

*Civil Society for Poverty Reduction's Public Relations
Evaluation 2002- August 2005*

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0. ACRONYMS AND LIST OF CHARTS

Acronyms

CAFOD	Catholic Agency for Overseas Development
CCF	Christian Children's Fund
CCJDP	Catholic Commission for Justice Development and Peace
CRS	Catholic Relief Service
CSPR	Civil Society for Poverty Reduction
DDCI	Debt and Development Coalition Ireland
FAWEZA	Forum for African Women Educationalist of Zambia
FAO	Food and Agriculture Organization of the United Nations
FODEP	Foundation for Democratic Process
GTZ	German Technical Cooperation
GURN	Global Union Research Network
HIPC	Highly Indebted Poor Countries
IMF	International Monetary Fund
JCTR	Jesuit Centre for Theological Reflection
JICA	Japan International Cooperation Agency - Brazil
KEPA	Service Centre for Development Cooperation
MDG	Millennium Development Goals
MPs	Members of Parliament
NDP	National Development Plan
NGOCC	Non-Governmental Organization Coordination Council
PAM	Program against Malnutrition
Paris21	Partnership in Statistics for Development in the 21st Century
PPAZ	Planned Parenthood Association of Zambia
PRS	Poverty Reduction Strategy
PRSP	Poverty Reduction Strategy Paper
SARPN	Southern African Regional Poverty Network
TNDP	Transitional National Development Plan
UN	United Nations
UNDP	United Nations Development Organization
UNPAN	United Nations Online Network in Public Administration and Finance
VENRO	Verband Entwicklungspolitik deutscher Nichtregierungsorganisationen
VIP	Very Important Person
YMCA	Young Male Christian Association
YWCA	Young Women Christian Association

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Lists of Interviews:

ZNBC:	Ben Kangwa, Director Programmes of ZNBC, 12 th July 2005
QFM:	Allan Mvula, Programmes Organizer 12 th July 2005
Radio phoenix	Mr Fungamwango (temp news editor), 18 th July 2005
Times of Zambia:	Frank Katope, training (former news) editor, 12 th July 2005
Zambia Daily Mail	Mr. Evans Milimo, acting editor, 14 th July 2005
The Post	Ms Chansa Kabwela, Reporter, 14 th July 2005
NGOCC	Ms Evarine, head of communications and advocacy department, 9 th August 2005
YWCA	Ms Cecila Chomba, Youth coordinator, 8 th August 2005
PAM	Mr Chitalu Zimba, Management Information officer, 10 th August 2005 (telephone)
Women for Change	Mr Dougloos Sipoya, Human rights manager and information, 10 th August 2005 (telephone)
CSPR	Ivy Mutwale, Information Officer and Besinati Mpepo-Coordinator
Poll	174 individuals of Lusaka

1. INTRODUCTION

Since the network's inception in October 2000, CCSR's main objective has been to bring together civil society organizations from diverse backgrounds to advocate around poverty issues in Zambia as well as to monitor the Zambian government's implementation of development strategies such as the PRSP and the new 5th NDP. The network currently has over 90 members, some of them being other network organizations such as NGOCC. With such a large membership base one would assume that there would be a high awareness within the public domain of the CCSR network and its activities. One needs to note that the situation is however not so for a number of reasons, but partly because of the nature of CCSR's work.

The nature of the network as it attempts to make progress by promoting awareness on poverty related items, monitoring and implementation of policies and advocating for improved policies means that it is more theoretical in nature. Its actions can mainly be seen through the manifestation from the policies and programs that are implemented by the government, with CCSR's guidance. It is especially for this reason that this evaluation of the Public Relations of CCSR was initiated by CCSR itself and GTZ, a supporting partner of CCSR, to determine the public awareness of CCSR.

Public relations can be defined as management communication between an organization and its publics to lead to a better understanding and ground with those it comes into contact with. Publics in this case are the donor agencies, stakeholders, individuals, sister organizations, government and miscellaneous society. It is neither a past time nor a way of self-satisfaction to want to improve the public's awareness of CCSR for at least four reasons. *Firstly*, public awareness will give CCSR a much better stand in negotiations with the Government; *secondly*, donor support will be at a certain stage probably made dependent on the success of the network, one of the factors being public support and awareness of it; *thirdly*, in order to disseminate information, attention and awareness has to be established in advance; and *fourthly*, without public awareness and consequently public support the network can perhaps speak on behalf of the civil society or in favour of the population, but not legitimately as their representative.

This evaluation concentrates on the information and dissemination section of CCSR and its efforts towards external communication. This means that it will not look at CCSR's internal activities. The analysis will include all activities aimed at creating awareness

about CSPR in the past five years with special attention on challenges, changes, problem areas, as well as media and general public perceptions. Recommendations for possible improvements will be outlined in the conclusion.

We would like to thank CSPR for their cooperation and sharing of data despite of their apparent lack of time due to being in a time-intensive internal strategic planning process. We also would like GTZ for supporting this research financially and making their resources available to us.

Despite this support the opinions expressed in this report do not necessarily reflect those of one of these organizations and are exclusively the ones of the authors.

2. RATIONALE AND OBJECTIVES

The overall objective of this evaluation is to monitor the effectiveness of public relations as a sub-sector of information dissemination, not including internal communication or information flows between the secretariat and the member organizations. This evaluation will be used as a tool in the following ways:

- Design a template and indicators for recording how many times CSPR has appeared in the media i.e. radio, TV, and newspapers as a monitoring tool for the future. Suggest improvements for greater media coverage.
- Design a template and determine how many public conferences, workshops, and advocacy campaigns have been organized by CSPR and also how many they have attended.
- Suggest ways to improve on the networks Website.
- Determine how many publications have been disseminated and suggest how to improve in this area.
- Contrast and compare results from the provincial PPMTs.
- Determine the perception of the network by the public.
- Provide this input for the upcoming strategic planning process for the network.

3. METHODOLOGY

This review uses nearly exclusively primary data (i.e. newspapers, several kinds of reports from C SPR on the one hand and interviews and a poll done by the authors on the other hand). Techniques used included:

- **Report analysis** The above mentioned reports were scanned for data.
- **Media Monitoring** Use of press clippings and records of radio and TV programmes and searching for missing articles in the archives of the media organizations.
- **Templates** In view of the lack of any templates these were established by using the data we found as described above.
- **Survey/Poll** In order to find out the number of people who understand C SPR's message content, a mini survey was conducted. In a semi-scientific random sampling students, teachers, civil servants, other skilled workers and unemployed or less gainfully employed were put into groups. The Survey was carried out with the use of questionnaires that had a combination of closed and open-end questions. They were designed in such a way that we could evaluate the groups' attitudes, their knowledge on NGOs in general, the PRSP and C SPR, the use of publications, and the impact of workshops, media, campaigns and advocacy.

Interviews Several one-to-one interviews were conducted with representatives of the media. This helped to gain insight into how well messages that were sent out were understood by the people whose job it is to report and distribute such information. It also indicated any communication hitches between C SPR and the media. Interviewees included news editors, reporters, librarians and other radio and TV personnel. In order to gain more insight into the work of the PPMT we established a soft copy questionnaire that was sent to the PPMT by mail with the request to fill in the forms.

Benchmarking Other Interviews were carried out among organizations that performed well in our poll in order to find "best practices".

4. LIMITATIONS

In every study there are always barriers faced in the midst of trying to achieve a 100% perfect research.

Firstly the time limit to this evaluation was a period of eight weeks, but because of a delayed start, several public holidays, and the requirement to finish with a draft earlier than expected reduced the actual working time to less than five weeks. This meant that there were limits to certain activities such as carrying out a larger poll and visiting the provinces.

Despite of the time constraint the latter was additionally undermined by the fact that we were unable to reach the provincial centres in good time enabling us to carry out a poll and research there. We therefore had to settle for questionnaires which we had hoped to provide some sense of the activities in the different areas. However, we only received one answer until the completion of our study.

This very problem, the unresponsiveness, applied to other organizations and individuals as well which led to heavy delays. In several cases however it prevented us from getting important information until the end.

A fourth factor was the deficiency of complete files and records. Several files from CSPR were not available, such as an adequate member list, complete newspaper clippings, and a general archive system. This problem we also faced from the newspapers as they lacked a proper and efficient archive system. It is hoped that the new template (see appendix) will help improve this system in the future. As for the TV and radio stations, it was not possible to get any copies due to lack of an archive system there because programmes are erased after a short period of time.

Fifthly, when we contacted media organizations (particularly government institutions), we were referred to editors instead of the reporters that actually take part in reporting on CSPR. However, this was not too much of a hindrance as the editors are the very people who decide what is worthy of media attention and send out the reporters.

Sixthly, upon carrying out the poll, certain areas were pre-selected although the sample was supposed to be random. This can be said to be biased because we only went to specific areas and therefore “bended“ the rules of scientific research.

Despite facing the above-mentioned limitations, this report is definitely reliable and an extensive investigation was completed nevertheless.

5. FINDINGS

The findings of this report will be presented in the following order: Firstly, the output will be evaluated, namely press coverage in newspapers, Radio, and TV. Subsequently the PR efforts and the relationship of CSPR to the media institutions will be scrutinized. After turning to the Website, direct ways of contact, i.e. publications and public activities, will be discussed. Finally, having investigated these different areas of output, the publicity outcome will be presented by means of our poll.

5.1 MEDIA

5.1.1 NEWSPAPERS

For the analysis of the presence of CSPR in the media we mainly had to rely on a file collected by CSPR itself. Although the mere existence of such a file has to be complimented, it was slightly disorganized and in some cases important information such as medium and date was missing. Additionally two main areas of critique require attention:

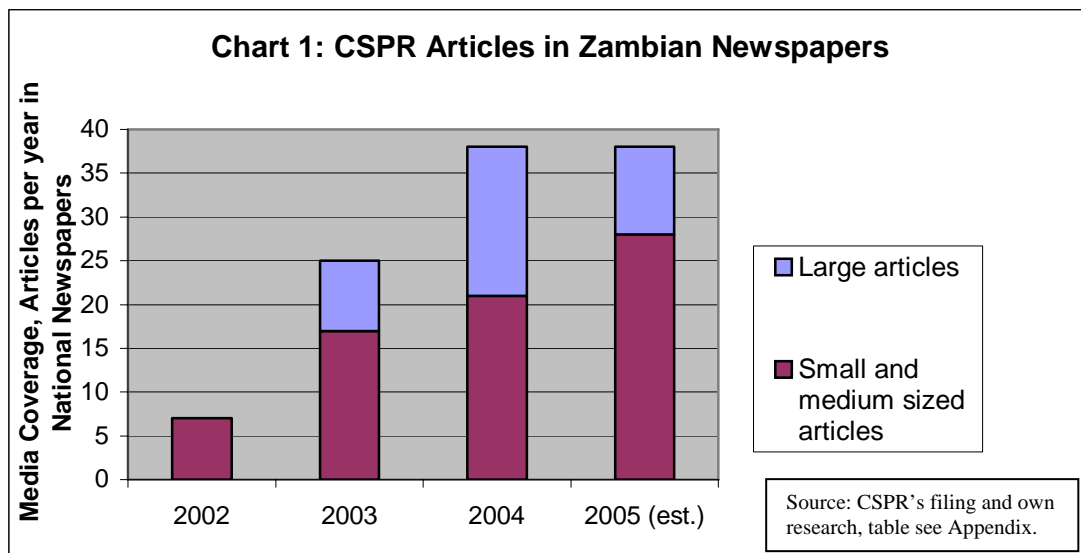
The first one concerns the completeness of the file. While conducting interviews at various media organizations we tried to check the completeness of the CSPR file by visiting the archive sections. Unfortunately, most of their archives were in a very bad condition concerning the possibilities to search for specific articles¹. Therefore, an exhaustive and reliable ex post completion was not possible. Nonetheless, despite these gloomy prospects and our consequently rather superficial and educated guessing search approach during our visits in the archives, we were able to detect five articles on CSPR that were not part of the CSPR file (which we added). We therefore have good reason to assume that there are even more not-collected articles. The result therefore has to be taken as minimal values.

Our second critical observation is the unavailability of any list with basic data of the articles. Such a list seems to be very useful for searching older articles and for being able to show the medial presence to several stakeholders (members, donors) and to important target groups (MPs, Government) as a means of legitimising CSPR's work and claim to represent Zambia's civil society. During our work we established a media template,

¹ None of them had an electronic archive system and hard copy archiving systems rely on broad topics such as "poverty", "politics", etc. The articles can be found in envelopes or are glued in books, both of them not always available for certain topics and certain time periods. All media institutions however stressed that they want to establish an electronic archive system in the future.

which we tried out (and found working well) while enlisting all media coverage we found from 2002 until July 2005. We hope that C SPR will keep on using this template for the future articles on C SPR. It can be found in the Appendix 1 of this report and will be given to C SPR as a soft copy.

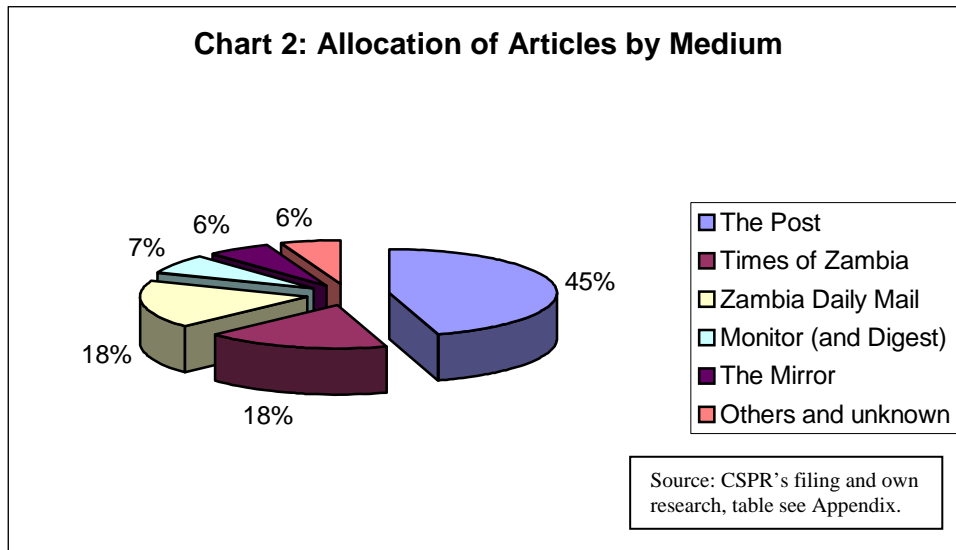
Having dealt with the organizational part, what does the data indicate about the presence of C SPR in the print media? First of all the most important observation is that it has been markedly increased since the first articles on C SPR were published in 2002. This impression of both C SPR and some of the media representatives we interviewed, has been confirmed by the concrete data. From 2002 to 2004 there has been a steady increase in articles about C SPR in Zambian newspapers² (from 7 over 25 to 38). When extrapolating the number of articles of the semi-annual count for 2005 the result of 2004 will probably not be topped, but will maintain the same level. Large and extensive articles on C SPR, however, seem to decline (see chart 1 below).



Most of the articles can be found in the main three National Newspapers “The Post” (45%), “Times of Zambia” (18%) and “Zambia Daily Mail” (18%), see Chart 2 below. The clear premium of the Post in publishing articles on C SPR might have to do with their more or less unique position as independent, non-parastatal print medium in the Zambian press world that is perhaps more congruent with the critical approach of C SPR.

² However one has to keep in mind, that even the big newspapers have by their own accounts only a circulation of 12-13.000 (Times), 35-45.000 (Post), and 20-25.000 (Mail) respectively. These are certainly small numbers when compared to the overall population of 12 million – also if one takes into account that one newspaper is read by more than one reader. The picture turns even gloomier when considering that the largest bulk of the newspapers is sold in Lusaka and some bigger towns especially in the Copperbelt and along the line of rail.

Nonetheless, apart from one article all newspaper reports are either non-valuing or positive towards CSPR. In addition our interview partners in the parastatal press do not see CSPR as too Government-critical because CSPR is in their view “balanced” enough³.



Thematically the articles concern mainly the concrete PRSP process in its different stages. Besides these articles on the core of the PRS there are several articles that do not even mention PRSP or PRS, but contain topics that are either somehow part of the PRS or are tightly connected. These topics include taxing, Government expenditure, NEPAD, donor conditionalities/dependence/critique, HIPC/debt cancellation, etc. According to our understanding this outreach is not to far, because all these issues are by some means or other part of the PRS. The cited interview partner (mostly Gregory Chikwanka and Besinati Mpepo) give a competent, well-informed, and reliable impression.

If we might be allowed two critical observations concerning the *content* of the interviews and press statements and releases, we would like to stress the following:

Firstly, the fair balance of CSPR is on the one hand certainly an advantage because it makes CSPR reliable, non-aggressive, and consensus-orientated (and in the case of the parastatal mediums permits a coverage of CSPR probably in the first place). As even the Post rarely describes CSPR as “raising the dust” this seems to be mainly intended by CSPR and not due to biased reporting of parastatal media. Although that is understandable because CSPR has to cooperate with governmental institutions, in several cases more sharp (and occasional perhaps even slightly provocative) criticism seems to be in want for and could increase media coverage and general public attention. It seems to be

³ See the different position of the ZNBC representative later on in the part on Radio and TV.

desirable to adopt a more watchdog-like attitude if it is possible to do so without jeopardizing the co-operative relationship with the Government.

Secondly, the presentation of CSPR and the information they give is on several occasions still (i.e. despite CSPR's attempts to simplify the academic issues for the public) not easy to understand. This is partially due to too complicated issues or termini. But what is even more confusing is the ambiguous and rarely illustrated relationship between such complex concepts like PRSP, HIPC, MDG, TNDP, and various governmental reforms and programmes. There lies a great potential to improve the comprehensibility of issues concerning poverty reduction.

5.1.2 RADIO AND TV

The radio and television stations are one of the most efficient ways of reaching an audience, with a population of about 12 million. There is an estimated national TV audience of 2.5 million and an average of 2.6 million radio listeners. This is however restricted to larger cities and surrounding areas as well as along the line of rail, whilst rural areas are hardly covered. With this in mind we visited two private radio stations (QFm and Choice Fm) and Zambia National Broadcasting Corporation (ZNBC), which on its own has three radio stations under its wing. The latter is furthermore the main TV station and especially the major message carrier as the other stations have specialized programmes⁴.

ZNBC TV has aired a few CSPR news items; as to how many a certain number was not given. It was not possible to get a copy of these airings due to lack of archive resources (tapes), which they try to compensate for by recycling their tapes⁵. The only relevant TV airings we could therefore use in our evaluations were CSPR's own television productions of which it has two documentaries to its name. The first is entitled "The Many Faces of Poverty" and was produced in 2003. This documentary was quite informative but considering that it was the first one could have explained a little bit more on CSPR. It had quite a good story line to it and was able to raise the interest of the viewer. It unfortunately was banned shortly after broadcast due to comments from the community in the documentary about the MP who apparently then laid complaints.

⁴TBN-trinity broadcasting Network and Muvi TV. Due to their nature they were not found to be relevant to the study and therefore not included

⁵Recordings are only kept for a period of two weeks from which interested parties can insist on a copy after which material is erased

According to ZNBC it was however not censored because of that, but in the interest of being fair because it was a too one-sided report. ZNBC further stated that they are wrongly viewed as part of the government and that they do have many critical platforms. He stated for instance a situation when the government did not turn up for a discussion forums and went on to further state that this was therefore their fault. This could be an indication that criticisms are encouraged and that they are approachable in this manner. The second documentary “Ranking Poverty Eradication First...”, produced in 2004, aimed at sensitising the public about the PRSP. However, the programme itself is mainly a compilation of several interviews from poor persons and indeed “over dwelled” on them. It does little to explain CSPR and more importantly very little to capture the interest of the viewer. Both of the documentaries are also too technical and ought to consider expressing their message in a layman’s form making it easier to understand, not only for the public, but also for media persons who repeatedly brought up this complaint.

On the matter of radio programmes only two copies were made available. The first one was done in Mansa at radio Yangeni entitled “Ubulondoloshi bwa CSPR” recorded on 26th march 2004. The panel consisted of CSPR representatives from the advisory committee, the Provincial focal group, and from headquarters in Lusaka. The discussion itself was informative and at a prime time. Many issues were highlighted, for instance roads, farming, and CSPR itself. Once again it too was a little technical, for instance CSPR was defined the way it appears in its brochure and no effort was made to simplify it. The second recording took place in Western province on radio Mamba and was called “Poverty Reduction Activities in Western Province”. It was even more informative than the former and the panel had three persons who were well-spoken individuals. It can be said that its success was also due to clear definitions, which were broken down, making it very easier to understand. For instance differences between terms such as alleviation, eradication and reduction were explained as making a huge difference and therefore managed to keep the listener interested. Policies and HIPC were amongst the several topics tactfully handled in a clear and concise manner. It was also interesting because of the contribution of a caller. It should be encouraged in future even more to give people a chance to respond in order to gain insight as to what is not understood. All in all it was a very well organised and well-presented discussion. The only suggestion would be that it would be good to set up a template of these recordings and have them on file as well. An unsolved question seems to be the existence of many local languages in certain Provinces

where one cannot report in each and every language to include all people in the discussion. Considering that there are more stereos than TVs it would be recommendable to keep on concentrating on radio programmes in future, specifically on the phone-in programmes. It is definite that a large number of persons will be reached and enabled to take part.

5.1.3 PR EFFORTS AND RELATIONSHIP TO THE MEDIA

In order to achieve this media coverage, C SPR has used several means of contact to the media. Unfortunately we could not reconstruct whether the initiative was mostly taken by C SPR or if the media was proactively approaching C SPR. Nonetheless, from the impression we got by reading the articles and in interviews held with media representatives and C SPR members, we are able to assume that in the course of time the media increasingly approached C SPR themselves. This is a good indicator for the acceptance of C SPR by the media. Still the information dissemination towards the media institutions remains an important task.

Press releases seem to be the most straightforward way to do so. In their biannual report for the period 1st July to 31st December 2003 C SPR mentions that the information and dissemination and advocacy task force “released press releases on a quarterly basis based on either activities of the network or topical poverty related issues” (p. 6). For the years of 2003 and 2004 C SPR seemed to have followed this target. However, in 2005 there have already been four press releases up until June and C SPR told us that they now interpret this target as having minimum four press releases a year. This development is highly recommendable, as it makes no sense to have the releases quarterly and regardless of the news-worthiness of events taking place.

Nonetheless, only about 50% of the press releases found response in the media, the result is slightly better for 2005. In other cases only one or two newspapers responded. The reasons for the non-responses are difficult to guess, but these two points might have influenced this result: firstly, some of these press releases were either about themes that were obviously not “news-worthy” as they were about internal topics (i.e. press release from 6th December 2004 on the elections of the C SPR steering committee) or mainly repeated topics of former press releases (i.e. 14th February 2005 on the 2005 Budget). Secondly, several media representatives expressed the complaint that most press releases are “read dry”, regarding the often still too academic style and subjects. The fact that

press releases in Lusaka are hand delivered is strongly supported and should be continued.

Furthermore, all media representatives stressed the importance of personal contact. While the Post and most of the radio stations stated that this is already working well in relation to CSPR, the governmental papers and ZNBC did not really appear to know much about CSPR. Although we mainly spoke to editors and therefore personnel who are not directly concerned with reporting, they are the ones who decide what is worthy of being reported on and what is not. There seems to be therefore a need to improve the attention and the knowledge on CSPR of these media organisations. Nearly all interviewed media representatives stressed the importance of informal meetings like press brunches or lunches. This seems to be a little two-edged and we are not really sure if this is at all the best way (regarding the effectiveness and costs as well as the integrity). Others however recommended holding workshops for the media and, as one representative said literally, “empower the media intellectually” to understand the issues raised by CSPR (an annual meeting of the Bank of Zambia was given as blue print where journalists are taught to understand issues like exchange rates, inflation, etc). These suggestions however were already put into action by CSPR, as they have already organized media Sensitisation workshops in 2003 and 2005. Although the response was much less than expected (only 7 of 15 invited organizations) the 2005 Workshop is reported as being a success, especially because CSPR not only informed the journalists about their issues but tried to understand the ways the media works as well. However, regarding most media representatives, here lies the greatest need for improvement on the part of CSPR. The governmental newspapers in particular stressed the non-physical nature of CSPR’s work and asked for greater involvement in earlier stages of the work process. Our interview partner from the Post however challenged this opinion correctly by outlining that this is to some extent due to the nature of CSPR and not really possible to change. Nonetheless, invitations of journalists to accompany CSPR while carrying out research in the field or conducting public workshops might be a possibility to increase media coverage and therefore public attention.

An issue that has been brought up in the Media sensitisation workshop 2005 as being a hindrance for reporting on CSPR is that at the moment “politics is the in-thing” and not only “poverty reduction”. We do not really share the view that this is a limitation because

CSPR is involved strongly in politics and could therefore use this “in-thing” in order to get more public attention by engaging in the debate on politics.

5.1.4 WEBSITE

Access to the Website: A Google-Search for “Civil Society for Poverty Reduction” results in more than 750 hits, that is around 200 when leaving out the omitted results. Even after distracting still occurring double matches and “wrong” hits, there remain at least between 100 and 150 hits which seems to be – at least for a local and rather young organization – quite an impressive number (also in comparison to other local NGOs).

Most of the Websites where CSPR is mentioned are international governmental or multinational aid organizations like the UNPAN, UNDP, GTZ, DDCI, IMF, and KEPA as well as other international organizations like CAFOD, SARP, International Budget, etc. Local NGOs, however, only seldom refer to CSPR on their Websites.

Although CSPR is mentioned often – especially in international and donor community circles – links to the CSPR Website is rather weak. Only very few could be found (JCTR, VENRO, IFIwatchnet, Paris21, GURN), some of them refer still to the old space hosted by JCTR.

A much greater problem is the fact that the actual Website of CSPR is not found at all by this search. When using only the acronym “CSPR” a great deal of different organizations and companies is found, but CSPR Zambia is again only accessible via the JCTR Website. At least the entry is one of the very first ones. The same applies to search term “CSPR Zambia”.

The number of visitors is quoted on the Website as being above 1300, but as the same persons are counted again and again if the computer is switched on and off, a big amount of this number goes probably back to CSPR members (secretariat and member organizations), donor partners and us while working on this report. It is possible to check how many different computers have accessed this Website (and where they are from), but because of technical problems we could not get this information from the IT-specialist from CSPR.

Welcome page: The CSPR Welcome page, contains short syllabi and links to the latest press releases. To put these papers, which are exclusively aimed at the media, so prominently on the first page seems to be quite questionable. The following short cuts to

various articles, dating from 2000 to 2005, are rather a patchwork of different topics which are not at all self-explanatory. It remains unclear as to how these topics fit together into the “big picture”.

This problem of not knowing from the start on who C SPR is and what C SPR does is heavily reinforced by the fact that – at least for “new” visitors – the most interesting link to the introduction of C SPR (“About C SPR”) is not working. It is, however, accessible via the Shortcut buttons at the bottom of the page on other pages of the Website.

Flashing animations are of course always subject to personal taste, but if a Website is meant to be about a very serious subject they seem to be at least questionable. To have three of them at once with two of them saying the same (“Rank Poverty first”) and the third being very inexplicit and incoherent (“What you can look forward...”) seems surely rather out of place.

Broken Links, Missing Pages and Mistakes: Besides the broken link to “About C SPR” there are several other internal and external links that are either completely broken or not accessible from the Welcome page: “Local Networking”, “International Networking”, links to www.panos.org.za and www.pqi-peacetoafrica/ on http://www.cspr.org.zm/networking_local.htm, the December edition of the Newsletter on <http://www.cspr.org.zm/publications.htm>, and to [pqi-peacetoafrica](http://www.pqi-peacetoafrica/) on <http://www.cspr.org.zm/usefullinks.htm>. The linking is furthermore not consistent in size, style, and colour. It is quite confusing to have the same font for links and for normal headings. The pages on the PPMT seem to be still under construction. While in Eastern Province and Luapula only contact details are missing, the other PPMT either have only a picture (Western Province) or no member list and no contact details (North-Western and Southern Province).

Reports with several mistakes and sometimes even activated “track changes”-function and comments in foreign languages can be found free for download from the C SPR-Website, e.g. <http://www.cspr.org.zm/Reports&Updates/TNAAug2003.doc> and <http://www.cspr.org.zm/Reports&Updates/AngolaPresentation.doc>.

Some pictures are in such bad quality, that they would have been better off leaving them out, e.g. on http://www.cspr.org.zm/programmes_monitoring&evaluation.html and on <http://www.cspr.org.zm/reports&publications.htm>. The member list, not the least important point for a network organization, comprises of only 26 members and is in

serious need of being updated. All these mistakes unnecessarily lead to an impression of incompetence.

Content: Besides these technical problems, which are probably easy to solve, the more difficult questions are about the content. It becomes not clear to us as to whom this Website is aimed. The whole Website has very little information about the work of CSPR that is easily accessible, i.e. without reading lengthy and detail-ridden workshop or academic reports. There is always only a short and thronged introduction of the three different focus areas and then most of the space is dedicated to the Downloads. Therefore the Website comes across as a resource download centre rather than as a starting point for an interested newcomer. If the aim of this Website is only to attract the former, the editing of this Website is sufficient even though not really appealing. If the latter are at least one of the target groups, neither the content nor the presentation is adequate because it is too crowded and complex for someone who is not so much into the matter.

Also the possibility to contact CSPR could be brought more in the foreground (i.e. on the Welcome Page) instead of having it hidden under secretariat or at the last bottom of the Welcome Page.

5.2 “DIRECT” CONTACT

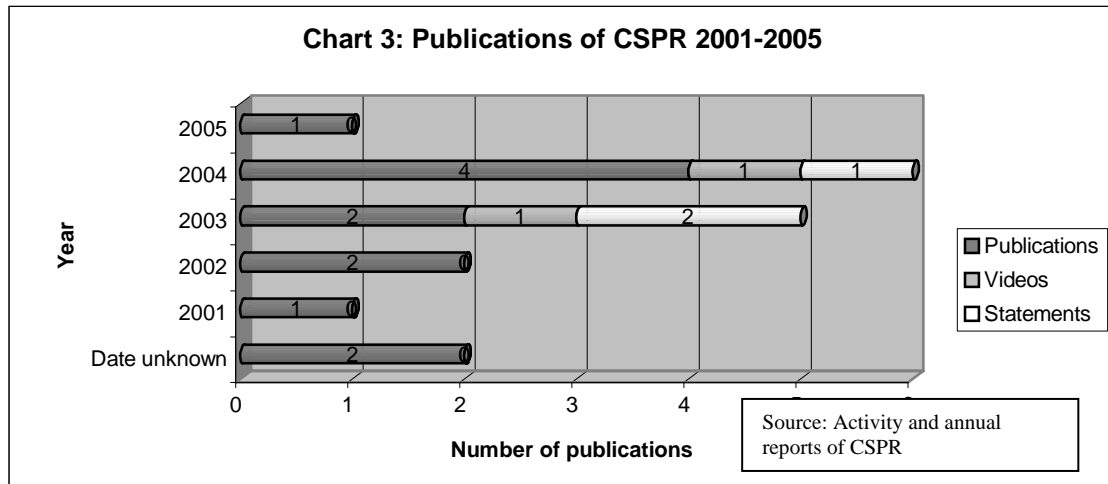
Apart from these public relations efforts via the media CSPR tries to reach the public directly, i.e. by publishing its own material and by conducting public workshops, campaigns and other activities for which we established templates as well (see Appendixes 2 and 3). This is especially important because of the disadvantages of the media as stated above, especially the unreachability of great parts of the population in the rural areas and the uncertainty of the actual reporting.

5.2.1 PUBLICATIONS

As far as we could reconstruct the publications (CSPR was unfortunately unable to screen and complement our lists on publications and activities), there have been 12 publications⁶ so far, two documentaries and three (paid) press statements. Until 2004 there has been a

⁶ Including booklets, leaflets and a publication in the form of a newspaper on the occasion of the 2004 Civil Society day.

steady increase in publications. In the half year of 2005, however, only one item has been published so far.



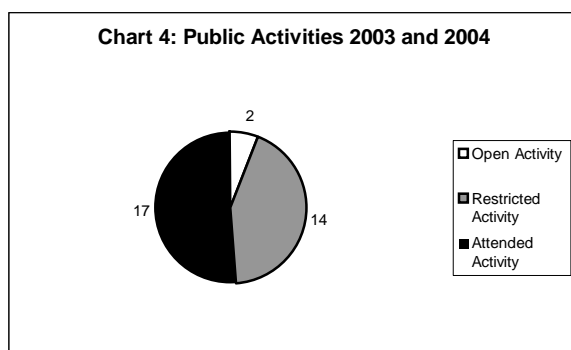
The publications are by and large nicely designed and have a good general appearance. They are not, however, sophisticated or exceptionally appealing, but that seems to be even more adequate than high-quality and high gloss publications in view of the topics concerned, the target groups and the budget. They are – as completely opposed to the Website – very well structured and illustrated with tables and pictures. In particular the simplified publications that are well illustrated with pictograms and caricatures. The language in these publications is properly adjusted to the target group and easily understandable – one might even say that CSPR should think about learning a lesson from themselves about writing understandable texts and not being too academic on other occasions as well. In one case – the simplification of PRSP – the short handouts are even published in several local languages. This seems to be, in view of the limited language skills of especially the poor, a very good way of spreading the CSPR message and should be expanded in the future.

However, this positive picture is a little undermined by the information we got from CSPR information officer Ivy Mutwale, that CSPR is usually only able to print 2500 exemplars. These are distributed firstly to the PPMT and all member organizations and secondly to relevant Governmental bodies and donors. The remainder is set for the public, but because of the small number and unavailability of proper ways of distribution does not reach many people and is mainly given to participants of Workshops and other activities or visitors to the office.

The Newsletter, which is an interesting publication, is only printed 500 times and therefore nearly exclusively distributed to member organizations and donors. It is a pity that the effort invested in the Newsletter stays only in this small circle. However, until reasonable and efficient ways of distribution can be found and because if the costs, an increase in printings is not necessarily advisable. Nonetheless, if the Newsletter is meant to be a more way of *internal* communication than a way of raising awareness in the public, both financial and human resource efforts seem to be quite high for that task.

5.2.2 Activities

Public Workshops, Campaigns and other public activities are an even more direct way of addressing the public. Although CSPR has organized (and attended even more) different Workshops, only very few aim at the public as most of them are either completely internal (i.e. for member organizations and / or the secretariat) or have “only” attendees from other, especially international, NGOs, donors, and sometimes the Government.



Campaigns that are explicitly aimed at improving awareness at the grass roots could close this gap, but until now only two of these Campaigns have been realized. The “NGO-days” are stated as having been great successes and the media has covered them very well⁷. The

“restricted” activities (to our knowledge about 15 between 2001 and 2004) had mostly no publicity effect as the public was not allowed to participate and there was no media coverage. The same can be said to the attendance of workshops hosted by other organizations. Although it is good to hear that CSPR has since 2003 been invited often by other organizations (17 times in aggregate of 2003 and 2004) and therefore seems to be well perceived in these circles, we could not find a direct publicity effect from any of these attended workshops, especially because two thirds of them took place abroad.

Concerning the activities there is additionally a very important point of critique that was regularly brought up during our poll (these results will subsequently be discussed in

⁷ One might note here that it is possible to create with these direct contacts a “win-win-situation”, as the public is approached twice, on the one hand by the activity or the publication as such and on the other hand by the reporting of the media on these events. This seems to be very important, because the media, despite the disadvantages stated above, has certain advantages compared to the direct contacts such as being much cheaper, having a wider range (although not in every part of the country) and being more credible (as it is “news” and not “PR”).

detail): Many people criticized, concerning CSPR directly but in most cases concerning NGOs generally, that it is not understandable that organizations who are concerned with poverty reduction hold workshops in “those expensive hotels” instead of “coming to us where the poverty is”. It is of course understandable, that for certain activities more representative accommodations have to be chosen in order to be able to successfully invite members of the Government, MPs, and other VIPs. Nonetheless, this underpins the perception that NGOs do not really care about the poor, but mainly about themselves.

A possibility to improve in this area could therefore be the implementation and support of information dissemination programmes in schools and in public workshops, with the possibility of regular participation and follow-ups.

5.3 PROVINCIAL PR

A study such as this would be incomplete if we did not care to explore the performance of the provincial divisions of CSPR. There have been several overall activities related to CSPR for the provinces like simplification of documents and campaigns such as the NGO day to mention but a few. Considering that most of the provincial centres did not answer our questionnaire, we mainly had to rely on the provincial activity reports of 2004 and the CSPR Program evaluation 2000-2005 report by Mr. M. Luwabelwa.

The areas in **Luapula** Province receiving attention from CSPR are Mansa and Samfya. In 2004 a program on expenditure tracking was broadcast on Yangeni, a community radio station.

In the **North-Western** Province, CSPR operate largely in two regions of the province. The community here generally views CSPR as a funding agency to alleviate poverty, an indication that here lies a task of correcting this perception. There has been a distribution of materials in the area that are in an English version. Past activities include sensitisation workshop for NGOs, a radio programme in kikaonde, the local language, discussing CSPR and the PRSP aired on ZNBC radio 1. On top of this there are no other opportunities for airing because the province unfortunately has no private radio station of its own. However positive feedback was received regarding this particular broadcast and therefore it was aired in consecutive weeks under the kikaonde section. There has also been brochures distributed via other organizations and during shows and traditional ceremonies which is a useful method of spreading the ability to reach the community.

The PPMT of **Western** Province seems to have progressed and be doing considerably well concerning PR. The basis of its success can be placed on the two radio stations present that cover most of the area. They air programmes on poverty twice a week with the bone of contention being CSPR many of the times. Additionally they contributed their labour to help (although this is not in line with CSPR, such actions build a clinic, such actions automatically attract recognition). Like the other PPMT they are engaged in distributing booklets, interviews and magazines (chain of distribution not known).

The population in **Southern** Province perceives CSPR as an important organisation with a better idea of what it is as a network. Last year they appeared on radio Chikuni and discussed the participation of the community in the focal groups and also had plans to feature on Sky fm which at the time was facing transmission problems. Since then there has been an increased level of radio appearances. This year alone has seen two appearances with various themes covering CSPR, PRSP and FSP (Fertilizer Support Programme). CSPR in the Southern Province is quite proactive as the initiative is from them (or their sister organizations) rather than from the media. In addition to these radio appearances they have also taken part in two stakeholder forums aimed at stakeholders in Choma plus a community sensitisation workshop for the “Ufwenuka” community. Under publications they have distributed quite a number of magazines, and brochures in English to residents of the province. Challenges they face in this field are limited resources and unavailability of part-time staff. The future plans of the province include taking care of their limitations by engaging fulltime staff whose job will include updating the CSPR Website and improve the IT department so as to strengthen information dissemination in the area. The broadcasting of more programmes is also on the agenda.

CSPR in the **Eastern** region has had various community sensitisation programmes (with a turn out of 165 attendees) including one that involves the distribution of T-Shirts with various poverty reduction logos by which CSPR is highly recognized. In 2004 alone CSPR had aired three programmes in Eastern Province discussing HIPC, PRSP and CSPR. One of them was done in Chewa. Forums have been held for stakeholders who were used as an instrument for the distribution of materials to the general community and local leaders.

5.4 Established NGO's PR (BENCHMARK)

As a result of being named several times in the poll, the most mentioned organizations within the poll were followed up and interviewed on how their PR systems operate. The intention was for this to serve as a standard and bring to light a few ideas for improvements. The organizations were 'Women for change', YWCA/YMCA, PAM, and NGOCC (in no particular order).

YWCA was established in 1975, it was set up to deal with gender violence, human rights advocacy and lobbying in all sectors of the country except Luapula. NGOCC began in 1985 and was set up to deal with gender and development subjects. PAM was born in 1992 to curb malnutrition, deal with food security and advocacy in all areas of the country. 'Women for Change' was brought to life in 1992 to advocate for human rights, child development, AIDS, and legal items. It covers Western, Southern and Central province and in total nine districts. They are all activity-based organizations so their actions can be seen through physical structures. This obviously leads in a way automatically to wider publicity. All the organizations had a public relations department although YMCA's has just been restarted due to lack of funding.

They all produce their own **publications** ranging from booklets, brochures, newsletters, and production manuals to magazines and roughly print 500-3000 exemplars on average depending on the content. However it can be noted that NGOCC tops this figure by distributing 10.000 prints of each publication. The chain of distribution hardly differs as all allocate to sister organizations, donors, government, internal resource centres and libraries. "Women for change" is the only one that dispenses to rural communities in English and in translated versions.

Furthermore the organizations were asked what **activities** they are engaged in that help sensitise the general communities. They all take part in hosting and participating in various workshops, conferences, and radio and TV programmes. YMCA's actions include dramas, which are staged on market places, in clinics and schools, etc. In the latter they managed to form clubs in schools as well. PAM also sets up posters and hands out leaflets. In addition to the above 'Women for Change' has area reflection community meetings and campaigns such as NGO and International women's day.

Results received regarding the **Website** were quite disappointing, considering that this is the age of computer technology this ought to be on the top list of priorities. The Websites were either not reachable (YWCA), completely out-dated (PAM), or had good beginnings

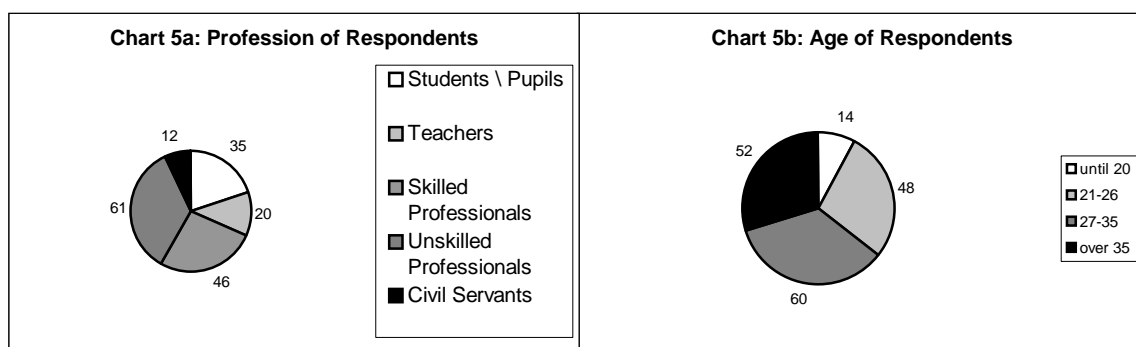
but were still under construction (NGOCC). Only 'Women for change' has done quite well in this aspect. None had an idea about user figures.

Asked how often they give **press releases** and who normally takes the initiative for reporting, most of the organization admitted that they are relatively passive and are approached rather than sending out press releases – a positive exception being NGOCC (which has even special arrangements with the Daily Mail and the Post regarding terms of payments for press statements). After their own accounts all organizations appeared in the **media** approximately between ten and fifteen times a year, NGOCC being again noticeably better than the others. They all have aired documentaries on national television periodically, with Women for Change topping the list with a total of ten whilst the others had a total of about five each. Asked on the **recommendations** all of them emphasized the need to reach the “grassroots” by direct contact through meetings, educational institutions, more radio and TV appearances (especially community radio stations), informal methods like drama, and by getting involved in forums where communities are not just taught but where their views are also heard for instance by adopting area reflections and selecting representatives.

As a result one might stress that although some of these organizations do better in one area or another (i.e. the Website, contact to media, number of publications, etc.), most if not all of them do not stand in a better position on PR work than CSPR – if they are not weaker. The greater success seems to be attributed to two factors. Firstly, all of them are much older than CSPR. Secondly, and as already mentioned throughout this report as the weakest point of CSPR, all of these organizations are much closer to the grass roots and try to stay in contact with people on the street by various ways of interaction.

5.5 OUTCOME: FINDINGS OF THE POLL

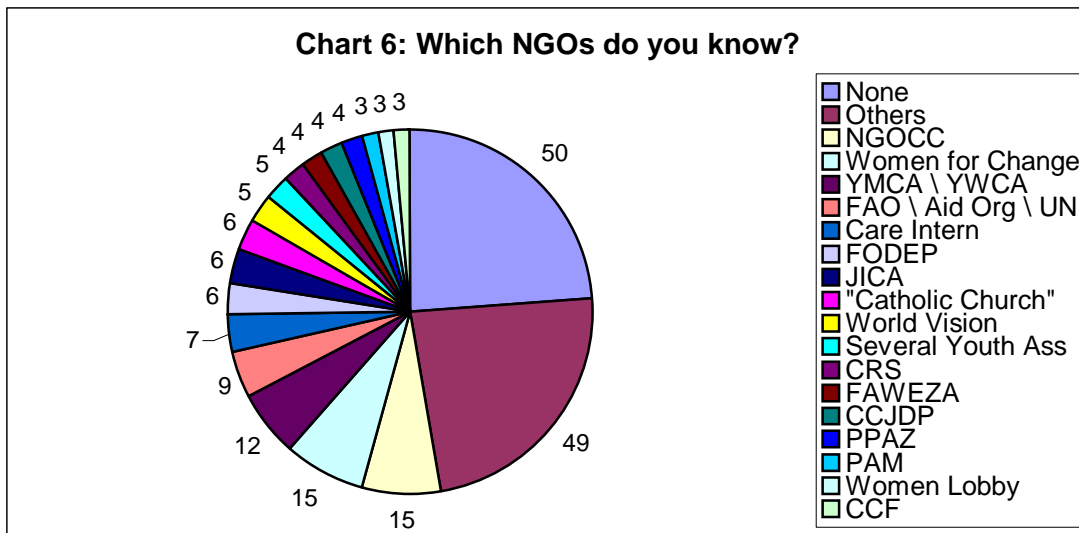
In order to find out to what extent the PR *output* has had an impact on the publicity *outcome*, we conducted a small survey with 174 respondents (Questionnaire with explanations see Appendix 4). These respondents were found by random sampling (i.e. by addressing people on the street) during three days of research in three different parts of Lusaka, namely UNZA campus, Ridgeway, and Ng’ombe⁸. Due to the small number of respondents and the half-random sampling method the results do not suffice strict scientific standards and have to be handled with caution. It has to be mentioned very clearly that the figures and especially the percentages below are not supposed to be representative for Zambia or Lusaka, but reflect only the results of our small sample⁹. Nonetheless, the results can give very useful hints on the publicity of CSPR.



After getting some personal details for statistical purposes we asked the participants of our poll which Zambian NGO(s) they know (chart see next page). It is interesting to note that the number for “None” is very large. This is partially due to respondents who said that they do know one or the other NGO, but did not remember a name. A second interesting finding is the huge number in the category “others” which is composed of organizations which we could not verify as really existing and of organizations that were named less than three times. This clearly hints on the complex and large “NGO market” in Zambia. The third important result is that the “winners” (i.e. the most well-known and popular Zambian NGOs) in our sample were NGOCC, Women for Change, and YMCA/YWCA.

⁸ These places were deliberately chosen in order to “find” enough proxies of the intelligentsia, well-to-do people and ministry employees, and poor people respectively.

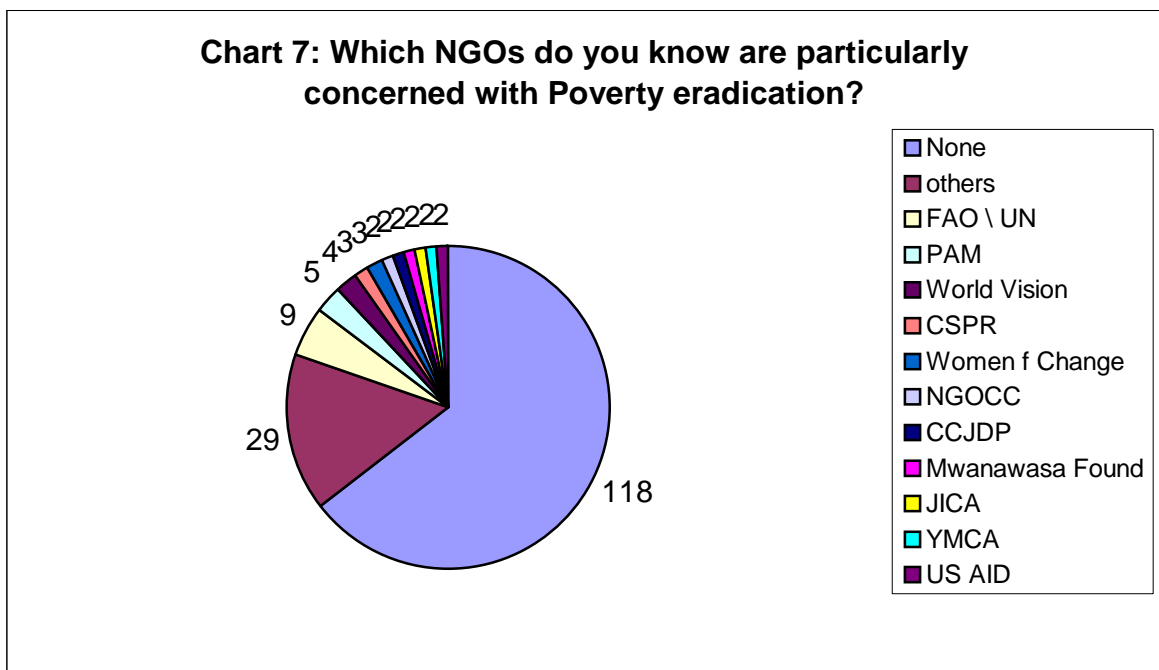
⁹ Due to the fact that several respondents did not want to answer because they felt unable to say anything on the subject of NGOs, some language problems (although we were able to conduct about one third of the interviews in Ng’ombe in Nyanja) and especially the disproportionately high number of well educated respondents the results are probably skewed towards the better informed respondents. It is additionally skewed towards men as we got answers from 111 men but only 63 women.



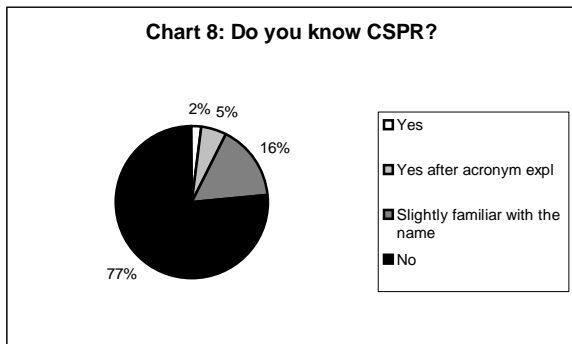
The fourth important finding is obviously that although one of CSPR’s member organizations heads the ranking list, “CSPR” was never named. In our subsequent questioning we asked therefore more concretely which NGOs the respondents know that are particularly concerned with poverty eradication.

Here the result for CSPR was slightly better (three times mentioned, exclusively by respondents at UNZA), although the overall result was much worse (118 “none”-answers, see chart below).

In order to find out if people had at least heard about CSPR we later the respondents directly asked on their familiarity with “CSPR” or “Civil Society for Poverty Reduction”.

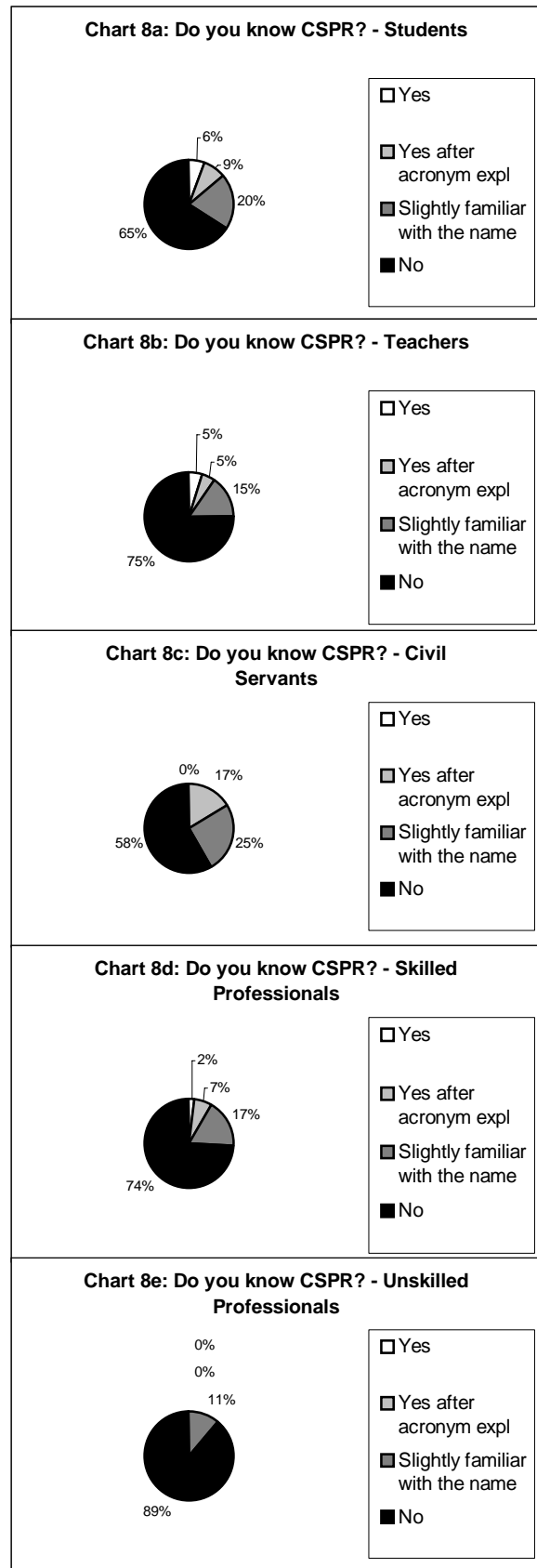


The answers showed that only 7% of the respondents had basic knowledge on CSPR. 16% claimed that they had heard about it but were very unsure about what CSPR is and does and admitted that they merely had heard the name (it was not always clear if they really had heard about it or if they did not want to be seen as



ignorant). More than three quarters of the respondents stated that they never had heard about such an organization. When split into occupation groups¹⁰ the results are slightly better for students (6% yes and 9% yes after acronym explained) and civil servants (0% and 17%), averaging for teachers (5% and 5%) and other skilled professionals (2% and 7%) while being disastrous for unskilled professionals (0% and 0%; only 11% had merely heard about the name). NGO members had nearly four times more knowledge on CSPR than people who are not members of an NGO.

Those who claimed to know CSPR had



¹⁰ We separated Students, Teachers, and Civil Servants (mainly policemen and ministry and hospital employees. The remainder was rather crudely divided into “Skilled” and “Unskilled” Professionals whereby those with University or specialized education were labelled as “Skilled” and those lacking such formal, specialized education as “Unskilled” (Drivers, Piecework men, constructors, etc).

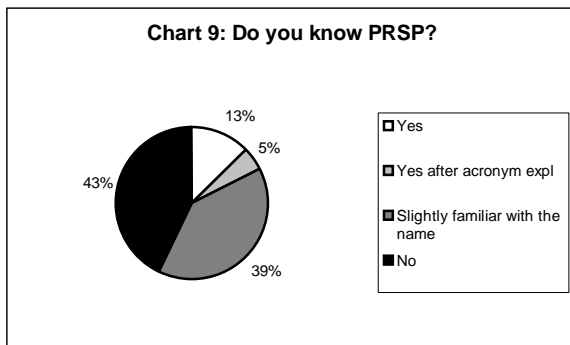
very unclear perceptions, mentioned was The connection between PRSP and CSPR was seen only by two individuals (out of 174), although the question on CSPR was immediately after the question if and what the respondents knew about the PRSP. Because of the small number of respondents who knew something about CSPR the questions about the structure and the aims of CSPR, the information sources, and the opinion regarding CSPR brought no usable results. However, the following can be said: firstly, those who were able to express an opinion were mostly either positive or indifferent towards CSPR, only two described them as ineffective, nobody had a clearly negative opinion; secondly, most respondents given their information on CSPR from the media (mainly radio and newspaper), only few through informal talk, direct contact, or publications / brochures. This stands out in stark contrast to the answers given on the question where the respondents generally find information on NGOs. Here, too, the radio, TV, and Newspapers were among the top answers, but other ways like informal talk, direct contact, meetings, brochures, Internet, and the church were important as well. This can be seen as another hint that direct contact to the population (as discussed in chapter 5.2) holds still great potential for improvement.

Although most respondents knew very little about NGOs in general – quite a lot expressed that they were not really interested “in that business” – and CSPR in particular, most of them were very talkative in connection with our question on whether they have suggestions for improvements in the work of NGOs aiming at poverty eradication: The most expressed suggestion was the need to go “more to the grassroots”, both into rural areas and the compounds (over 90 times!). The impression held by many respondents is that local NGOs “only sit in their air-conditioned offices” and “do not know what is going on at the places where poverty really is”. As discussed already in the chapter on activities a particularly delicate issue seems to be the holding of conferences and meetings “in these nice and expensive hotels”. A recommendation often expressed was that NGOs concerned with Poverty Eradication should hold more conferences and workshops in compounds and rural areas.

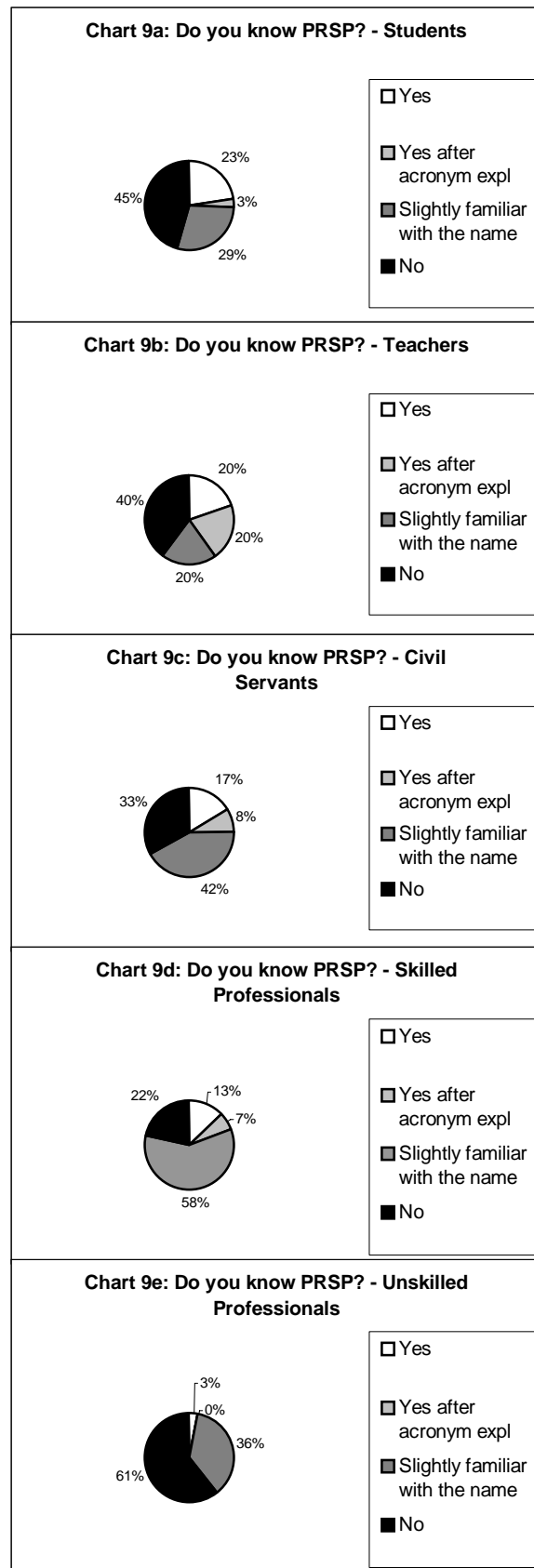
Other recommendations were minding the self-sustainability (29 times), increasing donor support and monitoring (26 times), and spending more effort on education, improving skills and empowerment (26 times). While these points do not seem to affect the work of CSPR very much, one recommendation seems to apply strongly to CSPR: 15 respondents

asked for more information and possibilities to contact NGOs which, in their view, are not very approachable.

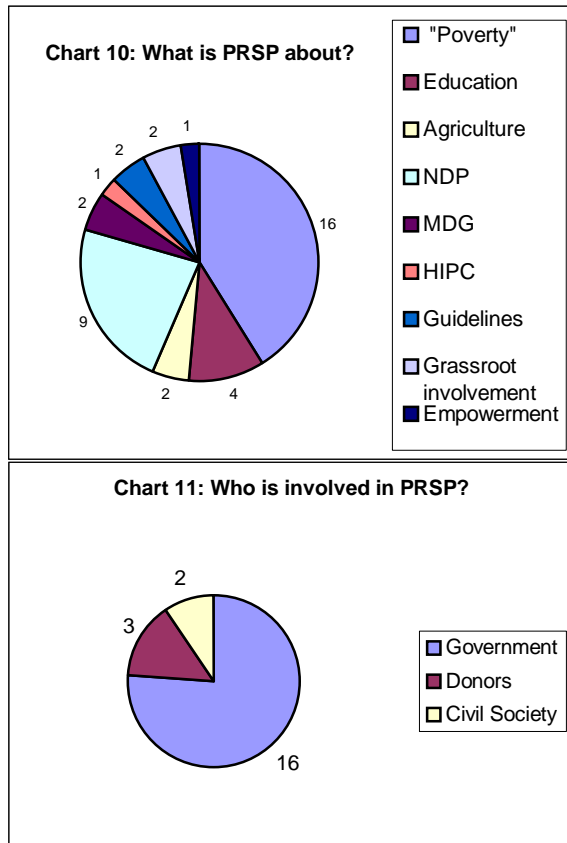
Although most respondents did not know much about CSPR, we asked as well if they are at least familiar with the subject of PRSP's work and efforts, namely the PRSP. Although the results were much better than for CSPR itself (18% Yes or Yes after acronym explained), still 39% were only slightly familiar with the name but did not know what the PRSP was



about and 43% claim to have never heard about it at all. However, the gap between the first four (skilled) groups and the unskilled group was found to be much bigger: While students (26%), teachers (40%), civil servants (25%) and other skilled professionals (25%) had some recognizable knowledge on PRSP, the numbers for unskilled professionals are alarming: Only 3% said they know something about PRSP, 36% claimed to have heard the name and 61% had never ever heard about it at all. Those who claimed to know about the PRSP had only very limited knowledge. Over half



of the 31 (out of 174 individuals) who could say something about PRSP just said that it has “something to do with poverty” which is to a large extent a tautology. Others just picked out certain parts like education (4) and agriculture (2). The more informed respondents saw the relation to the NDP (9), MDG (2), or HIPC (1) and/or had knowledge on the guideline (2), grass root involvement (2) and empowerment (1)



character of the PRSP.

Accordingly, only very few respondents (16) had any idea *who* is involved in the PRSP. While Government was named by all of them only 3 and 2 respondents respectively expressed knowledge on the involvement of donors and respectively civil society (where at least the letter is one of the main aims of C SPR).

Recapitulating the findings of the poll one is able to observe that C SPR has proven to be, despite their increased media presence and efforts, in direct contact largely unknown especially among the uneducated poor. To a lesser extent but likewise alarmingly, their main subject, the PRSP, is

not well known either. However it has to be emphasized that this is not at all evidence of the incapacity of C SPR, as there are many reasons for this outcome: they are still young; they are “competing” with many other NGOs for the attention of the population, the government, and donors; their work is more or less non-physical and hardly observable; and their work takes place in an environment where most of the potential recipients of the messages have no access to the media and are only hardly approachable – sometimes even unwilling to do so; and it could be due to apathy amongst the general populous (not everyone is interested in the PRSP) Furthermore, these results can be seen as a strong imperative to continue with the work of integrating the population into the PRSP and the NDP. Nonetheless, during the work we have outlined several internal weaknesses regarding the PR work that are jointly responsible for the low recognition of C SPR. These

weaknesses hold some potential for improvement and will be subsequently summarized as recommendations.

6. CONCLUSION AND RECOMMENDATIONS

CSPR has managed in the last few years to improve their visibility in the national Zambian media (as shown by their presence especially in newspapers and radio) and in international circles concerned with PRSP and connected issues (as shown by linking on the Internet and invitations for international workshops). However, the poll has shown that CSPR and PRSP are not very well known. As one is perhaps tempted to brush aside the issue of PR in view of more pressing and apparently more important matters we would like to start our summing up and outlining of the following recommendations:

- Although the contact with media institutions seems to be currently good, improvements regarding **MEDIA COVERAGE** might be achieved by (a) strengthening personal contacts especially with the parastatal institutions, (b) regularly holding informal and formal media meetings, (c) paying more attention on the readability and plainness of the press releases and interviews, (d) inviting media to accompany them at earlier stages of their research, (e) trying to find – and if necessary establish – the news-worthiness of their issues (numbers, critics, “new” aspects, etc), and (f) adopting a more watchdog-like position and bringing themselves more in the discussion on issues that concern poverty reduction and PRSP/TNDP. The clarification of such complex concepts like PRSP, HIPC, MDG, and TNDP should be improved. Although it is clearly important to use all available media, in the Zambian context the radio stations seem to be a good possibility.
- The **WEBSITE** can easily and without much effort be improved by eradicating the many mistakes and adding the missing information as outlined in the section on the Website. Furthermore CSPR should think about whom they are targeting the Website at and if it is not necessary to add more information that is easily perceptible for “newcomers” instead of having mainly a download centre for member organizations. In line with that the linking could be improved by actively asking contact partners if they could link on the CSPR-Website. In order to make the Website more open, the programme managers and the provincial team managers could be introduced personally (perhaps even with a picture) and with personal contact details. Questions and ideas from users should be explicitly invited instead of having the E-

Mail-Address of C SPR hidden at the bottom of the page. They furthermore could establish a FAQ section on the Website.

- As the poll and the interviews with the “successful” NGOs have shown, **DIRECT CONTACT** is essential. In comparison to the media, where C SPR has already progressed quite well, this seems to be one of their weakest points. Although the NGO-days are a very good start and it is highly recommendable to try to get them “institutionalised”, this alone is not enough. Why not try to disseminate information more during public workshops or in schools? If the secretariat of C SPR lacks understandably the time and resources to do so, they could at least initiate and support such activities aiming at raising awareness of the PRSP/TNDP-process, which could be carried out by member organizations and peer educators. This would help to increase public awareness much more than all other Workshops held behind closed doors (as important they might be for other reasons).
- The **PUBLICATIONS**, especially the simplified ones and those in local languages, have already been praised throughout the evaluation. However, the question of the low number and the problem of proper distribution ways remain (although the PPMT might help here in future more and more). It seems to be worth considering if some publications could be designed as cheap as possible in order to be able to print them in higher quantities to facilitate them to a greater part of the population. The Newsletter in its present form as a means of internal communication is almost a little bit over the top considering the money and time invested in it.
- On several occasions, in the media as well as in its own publications, C SPR states that “full **PARTICIPATION**” or “broad participation by citizens” is in need. In order to enable this, C SPR gives out information on PRSP/TNDP and connected issues, some of them in local languages and simplified. So far so good, but it does not become clear how this is to be done. The only hint we found is in a recent publication¹¹ where C SPR says that “It thus becomes the prerogative of civil society to either rely on those representatives ... or complementing them and using their presence on these for a as an avenue for feeding in issues emanating form organized debate within civil society groups” (p. 2). This seems far from being a concrete proposal for actions to be undertaken by individuals interested in playing their part in the process. We do not have a suggestion on how to improve this ,but would like to highlight that there is

¹¹ Civil Society’s Engagement in the 5th National Development Plan for Zambia, published in June 2005.

need for discussion. A possible path could be more openness on the Website and during workshops as well as the invitation for more participation.

- In order to keep the overview about their PR work we highly recommend to use the **TEMPLATES** we established as an ongoing internal monitoring tool and carry on with media listing. This is certainly not a big issue if done steadily and shortly after the event. This applies to the media coverage – where we recommend asking for backups of the electronic media as well – the publications, and the public workshops.
- The **NETWORK CHARACTER** should be strengthened regarding two aspects: Firstly, the fact that CSPR is a network organization is completely unknown in the population. Even the media rarely describe them as a network (besides the ambiguous formulation “coordinator” and “assistant coordinator”). Secondly, the member organization should be asked to promote the network more in their own PR work.
- **PROVINCES**

Many efforts need to be made in these rural communities for people to understand and appreciate the nature and functions of CSPR at its fullest. Some of the provinces need to do some catching up as they are lagging behind. Apart from properly defining CSPR they could get involved in more physical actions (for instance the clinic in the Western Province) making it easier for people to relate to CSPR. Another step would be to make sure that publications headed for the provinces are translated to the local language of the area, which is not a foreign activity for CSPR. Radio programmes are not excluded to this suggestion too, the Kikaonde version in northwestern was quite a success indicating that there is a demand for local language broadcasts. Increasing the number of radio programmes should not just be on the agenda but be seen to come alive. The radio reports should also be a tracking system of events taking place at various stages. Regarding distribution paths, the idea of dispensing during shows and ceremonies is a sure way of extending coverage.

- To evaluate the effectiveness of the implementation of these recommendations, a **follow up study** like the one on hand should be conducted in future. In order to gain the best possible comparability the same or similar methodologies should be used. We therefore added all questionnaires used throughout the study (see Appendixes).

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