

# **Impact study Christian Television program in Mali**



October 2005  
Erwin de Jong

## Table of content.

0. Executive Summery	4.
I. Introduction	7.
General	7.
Acknowledgement	9.
II. Methodology	10.
General	10.
Survey	10.
In-depth interviews	12.
III. Study Results	13.
General	13.
Number of viewers	13.
Viewers characteristics	14.
- Gender	14.
- Social Class	15.
- Education Level	16.
- Profession	17.
- Religion	17.
- Watching setting and location	19.
- Watching behaviour	23.
- Rural and city	24.
Television in Mali	24.
Outcome of La Bonne Nouvelle	25.
- General content	25.
- Specific content: topics of programs	27.
- Specific content: core Christian values	28.
- Presenters and topics	29.
- Reacting to programs	29.

Impact of La Bonne Nouvelle	32.
- Notion on Christians, Christianity and the Bible	32.
- Changing habits	32.
- Nature of changes made	33.
IV. Summery of study results	36.
V. Recommendations	38.
Appendix A. Questionnaire for the survey of ACCM	39.
Appendix B. Listing of all data	50.

## 0. Executive summary

Through a research 3xM wants to determine the impact of Christian Television programs on a society for the stakeholders inside and outside the organisation. This report provides you with the results of the first impact research in the West African country Mali. Mali is a Muslim dominated country (over 90% of the people are Muslim) with slightly more than 12 million inhabitants. Since 1999 3xM supports the "Association Chrétienne de la Communication au Mali" (ACCM) with the production of a weekly 20 minutes Christian television program, aired on the public national television channel, every Saturday evening. This program is called "La Bonne Nouvelle" ("The Good News"). This research covers a period of six years.

This impact research started in December 2004 with the first preparations. The methodology is based on the book "Research in Church and Mission" written by Prof. Dr. Viggo Sjøgaard in 1999. Prof. Dr. Viggo Sjøgaard is senior professor at Fuller School of World Mission in Pasadena, California and director of the Asian Institute of Christian Communication. Through a survey among viewers and in-depth interviews with presenters and pastors held in April and May 2005, the basic data for this impact research was collected.

When we look into the collected data and apply it to the whole country, we can draw three major conclusions on the impact of the work of 3xM and its partner ACCM in Mali:

1. **3.1 million people in Mali watch the Christian television program** on a regular bases. This means that **25% of all the inhabitants of Mali** watch "La Bonne Nouvelle" always or regular on Saturday evening.
2. **A far majority of these viewers are Muslim: 80.4%.**
3. **Based on the research 1% of them became a Christian, if we extrapolate this to the Muslim viewers this would mean almost 25.000 people.**

Based on this we can say that the accomplishments are in line with the mission in Mali: Reaching out to people by television, give them a better notion on Christianity and prepare them for a change in life.

From the collected data we can draw the following main conclusions:

1. 80% of the viewers indicate that their idea on Christians and Christianity became more positive through the television program. 60% of them say they changed their life and indicate they changed their lifestyle and increased in love and respect for others. From the people who say they changed 92% claim the change last until today.
2. Over 80% of the general television viewers speak Bambara, the main local language in Mali. "La Bonne Nouvelle" is biweekly produced in this language and therefore comes close to the viewers.
3. 74% of the viewers live in the moderate social class in Mali. This indicates that the program is well received by the average Malian. We have to keep in mind that according to UNDP, Mali belongs to the 5 least developed countries in the world. Therefore "moderate" has in Mali a total different meaning than in the Western context.
4. The age of the majority of the viewers is between 14 and 30 years. This is the generation from which the leaders of the future are chosen. By influencing them you can change the future of Mali and its inhabitants.
5. 84% of the viewers watch the program at home or in the yard where the average group size is 13 people (including people younger than 14). This confirms the perspective 3xM had on the habits and setting of watching television in Mali and Africa in general: Viewers hardly watch television alone; mostly they watch in groups of people.
6. "La Bonne Nouvelle" is slightly more watched in the rural areas than in the cities. This is mainly due to the fact that in Mali there is only one channel with national coverage. This national channel (ORTM), where the program is on, broadcast nationwide. Private channels can almost only be watched in the main cities like the capital Bamako. Due to the private channels in the city the number of viewers for the national station there is less.
7. One in three viewers can recall at least one of the subjects of a program out of the latest ten being aired. It is remarkable to see that among Muslims the remembrance of topics is larger than among others. This could indicate that they follow the message with more interest and attention because what they hear is new to them.

These seven main conclusions indicate that the television programs come close to the viewers and confirm the picture that 3xM and ACCM had on the characteristics of the viewers.

Based on the full report the following recommendation can be made:

1. 3xM and ACCM strives to come as close as possible to the viewers by speaking their language and produce the programs in their cultural setting. This study revealed that the main language of the general television viewers is Bambara. When we take into consideration that almost 40% watch "La Bonne Nouvelle" only if it is in Bambara and 3% watch the program only if it is broadcasted in French we can question the usefulness of the biweekly French version of "La Bonne Nouvelle". It seems that by reducing the number of programs produced in French the number of people who always watch could increase by 20%.
2. In the cities in Mali we see that people tend to watch also private channels besides or in stead of the national channel where "La Bonne Nouvelle" is presently aired. Given this fact it could be considered to enter into negotiations with the main private channel in Mali (Africable) to offer them the program as well. By broadcasting the program on the national station and the main private station the number of viewers can be increased considerably.
3. ACCM and 3xM strive to produce a Christian television program that is close to the mindset of viewers. Therefore the program should contain practical tools to apply the message in the daily life of the viewers. The research showed that the majority of the viewers found the message practical enough for application in their personal life. But in the mean time 40% of them think the opposite. It seems that the impact of the Christian television program can increase by presenting a more practical message and practical examples.

## I. Introduction.

### General

Since 25 years 3xM supports Christians worldwide in their attempt to reach out to their fellow countrymen with the Gospel of Jesus Christ. The last decade this support focuses more on indigenous Christians who produce Christian Television programs in the Muslim dominated countries in the so called 10/40 window.

During the past years many people asked 3xM the following two questions:

1. Do Christian television programs really reach the viewers you want to reach?
2. Do Christian television programs really have an influence in the life of those who watch?

In answer to those questions we often refer to research that has been done in mainly Western countries. There a research study among television viewers is very common and mainly used for commercial purposes. From those studies we know that, in the West, television has quite an influence on society and on the personal life of viewers. But in the countries where 3xM supports indigenous Christians, such audience research is not (or hardly) done. Therefore it is difficult to answer the two aforementioned questions with facts and figures from research studies.



*Television antennas are everywhere in Mali.*

Since statistics are more and more necessary to show ones contribution and influence, the number and content of reactions is used to fill this need. But in countries where many are illiterate or do not have a habit of writing a letter or an e-mail or phone in after the airing of a program, this information is not accurate enough. According to Professor Dr. Viggo Søgaaard it is even wrong to draw conclusions on the number and content of reactions as these are not related to the impact of the broadcast based on his research done in third world countries.

A large part of the countries where 3xM works can be characterised as oral societies with a high percentage of the illiterate inhabitants. The majority of reactions is received by

presenters of the Christian television programs who meet the viewers on the street. This gives an incomplete picture of the influence and effectiveness of their program, because viewers who do not happen to meet the presenter(s) are not heard at all.

To research the validity of local indigenous Christian television work supported by 3xM the two questions in the first paragraph need to be answered. Therefore the management of 3xM decided to do an impact study on Christian television in one of the countries where 3xM is active at present. Since this is the first impact study done by 3xM, it also functions as a pilot project to see if the system used is applicable in other countries as well.

The original plan of 3xM was to start with the study in Ivory Coast where the organisation Africa Christian Television (ACT) is active to produce and air Christian programs for the Francophone countries in Africa. But after a first reconnoitring visit the situation in the country became very unstable. This made us review the site of the study and led to the decision to do the study in Mali.



In Mali 3xM supports ACCM/AGEMPEM in the production of a weekly Christian television program called "La Bonne Nouvelle" (The Good News). This 20 minute program has been on the sole national television channel in Mali since 1999.

Mali in West Africa.

La Bonne Nouvelle is a program where parts of the Bible are explained in a storytelling way. The subjects include Biblical stories as well as social issues like marriage problems, theft, violence, pollution and corruption. 50% of the programs are produced in French and 50% are produced in the main local language Bambara.

Since the inhabitants of Mali are for more than 85% Muslim, the study would give even more insight in how this group of people perceives the Christian television program.

We have defined as the purpose of this research: To study the coverage and the impact of ACCM's television programming in Mali, in order to achieve outstanding stewardship and constant improvement in the effectiveness of this aspect of television ministry. The objectives in this regard are defined as follows:

- a. To gather information on the distribution of TV sets in Mali, obtain available data on television coverage and viewer-ship.
- b. To study viewers of the Christian television program in terms of age, educational level, gender, occupation, language, religious background, living context and general lifestyle.
- c. To measure understanding of key program topics by various audience groups.
- d. To study how different audience segments value the programs in terms of interest, importance and relevance.
- e. To evaluate the impact of the programs in terms of behavioural changes in daily life by the audience.

### **Acknowledgments**

We would like to express appreciation to all the people who contributed to the preparation and execution of this impact study. First of all we like to thank the (private) donors who made this study financially possible. Secondly we like to thank prof. dr. Viggo Søgaaard for his personal involvement and advices to set up, execute and report on this impact study.

We would also like to thank Jaap Bogaards who, voluntarily, did the major part of the preparation work in The Netherlands and in Mali, the Association Chrettiene de la Communication au Mali, especially its coordinator Mr. Sogoba, for his involvement and guidance of the team in Mali which was enthusiastically led by Elie Coulibaly who inspired the team of researchers on the ground in Mali.

## **II. Methodology**

### **General**

The methodology used in this impact study is taken from the book "Research in Church and Mission" written by Prof. Dr. Viggo Søgaaard in 1999. Prof. Dr. Viggo Søgaaard is senior professor at Fuller School of World Mission in Pasadena, California and director of the Asian Institute of Christian Communication, presently living in Denmark. Based on this book and his personal involvement well considered research method has been set up. The subject of study is the 20 minute Christian television program called La Bonne Nouvelle, produced by Association Chrétienne de la Communication au Mali (ACCM), broadcasted on the national channel ORTM in Mali, every Saturday evening at 21.30h.

In the introduction to this report the objectives of the impact study have been given. Based on the different nature of the information needed, different strategies have been used to obtain the data. In regards to objective a, secondary data is obtained through general statistics found with the National Broadcasting Station ORTM, commercial stations in Mali and with ACCM. To obtain additional information in this objective and also to obtain information on the objectives b to e, a survey research has been executed. In addition to get data for objective e also in-depth interviewers have been done. In the following parts of this chapter the process of setting up the survey research and the in-depth interviews is described.

### **Survey research**

In order to get reliable findings about what all the people in Mali think, the probability data for this survey research was collected through random sampling. In a probability sample like we have done, all members of the research universe should have a known chance of being selected as respondents<sup>1</sup>. Working with this method in the context of Mali has many hooks and eyes because of the lack of data lists in the (universe) Mali. To overcome this, the method of stratified sampling was chosen. Through this method it is not necessary to have a list of possible respondents to choose from but the elements to be studied as representative for the

---

<sup>1</sup> Dr. Viggo Søgaaard, *Research in Church and Mission*, 1996 p. 115.

universe are defined within a group and the selection of actual respondents is done by random selection<sup>2</sup>.

The illiteracy rate in Mali is considered high and due to the low development level the possession of a personal telephone in Mali is low. Therefore the choice was made to do the gathering of information through personal interviews instead of doing it through phone or mail.

To get information about the audience of La Bonne Nouvelle there was not made any choice in the type, sex, social class and so on, except that the person interviewed should be over 14 years old. This is done because children under the age of 14 in Mali cannot respond to personal questions on changes in their life.

Setting up a sampling in a country like Mali (developing country, very low developing rate, wide/large etc) gives numerous difficulties. For practical reasons three areas have been chosen for this impact study: the city of Bamako, the region of Koutiala and of Bougouni. Bamako is representing the cities and Koutiala and Bougouni the rural areas in Mali. The data in this report is



*Doing a survey in Mali.*

based on these areas. But given all these limitations we think this survey research gives also a fair impression of the TV-watching habits and its impact on the population in Mali.

A sampling size of 400 is used. This means that when we apply the information from this survey to the total of Mali we know that we have a statistical error of 5% and a confidence level of 95%. We consider this as acceptable for this research.

The sample of 400 was divided in two stratas (parts): Bamako 200 and Koutiala/Bougouni 200. This division was done to compensate for the size of Bamako as compared to Koutiala and Bougouni. Note that the 400 sample are people who have access to television and are more or less regular watchers. This means that more people have to be interviewed to find 400 people with access to television. In this way also information was obtained about the percentage of the population watching television.

---

<sup>2</sup> Dr. Viggo Søgaaard, *Research in Church and Mission*, 1996 p. 118.

The sample of 400 was divided into twenty stratas of twenty respondents each. Ten stratas would represent the city and 10 would represent the rural areas. Then the map of Bamako was taken and the different districts in the city were used as grid. From the districts ten were selected as stratas. The same procedure was done with the districts of Koutiala and Bougouni where in each respective area five districts were chosen as stratas to a total of ten.

Each strata was visited for four days and every day the strata was entered from a different side through a main road. The interviewers picked the first person they met in the strata on entering and after an interview had finished. This was done until the quota of five for that day was obtained<sup>3</sup>.

The questionnaire contained in total 87 questions to collect the data to answer the two questions asked in chapter I.

### **In-depth interview**

Besides the survey information was also obtained through In-depth interviews with selected individuals: four pastors and nine speakers in La Bonne Nouvelle. These individuals receive reactions from their neighbourhood and congregation on the television program.

---

<sup>3</sup> Based on Dr. Viggo Sjøgaard, *Research in Church and Mission*, 1996 p. 120-122.

### III. Study results

#### General

In this chapter the results of the survey and the in-depth interviews are reflected. When reading the results in this chapter the reader has to keep in mind the statistical error of 5%, a confidence level of 95% and the percentages apply for the inhabitants of Mali of 14 years and older, the people involved in the survey.

In the appendix you will find all the collected data where the information presented in this report is based on. For the method used to collect this information I like to direct you to chapter II of this report.

#### Number of viewers

The number of inhabitants in Mali by 2004 was estimated to 12.3 million<sup>4</sup>. As explained in chapter II we have divided the population in Mali in two different age groups. The first group are those from 0 to 14 years old. This group forms 47% of the total population in Mali. The second group are those older than 14 and form 53% of the inhabitants in Mali<sup>5</sup>.

The survey shows us that from the people interviewed 82% watch television and 18% never watch it. This means that the *potential television audience of 14 years and older in Mali is 5.3 million people.*

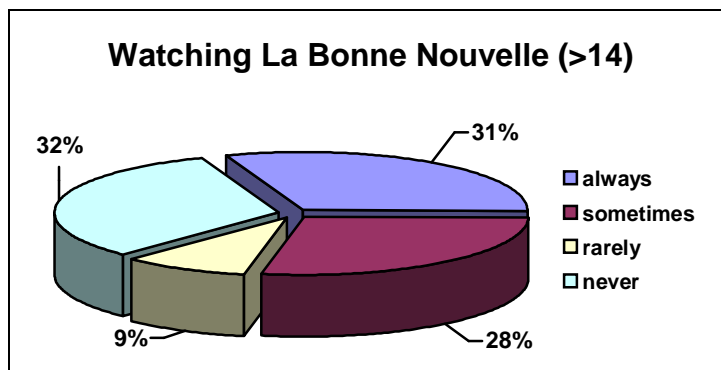
What is interesting to ACCM and 3xM is the actual television audience of La Bonne Nouvelle (LBN). Therefore one of the questions to those who watched television was if they watch the program La Bonne Nouvelle. The response to this question can be reflected as follows:

- 31% always watch,
- 28% sometimes watch,
- 9% rarely watch and
- 32% of the respondents indicated they never watch this television program.

---

<sup>4</sup> Based on CIA-Factbook database 2005.

<sup>5</sup> Based on Worldbank database 2005.



If we apply it to the whole country and we reflect this to the total population in Mali we can say the following about the audience of La Bonne Nouvelle:

- 3.135 million are regular to always watchers.
- 3.378 million are rare to never watchers.
- 5.777 million are children under 14 who are not in this research.

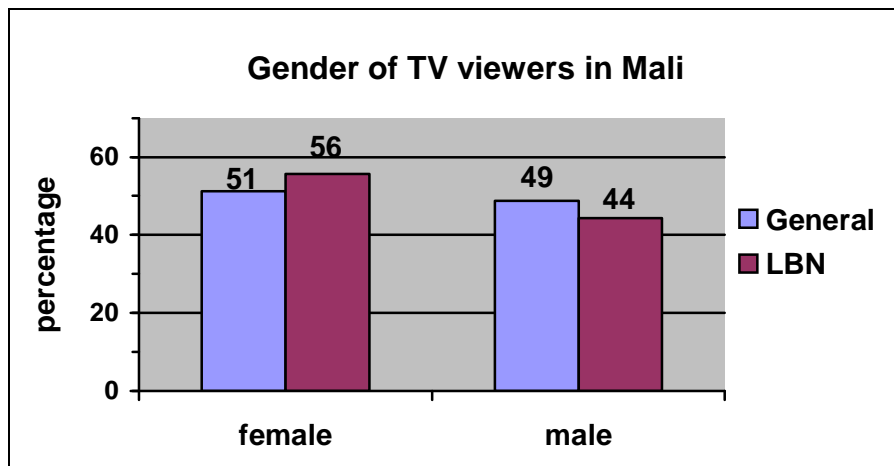
Based on the above we can say (given the limitations mentioned in chapter II Methodology) that from the total of 12.3 million people in Mali 3.135 million people regularly watch which is 25.5% of all the Malian population!

### **Viewers characteristics**

In the production of a television program it is important to know your viewers and the way you communicate with them by e.g. the knowledge level expected from the audience, the language they speak or the examples you use. Therefore it is relevant to know the (general) characteristics of the viewers of La Bonne Nouvelle in terms of e.g. their education level and social class in the Malian society and so on.

#### Gender:

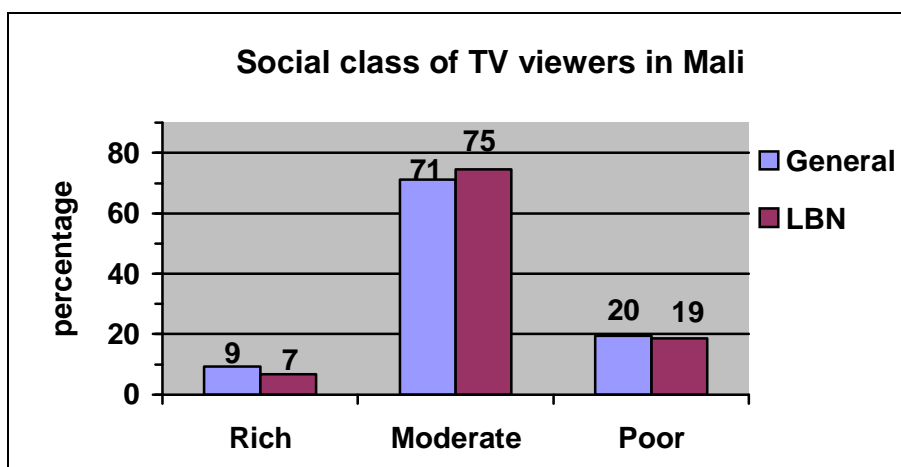
The gender graph show us that male and female viewers are almost equally divided in Mali. When comparing this to the normal gender division in Mali we do not see much difference: Genders in Mali are divided in the same way.



The research shows us that when we look to the gender of the viewers of La Bonne Nouvelle there is a slight difference to the gender division of the total people of Mali. The viewers of La Bonne Nouvelle are for 44,3% men and 55,7% women.

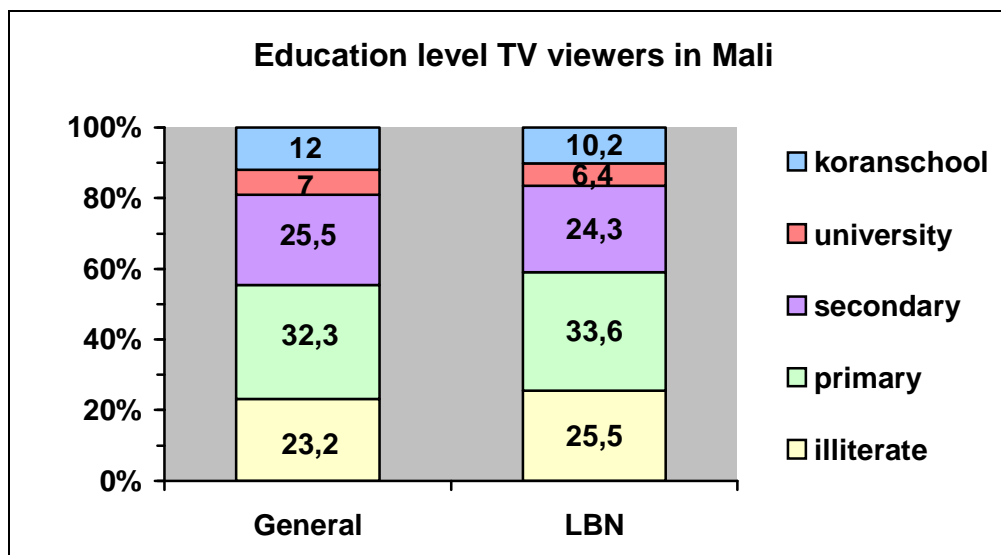
Social class:

The far majority of the general television audience in Mali lives in the moderate class in society although also 20% of the poor people regularly watch television. The social class of the viewers of La Bonne Nouvelle is almost the same as the general public. It is remarkable that 9% of the general public belong to the rich class and from La Bonne Nouvelle 7% of the viewers belongs to this social class. Please keep in mind that the moderate social class in Mali has a total different meaning of what people in the Western world mean by moderate. It could well be that what we in the West consider as very poor is considered in Mali as moderate.



### Education level

Out of the research we learn that most of the television viewers in Mali have an education level (primary school, secondary school and university), some attended a Koran school but still 23.2% of the television viewers say they are illiterate. Figures given by Worldbank and the CIA on literacy on people of 15 year and older differ very much among each other much. Worldbank gives a literacy rate of 19% of the people; CIA says it is 46% of the people wherein the latter is of a more recent date. In this research we have investigated the education level of people and did not investigate illiteracy as such. Having had primary school seems not per definition indicate that one is literate. Also a fact of shame of saying that you are illiterate influences the illiteracy rate in surveys.



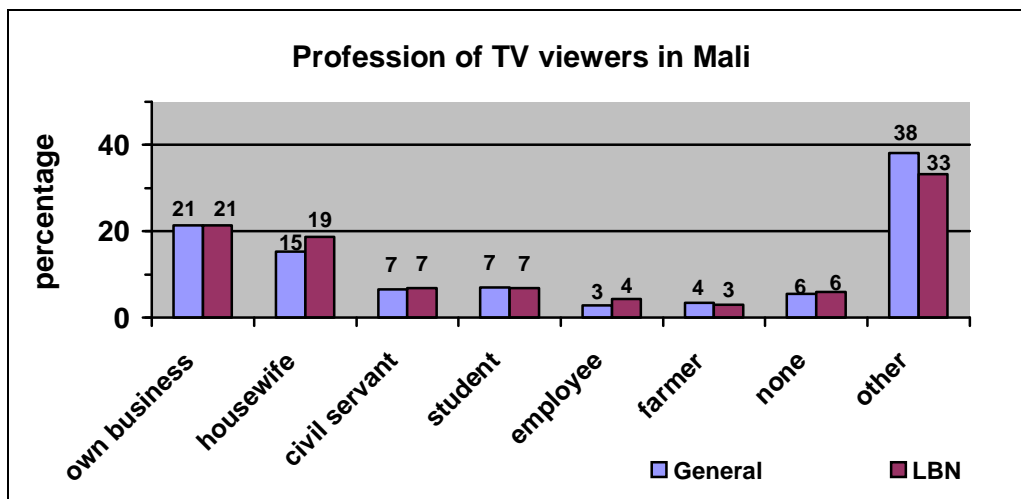
When we look into the education level of the viewers of La Bonne Nouvelle we can say that 60 to 70% of the viewers of La Bonne Nouvelle have none to just an elementary (the illiterate, primary and Koran school) education.

When we compare the general viewers with the viewers of La Bonne Nouvelle we see that the viewer to La Bonne Nouvelle has a lower education level than the general viewer in Mali: It seems that the viewers of La Bonne Nouvelle are more illiterate or have a primary education and they have less secondary and university education. The viewers of La Bonne Nouvelle who attended Koran school are significantly lower than under the general viewers.

### Profession

When looking into the day to day activities of television viewers in general we see a large scale of different activities. Most of them have activities that are not reflected (37%) but the questionnaires tell us they have a job as plumbers, carpenters, welders etc. The second largest group (21%) is those who have an own business like the little shops you see on the street: just a sheet with fruits or a shelf with other things.

Comparing the rates of (un)employment in this survey to other survey cannot be done. In this survey we looked at the activities of television viewers and did not investigate the activities of the labour force in Mali as such.



When we compare the general viewer with the viewer of La Bonne Nouvelle we see in terms of profession hardly any difference. The only major differences are found in the fact that among the viewers of La Bonne Nouvelle there are more housewives and less with other jobs. This is not very surprising given the fact that the number of women watching La Bonne Nouvelle is larger than the number of women watching television in Mali in general.

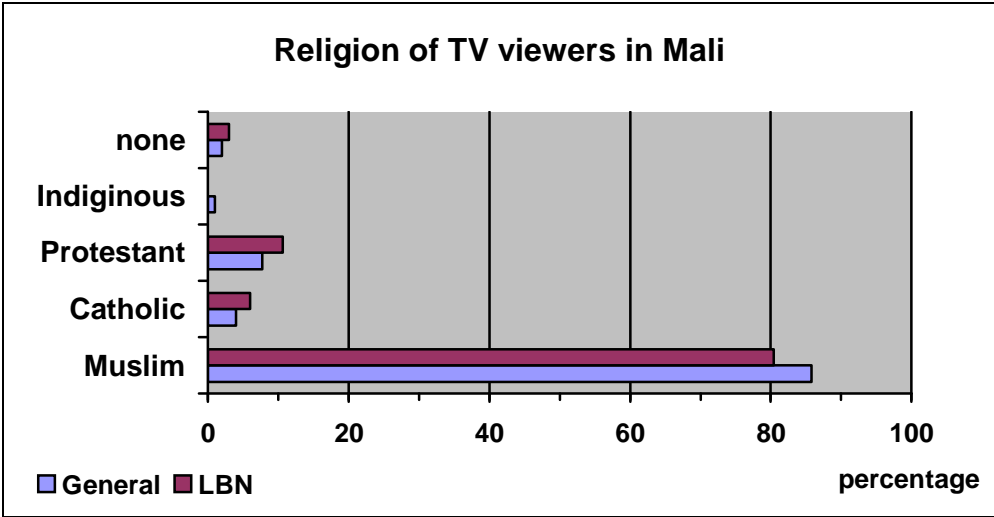
### Religion

Because of the nature of the programs produced by ACCM in Mali it is of great importance to know the religion of the general television viewers in Mali and of the viewers of La Bonne Nouvelle in particular. 3xM encourages ACCM (and its other partners) to broadcast their program on the public (or commercial) national channel rather than on a private Christian channel. This because 3xM believes (from research done in the West) that to public or

commercial national channels everybody watches and to the private Christian channels mainly Christians watch.

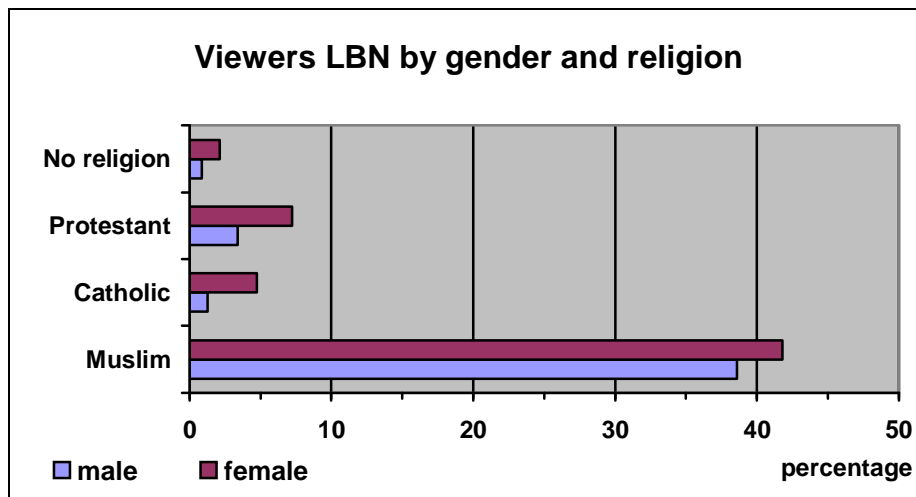
When we look into the results of this survey we see that almost 86% of the general television viewers in Mali are Muslims. This is in line with the other investigations done on religion in Mali (CIA and Operation World) who estimate the size of the major religion in Mali between 85 and 90%.

When we look into the religion of the viewers of La Bonne Nouvelle we see that the majority of the viewers is Muslim (80,4%). 16,4% of the viewers is Christian (either protestant of Catholic) and the remaining 3,2% indicate they do not have a religion.

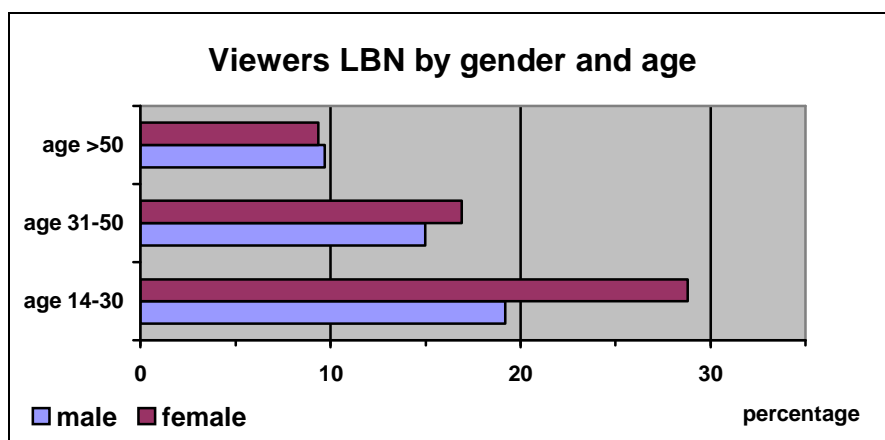


When we look into the above graph we see that from the indigenous believers among the general television viewers in Mali no one seems to watch La Bonne Nouvelle. This in contrast with the story 3xM heard from an indigenous believer who shared that through the Christian television program from ACCM he became interested in Christianity and eventually he converted to Christianity after meeting with Christians in Mali.

Looking into the religion in comparison to the gender we see that the majority of the audience of La Bonne Nouvelle is female. But it is interesting to see that for Muslims the ratio male-female is 48-52. For Christians (both Catholics and Protestants) the far majority of the audience is female (respectively 79% and 68%).

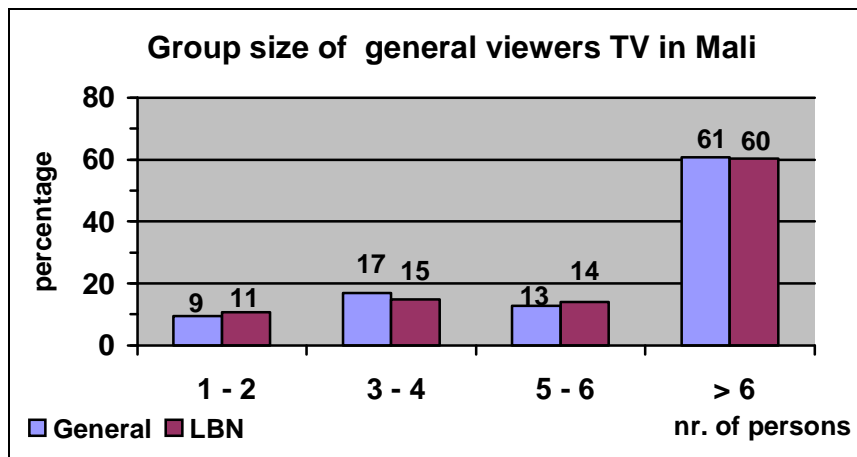


When we go a layer deeper we can investigate the religion of the main audience group, females from 14-30 years old. It shows that 66.7% of this group is Muslim, 27.5% is Christian (13% Catholics and 14.5% Protestants) and 5.8% do not have a religion. We believed the latter to be indigenous/animistic, as there is hardly an African without any kind of faith.



### Watching setting and location

When Africans talk about watching television they tell you that they watch television in large groups consisting of family members, neighbours and others who just happen to pass by. Often figures are given about the size of these groups. Worldbank once published an average group size of 6 for Sub Sahara Countries in Africa. Through this research we wanted to establish the average size of these groups.

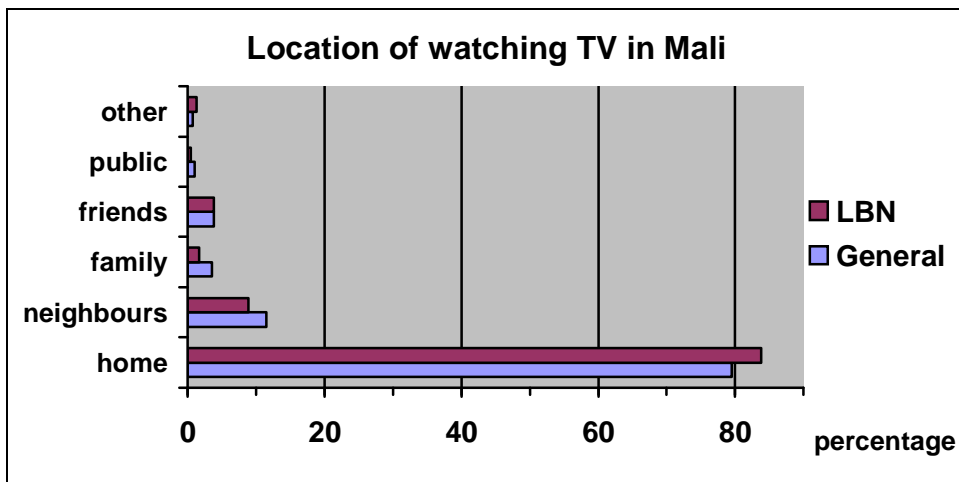


From the research we can conclude that the general television viewers in Mali hardly watch alone. It is most likely that there is a group of 7 people or more gathered in front of the television. When we compare the size of the group in general in front of the television to the group in front of La Bonne Nouvelle we see that the group size of La Bonne Nouvelle could be slightly less.

Specifically for La Bonne Nouvelle we investigated the actual group size in front of the television when the program is on. We know from the high level investigation that 60% of the people watch with 7 or more. The investigation showed that the average group of people watching La Bonne Nouvelle at the same time at the same place is 13. In the answers given we see that some people indicate they watch the program with a group of over 25 people.

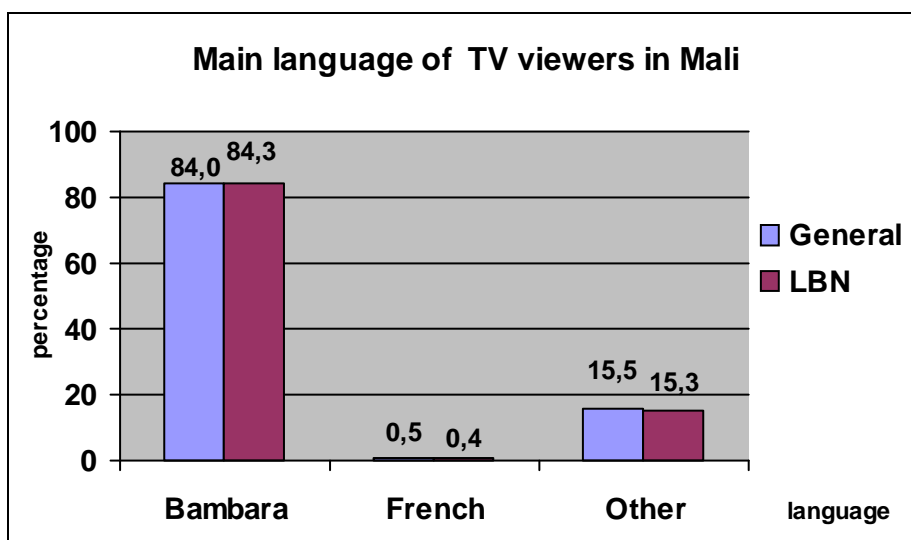
Age group LBN	Man	Woman	Total
Over 40	1	1	2
Age 19 - 40	2	2	4
Youth 15 - 18	-	-	3
Children 12 - 14	-	-	2
Little children	-	-	2
<b>Total</b>	<b>3</b>	<b>3</b>	<b>13</b>

The members of the group with whom the general television audience watch in Mali must be family members because almost 80% of the viewers watch television in their house or the shared yard of the houses build in a square (see next page).



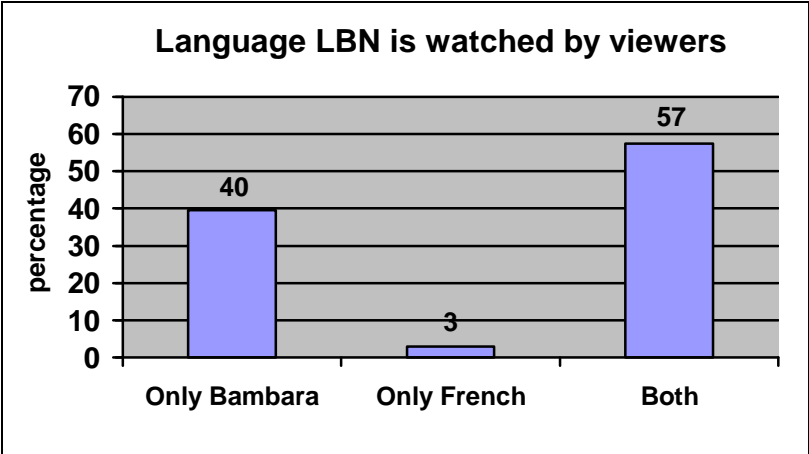
Like the general television audience in Mali the viewers of La Bonne Nouvelle like to watch the program in their own house or yard. Almost 84% responded that they watch the program there. When we compare this to the other possibilities we see that those figures are (a little less) than those of the general viewers. This could indicate that the Christian program is regarded more as private or the audience has a tendency of watching the program in a safer environment.

While Malians in general watch television the language spoken is the vernacular language and remarkably not French (only 0,5%). From these local languages Bambara is the most used language (84%). Bambara is also the most spoken local language in Mali.



Concerning the language of the program we can say that at the moment the program is produced or 50% in French and 50% in Bambara. The main language used (at home) by the viewers of La Bonne Nouvelle does not differ from the general television viewer. The main languages used are the indigenous languages where the Bambara with 84.3% take the major part, only 0.5% speaks French at home.

Since the program is aired in two different languages it is interesting to find out if there is one language more popular than other languages. Analysing these figures might lead to the finding that when the program would be produced in Bambara the number of people who always watch could increase. In the graph below we see the languages people watch the program in. The majority (57%) watches the program in both languages, but a large part of the viewers (almost 40%) only watch the program in Bambara and just a few (3%) only when the program is aired in French.



When we want to discover if there is any gain in airing the program in one language only, the most spoken language Bambara, we have to dig deeper in the data. From the 40% of the viewers who only watch the program in Bambara, 36% watch sometime and 18% watch rarely to La Bonne Nouvelle. In the most positive scenario these two groups (together 54%) could be attracted and increase the viewer-ship of La Bonne Nouvelle when the program is aired in Bambara only. This could mean that the number of "always viewers" could increase by 20%. The program might on the other side loose the 3% of the viewers who watch the program only in the French language. These viewers on the other hand are considered as influential people in the Malian society or foreigners from other neighbouring countries.

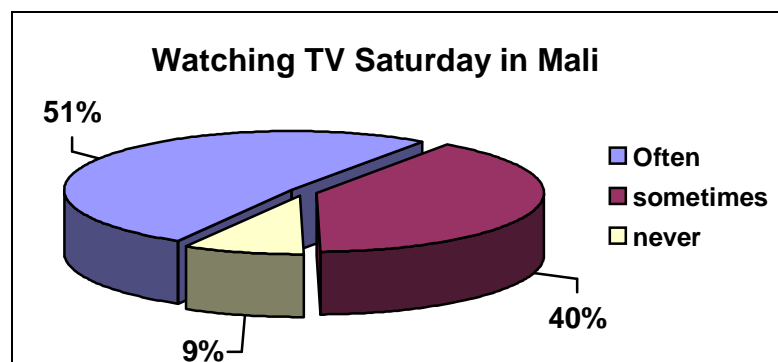
### Watching behaviour

In the West we know a lot about the habits and the number of hours people spend in front of their television or at least how many hours the television is turned on during the day. In Mali we investigated the frequency of watching television by the general public. We see that in this African country television plays a big role in daily life society. More than 65% of the respondents say that they watch television every day. In the research we did not find significant differences between the rural areas and the city. In both areas television has become a part of daily life.

Frequency	Rural area	City	Total
Daily	64,5%	66,0%	<b>65,3%</b>
4x a week	14,5%	14,5%	<b>14,5%</b>
2x a week	11,0%	12,0%	<b>11,5%</b>
1x a week	6,5%	3,5%	<b>5,0%</b>
Less	3,5%	4,0%	<b>3,8%</b>

Since the programs of ACCM are broadcasted on Saturday evening it is interesting to investigate the television habits especially on Saturday evening. It gives an indication if the day of broadcasting the program is a day where many people watch television.

From the people in the research more than 51% often watch television on Saturday evening, the evening when the program of ACCM, La Bonne Nouvelle is aired. 40% watch sometimes. Only 9% indicate that they never watch television on Saturday. This means that over 90% of the television viewers in Mali older than 14 watch television on Saturday evening often or sometimes.



### Rural and city

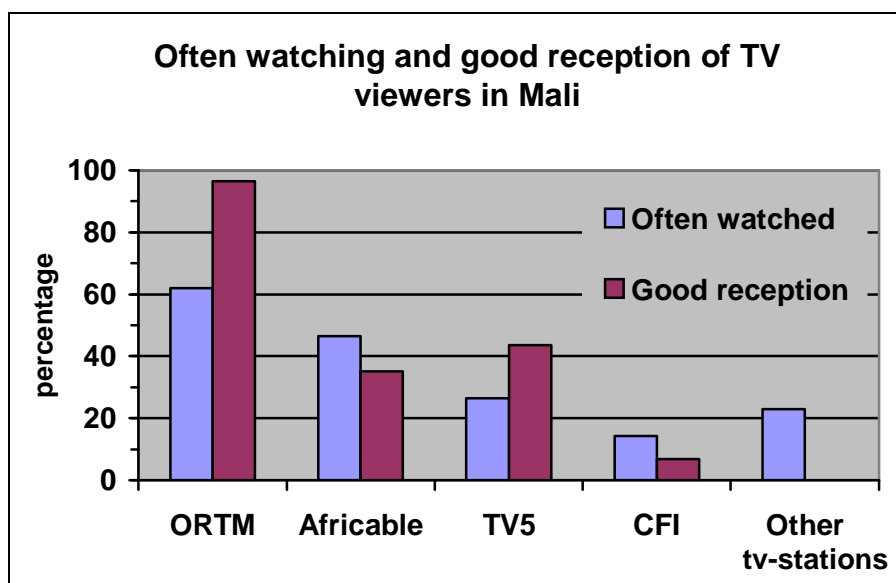
When we look into the geographical spreading of the audience of La Bonne Nouvelle we see that 48% of the audience live in the city area and 52% live in the rural areas. What is not investigated is if in the rural areas people watch less television in total. What we do know is that the market share of the national television in the rural areas is considerably higher than in the cities mainly due to the fact that other channels are hardly or not receivable in rural areas. That is why this outcome is not surprising.

### Television in Mali

In this part of this chapter we are going to look into the general television environment in Mali. We know from for example the CIA fact book and our own experience that the number of television stations in Mali is low and that national public broadcast is young.

At the moment ACCM is broadcasting on the national television channel of Mali: ORTM. It is a policy of 3xM that partner organisations strive for broadcasting their programs on the national television channel for the following reasons:

- The coverage and reception in the country,
- Many people tend to watch the national channel for its local programming and local news
- Representation of Christians on a public channel means a great deal in the recognition of a minority group in the country.



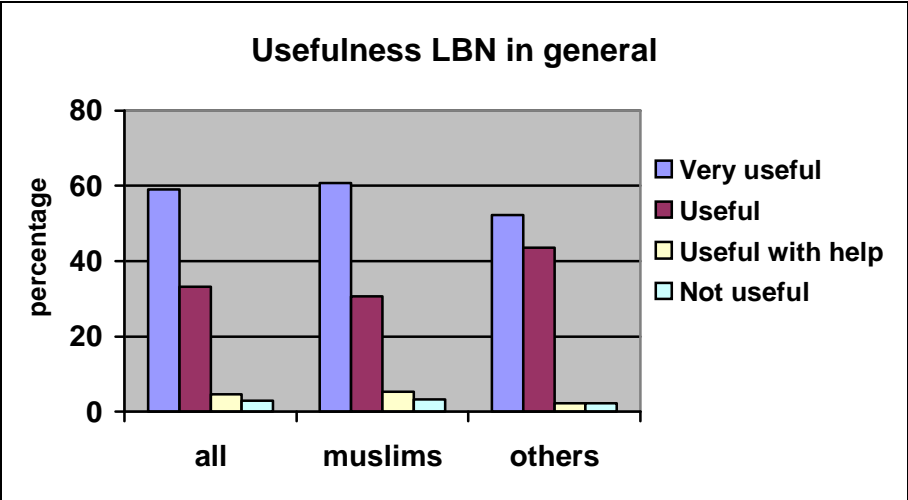
In this research in Mali we see that ORTM is the most popular and best received channel. When we look into the geographical differences between the city and the rural area we see that ORTM has on the country side of Mali hardly any competition of other channels; almost 70% watch ORTM often. This in contrast with the city, where 55% of the television viewers watch often to ORTM. The channel Africable (47,8% often watch this channel in the city) is the strongest competitor of ORTM.

**Outcome of La Bonne Nouvelle**

In the preceding paragraphs we compared the general characteristics of television viewers in Mali with the viewer of La Bonne Nouvelle in general terminology. In this and the next paragraph we go deeper into the outcome and the impact of the weekly television program of ACCM and give you insight in what the program La Bonne Nouvelle does in the life of the television viewers in Mali.

*General content*

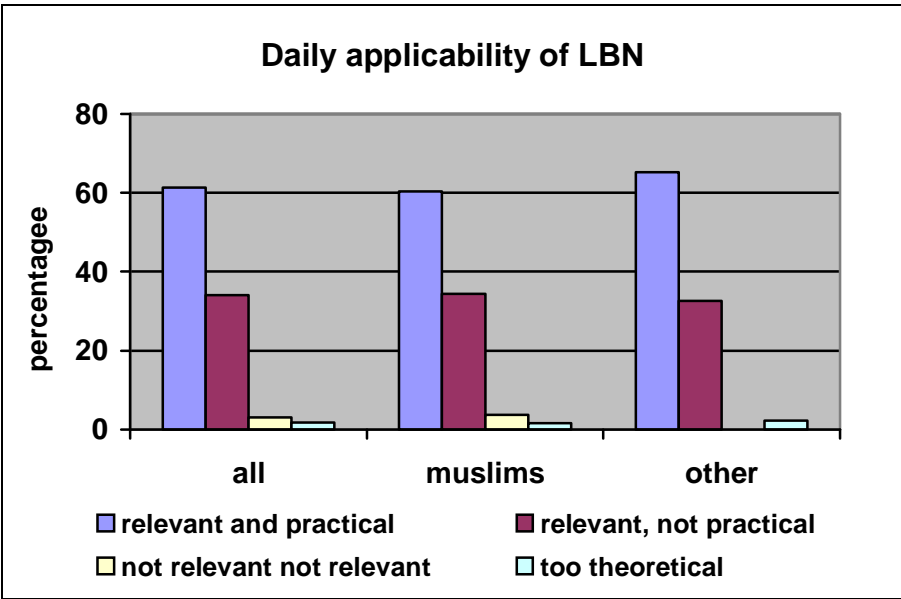
The viewers of La Bonne Nouvelle have been asked what they think about the content of the program. First in general and later on more specific in terms of specific usefulness of topics and if the content stimulates general values in life. Overall we can say that the viewers appreciate the messages of the program very much (over 90%) in terms of relevance, usefulness and stimulation and explanation. The answers given by the audience in general or when we separate Muslims do not differ significantly.



It is remarkable to see that more Muslim than viewers with other religions, find the program "very useful". But this difference is levelled by the response "useful" and brings us to the conclusion that Muslims slightly more find La Bonne Nouvelle "not useful".

On the usefulness in general we concluded that more than 90% of the viewers find what they see in the program La Bonne Nouvelle useful, (60% very useful and 30% useful). Usefulness in this study is defined very broad. It is what people generally think in a broad sense if the program is useful for themselves, others, society, church and so on.

Because 3xM and ACCM besides this broad usefulness wants to bring also an applicable message in La Bonne Nouvelle this aspect is investigated. A little more than 60% of all the viewers find the message given in the program also applicable in their daily life. But also 40% does not find the message practical enough for application in their daily life. The relevance of the subjects is only questioned by some 3% of the viewers.



The results among Muslims and the general public do not differ much. But when we compare it to other religions we see that the message to them is more applicable in daily life.

It is interesting to see that Muslims find La Bonne Nouvelle more useful in general than viewers with another religion and on the other side find the message when it comes to daily life less applicable than other religions. This could indicate that Muslims either find the message good for someone or something outside themselves or they have more difficulty in

applying the message to daily life. It could also mean that the program is not really practical for Muslims.

*Specific content: topics of programs*

To find out what messages viewers find useful for them they were questioned on the last ten subjects of La Bonne Nouvelle broadcasted before the research.

Subjects LBN	Very useful			No remembrance		
	All	Muslim	Other	All	Muslim	Other
Job	17.4%	13.3%	34,8%	76.2%	80.5%	58,7%
Jesus sacrifice	29.4%	27.0%	39,1%	52.7%	54.0%	47,8%
Easter	26.0%	21.2%	45,7%	61.2%	65.6%	43,5%
Isaac/Rebecca	12.8%	9.0%	28,3%	79.1%	84.1%	58,7%
Abraham/Sara	16.2%	12.2%	32,6%	73.6%	78.8%	52,2%
Noah & family	16.2%	11.6%	34,8%	76.1%	79.4%	63,0%
Purpose of life	17.4%	16.4%	21,7%	75.4%	76.7%	69,6%
Adam and Eve	25.5%	20.6%	45,5%	63.4%	68.3%	43,5%
Marriage	25.5%	22.2%	39,1%	66.8%	69.8%	54,3%
Christmas	26.4%	19.6%	54,3%	62.5%	68.8%	37,0%

	Most popular in column
	Least popular in column

Based on this table we can say that the picture of a high usefulness is not followed by high scores on the different subjects. In the most positive case we see that for the general viewers a little less than 50% remembers the subject and in the most negative case only 20% remembers the subject. Because Islam is the dominating religion in the survey the figures for Muslims do not differ much from the general viewer. But when we focus on people with another religion than Islam we see that those people have a much better remembrance of topics. This is probably caused by the fact that the subjects treated in La Bonne Nouvelle are known topics by Christians through what they hear in Church.

When we relate this question to the general question about the remembrance of topics we see a similar picture. In the general question 34% cannot recall any topic, in this question on average 31% cannot recall the specific topic asked.

The topic "Jesus sacrifice" is the most popular, both in general and also among Muslims only. The sub-top of popular subjects is formed by Christmas, Easter, Marriage and Adam & Eve. Least popular are subjects of Job, Purpose of life, Noah and Abraham/Sara. The least popular subject is Isaac/Rebecca. For Muslims we can define the same groups with the subject "Jesus sacrifice" as the most popular and "Isaac/Rebecca" as the least popular.

When we look into the other religions we see a total different picture. Here the subject "Jesus sacrifice" is one of the least popular subjects?! The most popular is "Christmas", the least popular is "The purpose of life". We believe that a celebration like Christmas attracts a lot of attention, while the message "Jesus sacrifice" is something Christians hear many times in Church.

Specific content: core Christian values

In this research we have defined the five most important values that in general should be communicated through La Bonne Nouvelle. These five values have been investigated and when looking to the table underneath we can see that in general all these values came through to the public. When we separate the Muslims we see that 80-90% of the respondents said that these values are brought to them quite well or very well. This score is for the other religions even higher. They receive the message in most cases above 90% very well or quite well. This could indicate that people of other religions (mostly Christians) understand the message better because they are either familiar with the message or they understand the language used by the Christians in La Bonne Nouvelle better.

Core Christian Value	Received very and quite well by viewer type		
	General	Muslim	Other
Solidarity and Tolerance	89,4%	88,4%	93,4%
Respect for life and environment	90,2%	89,4%	93,5%
Make the Bible known	82,3%	81,5%	86,9%
Explaining Christian Faith	87,6%	86,3%	93,5%
Gives hope, love and encouragement	91,9%	90,5%	97,8%
<b>Average</b>	<b>88,3%</b>	<b>87,2%</b>	<b>93,0%</b>

### Presenters and topics

We have seen that 58% of the respondents tell us that they watch La Bonne Nouvelle regularly. As a cross reference questions we asked them about their remembrance of program topics and names of presenters.

35.7% of the general people watching La Bonne Nouvelle can recall at least one topic. 10.5% of those who recall one topic can recall a second one and from those who recall two, 2.1% can remember a third one.

When we separately focus on Muslim viewers we see that the first remembrance of topics is a little lower: 34.9%. But from those 15.6% know a second and from them 2.6% even know a third program. This means that Muslims viewers who remember a program have twice as much remembrance of topics than non-Muslims.

Almost the same thing we see when we look into the remembrance of presenters of the programs. From the general viewers 51.1% can recall the name of one presenter (among only Muslims 46%). 31.6% of those people can recall a second presenter (among Muslims 54.1%). From those who already know two 14.7% knows a third presenter by name (among Muslims 32.6%).

This brings us two conclusions:

- **Muslims have a better remembrance of the programs and presenters and**
- **Presenters are more known than the topic.**

Looking into the details of the most popular presenters we see that there is no difference between viewers in general and Muslims. Daniël Tangara, Joseph Camara and Thaddée Diarra are the most popular presenters, in this order. Along with the popularity of these presenters also their messages are seen as the most helpful. The only female presenter is not very popular and belongs to the second group. It is remarkable to see that she is a bit more popular among the Muslims than among the total audience.

### Reacting to programs

From the in-depth interviews held with presenters of La Bonne Nouvelle and also pastors in Mali we received information on how people react to the program. From past experiences we

know that it is very rare that a viewer react directly to the studio of ACCM. What viewers mostly do is react direct to presenters or to a pastor they know.

From the in-depth interviews it became clear that over the past years the pastors and presenters receive on average 2 to 4 reactions a month. When we extrapolate this, the total number of reactions received on La Bonne Nouvelle could be 2.500 over the past six years. When we compare this number to the numbers of viewers given earlier in this report and the impact of the program shared later on, we agree to what Prof. Dr. Viggo Sjøgaard says: It is wrong to draw conclusions on the number and content of reactions as they are not related to impact.

Almost all of the reactions are verbal and once in a while a reaction by phone or mail is received. On the other hand it is also not very remarkable because in the past (the situation changed in May 2005) there was not a telephone number nor a mail address shown on screen where people could react to.

The presenters and pastors shared that from time to time they receive very negative reactions from Muslims through the telephone.

When we look into who is reacting to pastors en presenters we see that 80% of the viewers who react are people out of the neighbourhood. Therefore they know most of them: 86% but still there are 14% who are strangers to the pastors and presenters. These 14% know that the pastor or presenter is a Christian and can answer their questions.

80% of the people who react are Muslim.

The kind of reaction people give are not very divers. One out of three wants just to give their appreciation on the program and the remaining two out of three wants more information. This last group can be divided into the following main subjects:

- 36% want more explanation on the topic treated in one of the programs
- 12% want to be counselled for their specific problem
- 12% want to know more about the Christian faith
- 4% is looking for encouragement.

The subjects' people mostly react to are the social subjects treated in La Bonne Nouvelle. Between 66 and 75% of the reactions received are reactions on social issues treated. It is interesting to see that social issues cause reactions from people but that the most popular subject is "Jesus sacrifice", a more faith related subject. We believe it is more sensitive to discuss this topic and needs a lot of precautions in Mali both by the requester and the person who answers.

Presenters and pastors indicated during the in-depth interview with them that they in almost 24% of the cases answer the questions on the spot. In another 24% they arrange a meeting with that person and for 23% they direct them to a church.

The pastors were asked if they recommend the program to others. They all responded positively. 50% makes the suggestion to people they meet every Saturday, 25% daily and 25% from time to time.

The pastors were asked if the program helped them in their ministry work. This question is aimed to investigate if La Bonne Nouvelle also edifies pastors. Through this edification it could even be that La Bonne Nouvelle has an influence on people who do not watch the program themselves. This in cases where non viewers ask questions to a pastor on a subject being treated in La Bonne Nouvelle. Through new insights given in the program a pastor could answer the questions better.

40% of the pastors answered that the program helped them to get into contact with people. The remaining 60% can be divided equally in three major answers: 20% of the pastors say La Bonne Nouvelle gives them an occasion to evangelise, 20% say that they benefit from the experience of the presenters and the remaining 20% say that the program brings up reactions of viewers.

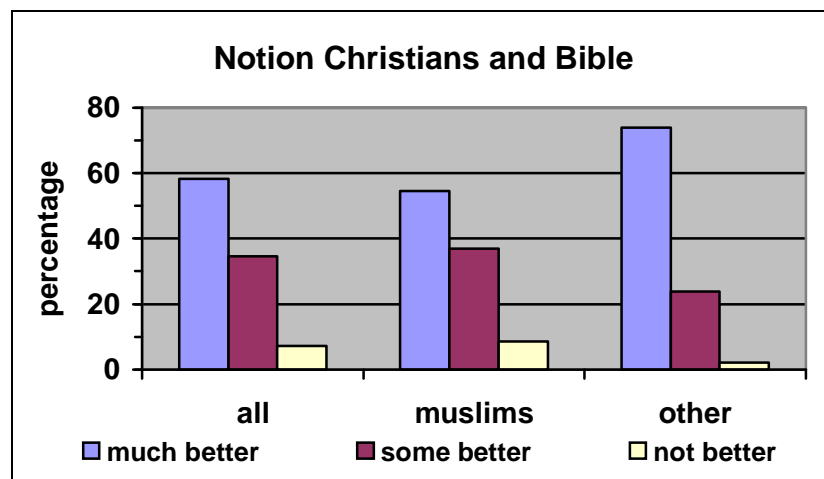
Based on this we can conclude that all the pastors say that La Bonne Nouvelle helps them in their ministry by getting into personal contact with viewers and 20% of them receive new insights through the program which enables them to answer questions better.

## Impact of La Bonne Nouvelle

In this research impact was defined as behavioural change. Therefore questions were asked in relation to the change in opinion of the viewers on Christians, the Bible, the ideas about Christians and their faith and the changes in habits and daily life after watching to La Bonne Nouvelle over the past six years.

### Notion on Christian, Christianity and the Bible

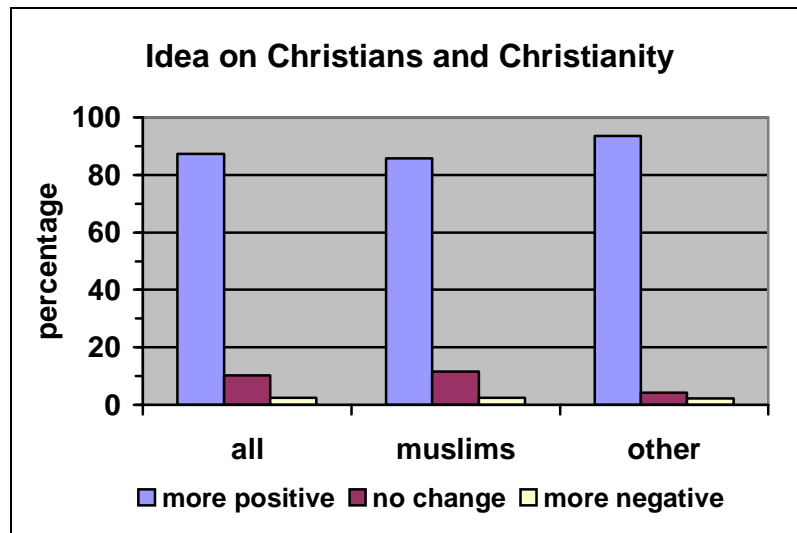
Through La Bonne Nouvelle the notion on Christians and the Bible among general viewers has changed positively in Mali. When we separate Muslims from other religions we see that the increase in notion among Christians is higher than among Muslims. This indicates to us that on one hand La Bonne Nouvelle contributes to a better notion (understanding) of Christians and the Bible among Muslims and on the other hand it edifies the Christians in Mali



But there are also Malian television viewers who did not get a better notion on Christians and the Bible. Among other religions the percentage reflecting this group is low but among Muslims this is still 8%. From these 8% Muslims who do not get a better notion 56% is men and 44% is woman. It is also remarkable to see that 88% of this group has no or just little education: 44% has a primary school level, 31% is illiterate and the remaining 13% went to Koran school.

Along with getting a better understanding of Christians and the Bible also the idea about Christians and Christianity in Mali became a much better: 87% of the general viewers indicate

that through La Bonne Nouvelle their idea on Christians and Christianity became more positive. When we focus on Muslims and other religions separately we see that this percentage for Muslims is 86% and the other religions (mainly Christians) are 93%.

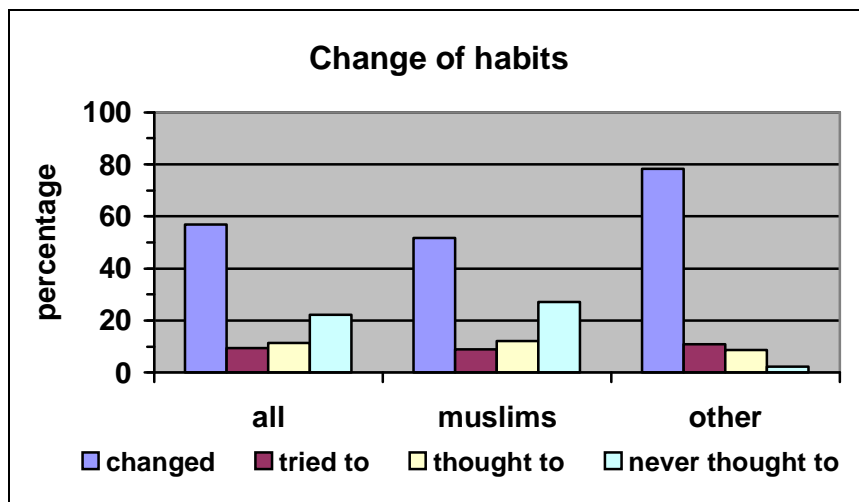


But there are also people who indicate that their idea on Christians and Christianity became more negative: 2.6% of the general viewers. This percentage is, when we separate it to Muslims and other religions the same for both groups.

When we go deeper into the group of Muslims who became more negative towards Christians and Christianity we see that 60% of them is man and 40% is woman. It also shows that their education level is low: 80% has a primary school level and 20% is illiterate.

### Changing habits

The intention of the program La Bonne Nouvelle is to stimulate the viewers to change their behaviour and to change spiritually. When asked, the viewers responded in large numbers that the program changed them in one way or the other. The changes among Muslims were a bit less than among the general viewers but nevertheless 57% of the audience in general and almost 52% of the Muslims say that they have changed on way or the other. From the other religions (mostly Christians) 78% said they changed after watching La Bonne Nouvelle. But there are also those who never thought about changing their life in any way. 22% of the general viewers and 27% of the Muslim viewers thought this way. They either think that the way they live is good or they do not receive a message from the program. The remaining ones are those who want to try or tried to change but failed.



From those who changed or tried to change it is interesting to see and also verify if the change they made still last. In line with the people who say they changed 91.8% say the change still lasts. Among Muslims this lasting change percentage is even higher: 93.8%. It is on the other hand remarkable to see that among the other religions changes last for 80% of the viewers. We believe this percentage is lower as the same kind of message is heard in churches and therefore people do not relate it to impact of television broadcasts.

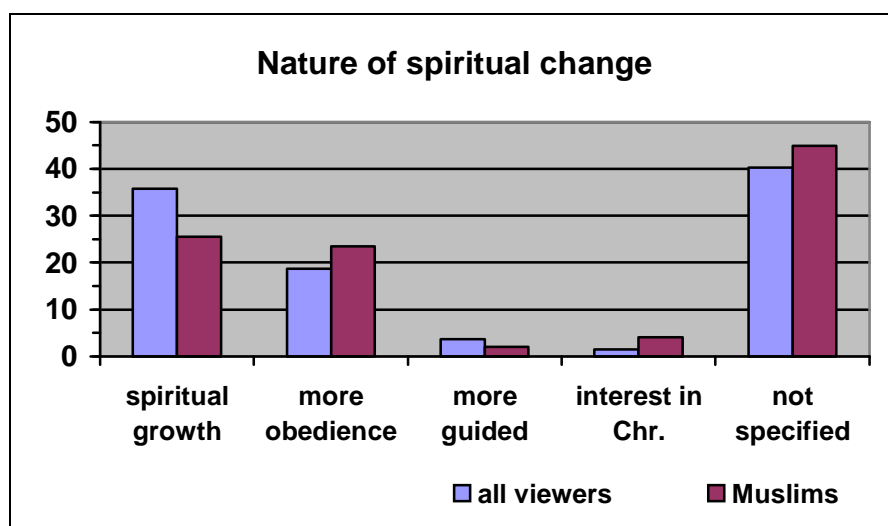
#### Nature of changes made

The intention of La Bonne Nouvelle is to impact the life of the viewers and therefore it is interesting to see in the first place what viewers say they changed after watching the program. The majority of the general viewers say that they gained from La Bonne Nouvelle to respect and love others more. 38.1% of them and 41.8% of the Muslim viewers find this the most important change in their life. Secondly the change in lifestyle is what people say they changed after the program. With that they mean that the program gave them other (and better) moral values for example not to steal, not to fight and not to cheat others anymore.

In line with research done worldwide, we also see in Mali that people who indicate they changed to Christianity because of La Bonne Nouvelle is 2.2% of the general viewers and 1% among Muslims. It means that, if we apply it to the whole country, during the past six years of the broadcast of La Bonne Nouvelle 25.000 Muslim viewers have changed their religion to Christianity. In the spectrum of the whole conversion process the place of Christian television

is to make the viewers known with Christianity. Through the programs the Christian faith is explained and people are challenged to think about what they see. After their curiosity has been raised, they most probably start talking to Christians in their surrounding. These Christians share the Gospel with them personally which actually leads to conversion. The results in this study proves this statement: Christian Television programs make people aware of Christianity, gives them a better understanding and is a step on the way for people to convert later on in their life usually through a personal contact with a Christian.

Almost 4% (all of them Christians of course) indicate that the program helped them to edify their Christianity.



Because we are especially interested in the spiritual change of viewers we have asked what the specific changes are. The most given answer is growing in faith. 35.8% of the general viewers give this answer. It is interesting to see that among Muslims this is 25.5% but it is not clear what they mean. Have they grown spiritually in Islam or do they mean that they grew spiritually by adopting some of the Christian values. What we do know is that there are a lot values in the Muslim and Christian religion who are the same. Muslims can remain with their religion and apply these values in their life.

The majority of the people however says they changed but do not really give a clear answer about the specifics of their change. In this field it is interesting to see that 4.1% of the Muslim viewers indicate that their spiritual change is that they became interested in Christianity.

## IV. Summery of study results

In this chapter you find a summery of the study results (given the limitations stated) which are more in detail worked out in the former chapter.

- 82% of the Malians over 14 watch television, that is 5,3 million people.
- 85% of them are Muslims which is almost equal to the percentage of Muslims in Mali.
- On average there are 3.135 million people over 14 years old watching La Bonne Nouvelle. This is 25.5% of the total inhabitants of Mali.
- The majority of the audience is Muslim (80.4%), Christians are 16.6%.
- The age of the majority of the viewers is between 14-30 and in this group more women than man watch.
- From the general television viewers 23% is illiterate.
- 26% of the viewers of La Bonne Nouvelle is illiterate
- Most of the television viewers live, according to Malian standards, in the moderate class in the Malian society.
- 3/4 of the viewers of La Bonne Nouvelle life a moderate life.
- More than 65% of the people in Mali watch television every day.
- The most popular place to watch television in general is at home or in the yard.
- 84% watch La Bonne Nouvelle at home or in the yard
- When the television is on more than 6 viewers are in front this one television set.
- The average group size (including people younger than 14) in front of La Bonne Nouvelle is 13 persons.
- The program is slightly more watched in the rural areas than cities.
- Presenters are better known than subjects of programs
- 1/3 of the audience can recall program subject(s) by head. Muslims have a better remembrance of subjects than the other groups.
- The content of the programs are considered as useful and applicable in daily life.
- Programs with the topic "Jesus" is very popular in general and among Muslims. Among Christians Christmas has been the most popular topic.
- The programs contribute a lot to the notion of Christians and the Bible and on the idea about Christians and Christianity.

- A majority of the audience (57%) of the program changed habits after watching the program(s).
- 88% of those who changed say the change last until today.
- Most changes are made in the field of love and respect for others and a change in lifestyle.
- Spiritual changes are mostly in the field of spiritual growth.
- 2.2% of the audience in general claims they changed to Christianity after watching the program.
- 1% of the Muslim audience claims they changed to Christianity after watching the program. If we apply it to the whole country this would mean 25.000 people over the past six years.
- 4.1% of the Muslim audience says their spiritual change was their grown interest in the Christian religion.
- ORTM is the most popular and the far best received channel in Mali.
- The most used language among television viewers is Bambara.

## V. Recommendation

Based on the information reflected in the forgoing chapters in this report we can make three major recommendations to 3xM and ACCM when it comes to the program La Bonne Nouvelle:

1. 3xM and ACCM strives to come as close as possible to the viewers by speaking their language and produce the programs in their cultural setting. This study revealed that the main language of the general television viewers is Bambara. When we take into consideration that almost 40% watch "La Bonne Nouvelle" only if it is in Bambara and 3% watch the program only if it is broadcasted in French we can question the usefulness of the biweekly French version of "La Bonne Nouvelle". It seems that by reducing the number of programs produced in French the number of people who always watch could increase by 20%.
2. In the cities in Mali we see that people tend to watch also private channels besides or in stead of the national channel where "La Bonne Nouvelle" is presently aired. Given this fact it could be considered to enter into negotiations with the main private channel in Mali (Africable) to offer them the program as well. By broadcasting the program on the national station and the main private station the number of viewers can be increased considerably.
3. ACCM and 3xM strive to produce a Christian television program that is close to the mindset of viewers. Therefore the program should contain practical tools to apply the message in the daily life of the viewers. The research showed that the majority of the viewers found the message practical enough for application in their personal life. But in the mean time 40% of them think the opposite. It seems that the impact of the Christian television program can increase by presenting a more practical message and practical examples.