the radio content (table 4) where the interaction with the radio material is presented as follows:

Interlocutors	Radio												Total	
	Sawt Al Karak		Yarmouk FM		Tafileh Technical		Sawt Al Aqaba		Sawt Al Janub		Jordan University Radio			
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Presenter only	1.0	1	0.0	0	0.0	0	0.0	0	15.7	11	0.0	0	2.1	12
Presenter & team	4.0	4	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.7	4
Presenter & citizen	6.1	6	0.0	0	42.6	46	20.2	24	21.4	15	0.0	0	15.7	91
Presenter & official	6.1	6	1.3	1	11.1	12	10.9	13	7.1	5	25.5	27	11.0	64
Presenter, official & citizen	2.0	2	16.7	13	0.0	0	0.0	0	0.0	0	0.0	0	2.6	15
Presenter & expert or public figure	30.3	30	32.1	25	0.0	0	29.4	35	1.4	1	60.4	64	26.7	155
Presenter & music	46.5	46	50.0	39	46.3	50	34.5	41	54.3	38	11.3	12	39.0	226
Music only	4.0	4	0.0	0	0.0	0	5.0	6	0.0	0	2.8	3	2.2	13
Total	100	99	100	78	100	108	100	119	100	70	100	106	100	580

Table 3: Interlocutors in radio content

Music

The sample analyzed showed significant indications that need to be taken into account when designing the playlist of music and songs. For instance, the percentage of youth-oriented songs in the programs monitored for Jordan University Radio was 0%; while in Yarmouk FM was 6%. Both radios are owned by universities and it is expected that their content be youth oriented.

Songs Genre	Radio												Total	
	Sawt Al Karak		Yarmouk FM		Tafileh Technical		Sawt Al Aqaba		Sawt Al Janub		Jordan University Radio		Total	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Patriotic	24.2	24	15.4	12	40.7	44	57.1	68	10.0	7	1.9	2	27.1	157
Fast/Pop	8.1	8	6.4	5	0.0	0	0.0	0	40.0	28	0.0	0	7.1	41
Classical	0.0	0	1.3	1	18.5	20	2.5	3	5.7	4	21.7	23	8.8	51
Khaliji	3.0	3	1.3	1	0.0	0	3.4	4	4.3	3	0.0	0	1.9	11
Jordanian Folklore	0.0	0	2.6	2	0.0	0	5.9	7	1.4	1	12.3	13	4.0	23
Mixed	39.4	39	43.6	34	34.3	37	10.9	13	5.7	4	13.2	14	24.3	141
None	25.3	25	29.5	23	6.5	7	20.2	24	32.9	23	50.9	54	26.9	156
Total	100	99	100	78	100	108	100	119	100	70	100	106	100	580

Table 4 Classification of Songs & Music

General Topics

The sample monitored showed diversity and disparity of topics addressed in the targeted radios as follows:

General Topics	Sawt Al Karak		Yarmouk FM		Tafileh Technical		Sawt Al Aqaba		Sawt Al Janub		Jordan University Radio		Total	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Regional & int'l politics	0.0	0	0.0	0	0.0	0	0.0	0	12.5	3	24.7	18	7.6	21
Local politics	2.6	1	8.9	4	30.5	18	0.0	0	45.8	11	38.4	28	22.4	62
Economy	0.0	0	0.0	0	3.4	2	0.0	0	0.0	0	15.1	11	4.7	13
Social	86.8	33	0.0	0	55.9	33	0.0	0	0.0	0	0.0	0	23.8	66
Security	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	2.7	2	0.7	2
Religious	0.0	0	0.0	0	0.0	0	0.0	0	29.2	7	0.0	0	2.5	7
Educational	10.5	4	64.4	29	1.7	1	84.2	32	12.5	3	17.8	13	29.6	82
Charity	0.0	0	0.0	0	5.1	3	15.8	6	0.0	0	0.0	0	3.2	9
Youth	0.0	0	26.7	12	3.4	2	0.0	0	0.0	0	1.4	1	5.4	15
Total	100	38	100	45	100	59	100	38	100	24	100	73	100	277

Table 5: General Topics Addressed

- It is noteworthy here that international politics does not occupy much space and this is important for assessing how the content of community radios differ from that of mainstream
- Social topics show in only two radios. This means there is a need to develop this content.
- Youth oriented topics do not occupy much space in the coverage of targeted radios.
- This orientation can be linked to an analysis of the target audience.

Analysis of Target Audience

Table 7 shows that students and youth feature as the addressed audience in only one station; while all other radios address a "generic" audience.

Addressed Audience	Radio												Total	
	Sawt Al Karak		Yarmouk FM		Tafileh Technical		Sawt Al Aqaba		Sawt Al Janub		Jordan University Radio			
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Generic	50.5	50	34.6	27	88.0	95	42.9	51	64.3	45	100	106	64.5	374
Decision Makers	14.1	14	24.4	19	12.0	13	27.7	33	31.4	22	0.0	0	17.4	101
Students	0.0	0	25.6	20	0.0	0	0.0	0	1.4	1	0.0	0	3.6	21
Youth	0.0	0	15.4	12	0.0	0	0.0	0	0.0	0	0.0	0	2.1	12
Women	26.3	26	0.0	0	0.0	0	29.4	35	0.0	0	0.0	0	10.5	61
Mixed	9.1	9	0.0	0	0.0	0	0.0	0	1.4	1	0.0	0	1.7	10
Other	0.0	0	0.0	0	0.0	0	0.0	0	1.4	1	0.0	0	0.2	1
Total	100	99	100	78	100	108	100	119	100	70	100	106	100	580

Table 6: Addressed Audience

Citizens' Complaints and Problems

In analyzing this item, we looked at how complaints were treated. What is noteworthy here is the absence of field follow-up to the citizens' complaints whether with the citizens themselves or with the officials in charge.

Means to Solve Citizens' Problems	Radio										Total	
	Sawt Al Karak		Yarmouk FM		Tafileh Technical		Sawt Al Aqaba		Sawt Al Janub			
	%	#	%	#	%	#	%	#	%	#	%	#
Solving problem on air	18.8	3	0.0	0	0.0	0	0.0	0	0.0	0	3.0	3
Official promises solution	12.5	2	84.2	16	0.0	0	8.3	3	20.0	3	24.2	24
Follow-up by team	12.5	2	0.0	0	0.0	0	30.6	11	13.3	2	15.2	15
Listening to problem	50.0	8	15.8	3	84.6	11	33.3	12	46.7	7	41.4	41
Officials explain only	6.2	1	0.0	0	15.4	2	27.8	10	20.0	3	16.2	16
Total	100	16	100	19	100	13	100	36	100	15	100	99

Table 7: Means to solve citizens' problems

Field Reports

This table shows that recorded reports and field packages are rarely featured in the programs monitored. Only one radio featured this material. The audio material is often made up of dialogue between the presenter and a guest on the phone or in the studio.

Form of Audio Material	Radio												Total	
	Sawt Al Karak		Yarmouk FM		Tafileh Technical		Sawt Al Aqaba		Sawt Al Janub		Jordan University Radio			
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Conversation with presenter	42.4	42	17.9	14	37.0	40	33.6	40	58.6	41	11.3	12	32.6	189
Conversation on specific topic	13.1	13	23.1	18	27.8	30	47.1	56	20.0	14	0.0	0	22.6	131
Conversation w/o topic	2.0	2	16.7	13	0.0	0	3.4	4	1.4	1	0.0	0	3.4	20
Studio Interview	14.1	14	21.8	17	0.0	0	5.9	7	0.0	0	32.1	34	12.4	72
Phone Interview	17.2	17	19.2	15	11.1	12	7.6	9	8.6	6	53.8	57	20.0	116
Pre-recorded report	4.0	4	1.3	1	1.9	2	0.0	0	1.4	1	0.0	0	1.4	8
Field Report	0.0	0	0.0	0	18.5	20	0.0	0	0.0	0	0.0	0	3.4	20
Music	6.1	6	0.0	0	3.7	4	2.5	3	10.0	7	2.8	3	4.0	23
Announcements	1.0	1	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.2	1
Total	100	99	100	78	100	108	100	119	100	70	100	106	100	580

Table 8: Form of audio material

Gender

The content monitored was largely male-related. Women, in a single capacity, were featured in three radios: Tafileh, Yarmouk, and Karak.

Gender in Show	Radio												Total	
	Sawt Al Karak		Yarmouk FM		Tafileh Technical		Sawt Al Aqaba		Sawt Al Janub		Jordan University Radio			
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Man	43.4	43	67.9	53	55.6	60	68.1	81	90.0	63	32.1	34	57.6	334
Woman	52.5	52	14.1	11	40.7	44	0.0	0	0.0	0	14.2	15	21.0	122
Mixed	2.0	2	17.9	14	2.8	3	29.4	35	0.0	0	36.8	39	16.0	93
None	2.0	2	0.0	0	0.9	1	2.5	3	10.0	7	17.0	18	5.3	31
Total	100	99	100	78	100	108	100	119	100	70	100	106	100	580

Table 9: Gender representation in radio content

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