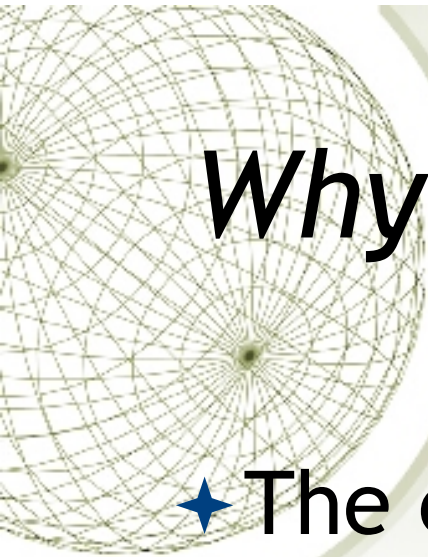


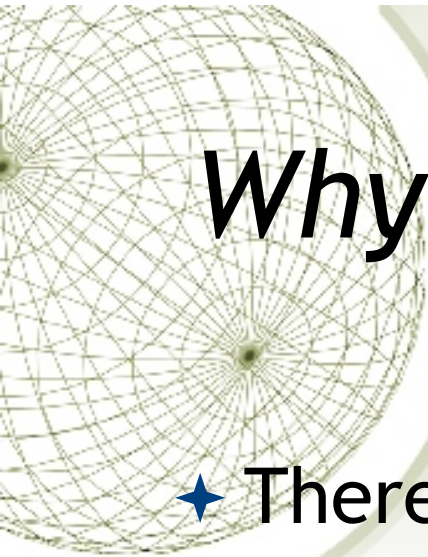
# **Spheres of Influence**

The Monitoring and Evaluation Tool  
for Panos South Asia  
By A S Panneerselvan



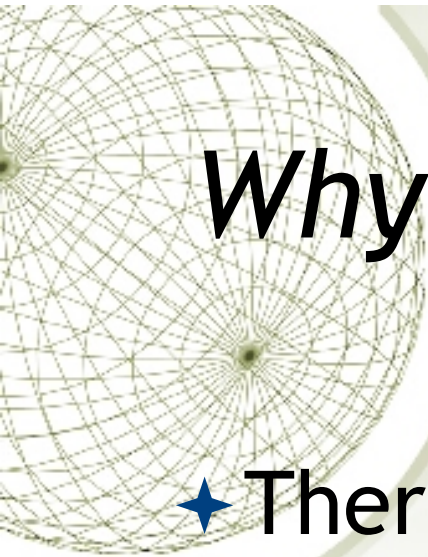
# *Why a new model when there are many?*

- ★ The existing M&E models are devised by the donors or multilateral agencies.
- ★ They are rooted very much in the Westphalian notion of the nation-state.
- ★ The inherent fluidity of media; its trans-border ramifications are not reflecting in the available indicators.



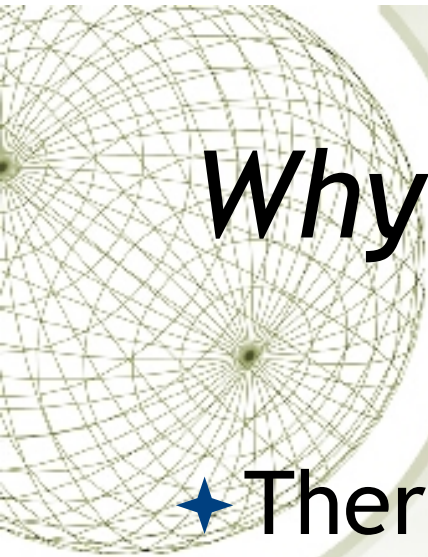
# *Why a new model when there are many?*

- ★ There is no scope to measure the defiance, the agency and the resistance to power exhibited by the media, media organisations, individual journalists.
- ★ All the existing indicators tend to have an instrumental view of the media.
- ★ The intrinsic value of media development itself as a developmental activity is missing.



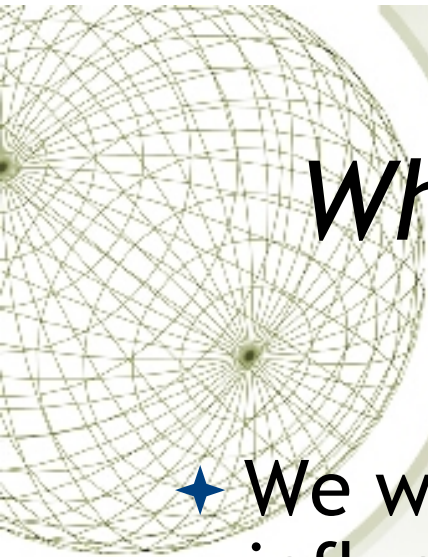
# *Why a new model when there are many?*

- ★ There is a crying need to create a toll of accountability and impact assessment from within the sector
- ★ There is a need to recognise that media is **a catalyst** in the overall development paradigm and not **an agent** like the state or the executive or as any other delivery-oriented CSOs.



# *Why a new model when there are many?*

- ★ There is a need to scale down the Impact Assessment from over-ambitious indicators like reduction of poverty; gender equality; spread of democracy to a realistic level of spread of awareness and helping people to make informed choices.



# *What we are going to measure and why?*


- ★ We will be measuring our spheres of influence.
- ★ PSA works with media and its primary engagement is with ideas and voices and opinions of people to determine their own developmental and political agenda. There are no tangible deliverables for us. However, we do play a catalyst role in bringing about change in society; hence the need to measure our spheres of influence.



# *PSA'S SPHERES OF INFLUENCE*

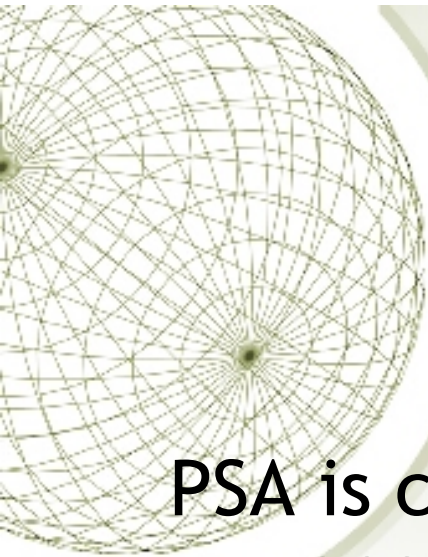
PSA'S impact and its raison d'être is measured by computing its spheres of influence in three time frames.

- 1) One Decade Influence
- 2) Sustained Thematic Engagement and its sphere of influence
- 3) Impact of Specific Projects



# *What constitutes the sphere of influence.*

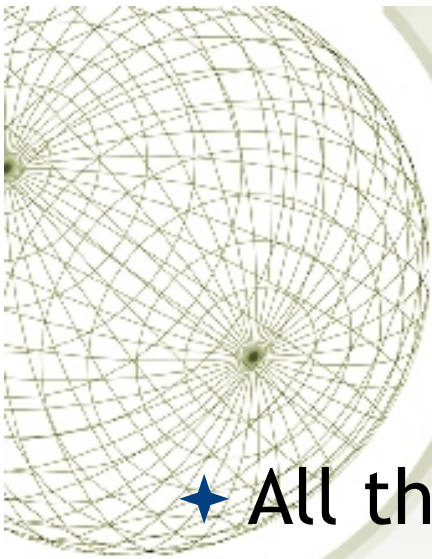
- ★ Our reach within the media
- ★ Our ability to bring forth multiple voices
- ★ Our ability to persuade or work in tandem with civil society actors
- ★ Our ability to bring academia and media together for informed narratives
- ★ The overall impact of our engagement in bringing about change.



# *Spheres of Influence:*

PSA is conscious of the fact that there is not one sphere of engagement but it engages with multiple spheres. M&E will measure PSA's influence in the following five spheres:

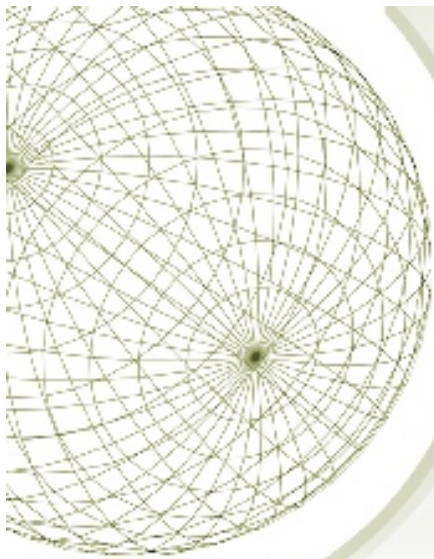
- a) Media
- b) Communities whose voices are articulated through PSA's programmes
- c) Civil society partners
- d) Academia
- e) State Actors



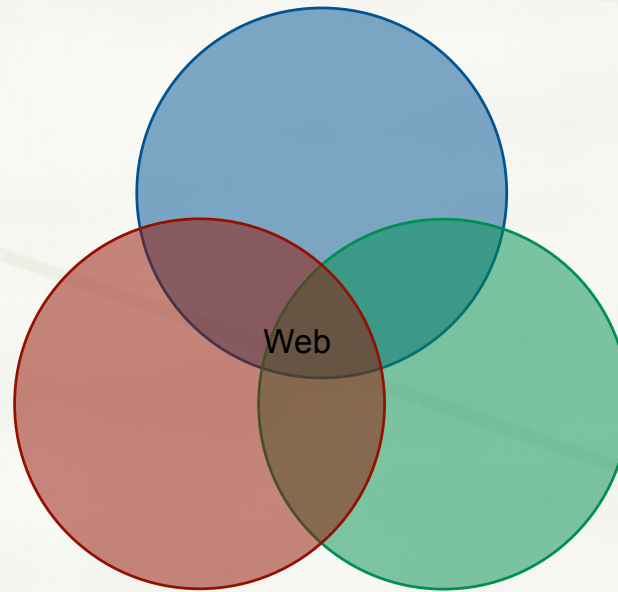
# *The Governing Principle*

- ★ All the existing M&E tools measure the end of the programme evaluation which negates the basic principle of long-term investment. End of the programme, for all media-related activities, is actually the beginning of the transformation process. We will not look into the Impact of any programme before the lapse of at least two years.

# *The Media Universe*



Radio

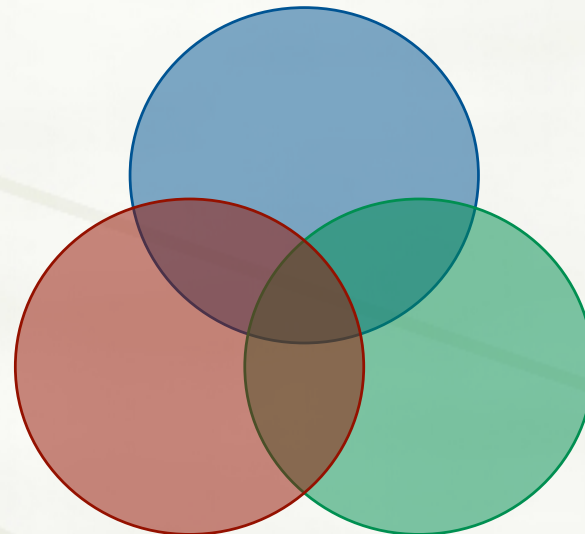


Print

Television

# *Print*

Young Journalists

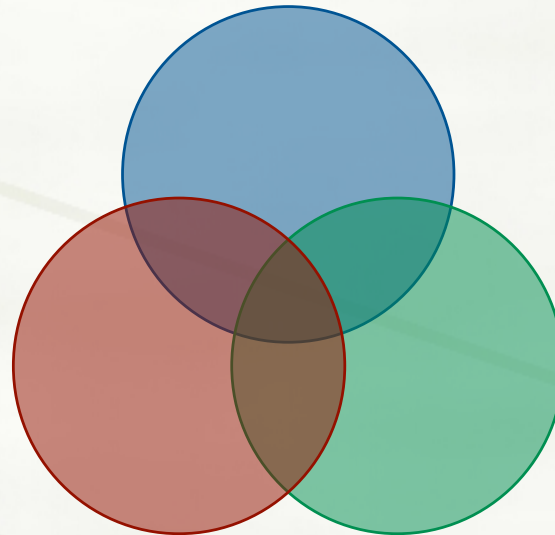


Editors and owners

Mid-career journalists

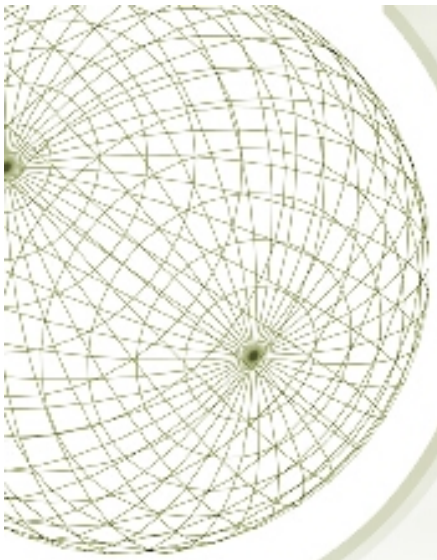
# *Television*

Young Journalists



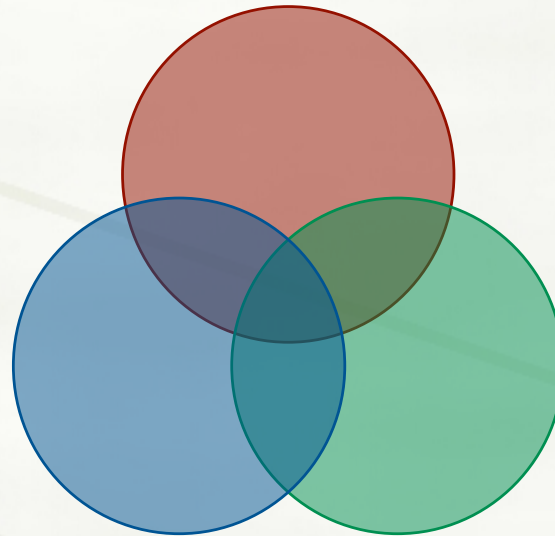
Gatekeepers

Mid-Career Journalists



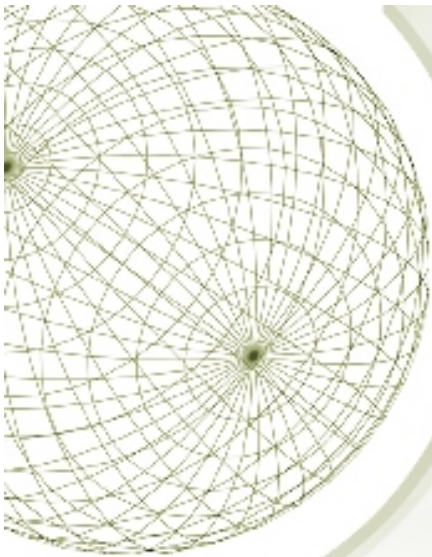
# *Radio*

Young Journalists

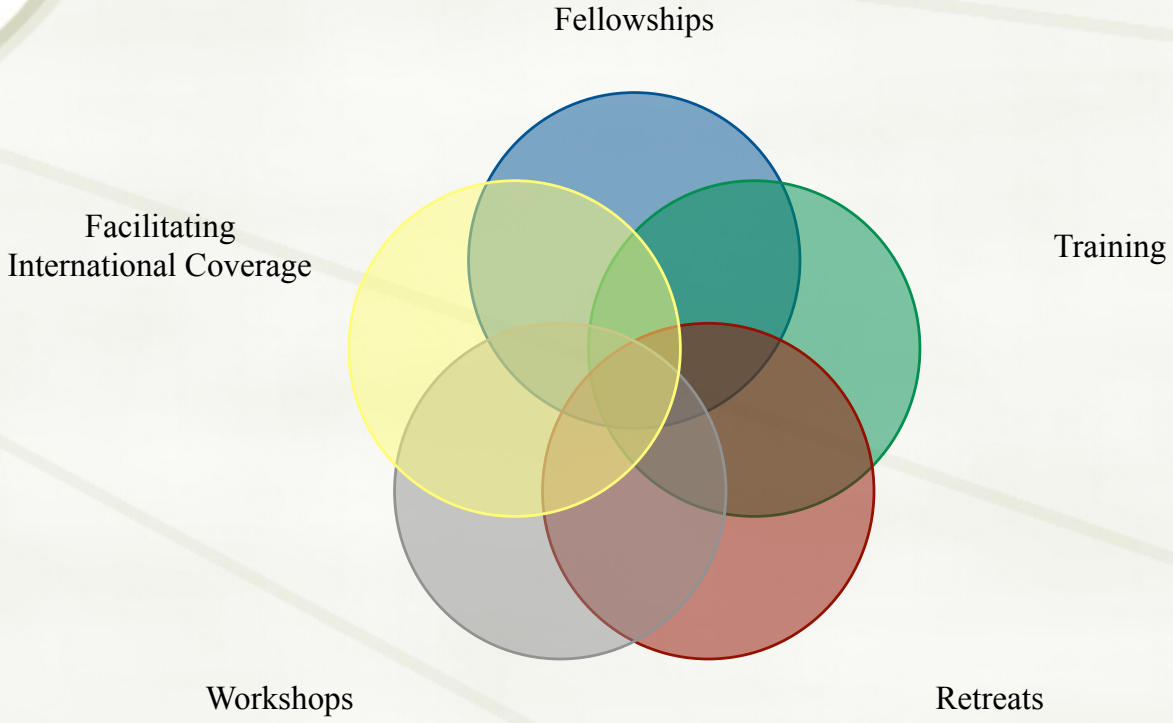


Gatekeepers

Mid-career journalists

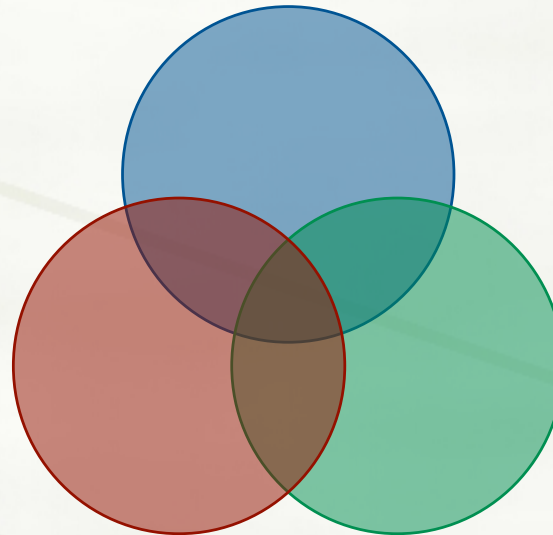


# *Programme Impact*



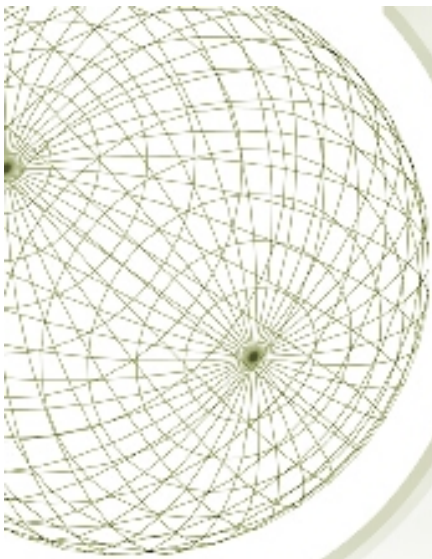
# *Component Impact-- Fellowship*

Legislative/state corrective  
Measures

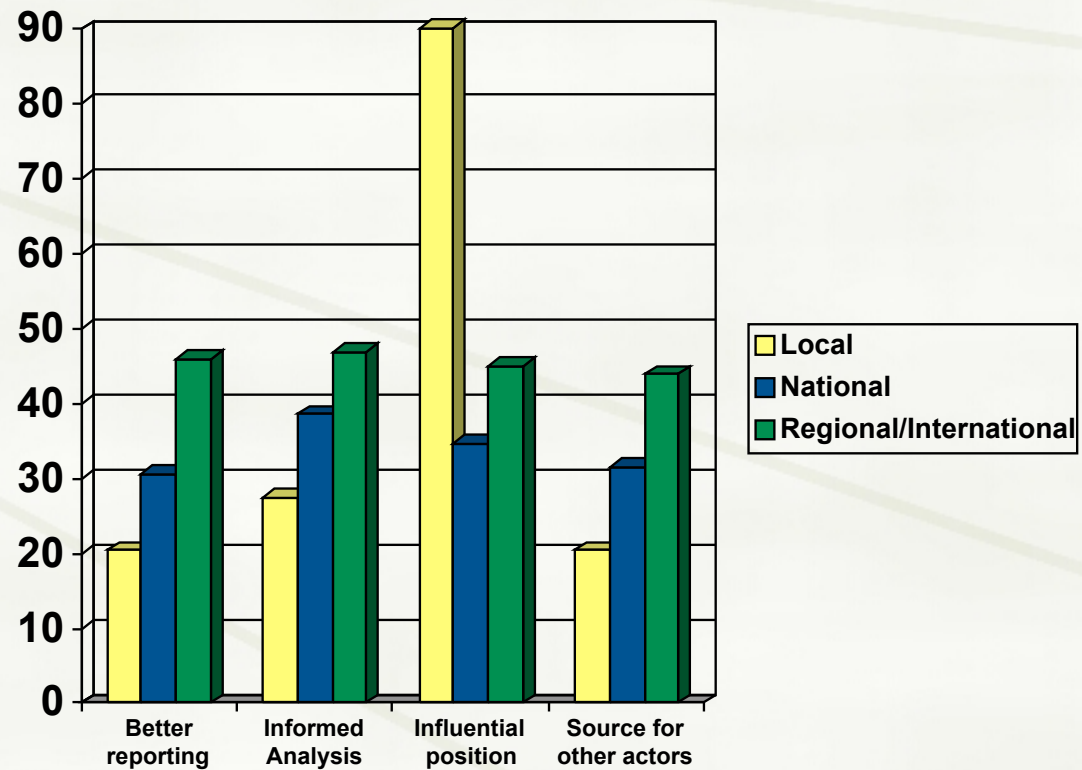


Increased  
Public awareness

High Quality  
Journalistic output



# *Post Project Evaluation:*



A decorative wireframe globe is positioned in the top-left corner of the slide. The globe is composed of a grid of thin, light-colored lines that form a spherical shape. The background of the slide features a light green and white color scheme with abstract, curved lines and a semi-transparent white rectangular area containing the text.

# *Testimonies*

- ★ Editors
- ★ Mid Career Journalists
- ★ Young Journalists
- ★ CSO voices
- ★ State Actors
- ★ Community Voices
- ★ Academia