

Survey Results



**VOICES
WITHOUT
BORDERS**



Voices Without Borders: MAP Radio - Supporting migrants' rights and integration

MAP Radio / MAP Foundation



Printed: October 2016

Chiang Mai, Thailand

With support from:

Diakonia, Open Society Foundation,
and APHEDA Union Aid Abroad

Supported By:





MAP Radio Over the Years

When MAP started in 1996, migrants talked about the isolation and loneliness they experienced and about how they were not getting information that they needed to survive. They also said that their lives were full of work with little leisure or pleasure. Migrants could not travel, not everyone could read, but most people had radios. So, MAP explored this option.

At first, MAP requested time on the National Broadcasting Station of Thailand and were offered nightly 10 minute spots on health and culture in Shan and Karen languages. We set up a studio in MAP office and volunteers from the Shan and Karen communities wrote and recorded the scripts which were then sent to the radio stations. The broadcasters became instant stars in their communities! Because the spots were short and were broadcast quite late in the evening when many hardworking migrants were already asleep, we compiled the programs onto tapes and CDs and distributed them to migrant communities, including refugee camps. This also gave us the idea to produce a serial radio drama addressing the stigma around HIV and AIDS which enthralled listeners while teaching them.

The 1997 Thailand Constitution changed laws governing the airwaves and opened the path to the establishment of community radio stations. It took some time, but in just a few years community radio stations opened all over Thailand serving different communities such as youth, women, and farmers. Professor Maw ran one such radio station in Chiang Mai, and with his vision of developing the cultural links between Shan and Thais, he asked MAP if we would like time on his radio station FM99 to broadcast in Shan language. MAP was very happy to accept as

it provided a chance to be able to serve the Shan community in Chiang Mai and contribute to making links between the migrant and local community.

When the Professor retired, he offered MAP to take over the radio station for which we are forever grateful; and we were only too happy to keep his vision of creating linkages between different communities and developing greater mutual understanding. Therefore MAP Radio became a voice for many communities, including but not limited to the disabled, women's groups, sex workers, youth, faith based groups and of course migrant workers and their families, serving the specific needs of each community, but also interlinking them and creating a broader, multi-cultural, multi-lingual community.

***MAP Radio became a voice for many communities...
serving the specific needs of each community, but also
interlinking them and creating a broader, multi-cultural,
multi-lingual community.***



With the experience of MAP Radio in Chiang Mai, MAP set up a similar radio station in Mae Sot. It took years, but once opened it quickly became popular. When we first started broadcasting, migrants lined up at phone boxes outside their factory to call MAP Radio 102.5 to request songs and leave messages! MAP Radio Mae Sot has also been a voice for different communities and different languages with broadcasts in Burmese, Karen and Thai, and aims to provide a communal space for all the workers of Mae Sot. The radio penetrates factory walls, reaches workers on construction sites and on garbage dumps, and even reaches domestic workers who are the most isolated of workers but are able to listen on their phones.

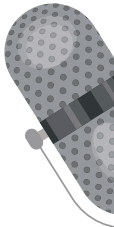
MAP has always been aware that community radio stations can only reach a limited area and so over the years MAP has used different methods to reach migrants in other areas. After the tsunami in the South of Thailand, MAP networked with local Thai community radio stations to reach out to migrants affected by the tsunami. More recently, MAP has sent programs for migrants on CDs to Thai community radio stations across the country. Yet we regularly face new obstacles and have to find alternatives. The latest endeavor to serve the migrant community with information and entertainment is on-line radio.

MAP Radio intends to persist, and aspires to a future where everyone gets access to the information they need to fully exercise their rights; where everyone has time to enjoy entertainment whether it be on the radio or any other form of media; and a future where multi-cultural communities share on the radio and in everyday life.

- Jackie Pollock

Co-founder and former Director of MAP Foundation





MAP Radio FM 99 Chiang Mai

MAP Radio FM 99MHz, Chiang Mai, was first opened in 2004. Being an FM frequency, the radio only reaches to around a 7 km radius – mostly in the densely packed area of the city. Currently, the Chiang Mai station broadcasts from 9.00 a.m. – 8.00 p.m. daily. There are 35 programs altogether. Broadcast DJs come from MAP Foundation, sister organizations, the Thai community and the migrant community. MAP Radio FM 99 broadcasts live 77 hours per week: 55 hours in Shan language, 4 hours in Burmese (Voice of America rebroadcast), and 18 hours in Thai.

MAP Radio's programs in Chiang Mai FM 99MHz are hosted by 9 DJs from MAP staff (5 women/4 men), 16 DJs from community volunteers (9 women/ 7 men) and 11 DJs from our network organizations such as SWAN (Shan Women Action Network), Christian Council of Thailand, Samaritans of Thailand, Shan Culture & Literature Association, and Shan Health and Education Research by Chiang Mai University for migrant workers program.



Recent example of Broadcast Schedule for MAP Radio FM 99 MHz - Chiang Mai

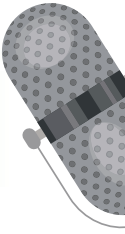
ဘ၀းယၢ်း: ဣၣ်သးၣ် ငၢ်း: ဝၢ်းကွၢ်,လံးကၢၣ် မိၣ်,ၣ်ဂုၣ်တူၣ် ကိၣ်,ကိၣ် ၉၉ -								TIME TABLE OF MAP RADIO, FM 99 MHZ	
၁၀းယၢ်း Time ဝၢ်း Day	ဝၢ်းလၢၣ်း / Mon	ဝၢ်းကၢၣ်ကၢၣ်း / Tue	ဝၢ်းဂုၣ် / Wed	ဝၢ်းစၢၣ်း / Thu	ဝၢ်းသုၣ်း / Fri	ဝၢ်းသၢ် / Sat	ဝၢ်းစၢၣ်းဂုၣ်တူၣ် / Sun		
၀၉.၀၀-၁၀.၀၀	ထၢ်မၤတူၢ် Shan Dhamma	လံးကၢၣ်စၢၣ်း Christian program By Dj လုၢ်လံးမိၣ်	လံးကၢၣ်စၢၣ်း Christian program By Dj လုၢ်လံးမိၣ်	လံးကၢၣ်စၢၣ်း Christian program By Dj လုၢ်လံးမိၣ်	ထၢ်မၤတူၢ် Shan Dhamma	မိၣ်သုၣ်လံး Shan Culture program By Dj ဆၢၣ်လၢၣ်းမိၣ်	စၢၣ်သၢ်လုၢ်တူၢ် Message for the Better Life By Dj ဆၢၣ်လၢၣ်းမိၣ်		
၁၀.၀၀-၁၁.၀၀	မိၣ်သုၣ်လံး AM 1476 ၈.၁.၁၁ By Dj လုၢ်လံးမိၣ်	မိၣ်သုၣ်လံး AM 1476 ၈.၁.၁၁ By Dj လုၢ်လံးမိၣ်	လုၢ်လံးမိၣ် Safety at Work By Dj လုၢ်လံးမိၣ်	လုၢ်လံးမိၣ် Safety at Work By Dj လုၢ်လံးမိၣ်	လုၢ်လံးမိၣ် Safety at Work By Dj လုၢ်လံးမိၣ်	လုၢ်လံးမိၣ် Safety at Work By Dj လုၢ်လံးမိၣ်	လုၢ်လံးမိၣ် Safety at Work By Dj လုၢ်လံးမိၣ်		
၁၁.၀၀-၁၂.၀၀	လုၢ်လံးမိၣ် လုၢ်လံးမိၣ် By Dj လုၢ်လံးမိၣ်	လုၢ်လံးမိၣ် Today's children By Dj ဆၢၣ်လံး	လုၢ်လံးမိၣ် HIV/AIDS & Health By Dj ၈.၁.၁၁ လံးမိၣ်	လုၢ်လံးမိၣ် HIV/AIDS & Health By Dj ၈.၁.၁၁ လံးမိၣ်	လုၢ်လံးမိၣ် HIV/AIDS & Health By Dj ၈.၁.၁၁ လံးမိၣ်	လုၢ်လံးမိၣ် HIV/AIDS & Health By Dj ၈.၁.၁၁ လံးမိၣ်	လုၢ်လံးမိၣ် HIV/AIDS & Health By Dj ၈.၁.၁၁ လံးမိၣ်		
၁၂.၀၀-၁၃.၀၀	လုၢ်လံးမိၣ် လုၢ်လံးမိၣ် By Dj လုၢ်လံးမိၣ်	လုၢ်လံးမိၣ် Today's children By Dj ဆၢၣ်လံး	လုၢ်လံးမိၣ် HIV/AIDS & Health By Dj ၈.၁.၁၁ လံးမိၣ်	လုၢ်လံးမိၣ် HIV/AIDS & Health By Dj ၈.၁.၁၁ လံးမိၣ်	လုၢ်လံးမိၣ် HIV/AIDS & Health By Dj ၈.၁.၁၁ လံးမိၣ်	လုၢ်လံးမိၣ် HIV/AIDS & Health By Dj ၈.၁.၁၁ လံးမိၣ်	လုၢ်လံးမိၣ် HIV/AIDS & Health By Dj ၈.၁.၁၁ လံးမိၣ်		
၁၃.၀၀-၁၄.၀၀	လုၢ်လံးမိၣ် Thai community program By Dj Jan Dip	လုၢ်လံးမိၣ် Thai community program By Dj Jan Dip	လုၢ်လံးမိၣ် SWAN's radio program By Dj ဆၢၣ်လံးမိၣ်	လုၢ်လံးမိၣ် SWAN's radio program By Dj ဆၢၣ်လံးမိၣ်	လုၢ်လံးမိၣ် SWAN's radio program By Dj ဆၢၣ်လံးမိၣ်	လုၢ်လံးမိၣ် SWAN's radio program By Dj ဆၢၣ်လံးမိၣ်	လုၢ်လံးမိၣ် SWAN's radio program By Dj ဆၢၣ်လံးမိၣ်		
၁၄.၀၀-၁၅.၀၀	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music		
၁၅.၀၀-၁၆.၀၀	လုၢ်လံးမိၣ် Youth & Education By Dj လုၢ်လံးမိၣ်	လုၢ်လံးမိၣ် Youth & Education By Dj လုၢ်လံးမိၣ်	လုၢ်လံးမိၣ် Youth & Education By Dj လုၢ်လံးမိၣ်	လုၢ်လံးမိၣ် Youth & Education By Dj လုၢ်လံးမိၣ်	လုၢ်လံးမိၣ် Youth & Education By Dj လုၢ်လံးမိၣ်	လုၢ်လံးမိၣ် Youth & Education By Dj လုၢ်လံးမိၣ်	လုၢ်လံးမိၣ် Youth & Education By Dj လုၢ်လံးမိၣ်		
၁၆.၀၀-၁၇.၀၀	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music		
၁၇.၀၀-၁၈.၀၀	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music		
၁၈.၀၀-၁၉.၀၀	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music		
၁၉.၀၀-၂၀.၀၀	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music	လုၢ်လံးမိၣ် Shan Music		

In the year 2013 - 2014, MAP Radio Chiang Mai received approximately 13,994 call-ins from listeners: 50% requested songs and 50% inquired about content or asked for more information on migrants' rights issues. According to the equation we use to estimate listeners¹, there were around 69,970 migrants (40% men 60% women) who listened to MAP Radio Chiang Mai over a one-year period. Mostly, listeners worked in construction, as domestic workers, in restaurants, in markets, as security guards, and in agriculture.

In the year 2013 - 2014, MAP Radio Chiang Mai received approximately 13,994 call-ins, which translates to an estimated 69,970 listeners...

¹ Listening audience is estimated as: one caller per every five listeners





MAP Radio FM 102.5 Mae Sot

MAP Radio FM 102.5 MHz, Mae Sot, opened in 2010. Since it is also a FM frequency, the reach is similarly limited to around an 8 km radius. However, as Mae Sot district is not as developed as Chiang Mai, there are less radio stations vying for the same frequency, and there are less buildings obstructing radio waves, allowing the radio waves to reach farther.

The Mae Sot station broadcasts between 7.30 a.m. – 7.30 p.m. daily. Each day starts with the broadcast of Radio Free Asia in Burmese language 7.30 a.m. – 8.30 a.m. and ends with Voice of America in Burmese language from 6.00 p.m. – 7.30 p.m. This is in response to the Burmese community's hunger for uncensored news about their home country. Besides the news, DJs from MAP and sister organizations broadcast live programs the rest of the day about a variety of issues ranging from health to labour rights. Altogether there are 37 programs broadcast from MAP Radio Mae Sot, mainly in Burmese, with some programs in Karen, Arakan and Thai languages. Listeners are mostly working in factories, as well as in markets, service and even agriculture.

There are 21 DJs / broadcasters (10 women / 11 men). One broadcaster is from the Thai community, 10 broadcasters are from sister network organizations, 5 broadcasters are from the migrant community and 5 broadcasters from MAP Foundation. Some of the network organizations include: Foundation for Education and Development (FED), Yaung Chi Oo Workers Association (YCOWA), World Vision Foundation of Thailand, and Joint Action Committee of Burma Association.

...there are numerous factories densely packed in this area and workers in large factories listen to the radio over a loud speaker.

Migrant workers in Mae Sot have less access to telephones, so it is more difficult to assess listenership through call-ins. An average of 25-30 call-ins a day were recorded in a recent busy year, making it close to 10,800 call-ins total. Using the equation mentioned above (5 listeners for every 1 call-in) it can be estimated that there are possibly 54,000 listeners in Mae Sot. However, there are numerous factories densely packed in this area and workers in large factories listen to the radio over a loud speaker. Also, Mae Sot is a border town and the signal reaches people in Myawaddy on the Myanmar side of the border. So, the actual number of listeners could potentially be considerably higher.

Recent example of Broadcast Schedule for MAP Radio FM 102.5 MHz – Mae Sot

TIME TABLE OF MAP RADIO FM 102.5 MHZ BROADCASTING							PH - 055 536 381
Time / Date	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
07:00 to 08:30	RFA လွတ်လပ်သော အာရှအသံမြန်မာသတင်း Radio Free Asia (Myanmar)						
08:30 to 10:00	လုပ်သားအလုပ်စဉ် Transmit Daily MMM	လုပ်သားအလုပ်စဉ် Transmit Daily	လုပ်သားအလုပ်စဉ် Transmit Weekly MMM	လုပ်သားအလုပ်စဉ် Transmit Daily MMM	လုပ်သားအလုပ်စဉ် Transmit Daily MMM	ဗုဒ္ဓဘာသာ အစီအစဉ် Buddhism Program (The Best Friend Library - Myanmar)	ဝေပျံ့စာအုပ်စင် 102.5 Booklet
10:00 to 11:00	အမျိုးသမီးအခွင့်အရေး Women's Rights RFA	HIV / AIDS ပညာရေး	အလုပ်သမားစကားပြော Labour Talk Show YCOWA	ခရီးသွယ်စကားပြော Audience Letter MMM	အမျိုးသမီးအခွင့်အရေး Women Exchange RFA	အလုပ်သမားအခွင့်အရေး JACBA Program	ခရစ်ယာန်ဘာသာ မြန်မာအစီအစဉ် Christian Program
11:00 to 12:00	လုပ်ငန်းခွင်လုံခြုံရေး Occupational Health & Safety (LRA)	အလုပ်သမားအခွင့်အရေး Labour Right for All	HIV / AIDS ပညာရေး Good Friend Center	MAP Program	မွေးနေ့ဆုတောင်း Birthday Wishes Songs	အလုပ်သမားအခွင့်အရေး JACBA Program	ခရစ်ယာန်ဘာသာ မြန်မာအစီအစဉ် Christian Program
12:00 to 13:00	MAP Program	Youth Empowerment MYE Project (MAP)	FED Health Program	Youth Empowerment MYE Project (MAP)	မွေးနေ့ဆုတောင်း Birthday Wishes Songs	အလုပ်သမားအခွင့်အရေး JACBA Program	ခရစ်ယာန်ဘာသာ မြန်မာအစီအစဉ် Christian Program
13:00 to 14:00	ထိုင်းလူမှုရေး Life & Insurance	အမျိုးသမီးကျန်းမာရေး Women Health	ကျန်းမာရေး ဖုန်း/မဂ္ဂဇိန် Health Interview	မိသားစုကျန်းမာရေး Family Health	The Story of Love FED EU Program	အလုပ်သမားအခွင့်အရေး JACBA Program	ခရစ်ယာန်ဘာသာ မြန်မာအစီအစဉ် Christian Program
14:00 to 15:00	ယဉ်ကျေးမှု ၊ ကျန်းမာရေးနှင့် ဓာတ်ပြားတို့ Culture , Health & General Knowledge (Thai Program)					ဓာတ်ပြားတို့ Drama Show MMM	ထိုင်းစကားပြောကြားနာမှု Thai - Karen
15:00 to 16:00						လူငယ်နှင့်ပညာရေး Youths & Education (CDC)	စိတ်ကုန်ဆုံး BRC
16:00 to 17:00	ဓာတ်ပြားတို့ Knowledge & Songs MMM	ဓာတ်ပြားတို့ Knowledge & Songs MMM	ဓာတ်ပြားတို့ Knowledge & Songs MMM	ဓာတ်ပြားတို့ Knowledge & Songs MMM	ဓာတ်ပြားတို့ Knowledge & Songs MMM	သုတေသနနှင့်ပညာရေး Knowledge World	ကလေးစောင့်ရှောက်ရေး Child Care Program
17:00 to 18:00	အာရက်ကန်ယဉ်ကျေးမှု Arakan Culture	အားကစားအစီအစဉ် Sport News	သမ္မတနိုင်ငံအားကစား Popular Songs	အာရက်ကန်ယဉ်ကျေးမှု Arakan Culture	အားကစားအစီအစဉ် Sport News	ထိုင်းစကားပြောကြားနာမှု Thai - Myanmar	ခရစ်ယာန်ဘာသာ မြန်မာအစီအစဉ် Christian Program
18:00 to 19:00	Thai National News & Songs - ထိုင်းသတင်းနှင့် သီချင်းပေးသော (MMM)						
19:00 to 19:30	VOA မြန်မာသတင်းများ Voice of America Burmese News (Myanmar)						





Reaching Out To Other Areas

In recent years, MAP Radio started expanding its reach by distributing audio CDs with Burmese and/or Shan language radio programs to Thai community radio stations in 20 provinces around Thailand. At one point in early 2014, radio stations in 29 locations were broadcasting CDs by MAP. Some of the locations included stations in Southern provinces, reaching from Prachuab Kiri Khan and Surrat Thanni to Trang and Narathiwat; in the NorthEast there was Roi Et, Kalasin, Mukdahan and UdonThani; and in the middle of the country stations included the provinces of Kanchanaburi and Ratchaburi, to Nonthaburi, up to Phetchabun, and over to Chonburi and Rayong. Unfortunately, when the military government shut down community radio stations, contact with many of these stations was lost.

At one point in early 2014, radio stations in 29 locations were broadcasting CDs by MAP.





Thai National Radio AM 1476 KHz

MAP Radio recently came back to where it started by broadcasting MAP programs in Shan language live over the Thai National Radio Broadcasting Station AM 1476 KHz. Although the broadcasts are only every Monday and Tuesday from 10.00 a.m. -11.00 a.m. with re-broadcasts again at 10 p.m. -11 p.m. (Burmese language is still not allowed to be broadcast from state owned radio stations; only ethnic languages are allowed, including Shan and Karen), the state owned radio station AM 1476 KHz is very popular among Shan communities. On the AM frequency, broadcasts reach great distances. In fact, MAP Radio receives e-mails from listeners in locations beyond our usual broadcast range for FM 99 in Chiang Mai. MAP has even have had listeners call-in or send e-mails from other provinces in Thailand as well as from locations in Burma including Shan State and Mandalay Division.

Families back in Shan State listen for messages to be conveyed to them through the radio show from family members who migrated to Thailand, in part because phone communication is limited in rural areas where migrants come from. Recently, listeners have been calling in from Taunggyi (in Shan State) and sending messages through social media applications to say that the program is very informative and useful for them.

Families back in Shan State listen for messages to be conveyed to them through the radio show from family members who migrated to Thailand...

Just during the year 2014 – 15, MAP Radio broadcasting on AM 1476 received 474 phone call-ins to the station (256 men / 218 women). Based on call-ins, it is estimated that there are at least 2,370 people listening to the MAP Radio program on this Thai National station annually, but the numbers could be much higher due to the dispersed geography. Still, these numbers are considerable for a one hour spot two days a week.

Internet Radio

Always expanding and trying to find new opportunities to reach migrants with information, MAP Radio made the simple addition of broadcasting on-line over the internet, also known as “streaming.” As MAP already

had websites for our radio stations, www.mapradio.org, MAP simply added on-line streaming for both stations: in Shan language and in Burmese language. This means people can listen all over the world clearly, the only restriction is access to the internet. In fact, internet listeners have been reported in Myanmar, Malaysia, Singapore, and all the way in USA.

From July 1, 2014 – June 30, 2015, there were 13,325 people who listened to MAP radio online. From this total there were 6,763 new visitors - around 51%, and 6,562 or 49 % were returning listeners to mapradio.org.



From July 1, 2014 – June 30, 2015, there were 13,325 people who listened to MAP radio online... half were new listeners and half were repeat listeners...

Other benefits of having the website is that it acts as a repository. Over time, MAP’s program staff have recorded, edited and uploaded program broadcasts from the live radio broadcasts onto both of MAP Radio’s websites. This allows those who can access the internet to listen to information on-line at their convenience about issues such as labour rights, women’s rights, temporary passports, and announcements from the Thai government regarding changes in migration policy, among other topics.

Most recently, both MAP Radio stations have developed an application for Android to allow listeners to access the radio from their smart phone if they have internet access. MAP Radio FM 99, which is primarily in Shan language, had 289 listeners install the app from mainly 3 countries: Thailand 91%, Myanmar 4 %, USA 1.7 % and 3% from various other countries. MAP Radio FM 102.5, which is primarily in Burmese language, had 74 listeners install the app from mainly 3 countries: Thailand 85%, Myanmar 11%, USA 2.7% and 1.3% from various other countries.

Community and Supportive Activities

It is not possible to run a community radio station without mutual support from the community. To this end, MAP Radio regularly provides capacity building activities and interacts with the listening community.



DJ Trainings and meetings

– Twice a year, MAP Staff, network organizations and volunteers who broadcast at MAP radio stations upgrade their skills and keep abreast of how to use radio broadcasting technology in DJ trainings. As DJs are volunteer there is regularly turnover among broadcasters with new people replacing former DJs. Trainings help update DJs' technical skills such as using Broadcaster Software, which is a free, open-source software and easy to use, as well as how to use a multi-track audio mixer for recording and editing. Trainings also develop skills in developing broadcast content, such as how to write a script

for a broadcast, how to present basic news, making and using “vox-pop” (voice of the people), interviewing skills and other techniques on how to make the radio program more interesting. DJ meetings are held monthly with both volunteer DJs as well as MAP staff who are DJs to update information on the migrant situation and policies, issues arising with the radio station, and to review feedback from the community from call-ins and listener panels.



“Listeners Panel”

31 May 2015

At Amora Hotel Chiangmai



Listener panels

– At least every two months MAP Radio staff from both stations go into the field and conduct feedback sessions with listeners and peer leaders in small groups. The feedback and comments generated in Listener Panels are brought to the DJs meeting to discuss and help broadcasters improve the quality of the program and are also used to direct the planning of future Skills Trainings for broadcasters.





Exposure trips – Broadcast

DJs are taken on exposure trips to visit other community radio stations, to share their experience and learn from other radio stations. MAP has also hosted cross-visits, mainly CBOs from Shan State in Myanmar who come to learn about radio broadcasting in their own language. In 2014, MAP Radio Chiang Mai provided guidance to one group which visited from Shan State in purchasing all the equipment related to broadcasting for a radio station. On May 21, 2015 that group successfully opened a FM radio station and started broadcasting in Shan language from Shan State.





Outreach / promotion activities – MAP Radio teams periodically go into the migrant community to “meet and greet,” distribute MAP materials and promote MAP Radio. Activities include approaching communities which contact MAP through call-ins, and setting up booths at special events such as holidays and festivals in migrant communities or temples. A mainstay of these activities is the distribution of flyers with updated radio programming and instructions on how to download the radio app as well as other printed materials by MAP. For quiz games at booths, mementos such as t-shirts and key chains with MAP radio promotional info are handed out.







Celebrations

On June 12th, 2015, MAP Foundation celebrated its 11th anniversary of opening the Chiang Mai MAP Radio station. This event brought together members of the community who have been a part of MAP Radio in Chiang Mai since its founding and over the years. Distinguished guests included founding members of MAP, DJs over the years, radio network members including from the National Broadcasting and Telecommunication Commission, a representative of the US Consulate in Chiang Mai, present and former chief staff of the Chiang Mai Immigration Department, listener panel leaders, and listener members of the migrant community.



Temporary Setbacks

In May 2014, a military coup overthrew the Thai government. Consequently, on 22 May, 2014, all community radio stations in Thailand, including MAP's radio stations in Chiang Mai and Mae Sot, were commanded to immediately stop broadcasting by the military government. All community radio stations were then instructed to re-register, which both MAP Radio stations did dutifully. While awaiting the registration process to be complete (which has taken an agonizingly long time), MAP's Radio stations were unable to broadcast over the radio waves except for a brief three month period from October – December 2014 for Chiang Mai and from November 2014– February 2015 for Mae Sot.

On 22 May, 2014, all community radio stations in Thailand, including MAP's radio stations in Chiang Mai and Mae Sot, were commanded to immediately stop broadcasting by the military government.

Since MAP was already streaming on-line and had just produced an Android app for migrants to easily access the online radio broadcasting from their smart phones, MAP Radio decided to continue broadcasting over the internet from both Mae Sot and Chiang Mai stations. In fact, since the command to stop broadcasting over the radio waves, MAP has continuously been broadcasting online at both locations. There were, however, repercussions for not being able to broadcast over the regular airwaves.

Immediately following the coup there were arrests and deportation of undocumented migrants followed by rapid changes to the migrant policy. These rapid changes caused much confusion and fear among migrants. A new registration was opened, called the One Stop Service Center, which surprisingly allowed all undocumented migrants to register. Calling it "One Stop" was deceptive though. After the first "stop" there were then more steps required in order to properly register. The process slowed down, and as a result extensions of deadlines were announced. Frustrated, many migrants made extra payments to agents to expedite the process, which increased the price by up to three-fold. There were also those migrants who already had passports but forfeited their benefits in order to secure their temporary status by entering the new registration under a different name.

During all of this, MAP Radio was off the air. There had been no forewarning, and the policy changes came at the same time. As MAP Radio had been a main news source, many migrants felt "lost" or like they were "in the dark". Migrants approached MAP staff and regularly asked what had happened and when we were going to be back on the air. They also asked for information about policy changes.

To accommodate for the loss of their main news source, MAP distributed audio CDs with “programs” explaining the new policies along with other information. Between June 2014 and June 2015, MAP distributed over 2,600 CDs at both sites. As of October 2015, Chiang Mai radio is back on the airwaves but Mae Sot is still awaiting final approval..

Listener Survey

With support from the Open Society Foundation, MAP Foundation undertook a survey to assess the impact of MAP Radio on the well-being of migrant workers who listen. The survey was done in the two areas where MAP Radio reaches listeners, in the immediate area of Amphur Muang in Chiang Mai and adjacent districts, and in Amphur Mae Sot in Tak Province.

The survey was ready to be done just as the coup came and closed all community radio stations. As a result, the survey was delayed. Once the stations were back on the air, albeit for a brief period near the end of 2014 / early 2015, it was decided to go ahead with the survey.

There may be methodological flaws, but the results undoubtedly reflect the fact that migrants benefit from being able to access information through the radio.

The target was 200 listeners in each location. Mae Sot reached that target but Chiang Mai only reached 150 listeners. The aim was not to achieve statistical significance but to gain a quantitative representation of qualitative information. A caveat to the results is that the questions were developed by staff, and the results were also collated and analyzed by staff. There may be methodological flaws, but the results undoubtedly reflect the fact that migrants benefit from being able to access information through the radio. The results are in the following pages.



Conclusions

Being isolated by language and location makes migrants more vulnerable to exploitation and rights violations. Thus, breaking the isolation is a key strategy in improving migrants' rights. MAP Radio has proven its ability to successfully reach migrants with essential information, news and entertainment.

Granted, there are limitations to community radio, namely its reach and knowing how many listeners there are, having migrants know to access radio as a resource in the first place, encouraging migrants to develop listening habits, and being able to match timing of certain programs to listeners' convenience. However, at its best, radio overcomes migrants' isolation. Radio provides information to numerous people at once in a timely fashion, and the information is presented in migrants' language. Moreover, MAP uses radio as a platform to engage further with the migrant community by responding to call-ins, by visiting communities, by obtaining feedback through listener panels, and by drawing on community volunteers to be broadcasters. Through MAP's initial survey, the results of which are presented in this publication, it is also obvious that information transmitted through the radio has value which can directly assist migrant workers to improve their well-being. Whether listeners use the information themselves, or transmit it to others, the information can be translated into action. Ranging from securing documentation status, to negotiating for proper wages, days off, and safety equipment, to maintaining personal health – migrants have indicated that they benefit from listening to MAP Radio. How many migrants benefit as a result of MAP Radio – it is difficult to say exactly. But it is clear that those who listen do benefit.

While there are successes, there are also setbacks and obstacles. The ability to manage a community radio station requires commitment and resources. As a grass-roots NGO, MAP has its limitations. We have faced a number of challenges but have maintained our commitment to continue broadcasting. Considering this, MAP wants to thank the donors who have made it possible to establish our radio stations, broadcast regularly, and persevere in the face of setbacks. A key to our success and longevity is the involvement of the migrant and local communities. As we found during the recent temporary closure of our radio stations, the migrant community relies on MAP Radio for essential information. MAP Radio helps to break the isolation and empower the most vulnerable migrant workers. Knowing this, we intend to continue broadcasting until all migrant workers are aware of their rights and receive them without discrimination.

² Current donors include: APHEDA, Open Society Foundation, and Diakonia Thailand

Survey Summary Chiang Mai

Demographic

The respondents in the survey of listeners to MAP Radio in Chiang Mai were mostly documented, between the ages of 20-40 and only completed up to grade 5 level of education. Almost two-thirds were female, many of which were domestic workers; many respondents also worked in restaurants or construction, and either lived in a dorm or rented a house, while many of the male respondents were mostly construction workers living in a construction camp.

Of the 150 total respondents, all of whom identified as listeners of MAP Radio, 92 were female and 58 were male. Nearly 80% of the respondent were between the ages of 20-40 (with slightly more (42%) between the ages of 20-30, compared to ages 30-40 (37%). The majority (75%) of respondents had only completed grade 4 education. A surprisingly high 92% of the listeners were documented workers, while only 12 respondents indicated that they did not have a work permit. In terms of occupation, there was a fairly equal divide between construction workers (37%) and domestic workers (42%), followed by restaurant workers who made up the second largest percentage (13%) of respondents. All domestic workers (63) were women (making up 68% of women respondents), but it is unclear what other occupations the other women worked in. More than half (54%) of respondents lived in dormitories, with a quarter (27%) living in construction camps, and the rest either renting a house or in their employer's home (most likely domestic workers).

Listening Behavior

According to the survey, almost half (47%) of the respondents have been listening to MAP Radio for more than a year. Listeners typically tune in alone between 10-1pm and 7-8pm (presumably around lunch/dinner) 3-5 days a week, often during work using their cell phone. With most listeners being of Shan ethnicity, programs specific to Shan culture were popular, as were programs that related to work such as Domestic workers, labour rights and occupational safety and health.

Around half (47%) of the listeners have been tuning into MAP Radio for more than a year. Listeners are most likely to be listening to MAP Radio between 10-1pm (50% of respondents) followed closely by 1-2pm (34%) and 7-8pm (36%), meaning that at these peak times more than a third of listeners could be tuned into MAP Radio. The lowest rates of listening were between 2-6pm.

Almost half (49%) of the respondents listened to MAP Radio at least 3 hours a day, with more than half (53%) listening 3-5 days per week with another 34%, or 1 in 3 respondents, listening to MAP Radio almost every day (6-7 days per week). Most of the listeners accessed MAP Radio either through their cell phone (76%), on the downloadable application, or the radio (21%), but none of the respondents accessed it through the website. All domestic workers reported listening through their smartphone. Corresponding to the way they listened, most respondents (70%) also listened alone, whereas the remainder (30%) listened with others.

Shan Dhamma, Domestic workers' rights, and news in Shan language were the three most popular programs with over 30% of respondents having listened. Shan Dhamma was also considered one of the most important programs, along with occupational health and safety, and labour rights. Very few programs were identified as being unimportant, with most programs (75%) rated as "important."

Benefits

Most all respondents in Chiang Mai indicated that information they received from MAP Radio was valuable. On average, half of the respondents took action on the knowledge they gained, including on SRHR and obtaining a driver's license, while the other half acknowledged that they increased their knowledge on certain topics which they were able to share with others, such as how to maintain one's registration status.

Very few respondents said that there was no benefit from listening to MAP Radio. Almost half of respondents (44%) felt that listening to MAP Radio was very important, with information on integration rated highest, along with entertainment.

At least 2 in 3 surveyed listeners reported that after receiving information from the radio that they took (unspecified) action in the following areas: trade union/organizing, applying for a driver's license, women rights, sexual reproductive health and rights (SRHR), minimum wage/labor rights, HIV/AIDS, participating in religious event, and youth empowerment. An example comes from Nankham Khin from Chiang Mai, who, after learning from MAP Radio about her right to take days off from work for holiday, successfully approached her employer for paid days off. Another testimony came from a domestic worker in Chiang Mai, Nang Wan, who did not know to wear protective gloves when using toilet cleaning fluids until she heard on MAP Radio that the chemicals in toilet cleaning fluids can damage her hands.

As the survey shows, 81% of respondents lived either at the construction camp or in dorms, which can limit the workers' opportunities to take action on certain matters. According to a MAP Foundation radio staff, even when the listeners did not take action, a lot of respondents agreed that they were able to help their friends, family, and co-workers stay informed by relaying information shared through MAP Radio. For example, MAP Radio explained how anyone staying

in Thailand on a Non-Immigrant Visa is required by Thai immigration to report his or her current address every 90 days or pay a fine. Even though this information was not applicable to all of the listeners at the time of the broadcast, they were able to share their knowledge with others who were unaware of the 90-days report policy to avoid paying fines. In other words, MAP Radio provides the means to not only encourage action but also to facilitate networking and the sharing of knowledge amongst workers. This is further reinforced by the fact that 100% of all surveyed listeners considered getting a friend, employer family or community to listen to MAP radio an “important” or “very important” benefit.

Participation and satisfaction

There were low rates of participation among respondents in Chiang Mai, with most interaction coming through call-ins to the station. Satisfaction was high among listeners in Chiang Mai though.

Only 20% of respondents in Chiang Mai had participated or interacted with MAP Radio, and of that group, most (16%) indicated that they had participated “sometimes,” with only 1% of sample listeners reporting having participated “very often” with MAP Radio (i.e. by calling in to give feedback/to talk with the DJ/to make an announcement). Call-ins had the highest participation rates - mainly to give feedback on an issue (36 %), to talk to a DJ or share experience (31%) on the air. The low participation rates could be because Chiang Mai is more spread out and the migrant population is able to integrate, making migrants less likely to seek out social connections.

Approximately 81% reported having “never” participated or contacted MAP Radio in Chiang Mai. This confirms the idea that there is a “silent” majority out there when MAP Radio estimates its listening audience. There were low rates of contact through the internet (11%), but relatively higher rates of direct participation in trainings, listener panels or events (11%-17%). Overall, the respondents were generally satisfied with MAP radio. 60% rated content of programs as satisfactory, with almost 40% responding that content was “Very good.” Almost no one indicated they were dissatisfied with content. Similarly, 100% of the listeners found the broadcasters to be friendly, reliable, and clear in their speech, with around 38% ranking satisfaction with DJs as “very good.”

Survey Summary Mae Sot

Demographic

The respondents in the survey of listeners to MAP Radio in Mae Sot were mostly documented female factory workers between the ages of 20-30. The rest of the listeners fell along a broad spectrum of other occupations and ages, with construction and general laborers prominent. Listeners mostly had a grade 6-7 level education. They generally tended to live in their respective workplaces. Most were properly documented, but a significant amount still had tenuous status.

Of the total 200 respondents in Mae Sot area, 116 were female (58%) and 84 were male (42%). Even though 40% of the respondents were between ages 20-30, making up the majority, a fifth of the respondents were between ages 15-20 and another fifth were between the ages 30-40. The majority (42%) of the listeners received the equivalent of 8-10 grade education, followed by 26.5% who received grade 6-7 level education and 23% who received grade 1-5 grade level education. This emphasizes the need for information to be conveyed verbally via radio or CD as compared to relying on written materials.

While 64% of the listeners responded that they had a work permit, 10% indicated that they did not have a work permit, while 26% had “other” documents. Of the given list of occupations (agriculture, construction, student, security guard, domestic work, restaurant, and factory), factory workers made up the majority (44%) of the responses followed by construction workers (12%). More than a quarter (28%) of the respondents indicated that their occupation fell under “other” which could indicate that they are daily workers. Close to two-thirds of the respondents reported living in their respective workplaces, which means that their mobility is limited.

Listening Behavior

According to the survey, the majority of respondents have been listening to MAP Radio for more than a year. Listeners typically tune in with others between 9-10 am and 11 am-12 pm, at work 6-7 days a week using the radio. News from Burma was very important, and there was also strong interest in certain topics about children and health.

A majority of the respondents were long-term listeners of MAP Radio with only 23% indicating that they had listened to MAP radio for less than a year. The rest were listeners of over a year, with 42% considered as “long time” listeners. More than half (51%) of the respondents

listened to MAP Radio almost every day (5-7 days per week) with more than 1 in 3 respondents listening to MAP Radio at least 3-5 days per week.

On average, 44% of surveyed listeners indicated that they are most likely to listen to MAP Radio in the morning between 9am and 1pm, which includes substantive programming on labour rights, women rights and health issues in Burmese language. A majority of the respondents (60%) tuned in to MAP radio for at least 3 hours.

Listeners accessed MAP radio through a radio with speaker (41%), which means others were able to listen as well, through headsets (31%), and smart phones using the MAP application (28%).

The programs on Labour Rights and on Literacy were the two most listened to programs, followed by HIV information by MAP. The ability to get news about Myanmar in Burmese language was rated as being very important by migrant listeners. The programs on children's education, on HIV, and women's health were also highly rated.

Benefits

Most respondents indicated that they benefited from the knowledge they gained. Most gained practical information about how to maintain their registration status, and many also learned about topics that improve their well-being, ranging from health to labour rights. Although just over a third of respondents reported having taken action using the information gained, the highest number indicated that they used the information to benefit their children.

Of the respondents, 44% found that information about how to function in Thailand as a migrant was of greatest benefit from MAP Radio. After that, the majority of respondents felt that the radio helped break isolation, provided information about improving work conditions, integration and helped them relax.

On average, 36% of surveyed listeners reported having taken action from information they received over the radio. Just over 40% of respondents took action in the following areas: birth registration of their children, enrolling their children at school, and improving safety at the workplace. Compared to Chiang Mai where more than 60% of surveyed listeners took action in one or more of the top 8 topics (i.e. trade union, women rights, HIV/AIDS), listeners in Mae Sot seemed to tune into MAP radio more for knowledge expanding purposes.

Some of the topics where the highest number of respondents indicated gaining important information included information on how to register for a Temporary Passport and work permit, 90 day notification to immigration, and information about HIV. Other information that was important included how to report labor exploitation, how to negotiate with an employer, women's rights and domestic workers' rights, how to access health services and youth empowerment.

Participation and satisfaction

The fact that over a quarter of respondents had ever interacted with MAP Radio was surprising, as was the fact that 40% had ever called in. Reflecting the importance of MAP Radio to the migrant community, 7% indicated that they were “very active” with MAP Radio. Although overall satisfaction was around 85%, there was a high dissatisfaction rate among Mae Sot respondents (approximately 16%), possibly in part because many of the DJs are volunteers, and the fact that migrants rely significantly on MAP Radio for information and news and therefore have high expectations.

On average, a little over one quarter of respondents (28%) had ever interacted with MAP Radio in Mae Sot directly, while almost three-quarters (around 72%) of respondents had never interacted. Overall, migrants in Mae Sot more actively engaged with MAP Radio than in Chiang Mai. In Chiang Mai only around 20% of respondents had interacted or made contact and around 80% had not made contact.

At most, around 40% had ever called-in to the Mae Sot station, but only 15% had done so “often.” In other words, listeners do not engage much with MAP Radio, and can be considered more passive recipients. This reinforces our assumption in gauging MAP Radio listenership that for every person who calls in or contacts MAP radio there are possibly another 5 people listening.

However, a slightly higher percentage of respondents - an average of 7% in Mae Sot compared to 1% of respondents from Chiang Mai - reported having “very often” actively participated in MAP radio programs.

Approximately 21% of respondents had ever been in a training with MAP, been part of a listener panel, or attended an event by MAP. Overall, this showed considerable direct interaction including capacity building and monitoring. On average, a little over one-quarter, or around 27% of respondents, had visited either MAP Radio’s website or facebook page, also possibly indicating listening through the internet and accessing information electronically.

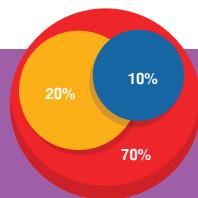
Overall, the respondents in Mae Sot were generally satisfied with MAP radio although to a slightly lesser degree than in Chiang Mai. Around 85% of listeners were satisfied with the content of programming. Suggestions regarding programming content included, Kyaw Soe Htun from a factory and Tet Oo Ko Ko, who both expressed that they would like to hear more news about Burma; Ko Phyto from Mae Tau Mai Village conveyed that he would like to hear more about “temporary passport news [because] many people still don’t know about it”; and Daniel from Huai Kalok wanted more updates on Thai laws about migrant labour.

Approximately 82% of the surveyed listeners were satisfied with MAP radio broadcasters, considered them to be friendly, reliable, and clear in their speech. However, there was a significant amount who were unsatisfied (18%), perhaps reflecting that most of the DJs are volunteer. The most common recommendation from comments was that the broadcasters speak slower and be more patient when interacting with the audience.



Survey Results

MAP Radio Chiang Mai - FM 99.0 MHz



Total respondents (N) = 150



1) General Information

1.1 Sex

Sex	Respondents (%)
Female	92 (61.3%)
Male	58 (38.7%)

1.2 Age

Age	Respondents (%)
15-20 years	8 (5.3%)
20-30 years	63 (42%)
30-40 years	56 (37.3%)
40-60 years	23 (15.4%)

1.3 Highest Education Level Completed

Education Level	Respondents (%)
Grades 1-4	113 (75.4%)
Grades 5-7	17 (11.3%)
Grades 8-10	17 (11.3%)
University	3 (2%)
Other	0 (0%)

1.4 Document type (Work permit)

	Respondents (%)
Have	138 (92%)
Do Not Have	12 (8%)

1.5 Occupation

Type of Occupation	Respondents (%)
Agriculture	2 (1.3%)
Construction	56 (37.3%)
Domestic work	63 (42%)
Restaurants	19 (12.7%)
Student	2 (1.3%)
Security guard	1 (0.7%)
Factory	3 (2%)
Other	4 (2.7%)

1.6 Where do you live?

Place	Respondents (%)
Construction camp	41 (27.3%)
Dorm	81 (54%)
Rent a house	22 (14.7%)
Workplace	6 (4%)
Other	0 (0%)



2) Listening behavior

2.1 How long have you been listening to MAP radio?

Amount of Time	Respondents (%)
Less than 3 months	32 (21.3%)
3 to 6 months	47 (31.3%)
More than 1 year	71 (47.4%)

2.2 What time do you usually listen to MAP radio?

Time	Respondents (%)
9-10 AM	40 (26.6%)
10-11 AM	75 (50%)
11-1 PM	75 (50%)
1-2 PM	52 (34.6%)
2-3 PM	21 (14%)
3-4 PM	18 (12%)
4-5 PM	14 (9.3%)
5-6 PM	15 (10%)
6-7 PM	37 (24.6%)
7-8 PM	55 (36.6%)

2.3 How many hours do you listen to MAP radio per day?

Number of Hours	Respondents (%)
1 hour	26 (17.3%)
2 hours	51 (34%)
3 hours	44 (29.3%)
More than 3 hours	29 (19.4%)

2.4 In a typical week, how often do you usually listen to MAP radio?

Number of days	Respondents (%)
1-2 days per week	20 (13.3%)
3-5 days per week	79 (52.7%)
5-7 days per week	51 (34%)





2.5 When you listen to MAP radio, do you listen alone or with others?

Listen with	Respondents (%)
Alone	105 (70%)
With others	45 (30%)

2.6 Where do you listen to MAP radio?

Place	Respondents (%)
Work Place	86 (57.3%)
Home	59 (39.3%)
Other	5 (3.4%)

2.7 How do you listen to MAP radio?

Type	Respondents (%)
 Radio speaker	31 (20.7%)
 Headphone radio	5 (3.3%)
 Smartphone / internet	114 (76%)
 Internet / computer	0 (0%)

2.8 Do you get a clear signal / frequency?

Clear signal	Respondents (%)
Yes	144 (96%)
No	6 (4%)

2.9 Please indicate which of the following issues/programs you have ever listened to:

Programs	Respondents (%)
Shan Dhamma	58 (38.6%)
Domestic worker	49 (32.6%)
Women today program	11 (7.3%)
News	45 (30%)
Shan Youth Program	10 (6.6%)
Heart for health care	8 (5.3%)
Workers and integration	12 (8%)
Advice on life's problem	13 (8.6%)
Living with HIV/AIDS	23 (15.3%)
Christian Program	5 (3.3%)
Here's K= kids	40 (26.6%)
SundayTALK for the better life	4 (2.6%)

Programs	Respondents (%)
WSA	14 (9.3%)
SHAN songs	31 (20.6%)
SHAN tea program	19 (12.6%)
SHAN culture program	15 (10%)
Lanna corner	7 (4.6%)
Promoting Occupational Safety and Health	10 (6.6%)
Evening market	21 (14%)
Voice of worker	12 (8%)
Women exchange (Burmese)	5 (3%)
SHAN culture Association	13 (8.6%)
SWAN (Shan Women)	22 (14.6%)
Labor rights	6 (4%)

2.10 Please rate how important to you are the following programs?

Program	Very Important (Respondents)	Important (Respondents)	Unimportant (Respondents)
SHAN Dhamma	62	85	3
SHAN culture program	30	113	7
Promoting Occupational Safety and Health	57	87	6
Labor rights	57	86	7
Health : HIV/AIDS	34	113	3
Voice of Domestic workers	27	117	6
Women Exchange	17	121	12
Here's Kids	26	114	10
SHAN health program	45	103	2
Women today program	15	125	10
Sunday TALK for the better life	22	118	10
News	45	100	5
Thai country song	18	116	16
Lanna corner	16	119	15
MAP radio Mae Sot	17	112	21
SWAN's program (Shan Women)	15	126	9
Workers Solidarity Association	16	128	6
Voice of Workers	13	128	9
Health care program	20	121	9
SHAN songs	14	129	7
Christian Program	20	108	22
SHAN tea program	37	108	5
Average	28.34 (19%)	112.6 (75%)	9 (6%)



3) Benefit of Radio

3.1 How do you benefit from listening to MAP radio? Please rate the benefits.

Type of benefit	Very important Respondents (%)	Important Respondents (%)	Unimportant Respondents (%)
Entertainment and relaxing	71 (47.4%)	75 (50%)	4 (2.6%)
Integration in Thai society	73 (48.7%)	75 (50%)	2 (1.3%)
Discuss and share experience	62 (41.4)	86 (57.3%)	2 (1.3%)
Get an information to function in regular life	66 (44%)	83 (55.3%)	1 (0.7%)
Get an information to improve condition at the work place	64 (42.7%)	85 (56.6%)	1 (0.7%)
Getting a friend, employer family or community to listen to MAP radio	68 (45.3%)	82 (54.7%)	0
Average	67 (44.6%)	81 (54%)	2 (1.4%)

3.2 How did the following information broadcast by MAP radio affect your daily life?

Description	Increased knowledge (Respondents)	Take action (Respondents)
Registration / Temporary Passport and work permit	113	37
Negotiating with employer	111	39
Health insurance / social security	119	31
How to use your passport and 90 days report	116	34
Enrolling children at school	87	63
Safety at the workplace	100	50

Description	Increased knowledge (Respondents)	Take action (Respondents)
Domestic worker rights	95	55
Trade union	54	96
Birth registration	65	85
Reporting work exploitation	60	90
How to apply the driver license	48	102
How to access government health services	62	88
Domestic violence	67	83
Women rights	53	97
SRHR (sexual reproductive health and rights)	45	105
Minimum wage / labor rights	54	96
HIV /AIDS	52	98
Participant in religious events	46	104
Youth empowerment	45	105
Average	72(48.2%)	77(51.8%)



4) Participation with MAP Radio

Description	Participation levels (By number of Respondents)			
	Very often	Often	Sometimes	Never
1. Call-in to:				
- Giving a feedback and comment	2	10	42	96
- Talk with DJ	2	4	38	106
- Share experiences	0	4	42	104
- Asking a question about the content of the program	0	4	30	116
- Announcement	0	3	18	129
- Quiz	5	6	23	116
- Request a song	2	7	33	108
2. Sending a letter or email to MAP radio	0	1	11	138
3. Be a guest in the program	3	2	12	133
4. Attend a training of MAP radio	1	0	15	134
5. Be part of listener panel	0	1	24	125
6. Participant MAP event	2	4	24	120
7. Visiting MAP radio Facebook page	1	2	13	134
8. Visiting MAP radio website	3	1	13	133
Average	1.5 (1%)	3.5 (2.3%)	24 (16%)	121 (80.6%)



5) Satisfaction with MAP radio

5.1 Contents

Description	Satisfaction levels (By number of Respondents)		
	Very good	Satisfactory	Unsatisfactory
1. The contents of the programs are Interesting	56 (37.3%)	93 (62%)	1 (0.7%)
2. The contents of the programs are beneficial to migrant community	64 (42.6%)	85 (56.7%)	1 (0.7%)
3. The contents of the programs are beneficial to work / live in Thailand	59 (39.3%)	90 (60%)	1 (0.7%)
Average	59.6 (39.7%)	89.3 (59.6%)	1 (0.7%)

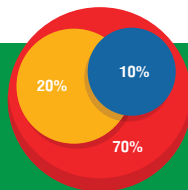
5.2 Broadcasters

Description	Satisfaction levels (By number of Respondents)		
	Very good	Satisfactory	Unsatisfactory
1. Broadcasters use language appropriately and speak clearly so make it easy to understand the contents	56 (37.3%)	94 (62.7%)	0
2. Broadcasters are friendly	61 (40.7%)	89 (59.3%)	0
3. Broadcasters are reliable	53 (35.3%)	97 (64.7%)	0
Average	56.6 (38%)	93.3 (62%)	0 (0%)



Survey Results

MAP Radio Mae Sot - FM 102.50 MHz



Total respondents (N) = 200

1) General Information

1.1 Sex

Sex	Respondents (%)
Female	116 (58%)
Male	84 (42%)

1.2 Age

Age	Respondents (%)
15-20 years	44 (22%)
20-30 years	81 (40.5%)
30-40 years	49 (24.5%)
40-60 years	6 (13%)

1.3 Highest Education Level Completed

Education Level	Respondents (%)
Grades 1-4	47 (23.50%)
Grades 5-7	53 (26.5%)
Grades 8-10	84 (42%)
University	6 (3%)
Other (Monastery)	10 (5%)

1.4 Document type (Work permit)

	Respondents (%)
Have	127 (63.5%)
Do Not Have	20 (10%)
Other status	53 (26.5%)

1.5 Occupation

Type of Occupation	Respondents (%)
Agriculture	6 (3%)
Construction	23 (11.5%)
Factory	88 (44%)
Domestic work	5 (2.5%)
Restaurants	3 (1.5%)
Students	9 (4.5%)
Security guard	10 (5%)
Other	56 (28%)

1.6 Where do you live?

Place	Respondents (%)
Construction camp	17 (8.5%)
Dorm	13 (6.5%)
Rent a house	22 (11%)
Workplace	128 (64%)
Other	20 (10%)



2) Listening behavior

2.1 How long have you been listening to MAP radio?

Amount of Time	Respondents (%)
Less than 3 months	25 (12.5%)
3 to 6 months	21 (10.5%)
More than 1 year	70 (35%)
A long time	84(42%)

2.2 What time do you usually listen to MAP radio?

Time	Respondents (%)
9-10 AM	91 (45.5%)
10-11 AM	79 (39.5%)
11-12 PM	85 (42.5%)
12-1 PM	74 (37%)
1-2 PM	40 (20%)
2-3 PM	33 (16.5%)
3-4 PM	36 (18%)
4-5 PM	46 (23%)
5-6 PM	37 (18.5%)
6-7 PM	45 (22.5%)
7-8 PM	47 (23.5%)

2.3 How many hours do you listen to MAP radio per day?

Number of Hours	Respondents (%)
1 hour	28 (14%)
2 hours	52 (26%)
3 hours	64 (42%)
More than 3 hours	56 (28%)

2.4 In a typical week, how often do you usually listen to MAP radio?

Number of days	Respondents (%)
1-2 days per week	28 (14%)
3-5 days per week	71 (35.5%)
5-7 days per week	101 (50.5%)





2.5 When you listen to MAP radio, do you listen alone or with others?

Listen with	Respondents (%)
Alone	87 (43.5%)
With others	113 (56.5%)

2.6 Where do you listen to MAP radio?

Place	Respondents (%)
Work Place	140 (70%)
Home	47 (23.5%)
Other	13 (6.5%)

2.7 How do you listen to MAP radio?

Type	Respondents (%)
 Radio speaker	81 (40.5%)
 Headphone radio	62 (31%)
 Smartphone / internet	56 (28%)
 Internet / computer	1 (0.5%)

2.8 Do you get a clear signal / frequency?

Clear signal	Respondents (%)
Yes	183 (91.5%)
No	17 (8.5%)

2.9 Please indicate which of the following issues/programs you have ever listened to:

Programs	Respondents (%)
Labor Rights for all	105 (53%)
Culture, Health	35 (17%)
HIV/AIDS prevention and care (MAP)	95 (47%)
Women Exchange	30 (15%)
Migrant Youth Empowerment	68 (36%)
Occupational Health	62 (31%)
Arakan Culture	46 (23%)
Knowledge & Song	84 (42)%)
Literacy Talk Show	102 (51%)
Buddhism Program	58 (29%)
Christian Program	7 (3%)

Programs	Respondents (%)
Knowledge World	82 (41%)
Child Care	34 (17%)
TB, HIV/AIDS (World Vision)	53 (27%)
Popular Songs	34 (18%)
Burmese News (Voice of America)	73 (37%)
Women Health	58 (29%)
Language Thai + Myanmar	41 (20%)
Radio Free Asia	62 (31%)
Family Health	73 (37%)
Local News	74 (37%)
Thursday Talk Show	78 (39%)

2.10 Please rate how important to you are the following programs?

Program	Very Important (Respondents)	Important (Respondents)	Unimportant (Respondents)
Women Exchange	52	118	30
HIV/AIDS prevention and care (MAP)	68	106	28
Local News	54	106	40
Migrant Youth Empowerment	61	107	32
Knowledge & Song	75	93	32
Literacy Talk Show	75	92	33
Child Care Program	69	92	39
Women Health	79	85	36
Family Health	66	83	51
Children's Education	82	97	21
TB, HIV/AIDS (World Vision)	83	77	40
Occupational Health	69	108	23
Labor Rights	75	112	13
Life & Insurance Thai	85	111	4
Arakan Culture	60	120	20
Popular Songs	47	116	37
Thursday Talk show	48	123	29
Health Interview	63	120	17
Labor Talk Show (JACBA)	67	88	45
Labor Talk Show (YCOWA)	63	113	24
Languages Learning Thai+Myanmar	55	122	23
Radio Free Asia	64	128	8
Burmese News (Voice of America)	149	45	6
Average	70 (35%)	102.7 (51.35%)	27.3 (13.65%)



3) Benefit of Radio

3.1 How do you benefit from listening to MAP radio? Please rate the benefits.

Type of benefit	Very important Respondents (%)	Important Respondents (%)	Unimportant Respondents (%)
Entertainment and relaxing	67 (33.5%)	125 (62.5%)	8 (4%)
Integration in Thai society	43 (21.5%)	113 (56.5%)	44 (22%)
Discuss and share experience	63 (31.5%)	121 (60.5%)	16 (8%)
Get an information to function in regular life	89 (44.5%)	101 (50.5%)	10 (5%)
Get an information to improve condition at the work place	66 (33%)	118 (59%)	16 (8%)
Getting a friend, employer family or community to listen to MAP radio	57 (28.5%)	135 (67.5%)	8 (4%)
Average	64 (32%)	118.8 (59.4%)	17 (8.5%)

3.2 How did the following information broadcast by MAP radio affect your daily life?

Description	Increased knowledge (Respondents)	Take action (Respondents)	No impact
Registration / Temporary Passport and work permit	134	63	3
Negotiating with employer	125	71	4
Health insurance / social security	122	74	4
How to use your passport and 90 days report	137	59	4
Enrolling children at school	115	83	2
Safety at the workplace	111	85	4

Description	Increased knowledge (Respondents)	Take action (Respondents)	No impact
Domestic worker rights	122	73	5
Trade union	123	73	4
Birth registration	115	81	4
Reporting work exploitation	125	69	6
How to apply the driver license	118	77	5
How to access government health services	121	75	4
Domestic violence	121	75	4
Women rights	123	74	3
SRHR (sexual reproductive health and rights)	116	77	7
Minimum wage / labor rights	119	74	7
HIV /AIDS	130	65	5
Current events / News	126	69	5
Participant in religious events	116	78	6
Youth empowerment	126	69	5
Average	122 (61%)	73 (36.5%)	5 (2.5%)



4) Participation with MAP Radio

Description	Participation levels (By number of Respondents)			
	Very often	Often	Sometimes	Never
1. Call-in to:				
- Giving a feedback and comment	13 (6.5%)	17 (8.5%)	50 (25%)	120 (60%)
- Talk with DJ	13 (6.5%)	14 (7%)	62 (31%)	111 (55.5%)
- Share experiences	18 (9%)	21 (10.5%)	42 (21%)	119 (59.5%)
- Asking a question about the content of the program	14 (7%)	21 (10.5%)	38 (19%)	127 (63.5%)
- Announcement	12 (6%)	15 (7.5%)	26 (13%)	147 (73.5%)
- Quiz	12 (6%)	16 (8%)	28 (14%)	144 (72%)
- Request a song	12 (6%)	15 (7.5%)	26 (13%)	147 (73.5%)
2. Sending a letter or email to MAP radio	16 (8%)	9 (4.5%)	14 (7%)	161 (80.5%)
3. Be a guest in the program	14 (7%)	9 (4.5%)	16 (8%)	161 (80.5%)
4. Attend a training of MAP radio	12 (6%)	14 (7%)	15 (7.5%)	159 (79.5%)
5. Be part of listener panel	11 (5.5%)	11 (5.5%)	19 (9.5%)	159 (79.5%)
6. Participant MAP event	12 (6%)	16 (8%)	15 (7.5%)	157 (78.5%)
7. Visiting MAP radio Facebook page	14 (7%)	15 (7.5%)	21 (10.5%)	150 (75%)
8. Visiting MAP radio website	17 (8.5%)	20 (10%)	18 (9%)	145 (72.5%)
Average	6.8%	7.6%	13.4%	71.7%



5) Satisfaction with MAP radio

5.1 Contents

Description	Satisfaction levels (By number of Respondents)		
	Very good	Satisfactory	Unsatisfactory
1. The contents of the programs are Interesting	76 (38%)	94 (47%)	30 (15%)
2. The contents of the programs are beneficial to migrant community	101 (50.5%)	70 (35%)	29 (14.5%)
3. The contents of the programs are beneficial to work / live in Thailand	106 (53%)	65 (32.5%)	29 (14.5%)
Average	95 (47.5%)	76 (38%)	29 (14.5%)

5.2 Broadcasters

Description	Satisfaction levels (By number of Respondents)		
	Very good	Satisfactory	Unsatisfactory
1. Broadcasters use language appropriately and speak clearly so make it easy to understand the contents	90 (45%)	73 (36.5%)	37 (18.5%)
2. Broadcasters are friendly	86 (43%)	85 (42.5%)	29 (14.5%)
3. Broadcasters are reliable	79 (39.5%)	80 (40%)	41 (20.5%)
Average	85 (42.5%)	79 (39.5%)	36 (18%)



Listener Panel



MAP Foundation

P.O.Box 7, Chiang Mai University, Chiang Mai 50202, Thailand



☎ / Fax: + 66 (0) 53 811 202. + 66 (0) 53 271 551 📠 Mae Sod Office : + 66 (0) 55 536 685

✉ map@mapfoundationcm.org, media@mapfoundationcm.org

📘 www.facebook.com/mapfoundation 🐦 @mapformigrants

🌐 www.mapfoundationcm.org, www.mapradio.org



Supported By:

