

CONSULTANCY SERVICES TO MONITOR TRAC FM DELIVERY AMONG RADIO STATIONS



FINAL REPORT

Submitted by



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EXECUTIVE SUMMARY

This report presents monitoring study findings on the Trac FM delivery among radio stations. The study was commissioned by Twaweza during the month of November 2014 and undertaken by Winsor Consult. The Trac FM innovation is founded within the context of ICT4 Accountability and is shaped by Trac FM institutional mission to *“Provide citizens with a platform to engage in an informed debate with fellow citizens and their leaders, and amplify their voices using old and new media, promoting transparency and accountability.”* Trac FM uses the mobile phone technology to collect listeners’ opinions through poll questions.

Following a successful partnership with Twaweza since 2012, Trac FM signed a new funding contract on January 2014, with the overall purpose of *“creating a platform through which ordinary citizens can contribute to policy and service delivery debates on radio talk shows and creating networks with NGOs to use the data to engage in evidence based advocacy”*. Under this partnership Trac FM supports user radio stations in two ways; i) offering them with access to the Trac FM software, and ii) training presenters of user radio stations. Trac is also expected to create networks with NGOs to use the data generated through poll questions and responses to engage in evidence based advocacy work.

The purpose of this monitoring study was to gather evidence on Trac FM delivery, coverage and quality. The study was conducted using qualitative data collection techniques that involved interactions, with i) Staff of Trac FM, ii) Managers of user radio stations iii) User radio station presenters, iv) discussions with presenters of non-user radio stations. In total the study involved consultations with 24 Trac FM user radio presenters, 24 presenters of non-user stations, 8 managers of user radio stations and 2 Trac FM staff.

Study findings show a positive trend towards realisation of Trac planned outputs, with the exception of two indicators; i) *“Assisting Twaweza to set up a feedback mechanism for at least one weekly TV program”*, and ii) *“Undertaking info graphic publication”*-on this indicator Trac FM is yet to secure a guaranteed publishing agreement. On Trac FM coverage, evidence from the literature reviewed and interviews with user radio stations show that Trac FM role in the media industry is growing and is appreciated.

Trac FM has grown from 2 radio stations in 2010 to 12 in 2014. The study also found evidence, that Trac FM successfully engaged civil society partners that include; i) Toro Development Foundation, ii) the Uganda Chapter of *Vitens Evides International* working on a feedback programme for water utilities in Northern Uganda, and iii) Deutsche Welle Media Academy. The above partnerships indicates that Trac FM is on track to realization of the output on *“Trac-NGO partnerships”*.

Radio station managers and their presenters revealed that Trac FM was very useful at their stations and that they frequently used it. Radio presenters indicated that on average

they host about 4 talk shows using Trac FM per month. Radio presenters further indicated their appreciation of Trac FM interventions affirming that their shows were more interactive and vibrant (as a results of Trac FM) than before. For example a radio Wa presenter revealed to the monitoring study team that, in a typical talk show, over 100 people respond through SMS compared to about 15-20 people who call in. The improved interactivity was also evidenced in the increased participation of stakeholders such as the NGOs, government and the listeners to discuss and follow-up on the pertinent issues during press conferences.

A comparison with presenters of non- user radio stations shows that, while they viewed interactivity during talk shows as important they only posted discussion topics on Facebook and twitter five minutes before the show commences. Whereas this was practical on their part, it only suited categories of listeners, mainly the youth, who frequently used the social media. Non-user radio stations further indicated that their shows were poorly structured, lacked sharpened background information, and lacked factual data.

The study asked managers and presenters of user radio stations the challenges they experienced with Trac FM and the following were revealed; i)poor internet connectivity, ii) some of the poll questions were hard especially those with inadequate background information, iii) fewer Trac FM trained presenters, iv) slow response by Trac FM staff whenever presenters required further guidance on poll questions, v) inability of listeners to access missed shows, vi) Capturing and documenting gender disaggregated data, and vii) Sustainability of Trac FM innovation benefits.

When radio station managers and presenters were asked the effect of Trac FM on their stations, they indicated that Trac FM made their radio stations relevant to listeners. The poll questions and the responses they generated brought partner radio stations and their listeners closer to the lived realities people experience. Other effects of Trac FM to user radio stations include; i) production of relevant data for advocacy work and local development processes, ii) improvement in the quality of radio talk shows, iii) generating issues that inform other radio programs at user stations.

Overall, this monitoring study found that Trac FM is on track and continues to create an indelible mark on the Ugandan media industry. Trac FM widens opportunities for citizens to engage in public debates. This monitoring study recommends as follows;

1. If resources allow, Trac FM should develop a clear Theory of Change and a Monitoring &Evaluation framework.
2. Poll questions should investigate the listeners/ participants expectations and motivation that lead them to participate in poll responses.
3. If resources allow, undertake a sustainability analysis of the benefits that accrue to the interventions undertaken by Trac FM.
4. Promote Trac FM efforts that enable the Disaggregation of data by gender.
5. Promote usability of data collected through poll responses.

1. INTRODUCTION

1.1 Background

Presented in this report are findings on the “*Monitoring of Trac FM delivery among radio stations*”. This study was commissioned by Twaweza during the month of November 2014 and undertaken by Winsor Consult Ltd. Trac FM is an online software platform (web based) serving radio stations, NGOs and Government bodies, that hold citizen centered interactive radio polls through a visualization dashboard. Trac FM was founded in 2010 based on a research conducted in 2008-2009, *the use of ICT for Accountability Processes in Uganda*, by the founder and Director.

The motivation for Trac FM innovation in Uganda’s media industry is founded within the context of ICT4 Accountability and is shaped by Trac FM institutional mission to “*Provide citizens with a platform to engage in an informed debate with fellow citizens and their leaders, and amplify their voices using old and new media, promoting transparency and accountability.*”

The Ugandan context under which Trac FM operates is characterized by;

- i) A narrowing democracy,
- ii) Poor government accountability mechanisms evidenced by weak formal political accountability systems,
- iii) Absence of a truly independent media,
- iv) An inadequately informed citizenry on public policy and service delivery programs compounded by poor citizens’ access to information,
- v) Laws within the media industry that reduce the very freedom of speech and expression enshrined in Article 29 (1) of the Constitution of the republic of Uganda, as is the case in the recent Public Order management Act, 2013.

Trac FM collects opinions, through poll questions, amplifies citizens’ voices and reports. Using the mobile phone technology Trac FM enables listeners to participate in meaningful public debates on critical issues of concern to the citizenry. Trac FM aims to involve citizens in collective monitoring of government service delivery and debates on important social issues. The web based Trac FM software gives instant, automated, visualized feedback through a cloud based system. Partner radio stations are given passwords that enable them to access poll questions and other information resources at Trac FM.

Since 2010, Twaweza has been working with Trac FM, to make use of this radio software that is aimed at increasing interactivity and participation of radio listeners during live radio talk shows. On January 2014 Trac FM signed a new funding contract with Twaweza following a successful three years of engagement. The overall purpose of this partnership is to “*create a platform through which ordinary citizens can contribute to policy and service delivery debates on radio talk shows and creating networks with NGOs to use the data to engage in evidence based advocacy*”. Under this partnership Trac FM has

supported selected radio stations to access the Trac FM software and also trained user radio station presenters to ask sharper questions and engage listeners in presenting opinions on topical issues through SMS on toll free lines.

1.2 Purpose of the Monitoring Study

The purpose of this monitoring study was to gather evidence on Trac FM delivery, coverage and quality. The study further established whether there was an improvement in the quality of radio talk shows with regard to content and interactivity and the extent to which radio stations value Trac FM.

In line with Twaweza monitoring, the study focuses on the following areas;

(i) Delivery: Establish the number of radio stations that make use of Trac FM services and the growth rate of the number of stations on the Trac FM platform.

(ii) Coverage: Establish the geographic spread of the stations and the claimed listenership.

(iii) Quality: Establish what radio presenters get out of using Trac FM, including comparative analysis between those who have been using Trac FM for a while and the "newly joined" group in 2014.

1.3 Methodology used

The general approach, to conducting this monitoring study, involved the use of qualitative data collection techniques. This involved interactions, with i) Staff of Trac FM, ii) Managers of user radio stations iii) User radio station presenters (24 in total- three per radio station were engaged in triad interviews), iv) discussions with presenters of non -user radio stations (24 in total-Three per radio station were also in triad interviews). The consultant supplemented the above data with existing secondary data from desk review.

1.3.1 Documentation (Desk) Review

The consultant reviewed relevant documents collected from Trac FM and user radio stations. These included; i) Trac FM documentation; ii) Other documents accessed during field work and preparation of the study report; iii) Project implementation documents such as existing evaluation reports since 2010.

1.3.2 Interviews with radio station presenters

Interviews were physically administered by Winsor Consult Research Team, meeting 8 radio stations that use the Trac FM software (as the intervention group) and 8 radio stations that do not use the Trac software platform (as a control group). In total 16 radio stations were reached during the assessment. At each radio station three radio presenters were engaged in triad interviews (three radio presenters were met as a group).



The Consultant prepared two separate interview guides; one for those radio stations that use the Trac FM software platform and those that do not. The reason we included radio stations that do not use the Trac FM software Platform was to generate data for comparability. Content and thematic techniques, for qualitative data, were used to analyse data.

Table 1: Extent of consultation

Region	District	Trac FM user radio station- Presenters	Non Trac FM user radio station- Presenters	Manager s-Trac FM user radio	Trac FM Staff
Eastern	Soroti	3	3	1	2
Northern	Lira	3	3	1	
	Arua	3	3	1	
	Gulu	3	3	1	
Mid-West	Masindi	3	3	1	
	Kibaale	3	3	1	
	Fort Portal	3	3	1	
South West	Kabale	3	3	1	
Total		24	24	8	2

2. FINDINGS:

2.1 Status of Trac FM activities and Coverage

2.1.1 Trac FM activities/interventions in the new partnership

The concept note (paper) that guided this consultancy indicated that Twaweza and Trac FM had a successful partnership since the year 2010 that led to a new contract in 2014. In the new partnership agreement Trac FM committed itself to the outputs outlined Boxes 1 and 2. The new partnership aims to deliver on the overall purpose of creating a platform through which ordinary citizens can contribute to policy and service delivery debates on radio talk shows. The partnership further aims to create networks with NGOs to use the data generated through poll questions and responses to engage in evidence based advocacy.

Through desk review of the status of Trac FM, this study found a positive trend towards realization of planned outputs, outlined in boxes 1 and 2 above, with the exception of two indicators; i) *“Assisting Twaweza to set up a feedback mechanism for at least one weekly TV program”*- This output intended to allow

Twaweza to use Trac FM SMS short code to obtain feedback from viewers during the selected TV programs. The expectation is that the programme (on which feedback is sought) generate up to 1200 responses. This monitoring study found that progress on this output has been slow. For example responses registered on the 5 polls broadcasted on Bobi Wine show only attracted 173 responses (Trac FM Quarterly report May –July 2014). The areas for improvement in the remaining contract period should, *inter alia*, include, a) popularizing the targeted weekly TV show, ahead of the programme, through Trac FM

BOX 1: Twaweza-Trac FM agreed upon outputs

i) Attracting and training new broadcasters, ii) Linking poll results to NGOs that follow up issues raised by Citizens, iii) Track NGO partnership: Securing three partnerships in the course of the year, iv) Engaging citizens through Weekly polls on 12 radio stations, v) Increasing participation by citizens in radio talk shows through mass SMS using Trac FM toll free line, vi) supporting active participation of radio stations, and vi) Increasing the number of respondents to Trac FM survey polls from 40,00 to at least 75,000 over a one year period.

Box 2: Twaweza-Trac FM agreed upon outputs

Other output areas noted in the partnership agreement, as gleaned through Trac documents reviewed, include; vii) Increasing the number of active loyal respondents to Trac FM- from 5000 to 7500. ie 626 per quarter, viii) Maintaining and constantly updating a twitter handle, ix) Maintain and constantly update a Trac Facebook account by posting poll results at least n weekly basis, x) Assisting Twaweza to set up a feedback mechanism for at least one weekly TV program, iv) Undertaking info graphic publication- This was expected to happen in case Twaweza secures a guaranteed publishing agreement.

radio programs of user stations, b) Reminding viewers to give feedback through SMS on the programme.

ii) *“Undertaking info graphic publication”*. Evidence from the literature reviewed (Trac FM quarterly report May –July 2014) shows that Trac FM is yet to secure a guaranteed publishing agreement.

2.1.2 Trac FM coverage in the Ugandan media industry

Through interviews with staff at Trac FM and user radio stations, this monitoring study found that the interventions pursued by Trac FM were motivated by accountability gaps in Uganda caused by the absence of effective mechanisms that monitor the functioning of leaders and public service delivery. Trac FM activities therefore contribute to closing this information gap by providing a platform that generates poll questions and responses, and later analyse them to release information on service delivery to the public sphere. Public Service delivery failures are communicated to the citizenry, during radio talk shows, and later followed up during press conferences organised by user radio stations. This contributes to strengthening mechanisms for transparency and accountability.

Evidence from the literature reviewed and interviews with partner radio stations show that Trac FM role in the media industry is growing and is appreciated. One of the radio presenters remarked that;

Trac FM has enabled us to get an alternative way of communicating with citizens who cannot call to radio stations or to duty holders to voice their views including concerns. It has increased the relevance of our radio station to the citizens of Uganda we serve. Radio presenter

Trac FM has grown from 2 radio stations in 2010 to 12 in 2014. The table below shows the number of radio stations using Trac FM to date;

Table 1: Number of radio stations using Trac FM since 2010.

Year	Number of radio stations using Trac FM each year
2010	2 radio stations
2011	5 radio stations
2012	8 radio stations
2013-	3 radio stations

2014	12 radio stations
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See annual report 2011, 2012, and 2014

Interviews with Trac FM staff at the Kampala office revealed that some of the radio stations go off during the course of the year due to internet connectivity challenges and or staff turnover.

The study found evidence, through desk review, and interviews with Staff at Trac FM and Toro Dev, that Trac FM has successfully engaged civil society partners that include; i)Toro Development Foundation, ii) the Uganda Chapter of *Vitens Evides International* working on a feedback programme for water utilities in Northern Uganda, and iii) Deutsche Welle Media Academy. The above partnerships indicates that Trac FM is on track to realisation of the output on “*Trac-NGO partnerships*”. This will promote the use of Trac data generated through poll questions and responses to engage in evidence based advocacy. During interviews with Hits FM manager and radio presenters in Kabalore, the study found that, using Trac FM data, Toro Development Network (Toro Dev), engages in public debates on radio and in public meetings to analyse programs like NAADs, UPE/USE, and Health Policies. This has enabled local citizens in the Rwenzori region to express their views on effectiveness of government policies and programs in the region. ToroDev has also worked with Trac FM user radio stations in Kabalore to invite duty holders (technical staff at the Districts and responsible political leaders) to respond to poll results.

2.1.3 Use of Trac FM software by partner radio stations

The radio station managers were asked to indicate the frequency of using the software during talk shows hosted by their respective radio stations. All the 8 managers interviewed confirmed that Trac FM was very useful at their stations and that they frequently used it. They further indicated frequent use of poll responses during the follow up press conferences and service delivery campaigns. The presenters also indicated that on average that they host about 4 talk shows using Trac FM monthly, mainly in areas of governance, health, education, and economic issues. At Pacis FM Arua, and Pacis FM Gulu Trac FM has a special program every Saturday- on this day poll responses are reviewed and discussed during the show, and thereafter poll questions sent to the respondents.

On Radio War Lira, Trac FM software is used every Monday and Friday, where poll questions are set on Monday and poll responses are reviewed on every Friday. According to presenters of radio Wa in Lira district, the use of Trac FM software has been more efficient on *Wattazela (Water and Sanitation talk show)* and moment of truth programs/shows.

Presenters further confirmed that they received training on the use of Trac FM and particularly from Trac FM staff. The areas covered during Trac FM training were;

- Posting poll questions,
- Reviewing poll questions,
- Recording and Interpreting the responses,
- Journalistic skills and delivering poll results to listeners.
- Audience research (this was evident at Delta FM radio Soroti in the year 2013).
- Creating partnership with other organization

Both managers and presenters of user radio stations were further asked to comment on how Trac FM improved their radio talk shows and the value it adds to their radio stations and the following results were generated;

- All the 8 managers revealed that Trac allowed immediate feedback through poll responses and later made it easy for listeners to phone in during talk shows, to follow up on the responses they made. Managers further revealed that some very active listeners further followed issues during press conferences. Eighteen (18) out of the Twenty Four (24) radio presenters rated Trac FM as very useful while 6 presenters rated it as useful.
- Both managers (8) and presenters (24) of user radio station revealed that the shows hosted at their radio stations were backed by evidence from the data generated through poll responses.
- All the 24 radio presenters interviewed affirmed that the well-researched background information that guides radio presenters make user radio stations shows more professional.
- 19 out of the 24 radio presenters were satisfied with Trac FM. Those who were not satisfied raised issues such as; i) training to more radio presenters at the user radio stations, ii) inadequate participation of user radio stations in generating poll questions- sometimes Trac FM alters the context (of poll questions) which makes some topics difficult on the part of listeners, iii) At user radio stations Trac FM activities are assigned to only presenters that were trained. There has been less effort to train other presenters. iii) inadequate attention given to sustainability of Trac FM innovations-user radio stations have not fully adopted Trac FM as an innovation they can use without support from Trac FM. In the event that Trac FM pulls out this innovation cold be lost.

The above findings are consistent with user radio stations presenters' views that they were happy with Trac FM and frequently used it to raise community awareness in the monitoring of government programmes and demanding for accountable governance. When the radio presenters were asked their experiences in the use of Trac FM software, majority said that, Trac FM has given stakeholders an efficient and effective platform for sending messages on community development/pertinent issues in the community.

“When Trac FM was introduced at our radio station the issues we present on our talk shows are factual which makes us more relevant as a radio station. We have now started to receive more clients advertising with us because of our integrity”. Manager User radio station

Testimony from a User Radio Presenter

We thank Trac FM for bringing to us this online tool that allows local citizens to air their opinions on service delivery in their communities by using an SMS. We formed a Trac committee with other radio stations here in Kabarole which meets once a week to discuss sharp questions on health, education, agriculture and among others on current issues which we send to Trac FM for postage/ discussions. We use this platform to monitor and inform the public of the results as they come in. In August, 2014 we ask a question about ‘what the community thought caused drugs to run out of stock in health centers?. This was an interesting discussion that, over 2015 people participated in the discussion; 1043 participants (70%) indicated that the main cause was stealing of the drugs by officials in charge, 332 participants (16%) said that there was poor coordination in the distribution of drugs and 211 participants (10%) said that, there was low funding to the health sector. This drew the attention of District officials who since then have taken our poll questions and responses very seriously. Because of Trac FM the following outcomes are noted i) Hits FM has become more popular than before, ii) listeners respect us because our radio station cares about their concerns, iii) Our shows are now vibrant and more interactive than before

2.2 Quality of Trac FM Delivery

Regarding the quality of Trac FM delivery, the monitoring study captured opinion data on quality of radio talk shows, instant visualization, information graphics, and call centre feedback from radio stations that use the Trac FM software platform.

2.2.1 Respondents rating of Trac FM delivery

Opinion data from presenters on the quality of radio talk shows hosted at their radio stations, indicated their appreciation of Trac FM interventions as their shows were more interactive and vibrant than before. Through interview with radio presenters, and managers of user radio stations, this monitoring study found evidence for;

- i) improved research by the presenters on issues presented at radio stations;
- ii) Increased quantifying of citizens’ responses by the radio presenters and,

- iii) Increased interactivity during radio talk shows. For example according to the radio presenter at radio Wa, in a typical talk show, over 100 respond through SMS compared to between 15-20 people who call in. The improved interactivity was also evidenced in the increased participation of stakeholders such as the NGOs, government and the listeners to discuss and follow-up on the pertinent issues.

“Trac FM has enabled our radio station to transform our listeners from being just passive recipients to being active participants in the development of their communities” The programs manager user radio station.

“When Trac FM software was introduced, we no longer get interrupted during radio talk shows, since messages are kept within the message centres; we only analyse and give feedback to listeners comments after the show”. Presenter user radio station.

- iv) Increased follow up by the listeners on the poll responses.

The presenters of user radio stations were further asked to indicate the improvements in radio talk shows as a result of Trac FM software. Majority revealed that Trac FM generated info graphics which is easy for the presenters to study and understand issue at hand. Regarding the ease to print Trac FM reports, majority of the radio presenters said that, reports were easy to print. They further indicated that responses are easy to analyse statistically and graphics produced, and a full report generated thus making it easy to print the report.

When further asked whether Trac FM data are easy to share with other stakeholders such as NGOs, majority of the respondents said that they were easy to share. This is because results from Trac FM are always available on the internet with separate visible programs- the “poll questions” and “poll responses”.

“When Trac FM software was introduced to our radio station, the number of radio talk shows we host increased, since listeners post different issues on the radio station every hour and then”. User radio presenter.

However, the monitoring study found that, twenty (20) out of the twenty Four (24) presenters of non-user radio stations that were interviewed did not know about Trac FM. Managers and Presenters at non-user radio stations acknowledged that while interactivity on their stations was important, it only involved listeners who afford to call in or use social media such as Twitter and face book to discuss issues on a show. At the Voice of Teso (Non-user), presenters revealed that they post discussion topics on Facebook and twitter five minutes before the show commences. While this was practical, it suited some categories of listeners, mainly the youth, who were on social media. A comparison with presenters of user radio stations shows that Trac draws in many more listeners during radio talk shows first through SMS poll questions that are posted a week before the show commences, then

the poll responses and later callers who can afford. Presenters at Non- user radio stations rely on *edutaimets* to keep their shows lively and interesting. Non user radio stations also revealed that immediate feedback was not possible at their radio stations yet vital during radio talk shows.

Presenters of non-user radio stations further affirmed;

- Absence of sharpened background information during their talk shows
- Poor structuring of their radio talk shows
- Their shows were not based on factual data and evidence

“Our listeners use SMS than voice to participate in radio talk shows at a cost. To those who cannot send SMS they are put off and this reduces engagement with listeners”-
Presenter radio Kitara non –user radio station

2.2.2 Challenges faced by Trac FM users and non-users when hosting interactive radio talk shows

The challenges presented below result from interviews with radio presenters of both user and non-user radio stations.

i) User Radio stations challenges

1. Poor internet connectivity in some parts of the country especially in North and Eastern Uganda. This was reported to affect access to poll questions and responses.
2. Some of the poll questions were reported to be hard to listeners, especially where inadequate back ground information was given to the poll questions set.
3. The Trac FM training given to radio presenters was described by presenters as *short* and only involved few people. Also the absence of Trac FM trained staff at the radio station affected delivery of some talk shows. Trac FM should train more presenters at each of the user radio stations.
4. Inadequate response by Trac FM staff when radio presenters require further guidance on poll questions back ground information. When asked the reasons for this, radio presenters said it was due to inadequate staff at Trac FM.
5. Listeners that miss radio talk shows find it hard to access them thereafter. Presenters suggested the use of a special software program for Trac FM whose aim was to update radio listeners who miss out talk shows/episodes. According to Radio Mega Gulu, people who miss out on some Trac FM talk shows which were supposed to be given a code to enable them access the shows missed.
6. Capturing and documenting gender disaggregated data. This monitoring study found scant evidence of women participation in poll responses. The extent to which women voices are amplified by Trac FM on service delivery is less documented.

7. Sustainability of Trac FM innovation. Both presenters and managers of user radio station noted that when the Trac FM support ceases the benefits that accrue to this initiative may be lost.

ii) Challenges faced by non-user radio stations and comparison with the situation at the user radio stations.

1. Lack of relevant data and information on the part of presenters to moderate shows. To the user radio stations, this gap is filled by Trac FM that provides back ground information and also through the training offered to radio presenters.
2. Inadequate moderation skills on the part of radio presenters. They rely more on their journalistic skills to host shows-Presenters of Trac FM user radio stations have been trained.
3. Cost on the part of listeners to effectively engage in radio talk shows through SMS and phone ins- To the Trac FM users, the SMS are free of charge.
4. Poor telecom network in some parts of the country thus making it difficult for callers to effectively communicate their issues during radio talk shows- it is easier to send SMS in poorly telecom networked areas than calling.
5. Fear on the part of listeners that when they phone in their telephone numbers can be tracked by Government- this reduces feedback on the part of listeners- To the user radio stations, Trac FM maintains the anonymity of telephone numbers that generate poll responses through SMS
6. Lack of electricity in some parts of the country that making difficult for listeners to charge their phones- To the Trac FM user stations, poll questions run for a week and this makes it possible for listeners to find ample time to charge their phones, during the week, to participate through SMS.
7. Less structured radio talk shows- Presenters at the Voice of Teso indicated that some talk shows guests bring in their personal biases without any evidence in form of data- for Trac FM user stations this challenge is solved because shows are well structured with background information, good moderations skills, and data from poll responses.

2.3 Effect on radio stations: Quality and effect, from the point of view of radio stations.

2.3.1 Overview

This section presents the effect of Trac FM platform on partner radio stations. The assessment focused on institutional, programing and other relations that have emerged, at the partner radio stations, resulting from the use of Trac FM software. The evidence presented is generated from discussions conducted by the monitoring study team, with managers and radio presenters of partner radio stations.

2.3.2 Institutional effect of Trac FM to partner radio stations.

Interviews with managers of partner radio stations revealed that Trac FM has increasingly made their radio stations relevant to listeners. The poll questions and the responses they generate bring partner radio stations and their listeners closer to the lived realities people experience. The poll questions touch the lives of Ugandans and the extent of voiceless within communities especially on service delivery gaps. Presenters at Hits FM (88.9 and 103.4) in Kabalore District revealed that Trac FM poll questions have triggered monthly press conferences which have made their radio station more popular and relevant to the community.

Trac FM has catalysed other partnerships within the districts served by partner radio stations. For example in Kabalore District ToroDev has engaged in a partnership with DI,DRT,RIDE-Afric and Richet to promote use of SMS platforms to make radio discussions more participatory and also improve local citizen participation in governance. Partners meet monthly to discuss social accountability issues in the Rwenzori region

“We are part of the community we broadcast to and when our radio station addresses issues of local concern we become more relevant. For example when we touch service gaps such as integrity in the water sector, our listeners get more empowered to demand for accountable water governance” Partner Radio presenter-Kabalore.

This monitoring study also found that Trac FM has increased user radio stations’ listenership. For example Hits FM in Kabalore claims a listenership of about 12 million people that cover the entire Rwenzori region plus the neighboring districts of Mbarara, Rukungiri, Shema, Ibanda, Kiruhura, Lyantonde, Kyenjojo, Masindi, and Hoima. This is verified through the poll responses that come from the above districts. All the 24 radio presenters of user radio stations indicated that citizens (especially the rural people) get their voices heard on service delivery gaps in their communities, through the responses they make to poll questions.

2.3.3 Source of data for advocacy and local development processes.

Interviews with presenters of partner radio stations indicated that the data collected through poll questions are discussed with local leaders and sometimes ministry officials (Ministers, Members of Parliament, LCV councillors) through monthly press conferences. These data are also used by civil society organisations to undertake advocacy initiatives as well as supporting participatory planning processes undertaken by local governments at sub-county and district levels.

“We have been approached several times by civil society organisations in our district to give them poll results which they use in their programming and advocacy work” Radio Manager Arua District.

User radio stations further use the data generated from poll responses to inform other programs hosted at their stations. This applied to specific programs for example on agriculture, education, health and others. All radio presenters (24) interviewed revealed that Trac FM data was easy to use, as responses were in percentages with clear bar graphs that can be easily used by other staff at the radio station.

2.3.4 Quality Delivery of radio talk shows:

All the presenters interviewed at user radio stations (24) agreed that the quality of radio talk shows improved due to the introduction of Trac FM at their stations. They further agreed that Trac FM has had a positive effect on their radio stations. A further probing revealed that Trac has improved programming at the radio stations and popularity. Presenters were also happy with the call centre feedback powered by Trac FM. Interviews with radio stations managers confirmed that the Trac FM training given to radio presenters greatly improved the quality of their presentation and moderation skills enabling them to effectively engage listeners in informed debates. Interviews with radio presenters further affirmed that Trac FM built their capacity to facilitate interactive radio talk shows based on well-shaped and structured topic. One presenters revealed that, *“The background information generated by Trac FM surrounding a poll question adds another layer of professionalism to our work”*.

2.3.5 Effect on other radio programs aired at the station:

Interviews with radio presenters in Kagadi Community Radio revealed that poll responses permeate other radio programs broadcast at the radio stations. They are taken up during *DJ mentions* while others translate into news items. A similar situation was reported by all the radio stations reached during the monitoring study.

3. CONCLUSION AND RECOMMENDATIONS

3.1 Conclusion

The evidence generated by this monitoring study shows that Trac FM is on track and continues to create an indelible mark on the Ugandan media industry through the use of Technology for Transparency and accountability. Trac FM widens opportunities for citizens to engage in public debates. The training given to journalists of user radio stations and the background information provided by Trac, to each poll question, give presenters the requisite confidence and competence to host well -structured public debates between citizens and duty holders through interactive radio talk shows that harvest from key flagship policy documents at local and national level governance. User radio stations appreciate the role of the software in creating vibrant and lively radio talk shows that are backed by data from the citizenry who communicate their lived realities at the grassroots. There is evidence that realities communicated, through poll responses, provide further input, to press conferences where duty holders are invited, by user radio stations, to account for service delivery gaps. There is also evidence that Trac FM is on track on the; i) recruitment of user radio stations which is growing, ii) training of radio presenters to facilitate structured debates, iii) Supporting call centre feedback, iv) involvement of user radio stations on shaping poll questions, v) creating networks with NGOs to engage in cutting edge advocacy. Areas that require improvement are handled in the recommendation section below.

3.2 Recommendations

1. **If resources allow, Trac FM should develop a clear Theory of Change and a Monitoring &Evaluation framework.** In the remaining contract period, the interventions undertaken by Trac FM should have a clear theory of change and an M&E framework that indicates, i) Trac FM interventions aims, linking these to, ii) the activities /inputs and output indicators that relate to the interventions, iii) Trac FM intervention outcome indicators, and iv) the anticipated impact. This however should be done in line with Trac FM agreed reporting /feedback mechanisms and agreed upon internal standards in the partnership.
2. **Poll questions should investigate the listeners/ participants expectations and motivation that lead them to participate in poll responses.** This will enable the capturing of users perspectives to avoid possible frustrations of listeners. This monitoring study observes that while at the time of filing this report poll response were high across all the radio stations studied, it was possible for poll responses to go down especially if user perspectives and expectations are not met. Respondents to Trac FM questions may expected a change in policies, practices and accountability mechanisms among duty holders and if these do not happen then frustration may set in.
3. **Undertake a sustainability analysis of the benefits that accrue to the interventions undertaken by Trac FM.** While a toll free number has been availed

- by Trac FM for the citizenry to respond to poll questions, a legacy process that enables continued use of similar or related facility is desirable. Trac FM should explore options that, *inter alia*, include the engagement of telecom companies to socially invest in this area as part of their corporate social responsibility.
4. **Promote Trac FM efforts that enable the Disaggregation of data by gender.** This study observed that when poll respondents indicate if they are from male or female respondents it not only shapes subsequent poll questions but also provides valuable input into the advocacy activities undertaken by the networks with NGOs that engage in evidence based advocacy.
 5. **Promote usability of data collected through poll responses.** The partnership should support further efforts that promote usability of this wealth of data generated through poll responses on a weekly basis. This is valuable evidence that need to be utilized in transparency and accountability efforts undertaken in Uganda. Collaboration should be sought with the relevant department at the Uganda Bureau of statistics, the academia and relevant civil society networks to explore more options for usability of the data generated through poll responses. These data could be analyzed further, repackaged and published to further ongoing efforts that promote Technology for Transparency and accountability initiatives in Uganda.

4. APPENDICES

4.1 List of people met

Name	Radio station	Title	Contact
Alberto Eisman	Radio Wa	Stations Manager	+256756760666
Ronie	Radio Wa	Presenter	+256755900009
Geofrey	Radio Wa	Presenter	+256779375280
Pelagrine Otonga	Radio Wa	Presenter	+256772494979 +256754494997
Charles Dickens	Radio North	Managing Director	+256772590330 +256752590330
Abdul	Radio North	Presenter	+256775888659 +256758888659
Ibra	Radio North	Presenter	+256772377300 +256752377300
Anecho Sam	Pacis Radio	Executive producer	+256772465899 +256752465899
Anecho Sam	Pacis Radio	Presenter	+256772465899 +256752465899
Ondia Jenifer	Pacis Radio	Presenter	+256775803626
Gaetano	Pacis Radio	Presenter	+256774505334
Econi Laban	Voice of Life	Stations Manager	+256785855861
Econi Laban	Voice of Life	presenter	+256785855861
Nairuba Lydia	Voice of Life	Presenter	+256775298865
Andama D.A Alfred	Voice of Life	Presenter	+256782576813
Afa-ei Nicky	Mega FM	Programs Officer	+256751200100 +256711111666
Afa-ei Nicky	Mega FM	Presenter	+256751200100 +256711111666
Adongo Sara	Mega FM	Presenter	+256752356928 +256782356928
Jane Angom Mujoma	Speak FM	Stations manager	+256758670053 +256471436895
Komackechi Jolly	Speak FM	Presenter	+25675014810
Roberto	Delta FM	Stations manager	+256772863696
Peter Omaidio	Delta FM	Presenter	+256779838127
Elizabeth Agato	Delta FM	Presenter	+256774129050
Okia Bruno	Delta FM	Presenter	+256759734161
Peter Lumen	Delta FM	Presenter	+256775119128
Okorom Emanuel	Voice of Teso	Stations manager	+256775554498
Dabiya Noah	Voice of Teso	Presenter	+256782157183
Enuru Eddy	Voice of Teso	Presenter	+256784672969

Akudo Evelyn	Voice of Teso	Presenter	+256787337823
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Delta FM presenters illustrating to Winsor team how Trac FM software works



Tried interview with Delta FM radio presenters



Tried interview with Non subscribing Trac FM software radio station, Voice of Soroti



4.2 **Tools used**

4.2.1 Radio Presenters interview guide for Trac FM users only

Focus: Interviewing radio presenters who use Trac FM on their opinion of the Trac FM

Introduction and Consent

Good morning/ afternoon my name is from Winsor consult. We are here on behalf of Twaweza to conduct a monitoring study on Trac FM delivery among radio stations. This monitoring aims to generate evidence on Trac FM delivery, improvement on the quality of radio talk shows with regard to content and interactivity, and how radio stations value Trac FM. The information will support tracking of results for this intervention. You have been selected to participate in this study which will take about 15 to 20 minutes to complete. The information you provide will be put together with others like you to get an overall picture on the Trac FM delivery. All information will be kept confidential and participation is voluntary.

Do you accept to participate? Yes No

Should we continue? Yes No

*Continue only if respondent answers yes
Thank you for taking the time to participate.
Before we begin, do you have any questions for me?*

SECTION 1: Respondents Bio-data and location	
Date of Interview:.....	
Radio station Name:	
District:	
Respondent's name:.....	
Contact of the radio presenter.....	
1. Respondent's: Age: 1) 18 - 30, 2). 31-45 3) 46+	
2. Sex: 1. Male 2. Female	
3 How long have you been at this radio station? 1). Less than a year 2).1year 3). 2-3years, 4) 4+ years	
SECTION 2: Status of Trac FM activities and Coverage	
4.	Have you heard of Trac FM? Yes[] 1 No[] 2 <i>If No stop the interview and inform the respondent that the study targets</i>

		<i>radio presenters who know the activities of Trac FM. In the event that a radio presenter of a subscribing radio station has never heard of Trac FM, then record this information separately for further discussion with the manager of the radio station and Trac FM</i>
5	If yes do you use the Trac FM software?	Yes <input type="checkbox"/> 1 No <input type="checkbox"/> 2
6	How long have you been using Trac FM? (capture collective experience and gather consensus of the three)	
8	How frequently have you used Trac FM software during talk shows hosted by your radio station	1- Very frequently, 2-Frequently, 3-Occasionally, 4-Rarely, 5-Never)
7	How many talk shows have you hosted in the past one month?	
8	Of those, how many shows did you host using Trac FM?	
9	If NEVER why don't you use the Trac FM when your radio station subscribed?	
10	Did you receive any training on the use of Trac FM software?	Yes <input type="checkbox"/> 1 No <input type="checkbox"/> 2
11	If yes who trained you?	1. Radio station, 2.Trac FM staff, 3.Others (specify)
12	If no why?	(if the presenter joined the station about two weeks preceding the interview then this becomes of no interest)
13	If yes above, what was the nature of training you received?	
14	Apart from the training received, has Trac FM undertaken any other activities at your radio station?	Yes <input type="checkbox"/> 1 No <input type="checkbox"/> 2
15	If yes, which activities has Trac FM undertaken at your radio station?	
SECTION 3: Quality of Trac FM delivery		
16	The quality of radio talk shows hosted at our radio station has improved due to the introduction of the Trac FM software.	1-Strongly Agree, 2-Agree, 3-Undecided, 4-Disagree, and 5-Strongly disagree,

17	How has the Trac FM software improved the radio talk shows organised by your radio station?	1. Generating instant visualization, 2. Generating info graphics, 3. Receiving call centre feedback, 4. Increasing interactivity, 5.Others (Specify)
18	What has not well with the Trac FM?	
19	What suggestions do you have for improvement?	
20	Are the Trac FM reports easy to print	<i>Somewhat easy</i> [] 1 <i>easy</i> [] 2, <i>I don't know</i> [] 3
21	Do you think Trac FM data are easy to share with other stakeholders such as other NGOs?	<i>Somewhat easy</i> [] 1, <i>easy</i> [] 2, <i>I don't know</i> [] 3
SECTION 3: Effect of Trac FM soft ware		
22	The track FM software has had a positive effecton programming at our radio station	1-Strongly Agree, 2-Agree, 3-Undecided, 4-Disagree, and 5-Trongly disagree).
23	If strongly agree and agree, what positive effect has Trac FM had on your radio station programming? (<i>Keep open ended and probe</i>)	
24	If disagree why?	
25	The track FM software has had a positive effect on presentation,	1-Strongly Agree, 2-Agree, 3-Undecided, 4-Disagree, and 5-Trongly disagree),
26	If strongly agree and agree, what positive effect has Trac FM had on your radio station presentation? (<i>Keep open ended and probe</i>)	
SECTION 3: Valueuser radio stations attach to Trac FM Software		
27	<i>How do you rate the usefulness of the Trac FM software to your radio station</i>	1-Very useful, 2-Useful, 3-moderately useful, 4-Of little use, 5-Of no use)
28	<i>How satisfied are you with the Trac FM software?</i>	1-Very satisfied, 2-Satisfied, 3-Neither satisfied nor dissatisfied, 4-Disatisfied, 5-Very dissatisfied.
29	<i>If you are satisfied (Very satisfied, 2-Satisfied), what are the reasons for your satisfaction? (Keep open ended and probe)</i>	
30	<i>If you are not satisfied (dissatisfied and very dissatisfied.) what needs to be changed? (Keep open ended and probe)</i>	
31	Which mobile communication system do your listeners use most, to participate in radio discussions on this station?	1.SMS 2. Voice through Phoning
32	What are the top 3 things that you would like Trac FM to change or do differently?	(<i>record responses per presenter</i>)
33	Why?	

4.2.2 Non-Trac FM user Radio Presenters interview guide

Introduction and Consent

Good morning/ afternoon my name is from Winsor consult. We are here on behalf of Twaweza to conduct a monitoring study on interactivity and participation of radio presenters during radio talk shows. The information will support tracking of results of its intervention in this region. You have been purposively selected to participate in this study which will take about 30 to 45 minutes to complete. All information will be kept confidential and participation is voluntary.

Do you accept to participate? Yes No

Should we continue? Yes No

*Continue only if respondent answers yes
Thank you for taking the time to participate.
Before we begin, do you have any questions for me?*

Date of Interview:.....
 Radio station Name:
 District:
 Respondent’s name:.....
 Contact of the radio presenter.....

1. Respondent’s: Age: 1) 18 - 30, 2). 31-45 3) 46+
 2. Sex: 1. Male 2. Female
 3 How long have you been at this radio station? 1). Less than a year 2).1year 3). 2-3years, 4) 4+ years

4.	Have you heard of Trac FM software?	Yes[] 1 No[] 2
5	If yes how did you know Trac FM? (Keep open ended and probe)	
6	Why don’t you use Trac FM?	
7	What do you know about Trac FM?	
8	Would you be interested in trying it?	
9	How frequently do you host radio talk shows?	1- Very frequently, 2-Frequently, 3-Occasionally, 4-Rarely, 5-Never
10	What are the ways of making radio talk shows interactive?(Keep open ended and probe)	
11	Why do you think interactivity is an important part of doing radio talk shows?	

12	What do you use to make your radio talk shows interactive? (<i>Keep open ended and probe</i>)	
13	How well do those methods work for you?	
14	How important is it to get data/opinion from listeners?	
15	Did you receive any training on how to increase interactivity of listeners	Yes[] 1 No[] 2
16	What challenges do you face when hosting radio talk shows that are supposed to be interactive(<i>Keep open ended and probe</i>)	
17	Which mobile communication system do your listeners use most, to participate in radio discussions on this station?	1.SMS 2. Voice through Phoning

THANK YOU

4.2.3 Managers of User radio stations- Interview guide

Focus: Interviewing managers of user radio stations on their opinion of the Trac FM

Introduction and Consent

Good morning/ afternoon my name is from Winsor consult. We are here on behalf of Twaweza to conduct a monitoring study on Trac FM delivery among radio stations. This monitoring aims to generate evidence on Trac FM delivery, improvement on the quality of radio talk shows with regard to content and interactivity, and how radio stations value Trac FM. The information will support tracking of results for this intervention. You have been selected to participate in this study which will take about 15 to 20 minutes to complete. The information you provide will be put together with others like you to get an overall picture on the Trac FM delivery. All information will be kept confidential and participation is voluntary.

Do you accept to participate? Yes No

Should we continue? Yes No

*Continue only if respondent answers yes
Thank you for taking the time to participate.
Before we begin, do you have any questions for me?*

SECTION 1: Respondents Bio-data and location	
Date of Interview:.....	
Radio station Name:	
District:	
Respondent's name:.....	
Contact of the radio Manager.....	
SECTION 2: Status of Trac FM activities and Coverage	
1	When did your radio station start using the Trac FM software? 1. 2010, 2. 2011,3. 2012, 4. 2013, 5. 2014

3	How frequently do you use the Trac FM software during talk shows hosted by your radio station	
4	Apart from the training which other activities has Trac FM undertaken at your radio station?	
5	Describe the geographical characteristics of the main audience of your station?	
SECTION 3: Quality of Trac FM delivery		
6	How has the Trac FM software improved the radio talk shows organised by your radio station?	
7	What has not gone well with the Trac FM?	
8	What improvements do you suggest?	
SECTION 3: Effect of Trac FM software		
9	What positive effect has Trac FM software had on your radio station	
SECTION 3: Value user radio stations attach to Trac FM Software		
10	<i>How useful is the Trac FM software to your radio station</i>	
11	<i>How satisfied are you with the Trac FM software?</i>	
12	<i>If you are satisfied, what are the reasons for your satisfaction? (Keep open ended and probe)</i>	
13	<i>If you are not satisfied what needs to be changed? (Keep open ended and probe)</i>	
14	Which mobile communication system do your listeners use most, to participate in radio discussions on this station?	1.SMS 2. Voice through Phoning

THANK YOU

4.2.4 Managers of Non-User radio stations- Interview guide

Focus: Interviewing managers of non-user radio stations on interactivity.

Introduction and Consent

Good morning/ afternoon my name is from Winsor consult. We are here on behalf of Twaweza to conduct a monitoring study on Trac FM delivery among radio stations. You have been selected to participate in this study which will take about 15 to 20 minutes to complete. The information you provide will be put together with others like you to get an overall picture on the Trac FM delivery. All information will be kept confidential and participation is voluntary.

Do you accept to participate? Yes No

Should we continue? Yes No

Continue only if respondent answers yes
Thank you for taking the time to participate.
Before we begin, do you have any questions for me?

Date of Interview:.....
Radio station Name:
District:
Respondent's name:.....
Contact of the radio presenter.....

1. Respondent's: Age: 1) 18 - 30, 2). 31-45 3) 46+
2. Sex: 1. Male 2. Female
3 How long have you been at this radio station? 1). Less than a year 2).1year 3). 2-3years, 4) 4+ years

4.	Have you heard of Trac FM software?	Yes[] 1 No[] 2
5	If yes how did you know Trac FM? (Keep open ended and probe)	
6	Why don't you use Trac FM?	
7	What do you know about Trac FM?	
8	Would you be interested in trying it?	
9	What are the ways of making radio talk shows interactive? (Keep open ended and probe)	
10	Why do you think interactivity is an important part of doing radio talk shows?	

11	What do you use to make your radio talk shows interactive? (<i>Keep open ended and probe</i>)	
12	How well do those methods work for you?	
13	How important is it to get data/opinion from listeners?	
14	What challenges do you face when hosting radio talk shows that are supposed to be interactive(<i>Keep open ended and probe</i>)	
15	Which mobile communication system do your listeners use most, to participate in radio discussions on this station?	1.SMS 2. <i>Voice through Phoning</i>

THANK YOU

4.2.5 Trac FM staff Interview Guide

Focus: Obtain opinions of Trac FM staff on the way they see their work in the current media environment

Introduction and Consent

Good morning/ afternoon my name is from Winsor consult. We are here on behalf of Twaweza to conduct a monitoring study on Trac FM delivery among radio stations. This monitoring aims to generate evidence on Trac FM delivery, improvement on the quality of radio talk shows with regard to content and interactivity, and how radio stations value Trac FM. The information will support tracking of results for this intervention. You have been selected to participate in this study which will take about 30 to 45 minutes to complete. The information you provide will be put together with others like you to get an overall picture on the Trac FM delivery. All information will be kept confidential and participation is voluntary.

Date of Interview:.....		
Respondent's name:.....		
Contact of the radio presenter:.....		
	SECTION 1: Delivery and Coverage	
1	How many radio stations that successfully signed up to use the Trac FM software Platform since 2010?	2010.....2011.....2012..... 2013.....2014.....
2	What motivated you to intervene in the media environment through the Trac FM software platform?	
3	How do you see your role in the current media environment? - Is it shrinking or growing?	
4	Where are you coming from? Where are you now? and where would like to take your current Trac FM software platform in the media industry?	
5	What challenges have you encountered so far that relate to the Trac FM software platform in the media industry?	
6	What training have you given to users of the Trac FM software platform?	

7	What are the frequently asked questions from user radio stations?	
8	What is the claimed listenership of the radio stations that use the Trac FM software	
9	Apart from the training which other activities has Trac FM undertaken at radio station?	
10	How easy is for the users to access the system?	
11	What challenges do user radio stations face most?	
SECTION 2: Quality of Trac FM delivery		
12	How has the Trac FM software improved radio talk shows organised at radio station?	
13	How easy have the radio presenters found the use of Trac FM software	
14	Do you have a feedback mechanism with user radio stations?	
15	What are their common concerns?	
16	How have you ensured that you study how best you can serve radio stations?	
17	How safe is the Trac FM data at the radio station?	
18	How safe are listeners' data with the Trac FM software platform?	
19	Does the Trac FM have a CMS (Content Management System)?	
20	How does the Trac FM guard against /remove redundancies such as listeners' sending multiple messages with similar content?	
SECTION 3: Effect of Trac FM soft ware platform		
20	What positive effects has Trac FM had on programming at user radio stations?	
21	What positive effects has the Trac FM software on presentation of radio talk shows,	

THANK YOU