

Yemeni Radio Stations Reality and Impact On Yemeni society



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Introduction

The increase in the number of private and community radio stations in Yemen following the eruption of the 2011 peaceful youth revolution marked a second uprising in the Yemeni media - the first media revolution was in 1990, when political and partisan pluralism was adopted, and a new press law allowing ownership of newspaper enacted.

Though Yemeni radio stations are still in their infancy, they have managed to attract lots of fans and listeners, and their presence on the media landscape is increasingly growing for multiple reasons, most significant of which was their breaking with the traditional performance of the public radio stations that monopolized radio broadcasting up till 2011.

Notwithstanding the fact that the experience of Yemeni radio stations has been largely flawed, it merits to be thoroughly examined with the aim of learning about the various types of such radio stations, the extent of their influence and their contribution to addressing community issues, the focus of the study conducted by SEMC's working group- the first ever in the field of media in Yemen.

Hopefully, the study will further augment the body of knowledge about Yemen's media news-scape, and contribute to reviewing the performance of such radio stations in keeping with the audience's demands, its priorities and its right to information.

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Objectives of Study

- ♦ identifying the reality of Yemeni radio stations and their types and challenges.
- ♦ Identification of priority issues debated on radio in Yemen.
- ♦ learning how well the listener understands the initial issues that local broadcasters should discuss.
- ♦ Determining whether the Yemeni radio stations respond to the needs and priorities of the target audience.
- ♦ Identifying the forms used by the radio stations to produce media materials.
- ♦ Identifying the policy of radio stations in deciding on the nature and type of radio programs and news.
- ♦ Identifying the most important skills needed by the work teams in these radio stations.
- ♦ Identifying the obstacles that weaken the performance of radio stations, be they internal or external factors.

Methodology of study

In collecting data, the study uses the survey method involving the use of questionnaire as a tool through which to conduct interviews with the sample respondents. A questionnaire was used for conducting the field study on a sample of the audience in the governorates of Sana'a, Hadramout, Aden and Shabwa. Another questionnaire was used to survey a sample of the callers(participants in phone-in radio programs aired by the radios of Sana'a, Shabwa , Al-Mahra and Al-Mukalla as well as Al-Amal FM Radio, Nahdet FM Radio, and Radio Siyoun to know their opinions and attitudes towards broadcasting services. Each questionnaire form includes a number of points that serve the objectives of the study and answer its questions.

The emergence of radio in Yemen

Radio broadcasting had started in Yemen as early as 1940, during which time the country was still being occupied by British forces. Britain established Aden Radio, a small radio station that was broadcasting to Yemenis and foreigners living in Aden to follow up on its military news and news of the allies' victory over Germany and allies from the countries of the axis. The radio was called "the Voice of Al-Jazeera" and remained functional until 1945.

This radio had passed through various development stages:

The first stage: Aden Radio was established in the southern part of Yemen in 1954 and was supervised by the Public Relations and Publishing Office of the British Administration in Aden. This stage continued until independence in 1967.

The second stage: After independence in May 1967, the name of Aden Radio changed to "the radio of the People's Republic of South Yemen. It was run by the new National Front and the new government. The radio broadcast new formats and contents expressive of the new state and its orientations.

The third phase: After the June 22, 1969 corrective step and the overthrow of Qahtan al-Sha'bi regime, the name of the radio was changed to "the radio of the People's Democratic Republic of Yemen".

Radio in the northern part of Yemen

The idea of establishing Radio Sanaa originated in 1946 when a US delegation from Aramco gave a wireless device to Imam Yahya Hamiduddin, then Imam of Yemen, to use it as a radio station.

First stage: Sanaa Radio - Radio Al-Tayr Air: The actual transmission began in 1947, with the radio broadcasting for just one and quarter hours on two days a week - on Thursday and Sunday evenings- where broadcast was limited to religious materials and some military music and Imamate Palace news. The radio was called Al-Tayr Hawa

(air)- the Turkish name for any wireless device.

And in 1948 the radio was used by the leaders of the anti-mam revolution, and the revolutionary movement then extended broadcasting throughout the week, and for 24 days- the age of that movement. But a week after the victory of Imam Ahmad over the rebels, broadcast resumed for two days a week, but then stopped after six months and a half.

The second stage: A new radio station with a capacity of 25 kW was purchased and the radio was officially opened on June 21, 1955. This radio was developed and its various programs changed, with some Yemeni and Arabic songs allowed to air for the first time.

The third stage: After the eruption of the Yemeni revolution on September 1962, led by Field Marshal Al-Sallal, the leaders of the revolution took over the radio, and was the most important media outlet for the Yemeni revolutionary media project ; the radio was provided with technicians and broadcasters , joined by a number of female broadcasters joined it for the first time by, and reorganized with the help of Egyptian media persons.

In the 1980s and 1990s, Yemeni radio witnessed significant developments. Radio installations expanded and other local radio stations were established throughout Yemen under the name of the Yemeni General Corporation for Radio and Television.

Yemen General Corporation for Radio and Television:

After the reunification of the northern and southern parts of Yemen, all institutions were directed towards integration. The Radio and Television Corporation in Aden and the Yemen Corporation for Radio and Television in Sana'a merged into one institution called " the Yemen General Corporation for Radio and Television". In the radio sector , Sana'a Radio became the General program of the Republic of Yemen and Radio Aden the second program.

Types of radio stations in Yemen

Prior to 2011, the state had monopolized the establishment of radio stations, and the official Sana'a and Aden radio stations as well as local radio stations under the control of the local authorities in some provinces, dominated the airwaves. After 2011, radio stations began to spread and expand. Special and community radio stations were established in Sana'a and other governorates.

Government Radios

Government Radios are one of the most important media outlets in Yemen, where they spread in most Yemeni provinces and have large listenership. They are one of the propaganda tools of the authority in Yemen and are fully controlled by the government, being the mouthpiece of the executive authorities in the provinces, assuming the functions of relaying the government's viewpoint, disseminating its propaganda and exploiting all means to convince the listener of the authorities' policies and attitudes. They are fully directed in favor of the ruling regime in terms of planning, organization and guidance.

The government established 15 radio stations, including the two official radio stations of Sana'a and Aden, and local radio stations in 12 governorates, namely Taiz, Mukalla, Hodeidah, Sayoun, Abyan, Lahj, Shabwa, in addition to the recently established radio stations of Al-Jouf, Marib, and Socotra.

Non-functional Radio stations:

These include the radios of Al-Shabab (Youth), Taiz, Aden, Lahj, Shabwa. Al-Shabab Radio has stopped broadcasting after being denied funding by the authorities in Sana'a. Taiz Radio was bombed and burned, and is still out of work to this day. The radios of Aden, Lahj and Shabwa have all been destroyed due to the military confrontations, and are still silent to date.

The Houthi group controls the broadcasters of Sana'a, Ho-deidah, Hajjah, Ibb and Saada, while the government of President Hadi controls the radio stations of Sana'a -a new radio station established by the legitimate government which is airing from the province of Aden- Marib, Al- Jouf, Socotra, Al-Mahra, Mukalla and Sayoun.

These radio stations adopt the media policy of the authorities to which they belong. These authorities replaced the leaders of these radio stations with loyalists, as was the case with the directors general of Sana'a and Ibb radios.

Private radio stations in Sana'a:

Private FM radio stations have largely proliferated in Sana'a. According to the study monitoring team, the number of private radio stations in Sana'a alone is particularly high, standing at 15. Some of these broadcast to several governorates, while others cover Sana'a and neighboring areas. These broadcasts are either owned by individuals or supported by political parties and religious groups. They include Hayat FM, Yemen Voice, TIRAMANA FM- broadcasting in English- Barq FM, Grand FM, FM Shabab, Iram FM, Yemen Music, Hokka FM - launched online by two young females Amal Al Hakimi and Sara Al Khayat through personal efforts and modest means - Yemen FM, Nas FM, Sawt Al Shaab FM (voice of youth), Sam FM, Al Haweya FM, and Al- Masirah FM.

Private radio stations

Private radio stations owned by individuals or commercial companies emerged in Yemen in November 2010 with the objective of gaining profits. These are financed through commercial advertising and sponsorship of companies, organizations and businesses. They were able to break government monopoly on radio stations in terms of the dissemination of information. Private FM radio stations spread in Sana'a and other governorates, with Sana'a being home to the largest number of such stations - about 15. followed by Hadramout governorate, with five stations. This is due to the improvement in security conditions following the expulsion of Al-Qaeda group, in addition to the investment boom which triggered the need for advertising on radio deemed the best media outlet to access consumers. Aden has only one private radio station, and the total number of such station in the entire nation stands at 21.

Private radio stations in Hadramout :

The province of Hadramout comes second in terms of the spread of private FM radio stations , where the number of such stations stands at 5 . These include Nama FM, Ruayeh (vision) FM , Hulm FM, Al-Maher FM and Nahdhat FM.

Private radio stations in Aden:

There is one and one only private radio station in Aden-Al-Ghad Al-Mushreq.



Community Radio:

The aim of these radio stations is to uplift and encourage the community to adopt development plans through the production of programs that encourage development and raise the awareness of listeners. They direct their own media messages to specific groups, such as women, with the goal of encouraging them to engage in education and projects that are beneficial to the family. These stations are very connected to civil society and have non-profit connections with its institutions. Thus, they build partnerships with civil society organizations and adopt and promote their development ideas. The most important advantage of these stations is that their staffers are members of the local community in which they operate.

Community radio stations have proliferated only in Sana'a , Hadramout and Aden

Aden

1. Lana (for us) FM radio

Hadramout

1. Al-Amal Radio that belongs to Al-Amal Women Cultural Foundation.
2. Salamatak (Your soundness) Radio- a radio station broadcasting solely health programs. It was established by the Hadramout Cancer Foundation.
3. Hadramout University Radio

Sana'a

1. Yemen Times Radio
2. Khams Mawaheb (five talents) FM radio , which is specialized in children's media
3. Sana'a University Faculty of Mass Communication College Radio , which is used to train the students of the Faculty in broadcasting and cover university activities, students' life, in addition to contributing to linking the university with the community.
4. Sihatuk (Your Health) Radio : This is a radio specializing in health programs.

The war in Yemen and its impact on radio stations:

The post-2011 period represented a new era for the media in Yemen in terms of both the number of new media outlets that were created and media freedom. Radio was one of the media outlets that flourished during this period. During this period, several radio stations were established, including The Voice of Yemen, Hayat FM, Yemen Times Radio, Yemen FM, and the Voice of People.

By the end of 2014, when the Houthi group had forcibly taken control of the reins of power, radio stations faced serious problems, challenges and gross violations:

1. Breaking into the office of Hayat FM Radio and looting all its contents, including equipment. The broadcaster has since been off the airwaves.
2. The raid of Wadiyan Radio in the province of Hodeidah and the looting of all its contents on March 1. The radio has been non-functional since then.
3. on April 2, 2015, Mukalla local Radio was raided by armed elements, who looted and torched all its contents, including equipment. The radio resumed broadcasting after al-Qaeda left the city of Mukalla.
4. The storming of the Voice of Yemen Radio's premises, and the detention of its employees on October 4, 2015. The radio resumed beaming its programs one week after the detention of its staff members.
5. Storming and looting of NAS FM radio in June 2015. The radio has recently resumed broadcasting from Marib governorate.
6. The bombing in May 2015 of Taiz Radio headquarters by warplanes; the radio has not yet resumed broadcasting as its offices are still in ruins.
7. Yemen Times Radio suspended its activities due to security threats in mid-2015. It resumed operations this year after it was sold out by its previous administration.
8. The demolition, looting and burning of Shabwa local radio station in 2015. The radio is still in ruins and its activities have not yet been resumed.
9. Demolition, looting and burning of Aden Radio in 2015. The broadcast has been out of work since then.

Background information on respondents

The chart shows the number of respondents of both sexes. Female respondents constitute 47.2% of the total number of respondents, while males form 52.8%. All respondents came from three governorates- Sana'a, Hadramout and Shabwa.



The scope of radio listenership in Yemen

The popularity of radio in Yemen is increasingly growing due mainly to the current conflict. Other factors have also driven up the country's radio listenership. Chief among these are the shutdown of newspapers, power outage and the high cost of the Internet, in addition to the fact that listeners everywhere can easily access radio via possible and cheap means. Radio listenership in Yemen makes up 75% of the total number of respondents, compared to only 25% of citizens who do not listen to the radio altogether.

A vivid example of Yemen's growing listenership is that about a year ago, only one radio was broadcasting in Hadramout- Mukalla Radio, the official voice of the state - and another in Seyon , both of which were broadcasting for a few hours a day. The broadcasts' reach covered only the two cities, and some nearby areas. Now, Hadramout has over 10 radio stations, some of which are airing for 24 hours daily

% 75

of the total number of respondents listen to the radio

% 25

of the total number of respondents don't listen to the radio

This boom in local radio stations was just a result of the broad response of a large segment of society, and the increasing listenership, perhaps because of exceptional circumstances that may change from time to time, in addition to and the state of stability experienced by the province after the expulsion of Al Qaeda, coupled with the booming investment activities that sparked the need for advertising through the radio which is the best means of reaching the consumer.

Per day Radio listenership varies, with 38% of listeners spending less than 1 hour a day listening to radio, 21.4% spending one to two hours a day listening to the radio, 26% spend two to three hours a day listening to the radio, with only 14.6% listening for three or more hours.

The contribution of radio to addressing Society's developmental issues

Yemen's social problems have been exacerbated by low living standards, widespread poverty, declining education and training, child labor, rampant illiteracy especially among females, lack of employment opportunities, the dominance of tribal customs and traditions over society, poor middle class, poor health, and lack of medical services, in addition to other problems such as the deterioration and even disruption of basic services such as electricity, water and roads.

Under these conditions, Yemeni radio stations have played an active role in reporting the suffering of citizens and advocating for their causes. However, these radio stations still play a minor role in reporting the issues of women, children and youth, as well as the basic services rendered to citizens. Notably, entertainment and music are increasingly given more airtime than community issues.

14.6%

listening for three or more hours.

26 %

of listeners spending two to three hours a day

21.4 %

of listeners spending one to two hours a day

38 %

of listeners spending less than 1 hour

Basic services, such as electricity, water, road networks, and security problems, represent only a small percentage of radio coverage, accounting for only 20%. Entertainment, music, sports and politics account for 80% of radio programs.

The following table shows the interest of radio stations in community priority issues, which represent, as mentioned above, only 20% of weekly total airtime. The table shows that there are issues of importance that are rarely debated on radio, namely water and sanitation, government transactions, human rights, community participation.

issue	Rate	issue	Rate
water and sanitation	%1	Education in general	%8
Electricity	% 2	Women education	% 9
road networks	%8	community participation	% 5
security problems	%.10	الصحة الانجابية	%.11
Health	%.15.15	human rights	%5
government transactions	%2	issues of women	% .13
early marriage issues	%.10		

Societal Issues Absent from Radio Broadcasts in Yemen:

In such an environment in which there are widespread societal issues, the media plays a role in raising awareness and advocating for such issues. At the top of these outlets is radio, which should play an active role in advocating and educating society about its rights. In Yemen, however, perhaps due to the war still raging on in the country, radio has been concerned with other secondary issues irrelevant to the issues of society. According to the results of the poll, which targeted a sample of radio listeners, significant issues are never debated on radio programs as perceived by the public. These include rising prices of food items and oil products, damage to the agricultural sector due to the continued increase in prices of oil products, propagation of the culture of peace, the rise in tuition fees in public and private colleges, unemployment and absence of job opportunities, lack of educational and health projects in the countryside, problems of education, lack of rights and freedoms under the current war in Yemen, health education, the lack of rights and freedoms, Security issues such as theft, looting, killing and banditry, vengeance, power cuts, children's rights, youth issues, expensive dowries, kidnappings.

The forms used by broadcasters to produce media materials

radio stations are used in the production of media materials in different ways, with SMS leading by 30% in terms of conveying media messages, followed by interviews with 20%, oral presentation 15%, drama, analysis and live coverage of events with 10% each, and magazine 5%.

The formats used by radio station to produce media materials	Short messages	Interviews	Talk shows	Drama	Live coverage of events	analysis	magazine
	30	20	15	10	10	10	5

Making decisions about radio programs

Radio stations suffer from over-centralization in terms of decision-making, which affects the handling of different events and thus the professional level of broadcasting, where management controls the artistic, editorial and professional work within radio stations, which hinders the spirit of revival and innovation and limits the ceiling of permissible freedoms.

During interviews, we noticed that program presenters and writers are not allowed to propose and choose programs, in addition to the fact that the audience-members of society in general and women and children in particular- is made absent from the programs targeting it, with decision made by senior management or program managers.

Women's presence in Yemeni radio stations:

The presence of women on the radio is limited to the functions of presenting programs. Further, women are allowed limited leeway to present family and child programs which must have been approved by the officials in the radio program sector. The position of Yemeni women in radio public office ladder is still far from decision centers. There are also radio stations where there is no one single woman among their employees. A case in point are the radios of Siyoun and Nahdah Hadramout where women are totally invisible.

Women-centered programs also make up a small percentage of other programs- 2.2% of airtime per week, despite social groups, including women, facing problems, social challenges and difficult living conditions due to the ongoing conflict. These include displacement, disruption of public services, such as electricity and water, lack of health services, which are especially inaccessible to women and children, rising rape cases, women victims of military confrontations, among other problems facing Yemeni women.

Therefore, radio stations in Yemen are called upon to develop media awareness programs to encourage women to work and change the negative attitude toward them, in addition to designing radio programs aimed at discussing women's needs, priorities and challenges that hinder their active participation in various fields. It is also incumbent upon these radios to prepare and broadcast programs for women's educational, cultural and political literacy.

The Ministry of Information must assume its political responsibilities in laying down guidelines binding its media outlets to include women issues on their programs, including by setting out clear mechanism for measuring programs that marginalize women or damage their image as equal citizens.

Training needs of radio staff

According to the results of the interviews that were carried out in the framework of this study, Yemeni radio employees are in a dire need of on-job training as follows:

1. Writing news and reports
2. Presentation and public speaking.
3. Preparing and scripting programs
4. professional management
5. Management and team management
6. Financial Management
7. Determining community development needs.
8. Production and direction of radio programs.
9. Dealing with modern programs in terms of scheduling and transmission.
- 10.. Sound Engineering and Editing.
11. direction
- 12-Preparation of specialist programs
- 13-Digital production
- 14-production of song and chant sections
- 15-Filing and documentation of radio works.

Results:

The change made by radio in the behavior of listeners

It is evident from the following table (2) that radio in Yemen has an impact on the behavior of listeners. The results of the most prominent behavioral changes experienced by listeners after listening to the radio showed that the issues frequently tackled by the radio have caused a change in listeners' practices and behaviors. Radio boosted listeners' awareness of the importance of clearing garbage and preventing diseases, a 9.5% positive attitudinal change. On the other hand, 9.5% of those surveyed believe that radio did change their practices and attitudes and that their behavior and attitudes towards most issues have changed due to the impact of other media outlets. Radio also raised awareness among listeners of the danger of early marriage and the importance of equality between men and women by 8.8% each. It also raised awareness among listeners of the rights that women should enjoy by 8.1%, and of the importance of immunization campaigns accompanied by a large radio advertising campaigns.

The results of the study also showed that radio neither changed the awareness of listeners about the problems of public services, nor communicated issues of concern to listeners to the concerned authorities. It also could not change the awareness of pregnant women about the importance of visiting maternity clinics to seek either medical treatment or advice on maintaining breastfeeding.

In addition, it is clear that radio campaigns can change the behavior and practices of listeners only when it devotes great efforts to conducting awareness campaigns and advocacy on priority issues. This is manifested in the positive change in listeners' behaviors and attitudes towards a number of issues, including the risks of early marriage, and the importance of disease prevention. On the other hand, listeners' behaviors and attitudes towards a number of issues ignored by radio remained totally negative.

Radio contributed to solving problems in public services such as education and health	% 3.4
Radio communicated the issues that concern me to the competent authorities	%3.4
I know the rights that women must enjoy	% 8.1
I realized the risk of early marriage to our daughters.	% 8.8
I started to know more about disease prevention	% 9.5
I started to know about equality between men and women	% 8.8
I began to know more about the importance of educating girls, and I was keen to send them to school	% 5.4
I started avoiding the use of contaminated equipment and tools.	% 6.8
I started to know more about child protection	% 4.7
I am keen to register our children in the birth register and get birth certificates	% 5.4
I started to know more about immunization, and I was keen to send family members for immunization	% 7.4
I am going to the pregnant clinic, and I have followed the full breastfeeding	% 2
I started to know more about personal hygiene, I wash my hands whenever they get dirty, and bathe regularly.	% 6.8
I started to collect and dispose of waste properly	% 9.5
No change occurred .	% 9.5

Internal factors contributing to poor radio performance

The lack of appropriate technologies, power outages, poorly skilled staff, lack of sustainable financing for radios in Yemen are among the main internal factors contributing to the poor performance of these stations.

Most of public, private and community radio stations start with simple means and lack modern technological equipment employed in the field of media and communication, including the various stages of radio production from recording to editing and broadcast, in addition to the lack of sophisticated external recording devices for broadcasters, who sometimes use mobile phones to beam live interviews. This affects the quality and clarity of sound. Add to that the crisis of oil products and frequent power cuts because of the war in Yemen. The lack of training opportunities for, and non-encouragement of technicians to develop their skills and promote self-education are also among the internal factors that contribute to the poor performance of radio stations in Yemen.

Challenges and constraints facing radio stations:

1. radio broadcasting faces many problems and challenges that impede its performance and restrict it from playing its role properly. These problems lie in management, including organizational flaws pertaining to the ambiguity and unclarity of the objectives radio seeks to achieve, as well as lack of strategic planning in radio work. The radios of Sana'a, Taiz, and Aden, do not have research and studies department, which prepares studies and research and advise decision makers on what people want and look for.
2. poor organizational communication between the various administrative levels, coupled with lack of inter-connections that allow the views of mid-and-low level leadership regarding the problems facing radio operations to be heard.

1. There are also human obstacles as evident in a number of irregularities inherent in radio work. For instance, a very large percentage of radio workers are not qualified media professionals, came from other specializations, and deny specialists access to the jobs they are holding.
2. appointments to radio stations are not made based on tests and efficiency, and instead subject to other criteria irrelevant to efficiency and specialization.
3. poor training and education in the field of radio work despite the efforts made by the Sana'a-based Institute of Media Training and Qualification, as training is solely restricted to those working in the capital Sana'a and does not include other radio workers in the rest of the provinces. if you happen to ask any of radio broadcasters in Mukalla, Taiz or Hodeida about the last training course they received, they might say that the latest such course was 20 or 15 or 10 years ago. In a sense, training is totally absent in these institutions.
4. Creativeness and innovation in radio work is increasingly declining, as there are so many snags to creation in this field; programs are decades-old and produced in the same perfunctory manner as before. -There is also a decline in the level of wages and incentives for broadcasters. Even if there are excellent broadcasters who are capable of doing very good work, they quickly leave broadcasting and go somewhere else to look for another source of livelihood. This is because media cadres in our country are the least paid.
5. legislative and social constraints and pressures facing the media including radio, as well as lack of information.

Result:

- * The weakness of community radio stations is beneficial to privately-owned and politically-oriented radio stations.
- * Many local government radio stations have gone off the airwaves.
- * Absence of community priority issues related to the lives of citizens and their livelihood from radio programs.
- * Women's programs make up a small percentage of other programs, accounting for only 2.2% of the weekly airtime at a time when women face social problems and challenges.
- * Over-centralization of decision-making within radio stations affects the handling of different events and thus the professional level of broadcasting.
- * radio stations are able to positively influence the community when the programs are devoted to raise awareness about and enhance education on community issues.
- * Lack of strategic planning in radio work coupled with ambiguity in the goals that broadcasters seek to achieve.
- * lack of appropriate technologies, irregular supply of electricity, poor staff skills, and lack of sustainable funding for radios in Yemen are among the most important internal factors contributing to the poor performance of Yemeni radio stations.
- * low level of technical and vocational training for Yemeni radio staff and lack of continuous qualification in the field of radio work.

Recommendations:

- Society's priority issues , which are related to the lives of citizens and their livelihood, are absent from radio programs.
- There is a need that radio stations focus on priority issues of the community, which are related to the lives and livelihoods of citizens.
- Radio stations in Yemen are called upon to develop media awareness plans to encourage women to engage in radio broadcasting, and to change negative attitudes towards them, in addition to designing radio programs aimed at women in terms of discussing their needs and priorities , let alone the challenges that hinder their active participation in various fields. It is imperative that such radios prepare and broadcast programs on women's alphabetical, cultural and political literacy.
- There is need for radio stations to exploit the various artistic templates of advertising and promotion , and to advertise their various programs in a striking manner so as to attract many listeners.
- Public festivals are one of the most effective ways to achieve public participation and interaction , especially if they are organized intelligently, attractively and objectively in order to achieve a high cultural goal. For instance, a radio station can hold a festival about poetry , folklore or heritage or music, and then award worthwhile prizes to attract a large number of listeners.
- There is need for radio stations to utilize their program contents to increase the areas of communication between listeners and government agencies by providing the opportunity for listeners to present their problems to officials to resolve them. The aim is to attract a wide audience , which reflects positively on the level of listenership.
- It's necessary to enhance staff participation in broadcasting organizations' decision-making, especially pertaining to program contents, so that they feel their belonging to the institution and the value of their opinions, which reflects positively on their performance.
- There is need to establish a professional code of ethics to familiarize employees with their rights and duties ,to regulate the controls applied to them and to protect staff when necessary in order to protect free speech and implement the principles of freedom of the press guaranteed by the Constitution.
- There is need to provide continuous training opportunities for employees of broadcasting services, while focusing on practical training and group discussions.

Annexes

Appendix 1: Needs Survey for Community Radio in Yemen

introduction:

This survey, which is part of the project to monitor media freedoms in Yemen, aims to contribute to the identification of both the capacities of community radio in Yemen as well as the challenges that hinder their proliferation and expansion. The questionnaire is also a part of the efforts meant to raise awareness of the need for developing the performance of community radio stations.

The Studies and Economic Media Center (SEMC) is currently conducting a research study on community radio in Yemen. We invite you to help us identify the gaps in the basic capacities that contribute to:

- A) Extending the scope and comprehensiveness of sustainable development.
- B) Strengthening capacity-building efforts.

The study will focus on several aspects, including:

- Volume of operations and staff.
- Evaluation of activities:
- Program policies and media production process.
- Gaps and needs

Kindly note that your participation in the survey will help us identify areas that require the greatest support. If you have any questions, suggestions, or ideas please do contact us to discuss them.

1

26-Minor girl marriage	%	Total	100%
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Program policies and production processes

1. How frequently the programs (information materials) allocated for each of the following groups are broadcast?

Group	Daily	Day after day	Twice a week	Weekly	Fortnightly	Monthly
Women						
youth						
People with special needs						
Children						

2. How is decision made about the program?

1. By the owners () 2. By the top management ()
 3. By program managers () 4. Through recommendations of meetings ()
 5. By program presenters () 6. By script writers ()
 7. Through the contributions of community members () 8. Through women's contributions ()
 9. Through children's contributions () 10. Others (do mention them) :

3. What is the source of information on radio issues?
 1. Community members () (2) civil society organizations ()
 3 – government bodies (4) voluntary organizations ()
 5. magazines () 6. TV ()
 7. radio () 8. the Internet ()
 9. Professionals and experts () 10. News agencies ()
 11. Others (mention them) :

2

Basic data

Name of station	
Location	
Year of establishment	
Scope of coverage/reach	
Main Goals of Radio	1. 2.. 3.. 4..

1. What are the main groups targeted for radio information materials

1. Women () (2) Men ()
 3. Youth () 4. Business Sector ()
 5. Children () (6.) people with special needs ()

2. How many employees are in the radio?

1. Women () (2) Men ()

3. How long does the daily broadcast last ?

1. 6 hours per day ()	()	3. 18 hours a day ()
2. 12 hours a day ()	()	4. 24 hours a day ()

4. What percentage of airtime allocated by your broadcast for covering the following issues?

Issue	Percentage	Issue	Percentage
14-Electricity	%	15- Girls education	%
16-Water and sanitation	%	17- Education in general	%
18-road crisis	%	19-Community participation	%
20- Security problems	%	21- Reproductive health	%
22- Health	%	23-Human rights	%
24-Transactions in governmental bodies	%	25-Women's rights	%

3

Gaps and needs

1. Does the team have the necessary skills and cadres to produce programs and information materials?

Yes () No ()

2. What training opportunities are available for the staff to develop functional skills?

On-job training () external training ()

3. Has your organization's team participated in training workshops or programs that you think have had a significant impact on their abilities? The point of increasing efficiency is an important one. We all know that there are many exercises that revolve around previously known topics or add little knowledge. We are looking for training experiences that will make you think that the team will be able to perform tasks that were difficult to do before.

Yes () No ()

4. Please specify the areas of your business where you want to get more training or guidance?

1.
2.
3.
4.
5. Which of the following internal factors you think has been mainly behind your organization's poor performance ?
 1. Lack of appropriate technologies () 2. Recurrent power outage ()
 3. Poor staff skills () (4) Lack of sustainable funding ()
 5. staff shortage () 6- Others (do mention them)

4

Annexes

Appendix 2: Opinion poll on the performance of radio stations in Yemen

First: Personal data:

Name: (optional)

Gender: Male ≤ Female ≤ Age:

Marital Status: Single ≤ Married ≤ Divorced ≤ Widowed ≤

Occupation:

Student ≤ driver ≤ public servant ≤ worker in private sector ≤ farmer ≤ worker ≤ merchant ≤ private job ≤ housewife ≤ fisherman ≤ unemployed ≤

Other I mention:

Second: listening habits and opinions about radio stations

Q1: Do you listen to the radio?

Yes ≤ No ≤

If no, explain why (Choose one of the following reasons):

- I do not have time to listen to the radio ≤

- Limited broadcasting time ≤

- Radio interest in secondary issues of no concern to the community ≤

- I get information from other media outlets ≤

- Lack of radio sources of information ≤

- Others (explain) :

(The following questions are meant for those listening to the radio)

Q3: How long does it take to listen to the radio?

- Less than an hour a day ≤

- 1-2 hours a day ≤

- Two to three hours a day ≤

4. Radio

Frequency of listening :

Daily	twice a week	once a week	once a month	Others (explain)

5. Radio

Frequency of listening :

Daily	twice a week	once a week	once a month	Others (explain)

Q4. Identify the most important issues discussed by the radio in your city?

27. Electricity	≤	28. girls' education
29. Water and sanitation	≤	30. Education in general
31. Road	≤	32. Community participation
33. Security problems crises	≤	34. Reproductive health
35. Health	≤	36. Human rights
37. Transactions in governmental Bodies	≤	38. Women's Rights
39. Minor girls' marriage	≤	Others (explain):

Q5: What are the issues that you think are important and have not been addressed by the radio?

1.

2.

3.

- Three or more hours per day ≤

Q4: What are the things that encourage you to listen to radio stations?

1.

2.

3.

4.

5.

Q5: What is the most prominent radio you're keen to listen to ?

1. Radio

Frequency of listening :

Daily	twice a week	once a week	once a month	Others (explain)

2. Radio

Frequency of listening :

Others (explain)	once a month	once a week	twice a week	Daily

3. Radio

Frequency of listening :

Daily	twice a week	once a week	once a month	Others (explain)

Q6 What are the most significant changes you have experienced after listening to the radio?

Radio contributed to solving the problems of public services such as education and health ≤

I have brought the issues that concern me to the notice of concerned authorities ≤

I know the rights that women must enjoy ≤

I realized the danger of early marriage to our daughters ≤

I started to know more about disease prevention ≤

I began to know about equality between men and women ≤

I started to know more about the importance of educating girls, and I was keen to send them to school ≤

I started avoiding the use of contaminated equipment and tools ≤

I started to know more about child protection ≤

I am keen to register our children in the birth register and get birth certificates ≤

I started to know more about immunization/vaccination, and I was keen to send my family members for immunization ≤

I go to pregnancy clinic, and I follow breastfeeding in full ≤

I started to know more about personal hygiene, I wash my hands whenever they get dirty, and bathe regularly ≤

I started to collect garbage and dispose of it properly ≤

Thank you for your kind cooperation

About SEMC

Studies & Economic Media Center (SEMC) is one of the prominent Yemeni NGOs that works on spreading awareness of economic issues, buttressing good governance and public engagement in decision making, and working towards the creation of professional media .

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