

Case study: ENDK and emergency radio broadcasts

Enformasyon Nou Dwe Konnen – ENDK (*Kreyol* for ‘News You Can Use’) is a daily humanitarian news and information programme produced by media development organisation, Internews, and broadcast through a network of radio stations across Haiti. ENDK is based on similar broadcast models developed after emergencies in Indonesia and Pakistan to provide actionable information and advice on the response to a disaster.

ENDK is produced by a team of Haitian journalists in the capital, Port au Prince, and was first broadcast eight days after the January 12th earthquake. It has been on air ever since. The show is 15 minutes long and uses a mix of news, reports, interviews, vox pops and audience feedback, all designed to provide information that survivors can use in their daily lives. It is listened to across the country.¹

The early broadcasts were extremely basic, with most information taken directly from the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) situation reports, translated into *Kreyol* and simply read on air. As production capacity increased, so a more sophisticated programme evolved.

ENDK was also greatly helped by the presence of a dedicated humanitarian liaison post, especially given the distance between the ENDK office and humanitarian headquarters at the UN logistics base (logbase). The humanitarian liaison spent most of the day at logbase, promoting the show among humanitarian personnel, collecting information and audio (much of which was initially recorded on his iPhone) and then bringing this back to the office to be incorporated into broadcasts. Distribution was also low-tech: the programmes were mixed on a computer, then burned onto CDs and biked to radio stations.

ENDK generated an enormous response from the onset. Within weeks it was being broadcast by more than 20 stations in Port au Prince, and thus could be heard across Haiti and by diaspora audiences online. Some stations reported playing the show up to six times a day. Over a year later, the show is still broadcast by 27 stations – despite not paying for airtime. When the team began soliciting audience feedback via an SMS hotline, they received more than 800 messages within the first 24 hours. Participants in infoasaid focus groups recalled organising special listening groups in camps to ensure everyone could hear the broadcasts.

As knowledge of the programme spread among humanitarian workers, ENDK began to receive requests for assistance in promoting and explaining agency services. The World Food Programme

¹ Of the 176 participants in the infoasaid focus groups, only 13 were not aware of ENDK.

(WFP), for example, participated in the show every day. The English speaking humanitarian liaison and his presence at logbase appears to have greatly facilitated interaction, which humanitarian staff seem to have found easier than working directly with the Haitian media. Through these connections ENDK was able to secure interviews with senior players in the response, including President Clinton, who were out of reach to most local media. The reputation of the programme now is such that they are able to regularly interview senior Haitian government officials.

ENDK continued to broadcast after the emergency period, and was still on air at the start of the cholera outbreak in October 2010. The team was able to respond within 24 hours of the confirmation of the disease, broadcasting basic information and then launching a more comprehensive campaign to educate Haiti in preventing and treating cholera. This was particularly important in the rural areas of the country where medical assistance was minimal and which were not reached by community mobilisation teams until weeks or even months after the outbreak started. Anecdotal evidence suggests that many communities were primarily dependent on radio and SMS for information on cholera, especially at the beginning of the outbreak.

The particular value of the ENDK format in such a campaign, according to Country Director Philippe Allouard, is that information can be repeated in many different ways. "I think what ENDK did and PSAs [public service announcements] do not, is provide the same information across many different formats – once in an interview, then a vox pop, then a SMS – then the next time is another interview. People tune out PSAs after a while, they stop paying attention – but our format keeps people engaged."

From the early days ENDK has also been supported by an audience research team, who has provided regular feedback on who is listening, what their information needs are and what audiences want to listen to (see separate case study on the research team). This has proven essential to the development of editorial content and strategic decisions regarding the promotion of the show, as well as being widely shared and used by other organisations working in communication. As the newsroom became stronger (journalists initially tended to be young and inexperienced, and unfamiliar with the concept of humanitarian programming), ENDK also served as a training centre. Internews brought journalists from the regions to work in the newsroom and learn to produce humanitarian programming.

Three aspects of the programme in particular evolved from audience feedback: the mailbox section, now the most popular part of the show; *Konsej* (*Kreyol* for 'advice'), which offers daily tips for better community living; and *Kontak* (*Kreyol* for 'contact'), which provides contact details requested by listeners (e.g. where to go to replace birth certificates).

ENDK today is produced by a team of 19 journalists and broadcasts five days a week, with an edition that compiles the best of the week broadcast on Sundays. Some of the stations that broadcast it now use the programme's popularity to generate income by charging higher rates for advertising. It is still very popular but participants in infoasaid focus groups commented that while they would always turn to ENDK in an emergency, they would prefer more regional information.

"This is a very great show. It helped very, very much during the time of the earthquake. I always want to listen to the show because I find information about everything regarding life in community."

Raymonde Calixte, Delmas 56, Port au Prince

"Since the earthquake happened, we heard this show [ENDK] and we learned about the aid that is available for our communities. We are not used to these disasters, and through the programme we found much information regarding the behaviours we need to adopt to avoid the worst happening."

Richemonde Pierre, Leogane

"We paid great attention to this programme because it was one of the most complete shows after the earthquake. And when cholera happened again ENDK shared information non-stop to the population."

Participant, Camp Marc Andre, Jalousie