

AISSEEEE! Radio Campaign Post-test Report

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Background

AISSEEEE! is a 30-minute radio show produced by Johns Hopkins University Center for Communication Programs in Tanzania aired by Radio Clouds weekly on Sundays 6.45pm to 8.00pm. JHU created this show in the form of questions and answers to make couples (who are dating, married over a short period of time and married over a long period of time) compete, to determine which couple knows each other well. The couple that wins the contest gets a prize and the prizes differ from one episode to another. This show/contest is very enterprising, original and motivates couples to have healthy relationships. The target audience for the show is men, women, and couples of reproductive age. The objective of the show is to improve couple communication and promote couple connectedness.

The first season of the AISSEEEE! show is about to end hence; JHU will soon be developing the second season. However, prior to doing that JHU, would like to know what people like, don't like about the show and what they think could be improved, and how, if any. In order to find out this JHU arranged a qualitative post-test exercise across JHU staff to seek views and input for the next season.

Materials for Post-test

The material, which was post-tested, was episode 15 of the first season of AISSEEEE! Radio show.

Objectives for the Post-test

The objectives of the post-test exercise are to:

1. Find what the audiences like about the show.
2. Find out what the audiences don't like about the show.
3. To get any input on improving the show and how.

Post-test Methodology

Focus group discussions were used to post-test one episode from the first season of AISSEEE! Radio show. At the time of the exercise, 21 of the 26 episodes of the show had aired. Episode 15 was selected randomly amongst episodes 11-21.

Experienced JHU Researchers conducted the post-test study.

FGD participants

Two focus group discussions with 8 participants for males and females were conducted. Participants were all JHU staff with the following characteristics

- Of reproductive age
- Female
- Male

Mobilization

The FGD participants were mobilized using the JHU staff telephone list.

Post-test schedule

A total of 2 FGDs with men and women separately was conducted during the post-test exercise, at the JHU offices on the 2nd of June, 2014. The post-test exercise was conducted following the schedule below.

Day	Activity	
Day 1	Morning	Female FGD
	Afternoon	Male FGD
Day 2 & 3	Analysis and report writing	
Day 4	Submission of final post-test results	

Findings (Episode 15)

Females

Observation

While the participants were listening one could see a lot of smiling and happiness amidst the group. There were times participants even laughed out loud indicating that the show was entertaining them.

Participants were even keen on following the session as we saw some of them taking notes and following the questions and answers so as to make it easy for them to find out who will win. This however, could imply it was not that easy for all to follow just by listening.

Likes

General comments

- Clear and easy language anyone can listen and understand and even children can listen
- Reminds one it is important to know your partner, for example, “What age did he feel he was looking great/nice”. There are things which seem to be so simple but actually they show how well you excellently know your partner.
- Reminds one it is not good to assume you know your partner, make an effort to do so. e.g. I like the way the first couple in the show knows each other so well.
- Affirms that to talk to your partner, enables the two of you to know each other better.
- Attracts: even if you are not yet in a relationship it makes you want to listen more and kind of preparing you,...the way the presenters ask the question and how the couples answer is very attractive.
- Reminds us to love each other
- Presenters are very active in such a way that it encourages attention
- The theme song introducing the show is very nice, the rhythm, the words are so catchy and just right for the show.
- The category of people and age match with the interesting questions they were being asked. Some of the questions may not work for people who were married for a long period of time e.g. the question about what part of your body did your partner firstly admire? It may offend them because it is a while and they may be old.

Specific comments

Title:

- The title does not make one expect to hear a relationship show. It sounds more like a youth slang, more attuned to youth, may fail to attract or repel older couples/people, especially the elderly and religious couples/people to tune in and listen, they may think it is a program for youth.
- The title is an exclamation hence, very suitable for the show because when you hear a couple synchronize their responses or fail to do so you exclaim; "AISSEE!" you are surprised when a couple does not know something about his/her partner or knows exactly things about his/her partner.

Questions:

- The questions are good.

Time of the program:

- The time is good.

Message:

- The message is good.

Dislikes

General comments

- The transition from the studio presentation to what appears as another presenter who goes out to the neighborhoods and records questions and answer with couples giving the reporting. It was not clear, it came abrupt, one could not grasp easily if the couples were the same ones in the studio or what. "I lost network there"
- The presenter of the neighborhood reporting is kind of not understood well.
- The presenters repeat each others words, i.e. when he was announcing the final marks, the female presenter could be heard repeating after him. That does not sound good.

- The names were hard to associate with the flow of the question and answer session. It is best they use couple A, couple B, and couple C. It will be more effective for the audience to track the responses.
- The end was not good. It ended announcing the winner but not the prize they won
- The prizes mentioned should be neutral not to push away listeners i.e. mentioning alcohol was not good.
- “vionjo vimezidi” (Interjections) These should be done with moderation.
- Couple selection criterion to enter the show unclear
- Only one option to join the show via FB, this is limiting i.e. to FB subscribers, literate couples etc.
- The name “ uncle lover lover” can be offensive and misinterpreted, it could make others think this is a not respectable show, it may involve stories of promiscuity...someone who just loves, and carelessly it may push people away to tune off the program. Or even be attracted to enter the contest.
- Make the program on a week day because Sundays at that time many people are visiting and may fail to listen

What to improve and how

- Improve transition to the neighborhood presenter. “Yes, they should notify well, that transition not to confuse people”
- The presenters should not repeat what the other say, does sound good.
- Give a clear couple selection criterion to enter the show
- Diversify ways to join/request to enter the show, and don't limit to FB. You can include phoning in, sms, etc.
- Reduce the in-between ad, i.e. the Aiiisee theme song is repeated too much! This takes more time than the allocated 30 minutes.
- Make the program on a week day or add a repeat of the program on a week day because Sundays at that time many people are visiting and may fail to listen
- Reduce “vionjo” interjections

- Avoid anything that may push people away from the show i.e. the uncle lover lover name of the male presenter. Let it be like Aunt Debe.
- State the prizes which will be won in advance for the particular episode, this will attract couple to enter the contest, and it will motivate them to build a conversational relationship to know each other as preparation for joining. More details on the prizes are needed to act as motivation for potential couples.
- Make the purpose of the show more vivid as of now one just guesses, it is for strengthening relationship, stopping “michepuo”, learning how to know each other etc.. The presenter should say what are the benefits of communication between spouses.
- When ending or introducing they should specific that the show has different questions every episode so that people are aware.

Males

Observation

While listening to this episode, few participants were taking notes, majority were only listening. Some part within the episode seemed to be more amusing and entertaining the participants, this was witnessed by the participants’ laughter in those parts

Likes

- The way the episode is delivering messages and also that it is entertaining.
- Interjections made by the presenters make the episode live and active, for example when the participant talked about the word “muhogo”, the presenter went on probing “muhogo huu huu au muhogo wa jagombe”
- Presenters are charming and hence making the participants free to share their ideas.
- The episodes can cause discussion among those who are listening as well.

Dislikes

- Sounds like faking or acting and not real, participants seem to be faking. There are things, which someone cannot say out through radio, for example when someone said about his husband loving other women.
- Airing day and time, whereby most people may be occupied by social activities.
- Time and duration of more than an hour is too long to make people following the whole episode.
- Use of words like “Muhogo wa Jagombe” may portray something different from the main theme of the episode.
- Use of one channel, radio, only and not include Television
- Presenters are sometimes having attacking or despising questions to participants. For example “Muhogo huu huu?”.
- The presenters (rather than the participants) are talking too much. They overshadow the participants. “ the show is about couples!!!”
- Questions are not allowing elaborate narrative replies hence it feels like they’re not reflecting real life situations
- The prize for the winning couple was not explained in detail.
- Couple enrollment is not detailed especially for those from upcountry.
- No description on how can one couple participate on Facebook page.

What to improve and how

- One participant suggested that the day should be changed to one of the weekdays when i.e. majority of people might be in the traffic jam and hence listen, but another participants was ok with the day but suggested the timing should be a bit earlier when most of the people might be resting at home
- Couples should be encouraged to listen to the episodes while together, this can make them participate indirectly by asking questions to each other as well.
- Making the episode shorter.

- Giving detail explanation about the winners' prize to again attention from the community, which will also increase their desire to participate.
- Description should be given on how to enroll couples into the game.
- Find ways to bring the rural community into the show as well.
- Since it is not clear how couples are selected across the areas/districts. Explain how it is done so as to ensure listeners biasness through random selection of the couples from different areas/districts is reduced.
- Invite influential people from the community so that people will have an increased interest to the program i.e star singers, etc.

Conclusion

Overall both groups liked the show and they offered input in some areas for making it even better. The main issue with regard to achieving the objective of the show which is to build skills in how to communicate effectively with and better relate to one's partner, that can be addressed is the feedback from audience that the responses seem to brief and do not feel original (kihalisia) because the couples are not give a chance to engage in narratives. Hence what they report sort of does not represent real life situations. The program is not original (ya kihalisia).

Other issues include the selection process and time when the program airs. A repeat of the program will be welcomed especially on a weekday and reducing the length of the show.