

# **GOOD, BUT HOW GOOD?**

Monitoring and Evaluation of Media Assistance  
Projects

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# THE WAY IT WAS ...

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*“Often, the quality differed, but some kind of report was there.”*

– Krishna Kumar,  
U.S. State Department

- ✘ Thoroughness varied
- ✘ Activities emphasized
- ✘ Impact taken for granted

# ... THE WAY IT IS

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*“What’s going on is a massive shift from a focus on activity to focus on outcomes.”*

– Susan Philliber,  
Philliber Research Associates

- ✘ Careful planning
- ✘ Measurable outcomes
- ✘ Impact, impact, impact

# WHAT WORKS?

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- ✘ Baseline data
- ✘ Logframes
- ✘ Tracking activities and participants
- ✘ Focus groups
- ✘ Content analysis



# WHAT WORKS?

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- ✘ Sharing data with clients
- ✘ Balancing quantitative and qualitative
- ✘ Keeping things measurable
- ✘ Hiring outside evaluators

# WHAT'S NEXT?

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- ✘ Continued emphasis
- ✘ Open evaluation
- ✘ Cooperation