

## Evaluation of TV Koodo

### Assessment of a multimedia project's impact on beneficiaries

by Chloé Aïcha Boro

Early 2005, the Institut Africain de Bio-Economie Rurale (IABER), with financial support from IICD, initiated a project to provide information on agricultural markets through a television programme entitled TV Koodo, which is linked to the IABER website ([www.iaber.bf](http://www.iaber.bf)). This project provides viewers of Burkina Faso's national television channel with monthly information on market prices for livestock and grain, in addition to discussing various topics with guests invited to participate in the broadcasts. The programme has been moving along in good order, and its developers felt that the time had come to stop and take stock.

The evaluation of TV Koodo was based on a survey of some 60 rural economic agents (farmers, stock breeders, grain and livestock merchants, etc.) in nine important localities within Burkina Faso (Ouagadougou, Koudougou, Djibo, Kaya, Dori, Pouytenga, Bittou, Guelwongo and Pô), all of whom are users of the programme. The survey sought to assess TV Koodo by measuring respondents' level of receptiveness to past broadcasts. Other aims were to measure viewing frequency by socio-professional category, to measure public awareness of the programme as well as its economic and social impact, and to assess perceptions of the relevance of the programme content and the effectiveness of the activities and means of dissemination used.

The survey showed that almost all of the survey respondents were aware of the existence of TV Koodo. The broadcasts were watched in all the localities covered by the sample and by all socio-professional categories, with 82% of all respondents reporting that they watched the programme. At the time of the evaluation, there had been a total of five broadcasts; it is worth noting that 76.08% of those who were aware of TV Koodo had watched fewer than three broadcasts, and 21.73% had watched more than three.

Virtually all those who completed the survey questionnaire gave a positive assessment of TV Koodo in response to specific survey questions on the following criteria: the quality of the skits presented, the relevance of the themes addressed through the skits, the decision to use puppets as well as people to present and enliven the programme, the quality and reliability of the information provided (prices and supply of farm products such as grain and livestock), the presentation of data (table) and the timeliness of the information provided. The sole exception was the last criterion (timeliness of information), which was evaluated as mediocre or poor.

The evaluation team also asked whether the activities presented were of sufficiently good quality to achieve the desired goal. Of the 58.69% of respondents who expressed a clear point of view on this question, 70.37% stated that the quality of the activities was good enough.

This means that the programme is very important, because it conveys information that is probably of great value to farmers and stock breeders.

The assessment of the TV Koodo programme was carried out by a multi-disciplinary team whose principal members were two consultants having experience with information systems and multimedia communication: Yves Somé, an agro-economist, and Antoine Ouédraogo, a sociologist. They performed their tasks with the support of field survey agents who collected the data.

