



Radio NISAA FM  
&  
Open Society Foundations

Monitoring  
& Evaluation  
Report



# QAHWA MAZBOOT & KALAAM NISAA

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Edited by: Garance Perret

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**A**

## i. Executive Summary

“Qahwa Mazboot” and “Kalaam Nisaa” are two of NISAA FM’s daily shows.

“Qahwa Mazboot” ‘s segments are diversified ranging from news, information on issues such as education, culture, and health as well as success stories and inspirational stories; whereas “Kalaam Nisaa” features discussions on women’s economic empowerment, women’s rights, women and sports, women and innovation and family matters. Qahwa Mazboot and Kalaam Nisaa both share NISAA FM’s vision of the full integration of women in Palestinian society equal to that of men by enhancing open and effective communication amongst women and men. The two shows strive in advocating for women’s empowerment and showcases women role models and active members of society to do so.

In order to keep up with the competition and stay on top of NISAA FM’s audience needs, likes, and dislikes, this report was drafted as a study of the shows position within the radios of Palestine, the audience’s opinion of the show, and their strengths and weaknesses. Radio NISAA FM faces a complex set of goals and challenges in developing programs as its focus is different compared to local mainstream radio stations. Indeed, NISAA FM wants to inspire, be part of change by developing targeted programs to reach Palestinian women all over the country.

In this report, we assessed the quality, competitiveness, and impact of Qahwa Mazboot and Kalaam Nisaa on their respective audience. As mentioned earlier, these two shows are effective contributors to the radio’s vision. Qahwa Mazboot and Kalaam Nisaa are very high quality programs in their content, their presenters, and the professional guests with whom interviews are conducted.

Through the following analysis, it was discovered the audience enjoy the interactivity of Qahwa Mazboot. What makes the audience tune into NISAA FM every day for Qahwa Mazboot is a specific segment called the Discussion File, whereby the presenter asks the ‘question of the day’ and offers listeners the possibility to call-in and voice their opinion on air. On the other hand, Kalaam Nisaa lacks a similar interactivity but compensate by advocating for women, their rights, economic empowerment, and their position within society.

## ii. Introduction

The use of media is a great way to propagate messages and have an influence on public opinion. Radios, even more so than televisions, are great tools to do so as they can be listened to easily at work, home, and even when on the move, in a car or on a cell phone. Therefore, radios are considered one of the most popular sources of news and information. Due to the increasing number of radio stations in Palestine, notwithstanding internet radios, the competition is expanding too.

NISAA FM has a strong and more peculiar focus compared to other radios in Palestine: NISAA FM is the first commercial women's radio station and website in Palestine and the Middle East. Radio NISAA FM advocates for the full integration of women in Palestinian society, equal to that of men; by enhancing an open and effective communication between men and women.

### a) Goal of the Report

The purpose of this report is to study NISAA FM's shows Qahwa Mazboot and Kalaam Nisaa to assess their quality and effectiveness in spreading NISAA FM's message.

### b) Structure of the Report

#### ***Qahwa Mazboot***

##### 1. About Qahwa Mazboot

##### 2. Analysis

###### a) Technical Analysis

###### b) Program Analysis

- SWOT Analysis
- 3Cs Model
- Program Structure
- Audience
- Competitors

##### 3. Results

#### ***Kalaam Nisaa***

##### 4. About Kalaam Nisaa

##### 5. Analysis

###### c) Technical Analysis

###### d) Program Analysis

- SWOT Analysis
- 3Cs Model
- Program Structure
- Audience

##### 6. Results

### c) Methodology

The method used in this report is qualitative analysis of data. Due to the lack of data on radios in Palestine, and audience numbers, a quantitative analysis is not possible.

In order to get first hand data, a sample of both shows audience was taken from the people calling in to participate or leave feedback. With their agreement, these people filled in a survey respectively about Qahwa Mazboot and Kalaam Nisaa – survey questions can be found in the appendix of this report.

The survey along with data on the two shows permitted to undertake a SWOT analysis; use the 3Cs Model to better understand the factors needed for success; along with drawing out the programs' structures, and audience managements.

- **Source of Information:** Secondary data was collected from Palestinian research and articles related to radio shows and radio stations published in print or online. Primary data was collected through interviews and surveys.
- **Interviews:** Presenters of each show along with the other staff involved were interviewed in order to collect accurate data concerning the shows.
- **Population:** The aim of this research is to study the impact of the two programs on the Palestinian population, more specifically Palestinian woman. However, due to the lack of data and the difficulty of data access, the sample is representative of the people listening to the two shows and who own a phone and are able to receive a questionnaire.
- **Sampling:** technically there was an equal chance for anyone to be sampled; however, people sampled were only participants of NISAA FM's shows.
- **Collection Method:** Surveys were given to the callers and returned to the researcher for analysis.
- **Data Analysis:** The very low number of surveys filled suggests possible inaccuracy.
- **Limitations:** The sample is not representative of the population of Palestine nor is it of NISAA FM's audience due to difficulty with data collection.

### iii. About NISAA FM

NISAA FM is the first commercial women radio station and website in Palestine and the Middle East. The project was launched late 2009 by Maysoun Odeh Gangat in partnership with the Womanity Foundation. NISAA FM caters to women as well as men regardless of social status, age, or geographical location. It offers a platform for cultural and social information; discussion and entertainment; and voices women's aspirations and opinions. The idea is to connect women all over Palestine and beyond to a supportive community that showcases inspirational models and promotes their empowerment. NISAA FM transforms perceptions of women's role in society by underlining their achievements in civic engagement, their successes and creativity.

#### a) Mission

NISAA FM informs, inspires, and empowers Palestinian women by building an Arabic language radio station transmitting in Palestine and beyond; and by animating an informative and interactive website both in English and Arabic

#### b) Vision

NISAA FM aims to contribute to the full and equal integration of women in Palestinian society by enhancing open and effective communication amongst women and men.

Radio NISAA FM believes that the way media portray women and men, influences the audiences' perceptions and can shape cultural norms and power relations. If the media always presents women as victims, passive and subordinate to the men's or family's decisions, society will tend to see them in the same way. Similarly, the media have the power to shape aspirations of people by presenting positive role models and examples. Unfortunately, women are rarely presented as experts and as capable and assertive actors of the society. This limits their aspirations and restrains them within a narrow space.

NISAA FM believes that media, including NISAA, has an important educational role. While informing and entertaining its audience and keeping them company, they can also educate on gender equality and motivate community engagement; they can also play a crucial role in debating taboos, challenging traditional roles assigned to women (and men) in society and offer inspirational stories that women and men can apply to their lives.

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**B**

## i. Qahwa Mazboot

### a) About Qahwa Mazboot

The show Qahwa Mazboot came on air in June 2010 with the launch of the station. It is a morning show (7am-10am) aired Sunday to Thursday. Nisreen Awwad is the producer and presenter at the same time.

Qahwa Mazboot is a comprehensive program with segments addressing various segments ranging from education, culture, entertainment, news and health. It showcases positive role models of women in the Diaspora and in Palestine.

### b) Analysis

- **Technical Analysis**

The show is broadcast live therefore monitoring it is the first responsibility of the Presenter and the Program Manager.

Through the monitoring of Qahwa Mazboot from February 2014 to June 2014, there were no major technical problems and faults on air, nor did the Presenter face any.

- **Empirical Analysis**

### SWOT Analysis

The analysis of Qahwa Mazboot's strengths and weakness was made with the help of the aforementioned surveys filled out by members of the audience.

Weaknesses	Strengths
<ul style="list-style-type: none"><li>• There is no exact data on the audience</li><li>• Competition</li><li>• Emergence of new radios</li></ul>	<ul style="list-style-type: none"><li>• Interactive</li><li>• Punctuality &amp; professionalism</li><li>• Message of the Program</li><li>• Creditable information</li><li>• Interviews</li><li>• Loyalty of the audience</li><li>• Continuity and evolution of the show</li><li>• Widely recognized</li><li>• High quality studio</li><li>• Opportunities</li><li>• Social Media</li><li>• Internet Radio</li><li>• International Markets</li><li>• New technologies</li></ul>

### **3Cs Model:** capability, consistency & cultivation

Qahwa Mazboot aims to achieve NISAA FM's main goal to empower Palestinian women. The structure of the show and its main segments allow Qahwa Mazboot to achieve this. Every new day focuses on a different theme, and with each week comes new topics:

- Sundays: women and health
- Mondays: environmental issues
- Tuesdays: technology especially home technology – tips and advice for housewives.
- Wednesdays: career empowerment and safety; issues in the workplace.
- Thursdays: education.

The show starts with a 20 minute news segment; followed by the question of day to discuss the different issues of the day's theme (segment called Discussion File); finally the presenter receives calls and listens to peoples' opinions. Participants are from a wide range of educational backgrounds, locations, and include both men and women. Their favorite part of the program is the question of the day. There are also three quick news segments, at 8:30, 9:00 and 9:30. The music is chosen by the music coordinator; and takes up about 25-35% of air time.

Sources for the show's theme and news are outsourced from the internet, to local and international newspapers, TV channels, and specialists/experts. The credibility of information is always ensured.

Qahwa Mazboot is on the rise in the market share of the audience compared to the audience of other radios over the last two years.

The audience's favorite part of the program is the question of the day (Discussion File). The audience views the show as unique and distinguished as it includes subjects they are interested in, and the way the presenter tackles topics.

### **Program Structure**

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The show involved four major employees: the Program Manager, the presenter/producer, the assistant producer, and the music coordinator. Other employees are also involved to present the news, do the follow-up and reporting and the technical supervision. Evaluation is made every day by the managing director at the end of the program. The staff are distinguished as young and educated.

### **Audience**

The daily question segment of the show makes it more interactive. Some participants are very loyal and engaged, they call in often to voice their opinion.

Complaints concerning the program are taken by the presenter and the assistant producer by email or by call. They try to solve them and keep the audience satisfied.

## **Competitors**

There are 80 radio stations in Palestine with 7 morning shows. These represent a direct competition to Qahwa Mazboot, whilst the indirect competitors include television, and internet radio stations besides music websites.

The main competitors for Qahwa Mazboot are the “Diverse Magazine” broadcast on Ajyal FM for the past 14 years, and the Morning Show on Raya FM broadcast since 8 years. Nonetheless the theme of these two shows is different: they have people calling in to talk about their problems and receive advice from the presenters.

## ii. Kalaam Nisaa

### a) About Kalaam Nisaa

Kalam Nisaa is a 'noon' show ( broadcast between 1pm-3pm) that started airing on NISAA FM in 2012 under the name Tarweeha. Israa Orabi is the producer and presenter. It is broadcast live Sunday to Thursday and discusses issues related to family, women economic empowerment, women's rights, women and sports, women and innovation and other.

### b) Analysis

- **Technical Analysis**

Israa and the Program Manager control and monitor the show as it is broadcast live. Through the monitoring and evaluation of Kalaam Nisaa from February 2014 to June 2014, there were also no technical problems or faults on air.

- **Empirical Analysis**

### SWOT Analysis

The analysis of Kalaam Nisaa's strengths and weakness was made with the help of the aforementioned surveys filled out by members of the audience.

Weaknesses	Strengths
<ul style="list-style-type: none"><li>• Absence of data on the audience</li><li>• Competition</li><li>• Entrance of new radios</li></ul>	<ul style="list-style-type: none"><li>• Time</li><li>• Focused on womens' issues</li><li>• Length</li><li>• Message</li><li>• Logic in the topics</li><li>• Interviews</li><li>• Credibility</li><li>• Continuity &amp; evolution of the show</li></ul>

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### 3Cs Model: capability, consistency & cultivation

Each week the presenter prepares a schedule for the week's topics. These topics are related to daily life and based on real stories. Data for the show is collected through trusted websites and magazines. The program's topics are diverse: legal chat, family, women's economic empowerment, women's rights, women and sports, women and innovation. Each day deals with specific topics:

Sunday:

- Women and Men: highlighting the differences between men and women within a specific context, such as thinking, communication, hobbies.
- Decoration: interior design for houses, lights, colors, newest idea and products to decorate homes.

Monday:

- Women and Kitchen: new recipes with Chefs.
- Etiquette World: tipping on etiquette, related to speak, eat, how to deal with children, how to deal at the workplace etc..

Tuesday:

- Women and Innovation: women's awareness of the Palestinian heritage cultural, architectural, artistic, musical and popular.
- The fashion world: (for men and women) latest trends for makeups, hair, colors and clothes, including wedding dresses and men's suits.

Wednesday:

- Women and Sports: the most helpful sport activities and exercises, pregnant women and sports, sports for elderly women, and also sport news that women are interested in.
- Auto World: information about cars, newest model, repair method, also the last car we have in Palestine, and methods of maintenance.

Thursday:

- Women and children: tips on motherhood and children care.
- Alternative medicine: homeopathic treatments, experts advice on taking herbs to treat particular medical conditions or day-to-day ills.

The sources of information are various from the internet, local and international newspaper, TV channels, trusted specialists, interviews... Credibility is always checked.

### **Show Structure**

The show is organized by two major employees: the presenter/producer, and the music coordinator. A minor employee is also involved to present the news. The program is evaluated every day by the presenter/producer and NISAA FM's managing director. The staff is characterized by its youth and education.

### **Audience**

Unlike Qahwa Mazboot, there is no audience participation. There is a follow-up with the audience through the Facebook page, where one can post comments and opinion. Complaints concerning the program are taken off-air through calls, emails, or messages to the Facebook page.

## Conclusion

Qahwa Mazboot and Kalaam Nisaa represent the vision of NISAA FM. They are well established to reach NISAA FM's main goal. Qahwa Mazboot and Kalaam Nisaa are very high quality programs judging by their content, the producers/presenters' talent, the interviewed professionals, and the audience satisfaction.

While Qahwa Mazboot is designed to be an interactive program, Kalaam Nisaa is not. Qahwa Mazboot is truly paving the way for similar programs with its success and loyal audience. Kalaam Nisaa's success maybe viewed as being harder to assess due to the absence of interactivity on the show. Furthermore, there is a difference in the structure of the two shows. Qahwa Mazboot follows a tight and balanced schedule between music, advertisements, and segments while Kalaam Nisaa is not that much tight in relation to its structure and distribution of segments.

## Appendix

### Survey Questionnaires

<b>Gender</b>	Female				Male		
<b>Age</b>	19 or less	20-29	30-39	40-49	50 and above		
<b>Where do you live?</b>	City	Town		Village		Camp	
<b>Governorate</b>							
<b>Education</b>	None	Primary	Tawjihi	Diploma	Bachelor	Master	Doctorate
<b>Profession</b>	Government Sector		Public Sector		Business Sector		Unemployed
Where do you listen to Nisaa FM?	Home		Transportation			Work	
<b>How do you listen?</b>	Website				Radio		
<b>Which day(s) do you listen to the show?</b>	Sunday	Monday	Tuesday	Wednesday	Thursday		
What is your favorite segment?							
What do you like about the show?							
Would you like to change/add something to the show?							
<b>Comments</b>							

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