

**RADIO BROADCAST CAMPAIGN ABOUT DOLPHINS IN
THE CHINCHA PROVINCE, PERU**

FINAL REPORT

Submitted to
MARINE CONNECTION

By

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ABSTRACT

A radio spot campaign about dolphin conservation was organised by ACOREMA in the Chincha province, southern Peru. Activities involved elaboration of the script, recording of the spot and transmission of it through two local radio stations in Chincha. The spot was released 12 times / day, seven days a week during six months. Additional information about the dolphins and their problems was given to the radio programmers in support of the campaign. In order to evaluate the results of the campaign and the impact of the radio spot in the target public, two evaluation polls were applied in the Chincha Alta Chincha Baja, Tambo de Mora, Pueblo Nuevo and Sunampe districts, totalising 165 persons interviewed. The analysis of results of the evaluation polls revealed that awareness activities regarding dolphins are reaching the target publics. There are, however, some concepts that need to be worked out in depth. The high percentage of interviewed people who would not buy dolphin meat (70%) shows that the message oriented to reducing the demand for this illegal product is reaching the local population. By its content and message, the radio spot represents an important awareness material about dolphin conservation that it is not exclusive for the Chincha area, being possible to use it in similar campaigns in other cities along the Peruvian coast, even at the regional or national scale

1. INTRODUCTION

One of the main problems faced by Peruvian small cetaceans is the capture and trade for human consumption. Dolphins are captured either incidentally or directly and their meat is sold in two ways: the fresh meat is called “chancho marino” (or sea pig) and the dried-salted meat known as “muchame”. Several actions have been taken by conservation organisations including ACOREMA and this resulted in a dramatic decline in the catch levels. However there are still areas along the Peruvian coast where the capture of small cetaceans and the trade of their meat are done undercover, and these places need the confluence of distinct strategies directed to mitigate the problem. As a way to expand the coverage of conservation actions for Peruvian small cetaceans, in 2004 ACOREMA started a pilot research to investigate the situation of cetaceans in the Chincha area, in southern Peru. The reason was that previous information from independent observers indicated that the Tambo de Mora port and local markets in Chincha were places where the trade of dolphin meat occurred in a relatively open way. Therefore, there was considered necessary to develop an investigation to learn more about the situation and its magnitude, but at the same time to move ahead some actions that could prevent the capture and trade of these marine mammals. Actions in Chincha were oriented to catalyse the involvement of relevant authorities and to initiate a public awareness program directed to all publics, in particular to school children and youngsters. To date, a lecture program at schools is ongoing. School and teacher contests have been organised to motivate the educational system to participate actively in dolphin conservation. Some advances have been achieved, however the solution of the problems encountered that time must be considered in the long term.

Despite the public awareness activities there was a need of additional resources and strategies to reach more people to make them aware that there is a problem related to the trade and consumption of dolphin meat. From all the communication media, the radio stands as the preferred one by the public, as they can hear the

programs while doing their daily labour. This is true for most publics, including fishermen, different workers, and traders at markets, personnel at public offices and families at their homes. Therefore, ACOREMA outlined an initiative to incorporate radio broadcast of messages about dolphin conservation, as a way to increase the target public for these necessary conservation actions.

2. OBJECTIVES

2.1. General Objective

- Strengthening of education and awareness actions to reduce the capture, trade and consumption of dolphins in the Chincha province, Peru.

2.2. Specific objectives

- Production and broadcasting of a radio spot about dolphin conservation problems in the Chincha province.
- Motivate journalists to disseminate information about the problems faced by dolphins in the Chincha province.
- Increase the ways in which the education and awareness actions regarding dolphin conservation are currently reaching the local population of Chincha as a way to widening the coverage of dolphin conservation messages.

3. ACTIVITIES

3.1. Production of a radio spot.

During the first month of the project, work was done with two communication professionals in the definition of the message and writing of the script of a radio

spot directed to the public of the Chincha province as a motivation vehicle for their participation in the reduction of the capture, trade and consumption of dolphin meat. Once the script was ready, two actors were selected for the voices to be used during recording of the spot. After edition and final reviews, the spot was ready for its transmission through the local radio stations.

3.2. Identification of target radio stations.

The five principal Chincha radio stations were selected, and parallel to this an informal poll was applied to local people in order to know the radio station, the shows and the hours preferred by them for radio listening. On the base of this information, two radio stations were selected, and the programmers contacted for the transmission of the spot. Each radio programmer was informed about the project and its aims, receiving a copy of the spot on a CD for inclusion in the radio schedule.

3.3. Broadcast of the radio spot and distribution of additional information about dolphins.

A copy of the radio spot was delivered to each of the two radio stations selected for a daily transmission, with a frequency of 12 times / day during the advertising section of the programmes and hours with higher audience. The contracts with each radio station were renewed each month during 6 months, period in which the spot transmission was monitored at random to verify the terms of the contracts. Parallel to the contacts with the radio programmer, basic information about dolphins was summarised and handled to the programmers so they would have supporting material to make commentaries and discussions about the dolphin conservation problems in Chincha. In addition, specific information requested by the radio station programmers was prepared and submitted to them.

Interviews were organised at the radio stations so personnel from ACOREMA participated in the radio shows providing further details about the campaign and dolphin issues related to it. Moreover, guidance was provided to other radio programmers which express their interest in supporting the campaign including dolphin conservation issues in their programs.

3.4. Evaluation and follow-up.

During the six months in which the spot was transmitted, a permanent contact was maintained with the programmers of the selected radio stations to fulfil their requests of information and to evaluate the response from their audience.

The impact of the radio spot on the population was measured through two opinion polls. These were carried out by a specialist coming from other area, thus the public to be interviewed would not be influenced by people they knew. Following is a detail of the methodology used in the polls:

- Type of poll: Interviews from door to door.
- Methods for data collecting: Direct interviews at people's homes
- Universe: 165 adult people
- Distribution of interviews by district: Chíncha Alta (60), Chíncha Baja (25), Tambo de Mora (25), Pueblo Nuevo (30) and Sunampe (20)

A) Sample:

- Universe: The designed and covered universe was representative of the target public.
- Geographic area: The sampling area includes the districts of Chíncha Alta, Chíncha Baja, Tambo de Mora, Pueblo Nuevo and Sunampe, located at the Chíncha province, in both urban and rural zones.

B) Data collecting:

- Collecting method: The data were collected through a direct interview, using a team of people trained in this methodology.
- Questionnaire: A questionnaire was designed, with predominance of closed questions in order to analyse the answers following a logic sequence of questions (Annex I).
- Duration of the interview: Average 20 minutes each.

C) Analysis of the results obtained from the evaluation poll.

To gather reliable answers free of any kind of influence or doubts about the origin of the poll and the use of the data, it was decided not to go further in each question. This make possible to count with the cooperation of the target public and the spontaneous answers obtained.

The data base, including the data sheets, names and address of each person interviewed was tabulated and is kept at ACOREMA's files.

4. RESULTS AND DISCUSSION

4.1. Production of a radio spot

A radio spot about dolphin conservation, entitled: "A domestic conversation" was produced to be transmitted through local radio stations in Chincha. Following is the text of the spot:

Spot: "A domestic conversation"

(Duration: 33 seconds)

(Environment: A mother and her son before lunch)

Son: Mom, what's for lunch?

Mother: Chanco marino, dear!

Son: What! Don't you know that chanco marino and muchame are dolphin meat?

Mother: So..., we can not eat it?

Son: No, mom! Dolphins aren't fish. Dolphins can only have 6 calves in their whole life, while the fishes may have millions!

Mother: Really? Well, from now on we won't eat anymore chanco marino nor muchame.

Son: Great Mom! Now cook me a real fish! (Child laughing)

Voice: To hunt and trade dolphins is forbidden by law.

It's a message from ACOREMA and Marine Connection.

The final version of the spot is attached to this report as an audio file.

By its content and message, the radio spot represented an important awareness material about dolphin conservation that it is not exclusive for the Chincha area, being possible to use it in similar campaigns in other cities along the Peruvian coast, even at the regional or national scale.

4.2. Identification of target radio stations

Two of the local radio stations with higher audience were chosen for the transmission of the radio spot: "A domestic conversation" about dolphin conservation. These were:

- Karibeña (99.3 FM). Focus on the broadcasting of popular music during the whole day. This radio is listening by most people, including young people, householders, merchants, and fishermen.
- La Voz Independiente (101.70 FM), which is basically a news radio station. This station also reach a wide audience, and has a very close contact

with local teachers, a situation seen as an opportunity to keep the teachers informed about dolphins and their problems, information that in turn the teachers could transmit to the students.

4.3. Broadcast of the radio spot and distribution of additional information about dolphins.

The radio spot “A domestic conversation” was transmitted in the Chincha province using the two selected stations (Karibeña”99.3 FM and La Voz Independiente”101.70 FM). The spot was emitted 12 times a day, seven days a week during six months (January – June 2006) during the hours with higher audience.

Programmers from both stations received also basic information about dolphins in the way of short paragraphs to be transmitted to complement the information contained in the radio spot (Annex II). The compiled information included basic aspects of dolphin biology and ecology, conservation problems and the legislative measures protecting these marine mammals in Peru. The programmer from “La Voz Independiente” station requested specific information about the capture and trade of dolphins in Chincha to discuss the subject during the programs; in response to this initiative a small article detailing all aspects of the dolphin capture and trade was produced and delivered to his office (Annex III).

The interviews with members of ACOREMA were held at the news program of “La Voz Independiente” station. In these interviews there was a chance to discuss in more detail the campaign goals and objectives, the reasons for this initiative and to call the public to participate in the solution of conservation problems faced by dolphins in the Chincha area.

Other local media showed interest in the situation of dolphins and transmitted, by their own, information to the public, also interviewing ACOREMA members for more in-depth details regarding dolphin conservation problems. These media were

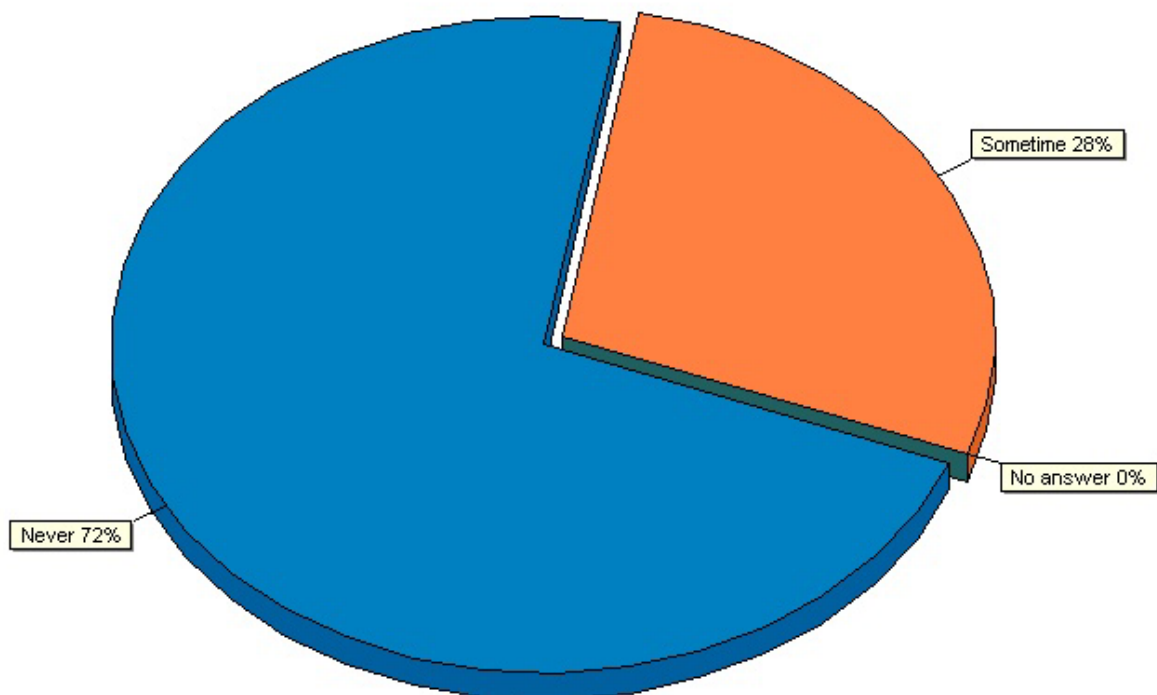
“The Chasqui” radio news, as well as the news from TV channels 10, 23 and 27 of Chincha. Additionally, some journalists which are also teachers offered their support to future actions for the diffusion about dolphins and their problems in Chincha.

4.4. Evaluation and follow-up

By interviews with the programmers at both radio stations it was possible to learn, on a qualitative basis, that the response from the public was positive. This was concluded from the fact that some people called to the radio stations and made comments about the dolphin capture and trade issue. Also, during conversations with their colleagues these pointed to the radio spot and found it very informative. As these were mostly qualitative, non measurable events, they indicated the interest of the public towards a subject that it is not regularly discussed in radio.

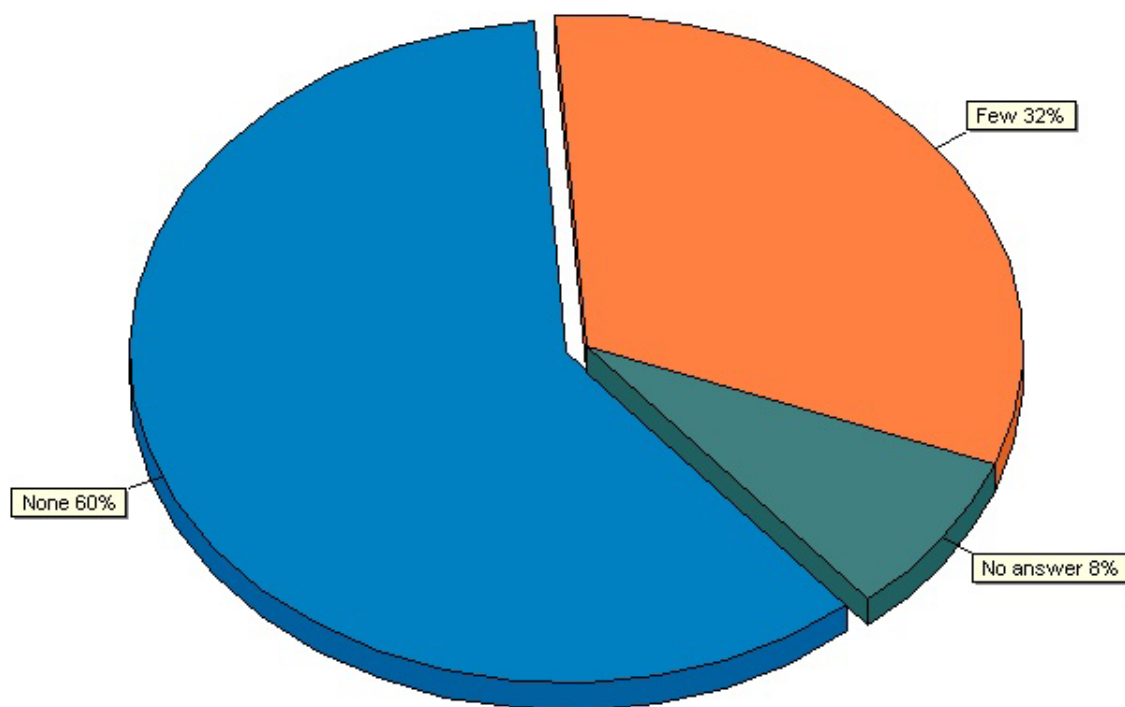
The need to count with measurable data impulse the application of evaluation polls. Two pools were carried out to evaluate the impact of the radio spot in the public. The first took place the days 23, 24 and 27 April 2006 in the Chincha Alta, Chincha Baja and Tambo de Mora districts; the second evaluation poll was applied on 19, 20 and 21 June 2006 and it covered the Chincha Alta, Pueblo Nuevo and Sunampe districts. Following is the general analysis of the answers for the two evaluation polls:

Question N° 1: Have you ever buy “chancho marino” or “muchame”? When?



First, it needs to be established that dolphin meat is sold in Chincha under two names: “chancho marino” or “muchame”. The highest percentage (72%) corresponds to people indicating that they never eat dolphin meat, while those responding that they eat this product some time (28%) pointed that was some time ago.

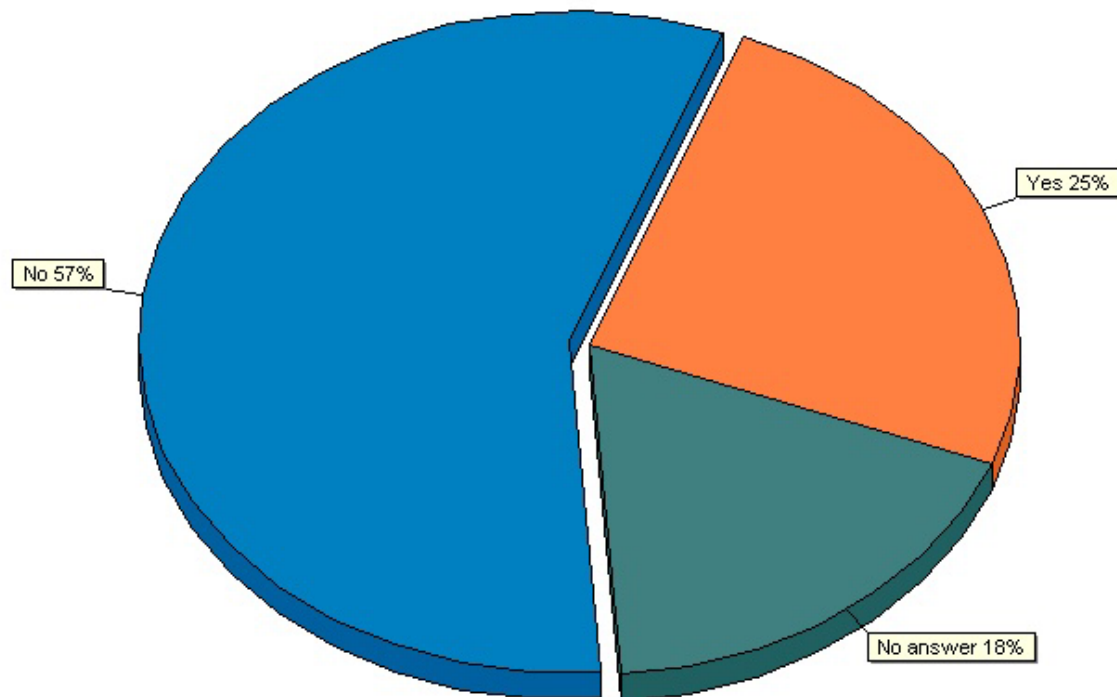
Question Nº 2: How many posts at the market sell “chancho marino”?



Most of the interviewed people (60%) answer that no posts at the local market sell dolphin meat. A 32% responded that a few posts in the market do this, and that they know that those illegally selling dolphin meat search for possible costumers offering the product door to door to avoid the control by local authorities. Finally, 8% did not answer the question.

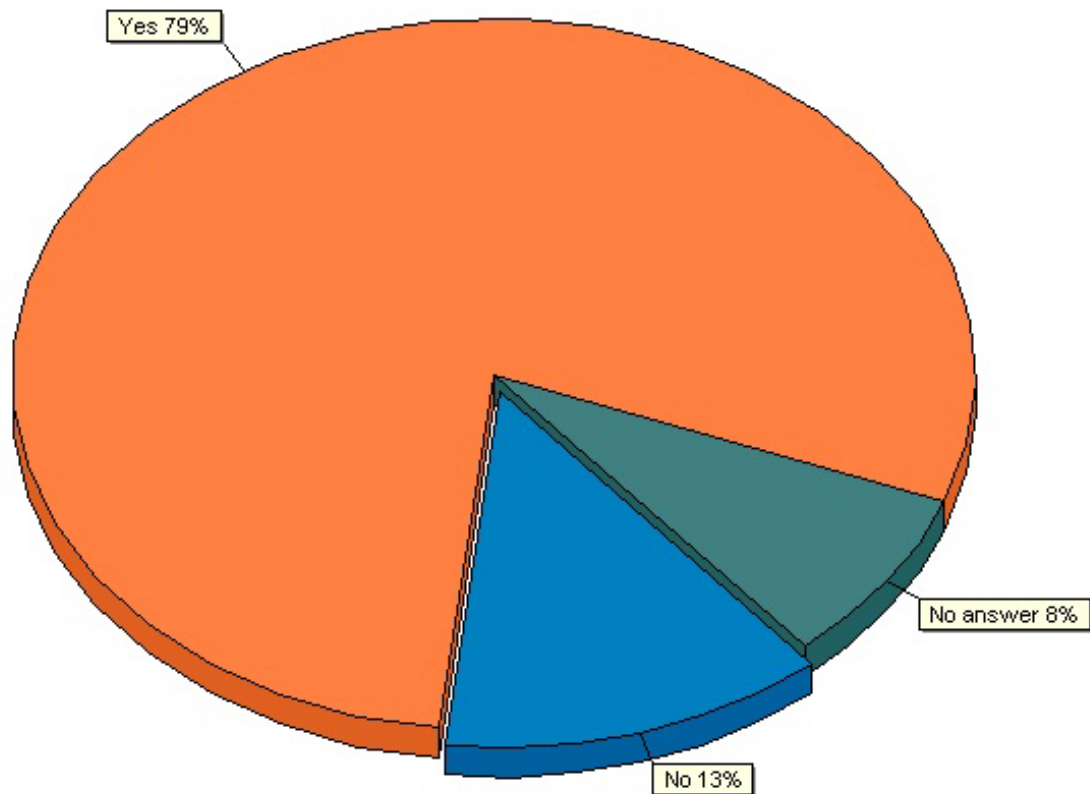
The results to this question confirm the information obtained by ACOREMA regarding the channels for selling of dolphin meat in Chincha and that indeed there are very few posts (3 out of the 45 offering marine products) that sells this product on an opportunistic way. Also, it is known that illegal traders sell the meat door by door, which reinforces the need to inform the public so it will be aware and avoid buying dolphin meat.

Question Nº 3: Do you know that dolphin is “chancho marino”?



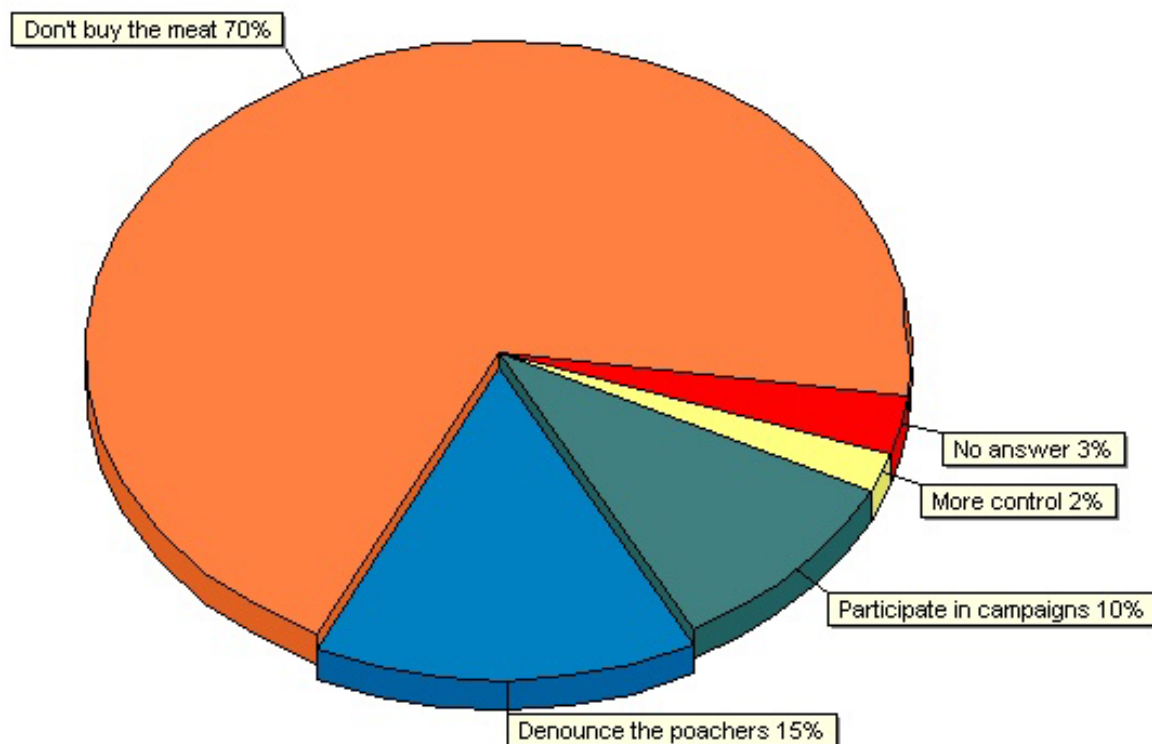
The answer that they knew the difference was given by 25% of the interviewed people, while 57% answer that they didn't; 18% did not answer or precise their answer. The 57% unknowing that dolphin is “chancho marino” has some logic if we consider that in Peru living small cetaceans may be recognised by different common names. Thus, the bottlenose dolphin is called “bufeo” or “delfín”, while other common small cetaceans such as the Burmeister’s porpoise, dusky and common dolphins are know as “chancho marino”, a term that is also applied to the meat of these animals, independently of the species. Clearly, the answers to this question pointed to develop the mechanisms to reinforce the term “dolphin” as a group of marine animals.

Question N° 4: Do you know if the trade of “chancho marino” is forbidden?



The poll indicates the knowledge of the interviewed people that the capture and trade of dolphin meat is banned. This answer is supported by the high percentage (79%) of those who know that the trade of dolphin meat is forbidden, and represents an important achievement of the awareness efforts deployed by ACOREMA through several activities directed to the several publics of Chincha. Only 13% answered that they did not know the legislation and 8% did not answer or did not precise their answer.

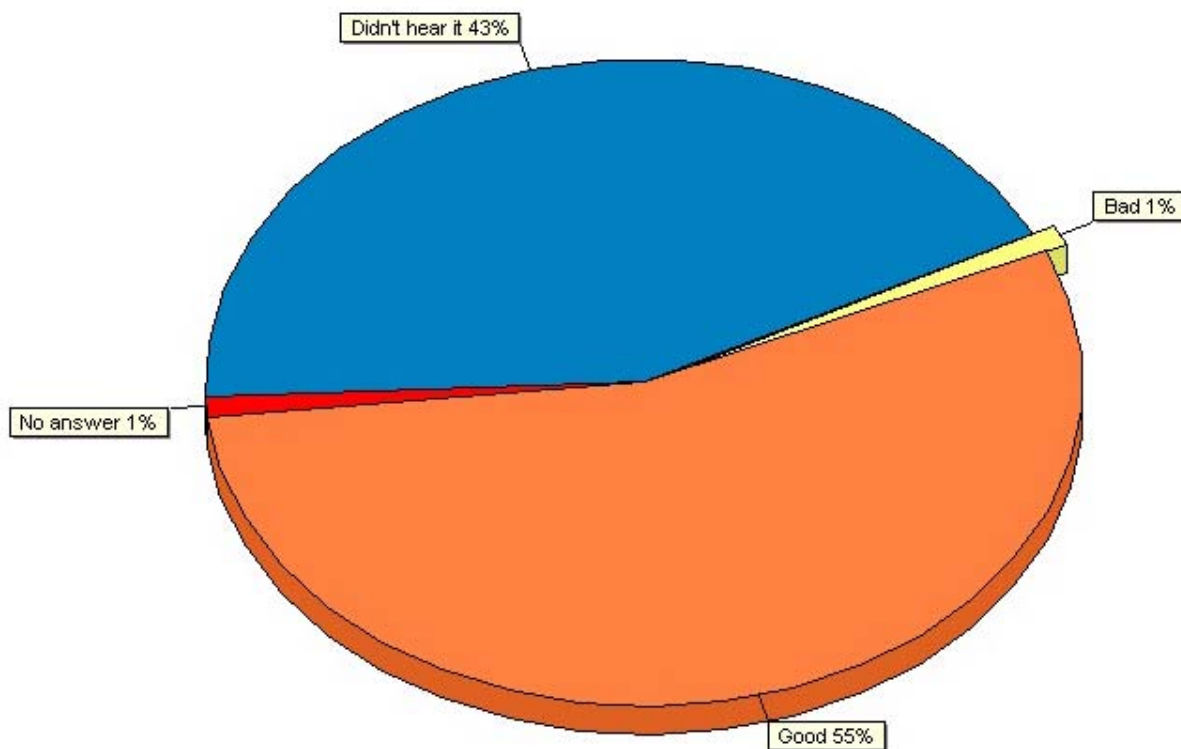
Question Nº 5: What would you do to stop dolphin deaths?



From the total of answers, 70% would not buy dolphin meat; 15% would denounce the poachers, 10% would participate in conservation campaigns, 2% asked for increasing of control measures, and 3% did not answer the question.

The high percentage of people who would not buy dolphin meat shows that the message oriented to reducing the demand of dolphin meat is reaching the local population, which is becoming aware that the solutions to the problem of capture and trade of dolphins is not just that fishermen stop killing them, but that the potential consumers should change their habits, making each person a proactive element in the solution to the problems faced by dolphins, problems that at the end are mostly man-made. No doubt, this has been another achievement of the radio spot campaign.

Question N° 6: What do you think about the radio campaign to avoid dolphin deaths?



The radio spot was considered good to 55% of the interviewed people, which also pointed that both the contents and format were positive. From their answers a direct identification with the radio spot produced by ACOREMA can be concluded. On the other side, only 1% considered that the radio spot was bad, while 1% did not answer the question. A 43% of the interviewed indicated that they did not hear the radio spot. In this case the reasons could be that this percentage of people either did not use to hear radio or they have preference for other stations.

Question N° 7: What would you suggest to enhance the campaign?

The answers were:

- The spot should be transmitted more frequently.

- The spot should be maintained in the air for a longer term.
- A lecture program should accompany the radio spot.
- Transmission of the spot through TV stations.
- The spot should be produced in a jingle format (like a song).
- The spot to should be more precise.
- That the spot would educative and directed to children.

From all the answers, the most frequently given were the first three, which reveals the interest of the local population for getting more information about this subject.

5. CONCLUSIONS

- The radio spot campaign was an innovation to the public awareness strategies for dolphin conservation currently used in the Chincha province.
- By interviews with the programmers at both radio stations it was possible to learn that the response from the public to the radio spot was positive, as some people called to the stations and made comments about the dolphin capture and trade issue.
- The analysis of results of the evaluation polls revealed that awareness activities regarding dolphins are reaching the target publics. There are, however, some concepts that need to be worked out in depth.
- The high percentage of interviewed people who would not buy dolphin meat (70%) shows that the message oriented to reducing the demand for this illegal product is reaching the local population.
- By its content and message, the radio spot represented an important awareness material about dolphin conservation that it is not exclusive for the Chincha area, being possible to use it in similar campaigns in other cities along the Peruvian coast, even at the regional or national scale.

6. RECOMMENDATIONS

- The radio spot campaign about dolphin conservation directed to all publics in Chincha should continue, as awareness about this problem should be presented in several fronts.
- It should be considered to reproduce the experience of Chincha in other key areas along the Peruvian coast where the capture of dolphins and trade of their meat is still a matter of concern.

ANNEX I

Questionnaire prepared for the evaluation polls regarding the radio spot campaign for dolphin conservation in the in the Chincha province

FIELDWORK QUESTIONNAIRE

Number: _____

Date: _____

Question Nº 1: Have you ever buy “chancho marino” or “muchame”? When?

Yes () No () No answer ()

Question Nº 2: How many posts at the market sell “chancho marino”?

Many () Few () None ()

Question Nº 3: Do you know that dolphin is “chancho marino”?

Yes () No () No answer ()

Question Nº 4: Do you know if the trade of “chancho marino” is forbidden?

Yes () No () No answer ()

Question Nº 5: What would you do to stop dolphin deaths?

.....

Question Nº 6: What do you think about the radio campaign to avoid dolphin deaths?

.....

Question Nº 7: What would you suggest to enhance the campaign?

.....

Name:

Address:

Interviewer:

ANNEX II

Basic information about dolphins and their problems delivered to the radio programmers participating of the campaign

LEARNING ABOUT THE DOLPHINS INHABITING THE SEA OFF CHINCHA

- In the sea off Chincha there are several species of dolphins. The most common are the bottlenose dolphin, the dusky dolphin and the Burmeister's porpoise. All are called "chancho marino" and their meat is also called "chancho marino" or "muchame"
- Dolphins are protected in Peru by the Law N°26585 that ban the capture, processing and trade of these animals.
- Although in their external shape are alike, DOLPHINS ARE NOT FISHES. Dolphins are mammals just like us. The females have mammary glands and they nurse their calves with milk.
- The bottlenose dolphin, which is the species we see regularly near the shore, needs at least 7 years to be sexually mature. Dolphins have their young every 2 -3 years. Gestation period last 12 months and these animals may live up to 50 years.
- The size of a newborn dolphin is approximately one third of its mother's length. For example, a bottlenose dolphin is about 1 meter long when born.
- Dolphins can dive up to 400meters, swim at 35 km/h and stay underwater up to 20 minutes.
- Dolphins feed mainly on fishes such as anchovy, sardine, silverside and mullet, among other. Some dolphins also eat squids. A bottlenose dolphin may eat up to 9 kilos of food every day.
- Now you learned that dolphins and fishes and they are not so abundant. When visiting the market don't commit a crime: do not buy "chancho marino" nor "muchame" because is dolphin meat and it's forbidden. Choose among the great variety of fishes and seafood that the sea off Chincha has to offer to you.

For further information about dolphins and their problems, please contact ACOREMA at the phone: 532046, or at the e-mail: acorema@terra.com.pe

ANNEX III

Article about the situation of Peruvian dolphins prepared upon request of a radio programmer to be used in support of the radio spot campaign in Chincha stations.

Dolphins in Chincha: Death for nothing

It is known that off the coasts of Chincha several species of dolphins and their relatives can be found, such as the bottlenose dolphin, dusky dolphin, common dolphin and Burmeister's porpoise. These marine mammals live near the coast, and for this reason they frequent the same areas where artisanal fishermen set their nets. The nets are gillnets, which are left to drift with the waves. Dolphins can not detect the nets; if a dolphin has an encounter with this gear, and because they can not swim backwards, they end entangling themselves in the nets, where they drown because they need the same air we breathe. When the fishermen recover the nets, they may find death dolphins, from which the meat is removed for their own consumption or to sell it back to port. There is a problem, however, when the dolphins are still alive in the nets: As the fishermen know that some people buy the dolphin meat, they will not set the animal free; instead they will use any mean (from harpoons to asphyxiation placing a plug in their blowhole) to kill the dolphin and selling the meat. Because there is a demand for dolphin meat by some people, fishermen go out to sea specifically to catch dolphins, using hand-thrown harpoons.

Upon arrival to port, the dolphin meat is sold to the middle-people who will trade the product at the local markets. In Chincha, dolphins are landed in the Tambo de Mora harbour and from here they are transported to the markets and fairs, being sold in the fish trade section. It is easy to distinguish dolphin meat, (named "chancho marino" or "muchame") due to its texture similar to cow meat and its deep red colour.

The trade of dolphin meat is forbidden and you can contribute to avoid the vanishing of the Chincha dolphins. Denounce the trade of dolphin meat in markets and fairs of the province, because is illegal. You can place your denounce to the National Police, the Municipal Police and to this station.