

*Most Significant Change Interim Evaluation
Speak Up Zambia! - Learning About Our Changes*



*May 2017
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Executive Summary

In October 2015, Free Press Unlimited (FPU) together with Alliance for Community Action (ACA) and House of Consciousness (HOC) started the EU-funded *Speak Up Zambia! (SUZ!)* project with the aim of empowering Zambian citizens to have a voice and enabling media to act as watchdogs for society. This consists of specifically three result areas: 1) increased capacity of citizens and media to monitor public resource management, 2) increased ability of media to exercise watchdog role, and 3) increased media output that empowers women and amplifies their voices.

As part of the interim evaluation of this project, the participatory Most Significant Change (MSC) method has been used to evaluate what specific changes the SUZ! project contributes to in regards to these result areas. MSC is a participatory, democratic and systematic, story-based method to facilitate learning. This interim evaluation consisted of A) training in MSC with project staff, B) conducting 32 interviews, C) pre-selection discussions, and D) final selection discussion with project staff. The change stories were titled by the respondents.

List of 32 Change Stories Collected including sex (M/F), pre-selected (bold), final selected (*)

<p>DOMAIN 1 – ACA CJs + radio</p> <p>1. The Community Is Socially Accountable (M)</p> <p>2. The Outcome Of My Passion (F)</p> <p>3. Dream Comes True (M)</p> <p>4. A Report from Sheperd (M)</p> <p>5. From Ashes to Something (M)</p> <p>6. Dambwa Central Voice (F)</p> <p>7. Accountabilities and Duties (F)</p> <p>8. ACA Changing Lives (F)</p> <p>9. Speak Up Zambia (F)</p> <p>10. A Fresh View from a Bird's Eye View (M)</p> <p>11. Ups of a Citizen Journalist (M)</p> <p>12. Social Chat (F)</p>	<p>13. The Voice of the Voiceless (F)*</p> <p>14. My Life Story With ACA (M)</p> <p>15. My Life Changes (M)</p> <p>16. The Voice of Change (M)</p> <p>17. Achievements of an Unskilled CJ (F)</p> <p>18. Brief Profile of Julius Malulu (M)</p> <p>19. A Journey of Victoria in ACA (F)</p> <p>DOMAIN 2 – ACA fact-checkers</p> <p>20. I Have the Power (M)</p> <p>21. Opened Scope (F)*</p> <p>22. <i>No title</i> (M)</p>	<p>DOMAIN 3 – HOC CJs</p> <p>23. Mama Sosa – The Help of the Helpless (F)</p> <p>24. A Star in an African Studio (F)</p> <p>25. Mama Sosa – A Way of Bringing Change to Young Girls (F)</p> <p>26. Turning a Dream into a Reality (F)</p> <p>27. The Eye Opener (F)</p> <p>28. How Mama Sosa Helped Me (F)*</p> <p>29. Gained Computer Skills through Citizen Journalism (F)</p> <p>30. A Life Change (F)</p> <p>31. A Glimpse of Kanyama (F)</p> <p>32. HOC Changes the Life of a Single Parent Child (F)</p>
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All stories can be found in the *Speak Up Zambia! Change Stories – May 2017 document*.

The main changes to learn from that were observed from the stories and selections (regardless of if they were pre-selected or not) are as follows:

- Changes in **individual mind-sets** – being empowered to speak up in an appreciative way.
- Changes in the **degree of participants' citizenship** due to public service accountability monitoring (PSAM) training – from passive to active engagement.
- Changes in the **legitimization and professionalism** of citizen journalists and fact-checkers
- Changes in the **validation of individuals' agency**, regardless of societal barriers such as gender, culture, etc.

Furthermore, respondents gave some suggestions for the project that included more visibility of the journalists, continuation of the screening process during the selection of participants, reinforcing previously trained citizen journalists, and lastly, linking with established media and/or tertiary institutions.

In terms of using the MSC method, some methodological recommendations have been given (see Chapter III) for ACA, HOC, and FPU. Overall, the following recommendations have been outlined:

1. Celebrate how empowered the participants are!
2. Link the citizen journalists to radio station, if not already done so.
3. More inclusion of the the community (parents, guardians, duty-bearers etc.) in the project.
4. Conduct MSC with a different target group that is not directly involved such as the community.
5. Make a clearer distinction between citizen journalism and fact-checking.
6. Continue the partnership (ACA, HOC, and FPU) focusing on empowerment of citizens and media as this is working.
7. Read all the stories of change collected during this interim evaluation.¹

The SUZ! project has indeed contributed to significant changes in terms of the empowerment of citizens and ability of media to act as watchdogs and will continue to do so during its continuation.

The contribution I see of Speak Up Zambia! is in the lives of young people who have been trained. People who didn't realize they could take part as citizens; giving them the ability to report. The contribution is more in individual lives than in communities, however, there are pockets of this [change] in communities.²

¹ See document *Speak Up Zambia! Change Stories – May 2017*.

² ACA project coordinator, interview, May 2, 2017

Table of Contents

Executive summary - 2

Acknowledgements - 3

I. Introduction - 4

II. Background information - 5

III. Methodology - 7

MSC Training – 7

Story Collection – 8

Pre-Selections – 9

Final Selection ACA & HOC – 10

Methodological Lessons Learned & Recommendations – 11

IV. Changes to Learn From – Selected Stories – 12

Suggestions by Respondents – 17

V. Recommendations by FPU Knowledge & Quality – 18

Appendices – 20

To read all the change stories collected as well as reasons for and against selecting them, please see the document: Speak Up Zambia! Change Stories – May 2017.

If there are any questions, please contact the Knowledge & Quality Coordinator at the following email: kqc@freepressunlimited.org

The pictures in this document were made by the author or another member of the interim evaluation team.

Acknowledgements

First and foremost, we [FPU Knowledge & Quality] would like to thank Alliance for Community Action, House of Consciousness, and Free Press Unlimited project staff for continuous cooperation and support throughout this evaluation. We very much appreciate your active participation in this, and not just during the days in the field but also helping with the design, communication prior to the evaluation, as well as logistics of interim evaluation.

A special thank you to the interviewers Zelipah Mitti from Mobile Community Zimbabwe and Zengeni Simuchembu from Alliance for Community Action for supporting the entire MSC process. Thank you for asking critical questions and I hope you enjoyed it as much as I did.

Lastly, I would like to thank all of the respondents that went out of their way to speak with us and share their story. Some of you had to travel to meet with us or were busy with work, so on behalf of Free Press Unlimited I would like to give a special thank you for your time and input.

I hope that this interim evaluation will provide insight and reflection for the future of the SUZ! project, HOC, ACA, and FPU.

List of Acronyms

ACA – Alliance for Community Action

EU – European Union

FPU – Free Press Unlimited

HOC – House of Consciousness

MCZ – Mobile Community Zimbabwe

MSC – Most Significant Change

PSAM – Public Service Accountability Monitor

SUZ! - Speak Up Zambia!

I. Introduction

Free Press Unlimited (FPU) and her boundary partners believe that learning is a necessary precondition for critical reflection and adjustment of activities and must be integrated into monitoring and evaluation. One of these aspects is learning through stories; a means of illustrating, explaining and learning about contexts and changes we want to understand better as a result of our joint interventions. Stories are vehicles of change that, when systematised, can facilitate learning.

Thus, a *Stories to Learn* component has been designed at FPU: a bottom-up, participatory and democratic approach to monitoring and evaluation by using stories as tools for analysis and discussion. It is largely based on the Most Significant Change (MSC) methodology and emphasises co-learning, participation, and organisational transformation.

Free Press Unlimited (FPU) believes that people deserve to know; that all people deserve trustworthy and independent news and information. Thanks to the funding from the EU, FPU, together with its local partners ACA and HOC, is able to carry out this mission in Zambia through the *Speak Up Zambia!* (SUZ!)³ project. The project formally began on October 1st, 2015 with the partners Alliance for Community Action⁴ (ACA) and House of Consciousness (HOC). The aim of the project is to empower citizens to have a voice and enable media to exercise their watchdog role of society⁵.

In summary, the project consists of three main activities: 1) training of citizens and media (radio) in monitoring public resource management, 2) training of fact-checkers, and 3) training underprivileged young women in Kanyama in citizen journalism. Since the start of the project, 8 community radios, 122 citizen journalists, 10 fact-checkers, and 44 women in Kanyama have been trained⁶. But what has been the contribution of these trainings for these participants?

To answer this it was suggested to conduct a Most Significant Change (MSC) interim evaluation, specifically looking at outcomes of the project; what (behaviour) changes the SUZ! project has brought about and what ACA, HOC, and FPU can learn from this in order to improve the project. The main research question to be answered is: *what changes does the SUZ! project specifically contribute to in regards to empowering citizen journalists and enabling media to exercise their role as a watchdog for society?* This will be analysed based on the change stories collected from various participants of the project.

The objective of the MSC evaluation was two-fold:

- 1) to get an understanding of some of the outcomes of the project on a beneficiary/participant level and,
- 2) to train ACA and HOC project staff in the MSC method as well as monitoring and evaluation on more of an outcome level.

This interim evaluation consists of four parts: A) training in MSC with ACA and HOC project staff, B) conducting 32 in-depth interviews to collect stories of change, C) pre-selection discussions (focus groups) with namely participants per target group, and D) a final selection (focus group) with ACA and HOC staff.

The following chapters of the report will firstly provide background information regarding the SUZ! project followed by a brief description of the MSC methodology and how it was implemented for this interim evaluation. Then an analysis of the changes experienced by the respondents as well as the learning points for ACA, HOC, and FPU will be outlined. This includes suggested improvements by the respondents themselves, as well as recommendations from the Knowledge & Quality team at Free Press Unlimited.

³ <http://acazambia.org/area/speakupzambia/>

⁴ <http://acazambia.org/>

⁵ FPU, 1st Interim Annual Report 01 October 2015 – 31 March 2016.

⁶ FPU, 2nd Interim Annual Report 01 October 2015 – 31 March 2016.

II. Background Information

Free Press Unlimited's experience in Zambia goes back to 2011, when FPU trained over 400 community media reporters and volunteers; an opportunity to assess the needs of media in the country⁷. Alliance for Community Action (ACA)⁸ and House of Consciousness (HOC) are young organisations but their work is committed to enabling citizens to express opinions and strengthen their ability to hold duty bearers accountable through media and civil society. By combining these efforts and building upon existing initiatives implemented with FPU, the *Speak Up Zambia! (SUZ!)* project came to be, a project running from 2015-2018.

The project is designed to enhance social accountability and policy engagement in Zambia through citizen and investigative journalism, empowering citizens by giving them a voice and enabling media to play a watchdog role⁹. The direct target groups of the SUZ! project are aspiring (citizen) journalists, local community media (especially community radios) and freelance journalists. However, the project indirectly is targeted at local civil society, policy makers, and duty bearers; Zambian citizens at large.

The SUZ! project has three result areas (which for purposes of this interim evaluation were used as domains of change) that have specific activities.

1. Increased capacity of citizens and media to monitor public resource management through citizen journalism.
 - This mainly consists of (ACA) training citizen journalists and community radio station staff in PSAM (public service accountability monitor) as well as basic mobile journalism.
2. Increased ability of media to exercise their watchdog role by strengthening investigative reporting.
 - This component consists primarily of training fact-checkers (investigative citizen journalists) by ACA to set up a fact-checking unit.
3. Increased media output that empowers women in deprived areas and amplifies their voices.
 - HOC trains young women in the Kanyama town-ship of Lusaka in mobile reporting as well as PSAM.

Through these activities outlined above, citizens are essentially able to hold local authorities accountable on how public resources are put to use, marginalized female youth are given a voice and platform to share their communities' stories, but also journalists are able to scrutinise facts stated in publications¹⁰.

Prior to the start of the SUZ! project, HOC and FPU piloted a training for young women in Kanyama, Mama Sosa, which was a success and many lessons were learned regarding managing expectations, screening participants, and focusing on youth¹¹. The potential to expand on this success was clear, and being part of the SUZ! project integrated the social accountability component to the trainings which was previously lacking.

"It really beefed up the training looking at community development issues and how to make people accountable for them. Before, we just focused on gender-based reporting but now [since partnering with FPU and ACA in SUZ!] we are looking at how there are more issues in the community that link to gender inequality¹²"

Independent media and civil society organisations in Zambia are well-positioned to facilitate societal dialogue on a local and national level. Therefore, investing in the capacity and resilience of such organisations, like ACA and HOC, contributes to social accountability as well as the media landscape.

⁷ Speak Up Zambia! proposal Annex 1 – The Action, 2015

⁸ <http://acazambia.org/>

⁹ Speak Up Zambia! proposal Annex 1 – The Action, 2015

¹⁰ Speak Up Zambia! proposal Annex 1 – The Action, 2015

¹¹ Interview HOC project coordinator, May 2, 2017

¹² Interview HOC project coordinator, May 2, 2017

“Freedoms of speech and the press are constitutionally guaranteed, but the government often restricts these rights in practice.”¹³”

As stated in the above quote, freedom of the press in 2016 was ranked as 'not free' by Freedom House as authorities often restrict this. This is based on harassment of privately-owned news outlets, blocking of critical websites, and politicised decisions over granting national radio licenses¹⁴. General elections took place in August 2016, which resulted in political tension due to claims of fraud. This resulted in quite a clamp on freedom of expression. Thus in the past months, politics has been on the foreground rather than service delivery issues that ACA and HOC attempt to address under the SUZI.

The media landscape in Zambia is still centred around radio as a main source of information. ZNBC (Zambian National Broadcasting Corporation) is the only broadcaster with national reach¹⁵. Therefore, community radios play an important role in society, a platform of information for most Zambians as internet is still up and coming.

Regarding social accountability, most of Zambia's economic developments can be related back to how public resources are spent in the country. *“The Auditor General's (AG) reports in Zambia have consistently shown the systemically wasteful and abusive way in which public resources are managed at the national, provincial, and local sectors.”¹⁶”* If citizens do not understand that one of the main duties of government is to manage resources available in order to create a minimum standard of living, then the imbalanced cycle will continue.



¹³ Freedom House ranked press freedom in Zambia in 2016 as “not free”: <https://freedomhouse.org/report/freedom-press/2016/zambia>

¹⁴ Zambia media profile, <http://www.bbc.com/news/world-africa-14112924>

¹⁵ Zambia media profile, <http://www.bbc.com/news/world-africa-14112924>

¹⁶ Speak Up Zambia! proposal Annex 1 – The Action, 2015

III. Methodology

The interim evaluation consisted of using the Most Significant Change (MSC) method, a qualitative monitoring and evaluation method based on stories. What is crucial to the method is that it is a systematic way to learn about and review a project. This method, developed by Rick Davies and Jessica Dart¹⁷, is one that does not use previously defined indicators. Rather, it uses stories from the main characters of a project – in this case the citizen journalists, fact-checkers, and community radio staff. The method consists of capturing qualitative changes, both expected and unexpected that focus on contribution, outcomes, and impact rather than just outputs and activities.

Stories are universal forms of communication and easy to understand, even though they can deal with complexity and describe contexts in a memorable manner. People remember stories, no matter how involved in a project somebody is. The essence of the method is that stories of change are collected based on the following 4 questions:

- 1) How did you first get involved with the project and how are you currently involved?
- 2) What is the most significant change in your life since you participated in the project?
- 3) Why is this significant?
- 4) How did the partner contribute to this change?

Significant does not mean that we are looking for the biggest change. It is the most important change to that respondent that is being collected – be it positive or negative. Although there are four central questions, it is necessary to ask several other questions to create rapport and get an appropriate answer. These are collected through semi-structured interviews, using a pre-defined interview guide¹⁸. The stories of change that are collected are then input that is used to facilitate discussion with partner staff on what aspects of the project are considered most significant.

The method is not one with the purpose of proving something, but rather learning from something. For both accountability and learning purposes, MSC should not be a stand-alone method but must be triangulated with quantitative methods.

For purposes of this interim evaluation, the method consisted of four major steps: a MSC training, story collection, pre-selections, and a final story selection with ACA and HOC.

MSC Training

Training of ACA and HOC staff in the MSC methodology was one of the objectives of the interim evaluation. This was provided by FPU Knowledge & Quality staff (project officer). A staff member from FPU's partner in Zimbabwe, MCZ (Mobile Community Zimbabwe), that was trained in using MSC in October 2016 helped to facilitate this evaluation process, and acted as a note-keeper during the training. Having her as an additional interviewer was a huge benefit, especially because she could relate her own personal experiences of conducting MSC to that of the ACA and HOC staff members. Furthermore, additional learning was able to take place as SUZ! was designed on the model of MCZ, so she could exchange lessons learned. In total, there were 10 training participants (5 ACA, 4 HOC, 1 Zimbabwe) which included the interviewer from Zimbabwe and the interviewer from ACA.

The aim of the training was to introduce ACA and HOC to the method but also specifically train the interviewer in conducting interviews using a semi-structured interview guide. The training consisted of sharing expectations, describing the purpose of the evaluation, introducing the method, and lastly, practising story collection and selection. Below (**Table 1**), the rewards and challenges of story collection (interviewing and being interviewed) and story selection, as expressed by the project staff, are outlined.



¹⁷ Original MSC guide: <http://www.mande.co.uk/docs/MSCGuide.pdf>

¹⁸ See Appendix E

Table 1 – Observations of Challenges and Rewards of Story-Collection & Selection

	Challenges	Rewards
Conducting Interview	<ul style="list-style-type: none"> - Background noises - Done on short notice; too little time - Being able to summarize and not what was being said was lacking, a lot was said - Didn't feel real (felt staged) as we all know each other 	<ul style="list-style-type: none"> - Demystified the MSC process - Learned something new and interesting about the interviewee
Being Interviewed	<ul style="list-style-type: none"> - Felt very personal, my mind switched off - I couldn't collect my thoughts - There wasn't enough time - Felt that the interviewer expected a certain answer - Answered but wasn't sure of my answer - Really needed time to think about what was the most significant. 	<ul style="list-style-type: none"> - Learning something new about myself, as a trainer, because of the questions I was asked. - Was a self-reminder about how the activities that we do and implement also affect us.
Story Selection	<ul style="list-style-type: none"> - Bias, especially if you know the person - Impact of personal relationships in the process - The story selection is often based on the interviewer's ability to capture the needed information explicitly. - Trying to get a handle on what exactly the change is. - Time-consuming and exhausting as it demands attentiveness 	<ul style="list-style-type: none"> - Reaching a consensus feels great - Agreeing gives a sense of validation of certain aspects.

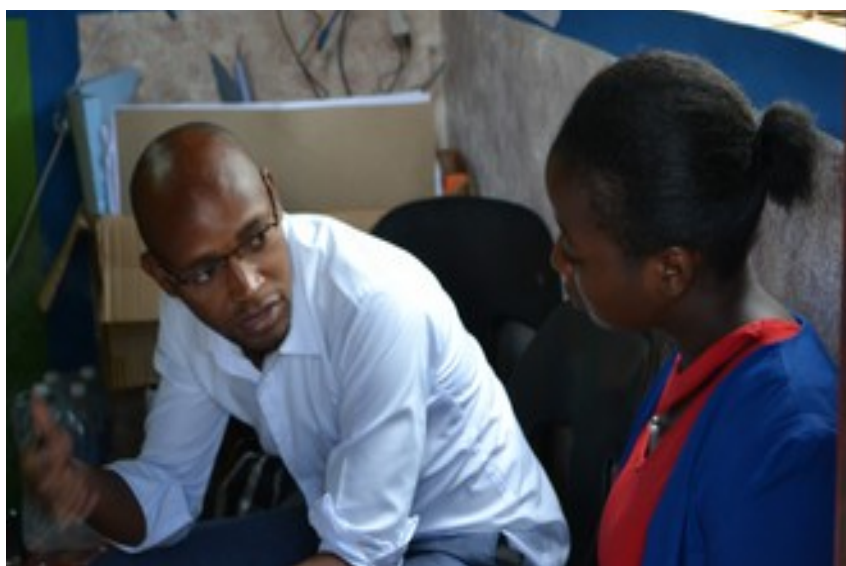
Story Collection

Following the MSC training, story collection took place through semi-structured interviews. The interviews were conducted by a newly trained interviewer (fact-checker) from ACA, a previously trained interviewer from the partner organisation (MCZ) in Zimbabwe, and a member of the Knowledge & Quality team at FPU (project officer). In total, 32 stories of change were collected of which 11 male and 21 female respondents.

19 stories were collected from citizen journalists and radio station staff linked to ACA in Livingstone and Kabwe. Three fact-checkers from ACA were interviewed and 10 interviews were conducted with HOC citizen journalists. This sample was based on the result area of the project, the year they participated in the training (2015-2017), sex, and geographical location (Lusaka, Kanyama, Kabwe, or Livingstone).

In Livingstone, 11 people were interviewed (6 male, 5 female) at the Hillcrest Secondary School, a school situated next to the Mosi-o-Tunya community radio station whereas in Kabwe, 8 interviews were conducted (4 male, 4 female) at the Musuki Lodge. Three fact-checkers (2 male, 1 female) were interviewed for purposes of this evaluation at the ACA office in Lusaka. In Kanyama (Lusaka), 10 participants (all female) were interviewed at the HOC office.

During the interviews, respondents were also asked to give a title to their story. During the training with ACA and HOC there were doubts on what this would deliver. However, by asking respondents to do so, the main change is often captured in a few words. In some cases, titling is done during pre-selection.



All of the interviews went smoothly, in terms of the location to conduct interviews as well as respondents' availability. This is probably a reflection of the relationship between ACA and HOC and their participants. Below is a table (Table 2) of all the stories collected.

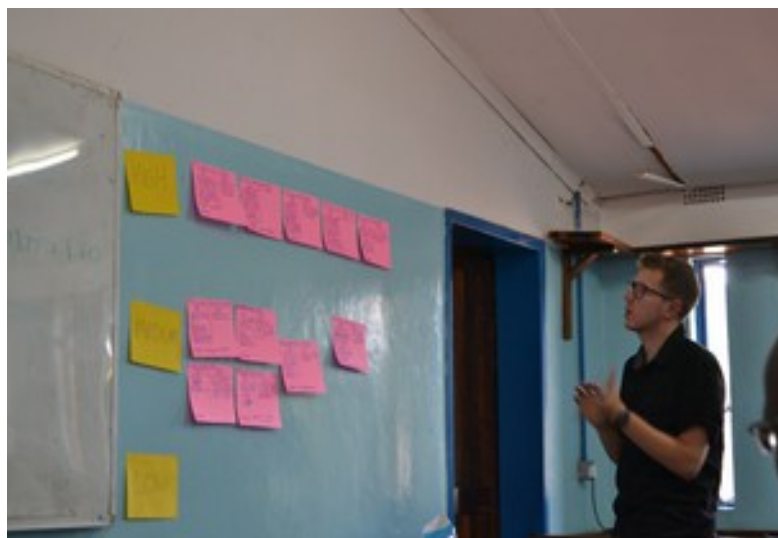
Table 2 – List of 32 Change Stories Collected including sex (M/F), pre-selected (bold), final selected (*)

<p>DOMAIN 1 – ACA CJs + radio</p> <p>1. The Community Is Socially Accountable (M)</p> <p>2. The Outcome Of My Passion (F)</p> <p>3. Dream Comes True (M)</p> <p>4. A Report from Sheperd (M)</p> <p>5. From Ashes to Something (M)</p> <p>6. Dambwa Central Voice (F)</p> <p>7. Accountabilities and Duties (F)</p> <p>8. ACA Changing Lives (F)</p> <p>9. Speak Up Zambia (F)</p> <p>10. A Fresh View from a Bird's Eye View (M)</p> <p>11. Ups of a Citizen Journalist (M)</p> <p>12. Social Chat (F)</p>	<p>13. The Voice of the Voiceless (F)*</p> <p>14. My Life Story With ACA (M)</p> <p>15. My Life Changes (M)</p> <p>16. The Voice of Change (M)</p> <p>17. Achievements of an Unskilled CJ (F)</p> <p>18. Brief Profile of Julius Malulu (M)</p> <p>19. A Journey of Victoria in ACA (F)</p> <p>DOMAIN 2 - ACA fact-checkers</p> <p>20. I Have the Power (M)</p> <p>21. Opened Scope (F)*</p> <p>22. <i>No title</i> (M)</p>	<p>DOMAIN 3 – HOC CJs</p> <p>23. Mama Sosa – The Help of the Helpless (F)</p> <p>24. A Star in an African Studio (F)</p> <p>25. Mama Sosa – A Way of Bringing Change to Young Girls (F)</p> <p>26. Turning a Dream into a Reality (F)</p> <p>27. The Eye Opener (F)</p> <p>28. How Mama Sosa Helped Me (F)*</p> <p>29. Gained Computer Skills through Citizen Journalism (F)</p> <p>30. A Life Change (F)</p> <p>31. A Glimpse of Kanyama (F)</p> <p>32. HOC Changes the Life of a Single Parent Child (F)</p>
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Pre-selections

Based on the various experiences of using MSC at FPU, it became clear that having pre-selections of the change stories collected is an indispensable feature of MSC as the outcomes are then scrutinised and stakeholders on different levels give significance and input in the MSC process¹⁹. Having a pre-selection by other stakeholders than the project staff also looks at the stories not strictly from a project perspective, but a broader societal one. Additionally, having pre-selections also has practical advantages of lowering the amount of stories for the final selection. Therefore, the purpose of the pre-selections was to systematically ensure that the change stories that ACA and HOC staff would discuss at the end were based on what the participants value as significant.

From the total of 32 stories collected, 13 stories were pre-selected (5 male, 8 female) (see **Table 2** above).



In Livingstone, the pre-selection took place with two community radio staff members (2 male), who had previously been trained by ACA. The 11 stories were each read aloud, discussed in terms of reasons for and against selecting them as well as lessons learned, and then ranked in terms of significance (low, medium, high). A total of 4 stories were pre-selected as having high significance (stories 2, 5, 6, and 10 as seen in **Table 2**). These stories were pre-selected because of their emphasis on the community, the clear impact of their news stories, the reference to current issues in the country, as well as the appreciation of citizen journalists –

especially from a youth perspective – due to these trainings.

Unfortunately, in Kabwe the pre-selection did not take place with community radio staff members due to last minute changes and that the link with community radio was not yet formalised. Therefore, the choice was made to have the three interviewers pre-select based on what stories were the most complete and which stories ACA and HOC could learn from most. This is of course a limitation as having the radio station staff participate contextualises the stories better. Nonetheless, three stories (2 male, 1 female) were pre-selected from the 8 stories (stories 13, 14, and 18 in **Table 2**) as they were the most complete, referenced the role of media and citizen journalists as watchdogs, and made it evident that there is a need to formally link with a radio station. The same pre-selection process was used as in Livingstone.

¹⁹ Final Report Most Significant Change Pilot, FPU, 2017

From the 10 stories collected in Kanyama, four (all female) were pre-selected by the HOC citizen journalist trainer and 4 interns (all female) who were previously participants (stories 24, 27, 28, and 30 in **Table 2**). The stories that were pre-selected were chosen because the changes mentioned were both inwards and outwards whilst also describing the context in Zambia; that established patterns exist in the country (such as the limitations due to gender) and how the training helped break these patterns. The same ranking process was used. An observation here was that mixing the trainer and interns in one pre-selection may have had an influence on people's willingness to speak out. In an ideal situation, the trainer would have been invited to the final selection because of her project perspective, but due to unavailability this was not possible.

Lastly, as the number of stories collected from fact-checkers was already limited, the pre-selection was done by the facilitator from FPU purely on the basis that one of the fact-checkers was also the interviewer during this interim evaluation. Thus for purposes of the final selection, it would be more convenient to not include this.

Story Selection ACA & HOC

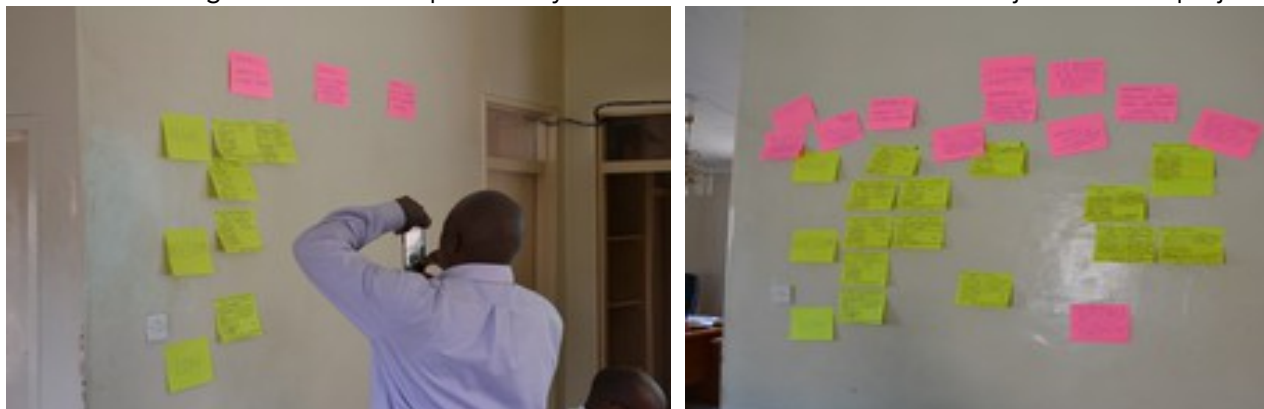
The last step of the MSC interim evaluation was the final story selection with ACA and HOC project staff. The objective of using the MSC method is for project staff to understand and learn from changes experienced by beneficiaries (end-users) of a project in a participatory and systematic way. Thus, it is during selection that this is facilitated. The ACA project coordinator (female) and mentor (male) participated as well as the HOC project manager (male) and community mobilizer (female). The FPU Knowledge & Quality staff facilitated the process whilst the interviewer from MCZ took notes and the interviewer from ACA observed. FPU staff was explicitly excluded from this selection to avoid creating bias during the selection procedure – that the partners only select what FPU finds important.

Just as in the pre-selections, the 13 pre-selected stories were read aloud, discussed for and against selection as well as lessons learned, and then ranked (low, medium, high significance). Unlike during the pre-selections, in the final story selection the stories of change were divided into domains of change based on the project result areas. The domains were:

- 1) increased capacity of citizens and media (radios) to monitor public resource management
- 2) increased ability of media to exercise watchdog role
- 3) increased media output that empowers women in deprived areas and amplifies their voice

In domain 1, there were 7 stories pre-selected (4 male, 3 female), in domain 2 there were 2 stories pre-selected (1 male, 1 female), and in domain 3 there were 4 stories pre-selected (all female).

Due to the different domains, the objective of the selection was to select one story per domain. At first, this would lead to a final selection of which one story represents the most significant change within the SUZ! project, however, both ACA and HOC staff felt that this comparison would not facilitate any additional learning as the activities quite clearly differ and all address the ultimate objective of the project.



The three stories selected as most significant were (stories 13, 21, and 28 in **Table 2**):

- A) *The Voice to the Voiceless* (F) – Domain 1
- B) *Opened Scope* (F) – Domain 2
- C) *How Mama Sosa Helped Me* (F) – Domain 3

The reasons for selection and the main learning points per story will be discussed in Chapter IV.

Methodological Lessons Learned & Recommendations

Based on the experiences of the FPU Knowledge & Quality facilitator, the MCZ interviewer, and ACA and HOC staff, the following methodological lessons learned and recommendations were made:

- **MSC training is essential** – this component helped to understand the whole process and purpose of such an evaluation. Recommendation to FPU is to perhaps include additional information on outcome-level monitoring and evaluation during the training as there is a need for this. This would include outlining differences between activities, outputs, and outcomes.
- **Structurally learning from qualitative changes is beneficial** – having the systematic structure of the MSC method helped to learn about what beneficiaries think of their work; to facilitate learning about on-the-ground impact that would not come out of quantifiable parameters. It is clear that MSC helps to understand the numbers collected on an output-level, so it should not be a stand-alone method.
- **Facilitate more cross-learning** – working with a previously trained interviewer from Zimbabwe was a great addition to the evaluation process, not just because of her knowledge but because of the comparisons and examples she could share with the rest of the group. This added a lot to the discussion. It is recommended that ACA, HOC, and FPU build upon these skills and experiences that have already been established and keep on practising the MSC method. For example, conduct a short (practical) refresher course on conducting in-depth qualitative interviews. Nonetheless, by having her participate from MCZ, the project that SUZ! is based on, allows for even more learning as she could take back lessons learned.
- **More consideration on who to include (and exclude) in selections** – As the (pre-)selections are one of the most central aspects of this type of evaluation, there needs to be more emphasis placed on who to include or exclude during such a session. For example, having the HOC trainer in the pre-selection influenced the pre-selection because the trainer was more involved in the project design, whilst the interns were basing their opinions on their experience as participants. In this case, because of time and availability, certain people were included. This aspect of the process should not be underestimated though. Take the time to consider who to include and exclude.
- **Selection by ranking on a spectrum works best** – In most previous experiences at FPU, MSC selection was done based on a yes or no answer. In this case, utilizing ranking based on a story having low, medium, or high significance worked better because it helped understand the reasoning behind one story being more significant than the other. For the purposes of pre-selections though, this may need to be limited as the process can be quite exhaustive and in most cases you do not have as much time as for the final selection.
- **How to capture negative stories of change?** - This was a question that was asked during the whole MSC process. It is true that in most cases, when you ask what the most important change is for a participant of a project, the answer will usually be more positive. However, this depends on your target group. If the guardians or community members were interviewed, people outside of the projects sphere of influence, there may have been more negative responses. Thus the sample of respondents is critical and should reflect what you want to learn from the evaluation; your objective. In some projects, respondents are even specifically asked about negative changes.

IV. Changes to Learn From – Selected Stories

You can see the objective of the Speak Up Zambia! project back in the various stories, even the ones that were not selected. They all told us about a) being empowered, b) acting as a watchdog, or c) both.²⁰

The research question for this interim evaluation is: what changes has the SUZ! project contributed to in regards to empowering citizen journalists and media acting as a watchdog for society? The following chapter will highlight these changes, and what can be learned from them.

Although the selection was divided per domain (result area), the changes to learn from can in fact speak about the SUZ! project in general. Nonetheless, some of the described changes are more relevant for one domain over the other. The following changes described are all based on the discussion had during the final selection and include input regarding the selected as well as the non-selected stories. For information on all the stories, please see the document: *Speak Up Zambia! Change Stories – May 2017*.

The main conclusion and reflection was that throughout all the stories, a change in the extent people **feel empowered** and **mind-set** changes are the common thread. These are specifically broken down as follows:



- **Changes in individual mind-sets – empowered to speak up in an appreciative way:** this change was evident in all of the stories collected, both from the citizen journalists to the fact-checkers. The story below (*The Voice to the Voiceless*) from an ACA citizen journalist depicts this change in mind-set; how individuals look at an issue not as a problem but as a solution. This is a recurring theme in all domains of the project. The story from the HOC citizen journalist (*How Mama Sosa Helped Me* – see below) in Kanyama portrays how, once again, due to this training and project an appreciative mind-set change has taken place in participants; appreciative being a positive and open mind to issues. These stories were selected as most significant for result area 1 and 3 because they depict a change that is not explicitly suggested in the project objectives.

²⁰ ACA Project coordinator, Story selection discussion, May 9, 2017. Lusaka, Zambia.

The Voice to the Voiceless – SELECTED STORY Domain 1

Name: Mercy Phiri; **Sex:** Female; **Age:** 25; **Occupation:** Citizen journalist; **Other Information:** Computer ICT certificate; food production degree **Interviewer:** Dennis Bednar **Date:** 08/05/2016; **Place:** Misuku Lodge, Kabwe, Zambia

I heard the advert [for the training] on KNC radio and then I applied. After applying, I had an interview and I passed. The training was about social and democratic accountability; a lot of issues and the rights and enforceability of certain issues. I enjoyed it very much because in life, you just have to voice out your problems or appreciate what is going on around you. The training made me realize this.

I am still making stories on issues in the society and good things the government does in my community of Chimanimani.

The change in my life is that I now look at things in a positive way. I look at how to solve a problem, confront my leaders, and see how I can address issues. My mind-set has really changed by how I look at things. If there is something negative, I see how to make it positive so that I can be a voice to the voiceless. Before, I didn't know that I could do that.

It has really been my dream to make sure that things go well in the community and that people reach their expectations from the duty bearers. There should be a minimum standard. Through media there is a large role to play. The media persuades people, including government, to look at things that you aren't normally looking at. If you put it on the media, it triggers the government to actually do something about it. Some things that we go through the government doesn't even know about, so now they will become aware because of us citizen journalists. Us citizen journalists now can watch duty bearers. We are non-partisan and air out views, like if the government doesn't open a clinic like they said they would. We have the power to give them, the people, the information and voice to decide on their own.

ACA contributed to this change by empowering youth with the skills to be a voice for the voiceless. Also, they made the youth alert about their rights and what should be done. And lastly, they also made me and other youth think outside of the box, a mindset change, even just by putting us in a WhatsApp group so we are attached to each other. It would be even better to have a radio station where we can take our news, not only Lusaka but also in Kabwe. When you go into the field, people expect to hear themselves talk. Some have no access to TV so they really want to hear themselves speak. A radio would help this, and it would also improve our work as citizen journalists in Kabwe.

Regardless, you realise there is a saying, "an idle mind is the devil's workshop" but now because of the training we are keeping busy and checking the community, which makes me feel fulfilled.

How Mama Sosa Helped Me – SELECTED STORY Domain 3

Name: Jessica Ntambale **Sex:** Female; **Age:** 20; **Occupation:** Student
Interviewer: Dennis Bednar **Date:** 03/05/2017; **Place:** HOC office, Kanyama, Lusaka, Zambia

I heard about HOC and Mama Sosa from a friend. I completed grade 12 and wanted to become a journalist. I was really desperate for a job. As I wanted to become a journalist I thought it would be an entrance for me. I really like playing with gadgets and apps so for me this was perfect. I applied for a training and had an interview. Then I participated in the 2015 training, where we went to a lodge for a training on how to use StoryMaker and how to interview people. Then we had to make 16 stories back in Kanyama, the reporting was after the training.

The training taught me how important it is to understand issues and how there is support for people in these situations. Currently, I am not involved with Mama Sosa. I am a student at the Makeni College School of Nursing, because this was my second option after journalism, to get a job.

The most important change from the training is that it changed my mindset. I can look at things in a positive way. People may be dropping out school because they do not have any support, but now because of citizen journalism, I realize that there are many organisations that can give you support, even if you don't get it at home. For example, I once wrote a story on a 14 year old who dropped out of school and went into prostitution. By writing the story I realized that there was different support she could get.

It is very important because people in my community look at things in a negative way usually. I failed 2 subjects in grade 12, so I originally thought that I would just have to get a job in Shoprite or so. But then I saw the opportunity for Mama Sosa and my mindset became positive that there are other options. This helped me realize that without hard work, there is nothing that will happen. A real individual mind set change happened. Where I live, when a girl child reaches puberty, they have to get married. It is the mindset of everyone in my family and community. But now I've decided that even if it is the mind set of everyone, it will not happen to me.

HOC contributed because without them taking the time, and sitting us down and teaching us, nothing would change. Before I was so nervous, I couldn't even talk in public. But now I realize that you may need information from someone with a higher education or a higher position and I can just ask. I call myself a citizen journalist now. Now if I see a situation I think of how I can advise someone. As a citizen journalist, my role was and is to help other people.

In the two selected stories above, it is clear that empowerment for many of the SUZ! participants has to do with a change in mind-sets. These often begin as individual mindsets, but result in people also affecting their community.

- **Changes in degree of citizenship due to PSAM – from passive to active engagement:** most of the stories from the ACA citizen journalists depicted a shift towards active citizenship because of the public social accountability monitoring (PSAM) training the journalists received. Numerous respondents' stories described a clear link in their role as citizens to hold duty bearers accountable and the awareness they gained from the training. In fact, this was the case for the ACA citizen journalists, the fact-checkers, and the HOC citizen journalists – being able to play that watchdog role and hold duty bearers accountable.

I am able to stand in front of people with high positions. This is because during the training we were told how to speak with confidence. We were also taught how to speak with facts rather than subjectively; speaking with evidence.²¹



This change in citizenship is both a result and a lesson learned from participants of the SUZI project; *“their interaction as citizens, ability to interact with duty bearers, and ability to speak for their communities is central to the project²²”*. This component seems to be doing well within the project and links closely to the overall goal of empowering citizens to have a voice and media to exercise a watchdog role. A prime example of this is the following statement by one of the citizen journalists in Livingstone:

“People never knew that if they presented [these] issues to people like us [citizen journalists] we can find solutions. As people know more and more about us they know they can bring these issues to us. None of this would have been possible if I couldn't even talk to people and tell them I am here to help. If I couldn't make any stories to start with, I wouldn't have built the trust with the community where they can now call me and tell me to come collect information on some issues. One story I did involved garbage dumping in a graveyard in my community. People were very disturbed by it because a graveyard is to be a respected place of rest. I approached the council and did the story. When I followed up I found that the council had cleaned a part of the graveyard and they were running a sensitization campaign to discourage people from throwing garbage there. I made a difference because I was able to talk to the community and the duty bearers. It is making me love the work even more²³.”

- **Change in legitimization & professionalism of citizen journalists and fact-checkers:** As mentioned in the *The Voice to the Voiceless*, having the citizen journalists coupled with a (community) radio station was felt as a missing component by the citizen journalists in Kabwe. By having collected change stories from citizen journalists in Livingstone, where they are connected to a radio station, and Kabwe, where they were not at the time, a clear difference was observed. In Livingstone, one of the citizen journalists mentioned that: *“As we've been working with Mosi-O-Tunya radio it is clear that citizen journalists are needed to give information. We even have badges. The training made me learn how a gadget works and then linking with Mosi-O-Tunya made us all become more effective.²⁴”*. A link between citizen journalists and mainstream media

²¹ Story 27 – *Eye Opener*; HOC citizen journalist, MSC interview May 3, 2017

²² Final MSC Story Selection SUZI, May 9, 2017

²³ Story 2 – *The Outcome of My Passion*, ACA citizen journalist, MSC interview May 4, 2017

²⁴ Story 6 – *Dambwa Central Voice*, ACA citizen journalist, MSC interview May 5, 2017

contributes to the effectiveness of the citizen journalists as it legitimises them and their role within the community. Thus, this component of the SUZ! project was validated through these change stories, and should be considered for other result areas, such as with the women of Kanyama.

Additionally, this change in professionalism and legitimization does not only lie with the citizen journalists of the SUZ! project. In the story below (*Opened Scope*), a fact-checker depicts exactly how the project has changed her professionally as a fact-checker, regardless of a tertiary education.

Opened Scope – SELECTED STORY Domain 2

Name: Florence Mwale; **Sex:** Female; **Age:** 22; **Occupation:** Fact-checker / Reporter; **Other Information:** N/A
Interviewer: Zelipah Mitti **Date:** 02/05/2016; **Place:** ACA office, Lusaka

I saw an ad last year in July looking for interns under the project Ask and I made it to the interviews. I was attracted by the brief description to the project itself, it caught my interest. I wanted to get to know more about public resource management and how people can be interested in how public resources work and to demand accountability. I joined in September last year. My current involvement is that under citizen journalism, I go look for stories to do with service delivery and see who can answer community people's questions. And under fact checking, I am required to verify policy statements and public announcements from public figures using the secretary general's report, law, and other literature. I also review documents such as the auditor's general report and it has helped me in my line of work and understanding the general public resource landscape.

This opened my scope of understanding on public resources management and demanding accountability from duty-bearers, the closest being our counsellor. It [the training] increased my confidence and made me less passive on what is going on around me. I need to be active and be able to ask the right questions. The relationship I have with him [the counsellor] is on service delivery and I am now able to demand those services. I've seen this change within the community members I deal with too. I got to realize that most of them actually do not understand the responsibility of the counsellor and generally there is ignorance towards the office as if they put the man there for his own good and not theirs. This realisation helped me see that this area needs more research for our project. We can sensitize our community in this area to get involved in civic issues.

It is significant because I have a background in journalism and seeing how stories are brought up in mainstream media. I think there is a lot more that needs to be done in mainstream media, not everything is what it seems to be. Through the fact checking training I learned not to take news at it is. I've been exposed to more information. I can understand issues and analyse them. When I speak, I know I am speaking from a working knowledge because I have done the training and research so I am confident.

Training in public resource monitoring and citizen journalism helped me collect stories easily without needing special equipment. In fact checking, there is a focus on investigative journalism, which increased my research skills. If I didn't come here and went into mainstream media directly, I would have been doing "he said she said" stories and not getting to the details behind the story. I would have been writing just for the sake of writing, for the sake of the story, and because of who wanted the story. ACA has taught me to see things from a different perspective.

Through reading the fact-checkers' stories during the final selection it became clear to ACA and HOC staff that their project is addressing a real need; "*tertiary institutions are not giving awareness to public resource management and public social accountability monitoring that you would expect. Even though people are told that the space to engage with duty bearers is there, people [journalists] are not aware of their role. We can bridge the gap in information*²⁵". This story describes how regardless of an university education, there are additional skills and confidence that can be gained from SUZ!. It also goes against the general assumption that mainstream journalists have of citizen journalists encroaching on their space. This aspect of the project needs to be elaborated on more in terms of how to link with tertiary institutions; should universities be incorporated into the fact-checking component of the project?

- **Changes in the validation of individuals' agency, regardless of societal barriers:** The final change that the SUZ! Contributed to in regards to empowerment of citizen journalists is in terms of validating individuals, regardless of their societal barriers, such as class, gender, etc. This was the most important change observed in all of the stories for the HOC component of the SUZ! project (Domain 3). The project staff had overseen the extent to which the program is validating individuals' agency, agency to act as change agents. Focusing on this impact of individual empowerment in difficult environments, such as women in Kanyama, is core to the project as can be seen in *How Mama Sosa Helped Me*.

25 Final MSC Story Selection SUZ!, May 9 2017

Another respondent in Kanyama stated that *"The most important change is that it [the training] encouraged me to stay strong and be focused in life and to never underestimate myself because of my gender. I focus on what I really want without focusing on what can limit me because of my gender²⁶".* This degree of empowerment, validating the agency of an individual, should not be underestimated when reporting on the contribution of such a project. During the final selection it was observed that majority of the stories from citizen journalists and radio staff in Kabwe and Livingstone were related to conceptual, confidence, and skills-related changes. However, in Kanyama, almost all the stories revolved around being recognized not only as a journalist, but as a person – a societal barrier to overcome, especially in a deprived area.

"The most important change is that I've seen people in my community, Dambwa Central, actually see me as a voice to them. They will call me with their issues. They will want me to be their voice. Before I was just Anonymous and selling Airtel products. But now they see me as a citizen journalist and realize that they have to tell me their issues..."

This is so important because I've lived a life where I have always been told what to do. I am actually an orphan and so being acknowledged and supported for what I do by the community is a very good experience for me. I am acknowledged. I'm giving them [the community] a voice. If I didn't do that they would say 'ah she can't do anything' but now I think this will take me to my dreams and future life.²⁷"



The above quote highlights how that even for some of the citizen journalists in Kabwe or Livingstone, an initial basic training is critical to build skills and confidence. The project coordinator phrased her reflection on this in the following observations, a statement that encompasses the main contribution of this project:

"You don't really see how much the project affects people until a story like this, validating an orphan during a 1 week training; giving her a sense of self-worth. We've just scratched the surface. We [SUZ!] are touching the lives of underprivileged youth.²⁸"



²⁶ Story 30 – *A Life Change*; HOC citizen journalist, MSC interview May 3, 2017.

²⁷ Story 6 – *Dambwa Central Voice*, ACA citizen journalist, MSC interview May 5, 2017

²⁸ SUZ! Project Coordinator, Final MSC Story Selection, SUZ! May 9, 2017

Suggestions by Respondents

During the field research, extra interviews were conducted with project staff, interns, as well as participants of the project. Based on this, a number of suggestions for improvement were given.

More visibility

There should be more visibility of specifically the HOC citizen journalists' items, themselves, and the project as many people do not know about the project in Kanyama. Thus, the biggest challenge that many of the HOC citizen journalists face is the lack of trust within the community because people do not see or hear their stories. *"Not everyone has internet or can afford data, especially in Kanyama, so people don't always see their stories. We usually have public screenings but if they could see our stories on a daily basis there would be greater response from the community."*²⁹ A similar point is reflected in the other change stories collected. Furthermore, visibility of the journalists (through t-shirts or badges) as well as the branding of the project can create more trust. This does not mean that there is no visibility of the project, as recently it has been observed that ward counsellors and ward development committee members are participating³⁰.

Continue screening process during selection of participants

This is both a lesson learned as well as a suggestion for the future by both ACA and HOC project staff. By selecting to have younger people participate in the PSAM trainings there is a clear sense that this has produced good results and should be continued³¹. The impact this project has on young individuals is much more in line with the objectives of the project - empowerment of Zambian citizens, where as for older participants, the most important changes were usually about professions or monetary gains.

Reinforce previously trained citizen journalists

A common suggestion by respondents was to reinforce previously trained citizen journalists rather than mould new ones. This was a point made by both ACA and HOC project staff with the desire and need to refresh skills and knowledge of previously trained citizen journalists. The project should *"deepen what we've done rather than spread out to new people...so we should reach a certain quality with them"*³². This could also be done by engaging the WhatsApp groups more that have been created.

Link with established media (radio, TV, etc.) and/or tertiary institutions

This was a common thread throughout many of the interviews conducted, as well as the selection discussions around the change stories. By having such links, it provides professional backing to the citizen journalists, legitimises their role as journalists, but also creates trust within communities when they see these links³³. Furthermore, through the discussion about the fact-checkers stories it was clear that the project was designed assuming that tertiary educated journalists have specific skills and know-how to become fact-checkers, which in fact might need to be reassessed. It was specifically suggested for ACA to conduct trainings in PSAM at universities, university clubs/societies or even high schools to reach youth before they graduate so that they become aware at a younger age that they have the right to hold duty bearers accountable.

Overall it can be said that, based on this systematic story collection, selection, and additional interviews, the objectives of the SUZ! Project, of empowering citizens to have a voice and media to have a watchdog role, are in line with the changes the respondents experienced. Although the stories may overall have been quite positive, they nonetheless reaffirm the relevance of the project and the lessons to be learned for future implementation.

²⁹ HOC Interns, Focus Group discussion, HOC office, May 3, 2017

³⁰ HOC project coordinator, interview, ACA office, May 2, 2017

³¹ ACA & HOC project staff, interviews, ACA office, May 2, 2017

³² ACA project coordinator, interview, ACA office, May 2, 2017

³³ HOC Interns, Focus Group Discussion, HOC office, May 3, 2017; Citizen journalist Kabwe, Interview, May 8, 2017

V. Recommendations by FPU Knowledge & Quality

In the previous chapter there have been lessons learned described based directly on the change stories collected and suggestions from participants regarding the SUZ! project. In conclusion, the Knowledge & Quality staff from Free Press Unlimited has some recommendations based on their experiences facilitating this MSC process. For methodological recommendations, see Chapter III.

1. **Celebrate how empowered the participants are!** Having facilitated this MSC process, it is evident that the training components of the SUZ! project has indeed empowered people's lives. ACA, HOC, and FPU have worked together to create a network of empowered citizen journalists, media (radio) staff, and fact-checkers that together can influence mainstream media. Empowerment is a term that is often loosely used, but in the SUZ! project it specifically means that participants have experienced a change in mind-set, feel validated as individuals in a community, participate as citizens, and are legitimized as professionals. By celebrating this, through for example organizing contests or visibility events, this empowerment is celebrated but at the same time the citizen journalists continue to be engaged.
2. **Link the citizen journalists to radio stations.** This recommendation may seem repetitive, however, it cannot be stressed enough. Coupling the citizen journalists to a community radio station seems to be an essential part of the empowerment process, especially in a national context where radio is the main source of information. By doing so, the citizen journalists are empowered, just as well as the community members who voice their opinions are. The latter is just an assumption based on the citizen journalists' experiences. This recommendation counts for the citizen journalists linked to HOC in Kanyama just as much as for those connected to ACA. However, I wouldn't limit the amount of radio stations that the citizen journalists are connected to, as maybe what is relevant in one area, Kabwe, is just as relevant in another, Livingstone.
3. **More inclusion of the community (parents, guardians, etc.) the project.** An observation throughout this interim evaluation was that the presence of 'the community' as an indirect target group in the change stories was very strong. This varied from references to parents, guardians, or the communities the citizen journalists are a part of. The project tries to include the community through public screenings of items or even by airing the items through the radio. However, there is a need to involve them more in the project. This could be done, for example, before a training, to get a better understanding of some of the issues at play in given communities or even just to manage expectations about the project, especially when it comes to participants having to overcome societal barriers. The community component is critical in the empowerment process of the individual participants, and needs more emphasis in the project.
4. **Conduct MSC again with a different target group.** Now that the project staff has been trained in conducting MSC, it is possible to continue to learn but from different target groups, not necessarily participants. Such target groups could include the men that are currently participating in the HOC 'Papa Sosa' pilot, guardians/parents of the citizen journalists (especially of the HOC participants), or even community members linked to a particular news item. They could be interviewed to ask what they view as the most significant change since they saw a particular news items or since their son or daughter participated in the training – to really focus on perception changes within the community. By doing this, the project can gain a lot more insight into the impact of the SUZ! project beyond ACA's, HOC's, and FPU's sphere of influence.

However, choosing the sample is very important then. Such MSC processes don't have to be as extensive as the MSC process that was conducted for this interim evaluation. I recommend collecting 8-10 stories from these different target groups to just get a better idea. The FPU Knowledge & Quality team will be willing to give coaching if this will be considered.

5. **Make a clearer distinction between citizen journalism and fact-checking.** From the interviews conducted with the fact-checkers and program staff, it was evident that these programmatic aspects of the project need further clarification. For example, the interviews with the fact-checkers

focused more on the citizen journalism aspect of their training than the fact-checking itself. This remains a work-in-progress, however, the network of citizen journalists should not be overlooked as potential fact-checkers if this is seen as relevant.

6. **Continue the partnership focusing on empowerment of citizens and media as this is working.** When looking at the log frame matrix of the project, empowerment is a central component in the overall objective. The indicators in the log frame matrix remain more on an output level. Therefore, it is highly recommended to utilize MSC (or another outcome-focused method) again for the final evaluation to reassess the complexity of such a notion as empowerment. This is especially the case when you realize how the partnership with HOC, ACA, and FPU has strengthened what empowerment means for the participants. Even though the project addresses different result areas, they are not independent from one another. The partnership between FPU, ACA, and HOC can truly empower citizens, which would be limited if the activities were done independently.
7. **Read ALL stories of change collected.** The last recommendation is to read all of the stories of change collected during this interim evaluation. The beauty of the MSC method is that it provides a 'thick description'³⁴. In the document *SUZ! Stories of Change – May 2017* there is a collection of all the interviews conducted, as well as information regarding reasons for or against selecting a story. Take the time to go through the change stories. Although some stories may not have been pre-selected, each one is unique and shares a different viewpoint. Some of the stories that were not pre-selected even include changes that are still relevant to consider for the project staff and provide lessons to be learned.

A last concluding remark from the FPU Knowledge & Quality team when looking at the research question for this evaluation is that it is evident that ACA, HOC, and FPU have definitely contributed to significant changes, especially in regards to empowerment of citizens and media playing a watchdog role.

"...citizens are asking questions and have the means to do this and their questions get put down, recorded...essentially, that communities speak up!"³⁵

If this is what the SUZ! project would love to see, then ACA, HOC, and FPU are definitely on the right track.



34 Geertz, Clifford (1973). *Toward an Interpretive Theory of Culture*

35 ACA project coordinator, interview, ACA office, May 2, 2017

Appendices

Appendix A: List of respondents

	Name	Sex	City	Year Participated in Training
DOMAIN 1 – ACA Citizen Journalists				
1.	Michael Himusa	Male	Livingstone	2016
2.	Richard Mushabati	Male	Livingstone	2016
3.	Shepherd Siachilunda	Male	Livingstone	2016
4.	Allan Kalaluka	Male	Livingstone	2016
5.	Martha 'Memory' Nkhoma	Female	Livingstone	2016
6.	Praise Mashilipa	Male	Livingstone	2017
7.	Trinity Siabbozu	Female	Livingstone	2017
8.	Martha K. Yamboto	Female	Livingstone	2017
9.	Cecilia Mooka	Female	Livingstone	2017
10.	Farai Tolongo	Male	Livingstone	2016
11.	Morris Kapungu	Male	Livingstone	2017
12.	Marvis Wamunyima Maimbolwa	Female	Livingstone	2016
13.	Victoria Kayeye	Female	Kabwe	2016
14.	Mercy Phiri	Female	Kabwe	2016
15.	Prosper Chiyota	Male	Kabwe	2016
16.	Joseph Siambihi	Male	Kabwe	2016
17.	Chama Chulu	Female	Kabwe	2016
18.	Julius Malulu	Male	Kabwe	2016
19.	Jane Banda	Female	Kabwe	2016
DOMAIN 2 – ACA Fact-checkers				
20.	Musanide Chilumbu	Male	Lusaka	2016
21.	Florence Mwale	Female	Lusaka	2016
22.	Zengeni Simuchembu	Male	Lusaka	2016
DOMAIN 3 – HOC Citizen Journalists				
23.	Miriam Kayemba	Female	Kanyama	2015
24.	Sarah Chiteta	Female	Kanyama	2015
25.	Brendah Gwazamba	Female	Kanyama	2015
26.	Gift Gondwe	Female	Kanyama	2015
27.	Jessica Ntambale	Female	Kanyama	2015
28.	Marrian Zulu	Female	Kanyama	2016
29.	Iness Kamudole	Female	Kanyama	2015
30.	Trish Kankomba	Female	Kanyama	2016
31.	Vast Mwanza	Female	Kanyama	2016
32.	Ruth Nyamba	Female	Kanyama	2015

Appendix B – MSC Training Participants – May 2, 2017

	Name	Sex	Occupation
1.	Zenzo Simbao	Male	HOC Project Manager
2.	Sharon Kunda	Female	HOC Community Mobilizer
3.	Martha Zulu	Female	HOC citizen journalist trainer
4.	Nchimunya Chibala	Female	Intern
5.	Laura Miti	Female	ACA Project Coordinator
6.	Jimmy Maliseni	Male	ACA Mentor
7.	Florence Mwale	Female	ACA Fact-checker
8.	Musanide Chilumbu	Male	ACA Fact-checker
9.	Zengeni Simuchembu	Male	ACA Fact-checker / interviewer
10.	Zelipah Mitti	Female	MCZ Interviewer
11.	Dennis Bednar	Male	FPU Knowledge & Quality officer, facilitator

Appendix C – Pre-Selection Participants – May 2, 2017

	Name	Sex	Occupation
LIVINGSTONE			
1.	Elias Limwanya	Male	Radio journalist / editor
2.	Donald X	Male	Radio journalist
KABWE			
3.	Zelipah Mitti	Female	MCZ interviewer
4.	Zengeni Simuchembu	Male	ACA Fact-checker / interviewer
5.	Dennis Bednar	Male	FPU Knowledge & Quality officer; facilitator
KANYAMA (Lusaka)			
6.	Martha Zulu	Female	HOC citizen journalist trainer
7.	Nchimunya Chibala	Female	HOC Intern
8.	Beatrice Ngoma	Female	HOC Intern
9.	Racheal Mbewe	Female	HOC Intern
10.	Regina Mwanza	Female	HOC Intern

Appendix D – Final Selection Participants – May 9, 2017

	Name	Sex	Occupation
1.	Zenzo Simbao	Male	HOC Project manager
2.	Sharon Kunda	Female	HOC Community Mobilizer
3.	Laura Miti	Female	ACA Project coordinator
4.	Jimmy Maliseni	Male	ACA Mentor

Appendix E – Interview Guide

Interview Guide: *Speak Up Zambia!*

- Introduce yourself
- Introduce purpose of research
- Use of data: will be analysed by us and shared with ACA & HOC + FPU staff. It will be used for learning purposes, not to collect only good stories. Want good and bad experiences.
- Anonymity, if you would like it.

Reminder: probe for answers; try not to ask leading questions; give time/space to answer. Make sure to write notes for all these questions.

I Background Information

- Can you tell me a bit more about yourself? What is your current occupation? What does this include?
- Can you tell me about how the media is in Zambia? What is the context like for journalists?
- How is the situation like for men and women journalists? Are there differences?

II Citizen Journalists / Fact-checker

- **I understood you participated in the citizen journalism or fact-checker training. Can you please tell me more about this?**
 - When was this?
 - Where did it take place?
 - How many people were involved?
 - What was the focus on? What did you learn?
 - Why did you decide to join this?
- **How are you currently involved with HOC or ACA?**

III Changes Experienced Since Participated in the citizen journalism / fact-checker training (*try to get it as a story*)

- Now I want you to look back in time, since you participated in the citizen journalism/fact-checker

- training, what has changed in your life since you participated? (*Get them to list a few*)
- **From your point of view, based on these changes, could you describe a story that describes the MOST SIGNIFICANT CHANGE in your life since you participated in the citizen journalism/fact-checker training? (Change in behavior, actions, community, etc.)**
 - **Why was this significant to you?**
 - **How did HOC or ACA contribute to this change?**

IV Concluding questions

- How do you believe this project influenced the role of journalists in the media landscape of the country in general? Specifically the role of women journalists or investigative journalists.
Remember this is a very subjective question so it is an optional question.

Do you have any questions for me?

- Thank for interview. Make sure to describe how the story will be shared + follow-up (selection with partner staff, collection of stories, feedback)
- Remind about pre-selection session; ask if they can attend (if applicable)
- Give contact details if necessary

Note: the central questions are in bold.