C D A C
N E T W O R K
communicating with disaster affected communities

Rapid Communication Needs Assessment
Media Station Profile Questionnaire

This questionnaire is designed to be asked to staff of media stations, most likely radio and television broadcasters, to find out how their station is currently functioning, and what damage it has suffered as a result of the disaster. This information can be used in mapping of functioning media stations, and in determining what support an MDA might be able to offer to local media.

This questionnaire is based on Internews' Radio Profile Questionnaire, which was developed during the response to Haiti. As it was designed specifically for radio, some questions will need to be adapted for television and other media stations. These questions have been highlighted in grey.

The questionnaire is a template, and will need to be adapted depending on the context, which phase of the emergency it is being used in, how much time is available to conduct the interview, and the extent of damage to the station (i.e. Many of the questions will be irrelevant if the station is too damaged and no longer broadcasting).

A. GENERAL INFORMATION ABOUT THE STATION

A01	Station Name	
A02	Station Frequency/ies, or channel ***Please list all frequencies/channels on which the station may broadcast***	
A03	Station Location ***(Street name, number, province, town, if available)***	
A04	Name of station owner or manager or senior contact	
A05	Contact details	Phone (1) _____ Phone (2) _____ Email: _____
A06	Main language(s) of broadcast	
A07	Year of foundation (i.e. 2006)	
A08	Do you have a website?	☐ Yes Address:_____ ☐ No
A09	Do you have a Facebook Page?	☐ Yes Address:_____ ☐ No
A10	Are there other social networks on which you have a profile?	☐ Yes Address:_____ ☐ No
A10	Do you have a Twitter account?	☐ Yes Address:_____ ☐ No

B. PHYSICAL CONDITION OF STATION

B01	Is the station still broadcasting since the _____[disaster]?	☐ Yes ☐ No ☐ Yes but at limited capacity
B02	Where is the station physically located?	☐ The station is located in its own building ☐ The station is located in a shared space with other organisations

B03	Does the station own, rent or uses for free that space?	☐ Own ☐ Rent ☐ Uses for free			
B04	Has the station suffered any damage as a result of the disaster? If so, please specify how the station has been affected under each category	☐ Working equipment (Specify:_____) ☐ Building (Specify:_____) ☐ Power Supply (Specify: _____) ☐ Broadcasting ability (Specify:_____) ☐ Staff capacity (Specify:_____) ☐ Other (Specify: _____)			

B05	What working equipment do you have now? *(For each piece of equipment, indicate the approximate number of items)*	*Equipment*	*Number*	*Equipment*	*Number*
		Recorders (Analog)		Loudspeakers	
		Recorders (digital)		Amplifiers	
		Field microphones		CD players	
		Studio microphones		Cassette players	
		Computers		Mini Disk players	
		Editing equipment		Transmitters	
		Mixers		Antenna	

B06	What are your sources of power? *(For each source indicate the number of operating hours per day, the cost per month & the amount of gasoline consumed per month)*	*Power Source*	*Hours/ day*	*Cost/month*	*Liters of fuel/day*
		Generator			
		Electricity			■
		Solar Panels			
		Batteries			■
		Other (specify) _____			

C. CURRENT BROADCASTING CAPABILITIES AND PRIORITIES

C01	How many hours per day is the station on the air now?	
C02	What time of the day the station is on air? *(i.e. 400pm-600pm and 800pm-900pm)*	
C03	What is the capacity of your transmitter, in kilowatts?	
C04	How many kilometers does the transmitter reach?	
C05	Where is it located?	
C06	Approximate height of the mast	
C07	Do you know how many people watch/listen to your programmes? How does this vary at different times?	
C08	What are the top 3 types of programming you broadcast now? **USE CODE, ORDER BY PRIORITY, RECORD APPROXIMATE NUMBER OF HOURS / WEEK**	1. |__|__| - how many hours a week? |__|__|__| 2. |__|__| - how many hours a week? |__|__|__| 3. |__|__| - how many hours a week? |__|__|__| 01 Walk-ins 07 Religious programs 02 Call-in shows 08 Sports 03 Debates 09 Commercials 04 News 10 Listener messages 05 Music 11 Drama 06 Entertainment 88 Other (specify)_____
C09	What are the top 3 topics you broadcast now? **USE CODE, ORDER BY PRIORITY, RECORD APPROXIMATE NUMBER OF HOURS / WEEK**	1. |__|__| - how many hours a week? |__|__|__| 2. |__|__| - how many hours a week? |__|__|__| 3. |__|__| - how many hours a week? |__|__|__| 01 Finding missing persons 09 Housing information 02 Security 10 Water and Sanitation 03 Weather 11 Gender Issues 04 Local news updates 12 Agriculture 05 National news updates 13 Education 06 International news updates 14 Health 07 Government Activities 88 Other (specify)_____

		08 NGO Activities
C10	Is most of your information sourced live, or is it pre-recorded?	☐ Live ☐ Pre-recorded ☐ Half/half
C11	What is the main source of news / information for your programs since the crisis?	☐ Listeners (call, messages, …) ☐ Interview with community members ☐ Humanitarian agencies/(I)NGOs ☐ Government officials ☐ Internet ☐ Other radio/tv ☐ Newspapers ☐ Other, specify _____
	What type of support is most critical now for your station to be on air? *(Listen to the answers and tick all that apply)*	☐ Fuel for generator ☐ Training for staff ☐ Internet connection ☐ Accommodation & food for ☐ Restoration of phone journalists connection ☐ Building repairing ☐ Equipment for broadcast ☐ Financial support ☐ Equipment for ☐ production Other_____

D. ACCESS TO TELECOMMUNICATION NETWORKS

D01	Does the station have a phone number? *(For each type indicate the number of lines and the provider(s)*	*Type*	*Number of lines*	*Provider(s)*
		Fixed Lines		
		Mobile		
D02	Are there any mobile service providers available in your area?	☐Yes ☐No		
•	*If YES, continue to question D04. If NO, please skip to question D05.*			
D03	What mobile service providers are available? *(List the names)*	1. _____ 2. _____ 3. _____		
D04	What is the weekly cost of topping-up mobiles, if you have them?			
D05	Does the station have direct access to internet?	☐Yes ☐No		
•	*If YES continue to question D06. IF NO go to question D11*			
D06	How does the station connect to the Internet?	☐ Landline ☐ Mobile ☐ Wi-Max ☐ V-Sat		
D07	Do you have problems to connect to the Internet?	☐Yes ☐No		
D08	How would you rate the reliability of your Internet connection?	☐ Unreliable (i.e. The connection drops a lot) ☐ Average (i.e. Fluctuates between strong and weak connections) ☐ Reliable (i.e. Usually strong connection that occasionally drops)		
D09	How would you rate the speed of your Internet connection?	☐ Slow ☐ Average ☐ Fast		
D10	Do you think your Internet use is secure?	☐Yes ☐No		
D11	Is Internet available in the area?	☐Yes ☐No		

E. COMMUNICATION WITH AUDIENCE

E01	Are your listeners able to contact the station since the _____[disaster/crisis]?	☐Yes, specify how _____ ☐No, specify why not _____
E02	If your listeners wanted to be in touch, what would be the best way for them to contact the station now?	☐SMS ☐Emails ☐Phone Calls ☐Walk-ins ☐Other (specify)_____

E03	For each of the following, please specify if the station receives them and if yes, how frequently in a week (estimate)	
E04	SMS from audience	☐ No ☐ Yes - how many per week? |__|__|__|
E05	Emails from audience	☐ No ☐ Yes - how many per week? |__|__|__|
E06	Phone calls from audience	☐ No ☐ Yes - how many per week? |__|__|__|
E07	Walk-ins / visits from audience	☐ No ☐ Yes - how many per week? |__|__|__|
E08	What are the top 3 topics that the audience contact the station about since the disaster? **USE CODE, ORDER BY PRIORITY, RECORD APPROXIMATE NUMBER PER WEEK**	1. |__|__| - how many times per week? |__|__|__| 2. |__|__| - how many times per week? |__|__|__| 3. |__|__| - how many times per week? |__|__|__|
		01 Finding missing persons 09 Housing information 02 Security 10 Water and Sanitation 03 Weather 11 Gender Issues 04 Local news updates 12 Agriculture 05 National news updates 13 Education 06 International news updates 14 Health 07 Government Activities 15 Participation polls 08 NGO Activities 16 Music Requests 88 Other (specify)_____
E09	In your opinion, what are main barriers for the audience to contact you since the _____ [disaster/crisis]?	☐ Lack of awareness that contact is possible ☐ Cost of communication ☐ No mobile coverage ☐ Language ☐ No need to contact the station ☐ Other, specify _____

F. STATION STAFFING

F01	Do you have paid staff?	☐ Yes ☐ No
•	*IF NO go to question F07; IF YES continue to question F02:*	
F02	What proportion of your staff are still able to get to the station to work, since the _____ [disaster]?	_____ %
F03	How many people do you have in each role?	1. Administration _____ 2. Technical _____ 3. Reporters _____ 4. Correspondents _____ 5. Managers/Editors_____ 6. Other_____
F04	How many people are paid in total?	
F05	How much do you pay to a junior reporter?	
F06	How much do you pay to a senior reporter?	
F07	How much do you pay to an editor/manager?	
F08	Do you have any volunteers?	☐ Yes ☐ No
•	*IF YES continue to question F08; IF NO go to section G.*	
F09	How many volunteers do you have in each role?	1. Administration _____ 2. Technical _____ 3. Reporters _____ 4. Correspondents 5. Managers/Editors_____ 6. Other_____
F10	How many volunteers do you have in total?	

G. SOURCES OF INCOME

G01	What are your sources of income? *(Listen to the answers and tick all that apply)*	☐ Government ☐ Advertisements ☐ Community donations ☐ Sponsors ☐ Personal funding ☐ International organizations ☐ Other_____

G02	Of the sources of income available to the station, how would you rank them in order of priority? Please rank all available sources, indicating 1 as the most important, 2 as the second most important, etc.	*Income Source*	*Ranking*
		Government	
		Advertisements	
		Community donations	
		Sponsors	
		Personal Funding	
		International organizations	
		Other_____	
G03	How much does it cost per month to run your station now?		

H. RELATIONSHIP WITH LOCAL AND INTERNATIONAL ORGANISATIONS

H01	Are you in touch with any local or international NGOs?	☐ Yes ☐ No
•	*If YES, please continue to question C14. If NO, please skip to section D.*	
H02	If so, which NGOs? And what content are you broadcasting from these NGOs?	
H03	Does your station currently provide free air time for NGOs to make announcements and give advice?	☐ Yes – if yes, how many hours a week (average) |__|__|__| ☐ No
H04	Do NGO staff participate as interviewees on news bulletins and programs?	☐ Yes – if yes, how many hours a week (average) |__|__|__| ☐ No
H05	Do NGOs pay for the broadcast of public service announcements?	☐ Yes – if yes, how many hours a week (average) |__|__|__| ☐ No
H06	Do NGOs pay for the broadcast of sponsored programs	☐ Yes – if yes, how many hours a week (average) |__|__|__| ☐ No
H07	What are the main barriers to establish a relation with NGOs	☐ None in the area ☐ Don't know anyone there ☐ NGO refuse ☐ Lack of funding ☐ Other, specify _____

I. EXTERNAL SUPPORT

I01	Have you ever received help/training/funding from an international organization?	☐ Yes, specify which organization _____ ☐ No
I03	Is your media outlet organized in a union or other representative organization?	☐ Yes, specify which organization _____ ☐ No

J. INTERVIEW DETAILS

•	*Be sure to record the following information on your own, once the interview is complete.*	
J01	**Date (dd/mm/yy) Time:** *(of the interview)*	/ / Time:
J02	**Interviewer's (your) name**	