



Conflict Research and Evidence Lab

# EVALUATION

Engaging Media and Minorities to Act for Peacebuilding  
(EMMAP)

- Ghana, Sénégal, Sierra Leone -

Client,

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Minority Rights  
Group

## Table of Contents

Executive Summary.....	2
1. Introduction.....	5
1.1 Programme Background.....	5
1.2 Evaluation Purpose, Background and Scope.....	5
2. Methodology.....	6
2.1 Overarching Approach.....	6
2.2 Data Collection Strategies.....	6
2.3 Data Analysis.....	8
2.4 Methodological Risks and Limitations.....	8
3. Theory of Change.....	9
4. Key Findings.....	11
4.1 Relevance.....	11
4.2 Effectiveness.....	17
4.3 Efficiency.....	29
4.5 Cross-Cutting Themes.....	34
5. Conclusions, Lessons Learned and Recommendations.....	34
Annexes.....	37

# Executive Summary

## Background

The *Engaging Media and Minorities to Act for Peacebuilding* (EMMAP) was a 2,5year initiative funded by the European Union (EU) and implemented by the Minority Rights Group (MRG) in collaboration with local partners: Media Platform (MPEC) in Ghana, Networks for Social Justice (FAHAMU) in Senegal, and Media Reform Coordination Group (MREC) in Sierra Leone. The programme sought to empower media professionals and minority rights activists to **leverage media and communications as tools for peacebuilding and social cohesion**. EMMAP focused on fostering responsible, conflict-sensitive reporting and encouraged collaboration between journalists and minority communities to co-create content through a combination of capacity-building and small stipends for content production. Additionally, the initiative provided capacity-building support for minority rights advocates, equipping them with advocacy skills and strategies to advance minority rights and address online harassment. Through these efforts, EMMAP aimed to shift negative public perceptions, reduce hostility towards marginalised communities, and contribute to reconciliation and peaceful coexistence.

This evaluation provides an **independent assessment of the programme's outcomes, performance and lessons learned** focusing on the relevance, effectiveness, efficiency, and sustainability of its activities. It examines the extent to which the programme has met its objectives, including improving the quality and quantity of media coverage on minority and conflict-related issues, and enhancing the capacity of media professionals and minority rights advocates.

A **mixed-methods approach** was employed, incorporating insights from a participatory lessons-learned workshop held in Senegal, semi-structured interviews with key stakeholders, and surveys targeting direct beneficiary groups. Additionally, both qualitative and quantitative content analyses were performed, enabling an assessment of the evolution and trends in media content production over time.

## Key Findings

**Relevance:** The evaluation finds that the **EMMAP programme was a relevant initiative**, addressing critical gaps in media coverage and advocacy for minority rights in West Africa. Despite pervasive discrimination and violence against minority groups, media attention to these issues remained minimal, often accounting for less than 1% of national media coverage at the time the programme was designed.<sup>1</sup> While EMMAP was not developed based on a formal baseline, it effectively identified these gaps and sought to address them through a combination of capacity-building initiatives and small grants for content creation. The programme was structured to support both direct beneficiaries—media professionals and minority rights advocates—and indirect beneficiaries, including affected communities and the wider public. Journalists across the three target countries—Ghana, Senegal and Sierra Leone—valued the training's practical, hands-on approach to conflict-sensitive reporting. For minority rights advocates, the programme provided critical skills in areas such as advocacy, combating hate speech, and strengthening policy engagement.

At the level of indirect beneficiaries, the programme proved **relevant to affected communities** by elevating their concerns in public discourse. This was evident in case studies such as the coverage

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<sup>1</sup> Data reconstructed by the evaluation team using MediaCloud monitoring tools

of amputee discrimination in Sierra Leone and reporting on minorities accused of witchcraft in Ghana. By increasing the frequency of media reporting on these issues, the programme helped raise the visibility of these minority concerns, ensuring that they received more consistent and widespread media attention.

**Effectiveness:** The EMMAP programme made **mixed progress toward its outputs and outcomes**, with certain areas exceeding expectations while others fell short. Journalists and minority rights advocates reported substantial **gains in knowledge, confidence, and skills**. Both groups noted positive **changes in their practices**, applying new techniques in fact-checking, ethical reporting, and inclusive language, with a heightened focus on minority issues and direct community engagement. However, media content production targets were not fully met, hindered by challenges such as difficulties in tracking beneficiary outputs and external delays in programme initiation. Additionally, the financial constraints faced by journalists in West Africa were underestimated, impacting overall content production.

The programme's broader impact on the media landscape remains challenging to assess, primarily due to a **lack of data on audience engagement metrics**, which constrained assessments of content reach and influence. Additionally, many articles were only released as the project neared its conclusion, restricting the potential to measure their long-term impact. While some articles were featured in national outlets, much of the content was confined to smaller platforms or partner websites, especially in Senegal, thereby limiting broader visibility. Although the programme successfully increased awareness of localised issues like witch camps in Ghana, **scaling these successes to a national level proved challenging**. The reported increase in coverage of conflict, migration, and minority issues (Indicator 2) appears to be influenced more by external dynamics than by the programme itself, complicating attribution.

**Unintended positive outcomes** of the programme include increased personal resilience, **career advancements**, and strengthened capacity within partner organisations. No significant negative consequences were observed; however, emotional challenges emerged during field visits, which were effectively addressed through psychosocial support. However, one challenge that was reported, which had not been anticipated, was the **de-publication of sensitive stories**, particularly those involving political figures. Several journalists reported difficulties in getting sensitive articles published, as newsrooms were often unwilling to take the risk of addressing controversial topics. This reluctance limited the programme's ability to fully amplify some critical issues through media coverage.

**Efficiency:** The programme's **efficiency was compromised by several challenges**, including suboptimal platform optimisation, connectivity issues, and digital illiteracy, which hindered participants' ability to engage effectively with the online training content, resulting in low completion rates. While the international field visits were valued by participants and had some notable benefits, they did not deliver optimal value for money, as many chose to focus on domestic issues that were more relevant to their context and more cost-effective. Furthermore, delayed funding transfers due to the suspension of MRG's bank account further impacted the programme's overall efficiency and timely delivery. These issues were exacerbated by inefficiencies in the OPSYS reporting platform, whose rigid requirements—such as replacing customised indicators with predefined FPI indicators—created significant administrative burdens and delayed reporting processes. Technical flaws, including frequent system bugs and approval delays, further compounded these challenges, diverting valuable resources away from programme implementation and reducing overall efficiency.



**Sustainability:** The programme successfully equipped participants with valuable skills in reporting on minority, conflict, and migration-related themes, with the knowledge gained likely to be sustained, particularly among journalists who continue to focus on these areas. However, the long-term impact on reporting outputs is likely to be hindered by media poverty, as many journalists face challenges in dedicating the necessary time and resources to cover these complex, often underreported themes without ongoing financial support or stipends. Despite these challenges, the programme's **robust networks**, which remain active six months post-intervention through platforms such as WhatsApp, continue to facilitate collaboration. These connections foster sustained engagement with the programme's core themes and increase the likelihood of continued reporting on these critical issues.

## Lessons Learned and Recommendations

Several key lessons emerged from the programme that should be integrated into future initiatives:

### Recommendations for the Implementer (MRG):

- **Redirect Resource Allocation:** Redirect resources from international field visits to domestic field visits, which align more closely with local reporting needs. Domestic visits provide more context-specific and impactful engagement, fostering stronger connections with local communities and stakeholders. This shift also optimises the use of funds, freeing up resources to support in-person training sessions, which are more effective in enhancing participant skills and engagement.
- **Improving Training Delivery:** Programmes should emphasise in-person training sessions to foster deeper engagement and learning. To overcome technical barriers, particularly in rural or under-resourced areas, mobile-optimised webinars and offline training materials should supplement in-person efforts.
- **Enhancing Training Relevance:** Future programmes should prioritise tailoring training content to the varying levels of participant experience. This includes adapting materials to address the specific needs of both novice and seasoned participants, ensuring inclusivity and relevance to all.
- **Optimising Financial Support Mechanisms:** Future programmes should prioritise distributing smaller, more frequent stipends to a broader group of journalists. This approach ensures consistent support throughout the project's implementation, enabling journalists to produce stories on an ongoing basis.
- **Improving Monitoring and Evaluation Practices:** Future projects should adopt advanced media monitoring tools like MediaCloud or Meltwater to streamline the tracking of media impact.
- **Recommendations for the Donor (EU):** Increase OPSYS Flexibility: Allow projects to incorporate customised indicators alongside FPI indicators to reflect the unique needs and contexts of individual programmes.
- **Provide Comprehensive Guidance:** Offer clearer initial instructions and ongoing support for using OPSYS, especially during mandatory indicator alignment or system updates.
- **Invest in Technical Improvements:** Address recurring system bugs and improve the usability of OPSYS to minimise administrative burdens on implementers.

# 1. Introduction

## 1.1 Programme Background

The *Engaging Media and Minorities to Act for Peacebuilding* (EMMAP) was a 2.5 years initiative funded by the European Union (EU) and implemented by the Minority Rights Group (MRG) in collaboration with three local partners: Media Platform (MPEC) in Ghana, Networks for Social Justice (FAHAMU) in Senegal, and Media Reform Coordination Group (MRCG) in Sierra Leone. The project was dedicated to empowering media professionals and minority rights activists in these countries to **leverage the power of media as a catalyst for peacebuilding** and social cohesion.

By fostering nuanced, sensitive, and responsible reporting practices, and leveraging the broad influence of local media, the initiative sought to shift negative public perceptions, reduce hostility towards marginalised communities, and nurture tolerance and empathy—particularly in communities affected by social or political divides. To achieve these objectives, EMMAP provided specialised training to journalists on conflict-sensitive reporting, ethical standards, and the inclusion of minority perspectives. This training encouraged a move away from sensationalist media coverage towards narratives that promote constructive dialogue.

Another significant focus of the programme was to reframe the portrayal of marginalised groups—not merely as subjects of coverage but as active contributors shaping the narratives that impact their lives. To facilitate this, EMMAP promoted collaboration between journalists and community members to co-create content that highlighted shared challenges while fostering a collective sense of purpose and peaceful coexistence. Concurrently, the initiative included capacity development for minority rights advocates, equipping them with enhanced advocacy skills. Training sessions focused on effective advocacy techniques and strategies for combating online harassment, particularly against vulnerable groups such as women and children.

## 1.2 Evaluation Purpose, Background and Scope

This evaluation was commissioned to **assess the overall performance, outcomes, and lessons learned** from the EMMAP initiative, focusing on its relevance, effectiveness, efficiency and sustainability. The evaluation serves multiple purposes: (1) to provide a comprehensive analysis of the project's achievements against its intended objectives, (2) to identify key successes and areas for improvement, and (3) to generate actionable insights that can guide future programming in similar contexts. The evaluation is also intended to inform stakeholders, including the donor, implementing partners, and local actors, about the impact of the initiative, thereby contributing to evidence-based decision-making in the fields of media engagement and peacebuilding.

The **scope of the evaluation** covers the entirety of the EMMAP initiative across the three target countries. It includes an assessment of programme activities, outputs, and outcomes, as well as the long-term sustainability of the project's efforts to transform media practices. Special attention is given to the extent to which EMMAP successfully built the capacity of media professionals and minority rights activists to advocate for inclusive, conflict-sensitive reporting, as well as whether it has led to a demonstrable increase in reporting on minority inclusion, peacebuilding, and other critical areas of focus.

## 2. Methodology

### 2.1 Ovearching Approach

The evaluation adopted a **participatory approach**, emphasising active involvement of key stakeholders throughout the evaluation process. This approach was designed to ensure that the perspectives of those directly involved in or affected by the EMMAP initiative were meaningfully incorporated into the analysis.

A critical component of the evaluation design was the **integration of elements of theory-based evaluation** methods. This was intended to not only assess the outcomes of the programme, but also to scrutinise the underlying assumptions, theories of change, and causal pathways that guided EMMAP. By examining how the programme's activities were expected to lead to specific changes in attitudes, behaviours, and practices, the evaluation sought to identify and better understand the mechanisms through which the initiative had achieved, or was meant to achieve, its objectives.

The evaluation also employed a **case study design** to provide a deeper understanding of the programme's outcomes. The case studies, drawn from each target country, showcase how EMMAP influenced media practices, capacity-building efforts, and the inclusion of minority perspectives in conflict-sensitive reporting.

### 2.2 Data Collection Strategies

A **mixed-methods approach** was adopted to gather both quantitative and qualitative data, ensuring a robust and nuanced assessment of the project's impact.

**Participatory Evaluation Workshop:** The EMMAP programme team hosted an internal lessons-learned workshop in Dakar, Senegal, on 04 and 05 July 2024. This session brought together the programme management team and partner organisations to review the initiative's achievements and challenges. A member of the evaluation team participated throughout, engaging with attendees to gather valuable insights on the implementation process and key takeaways. The workshop was pivotal in identifying strengths, areas for improvement, and strategies to enhance future programming.

**Key Informant Interviews:** Semi-structured interviews were conducted with key informants, including media professionals, minority rights activists, programme staff and representatives of partner organisations. These interviews aimed to capture personal experiences, insights into capacity-building efforts, and perceptions of the initiative's impact. Copies of the interview topic guides used are included in **Annex A**.

**Table 1: Breakdown Key Infomants by Country and Region**

Stakeholder Group	Ghana	Senegal	Sierra Leone	Global
Beneficiaries - Media Practitioners	11	5	12	0
Beneficiaries – Minority Right Adovates	5	7	4	0
Programme Management Staff	0	0	0	3
<b>Total</b>	16	12	16	3

**Survey Questionnaire:** Surveys were administered to media practitioners and minority rights advocates involved in the EMMAP programme but generated a limited response, with only 17

journalists and 6 advocates participating. The primary aim of the surveys was to assess the impact of the initiative on these groups, focusing on **changes in their knowledge, attitudes, and practices** (KAP) related to conflict-sensitive reporting, advocacy skills, and the inclusion of minority perspectives. The survey tools used are included in **Annex B**.

Additionally, the evaluation team employed both **qualitative and quantitative content analysis** to provide a comprehensive assessment of media coverage.

**Quantitative Content Analysis:** The first phase of the analysis involved examining two primary sets of media content. The first set included media outputs produced by journalists trained under the EMMAP initiative, while the second set involved broader national media coverage on related themes such as conflict, migration, and minority issues.

- **Media Outputs Produced by Beneficiaries:** The media outputs generated by the beneficiaries were systematically categorised into broader outcome areas such as "empathy and tolerance," "dialogue and reconciliation," and "policy change" to offer a **deeper understanding of the key impact areas of the programme**. This categorisation played a critical role in reconstructing a detailed theory of change (TOC) for the programme. Additionally, a thematic analysis was carried out to examine the distribution of coverage across a range of conflict-related topics, including minority exclusion, communal violence, migration, climate change and other relevant topics. A random sample of 50 news outputs produced under the EMMAP programme was systematically coded to ensure robustness and consistency in the findings.
- **Broader Reporting Across the Media Landscape:** The second set of analysis examined the broader media landscape in the target countries, focusing on the frequency and distribution of topics in the media. The aim was to **track trends, shifts, and areas of emphasis in media coverage**, and to observe how these evolved before, during, and after the conclusion of the programme. Media content was collected through Media Cloud's media monitoring tool<sup>2</sup>, using multiple search terms such as \*minority OR conflict OR migration\*, as well as more specific terms such as \*Casamance AND conflict\*, to generate data for the country case studies. For Ghana and Sierra Leone, search terms were in English, while for Senegal, search terms were in French. The data was filtered to include only national news outlets from the target countries, ensuring that the analysis focused on relevant, country-specific content.

**Qualitative Content Analysis:** Qualitative content analysis was performed on media outputs produced by media practitioners as part of the EMMAP initiative. This analysis aimed to assess the extent to which the media outputs reflected conflict-sensitive reporting and minority inclusion, which were key objectives of the programme. Media outputs were reviewed and coded to **identify themes, narratives, and framing techniques** used by the media practitioners. The analysis focused on determining how well the media content aligned with the principles of inclusive, conflict-sensitive reporting while drawing broader conclusions regarding adherence to fundamental journalistic principles. Together, these methods provided a robust framework for evaluating both the breadth and depth of media coverage, allowing the team to assess the programme's success in promoting more inclusive, responsible, and sensitive reporting on critical issues in the target countries.

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<sup>2</sup> <https://www.mediacloud.org/>



## 2.3 Data Analysis

**Qualitative Data Analysis:** Qualitative data from semi-structured interviews, focus group discussions, and the content analysis were analysed using **thematic analysis**. The data were transcribed, coded, and categorised into key themes and sub-themes that emerged from the respondents' narratives, structured around the OECD DAC criteria and the evaluation framework (Annex C) developed during the inception phase. This approach enabled the identification of recurring patterns, successes, challenges, and lessons learned from the programme's implementation. The qualitative data analysis software Dedoose was utilised to systematically organise, code, and interpret the qualitative data, ensuring consistency and transparency throughout the process.

**Quantitative Data Analysis:** Quantitative data, collected through surveys and content analysis, were analysed using **descriptive statistical methods**. This involved calculating frequencies, percentages, and averages to summarise responses and identify trends in the data. The analysis focused on key variables, such as changes in media practitioners' and minority rights advocates' knowledge and practices related to conflict-sensitive reporting and minority inclusion. The statistical software R was used to facilitate data cleaning, coding, and computation, ensuring the reliability and consistency of the results.

**Triangulation and Integration:** To ensure the validity and reliability of the findings, triangulation was employed by cross-checking results from different data sources and methods. The quantitative findings were compared with qualitative insights to provide a more comprehensive and nuanced interpretation of the data. For instance, trends identified in the survey responses were explored in more depth through the interview and focus group data, allowing for a more holistic understanding of the programme's impact. This mixed-methods approach strengthened the overall analysis and contributed to a more robust evaluation.

## 2.4 Methodological Risks and Limitations

Several methodological risks and limitations were identified that could affect the validity and reliability of the findings.

**Table 3: Overview of Risks and Limitations**

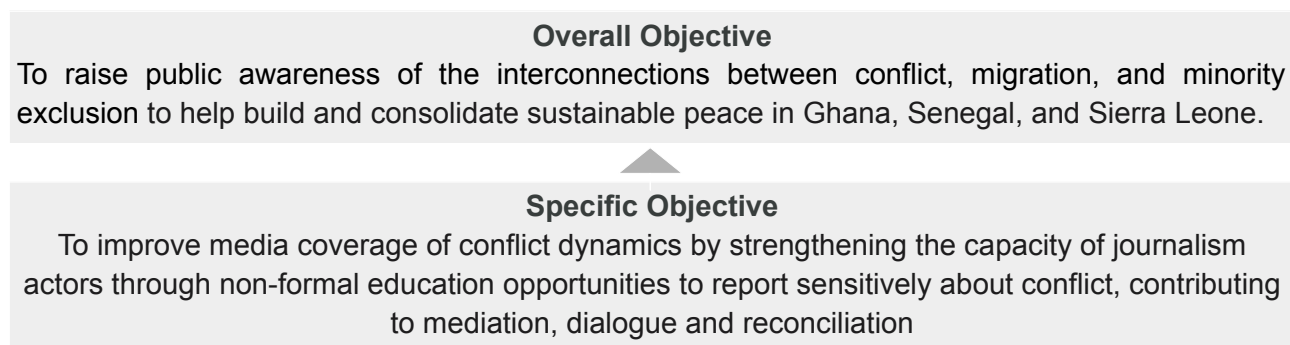
Potential Risks and Limitations	
<b>Selection Bias</b>	Selection bias was a potential risk, as participants with positive experiences were more likely to engage in interviews, focus groups, and surveys, potentially skewing the results.
<b>Self-Reporting Bias</b>	Self-reporting bias was a potential risk, as participants might have provided socially desirable answers, especially on sensitive topics like media practices and minority inclusion. To mitigate this, confidentiality was emphasised to encourage honest and open responses.
<b>Recall Bias</b>	Recall bias was a potential risk, as participants may have struggled to remember specific details, particularly if they were involved early in the programme or if significant time had passed. To address this, the evaluation used structured interview guides and focused on concrete examples to encourage more accurate recollections.
<b>Lack of Baseline</b>	The lack of baseline data and comprehensive documentation made it difficult

<b>Data</b>	to accurately assess changes or track the programme's evolution over time. In the absence of baseline information, the evaluation relied on recall questions to gauge shifts in participants' confidence, knowledge, and skills. While these questions provided some insight, they were subject to recall bias.
<b>Low Survey Response Rates</b>	Low survey response rates posed a challenge to the evaluation's representativeness and reliability. Despite efforts to encourage participation, a significant portion of the target group did not complete the surveys, limiting the ability to draw robust conclusions.

### 3. Theory of Change

The Theory of Change underpinning the EMMAP project was **articulated in broad terms**, based on the premise that enhancing the capacity of media actors to report more sensitively and inclusively on conflict, minority issues, and migration can act as a catalyst for social cohesion and conflict prevention. By offering non-formal education and training to journalists, journalism students, and minority activists, the programme aimed to improve the quality of media coverage, ensuring it was more balanced and reflective of diverse voices. This shift in media narratives was expected to raise public awareness of the complex interconnections between social exclusion, migration, and conflict dynamics, ultimately contributing to the consolidation of sustainable peace in the three target countries.

#### ARTICULATION OF INTERVENTION LOGIC AS PER PROJECT DESIGN DOCUMENTS



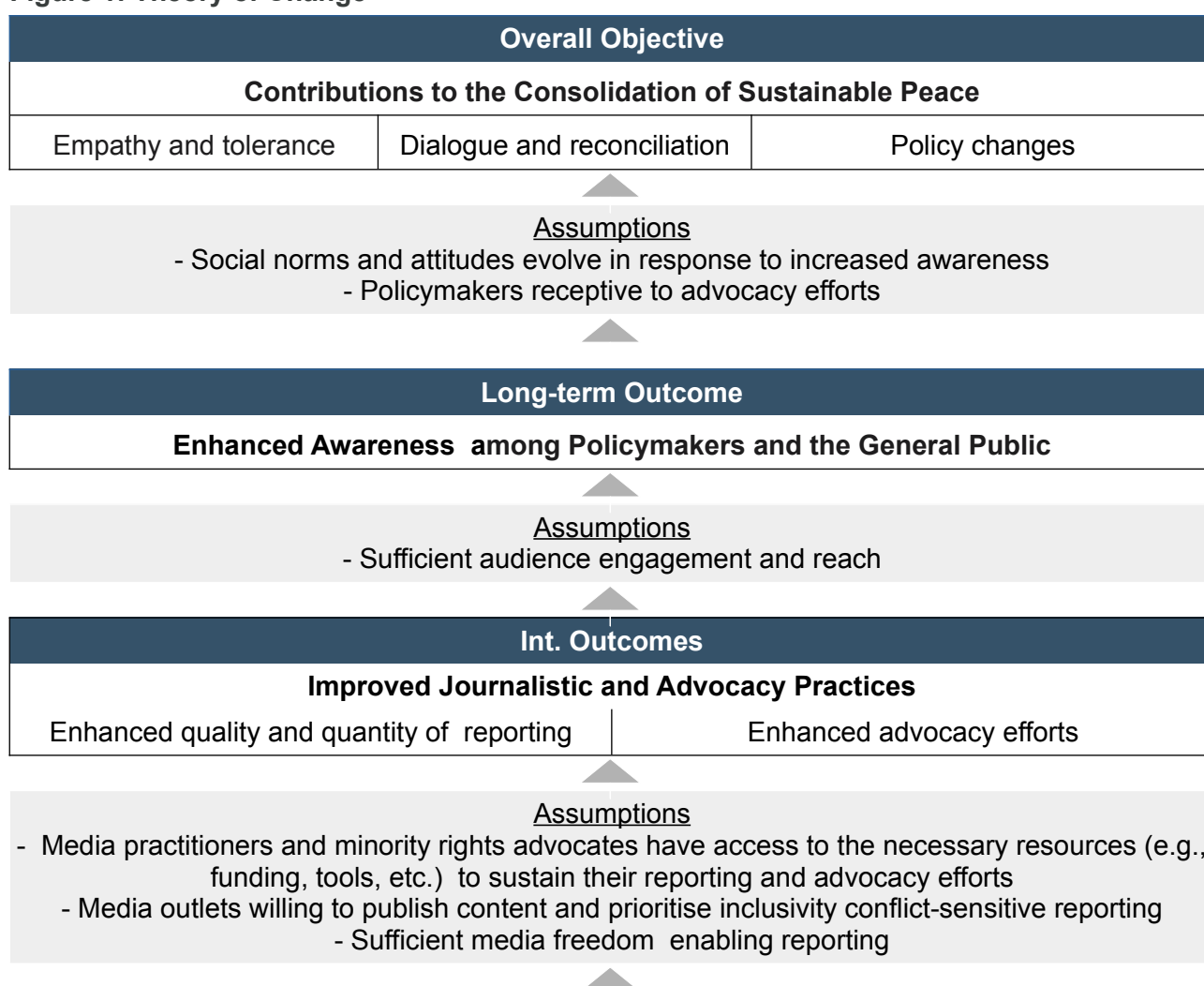
However, there are **notable gaps in the articulation of the TOC**, particularly concerning how the training of journalists and minority rights advocates is expected to contribute to the overarching objective of sustainable peace. The intervention logic, as originally laid out in the project design documents, emphasised "mediation, dialogue, and reconciliation" as the primary pathways through which the programme would achieve its peacebuilding objectives. This framework assumed that equipping journalists and advocates with enhanced skills would lead to media outputs and advocacy efforts fostering dialogue among conflicting parties, thereby contributing to reconciliation efforts and, ultimately, sustainable peace.

However, in practice, these **mechanisms have proven to be more varied than initially anticipated**. Evidence from a review of a sample of 50 news outputs produced under the EMMAP

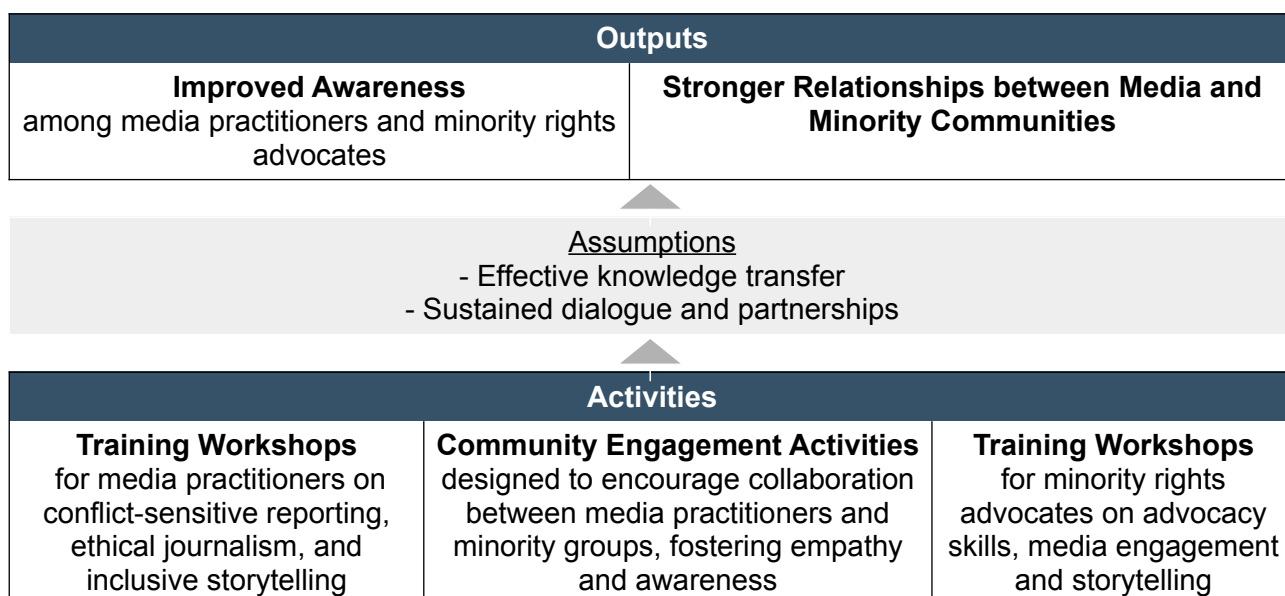
programme<sup>3</sup> suggests that the pathways to impact were not limited to the original focus on mediation and reconciliation. While the majority (64%, n=32) of these outputs did indeed emphasise dialogue and reconciliation, there were significant deviations from this central theme. Specifically, 20% (n=10) of the outputs focused more on fostering empathy and tolerance. These articles and reports often highlighted personal stories and community experiences, creating a sense of shared humanity that transcends ethnic, religious, or social divides. By amplifying voices from marginalised communities and sharing narratives that humanise "the other," these outputs sought to challenge stereotypes, reduce prejudice, and promote a culture of empathy and mutual respect. Furthermore, 16% (n=8) of the news outputs were geared towards advocating for policy changes that support peaceful coexistence. This focus on driving policy reform reflects a recognition that structural barriers must be addressed to achieve sustainable outcomes. Notably, the advocacy work carried out by minority rights advocates also appears to align more closely with this category.

**Figure 1** on the subsequent page presents a **reconstructed TOC** that integrates these expanded pathways and outlines key underlying assumptions. It demonstrates how the programme, in practice, has evolved through multiple, interconnected channels.

**Figure 1: Theory of Change**



<sup>3</sup> The full results of the analysis are presented in Annex C.



## 4. Key Findings

### 4.1 Relevance

#### Overarching Assessment of Relevance

The EMMAP programme effectively **responded to local needs** by directly addressing critical gaps in media coverage and advocacy related to minority issues in West Africa. The programme was designed to tackle the region's persistent challenges of exclusion, discrimination, and violence against minority communities, which remain pressing concerns in the target countries. At the time the project was designed, local media landscapes were marked by low representation of minority-related issues, with such coverage often comprising less than 1% of total media output. This stark underrepresentation underscored the necessity for a programme that would enhance media sensitivity and inclusivity regarding minority concerns.

The evaluation finds that the initiative was **relevant to both its direct and indirect beneficiary groups**. By building the capacities of journalists and minority rights advocates, the programme equipped these key actors with the necessary skills to advocate more effectively for minority issues. Moreover, by increasing the frequency of reporting on these critical issues, the programme elevated the visibility of minority concerns and ensured that these issues received more consistent and widespread media attention.

**EQ1:** How well did the project responded to local needs?

#### PROJECT RATIONAL

The EMMAP project was designed to address the ongoing and critical challenges faced by minority communities in West Africa, where issues of discrimination and the heightened risk of violence



continue to undermine their rights and security. As highlighted by MRG's People's Under Threat Index<sup>4</sup>, many West African countries exhibit high-risk scores, reflecting the severe threats faced by these communities. Despite this reality, media coverage of minority-related issues remains alarmingly low. When the EMMAP programme was designed in 2021-2022, **reporting on minority-related themes often accounted for less than one percent of total media output across most West African nations**, as demonstrated by data reconstructed by the evaluation team using the Media Cloud monitoring tool.

**Table 4: Baseline Analysis of Media Coverage on Minority Issues (2021-2022)**

	Frequency of Reporting on Minority Issues <sup>5</sup>			
	2021		2022	
	# Articles	% Outputs	# Articles	% Outputs
<b>Benin</b>	149	0.67%	48	0.25%
<b>Burkina Faso</b>	41	0.29%	45	0.32%
<b>Equatorial Guinea</b>	20	1.05%	16	0.15%
<b>Ivory Coast</b>	58	0.21%	68	0.27%
<b>Gambia</b>	10	0.16%	8	0.20%
<b>Ghana</b>	<b>4318</b>	<b>2.38%</b>	<b>5.300</b>	<b>2.34%</b>
<b>Guinea</b>	95	0.36%	76	0.31%
<b>Guinea-Bissau</b>	7	0.09%	15	0.16%
<b>Liberia</b>	807	0.49%	554	0.36%
<b>Mali</b>	332	0.72%	266	0.63%
<b>Mauretania</b>	9	0.09%	13	0.11%
<b>Niger</b>	2	0.10%	5	0.25%
<b>Nigeria</b>	11.721	1.02%	8771	0.77%
<b>Senegal</b>	<b>322</b>	<b>0.38%</b>	<b>299</b>	<b>0.33%</b>
<b>Sierra Leone</b>	<b>97</b>	<b>1.33%</b>	<b>73</b>	<b>1.00%</b>
<b>Togo</b>	105	1.42%	129	1.32%

The data reveals **some disparities in media coverage of minority-related issues** across the target countries. Senegal exhibited the lowest level of media coverage, with minority-related issues accounting for just 0.38% of national news output in 2021, which further declined to 0.33% in 2022.

By comparison, Ghana and Sierra Leone demonstrated relatively higher levels of coverage, with Ghana reaching 2.38% in 2021 and slightly decreasing to 2.34% in 2022, while Sierra Leone reported 1.33% in 2021, decreasing to 1.00% in 2022. Notably, **Ghana led the entire West African region in relative media output** on minority-related themes, even though it did not lead in absolute article volume. This implies that minority issues were already more visible in Ghana's media landscape compared to its regional counterparts.

<sup>4</sup>This index assesses the risk of mass atrocities—such as genocide, ethnic cleansing, and other large-scale human rights violations—targeting vulnerable groups by evaluating a blend of indicators that can predict rising group-based tensions.

<sup>5</sup>Data compiled through MediaCloud media monitoring tool. <https://search.mediacloud.org/search>

The EMMAP project itself **did not compile a detailed baseline assessment**, and the problem statement in the initial project proposal primarily relied on informal consultations with media professionals in the target countries. According to these preliminary assessments, media outlets in Ghana, Senegal, and Sierra Leone not only underreported minority-related themes but also frequently perpetuated negative stereotypes, thereby misrepresenting minority communities and exacerbating inter-group tensions. However, due to the lack of systematic analysis and formal documentation from these consultations, there is no robust baseline to accurately gauge the severity of these challenges, making it difficult to measure the full extent of the issues the project aimed to address.

The evaluation team concludes that the **selection of target countries** was driven more by practical considerations rather than a thorough, data-driven analysis of media-related challenges across the West African region. The countries chosen were not necessarily those where reporting on minority-related topics was least frequent or where discriminatory reporting posed the most acute challenges, but rather those where the operating environment was sufficiently conducive to advancing project activities. For instance, in Ghana, MRG was able to leverage a strong pre-existing partnership, significantly easing implementation efforts. Moreover, the project represented a pilot initiative for MRG in West Africa, a region where the organisation had limited prior experience. Nonetheless, the evaluation finds that the project's foundational assumptions were broadly accurate, and in all three target countries, EMMAP effectively identified and addressed genuine needs.

#### EQ2: How valuable were the programme results to target groups and local communities?

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The EMMAP programme was **structured to support both direct and indirect beneficiary groups**. Media practitioners and minority rights advocates were the primary beneficiaries, receiving tailored capacity-building support to enhance their reporting and advocacy skills. Indirectly, the broader public and minority communities stood to benefit from this initiative, as improved media representation and heightened awareness were intended to foster a more inclusive public discourse and increase visibility of minority issues across the region.

### PROJECT RELEVANCE – MEDIA PRACTITIONERS

Interviews with media practitioners across the three target countries revealed that the training sessions conducted under EMMAP were highly valued by participants. Journalists—ranging from early-career reporters to seasoned editors—recognised the relevance of the training to their work, particularly appreciating its practical focus. They noted that the sessions equipped them with concrete tools to report more effectively on sensitive topics, which had previously posed significant challenges. According to interviewees, the training's **emphasis on ethical reporting was particularly impactful**, especially in covering minority communities and conflict-related issues. Many acknowledged that before participating in EMMAP, they had struggled to report on sensitive

topics in a balanced and responsible manner. The training not only deepened their understanding of ethical considerations but also provided them with practical strategies and frameworks to navigate complex stories with greater sensitivity and responsibility, thereby addressing a critical gap in their professional skillset.

In addition to the core training sessions, journalists interviewed expressed particular **appreciation for the field visits** facilitated by the EMMAP programme. These hands-on experiences enabled them to interact directly with minority communities, deepening their understanding of the

challenges faced by these groups. Journalists reflected on how these encounters enhanced the quality of their reporting, fostering greater empathy and a more nuanced perspective on the issues at hand. Moreover, the training's broad local and global focus resonated strongly with participants. For instance, journalists from Sierra Leone highlighted the relevance of the content to their country's post-war context, gaining practical insights into reporting on conflict and peacebuilding efforts. At the same time, many participants appreciated the programme's broadened scope, particularly its focus on topics like migration and climate change, which were tied to minority rights. For those who had not previously covered these issues, the training was described as eye-opening, offering new frameworks for understanding the complex interconnections between global challenges and the rights of marginalised communities in their own contexts. However, some participants also raised concerns that the emphasis on broader global issues, such as climate change and migration, occasionally overshadowed more localised minority rights issues.

## PROJECT RELEVANCE – MINORITY RIGHTS ADVOCATES

Likewise, minority rights advocates who participated in the EMMAP training initiatives found the programme **highly relevant to the unique challenges they face** in advocating for vulnerable populations. In interviews, advocates shared that the training deepened their understanding of the structural challenges affecting their communities, equipping them with a stronger foundation to push for policy reforms and community-level initiatives. With a clearer understanding of how to navigate local and national frameworks, many participants reported feeling more empowered to advocate for more inclusive policies that would benefit marginalised groups, including persons with disabilities, children, orphans, and teenage mothers.

Moreover, the programme's **emphasis on networking and collaboration** was consistently highlighted as one of its most valuable aspects. Advocates appreciated the opportunity to engage with peers working on similar issues across different regions, allowing them to share experiences, exchange ideas, and adopt innovative strategies to strengthen their advocacy efforts. This sense of solidarity proved crucial in alleviating the isolation often experienced by advocates working in under-resourced or remote areas. Interviewees praised the programme for establishing a vital support network that facilitated cross-border and cross-cultural collaboration, fostering a broader sense of unity among those advocating for minority rights.

## PROJECT RELEVANCE – AFFECTED COMMUNITIES

At the indirect beneficiary level, particularly minority communities affected by violence, discrimination and exclusion, the evaluation finds that the programme **effectively addressed several critical needs**. The stories produced by journalists have, at least in some cases, succeeded in raising awareness about the ongoing struggles faced by these vulnerable groups. The case study on amputee discrimination in Sierra Leone serves as a key example that illustrates the critical importance of accurate, sensitive reporting and sustained advocacy.

### Case Study 1: Amputee Discrimination and Disability Rights in Sierra Leone

The civil war in Sierra Leone (1991–2002) left deep scars on its population, particularly through the **widespread use of amputations** as a brutal tactic employed by rebel forces. According to the most recent Population and Housing Census (PHC), there are approximately 8,305 amputees in the country,<sup>6</sup> which represents a significant portion of Sierra Leone's post-war population.

<sup>6</sup> [https://www.thelancet.com/pdfs/journals/eclinm/PIIS2589-5370\(21\)00154-1.pdf#:~:text=Most%20recent%20data%20available%20from%20the%20Population%20and,amputees%20out%20of%20a%20population%20of%207%20million.](https://www.thelancet.com/pdfs/journals/eclinm/PIIS2589-5370(21)00154-1.pdf#:~:text=Most%20recent%20data%20available%20from%20the%20Population%20and,amputees%20out%20of%20a%20population%20of%207%20million.)

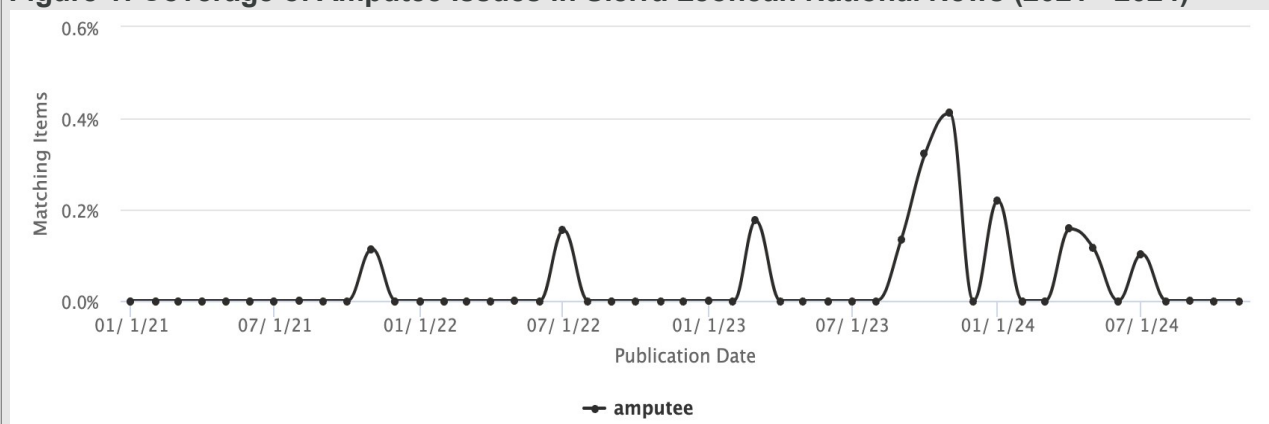
These individuals, who suffered life-changing injuries during the war, continue to face numerous hardships due to the lack of adequate post-war rehabilitation, limited economic opportunities, and the difficulties of social reintegration.

**The absence of sustained media coverage on amputees' struggles has compounded these challenges, stalling public awareness and advocacy efforts.** Data from the Media Cloud monitoring tool highlights a stark lack of media attention on amputee-related issues in national news, with only one article published in 2021 and another in 2022. However, in 2023, EMMAP succeeded in increasing the visibility of this critical issue, contributing to a modest yet noticeable rise in media coverage. Six articles were published, accounting for 0.07% of total news output. While this remains a small proportion, the increase signifies a positive shift, demonstrating that the EMMAP programme has played a role in bringing amputee issues into the national discourse. Encouragingly, data from 2024 shows that coverage of amputee-related issues continues, signalling the programme's ongoing impact in raising awareness and fostering further dialogue on this important subject.

**Table 5: Coverage of Amputee Issues in Sierra Leonean National News (2021 - 2024)**

2021 (Jan - Dec)		2022 (Jan - Dec)		2023 (Jan - Dec)		2024 (Jan - Nov)	
% of Outputs	# Stories	% of Outputs	# Stories	% of Outputs	# Stories	% of Outputs	# Stories
0.01%	1	0.01%	1	0.07%	6	0.05%	4

**Figure 1: Coverage of Amputee Issues in Sierra Leonean National News (2021 - 2024)**



## EMMAP Contributions to the National Discourse

The stories published by journalists Hagar Sey, Mame Woury Thioubou, and Mohamed Sahr in national news outlets have provided powerful and poignant insights into the lived experiences of amputees who survived the brutalities of Sierra Leone's civil war. Many of these individuals were children when they suffered the life-altering consequences, and the stories shared through EMMAP have highlighted not only the lasting physical and emotional scars but also the ongoing socio-economic hardships they face today.

### 1. War Victims Turn Beggars in Sierra Leone: A Story by Hagar Sey

The impact of the war on amputees is vividly described in Hagar Sey's story<sup>7</sup>, which highlights the



dire consequences of the government's failure to implement the recommendations of the Truth and Reconciliation Commission's (TRC) which promised reparations and aid. Amputees, who once had dreams of rebuilding their lives after the war, are now relegated to begging in order to survive. Hagar recounts the suffering of amputees, noting that many of them can no longer care for their children, resulting in widespread poverty and teenage pregnancy in the marginalised communities.

## 2. Testimony of ATU Kallon – A War Victim: A Story by Mame Woury Thioubou

ATU Kallon, a woman who was just 13 years old when the war broke out, shared her harrowing experience of being abducted by rebels, only to survive through a combination of sheer willpower and an eerie intervention by her mother's ghost. ATU's story<sup>8</sup> is not only one of survival but also one of tragedy—she lost her arm to rebel forces, and her journey through the aftermath of the war was marred by years of neglect. Like many others, ATU now struggles to care for her children, turning to begging as the only means of survival. The lack of government support and the ongoing discrimination against amputees highlight the deep social and economic inequality faced by these survivors.

## 3. Amputees, War-Wounded Victims' Children Need Proper Care: A Story by Mohamed Sahr

In Mohamed Sahr's article<sup>9</sup> the testimony of Shekuba Kuyateh, a 48-year-old survivor residing in the Grafton Amputee Camp in Freetown, sheds light on the profound physical and emotional trauma endured by survivors of such brutal violence. Despite promises of support, the article highlights the government's failure to honor these commitments and provide the essential post-war assistance. Shekuba's testimony, along with those of other amputee survivors, serves as a powerful reminder of the unfulfilled promises made during the peace process, leaving survivors without the necessary support to rebuild their lives and regain a sense of dignity.

### Evaluators' View on Reporting Quality

**The evaluation team notes that the media outputs produced under the EMMAP project are, on the whole, of high quality.** The journalists effectively engaged affected communities in the storytelling process, bringing their lived experiences to the forefront and providing an unfiltered, authentic perspective on their realities. Each article demonstrates a **clear emphasis on empathy and humanisation**, which allows the personal stories and struggles of war survivors to resonate deeply with readers. This approach not only fosters empathy but also raises awareness about critical social issues that are often marginalised or overlooked.

### Impact of Coverage and Advocacy

Journalists and minority rights advocates involved in the EMMAP project have reported some **impactful community developments**, which they believe can be directly attributed to their interventions. One such development is the increased efforts to improve accessibility for individuals with disabilities, driven by media coverage of the challenges faced by disabled people in public spaces.<sup>10</sup> Additionally, several key informants shared that they received recognition and appreciation from affected communities, with individuals reaching out to express gratitude for the enhanced visibility and attention given to their stories. This feedback underscores the potential

<sup>7</sup> <https://hagarse.blogspot.com/2023/07/war-victims-turn-beggars-in-sierra.html>

<sup>8</sup> <https://lequotidien.sn/20-ans-apres-la-guerre-civile-la-sierra-leone-se-reconstruit-dans-la-douleur/>

<sup>9</sup> <https://a-zsl.com/amputees-war-wounded-victims-children-need-proper-care/>

<sup>10</sup> Key informant interviews, Sierra Leone

impact of the programme in elevating minority voices and fostering greater societal engagement with critical issues.

### EQ3: To what extent did the intervention benefit all target groups equally?

The EMMAP programme was implemented across three countries, engaging two primary direct beneficiary cohorts: media practitioners and minority rights advocates. Despite the different backgrounds and skill sets of these groups, there were **no significant differences** in how participants across countries and cohorts perceived the relevance of the training. Both journalists and advocates consistently valued the programme's focus on equipping them with the skills needed to address the challenges in their respective fields.

For the **journalists**, the training was perceived as particularly relevant for reporting on marginalised communities and peacebuilding, which aligned with their professional needs. The cohort included participants from various local and regional outlets, as well as freelancers and founders of independent media organisations. Their experience levels ranged from newcomers with less than 3 years experience to seasoned professionals, with many covering topics like health, education, gender rights, and community development. Similarly, the **minority rights advocates** involved in the project appreciated the training's focus on advocacy strategies and addressing the needs of underrepresented groups. This cohort was equally diverse, including advocates working on gender equality, disability rights, children's protection, and mental health.

"The training was incredibly relevant to my work, particularly in reporting on marginalised communities. It gave me tools to cover these topics more effectively and sensitively, which directly aligns with the kind of stories I want to tell." – Journalist, Sierra Leone

However, while the training was generally well-received, a small number of participants across the three countries dropped out early, citing concerns that some of the content was too basic for their level of experience. In addition, technical challenges such as weak internet connectivity, particularly in rural areas of Sierra Leone, and government-led internet shutdowns in Senegal, created significant barriers for some participants. These issues limited their ability to fully engage with the programme's online components.

"I decided to leave early because the sessions weren't as challenging as I had hoped. I felt it wasn't the best use of my time given my previous training and work experience." – Journalist, Senegal

## 4.2 Effectiveness

### Overarching Assessment of Effectiveness

The EMMAP programme achieved **mixed outcomes**, with significant successes in enhancing participants' knowledge, confidence, and skills, resulting in more nuanced reporting and advocacy. However, its broader impact on the media landscape was less evident, partly due to the absence of data on audience engagement metrics, which limited the assessment of content reach and influence. While some articles featured in national outlets, much content was restricted

to smaller platforms or local partner websites, particularly in Senegal, reducing wider visibility. Challenges in record-keeping, delays, and attribution complexities due to external media dynamics also affected the achievement of key targets. Although the programme effectively raised awareness of localised issues, like witch camps in Ghana, scaling these successes nationally proved difficult.

In terms of unintended consequences, key informants reported positive outcomes, including enhanced collaboration between journalists and advocates, increased personal resilience, and career advancements. No significant negative consequences were observed, though emotional challenges arose during field visits, which were mitigated with psychosocial support.

#### EQ4: To what extent did the programme achieve its overall objective?

The **overarching objective** of the EMMAPs programme was to raise public awareness about the interconnections between conflict, migration, and minority exclusion, with the aim of promoting and consolidating sustainable peace in Ghana, Senegal, and Sierra Leone (Overall Objective). The programme sought to measure progress towards this goal by tracking the **number of media mentions related to conflict, migration, and minority exclusion** in each target country (Outcome Indicator 2.2).

#### INDICATOR CALCULATION AND CRITIQUE

To measure progress towards this indicator, EMMAP implemented a method based on counting articles found through Google News, using a set of specific keywords, including "conflict," "migration," "peace," "ethnic minority," and "religious minority," combined with the name of the country of interest. Only local news sources were considered for inclusion in the count. This approach resulted in the identification of a total of 659 news reports.

**Table 6: Media Coverage of Minority Related Topics by Country (March 2022 – July 2024)**

Country	March 2022 – April 2023	April 2023 – July 2024	Total
Ghana	71	229	300
Senegal	64	249	313
Sierra Leone	17	29	46
<b>Total</b>	<b>152</b>	<b>507</b>	<b>659</b>

However, the evaluation team notes **several challenges in interpreting this indicator**, arising from both the limitations inherent in the indicator itself and the methodology used to measure progress. Firstly, the use of overly broad terminology within the set of keywords, notably the term "peace," presents challenges in terms of relevance and sensitivity. The keyword "peace" captures references to global conflicts that are not directly related to the programme's objectives, such as the Israel-Gaza conflict and the ongoing war in Ukraine resulting in an overabundance of irrelevant content, which dilutes the indicator's relevance to the specific goals of the programme.

Conversely, some of the keywords were overly specific, particularly "religious minority" and "ethnic minority." These terms were too narrow and did not align well with the actual focus areas of the programme. For instance, in Ghana, the programme reported on communities accused of witchcraft, and in Sierra Leone, the focus was on disability inclusion—neither of which fit within the conventional definitions of "religious minority" or "ethnic minority." Furthermore, while migration was a component covered in the training, it was not a frequently reported topic by project participants. This was evident in the quantitative content analysis of the news outputs produced by beneficiaries, where only 8% of the 50 news articles reviewed addressed migration or refugee-related topics. This discrepancy raises important concerns about the sensitivity of the measurement instrument and the extent to which any observed changes in reporting frequency can be directly attributed to the interventions of the EMMAP project.

**Table 7: Results from Quantitative Content Analysis of EMMAP News Outputs<sup>11</sup>**

Reporting Theme	Frequency (# of articles)	Percentage (%)
Minority stigmatisation and exclusion	23	46%
Climate change	10	20%
Communal conflict and violence	13	26%
Migration and refugees	4	8%
<b>Total</b>	<b>50</b>	<b>100%</b>

**Another limitation identified by the evaluation team is the reliance on counting the absolute number of articles to assess coverage.** This approach does not account for fluctuations in the overall volume of national media reporting, thereby missing a critical contextual factor—whether minority-related topics are actually gaining a proportionate share of media attention. Without considering broader national reporting trends, it is difficult to discern whether the visibility of these topics has genuinely increased or merely reflects general shifts in media output. A more nuanced measure, such as a percentage-based metric, would offer a clearer and more reliable indication of how coverage of minority-related issues has evolved relative to overall media activity over time. Furthermore, the selected time periods for analysis—spanning from March 2022 to April 2023 and from April 2023 to July 2024—introduced an additional limitation due to the differing lengths of these reporting periods. This inconsistency makes it challenging to draw accurate comparisons or identify trends over time.

## CHANGES IN MEDIA COVERAGE OVER TIME

Data compiled using the Media Cloud media monitoring tool reveals that the **proportion of news coverage** dedicated to conflict, migration, and minority-related themes has shown an upward trend over the project implementation period across all three target countries, as depicted in **Figure 2** below.

<sup>11</sup> Drawn from a random sample of 50 news outputs produced under the EMMAP programme



**Figure 2: National News Coverage – Conflict OR Migration OR Minority**



The findings indicate shifts in both the volume of coverage (measured by the number of articles) and the relative proportion of these stories within the overall national news outputs.

**Table 8: National News Coverage – Conflict OR Migration Or Minority (2021 - 2024)**

	2021 (Jan - Dec)		2022 (Jan - Dec)		2023 (Jan - Dec)		2024 (Jan - Nov)	
	# Stories	% of Outputs	# Stories	% of Outputs	# Stories	% of Outputs	# Stories	% of Outputs
Ghana	7,078	3.90%	10,249	4.53%	7,995	5.40%	6,290	5.19%
Senegal	1,625	1.90%	2,222	2.49%	2,994	2.89%	3,251	2.99%
Sierra Leone	597	8.17%	636	8.75%	767	10.14%	671	8.69%

In Ghana, the frequency of reporting on these themes saw an initial increase, rising from 7,078 articles in 2021 to a peak of 10,249 in 2022. However, the trend did not sustain, as the number of stories dropped to 7,995 in 2023 and further to 6,290 by November 2024. Despite the decline in the number of articles, the percentage of total news outputs dedicated to these topics increased steadily, climbing from 3.9% in 2021 to 5.4% in 2023 before slightly decreasing to 5.19% in 2024. This suggests that while the **absolute count of articles decreased, the relative focus on these issues within the broader media coverage intensified.**

In Senegal, a **more consistent upward trend** is observed in both the number of stories and their share of total outputs. Starting at 1,625 articles (1.9% of outputs) in 2021, coverage rose each year, reaching 3,251 articles (2.99% of outputs) by 2024.

In Sierra Leone, the data indicates **notable variability** in media coverage over the analysis period. Although the number of articles grew from 597 in 2021 to 767 in 2023, the percentage share of

these topics within total news outputs shows some fluctuations. Coverage reached its highest point in 2023, with 10.14% of the total media output, before declining to 8.69% in 2024 despite maintaining relatively high article counts. This trend indicates that while the absolute number of stories remained robust, their prominence relative to other news topics was subject to change, potentially reflecting shifts in the national media agenda or competing news priorities.

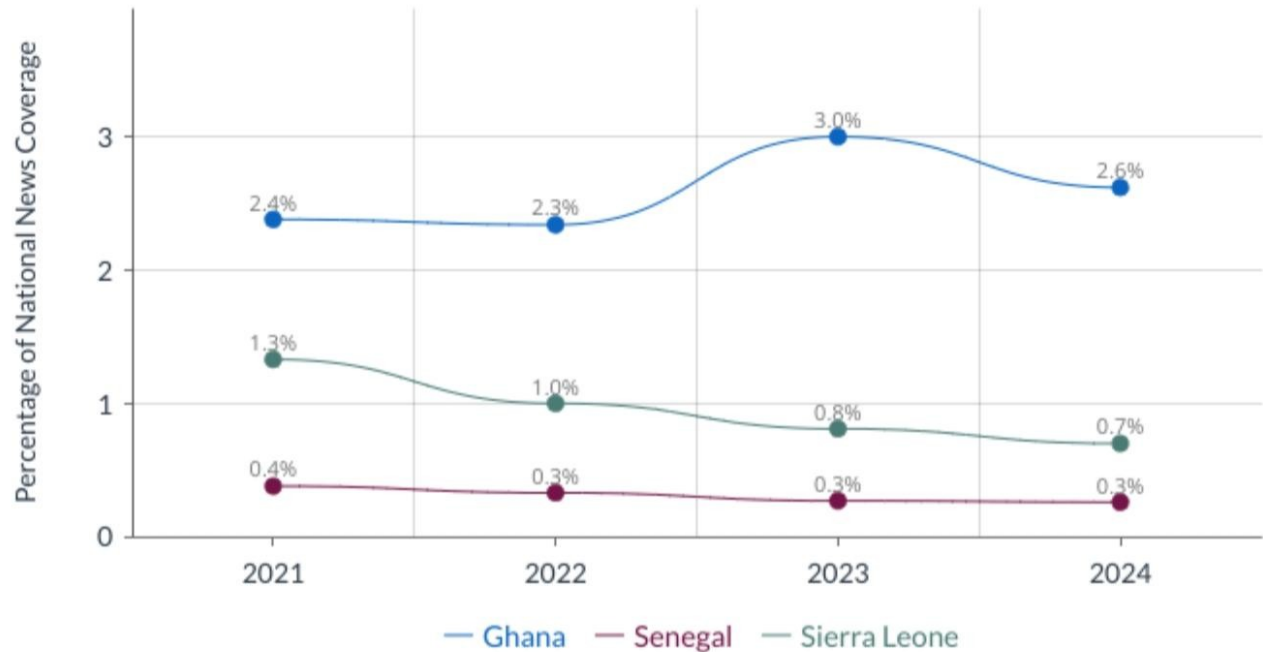
Overall, these findings highlight that while the absolute number of articles fluctuated across the three countries, the relative focus on conflict, migration, and minority issues has generally increased over the four-year period, with nuanced variations by country.

**ATTRIBUTION CHALLENGES**

However, a closer analysis reveals a more complex picture regarding media coverage of minority issues—the thematic area where EMMAP was expected to have the greatest impact. Despite concerted efforts, coverage of minority-related topics has **declined over the project period** in both Senegal and Sierra Leone, both in terms of the **absolute number of articles** and their **relative share** of overall media outputs. In contrast, Ghana saw a noticeable increase in reporting on these issues, suggesting a more positive shift in awareness.

The downward trend in Senegal and Sierra Leone suggests that the programme’s scope and reach may have been too limited to influence broader national coverage patterns significantly. The persistence of declining coverage, despite targeted support, indicates that external factors—such as evolving national priorities, editorial biases, or competing news stories—might have outweighed the programme’s efforts.

**Figure 3: Percentage of National News Coverage Addressing Minority Issues (2021 – 2024)**



**Table 9: National News Coverage – Minority OR Minorities (2021 - 2024)**

	2021 (Jan - Dec)		2022 (Jan - Dec)		2023 (Jan - Dec)		2024 (Jan - Nov)	
	# Stories	% of Outputs	# Stories	% of Outputs	# Stories	% of Outputs	# Stories	% of Outputs
Ghana	4318	2.38%	5.300	2.34%	4.446	3.00%	3.176	2.62%
Senegal	322	0.38%	299	0.33%	278	0.27%	285	0.26%
Sierra Leone	97	1.33%	73	1.00%	61	0.81%	54	0.70%

**While scaling the programme's impacts to a national level has remained a challenge, localised successes have been achieved** in the form of increased reporting on specific minority rights topics. A clear example of this is Case Study 2, which focuses on Witch Camps in Ghana. This case study highlights how targeted interventions have contributed to greater visibility and reporting on specific minority-related topics, demonstrating a shift in focus towards discreet issues within the broader minority rights landscape.

#### **Case Study 2: Witch Camps in Ghana – Discrimination and Stigmatisation of Marginalised Minorities**

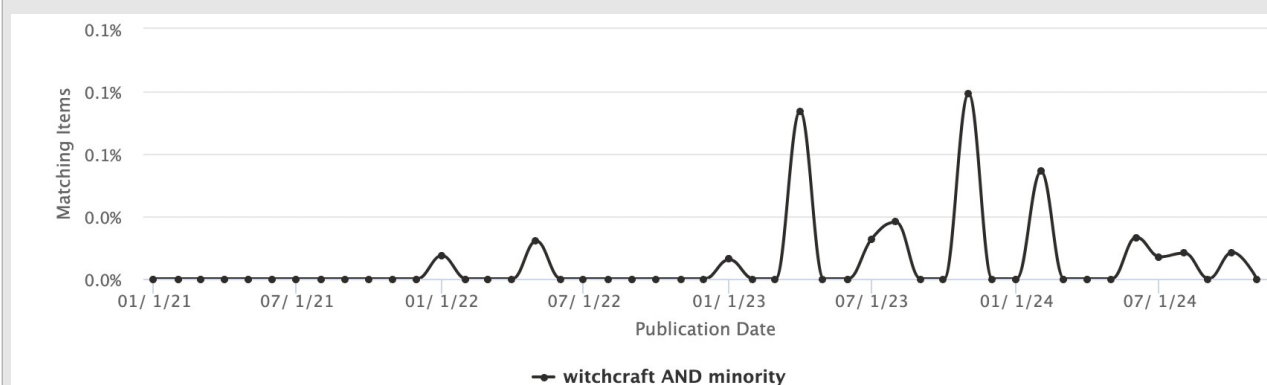
In northern Ghana, several "witch camps" exist as isolated settlements where primarily elderly women, and sometimes men, live after being accused of witchcraft. These accusations often arise due to superstitions, community conflicts, or misfortunes such as crop failures or illnesses, which are blamed on individuals perceived as witches. The women, many of whom are already vulnerable due to their age or lack of family support, face severe stigmatisation and are often forced to flee their communities to escape violence. While camps such as Gambaga, Kukuo, and Bonyasi, provide a form of refuge, life within these camps remains harsh and impoverished. Residents suffer from inadequate access to healthcare, food, and sanitation.

**Historically, Ghanaian media has largely overlooked the plight of these marginalised communities.** In 2021, no national stories covered the witch camps, and coverage only increased slightly in 2022, when five articles were published, accounting for a mere 0.0002% of national news. However, a more noticeable shift occurred in 2023, when media coverage rose to 23 articles, representing 0.016% of total national news. This increase can be attributed partly to the EMMAP programme, which resulted in 8 stories in national outlets and additional articles in regional news. The spike also coincided with the introduction of the "Witchcraft Bill" in July 2023, a legislative response partly spurred by public outrage following the brutal lynching of 90-year-old Akua Denteh in 2020. The new bill criminalises witchcraft accusations, bans witchfinders and doctors, and seeks to shut down the witch camps.

**Table 10: Coverage of Witch Camp Minority Issues in Ghanaian National News (2021 - 2024)**

2021 (Jan - Dec)		2022 (Jan - Dec)		2023 (Jan - Dec)		2024 (Jan - Nov)	
% of Outputs	# Stories	% of Outputs	# Stories	% of Outputs	# Stories	% of Outputs	# Stories
0.00%	0	0.0002%	5	0.016%	23	0.009%	11

**Figure 4: Coverage of Witch Camp Minority Issues in Ghanaian National News (2021 - 2024)**



### EMMAP Contributions to the National Discourse

The EMMAP programme's role in enhancing the visibility of witch camp issues is evident in the work of journalists Dennis Peprah, Fatima Anafu-Astanga, and Mohammed Fugu. Their reporting has helped shed light on the realities of life in these camps, while also highlighting the ongoing struggles for support and reintegration.

#### **1. We are Safe and Very Comfortable at Gambaga Camp – Suspected Witches: A Story by Dennis Peprah**

In this article<sup>12</sup>, Dennis Peprah features testimonies from women at the Gambaga witch camp, who, who have been ostracised by their communities, often subjected to violence, torture, and forced displacement. While the camp offers refuge from violence, it remains an impoverished environment with limited resources. The women stress the need for better living conditions and support for reintegration into society. The piece calls for government and NGO involvement to improve the camp's infrastructure and ensure a more dignified life for its residents.

#### **2. Management of Gambaga Witches Camps Call for Support to Refurbish Huts: A Story by Fatima Anafu-Astanga**

Likewise, Fatima Anafu-Astanga's article<sup>13</sup> draws attention to the poor living conditions faced by women in the Gambaga witch camp, where a lack of infrastructure and resources exacerbates their vulnerability. The piece calls for urgent support from both the government and NGOs to refurbish the dilapidated huts and improve conditions within the camps, with a broader focus on ensuring the dignity and safety of these individuals.

#### **3. Mion: Two Persons Accused of Witchcraft Lynched: A Story by Mohammed Fugu**

The article by Mohammed Fugu<sup>14</sup> reports on the tragic lynching of two individuals in Mion, northern Ghana, accused of witchcraft. The victims, both elderly, were brutally killed by community members who believed they were responsible for local misfortunes. The incident underscores the ongoing violence and discrimination faced by those accused of witchcraft. The case highlights the need for greater public awareness and intervention to protect vulnerable individuals from mob justice.

<sup>12</sup> <https://gna.org.gh/2023/04/we-are-safe-and-very-comfortable-at-gambaga-camp-suspected-witches/>

<sup>13</sup> <https://newsghana.com.gh/inmate-of-gambaga-witches-camp-plead-for-support/?amp>

<sup>14</sup> <https://www.graphic.com.gh/news/general-news/mion-two-persons-accused-of-witchcraft-lynched.html>

### Quality of Media Coverage

A qualitative content analysis of media coverage on the Gambaga witch camp reveals that the articles are generally of high quality. The **media effectively humanises the experiences of those accused of witchcraft**, shedding light on the emotional and social toll of their ostracism. Personal testimonies featured in the articles foster empathy, emphasising the resilience of individuals who, despite facing severe adversity, display remarkable strength. However, the coverage could be further enhanced by a deeper exploration of the social, legal, and political factors that contribute to witchcraft accusations and the violence faced by these communities. Providing this additional context would enrich the stories and offer readers a more comprehensive understanding of the complex issues at play.

### Impact of Media Coverage

While the full impact of the media coverage could not be conclusively established, an uptick in reporting coincided with the introduction of the "Witchcraft Bill" in Parliament, which proposed the closure of witch camps. This policy aimed to combat the stigmatisation surrounding witchcraft accusations, but the media coverage by EMMAP journalists revealed a significant sense of anxiety among residents about this closure. Many expressed concern about their uncertain future, unsure of where they would go once the camps were closed. The timing of the reporting thus proved critical, as it highlighted the complexities of the situation, offering a platform for residents' concerns at a pivotal moment in the policy debate.

## CHALLENGES WITH OPSYS

The monitoring and evaluation of the project was significantly hindered by the integration of OPSYS, which revealed systemic and procedural challenges that disrupted reporting efficiency and misaligned the project's objectives with the platform's rigid requirements. A major issue stemmed from OPSYS's inflexibility, particularly its mandate to replace all customised indicators with predefined FPI indicators, which were often poorly aligned with the project's original framework. This created substantial delays, as project-specific indicators—designed to track nuanced outcomes such as media reporting on minority issues—had to be painstakingly matched to standardised FPI indicators. In many cases, this process necessitated manual adjustments, adding complexity and prolonging reporting timelines. Furthermore, the late introduction of additional mandatory indicators compounded the difficulty, with some indicators entirely absent from the original framework, leaving reporting gaps that required further interpretation and resolution.

Technical limitations within OPSYS further disrupted the reporting process. The platform exhibited persistent issues, including an inability to delete indicators with existing values, frequent errors during logframe updates, and prolonged status transitions from "pending" to "approved." These technical flaws, coupled with a non-intuitive interface, forced the project team to engage in extensive troubleshooting, significantly delaying reporting and increasing the administrative workload. Such inefficiencies not only consumed valuable time but also underscored broader weaknesses in OPSYS's design, which lacked the robustness necessary for seamless project reporting.

Coordination and communication issues further compounded these challenges. The communication chain between the project team, OPSYS focal points, and external administrators often lacked clarity, resulting in delays and conflicting guidance. While efforts were made to provide



support, the absence of clear and consistent instructions regarding indicator alignment and system functionalities frequently led to confusion. Early engagement and clearer guidance could have mitigated many of these inefficiencies, ensuring a more streamlined alignment of project-specific goals with OPSYS's requirements.

The additional workload generated by these challenges placed considerable strain on resources and diverted focus from core project activities. Staff were required to allocate significant time to manual data entry, reconciling customised indicators with FPI requirements, and resolving system errors. This strain was particularly evident during reporting periods, where the compounded impact of technical issues, indicator mismatches, and delayed guidance resulted in prolonged timelines. Overall, the experience with OPSYS underscores the critical need for a reporting system that balances standardisation with flexibility, allowing for the inclusion of project-specific indicators while maintaining compatibility with broader monitoring frameworks. The rigid design of OPSYS, coupled with its technical flaws and communication inefficiencies, hindered the project's ability to efficiently align its reporting with donor requirements.

**EQ5:** What and how much progress has been made towards achieving outputs and outcomes in each country (Ghana, Senegal, and Sierra Leone), including the contributing factors and constraints?

The EMMAP programme yielded **mixed results in terms of outputs and outcomes**, with some areas exceeding expectations while others underperformed. At the impact level, the programme successfully surpassed targets for media mentions related to conflict, migration, and minority issues (Impact Indicator 2), although, as noted in EQ4, there were flaws in the calculation methods. In other areas, such as the number of journalists and activists trained, targets were also exceeded, though the inclusion of female journalists fell slightly short of the target (Indicator 4). However, the programme underperformed in relation to Indicator 3, where it had aimed to contribute to the production of 250 media pieces. The latest tracker evaluation revealed a total of only 139 entries, and records remained incomplete, with some outputs related to stipends yet to be recorded. This suggests that the programme faced challenges in maintaining accurate records across its large cohort of beneficiaries. Full overview of performance against results framework is presented in Annex C.

Overall, the underperformance on several indicators can be attributed to **delays at the programme's inception**, which are discussed in more detail in Section 4.3 on Efficiency. Additionally, as outlined in Section 4.4, the programme underestimated the dire financial situation of many journalists in West Africa, which significantly impacted their ability to produce stories beyond the stipends provided.

**EQ6:** To what extent did the program succeed in building the capacity of those trained and supported to represent the rights and interests of their communities? Were capacity gains spread equally among different groups (e.g., women, younger and older people, people with disabilities, communities)?

## **SELF-REPORTED CHANGES IN KNOWLEDGE, CONFIDENCE AND SKILLS**

### **Survey Results – Both Cohorts**

A series of KAP questions asked in the on-line surveys for journalists and minority advocates training participants indicates that the programme **succeeded in building confidence and capacity**.

Respondents were asked to rate on a scale of 1 to 10 their confidence in their abilities both pre-training and post-training; results show an increase in confidence of almost two points post-training, with the average rating increasing from 7 to 8.95. Of interest to note is that the pre-training levels of confidence were already at a relatively high level.

When asked to rate (on a scale of 1 to 10) the effectiveness of the training, journalist respondents found their sessions slightly more effective in enhancing their knowledge and skills on reporting on minority groups and rights than on conflict-sensitive reporting, with an average rating of 9.1 for the former and 8.9 for the latter. Minority advocates found the training most effective in developing their skill set for creating counter-hate narratives, giving it a rating of 9. Training aimed at helping identify hate speech was rated at 8.3, while improving their ability to engage with the press and social media received a rating of 7.9.

In terms of concrete applications of their new skills, 100 percent of respondents indicated that they had applied the new skills and techniques learned during the training to their work. Furthermore, 82 percent of journalist respondents reported having covered minority rights issues in their countries since the training, with media outputs ranging from two to 26 pieces. Minority advocates also reported using media tools such as blogs and social media more frequently to advocate for minority rights post-training than they had before.

### **Key Informant Interviews - Media Practitioners**

The journalists and media practitioners who participated in the EMMAP programme were exposed to a comprehensive and diverse range of training sessions designed to **enhance their skills in conflict-sensitive reporting, peacebuilding, and minority rights advocacy**. These sessions covered both practical and theoretical aspects, equipping participants with essential tools for balanced, ethical, and impactful journalism. The training, which included both online and face-to-face components, taught participants how to cover sensitive issues, navigate conflict zones, and engage with communities affected by violence and unrest.

"The training on minority rights advocacy was particularly powerful. It helped me understand how to amplify underrepresented voices in a way that fosters understanding and change." – Journalist, Ghana

Field visits further enriched the participants' experience, allowing them to **engage directly with marginalised communities**. For instance, in Ghana, participants met members of ethnic groups facing marginalisation and displacement, such as those in Daboya, where they observed the effects of rights deprivations and forced displacement. These field experiences were crucial in fostering a deeper **understanding of the lived experiences of minority communities** and how

to convey these stories to broader audiences with empathy and accuracy. The EMMAP programme also provided targeted training in investigative and ethical reporting on minority rights, helping journalists navigate the complexities of legal frameworks—or, as in the case of Sierra Leone, the absence of them—that aim to protect minority groups. Throughout the programme, participants received extensive feedback on exercises, such as crafting stories on minority and migration issues relevant to their regions, and were encouraged to apply these lessons in their own reporting.

Feedback from key informant interviews indicates **significant self-reported improvements**, particularly in participants' understanding of minority rights and conflict-sensitive reporting. Before the training, many participants acknowledged that they often overlooked or deemed minority-related topics as less newsworthy. However, the EMMAP programme appears to have shifted these perspectives, fostering a heightened awareness of the unique challenges faced by minority communities and their contributions to society. One notable outcome was the increased confidence participants gained in addressing complex minority rights issues and producing more nuanced content. Many reported developing the ability to **approach sensitive topics with greater empathy and responsibility**, while also deepening their understanding of the intricate issues affecting minority groups. Several participants also reported that the training **enhanced their technical reporting skills**. They highlighted how the sessions helped refine their story framing, investigative journalism techniques, and fact-checking abilities. These skills are critical for preventing misinformation and ensuring that their reporting does not inadvertently escalate tensions, especially in politically charged environments.

"The training gave me the confidence to tackle complex minority rights issues. I've learned how to approach sensitive topics with empathy and produce content that reflects the realities of these communities." – Media practitioner, independent organisation

However, while the training led to substantial self-reported improvements, **capacity gains were not evenly distributed across all groups**. Journalists from regions with fewer resources, such as rural areas with weak internet connectivity, or from older demographics, reported fewer advancements in applied skills. Notably, some journalists discontinued the programme earlier, feeling that the training content did not sufficiently meet their needs or was not advanced enough to build on their existing knowledge and expertise. This disparity highlights the challenges of tailoring training to diverse contexts and ensuring that all participants can fully benefit from the programme.

### Key Informant Interviews - Minority Rights Advocates

Minority rights advocates in the programme received specialised training to **enhance their skills in advocating for vulnerable populations**. The training covered various channels, including social media, community engagement, and media partnerships, equipping participants with the tools to advocate effectively across different platforms. Key topics included **combating online harassment and cyberbullying**, especially against women and children, and strategies for responding to harmful behaviours on social media platforms like Twitter, Facebook, and Instagram. Another focus was community-based advocacy, where participants learned how to engage with stakeholders to address issues such as gender-based violence (GBV), sexual abuse, and physical violence. Participants were also trained in **storytelling and media advocacy**, learning how to amplify the voices of marginalised communities and create compelling content to raise awareness.

"The training on combating online harassment was incredibly helpful. I now have practical strategies to address harmful behaviours on platforms like Twitter and Facebook, which are critical for advocating for women and children." – Advocate, Ghana

This training emphasised collaboration with media partners to effectively spread messages and advocate for change, helping participants create impactful stories that resonate with diverse audiences and highlight the challenges faced by minority groups.

Key informant interviews indicate that the training programme **enhanced the knowledge and skills** of minority rights advocates, empowering them to address minority rights issues with greater confidence and effectiveness. Through the programme, advocates gained a deeper understanding of the challenges faced by marginalised groups, particularly concerning hate speech, inclusion, and representation. The training enabled participants to recognise the various forms of hate speech, ranging from verbal attacks to harmful cultural practices that perpetuate the marginalisation of certain groups. For instance, participants working with persons with disabilities, including albinos, reported a notable increase in their understanding of how hate speech reinforces societal biases and exacerbates exclusion.

"As someone working with persons with disabilities, including albinos, the training deepened my understanding of how societal biases are perpetuated through hate speech. It's been an invaluable perspective for my advocacy work." – Advocate, Sierra Leone

Moreover, the training emphasised that inclusive advocacy requires addressing not only structural inequalities but also challenging harmful narratives that dehumanise vulnerable communities. It also shed light on harmful cultural practices, such as forced marriages and female genital mutilation (FGM), helping participants better understand their role in advocating against these practices while promoting cultural sensitivity and respect. Overall, the programme heightened participants' awareness of the **interconnectedness of cultural practices and hate speech**, equipping them with the tools to advocate for more inclusive and respectful societies.

The training also emphasised how to address sensitive topics ethically while avoiding language that could inadvertently perpetuate hate or division. Participants also reported gaining essential **media engagement skills**, including the use of **social media platforms** like Facebook, TikTok, and LinkedIn. They noted that they learned how to use these platforms to disseminate information and raise awareness and how to create impactful visual content, such as flyers, to engage the public. Furthermore, participants gained knowledge in **storytelling** and how to use this tool effectively in their campaigns. By learning to tell compelling stories that are rooted in facts, they can better convey the realities faced by marginalised communities, thus fostering empathy and mobilising support for change.

Participants also reported **cultivating valuable professional relationships** with other activists, particularly those from minority communities. Some described one-on-one discussions with feminist and women's rights activists, leading to deeper conversations about advocacy tactics and shared strategies. A specific example involved a participant who received a call from a colleague within the training network about a case of discrimination against a blind individual. The advocate and their network immediately connected with legal aid services to pursue justice, demonstrating the ongoing support system fostered by the training.

## ENHANCED NETWORKS AND COLLABORATION

Another key positive outcome was the **organic collaboration** that developed between journalists trained in conflict-sensitive reporting and minority rights advocates. Participants from both groups

began to share strategies and resources, thereby enhancing the reach and impact of their respective efforts. This collaboration reportedly led to more nuanced reporting and advocacy, particularly in highlighting underrepresented issues.

## SELF-REPORTED CHANGES IN PRACTICE

### Media Practitioners

Key informant interviews reveal that the training has led to **transformations in their reporting practices**, with many incorporating new perspectives and skills into their work. One of the most notable shifts, as reported by participants, is the **adoption of fact-checking tools**, which have enhanced the accuracy and reliability of their stories. Journalists also shared that they have developed a stronger commitment to ethical standards, particularly concerning minority and disability issues. Many participants emphasised a shift in their **sensitivity to the language used** when reporting on minority groups. Prior to the training, some journalists admitted they were less mindful of their terminology, occasionally perpetuating negative stereotypes. Since the training, they have reported becoming more conscientious, aiming for a more empathetic and respectful representation of marginalised communities.

"Before the training, I didn't give much thought to the language I used when reporting on minority groups. Now, I'm much more mindful and strive for respectful and empathetic representation." – Journalist, Senegal

Additionally, key informants noted that the training has **influenced the types of stories they pursue**. Many have prioritised topics related to underrepresented groups, such as people with disabilities or communities facing critical service shortages like clean water or sanitation. Journalists have moved beyond simply reporting the facts, using their platforms to advocate for improvements in living conditions and governance. This increased focus on minority issues has also prompted journalists to build **deeper connections with the communities they cover**. Some now make an effort to visit minority community sites, engaging directly with those affected by various social challenges, which has enhanced the depth and authenticity of their reporting.

### Minority Rights Advocates

Key informant interviews revealed **changes in how minority rights advocates engage with communities**. Many participants reported adopting a more empathetic approach, considering not only the issues faced by marginalised individuals but also their emotional needs. This shift has helped advocates build stronger, trust-based relationships with the communities they serve. Several interviewees also mentioned becoming more conscious of the importance of trust in their work, prioritising the **creation of safe environments** where community members feel comfortable sharing their stories, while ensuring that privacy and confidentiality are respected. This is particularly important when working with vulnerable groups, such as teenage mothers, orphans, and persons with disabilities.

"I've learned how crucial trust is in advocacy. Creating safe spaces where people feel comfortable sharing their stories has become a priority in my work." – Advocate, Ghana

The interviews also highlighted how the training has influenced participants' media and communication strategies. Advocates reported becoming more discerning about the language used in media messages, particularly those related to LGBTQ communities. Additionally, several



participants shared that they have **applied trauma-informed practices** to their advocacy and counselling sessions, especially when working with vulnerable groups. One participant specifically mentioned how trauma-informed approaches have been particularly helpful when working with teenage mothers, assisting them in navigating their emotional and psychological challenges in a more supportive and empathetic manner.

Moreover, one participant mentioned how they now approach religious leaders—important figures in their communities—with greater sensitivity, recognising their influential roles in shaping public opinions. By reaching out to Christian and Muslim leaders, they are now better able to educate communities about gender-based violence (GBV) and other critical topics in ways that resonate with local customs and beliefs.

#### EQ7: What broad changes did the intervention contribute to generating?

While the evaluation provided clear evidence of the programme's success in linking outputs to intermediate outcomes—namely, effective delivery of activities and the acquisition of knowledge and skills—it found **limited evidence of higher-level impacts**. The extent to which reporting on minority issues translated into a deeper public understanding or fostered greater tolerance remains uncertain. Although case studies offered anecdotal evidence of impact, the evaluation was unable to substantiate broader changes in social norms and attitudes. One significant limitation was the **absence of data on audience engagement metrics** such as views, shares, and likes, which were neither publicly accessible nor systematically collected by the programme. Such data would have been critical to assess the reach and influence of the content produced.

While some articles appeared in reputable national news outlets, a substantial portion of the content was published on smaller platforms or on the local partner organisation's website only, particularly in Senegal. This likely constrained the scope of public engagement, limiting the potential for a broader impact on peacebuilding objectives. The evaluators also found **no evidence that the programme adopted a strategic approach** to include journalists from larger, more influential media outlets, which could have amplified the dissemination and visibility of their work. This gap may have reduced the overall reach and effectiveness of efforts to influence societal attitudes on minority issues.

#### EQ8: What, if any, unintended positive and negative results did the intervention produce? How did this occur?

The intervention produced **several unintended outcomes**, which arose as a result of the training's broader impact on both journalists and minority rights advocates.

### POSITIVE UNINTENDED OUTCOMES

On a personal level, many participants reported increased resilience and enhanced time management skills. They explained how the training helped them develop strategies to better manage their workloads and balance professional commitments with personal life. The programme also led to **unexpected career advancements**, such as invitations to join prestigious initiatives like the Millennium Fellowship and participation in national fact-checking teams. Notably, one participant won an award in a national competition for an anti-conflict media initiative. Another

participant was invited to collaborate with NGOs on human rights-focused projects, a direct result of the training's emphasis on constructive and respectful reporting practices.

At the organisational level, the EMMAP programme also **strengthened the capacity of its partner organisations**—Media Platform (MPEC) in Ghana, Networks for Social Justice (FAHAMU) in Senegal, and the Media Reform Coordination Group (MRCG) in Sierra Leone. These organisations reported that their involvement in the programme enhanced their ability to manage and implement programmes more effectively.

## NEGATIVE UNINTENDED OUTCOMES

The evaluation found **no evidence of significant negative unintended consequences**. However, some participants noted that field visits to minority community sites, such as witch camps in Ghana or engagements with amputees in Sierra Leone, occasionally triggered **emotional challenges**. The programme, however, effectively addressed these concerns by incorporating psychologists as part of the training, providing psychosocial self-care tools that helped participants cope with the emotional toll of their work. One journalist shared that the psychosocial sessions were instrumental in helping them better understand their role in sensitive reporting, while also bolstering their resilience in the face of professional challenges, including harassment from community members or local stakeholders.

A risk not initially considered was the **de-publication of sensitive stories**, particularly those involving political figures. Journalists reported that newsrooms were often hesitant to publish such content, deeming it too sensitive for public release. Stories, such as one about Jewish communities, also sparked significant debate, with newsrooms wary of the potential repercussions of its publication. Additionally, participants faced challenges in building trust with local populations and securing interviews. In some communities, there was reluctance or outright distrust toward engaging with journalists, which hindered data collection efforts. Language and cultural barriers also posed difficulties, especially when covering sensitive issues or working in regions with minority populations. To address these challenges, participants stressed the need for patient, respectful communication and often sought the support of community leaders to foster trust and facilitate dialogue.

"Sometimes, even when the story is well-researched and important, the newsroom won't take the risk. Political figures are particularly tricky, and I've had pieces shelved because they were considered too controversial." – Journalist, Sierra Leone

## 4.3 Efficiency

### Overarching Assessment of Efficiency

The programme's efficiency was negatively affected by a combination of accessibility barriers, technical limitations, budget constraints, and misaligned resource allocation. Technical challenges, including inadequate platform optimisation for smartphones and poor digital infrastructure in certain regions, led to low engagement and completion rates, while slow responses to participant feedback exacerbated frustration. Furthermore, the programme's emphasis on international field visits, despite being well-received and having some notable benefits, lacked optimal value for money, as many participants focused on domestic issues instead. Budgeting issues, particularly delayed funding transfers and a lack of flexibility to accommodate unforeseen costs, further hindered the programme's ability to respond to evolving

needs.

EQ 9: To what extent were the available resources used efficiently?

## ACCESSIBILITY ISSUES AND TECHNICAL LIMITATIONS

The efficiency of the programme was hindered by a combination of **accessibility issues, technical limitations, and participant disengagement**. Across all three target countries, participants faced a range of technical difficulties that impeded their ability to access or complete the training. In Senegal, for instance, nine participants dropped out due to technical issues, while another 14 experienced persistent connectivity problems. In Ghana, only 14 out of 27 participants managed to complete the course, with many struggling to log in or engage meaningfully with the content. Similar challenges were reported in Sierra Leone, where frequent electricity outages compounded connectivity issues, further disrupting the training process and limiting the effectiveness of the online format.

"The technical issues were frustrating. I couldn't stay connected long enough to fully engage with the sessions, and eventually, I had to drop out." – Participant, Senegal

These technical barriers not only prevented participants from accessing course materials but also contributed to **growing frustration and disengagement**, leading to a notable reduction in completion rates. A major challenge stemmed from the fact that the online platform was not optimised for smartphones, which were the primary devices for many participants. For individuals with outdated systems or those situated in areas with poor digital infrastructure, this created additional barriers to access. The programme also struggled with **slow responses to feedback and complaints**, particularly regarding the underperforming online platform. These delays not only hindered participants' ability to engage with the training but also caused significant setbacks in programme implementation.

Furthermore, many participants, particularly in rural areas, faced **challenges related to digital illiteracy**. As smartphones, rather than computers, were the most commonly used devices, navigating the platform and engaging with the content proved difficult for many. This issue was especially pronounced in regions outside urban centres, where both access to digital tools and digital literacy were more limited. Consequently, the online platform failed to reach its full potential and did not present optimal value for money.

## FIELD VISITS AND DOMESTIC IMPACT

The evaluation also notes that the programme's focus on international field visits, although well-received by beneficiaries, did not provide optimal value for money. A significant number of journalists who participated in these visits later chose to report on domestic minority issues, citing several reasons. Domestic topics were more relatable and easier to publish in national outlets, and financial considerations also played a role, with many journalists opting to save part of their stipend by focusing on local stories.

However, international journalists gained valuable insights during their interactions with minorities in other countries. For example, non-Ghanaian journalists who visited witch camps in Ghana learned a great deal, as it was their first time visiting such camps. This was considered a worthwhile learning experience. Additionally, national stories gained more significance for national journalists because they were traveling alongside international journalists. The international exposure helped elevate the perceived value of these national stories, as editors from national newspapers appreciated the international context. The increased focus on national stories was a direct result of the international exchange.

This cross-border exchange of ideas and experiences also sparked reflection and debate at the national level. Writing about similar challenges in other countries prompted journalists to critically examine similar issues within their own societies. By observing the ways in which minority rights are addressed elsewhere, journalists were encouraged to reconsider local approaches and identify potential areas for improvement. The international dialogue, therefore, served as a catalyst for national conversations, illustrating how external experiences can resonate within domestic contexts.

However, despite these benefits, the international field visits did not consistently align with the programme's core peacebuilding objectives. From a peacebuilding perspective, raising awareness of minority rights issues within the domestic context is arguably more important, as the impact of such efforts—through increased empathy, reconciliation, or potential policy change—would likely have a more immediate effect on the communities involved. The evaluation team observes that the programme, as designed, often treated journalists and minority rights advocates as the ultimate beneficiaries, sometimes **overlooking its broader peacebuilding objectives**. There is limited evidence of systematic thinking on how the programme's activities could be maximised for greater peacebuilding impact, raising some questions about the programme's efficiency.

That said, the capacity building of journalists was a fundamental aspect of the project. In the past, many initiatives struggled to engage journalists effectively, often due to a lack of skills and understanding of how to report on minority issues in an inclusive and responsible manner. Building their capacity was essential to overcoming this challenge. The training provided under this programme addressed these gaps, equipping journalists with the tools to cover minority-related topics more accurately and sensitively. As several interviewees noted, journalists who participated in the training ultimately became peacebuilders through their reporting, producing stories that amplified minority voices, challenged stereotypes, and promoted dialogue between communities.

### **Case Study 3: Boffa Bayotte's Post-Massacre Struggles**

In January 2018, Boffa Bayotte, a village in Senegal's Casamance region, experienced a devastating massacre in which 14 villagers were killed. Since then, the community has faced ongoing stigma, with many locals unfairly associated with the conflict. Over five years later, residents still struggle with limited access to basic services and discrimination. Despite these challenges, the village remains united and commemorates the tragedy each January, focusing on healing and resilience rather than revenge.

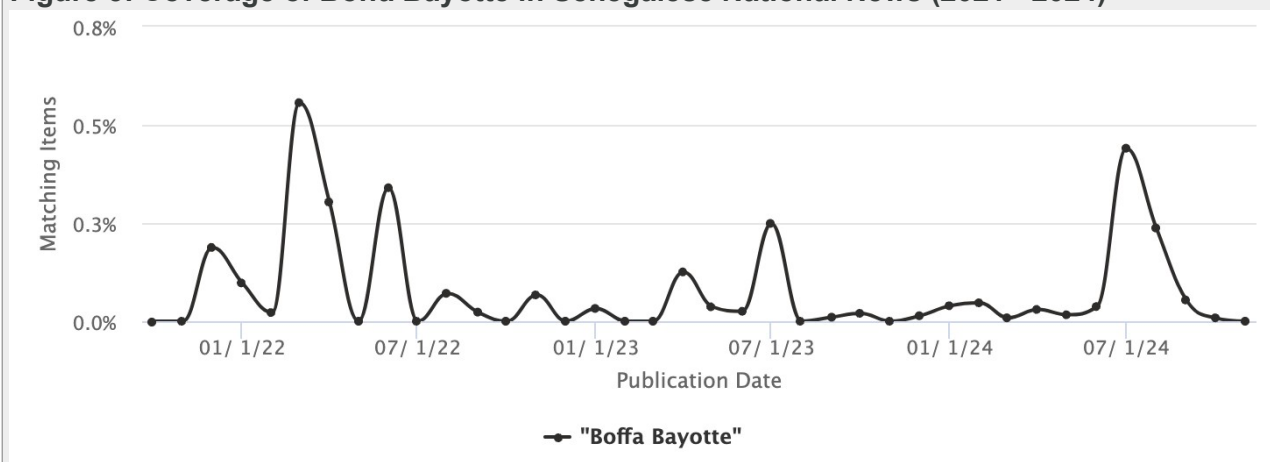
**Media coverage of the Boffa Bayotte situation has shown an overall decline in domestic reporting over time.** The evaluation found no increase in Senegalese media attention following the field visit, unlike the noticeable uptick in national coverage seen in Sierra Leone and Ghana. However, the visit to Boffa Bayotte generated some reporting in international outlets, with

journalists from Ghana and Sierra Leone covering the story in their national media. This was a notable exception, as otherwise most journalists focused on domestic topics.

**Table 11: Coverage of Boffa Bayotte in Senegalese National News (2021 – 2024)**

2021 (Jan - Dec)		2022 (Jan - Dec)		2023 (Jan - Dec)		2024 (Jan - Nov)	
% of Outputs	# Stories	% of Outputs	# Stories	% of Outputs	# Stories	% of Outputs	# Stories
0.12%	22	0.12%	104	0.04%	44	0.08%	96

**Figure 5: Coverage of Boffa Bayotte in Senegalese National News (2021 - 2024)**



## EMMAP Contributions to the National and International Discourse

### 1. More than 5 years after the massacre: In Boffa Bayotte, the battle against stigmatisation: A Story By Babacar Diop

The article by Babacar Diop<sup>15</sup> discusses the enduring challenges and stigmatisation faced by communities in the Casamance region of Senegal, over five years after the Boffa Bayotte massacre. It highlights ongoing efforts to combat stigma, especially against young people who continue to be unfairly associated with the conflict. Despite steps towards reconciliation, the region struggles with deep-rooted perceptions, complicating the reintegration of affected individuals. The piece emphasises the need for broader societal acceptance to ensure lasting peace and rehabilitation in Casamance.

### 2. Realities of discrimination dawning on residents of Boffa Bayotte: A Story By Mohammed Suleman

Mohammed Suleman's article<sup>16</sup>, published in a Ghanaian news outlet, highlights the ongoing discrimination faced by residents of Boffa Bayotte following the 2018 massacre in Senegal's Casamance region. Locals are stigmatised and often viewed with suspicion due to their

<sup>15</sup> <https://www.sudquotidien.sn/plus-de-5-ans-apres-la-tuerie-a-boffa-bayotte-la-bataille-contre-la-stigmatisation/>

<sup>16</sup> <https://www.publicagenda.news/realities-of-discrimination-dawning-on-residents-of-boffa-bayotte/>



geographic association with the conflict-prone area. This prejudice affects their social interactions and access to services, further isolating the community. Despite these challenges, the village remains resilient, attempting to rebuild and overcome the social barriers that emerged in the aftermath of the tragedy.

### **3. Fleeing a homeland, suffering stigma, deprivation and dejection in their motherland; Boffa Bayotte's post-conflict catastrophes: A Story by Rashid Obodai**

In his article<sup>17</sup>, published in the Ghanaian news, Rashid Obodai discusses the aftermath of the Casamance conflict, focusing on the hardships faced by Boffa Bayotte residents. Following the violent 2018 attack, misreporting led to widespread stigma, falsely labelling locals as perpetrators. This has caused social and economic isolation, driving many to migrate. Additionally, Boffa Bayotte suffers from extreme deprivation, lacking essential services like healthcare, education, and clean water. Local journalist Ibrahima Gasama highlights the region's abandonment by the government, contributing to ongoing hardships. Efforts to clear the stigma and improve conditions are crucial for the community's future.

#### **Quality of Media Reporting**

The media reporting on Boffa Bayotte's post-massacre situation offers valuable insights into the stigma and ongoing challenges faced by the community. It effectively highlights the psychological and economic impacts of discrimination, shedding light on social isolation and the lack of essential services. The narrative humanises the issue, vividly illustrating the community's resilience in the face of adversity.

#### **Impact of Coverage**

The media coverage of Boffa Bayotte's post-massacre situation is challenging to assess in terms of impact. The scarcity of reporting in Senegal's national media limits its ability to combat stigma and discrimination. While international articles, like Rashid Obodai's in Ghanaian media, addresses important broader issues such as misreporting and hate speech, national-level coverage in Senegal would be more likely to drive local solutions and enhance efforts to improve the conditions for the Boffa Bayotte community.

## **EQ 10. How well was the program budgeted for?**

The programme encountered significant **challenges in budgeting and financial management**, which adversely affected its overall efficiency and delivery. Delays in the transfer of funding, particularly stipends, emerged as a major issue. These delays created discomfort and confusion among participants, with some even questioning the legitimacy of the payments. The absence of clear communication regarding these delays exacerbated the frustration, leaving participants feeling disengaged and uncertain about the programme's financial management practices.

A key factor contributing to these issues was the temporary suspension of the MRG Africa bank account by the bank, due to new regulations imposed by the Ugandan authorities. The resulting bureaucratic checks were both extensive and slow, creating substantial delays in financial

<sup>17</sup> <https://rainbowradioonline.com/2023/10/06/fleeing-a-homeland-suffering-stigma-deprivation-and-dejection-in-their-motherland-boffa-bayottes-post-conflict-catastrophes/?amp=1>

transactions. Although the problem was eventually resolved by processing payments through other offices, the situation was entirely unforeseeable and added significant complexity to the programme's financial management. Additionally, the programme **faced challenges due to economic vulnerabilities, currency fluctuations and inflation** which further complicated the budgeting process.

#### 4.4 Sustainability

##### Overarching Assessment of Sustainability

The sustainability of the programme's benefits is promising, as participants have shown a strong commitment to continuing their work on minority, conflict, and migration issues. Journalists are likely to apply the skills gained, especially with access to ongoing professional development and supportive networks. Despite challenges such as media poverty, the networks formed during the programme have demonstrated resilience, with participants maintaining active communication and collaboration through shared platforms like WhatsApp. This sustained engagement, coupled with continued partnerships across countries, suggests a solid foundation for long-term impact and continued focus on the programme's core themes.

**EQ11:** To what extent are the program's benefits likely to be sustained after its completion, and under what circumstances?

The programme's focus on minority, conflict, and migration themes equipped participants with essential reporting skills, particularly in addressing sensitive issues affecting minority communities. However, the long-term impact of these skills hinges on participants' continued engagement with these topics in their professional work. Journalists who participated, particularly those reporting on minority and migration issues, are likely to maintain and apply the knowledge gained, especially if they have access to ongoing professional development opportunities and supportive networks that reinforce the programme's core themes. However, a **significant challenge to sustaining high levels of reporting on these themes in the long term is the issue of media poverty**. Without continued financial support or stipends, many journalists may face difficulties in dedicating time and resources to these complex and often underreported topics.

"The biggest barrier to sustaining this work is financial. Without stipends or resources, it's difficult to dedicate the time and effort needed for these complex topics." – Journalist, Ghana

**The networks established during the programme show promising signs of remaining active** and operational six months after its closure. Journalists involved in the programme continue to engage in regular exchanges through their shared WhatsApp group, where they discuss issues related to minority communities and share updates on relevant stories. This ongoing dialogue reflects sustained interest in the programme's core themes and a commitment to maintaining the connections formed. Additionally, partnerships between journalists from different countries have continued to flourish. These collaborations suggest a deeper level of engagement that extends beyond the initial scope of the programme, highlighting the potential for long-term operational networks.

#### 4.5 Cross-Cutting Themes

## **EQ12: To what extent and how has the intervention contributed to mainstream gender equality and human rights?**

The EMMAP programme, while slightly missing its targets for female participation, successfully contributed to mainstreaming gender equality and human rights. The slight underrepresentation of female journalists can be attributed to the male-dominated nature of the journalism field and challenges in mobilising participants. Despite this, the programme's focus on minority rights and sensitive reporting inherently connected gender equality and human rights. It included discussions on key gender-related issues such as GBV, teenage pregnancies, LGBTQI rights, and female genital mutilation (FGM). These deliberate and structured debates reportedly helped deepen participants' understanding of the intersection between gender equality and human rights, equipping them with the tools to better address these themes in their reporting.

## **5. Conclusions, Lessons Learned and Recommendations**

The training has had a noticeable impact on the journalists and activists who participated, equipping them with valuable tools to address minority issues in their reporting and advocacy. They have begun to implement the insights gained from the training, bringing positive change through their work. However, they also highlighted the need for continued support to sustain these efforts, particularly in the form of stipends or financial support for producing in-depth, impactful stories that benefit society.

Many participants expressed heartfelt gratitude towards MRG for facilitating this opportunity, emphasising the collaborative spirit that the training fostered. The chance to meet and learn from each other was invaluable, and participants appreciated the shared sense of community and support that MRG provided. As one journalist stated, "it takes a village," and MRG has created that village, helping journalists connect, learn, and support each other in their mission to bring attention to important issues.

Looking forward, there is a strong desire for continued collaboration. Strengthening relationships and continuing to share ideas, contacts, and story sources will enhance reporting on conflicts and minority issues. Journalists also expressed interest in additional training to deepen their understanding of these complex topics. They believe there is always room for improvement, particularly in the areas of conflict reporting and minority issues, and are eager to continue learning and growing in their profession.

**EQ13:** What are the main learned lessons and best practices from the programme? What are the recommendations for MRG, partners and donors for similar program in future?

## RECOMMENDATIONS FOR THE IMPLEMENTER (MRG)

### 1. Technical Challenges Impeded Full Engagement

- **Lesson:** Participants in rural Sierra Leone and areas affected by government-led internet shutdowns in Senegal faced significant barriers to engagement, limiting the effectiveness of the programme's online components. Technical issues, such as poor mobile optimisation and inadequate digital infrastructure, hindered participation. Delayed responses to technical problems also led to disengagement, reducing overall impact.
- **Recommendation:** Future programmes should place greater emphasis on in-person training to enhance engagement. While in-person sessions have higher resource implications compared to online formats, this could be offset by focusing on domestic rather than international field visits (see recommendation 3), making it feasible within the confines of a limited budget. For online training, webinars should be preferred over platforms that require advanced technology, as they can also be accessed via phone. Rapid feedback and response mechanisms should be in place to resolve technical issues promptly.

### 2. Financial Constraints Limited Journalistic Output

- **Lesson:** The programme faced challenges due to the financial constraints experienced by journalists, which impacted their ability to produce stories beyond the stipends provided. The delay in receiving stipends<sup>18</sup> meant that many journalists could not begin working on stories until payment was received, leading to outputs developed at slower rate than expected.
- . Additionally, some journalists opted to save a portion of their stipend rather than use it for reporting, further limiting their capacity to produce content.
- **Recommendation:** Future programmes should distribute smaller, more frequent funds to a broader range of journalists to ensure a steadier flow of financial support. Timely stipend disbursement should be prioritised to enable immediate engagement with reporting. Additionally, performance-based incentives could encourage higher outputs and enhance the overall impact of the programme.

### 3. International Field Visits Did Not Align with Domestic Needs

- **Lesson:** While international field visits were appreciated, they did not always align with the practical needs of journalists reporting on domestic issues. The resources invested in international travel could have been better spent addressing local challenges.
- **Recommendation:** Consider reallocating resources to support domestic field visits or increase local engagement efforts, where the relevance and impact of the training may be more direct and immediate.

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<sup>18</sup> The delay was due to anti-money laundering regulations introduced by the Ugandan authorities during the project which temporarily froze MRG's bank account in Uganda. This delayed the transfer of stipends to journalists.

#### 4. Tailoring Training is Crucial

- **Lesson:** Some participants found the training content too basic, which did not meet their expectations or the complexity of their roles. This led to disengagement among more experienced individuals who felt the training did not challenge them sufficiently or provide value.
- **Recommendation:** Training programs should offer flexible content that accommodates different levels of experience. This could include offline options, varying levels of difficulty, and region-specific resources to ensure all participants can benefit.

#### 5. The Importance of Strategic Media Engagement

- **Lesson:** Relying primarily on smaller platforms or local partner websites significantly limited the broader impact of the reporting. While these platforms can engage local audiences, they often lack the widespread reach needed to influence public opinion at a national level. Without wider media coverage, the program's efforts to address minority issues or promote peacebuilding messages remained relatively confined.
- **Recommendation:** A strategic approach should involve collaborating with journalists from larger, more influential media outlets. By engaging national media and ensuring their coverage of peacebuilding issues, the programme's messages will reach a wider audience, enhancing their potential to shape societal attitudes and foster positive change.

#### 6. Measurement Challenges in Assessing Media Impact

- **Lesson:** The programme's use of an indicator based on media mentions encountered several methodological challenges. The broad nature of some keywords, such as "peace," led to irrelevant results, while more specific terms like "religious minority" and "ethnic minority" did not align with the actual focus of the programme. Additionally, the manual process of conducting Google searches proved inefficient.
- **Recommendation:** Future programme iterations should develop more precise and context-specific indicators that align closely with the programme's objectives. Using a combination of qualitative and quantitative methods could provide a more accurate assessment of media impact. Leveraging specialised media monitoring tools such as MediaCloud or Meltwater is highly recommended, as these platforms offer more robust, automated tracking capabilities, improving the efficiency of monitoring and evaluation processes.

### RECOMMENDATIONS FOR THE DONOR (EU)

#### 1. Enhancing OPSYS for Efficient Project Management

- **Lesson:** The integration of OPSYS revealed challenges, including the rigidity of its indicator framework, technical issues such as system bugs and approval delays, and insufficient initial guidance. These factors caused significant delays, increased workload, and diverted resources from core project activities, underscoring the need for a more flexible and user-friendly system.

- **Recommendation:** The EU should enhance OPSYS by allowing customised indicators to coexist with FPI indicators, improving flexibility and alignment with project-specific goals. Comprehensive training on OPSYS and regular communication channels with administrators should be provided to address issues promptly. Investing in technical improvements to OPSYS's reliability and usability would further reduce administrative burdens and improve overall project efficiency.

## Annexes

### Annex A: Interview Topic Guides

#### A. Media Practitioner - Interview Topic Guide

##### Background Information

- Can you tell me a bit about your background and how long you have been working in journalism?
- What is your current role and what types of stories do you usually cover?
- Can you describe the training sessions you attended under the EMMAP program?

##### Training Relevance

- How relevant was the training content to your work as a journalist?

##### Knowledge and Skills

- How has the training influenced your knowledge and understanding of minority rights issues?
- What specific skills or techniques did you learn that you have found useful in your reporting?

##### Changes in Practice

- Can you provide examples of how you have applied what you learned in your work?
- Have you changed the way you approach stories related to minority rights since the training? In what ways?

##### Collaboration and Networking

- Has the training led to increased collaboration with minority communities or other journalists?
- Can you describe any new professional relationships or networks that have developed as a result of the training?

##### Obstacles Faced

- What challenges have you encountered when trying to apply the training in your work?
- How have you addressed these challenges?

##### Personal and Professional Growth

- In what ways do you feel the training has contributed to your personal and professional growth?
- Have there been any unexpected outcomes or impacts from the training?

##### Broader Impact

Can you identify any specific changes or developments in your community that you believe are linked to your reporting?

##### Future Training Needs

- What additional training or resources do you feel would be beneficial for your work?



## **Conclusion**

- Is there anything else you would like to add?

## **B. Minority Advocate - Interview Topic Guide**

### **Background Information**

- Can you tell me a bit about your background and how long you have been working as a minority rights advocate?
- What is your current role and what types of advocacy work do you usually engage in?
- Can you describe the training sessions you attended under the EMMAP program?

### **Training Relevance**

- How relevant was the training content to your work as a minority rights advocate?

### **Knowledge and Skills**

- How has the training influenced your knowledge and understanding of hate speech?
- What specific skills or techniques did you learn that you have found useful in your advocacy efforts?

### **Changes in Practice**

- Can you provide examples of how you have applied what you learned in your work?
- Have you changed the way you approach advocacy for minority rights since the training? In what ways?

### **Collaboration and Networking**

- Has the training led to increased collaboration with journalists or other minority rights advocates?
- Can you describe any new professional relationships or networks that have developed as a result of the training?

### **Obstacles Faced**

- What challenges have you encountered when trying to apply the training in your work?
- How have you addressed these challenges?

### **Personal and Professional Growth**

- In what ways do you feel the training has contributed to your personal and professional growth?
- Have there been any unexpected outcomes or impacts from the training?

### **Broader Impact**

- Can you identify any specific changes or developments in your community that you believe are linked to your advocacy work?

### **Future Training Needs**

- What additional training or resources do you feel would be beneficial for your work?

## **Conclusion**

- Is there anything else you would like to add?

## **C. Partner Organization - Interview Topic Guide**

### **Background**

- Can you provide a brief overview of your organization and its primary focus areas?
- What was your organization's role in implementing the EMMAP program?
- How long has your organization been involved with the EMMAP program?

### **Effectiveness of Training**

- How would you assess the effectiveness of the training sessions provided to journalists and minority rights advocates?
- What feedback did you receive from participants about the training?

### **Challenges and Solutions**

- What challenges did your organization face during the implementation of the program?
- How did your organization address these challenges?

### **Gender and Social Inclusion**

- How did the EMMAP program ensure inclusivity and equal participation of women, men, gender-diverse individuals, and different minority groups in training sessions and project activities?
- How did your organization integrate gender mainstreaming principles into the overall design and implementation of the EMMAP program?

### **Monitoring and Evaluation**

- Could you describe the monitoring framework used by your organization to track the progress and outcomes of the EMMAP program? What were the key indicators monitored?
- What methods did your organization employ to collect data throughout the implementation of the EMMAP program? Were there specific challenges or successes related to data collection?

### **Risk Management**

- How did your organization identify potential risks associated with the implementation of the EMMAP program? Were there specific tools or methodologies used for risk assessment?
- Could you describe some of the strategies your organization employed to mitigate the identified risks? Were these strategies effective in minimizing the impact of risks on program outcomes?

### **Sustaining Program Benefits**

- What measures have been put in place to ensure the sustainability of the program's outcomes?
- What additional support or resources would be beneficial for sustaining the program's impact?

### **Lessons Learned**

- What lessons has your organization learned from participating in the EMMAP program?

## **Annex B: Survey Tools**

### **Tool A. Draft Media Practitioner Training Survey**

Theme/ component	Question Number/ Question	Codes
<b>A. RESPONDENT INFORMATION AND DEMOGRAPHIC DATA</b>		
Respondent Information and Demographic Data	About how old are you?	1= 15-24 2 = 25-34 2= 35-44 3 = 45-54 4 = 55-64 5 = 65+ 99 = Refused to respond
	Gender	1 = Male 2 = Female

		3 = Other (non-binary etc). 99 = Prefer not to respond
	What is your role in journalism	1 = Journalist 2 = Editor 3 = Freelancer 4 = Other _____ 99 = Refused to answer
	How many years experience do you have as a media practitioner?	
	In which country do you live?	1 = Ghana 2 = Senegal 3 = Sierra Leone 99 = Refused to respond
	Did you participate in MRG facilitated on-line training, face-to-face training with site visit, or both?	1 = Online training 2 = Face-to-face training with site visit 3 = Both 4 = Other 88 = Don't know 99 = Refused to respond
	Have you participated in any follow up training since then?	0 = No 1 = Yes 88 = Don't know 99 = Refuse to respond
<b>Training satisfaction</b>		
	Please rate the overall quality of the training sessions	1 = Very poor 2 = Poor 3 = Neutral 4 = Good 5 = Excellent
	Which specific topics or skills covered in the training sessions or site visits were most beneficial for your reporting on minority rights issues?	
<b>Training effectiveness</b>		
	On a scale of 1 to 10 where 1 is not at all and 10 is extremely, how effective was the training and/or site visit in increasing your knowledge and skills around reporting on minority rights and issues in your country?	Number 1 to 10
	On a scale of 1 to 10 where 1 is not at all and 10 is extremely,	Number 1 to 10

how effective was the training in increasing your knowledge and skills around good journalistic practices such as conflict-sensitive reporting?	
On a scale of 1 to 10 where 1 is not at all and 10 is extremely, how effective was the training in increasing your knowledge and skills around links between conflict and minority rights issues in your country?	Number 1 to 10
Have you applied the skills and techniques learned in the training to your reporting?	0 = No 1 = Yes 88 = Don't know 99 = Refuse to respond

#### Training impact

Prior to the training, how frequently did you report on issues related to minorities and minority rights in your country?	0 = Never or extremely rarely 1 = Sometimes 2 = Often 88 = Don't know 99 = Refuse to respond
Since participating in the training, have you produced any media outputs (articles, reports, broadcasts) related to minority rights issues?	0 = No 1 = Yes 99 = Refuse to respond
If yes, how many related media outputs have you produced following your participation in the training?	
Prior to the training, had you ever visited a minority community in your country?	0 = No 1 = Yes 88 = Don't know 99 = Refuse to respond
Following the training, have you undertaken any similar visits?	0 = No 1 = Yes 88 = Don't know 99 = Refuse to respond
Prior to your participation in the training, have you undertaken any of the following to solicit	1= Conducted interviews with representatives from minority communities 2 = Invited minority group representatives to contribute to story planning. 3=Used social media or online platforms to gather

	inputs for your reporting?	input from minority communities. 4 = None of the above 88 = Don't know 99 = Refuse to respond
	Following your participation in the training, have you undertaken any of the following to solicit inputs for your reporting?	1= Conducted interviews with representatives from minority communities 2 = Invited minority group representatives to contribute to story planning. 3=Used social media or online platforms to gather input from minority communities. 4 = None of the above 88 = Don't know 99 = Refuse to respond
	How would you rate the quality of your reporting on minority rights issues post-training compared to before?	0 = No change 1 = Improved somewhat 2 = Improved significantly 88 = Don't know 99 = Refuse to respond
	Have you noticed any changes in audience engagement or feedback regarding your minority rights reporting since the training?	0 = No 1 = Yes 88 = Don't know 99 = Refuse to respond
	If yes, please describe	
<b>Quiz questions</b>		
	Why is it important to include the perspectives of minority groups in media reporting?	1 = To comply with legal requirements 2 = To avoid controversy 3 = To present a balanced and inclusive view of society 4 = To increase newspaper sales 88 = Don't know 99 = Refused to respond
	What is hate speech?	1 = A discriminatory way of talking about an individual or group of people 2 = A pejorative way of talking about an individual or group of people 3 = A deliberate manner of speech that can lead to or exacerbate social tension and violence 4 = A way of talking about the things that cause you aggravation 88 = Don't know 99 = Refused to respond
	What are elements of conflict-sensitive reporting?	1 = Considering the consequences and effects of one's reporting 2 = Trying to mitigate any potential negative effects of one's reporting 3 = Focusing on facts and verifying information 4 = Ensuring the privacy and information security of sources 88 = Don't know

	99 = Refused to respond
What is a stereo-type?	1 = A commonly used way of describing a group of people 2 = A way that people identify themselves 3 = A negative way of talking about a group of people 4 = A characteristic of a group 88 = Don't know 99 = Refused to respond
Which of the following best describes the principle of informed consent?	1 = Ensuring that individuals are aware of how their information will be used 2 = Obtaining permission from individuals before including their information in a report 3 = Sharing sensitive information only with trusted colleagues 4 = Reporting on individuals without their knowledge 88 = Don't know 99 = Refused to respond

## Tool B: Minority Advocates Training Survey

Theme / component	Question Number/ Question	Codes
<b>A. RESPONDENT INFORMATION AND DEMOGRAPHIC DATA</b>		
Respondent Information and Demographic Data	About how old are you?	1 = 15-24 2 = 25-34 2 = 35-44 3 = 45-54 4 = 55-64 5 = 65+ 99 = Refused to respond
	Gender	1 = Male 2 = Female 3 = Other (non-binary etc). 99 = Prefer not to respond
	Affiliation	1 = Non-Governmental Organization (NGO) 2 = Community organization 3 = Independent advocate 4 = Other. Specify _____ 99 = Prefer not to respons
	In which country do you live?	1 = Ghana 2 = Senegal 3 = Sierra Leone 99 = Refused to respond
	Did you participate in MRG facilitated on-line training, exchange meeting with journalists, or both?	1 = online training 2 = exchange meeting with journalists 3 = both 4 = other 88 = don't know 99 = refused to respond
	Have you participated	0 = No



	in any follow up training since then?	1 = Yes 88 = Don't know 99 = Refuse to respond
<b>Training satisfaction</b>		
	Please rate the overall quality of the training sessions	1 = Very poor 2 = Poor 3 = Neutral 4 = Good 5 = Excellent
	Which specific topics or skills covered in the training sessions or site visits were most beneficial for your reporting on minority rights issues?	
	How relevant was the training content to your advocacy work?	1 = Not relevant 2 = Slightly relevant 3 = Moderately relevant 4 = Very relevant 5 = Extremely relevant 88 = Don't know 99 = Refuse to respond
<b>Training effectiveness</b>		
	On a scale of 1 to 10 where 1 is not at all and 10 is extremely, how effective was the training and/or site visit in increasing your knowledge and skills to on minority rights issues in your country?	Number between 1 to 10
	On a scale of 1 to 10 where 1 is not at all and 10 is extremely, how effective was the training in increasing your knowledge and skills around good advocacy practices such as exchange reporting and counternarrative reporting?	Number between 1 and 10
	On a scale of 1 to 10 where 1 is not at all and 10 is extremely, how effective was the training in increasing your knowledge and skills around engaging the press?	Number between 1 and 10

	On a scale of 1 to 10 where 1 is not at all and 10 is extremely, how effective was the training in equipping you with the skills required to use media tools such as press releases and social media	Number between 1 and 10
	On a scale of 1 to 10 where 1 is not at all and 10 is extremely, how effective was the training in helping you identify hate speech?	Number between 1 and 10
	On a scale of 1 to 10 where 1 is not at all and 10 is extremely, how effective was the training in helping you in develop effective counter-hate narratives?	Number between 1 and 10
	Have you applied the skills and techniques learned in the training to your reporting?	0 = No 1 = Yes 88 = Don't know 99 = Refuse to respond
	Since the training, have you noticed any changes in your advocacy practices?	0 = No 1 = Yes 88 = Don't know 99 = Refuse to respond
	If yes, please describe	
<b>Training impact</b>		
	Prior to the training, how frequently did you use media tools (e.g, blogs, podcasts, social media) to advocate for or report on issues related to your minority group?	0 = Never or extremely rarely 1 = Sometimes 2 = Often 88 = Don't know 99 = Refuse to respond
	Following the training, how frequently did you use media tools (e.g, blogs, podcasts, social media) to advocate for or report on issues related to your minority group?	0 = Never or extremely rarely 1 = Sometimes 2 = Often 88 = Don't know 99 = Refuse to respond
	Prior to the trainig, had you ever directly engaged with journalists and	0 = No 1 = Yes 88 = Don't know 99 = Refuse to respond

	reporters in constructive dialogue around covering minority rights issues?	
	Following the training, how frequently do you engage with journalists and reporters in constructive dialogue around covering minority rights issues?	0 = Never or extremely rarely 1 = Sometimes 2 = Often 88 = Don't know 99 = Refuse to respond
<b>Quiz questions</b>		
	What is hate speech?	1 = A discriminatory way of talking about an individual or group of people 2 = A pejorative way of talking about an individual or group of people 3 = A deliberate manner of speech that can lead to or exacerbate social tension and violence 4 = A way of talking about the things that cause you aggravation 88 = Don't know 99 = Refused to respond
	What are elements of counter narratives?	1 = short and direct reaction to hateful messages 2 = narratives about peace and coexistence 3 = narratives that strengthen positive and inclusive ideas 4 = blocks or challenges to expressions of hate 5 = fact-checks of false information 88 = Don't know 99 = Refused to respond

## Annex C: Quantitative Content Analysis Results

	Article	Empathy and tolerance	Dialogue and reconciliation	Policy change
1	Victims of War, Victims of Peace			
2	Ghana : cinq ans après la triste nuit, Disah et Daboya ont fumé le calumet de la paix			
3	Gambaga, dans le nord du Ghana: Gîte d'accusées de sorcellerie			
4	Minorities suffer brunt of global water crisis			
5	Communal attack: Disah community bounces back			
6	Gambaga witches camp plead for support			
7	Management of gambaga witches camp calls for support			
8	NGO calls for holistic approach to address refugee sit.			

9	Minority rights group international holds media launch			
10	Over 100 migrants get refugee status			
11	We are safe and very comfortable at gambaga camp			
12	GBC boss urges media to highlight anti witchcraft bill			
13	New anti-witchcraft bill to undergo pre-stakeholder engagement			
14	Two persons accused of witchcraft lynched			
15	Suspected witches say they are safe and comfortable at Gambaga camp			
16	Ghana jails two for lynching 90 year old woman			
17	Ghana news left behind climate change threatens pwds in norther Ghana			
18	La Méditerranée, espace de mobilité: Deux témoignages émouvants			
19	Oussouye: Dans l'antichambre d'une royauté sacrée ancrée dans les valeurs ancestrales			
20	Courame: Au Cœur D'un Village Qui Se Remet Encore Du Conflit Casamançais			
21	Plus de 5 ans après la tuerie : à Boffa Bayotte, la bataille contre la stigmatisation			
22	Le verdict du proces de Boffy Bayotte			
23	Traditions, resolutions du conflit en casamance			
24	Ghana : Voyage au coeur des sombres secrets du camp des sorcières de Gambaga			
25	Dans l'antichambre d'une royauté sacrée ancrée dans les valeurs ancestrales			
26	Irregular Migration Returnees in Kafountine Proffer Solutions			
27	Kafountine : Le maire David Diatta plaide pour la légalisation de la culture du cannabis			
28	Reunion d'échange sur Média et Minorité: Le journalisme de solution (en wolof)			
29	20 ans après la guerre civile : La Sierra Leone se reconstruit dans la douleur			
30	Water crisis is not all about climate change – Minority Rights Group Report			
31	Addressing migration challenge along Senegal's coastline: Insights from Kafountine's Mayor			
32	Fahamu President Calls for Enhanced Media Coverage of Minority Issues			
33	The King of Oussouye Uses Food Security to Promote Unity and Stability			
34	Sénégal: les réfugiés mauritaniens face aux difficultés d'accéder au marché de l'emploi			
35	[Sénégal – portrait] : Musicienne, couturière, infographiste, vendeuse, mais...handicapée !			

36	Conservation agriculture building climate change resilience in Savanna region			
37	Climate crisis is a silent threat to education northern Ghana			
38	Dissah residents still traumatised 5 years after communal attack			
39	Courame : Au cœur d'un village qui se remet encore du conflit casamançais			
40	Fleeing a homeland, suffering stigma, deprivation and dejection in their motherland; Boffa Bayotte's post-conflict catastrophes			
41	Sierra Leone: Disability Is Not Inability			
42	Ghanaian Influence on Kafountine: A Story of Integration and Contribution			
43	Kafountine: A Community Struggling with Migration Challenges while Embracing Diversity			
44	Boffa Bayotte: A Village's Resilience in the Face of Tragedy			
45	Harmony Amidst Challenge: Exploring Communal Ownership and Farmer-Herder Conflicts in Oussouye			
46	Kouram's Resilience: Cassamance Conflict's Echoes			
47	Telling landowners, farmer-herder conflict in Makoth village			
48	Rebel war amputees still cry for reparations promised in the TRC Report			
49	Addressing migration challenge along Senegal's coastline: Insights from Kafountine's Mayor			
50	African Journalists urged to step up reportage to consolidate peace processes in the region			

## Annex D: Indicator Tracking Table

Indicator	Matched FPI indicator	Status	Target <sup>19</sup>	Result
Indicator 1 (1) Number of independent studies of the media environment in target countries that show an increased role of journalism as a peacebuilding driver.	FPI 65125: The intervention brought the expected change.	Achieved	2	2
N/A (New indicator): FPI indicator requested by EU but not matched to an original indicator.	FPI 65241: Number of people directly benefiting from EU-supported interventions that specifically aim to support civilian post-conflict peacebuilding and/or conflict prevention.	Achieved	500 (250 women)	617 (208 women)
Indicator 2 (2). Number of media mentions of conflict, migration, and minority exclusion per target country in national language	Not matched to FPI indicator. Original indicator removed from OPSYS	Achieved	520	659

<sup>19</sup> Percentage targets are calculated out of the actual number of participants not the target participants.

	following EU request.			
Indicator 3 (1.1) At least 250 media pieces produced in target countries on issues concerning minority, conflict and peacebuilding issues	FPI 16873: Number of articles published in print and/or digital media about an event	Achieved	250	261
Indicator 4 (1.2) At least 140 journalists and minority activists are trained and produce high quality media products on peacebuilding, reconciliation and minorities.	Not matched to FPI indicator. Original indicator removed from OPSYS following EU request.	Achieved	140	156
Indicator 5 (1.1.1) At least 80% of 120 journalists and journalism students (who successfully complete online course on reporting sensitively about issues concerning conflict and minorities) report using the knowledge and skills gained in their work. (A.1)	FPI 83182: Number of people trained by the EU-funded intervention who increased their knowledge and/or skills. <sup>20</sup>	Achieved	80% of 122 people	90% of 122 people (or 110 people)
	FPI Indicator 66194: Number of participants in awareness raising and outreach events/initiatives, including media training <sup>21</sup>	Achieved	120 (50% of 122 women)	122 (65 women, or 53%)
Indicator 6 (1.1.2) At least 80% of 60 minority activists (who successfully complete online course on how to effectively tell their story, conduct advocacy campaigns, engage the press) report using the knowledge and skills gained in their work. (A.2)	FPI 83182: Number of people trained by the EU-funded intervention who increased their knowledge and/or skills.	Achieved	80% of 59 people	88% of 59 people (or 52 people)
	FPI Indicator 66194: Number of participants in awareness raising and outreach events/initiatives, including media training.	Achieved	60 (50% of 59 women)	59 (24 women, or 41%)
Indicator 7 (1.1.3) 80% of 30 journalists and journalism students (who actively participate in 5-day face-to-face training and site visits to minority communities in Africa) report gaining knowledge and skills that are useful or very useful. (A.4).	FPI 83182: Number of people trained by the EU-funded intervention who increased their knowledge and/or skills.	Achieved	80% of 33 people	88% of 33 people (or 29 people)
	FPI Indicator 66194: Number of participants in awareness raising and outreach events/initiatives, including media training.	Achieved	30 (50% of 33 women)	33 (17 women, or 52%)
Indicator 8 (2.1.1) 30 online course trainees submit successfully applications for stipends to conduct original investigative reporting on conflict and minorities, using knowledge and skills gained through course.	Not matched to FPI indicator. Original indicator removed from OPSYS following EU request.	Achieved	30	30
Indicator 9 (2.1.2) At least 10 published pertinent in-depth longform media pieces by journalists and minority activists	FPI Indicator 16877: Number of communication products developed.	Achieved	10	24

<sup>20</sup> FPI Indicator 83182: Number of people trained by the EU-funded intervention who increased their knowledge and/or skills. (Original indicators 5, 6, 7, 10 combined and matched to FPI indicator). Total target = 201 participants (80% of actual participants). Total achieved = 221 participants (88% of actual participants).

<sup>21</sup> FPI Indicator 66194: Number of participants in awareness raising and outreach events/initiatives, including media training (Original indicators 5, 6, 7, 11 combined and matched to FPI indicator). Total target = 240 participants (50% women). Total achieved = 251 participants (49% women, or 123)



receiving investigative journalism stipends. (A.5, A.10)				
Indicator 10 (3.1.1) At least 80% of 30 senior media professionals who attend the regional media roundtables (A.6) report that they feel more committed to quality development journalism, including integrating issues concerning minorities and conflict	FPI 83182: Number of people trained by the EU-funded intervention who increased their knowledge and/or skills.	Achieved	80% of 37 people	80% of 37 people (or 30 people)
Indicator 11 (3.1.2) At least 30 senior media professionals (journalists and news editors) attend and actively engage in regional journalism roundtable.	FPI Indicator 66194: Number of participants in awareness raising and outreach events/initiatives, including media training.	Achieved	30 (50% of 37 women)	37 (17 women, or 46%)
Indicator 12 (3.1.3) At least 80% of 40 of journalists and minority activists who attend the exchange meeting (A.8.) report that they feel more committed to exchange reporting and counternarrative good practices through the creation of a peacebuilding journalism network	Not matched to FPI indicator. Original indicator removed from OPSYS following EU request.	Achieved	80% of 46 people	83% (or 38 people)
Indicator 13 (3.1.4) 4 Steering Committee meetings throughout the project implementation to ensure quality reporting on conflict issues. (A.9)	FPI Indicator 17004: Number of dialogue fora and communication channels established between groups.	Achieved	4	5
Indicator 14 (4.1.1) At least 60 journalists and journalism students submit high quality media pieces to annual awards for outstanding development journalism with a particular focus on the interlinkages between minorities, poverty, and migration. (A.7)	Not matched to FPI indicator. Original indicator removed from OPSYS following EU request.	Achieved	60	60
Indicator 15 (4.1.2) At least 36 online materials such as social media cards, infographics, videos, and photos, for advocacy and campaigning for the rights of vulnerable populations. (A.10)	Not matched to FPI indicator. Original indicator removed from OPSYS following EU request.	Achieved	36	115
Indicator 16 (4.1.3) At least 30 media pieces on minority issues related to conflict and peacebuilding published in context of annual editorial awards (incl. submissions and media coverage about the awards) (A.7, 10).	FPI Indicator 66199: Number of knowledge-based products (reports, surveys, analysis, implementation plans, SOPs, research papers etc.) produced, disseminated and/or adopted (as applicable).	Achieved	30	68
	FPI Indicator 149643: Level of engagement online and on social media with media pieces (number of)	N/A	1200000	N/A <sup>22</sup>

<sup>22</sup> Currently, it is not possible to comprehensively measure the level of engagement because not all social media pieces have been published on MRG's platforms. To maximize interest and reach, we have scheduled one piece to be published each week, meaning it will take a few more months to assess the final reach.